

Kingdom of Saudi Arabia  
Ministry of Education  
Prince Sattam Bin Abdulaziz University  
College of Computer  
Engineering and sciences



المملكة العربية السعودية

وزارة التعليم

جامعة الامير سطاتم بن عبد العزيز

كلية هندسة وعلوم الحاسب

search about  
**Apple.com**

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2		

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Year: ...2023.

## Search in Software Engineering Homework 1 (10 marks)

### Prepare a search by following these steps:

1. Choose an existing website
2. You may work alone or with a team of no more than three people from the same section.
3. Submit your answers directly to the blackboard, there is no need to seek an approval or wait for approval for your selected website. Slack is not required for this homework.
4. This homework is due by May 17.
5. Answer the following questions **and support your answers** by:
  - Giving examples or
  - Explaining your answer and what it depends on.

I chose: [Apple.com](https://www.apple.com)

### 1. Introduction (3 points)

- Define the purpose of the website.

**There are many purposes of Apple.com. The website is a platform for Apple to showcase their products and services. The website provides information about multiple Apple products, Phones (iPhone), Tablets (iPad), Laptops (MacBook), Computers (iMac, Mac pro, Mac Mini, etc.), Watches (Apple Watch) and more and more, you can learn about the features and specifications of these products. Of course, there are online shopping of Apple products on the website and purchase the products online. One of the purposes is customer services, The website provides customer services online too.**

- Explain its services.

**1-Apple Store: online shopping of Apple Products. For example, iPhone, iPad and MacBook.**



### Model. Which is best for you?

**iPhone 14**  
6.1-inch display<sup>1</sup>

From AED 3,399

**iPhone 14 Plus**  
6.7-inch display<sup>1</sup>

From AED 3,799

**Need help choosing a model?**

Explore the differences in screen size and battery life.



**2-Technical specifications: You can read each product specification in minute details.**

## MacBook Pro (16-inch, 2023) – Technical Specifications

Languages

Year introduced : 2023

[Identify your Macbook Pro model](#)



### Finish

- Silver
- Space Gray

### Chip

Apple M2 Pro chip

- 12-core CPU with 8 performance cores and 4 efficiency cores
- 19-core GPU
- 16-core Neural Engine
- 200GB/s memory bandwidth
- Media engine
  - Hardware-accelerated H.264, HEVC, ProRes, and ProRes RAW
  - Video decode engine
  - Video encode engine
  - ProRes encode and decode engine
- Configurable to:
  - M2 Max with 12-core CPU and 30-core GPU or M2 Max with 12-core CPU and 38-core GPU

Apple M2 Max chip

- 12-core CPU with 8 performance cores and 4 efficiency cores
- 38-core GPU
- 16-core Neural Engine

- 12-core CPU with 8 performance cores and 4 efficiency cores
- 38-core GPU
- 16-core Neural Engine
- 400GB/s memory bandwidth
- Media engine
  - Hardware-accelerated H.264, HEVC, ProRes and ProRes RAW
  - Video decode engine
  - Two Video encode engines
  - Two ProRes encode and decode engines

#### Display

Liquid Retina XDR display

- 16.2-inch (diagonal) Liquid Retina XDR display;<sup>1</sup> 3456-by-2234 native resolution at 254 pixels per inch

XDR (Extreme Dynamic Range)

- 1,000,000:1 contrast ratio
- XDR brightness: 1000 nits sustained full-screen, 1600 nits peak<sup>2</sup> (HDR content only)
- SDR brightness: 500 nits

Color

- 1 billion colors
- Wide color (P3)
- True Tone technology

Refresh rates

- ProMotion technology for adaptive refresh rates up to 120Hz
- Fixed refresh rates: 47.95Hz, 48.00Hz, 50.00Hz, 59.94Hz, 60.00Hz

#### Memory

Apple M2 Pro chip

- 16GB unified memory  
*Configurable to: 32GB (M2 Pro or M2 Max), 64GB (M2 Max), or 96GB (M2 Max with 38-core GPU)*

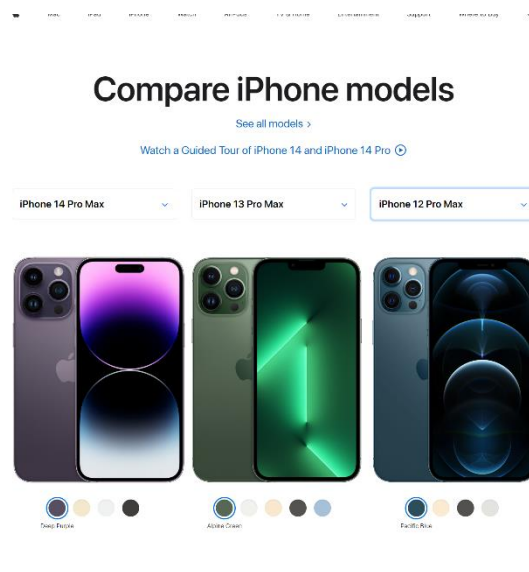
Apple M2 Max chip
















- 32GB unified memory  
*Configurable to: 64GB (M2 Max) or 96GB (M2 Max with 38-core GPU)*

