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**FACULTY OF INFORMATION MANAGEMENT**

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**INTRODUCTION TO WEB CONTENT MANAGEMENT AND DESIGN**

(IMD311)

**CASE STUDY:**

APPLE WEBSITE

**PREPARED BY:**

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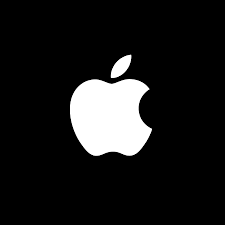
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**1.0 BACKGROUND OF THE WEBSITE**

**1.0 BACKGROUND OF THE WEBSITE**



*FIGURE 1: APPLE LOGO*

Apple.com is a convenient place to purchase Apple products and accessories from Apple and other manufacturers. The homepage is welcoming, modern, simple and clean, allowing the brand to really show its products off and make them the primary focus. The whole site’s design definitely has a modern and professional feel to it, their website’s design meets the modern-day standards. Apple website has a really unique and clever design feature and does limit the length of the page. This is to captivate viewers and make their audience enjoys visiting the site.

Jason Wilson is a product designer with over twenty years experiences designing software that is both intuitive and beautiful. Jason Wilson has designed many of Apple's websites. He is good at digital product design, user experience design, user interface design, graphic design, branding, design direction, creative direction and photography. He design many other website like Adidas, Adobe, Apple, Audi, BlackBerry, Clorox, Dashlane, EA, eBay, Facebook, Google, Hard Rock, HP, Intel, John Hancock, Lytro, Michelin, Microsoft, Nike, Pinterest, Peet's Coffee, Robert Half, Schwab, Sega, Sonos, Sprint, Sun Microsystems, The Webby Awards, Wells Fargo, Yahoo and others. For apple website he has designed apple website in over eight years. Then, on 2008 he designed website for the launch of the Munich Apple Store location and designed Mac OS X Leopard website. On 2011, he created photo grid system that is used across Apple's photo applications and he keep designing apple website till present.

Apple website is available for many countries such as:

* Africa, Middle East, and India
* Asia Pacific
* Europe
* Latin America and the Caribbean
* The United States, Canada, and Puerto Rico

Apple company registered the domain in 1987, the site at that time looked like a newsletter. At that time, apple website does not look minimal at all, Then the company slowly transformed its own homepage, by 1998, Apple simplified its homepage hugely. The company kept the format of a photo alongside "Apple" for several years. By 2000, Apple had added a designated navigation bar at the top of the site to make user finding what they need with ease. In 2001, the company got rid of big "Apple" text and also changed the red Apple logo to a blue one and eventually turned silver in 2002. As time goes by, apple keep their website up to dated and continued the design trend of featuring hot product front-and-center, sometimes even more dramatically. They keep upgraded their website and now their website probably has the best and futuristic user interface. Now apple website supported dark mode, their navigation also in dark and simplified their search bar. This is the way they can promoted their product and also show people that they have the most on their website.

The main purpose of their website, to sell and advertise their products. Not only just that they also created the website to support their customers in every aspect such as:

Get Support for:

* iPhone
* iPad
* Watch
* Mac
* Music
* Apple ID
* Apps
* Support Site Map

Customers can ask question about things that they bought from apple, they can learn or discover new ways to enjoy their devices with their how-to and help videos. Get quick tips and the help all in one place. They also provided service and support from apple experts and also provided a repair services if the customers apple product needs repairs or fix.

The biggest feature of Apple's influential web design is its minimalism. Apple keeps it simple by using large areas of white space and big margins to focus on single areas of content. Apple's homepage normally features a large product shot with single tagline and some other pages linked under the fold. For example, at the time of writing, Apple features a large image of Apple's second-generation iPad with a large title and sub headline. How they influenced customers to visit their website:

* Organized Information
* Consistent Brand
* Product Shots
* Animation and Interactivity from New Web Standards
* Icons
* Interface Influence

