

Chapter 3

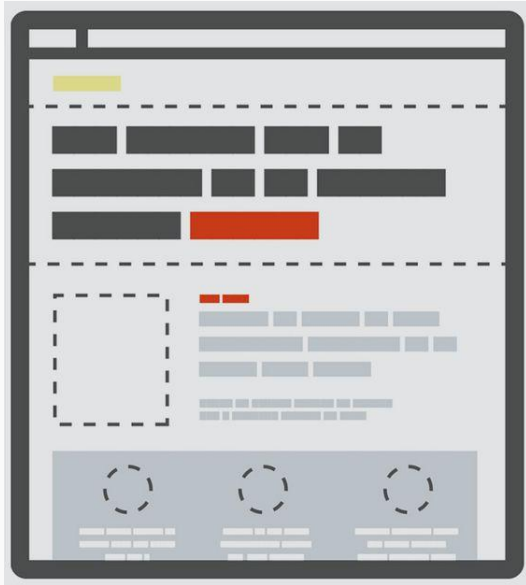
Tara Parker-Essig & Amanda Hong



Conventions
are your
friends



Visual hierarchies are important



What is
Interactive?


Obviously a button?

Current Example



Apple Mac iPad iPhone Watch TV Music Support


Apple WATCH SERIES 2



Introducing Series 2.


iPad Pro

Super. Computer.




Apple tv

The new TV app. One place for everything you want to watch.



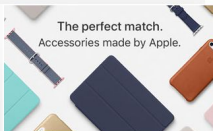
AirPods

Wireless. Effortless. Magical.



The perfect match.

Accessories made by Apple.



Shop and Learn

- Mac
- iPad
- iPhone
- Watch
- TV
- Music
- iTunes
- iPod
- Accessories
- Gift Cards

Apple Store

- Find a Store
- Genius Bar
- Workshops and Learning
- Youth Programs
- Apple Store App
- Refurbished and Clearance
- Financing
- Reuse and Recycling
- Order Status
- Shopping Help

For Education

- Apple and Education
- Shop for College

For Business

- Apple and Business
- Shop for Business

Account

- Manage Your Apple ID
- Apple Store Account
- iCloud.com

Apple Values

- Accessibility
- Education
- Environment
- Inclusion and Diversity
- Privacy
- Supplier Responsibility

About Apple

- Apple Info
- Newsroom
- Job Opportunities
- Press Info
- Investors
- Events
- Contact Apple

More ways to shop: Visit an [Apple Store](#), call 1-800-MY-APPLE, or [find a reseller](#).

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United States