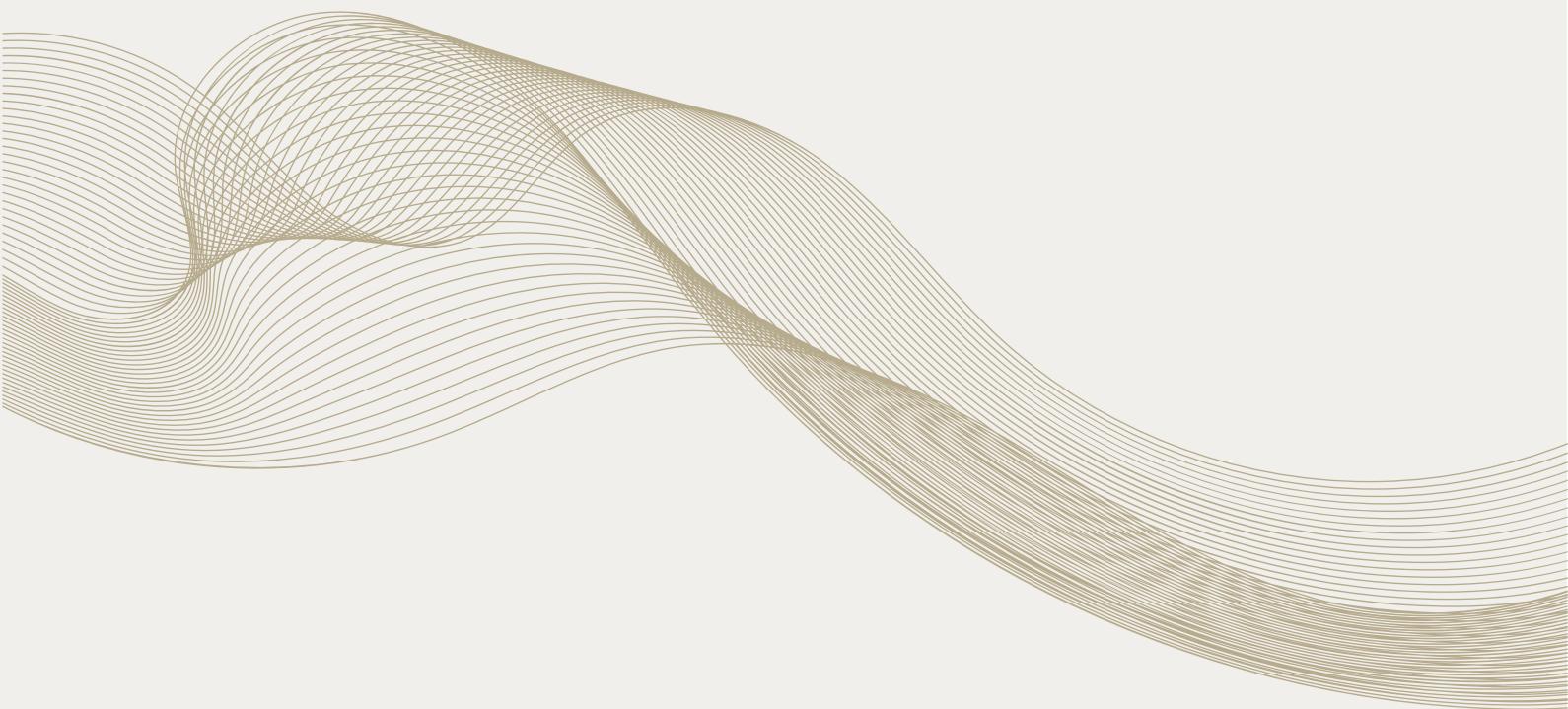


MIRROR MOOD:

Redesigning Apple Web Experience to
Reflect User's Preferences and Context

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INTRODUCTION

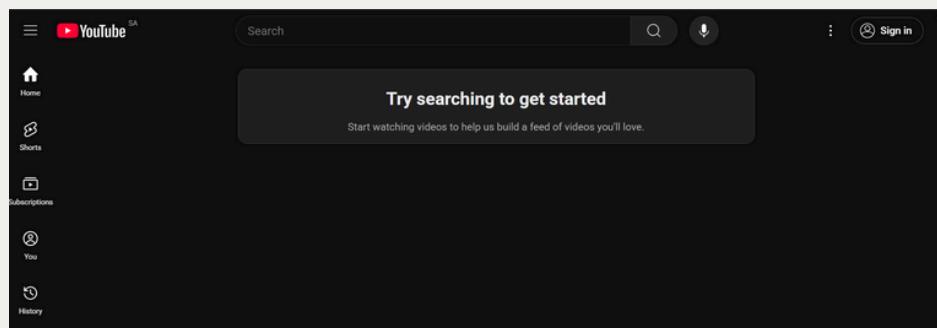
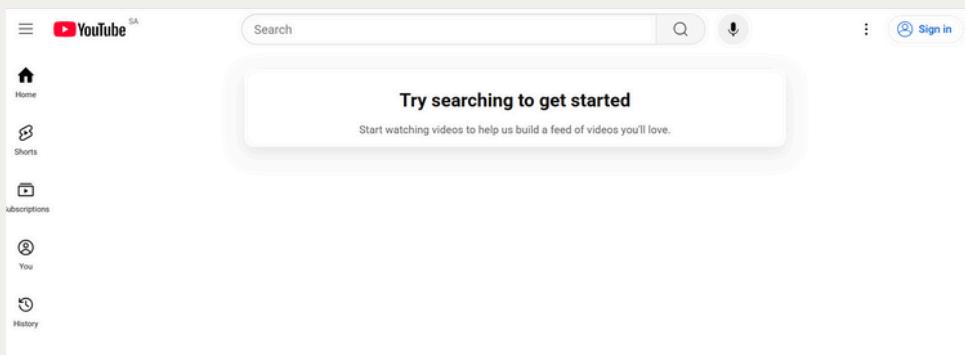
In today's digital experiences, personalization and user comfort are no longer luxuries - they are expectations. While Apple is known for its elegant hardware and adaptive software features like Light and Dark modes across all devices, its official website remains static and lacks the same level of user-centric design.

This project was born from a simple question:
Why doesn't Apple's website reflect the same adaptive experience it offers on its devices?

Mirror Mode is a redesign concept that brings Dark Mode and dynamic theming to Apple's web experience. The goal is to allow the interface to automatically respond to the user's system settings, modes, or seasonal events - offering not just a website, but a mirror of the user's world.

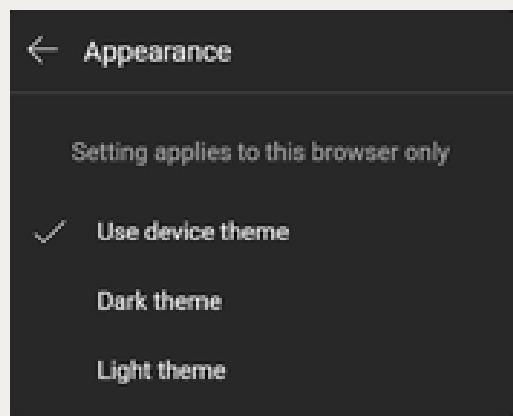
RESEARCH & ANALYSIS

While exploring the gap in Apple's web experience, I focused on how modern websites embrace **personalization**, **theme switching**, and **context-aware design** - features that enhance usability and comfort.