**2.0 NATURE BUSINESS OF THE WEBSITE**

**2.0 NATURE BUSINESS OF THE WEBSITE**

Apple Inc. is an American manufacturer of personal computers, computer peripherals, and computer software. It was the first successful personal computer company and the popularizer of the graphical user interface. Their headquarters are located in Cupertino, California. The company's hardware products include the iPhone smartphone, the iPad tablet computer, the Mac personal computer, the iPod portable media player, the Apple Watch smartwatch, the Apple TV digital media player, the AirPods wireless earbuds and the HomePod smart speaker. Apple's software includes macOS, iOS, iPadOS, watchOS, and tvOS operating systems, the iTunes media player, the Safari web browser, the Shazam music identifier, and the iLife and iWork creativity and productivity suites, as well as professional applications like Final Cut Pro, Logic Pro, and Xcode. Its online services include the iTunes Store, the iOS App Store, Mac App Store, Apple Music, Apple TV+, iMessage, and iCloud. Other services include Apple Store, Genius Bar, AppleCare, Apple Pay, Apple Pay Cash, and Apple Card. So, with all of this product that they sell apple built a website that provided user, customers a service that help them to get information, details and many more about their product.

Apple website do sell their product not only to individuals, they also sell their product for business purpose, apple products help employees work more simply and productively, solve problems creatively, and collaborate with a shared purpose. And they’re all designed to work together beautifully. When people have the power to work the way they want, with the tools they love, they can do their best work. Then, for education. Apple products give students complete freedom of expression. iPad is so intuitive, anyone can instantly take an idea and run with it. Mac provides the power to pursue the most ambitious projects. Students can even start creating on iPad, then pick up where they left off on Mac and simplify the day-to-day tasks of teaching with apps designed to make the classroom more flexible, collaborative and personalized for each student. More, for healthcare. healthcare providers can deliver the best care when they have powerful, intuitive tools. Apple technology helps them work effectively within hospitals, connect remotely with patients and conduct groundbreaking medical research. The result is care that becomes more efficient, more personalized and ultimately more human.

People can buy apple product at their website such as:

* Mac
* iPad
* iPhone
* Watch
* TV
* Music
* AirPods
* iPod touch
* Accessories

People can also shop online, but not every country or region is supported. You can track your order, shopping assistance and also genius support just from their website. So, apple website has everything you need with just one click.

Apple start selling their product on website is on 1995, Apple was an incredibly healthy business with impress figures to boast. They shipped 1.3 million Macintoshes and generated $3.1 billion revenue from the quarter in 1995. Unit sales of Macintosh software increased by 26.9% for the first ten months of 1995. Apple had impressive market share figures amongst US K-12 institutions and the creative professional market, including graphic and Web designers. With the advertisement, product and software that they sell on their website in 1995 they really boost their popularity and all at once make their product become the most selling product in the world.

Apple website decided to sell their product online now for user to make it easier for other people to buy them, they also make them delivery charge for free. More, shopping on apple website lets you take advantage of exclusive features such as iPad engraving, Mac customization, and Certified Refurbished Products. Online sale websites reduce any geographical restrictions user would normally face with an office-based business. People can be anywhere around the world and still successfully oversee apple product.

Apple website may process your personal information with user consent, for compliance with a legal obligation to which Apple is subject, for the performance of a contract to which user are party, in order to protect user vital interests, or when apple have assessed it is necessary for the purposes of the legitimate interests pursued by Apple or a third party to whom it may be necessary to disclose information. The personal information we collect allows apple to keep user posted on Apple’s latest product announcements, software updates, and upcoming events. If user don’t want to be on apple mailing list, user can opt-out anytime by updating your preferences. We also use personal information to help us create, develop, operate, deliver, and improve our products, services, content and advertising, and for loss prevention and anti-fraud purposes. Apple may use user personal information, including date of birth, to verify identity, assist with identification of users, and to determine appropriate services. From time to time, apple may use user personal information to send important notices, such as communications about purchases and changes to our terms, conditions, and policies. Apple may also use personal information for internal purposes such as auditing, data analysis, and research to improve Apple’s products, services, and customer communications.

