Apple.com

Design, Innovation & User Experience

Alberto Bolta Sanmateu

1º DAW

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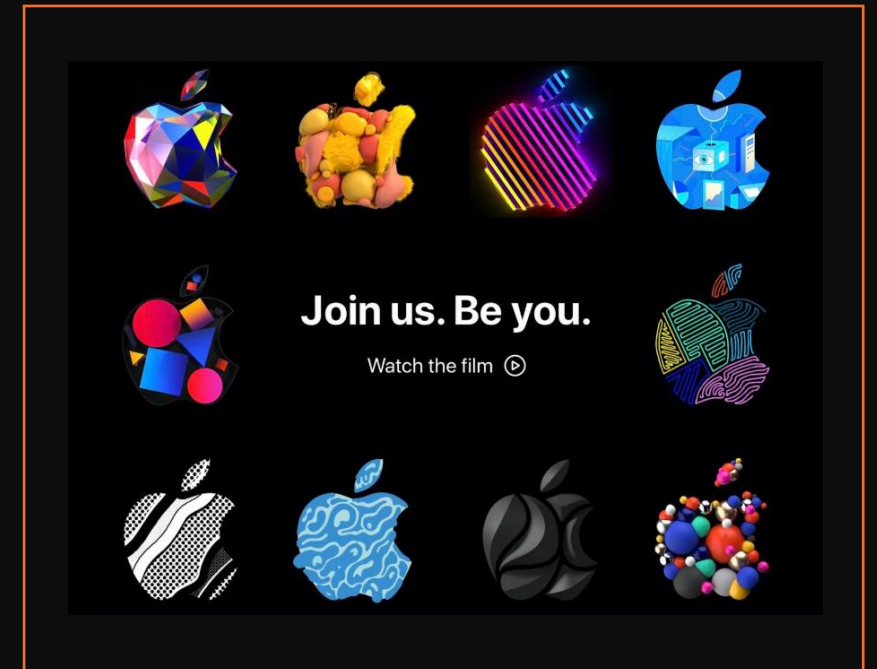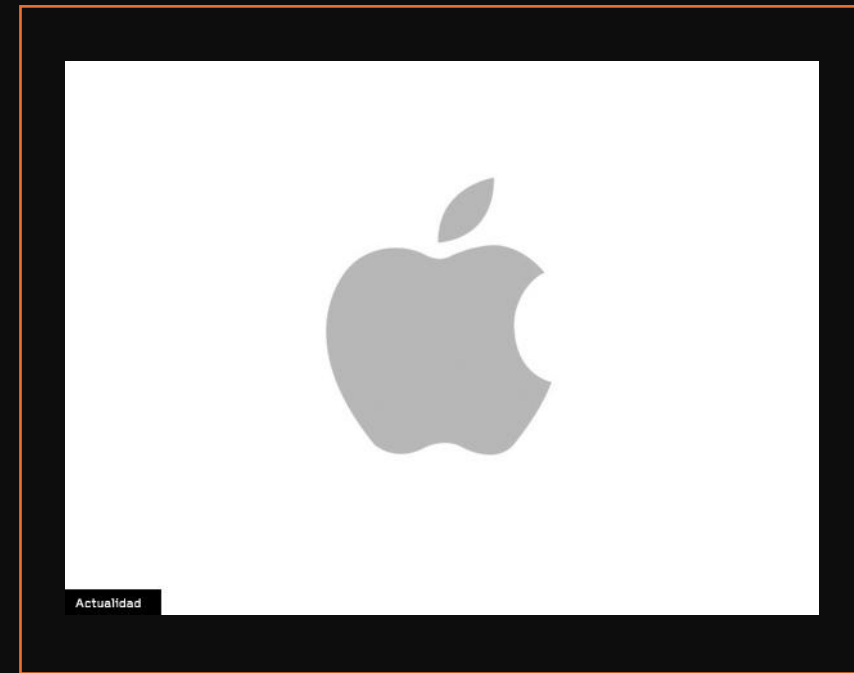Store   Mac   iPad   iPhone   Watch   Vision   AirPods   TV & Home   Entertainment   Accessories   Support
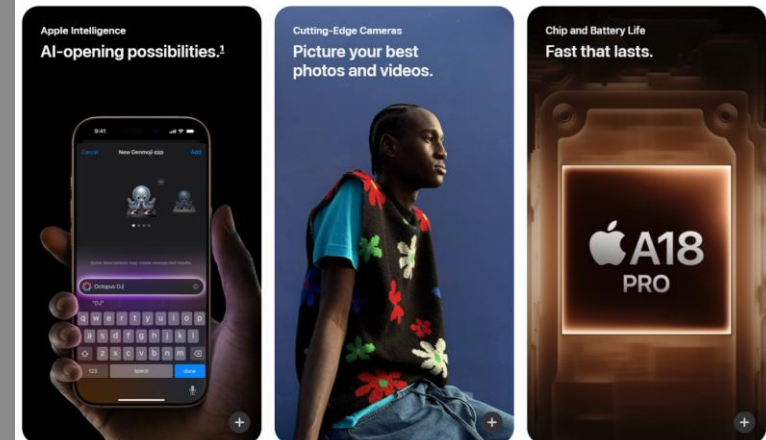
Why Apple's Website Wins