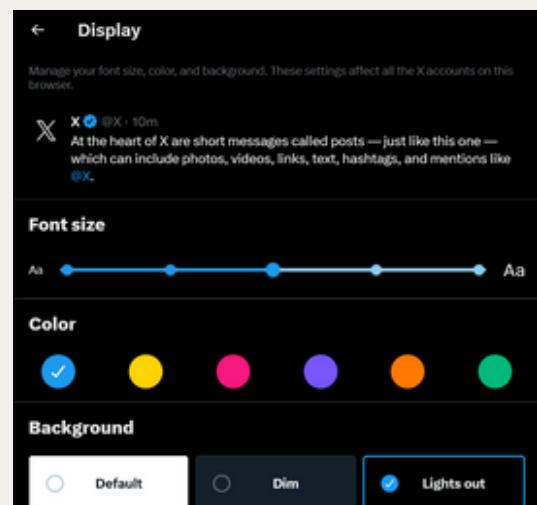


A key example is YouTube, which allows users to switch between Light and Dark modes, or automatically apply the system theme.

This ensures a seamless and adaptive experience that aligns with the user's environment and preference.



Other platform such as **Twitter (X)** also support dynamic theming, showing how important it is for web experiences to respond to user context and accessibility needs.





These insights led to the creation of **Mirror Mode** - a concept that reimagines Apple's website with dynamic theming and future potential for contextual designs that reflect the user's mood, time, or environment.

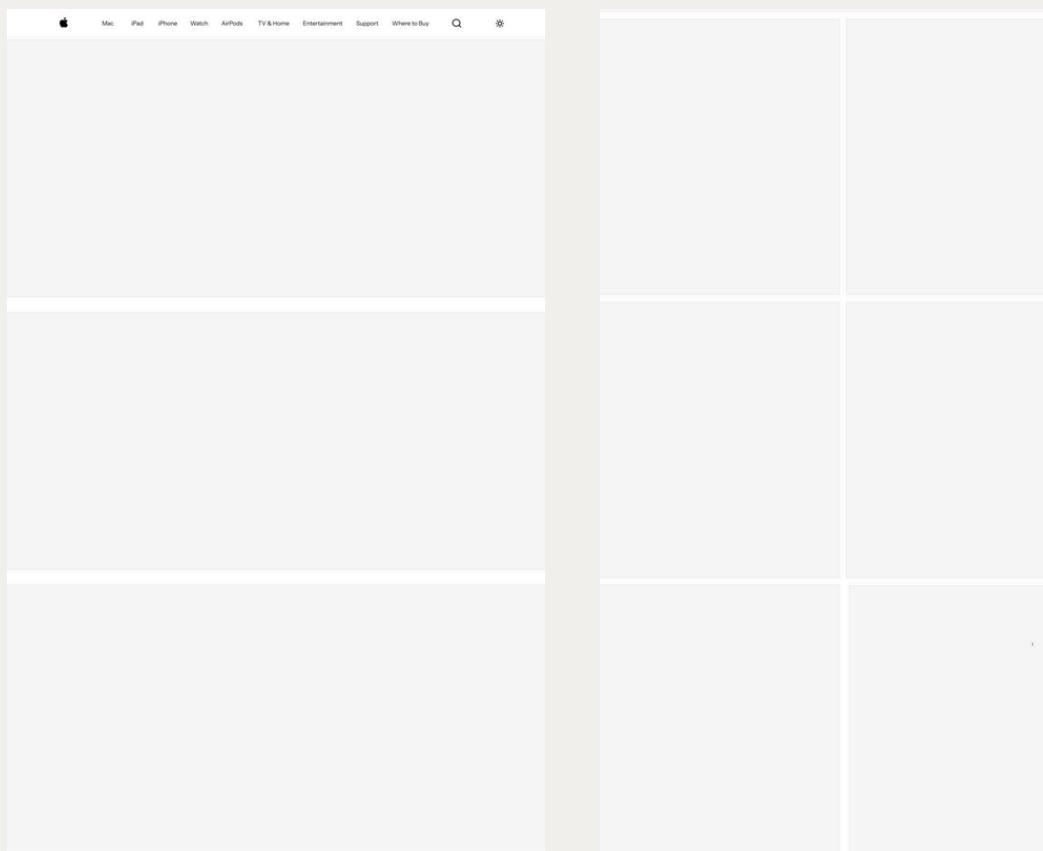
Mirror Mode aims to bridge aesthetics and accessibility - giving users the freedom to choose, feel, and connect.