**3.0 UX/UI OF THE WEBSITE**

**3.0 UX/UI OF THE WEBSITE**

**UX-USER EXPERIENCE**

UX is the process of manipulating user behavior through usability, usefulness, and desirability provided in the interaction with a product User experience design encompasses traditional human computer interaction design and extends it by addressing all aspects of a product or service as perceived by users. For the history it comes from the field of user experience design that have a conceptual design discipline and has its roots in human factors and ergonomics, a field that, since the late 1940s, has focused on the interaction between human users, machines, and the contextual environments to design systems that address the user's experience.

**UI-USER INTERFACE**

The user interface is the point of human-computer interaction and communication in a device. This can include display screens, keyboards, a mouse and the appearance of a desktop. It is also the way through which a user interacts with an application or a website. The history starts in early computers, there was very little user interface except for a few buttons at an operator's console. Many of these early computers used punched cards, prepared using keypunch machines, as the primary method of input for computer programs and data. While punched cards have been essentially obsolete in computing since 2012, some voting machines still use a punched card system. There is some example of user interfaces that can include such as computer mouse, remote control, virtual reality and more.

**UX & UI for Apple websites**

These two parts is the important thing that apple focused to attract their customer for widely use their website to purchase their product. UX and UI is a two things or terms that often been used in all website or to design a web but have a many very different meanings. The two components are essential to the item and function carefully combined. In any case, despite their working relationship, they have the functions of themselves different, referring to very different parts of the developing applications and conceptual design and structure of discipline.

Apple has utilized a straightforward yet noteworthy structure for their client to jump into their sites. It can be seen by its Client Experience Plan which have a decent item ease of use. It is material to the Apple site in scarcely any angles which is the principle goal of the sites are obviously expressed in it. They likewise effectively characterized their key of usefulness for the site so the capacities of the site would be better and smooth. Client Experience Structure of this site can be seen next on how their concluded and characterize the components that should have been evacuated to make the site progressively usable. For the UI Plan of Apple site, the clients can see the page format of the site, which is exceptionally inventive, moderate and straightforward. It is for how the substance and any information were organized adequately in a reasonable and accommodating design. This circumstance help client for not having such a great amount of view inside the interface of the site. As we recognize, Apple logo is an apple that have been eaten a little bit on the right site and have many colours. How the site components are orchestrated is likewise one of the parts of UI's plan. All components of the site for example, route, substance, and data in this site are masterminded efficiently and overhauling the capacity of client to utilize the site with no challenges.

In this new era or we called 21st century, technologies are an important thing that many people use in their daily life. So, to attract the citizens people It’s easy for website viewers to feel overwhelmed when there is too much happening on a website. Flashy design techniques like pop-ups, slideshows, and an animated intro screen can distract from the real crux of the site and can drive users away before they even start searching for what they want. Apple’s website abides by the adage, “Keep it simple, silly.” Upon entering the site and seeing the homepage, the user is greeted with white space and simple, visually appealing images. The user’s eye is directed toward the first image, currently the new iPhone X, which is hyperlinked to an informational page with an option to buy the product. When showcasing a product or service on the homepage or landing page, always hyperlink to a page where users can purchase or learn more about it. These plans have been chosen in the wake of understanding that it is critical to knowing the clients and their needs by concerned the understanding who is the clients and what they need to achieve is fundamental. Profiling the target crowd is the most ideal approach to improve the client experience of the site in light of the fact that it allows to comprehend why clients need to utilize the site. Well that is the motivation behind why Petronas are applying the UX/Ui advancement in their site

Apple is one of the biggest brands in the world and with that popularity comes great influence. Perhaps more than any other company in the world, Apple has played a hugely influential role in the way that products, applications, and websites are designed. In this article, we'll be discussing Apple's overall design style and how it's influenced a bunch of others. Not all the company in Malaysia is focus to build and establishment in their website. But Apple is more on technology thing so their website maker is to has more experience on build a website. According to their website all of the features is very nice and very smooth. It is because all of the content and the interface is build by their expert team. The stream and any refreshed data from the other division or people will be given to this gathering to refresh the site to guarantee the unwavering quality and productivity of the site consistently in the best conditions because of its official site of the organization.

