Assignment 1: Website Review

The website I have chosen to review is [www.apple.ca](http://www.apple.ca). I have specifically chosen this website because I truly believe that they are way ahead of the game. It is extremely useable, crisp, clean and fun. I feel like the quality of their website is not comparable to any other, and the context and layout is one of the best.

From first glance at the website it is right off the bat extremely usable, easy to navigate around and find exactly what you are looking for. Right in the middle is their heart and soul of the brand, as you start scrolling down you can see the lineup of the new and improved iPhone, and the rest of the products. The pictures they use on the website are outstanding, how they have a clean white background and floating products as well as the “learn more and buy now” links, occupied with the basic price tag of the product makes the content very useful and knowledgeable. They put short, but sharp

An extremely conventional website, you have your typical sign in and shopping cart in the top right, as well as all their products laid out across the top. As creatures of habit we are very used to these specific features in websites and we’ve come to accustomed and trained that when we go to a site the brain knows ideally where to look and want to click, regardless of if we have ever been to a website before. They use a clean hierarchy in their navigation bar on the top, with the apple logo on the top left being the home button.

What I really like about the website is that when you click on a category, another row of categories appears to help you get directly to the destination you are looking for. A very accessible site and easy to get to where you need to go in clean, crisp fashion. If you do however find yourself stumped or can’t find what you are looking for, as soon as you hit the support button a giant search bar smacks you right in the middle of the page, and right under that is a product category that you can get support for. Because being a customer if you are already frustrated about a product, and you go to the site for support, but you can’t even find a fix or get to the support information about that product, I want to punch my monitor. Apple knows how to target their clients and the general public and make life easier.

I feel like apple has officially won and grasped the idea of information architecture. It found out how to tie the user to the content and context of its brand and website as well as help the disabled with accessibility when you scroll all the way down to the bottom of the page. It is a beautiful site to look at, they have wonderful structure, with good content and easy functionality. They know how to conduct customer research to update and review their website for everyone to have an easy time navigating and using the site to its full potential. The goal of the website is very clear, they want their customers to be appealed to their products and have trust that they are buying a quality made machine.

I genuinely don’t have one complaint about the apple website, if there is truly one bad thing about it, would be their prices, because they are just too dam high!