“Mirror Mode isn’t just dark mode - it’s comfort, style, and user respect in one place.”

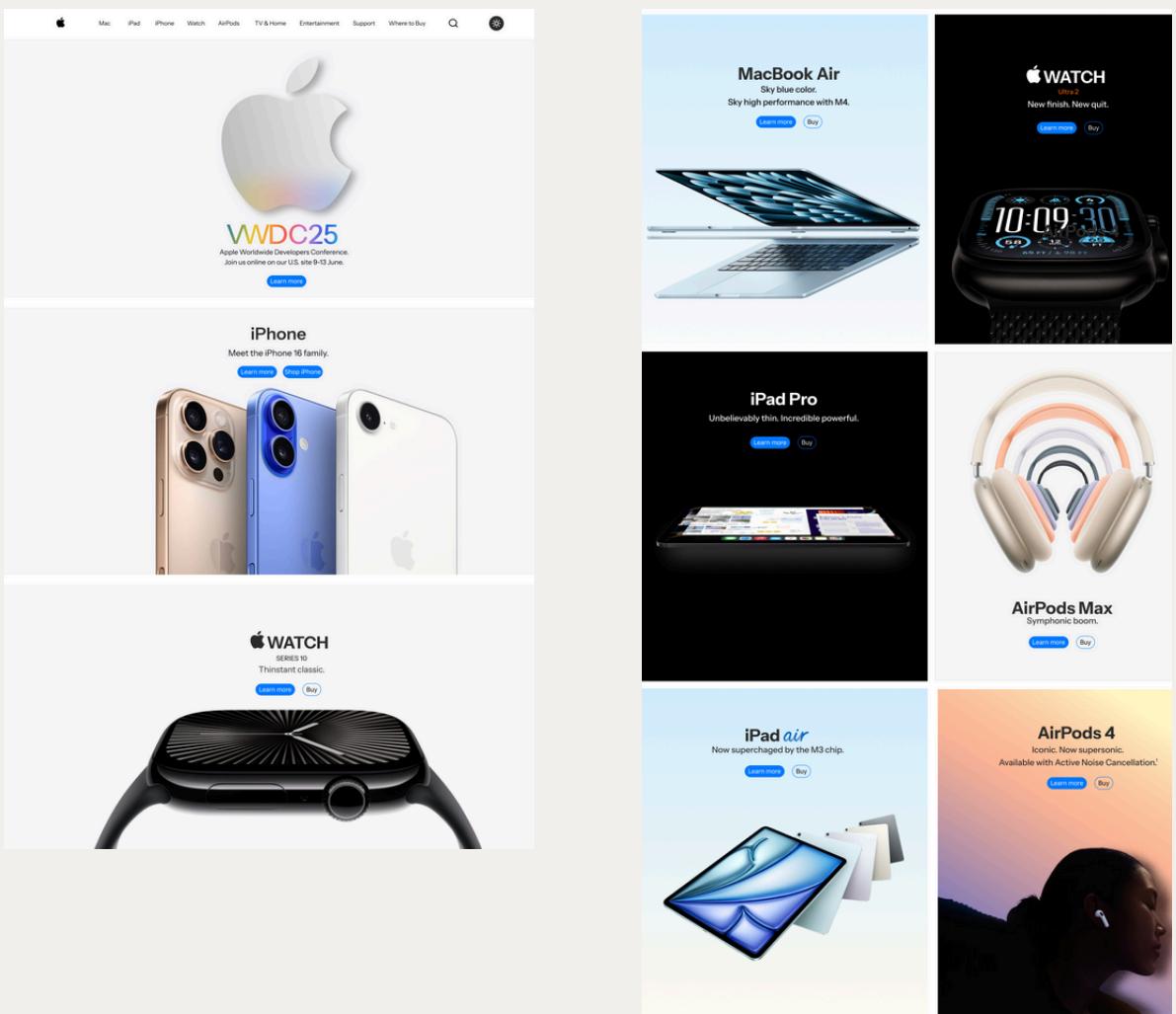
WIREFRAMES & MOCKUPS

The idea started with a simple question:
“Why doesn’t Apple’s website support theme switching like its mobile apps?”