- Official platform for products, service and support.

- Global benchmark in minimalist web desing.

- Where technology meets intuitive user experience.

- A visual storytelling platform for premium innovation.

What is apple.com

- Official hub for products, service and support.

- Combines e-commerce, branding and customer care.

- Design for discovery and seamless interaction.

Everyone has their own way of learning and expressing creativity. Apple technology and resources empower every kind of educator — and every kind of student — to learn, create, and define their own success. Let's move the world forward.

K–12

Ignite the creativity

Higher Education

Teach. Innovate. Inspire.

College Students

Best in class.

Apple at Work

Work as one Or one thousand

Apple hardware, software, and services work to you and your employees the power and flexibility needs doing — whether you're a small business

Small Business

Simplicity at work.

Learn more >

Who uses apple.com

- Tech enthusiasts and early adopters.
- Professionals (designers, developers, creatives).
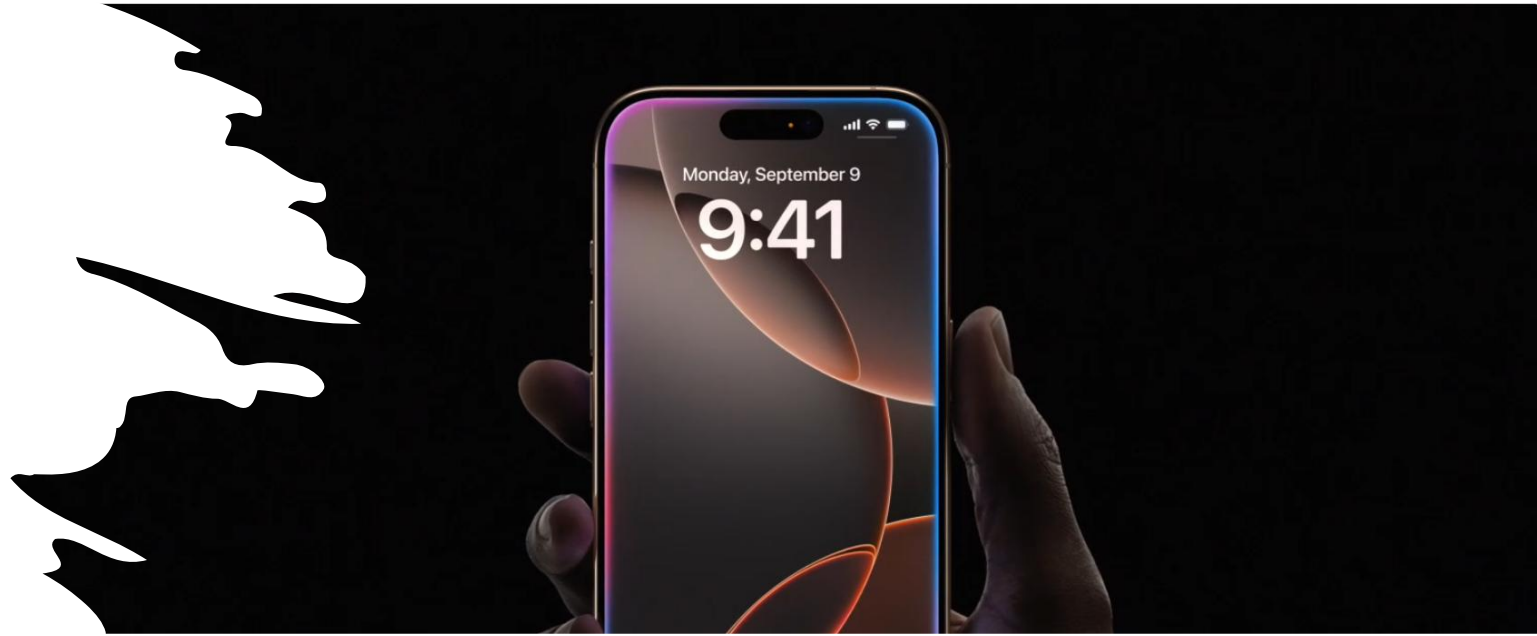- Premium consumers valuing quality and ecosystem.