There are many websites that have beautiful and interesting design. But for Apple website it was the nicest and interesting website that have been make. It also has some sentence like “less is more especially on the homepage” this is because Apple is not using much colour or effect in their website but it will make someone will be attracted to always open the website. Also, at the top of the Apple homepage, users find the main navigation menu that will lead them to their desired product or the support section. Rather than have multiple navigation layers (such as Products - Music - iPod) to go through before reaching the desired product, Apple gives the users a menu of exactly what they want, thus prioritizing functionality and cutting out the middleman. Scrolling down further on the homepage, the concise copy paired with minimal images introduces new products and the most popular products, redirecting the user to find the information he/she is looking for or enabling further discovery without causing information overload. This simplified design allows users to navigate the website easily and lowers bounce rates, which increases the chance of users ultimately making a purchase. This site at present simply pleasant and there is no much factors that lead to astounding response from the client. Along these lines, by having this float impact that is give centre on explicit substance may assist clients with having a superior comprehension towards the substance and come as the most fascinating pieces of the sites.

A screenshot of a computer screen

Description automatically generated

*FIGURE 2: APPLE HOMEPAGE*

If the user is using the website and then have a crash or the website is can’t open, they can contact the Apple support teams by calling 1800-80-6419. Sometimes the bug or the crashes happened so the technical team will be responsibility to assist the user or fix the disfunction website. Not just that, sometime user phone is having a crash because of their phone and not the website fault. So, the user must call the number given or they can click at the support interface. After that they can choose what help that they need. The Apple team will support them as they can until the problem solved. Apple worker will reply as soon as possible. The user also can contact the Apple worker or company using social media app such as Twitter, Facebook, Instagram and more. If the problem big the user can simply see an email to the Apple. In the end the user do not need to worry to open the website because the problem or bug is rarely happen and Apple will always caring for their customers and will make their user comfortable with the website and style

A screenshot of a computer screen

Description automatically generated

*FIGURE 3: APPLE CONTACT*

This day technology is the most important thing to the people. Technology also change from time to time from old to the newest thing. So same as the website, it must improve from time to time to be a better and good website. It is because the trend of browsing the internet always change very fast. Another than that, the substance of the site must be brief and clear which would be coordinating to the clients so they don't have to analyze, to comprehend what the substance are attempting to recover. They have to limit the means to do any exercises so as to encourages the clients to have actually access towards something. To wrap things up, the lessening of looking over might assist with improving the UX of the site. It is on the grounds that because of longest looking over may be tiring and exhausting to the client. As we probably am aware, client experience is increasingly about usefulness, appearance consistency since clients love it due to diminishes of learning and kills disarray and UI is expected to include the inclination and association between the client and site itself.

**4.0 COLOR SCHEME USE**

**4.0 COLOR SCHEME USE**

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*FIGURE4: COLOR SCHEME FOR APPLE WEBSITE*

Generally, color scheme is a color that consists of a combination of colors used in a range of design disciplines, from fine art to interior design to graphic design. Each color scheme consists of one or more of the twelve colors present on the color wheel. Then, by pairing different colors with each other, you can create endless color palettes to use in any composition. Furthermore, the use of the phrase color scheme may also and commonly does refer to choices and use of colors used outside typical aesthetic media and context, although may still be used for purely aesthetic effect as well as for purely practical reasons.

The color scheme that using by the Apple for their website are smoky black, jet and light periwinkle, this all color can categorize as neutral color scheme which is neutral color palettes have recently gained momentum across all design disciplines. Apple chosen that colors for their website to ensure the readers comfortable when they read the website because all that color are not too bright and suit for the website. Then, the reason why Apple use all that colors because smoky black, jet and light periwinkle are the signature color of the Apple company and according to the research, the late founder of Apple which is Steve Jobs love kind of dark color so no wonder the website of Apple is based on dark color.