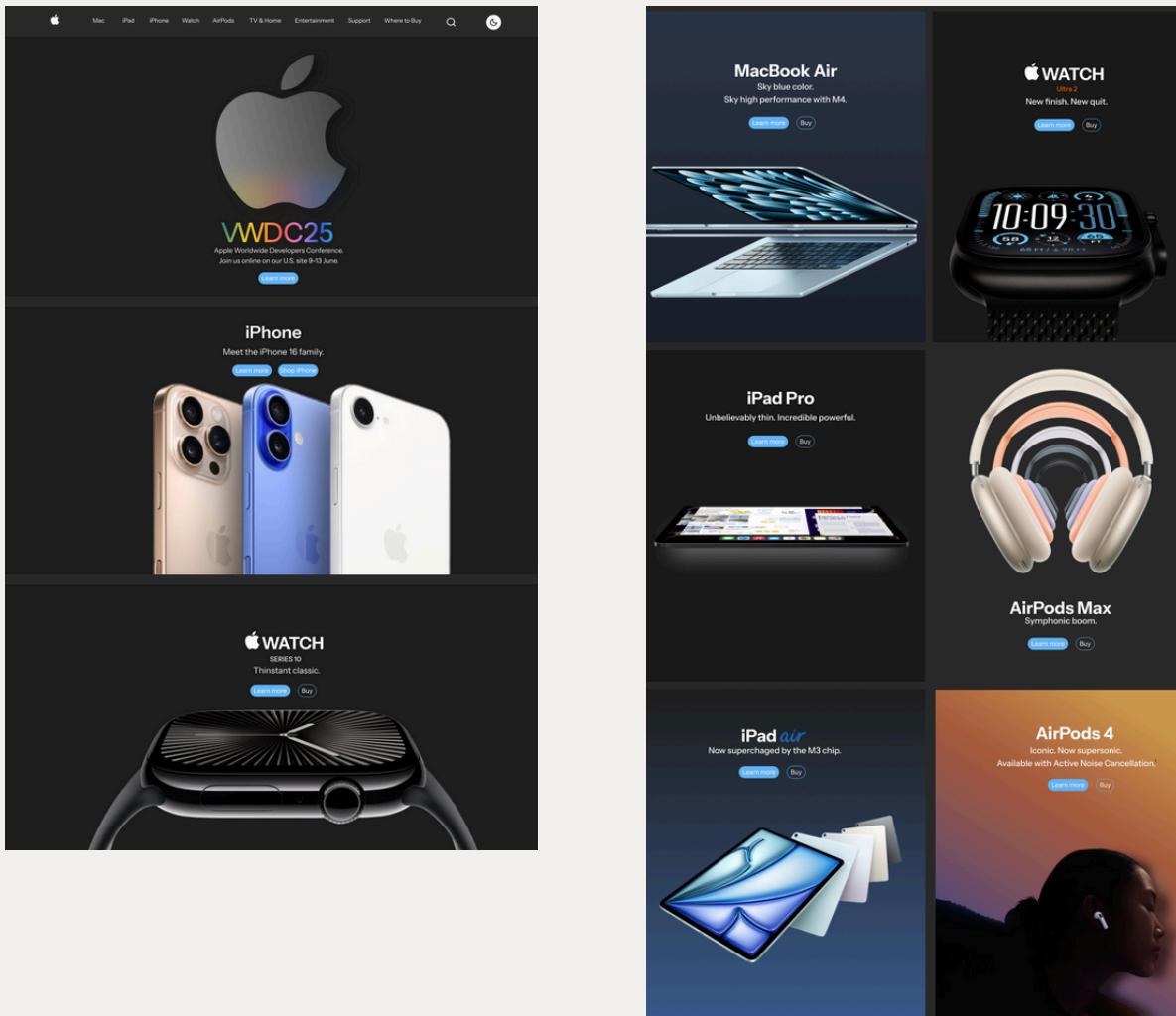
From there, I began designing low-fidelity wireframes to explore layout adjustments, dark mode behavior, and navigation consistency.