#### Battery and Power<sup>3</sup>

- Up to 22 hours Apple TV app movie playback

## 3-Comparing between products specifications



iPhone 14 Pro Max	iPhone 13 Pro Max	iPhone 12 Pro Max
 <p>Action mode smooths out shaky handheld videos</p>	—	—
 <p>Optical zoom options</p>	 <p>Optical zoom options</p>	 <p>Optical zoom options</p>
 <p>Up to 29 hours video playback<sup>3</sup></p>	 <p>Up to 28 hours video playback<sup>3</sup></p>	 <p>Up to 20 hours video playback<sup>3</sup></p>
 <p>A16 Bionic chip</p> <p>6-core CPU</p> <p>5-core GPU</p> <p>16-core Neural Engine</p>	 <p>A15 Bionic chip</p> <p>6-core CPU</p> <p>5-core GPU</p> <p>16-core Neural Engine</p>	 <p>A14 Bionic chip</p> <p>6-core CPU</p> <p>4-core GPU</p> <p>16-core Neural Engine</p>
 <p>Face ID</p>	 <p>Face ID</p>	 <p>Face ID</p>
 <p>Superfast 5G cellular<sup>4</sup></p>	 <p>Superfast 5G cellular<sup>4</sup></p>	 <p>Superfast 5G cellular<sup>4</sup></p>

**3-Customer Support:** The website provides customer support resources, product manuals and a community forum where customers can ask and answer questions about the devices and problems and All it's about Apple. Also, the customers can phone calling or chatting with specialists from Apple.

# Apple Support



iPhone



Mac



iPad



Watch



AirPods



Music



TV



[Forgot Apple ID or password](#)



[Apple Repair](#)



[Billing and subscriptions](#)

## iPad Support



[Forgot passcode >](#)



[Find My iPad >](#)



[Identify your iPad >](#)



[Service and Repair >](#)



**XcodeTeam** Author

Level 1 • 4 points

### keeps on ending and rebooting

hello i keep on trying to install MacOS Monterey when i Start the Installation it Reboots and its Making me mad Could anyone Help

MacBook Air

Posted on Jan 15, 2023 1:30 PM

[Reply](#)

[Me too](#)



**XcodeTeam** Author

Level 1 • 4 points

✓ Best answer

im thinking of creating another Disk But i Could Try But im thinking of what to do

- 1.Create Another Disk
- 2.Buy Another Macbook
- 3.Try using a USB Stick to Install it
- 4.Get my Macbook repaired