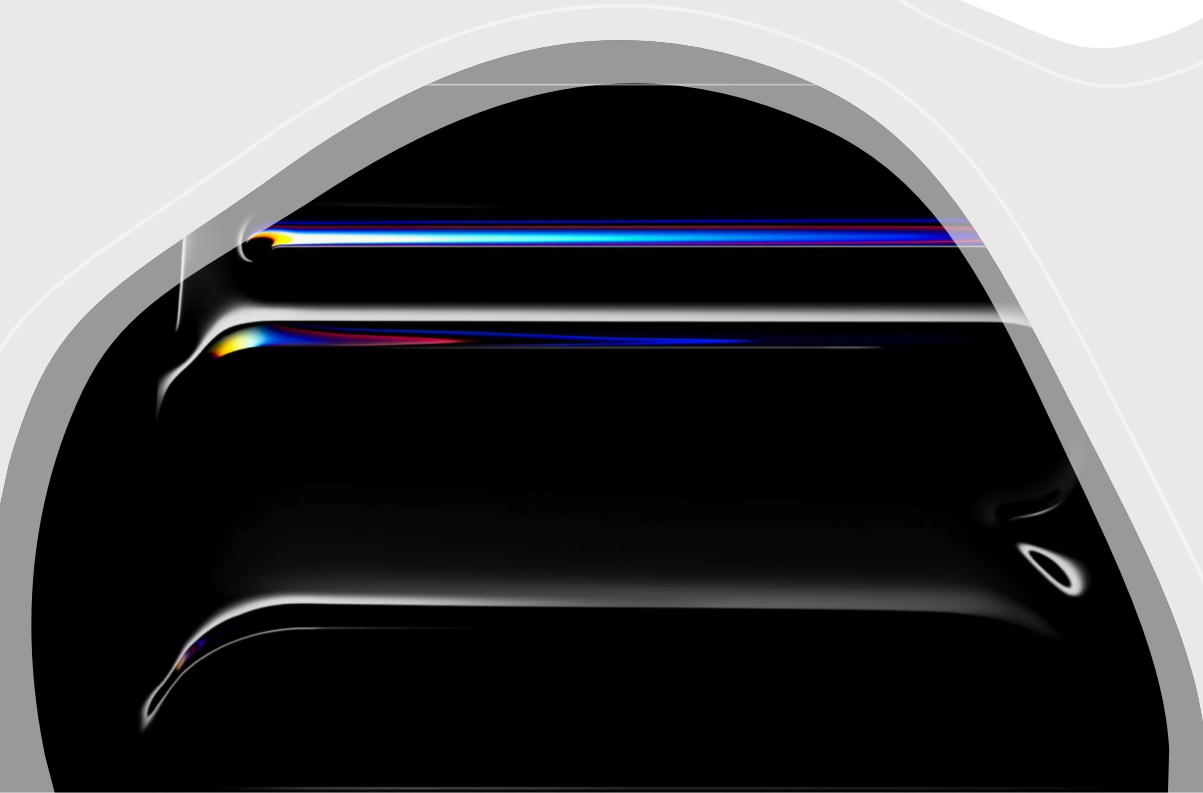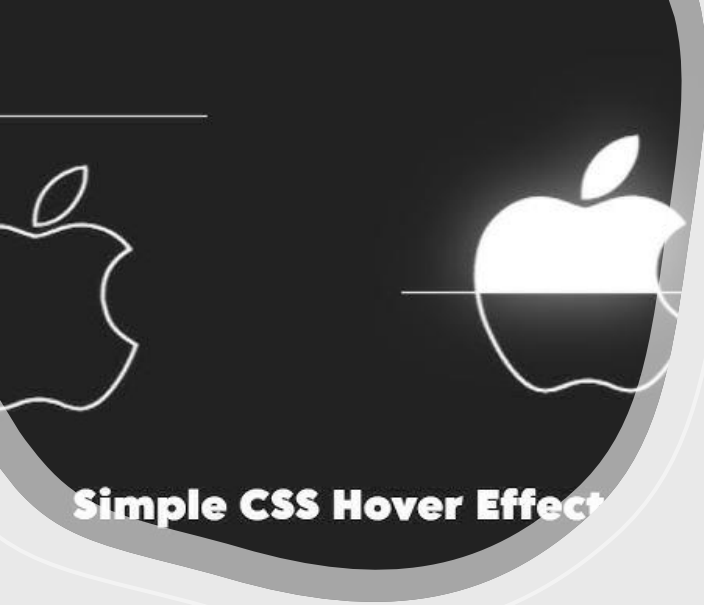# Exploring apple structure