Once the structure was clear, I moved to high-fidelity mockups using Figma - where I focused on preserving Apple's visual language, while introducing a smooth dark mood experience.



The result was flexible, elegant layout that adapts to the user's system settings or preference, while staying true to Apple's brand essence.

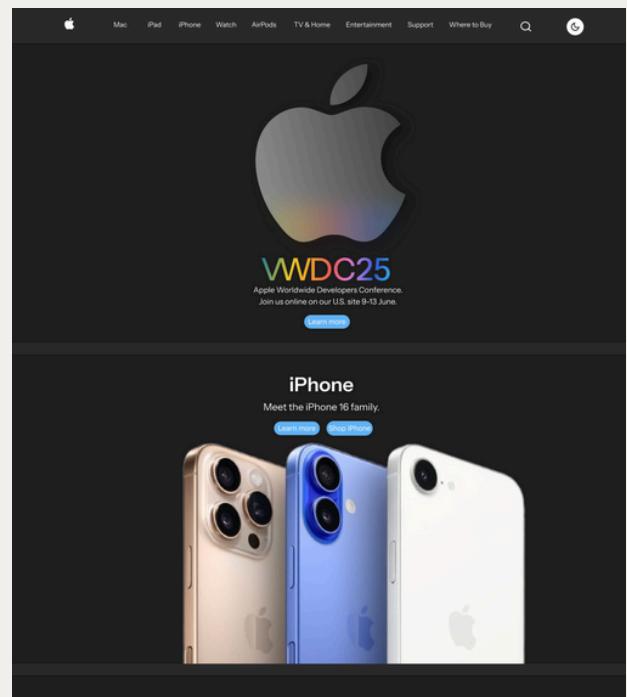


TECHNOLOGIES USED

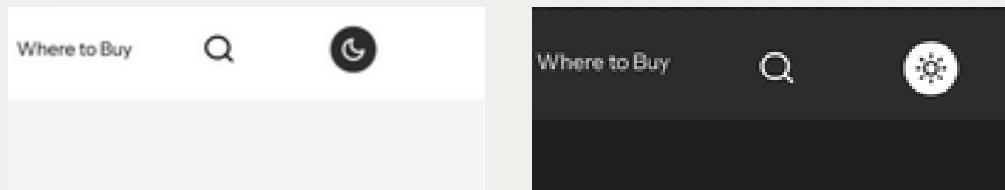
- Figma - for wireframe and creating high-fidelity.
- System Preference (OS-Level) - used as a reference to detect and apply automatic theme switching.
- Dark Mode Media Queries - applied conceptually using @media (prefers-color-scheme) for dynamic switching.
- Google Fonts - for clean, readable typography.