The reasons Apple choose that kind of color for their website, it is because for example black color, it looks so classy and exclusive so it suits for the product that Apple produce. In addition, Apple is one of the best electronic brands in the world so color selection is very important for them to attract more of their existing customers. Mostly, Apple used the smoky black color on their website for example on the header, navigation bar and side bar, it is because on that parts it contains an important information for the customer and automatically that color can catch up the attention of the customers when they access this Apple website.

Apple starts using the smoky black color around 2007 for their website and before that they used white and silver color. Then, the head of Apple department also thinks that black color affects the mind and body by helping to create an inconspicuous feeling, boosting confidence in appearance, increasing the sense of potential and possibility, or producing feelings of emptiness, gloom, or sadness. Usually, Apple use black and white as their colors for the font because to make easier for the customer read their wording clearly and understandably. Besides that, the information that Apple want to convey can be understood by the customers who visit this apple website. Then, Apple also used bluecolor for the certain wording to make their wording more variety not too stick with a certain color.

**5.0 NAVIGATION OF THE WEBSITE**

**5.0 NAVIGATION OF THE WEBSITE**

apple web nav

*FIGURE 5: APPLE NAVIGATION BAR*

Navigation of the websites are the important part in website. A navigation bar is an element of the user interface inside a website that contains links to certain parts of the website so having a easy to use navigation are also important to the people as a visitors who want visit our website. So that, without a navigation visitor can access to the other page they want.

The navigation of the Apple website placed at the top of the web page. It is makes the visitors can easily choose what page and content that they wanted. Then, the look of the navigation of this website are more to simple design. It is just a black box with the white font of each page or content. This also can make the visitors who visit this website can easily to look and choose which page or content they wanted.

Another that, the navigation bar of this website are contains a Apple logo which is a home page, a search icon to make visitors easily search what they want and also a shop bag icon to make visitors make a purchase of the Apple products. Next, the navigation bar also contains a list of the Apple products such as Mac, iPad, iPhone, Apple watch, Apple music and Apple TV. Not only that it is also have a support page for visitors to make sure they know anything topic about Apple products. As an example, visitors can ask a question there if they have curiosity about the products and many more topics.

Then, people who visit this website can easily click on the navigation to go through their wanted page. So, the design on the navigation bar of this website are just simple box for visitors can just choose with one click.

**6.0 CONTENT OF THE WEBSITE**

**6.0 CONTENT OF THE WEBSITE**

Any websites are must have include a content, it is the attraction to the visitors. A good content of the websites makes people more interest into our website. So that the content should be related with the topic of the websites. Next, the Apple websites are contained many contents about the Apple products such as:

* **Shop and learn**

In this section, it contains a list of products from Apple such as Mac, iPad, iPhone, Apple watch, Apple TV, Apple music, Air Pods, iPod touch and also an accessories. They are talk about all the products in details such as the specification, price and others. This part also svisitors can know the details about the Apple products so that they gain knowledge before buy it.

* **Services**

This section, it is about the services that provide by Apple. As an example, the Apple music, Apple TV+, Apple arcade, Apple books and also iCloud. This content is more focus into the services inside the Apple products. So that, the Apple users can learn and know a service that they can use in daily life. So, this section is explained all the things that related about services by Apple products.

* **Account**

This section is talk about how to manage the Apple ID. All Apple users are should have a Apple ID so this part are explain and teach how to manage our Apple ID to who are not familiar using Apple products. Other that, visitors also can learn about how to manage Apple store account and Icloud account. This part they teach all things how to manage it so visitors can understand the basic of Apple account management.

* **Apple Store**

This section visitors can shop through online method. By explore the websites, if they interested with Apple products, they can easily shop from this website to get their products. Visitors who wanted to buy a product from this website, they also can know about their order status. The shopping help also provided in this section for a guide to the visitors to buy from this website.

* **Apple Values**

This section is explained about accessibility, environment, privacy and supplier responsibility about the Apple products.

* **About Apple**

This part of content they contain a job-opportunities that provided by Apple. So, people who wanted to be a part of Apple team can visit this web page in Apple websites. This sections also show an event from Apple what they have do to promote their products. Then this section also contains Apple contact to who wanted make a call to Apple.

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