- Shop – Iphones, Mac's, AirPods and more.

- Support – Guides, repair and community.

- Business/Education – Tailored solutions.

- Explore – Products stories and Apple News.

Support

Apple Business Manager

Less is More: Apple's Design Secrets

- White space dominance – Focus on products, not clutter.

- SF Pro typography – Clean, readable, brand-consistent.

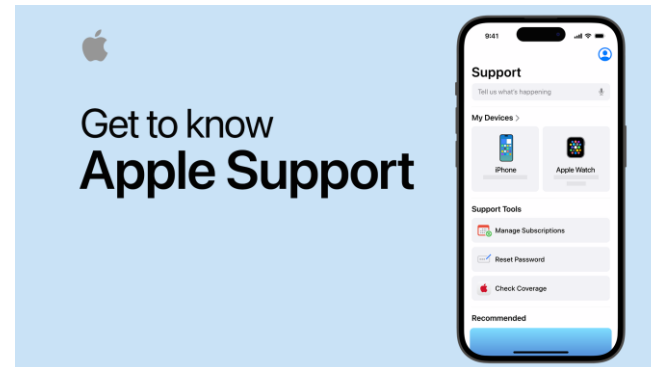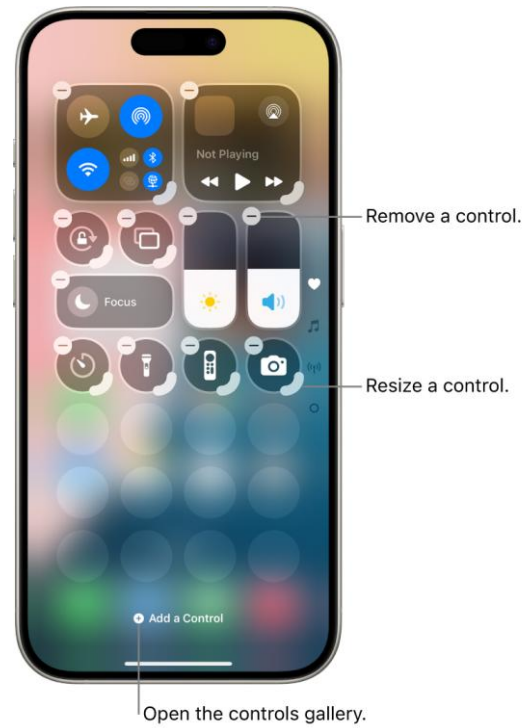- Grid-based visual hierarchy – Guides the eye naturally.

Beyond Static: Apple's Interactive Magic

- Hover-triggered animations – Buttons that breathe.

- Cinematic auto-play video – Show, don't tell.

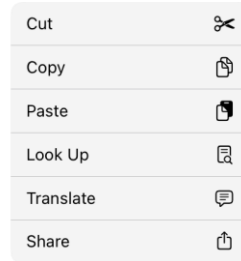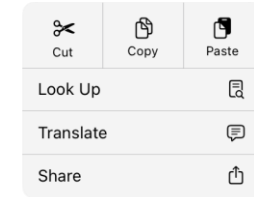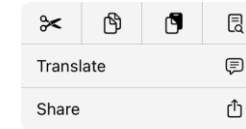- Dynamic scrolling effects – Parallax Depth for storytelling.

User Freedom: What Can You Do?

- Compare models side-by-side.
- Customize device in real-time.
- Schedule in-store support.

Remove a control.
Resize a control.
Open the controls gallery.

iPhone SE   iPhone 14   iPhone 15   iPhone 16   iPhone 16 Pro

Get to know
Apple Support

Why Apple Wins

- Minimalism as a competitive advantage.
- UX that anticipates user needs.
- One tiny flaw: Key sections buried in menus.