UX IMPROVEMENTS

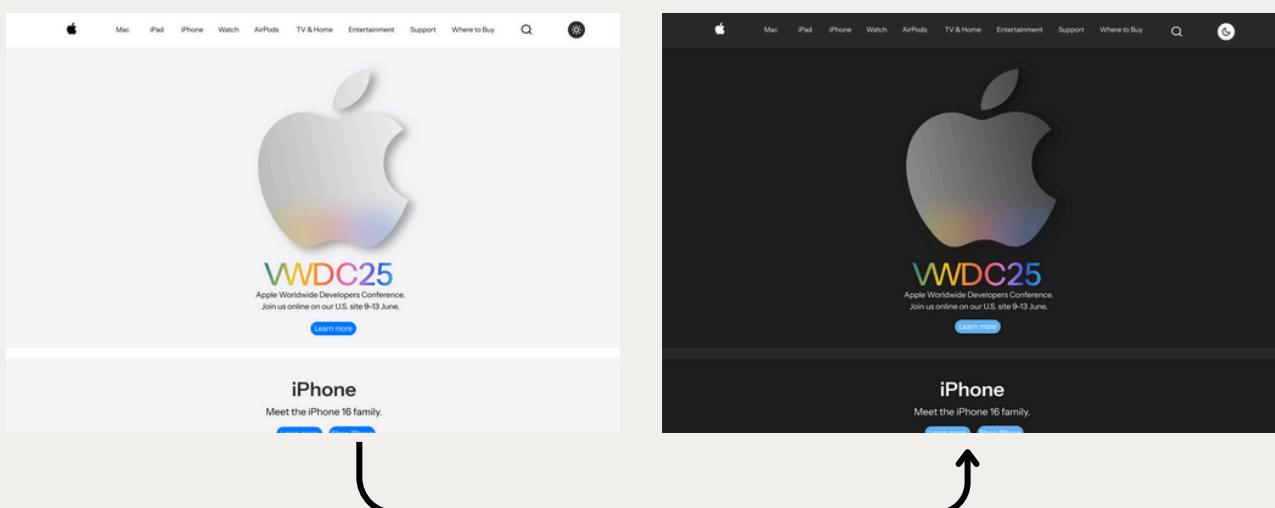
- Implemented a dark mode feature to reduce eye strain and enhance comfort during night browsing.



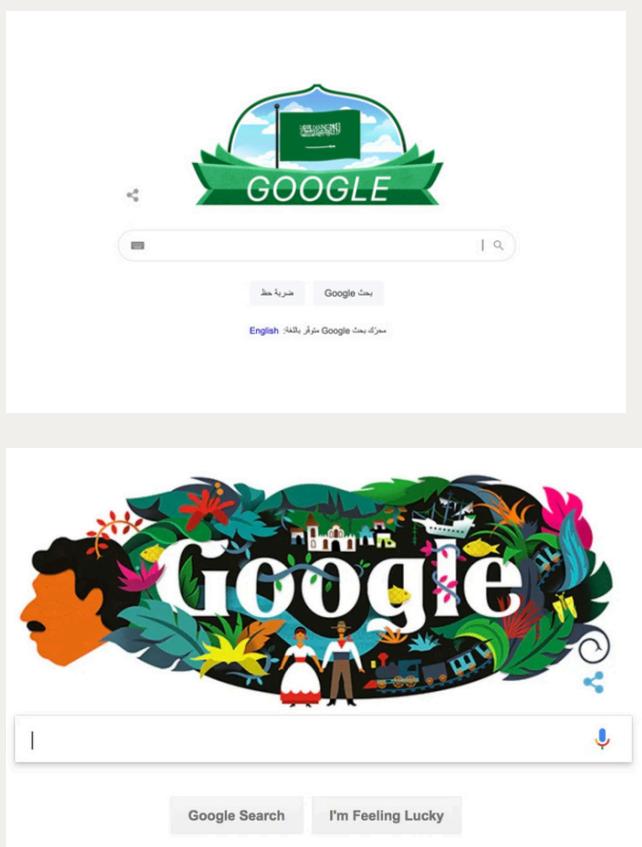
- Enabled automatic theme switching using `@media (prefers-color-scheme)`, allowing the interface to adapt to the user's system preferences.



- Designed a clean and minimalistic layout following Apple's visual identity, ensuring intuitive navigation and visual clarity.



- Proposed a dynamic interface that can change based on special occasions (e.g. national day, Ramadan), giving users the option to switch between classic, dark, or festive themes. Inspired by **Google's homepage**, which adjust their themes or visual elements based on events or user preferences.



CONCLUSION

This project is a self-initiated redesign aiming to enhance Apple's web experience by implementing a dark mode feature and exploring dynamic interface ideas inspired by user-centric platforms like Google.

Through this, I focused on improving accessibility, visual comfort, and user satisfaction.

This prototype demonstrates my passion for thoughtful design, front-end development, and creating seamless digital experiences. I look forward to exploring more innovations that bridge design and functionality.