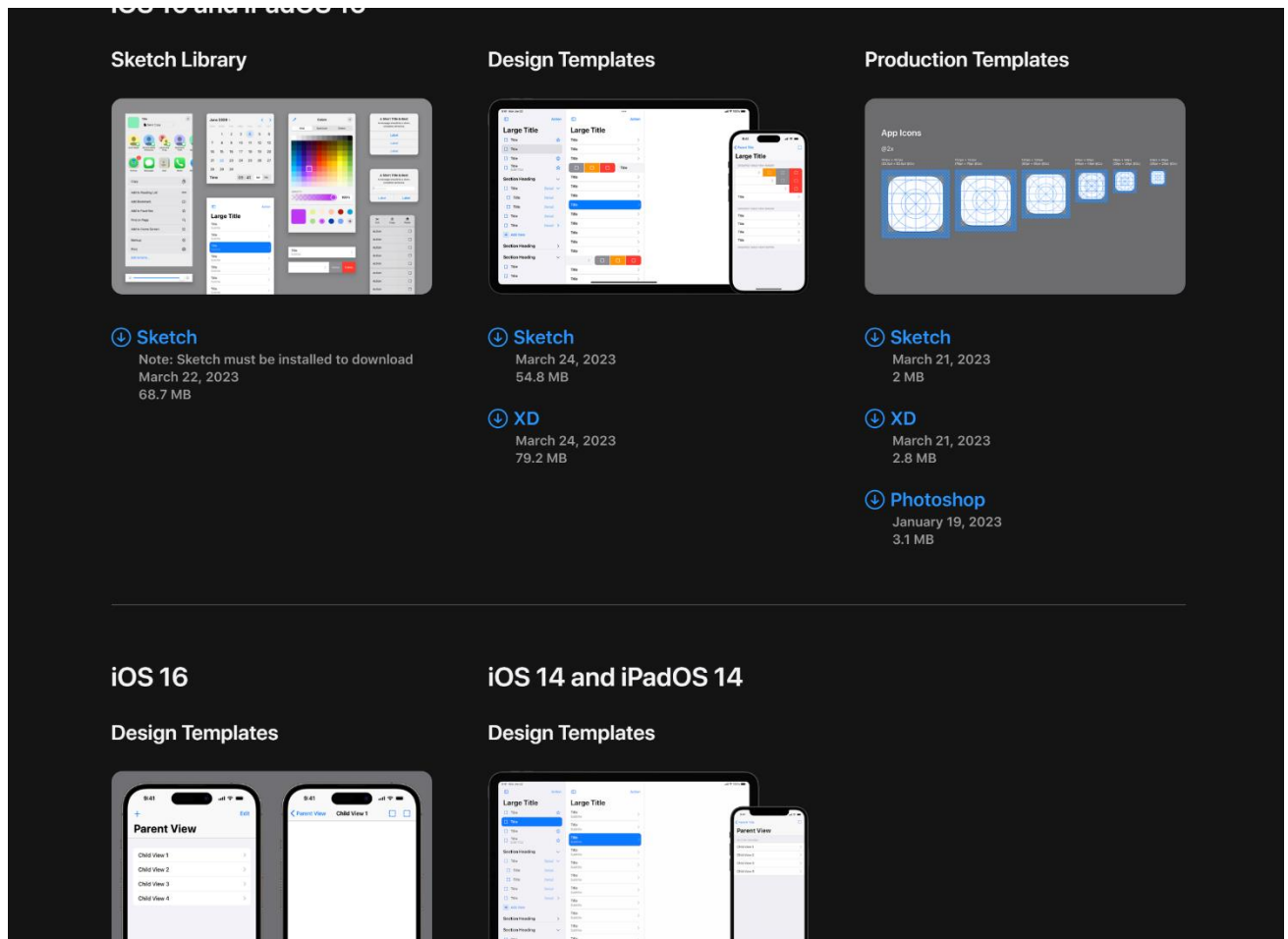
Posted on Jan 15, 2023 1:35 PM

[View in context](#) 😊

**4-Apple-ID: Users can create an Apple ID on the website, which allows them access to iCloud, App Store, iTunes, and more.**

**5-Information about services: The website also provides information about Apple online services, For example, App Store, iTunes Store, Apple Music, iCloud, Apple Pay and Apple Books and more.**

**6-Developer Resources: The website provides developer resources for those who want to create apps in Apple devices and platforms. These resources include documentation, tools, and support.**



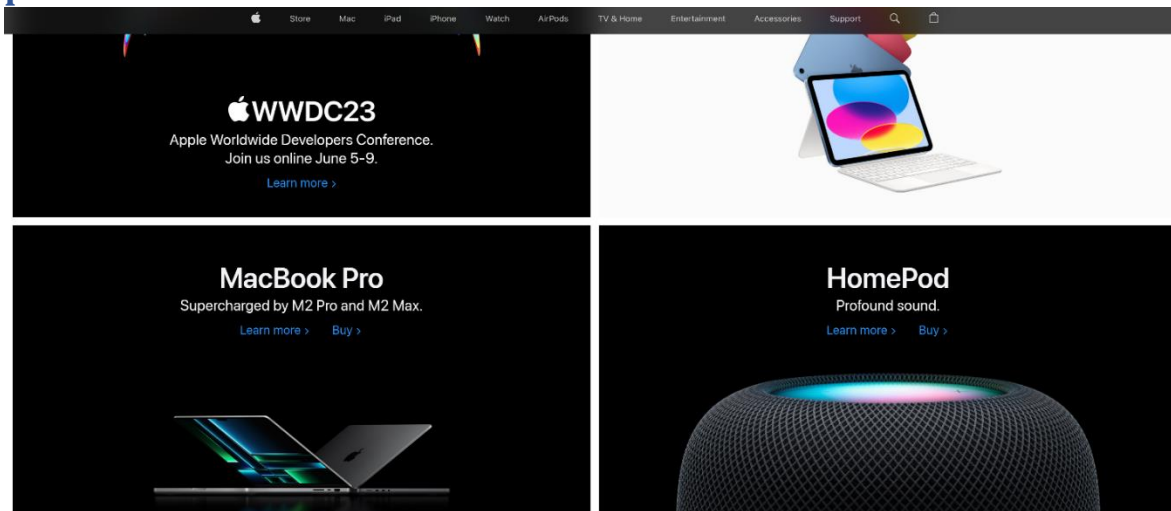
- What is the domain address?  
[www.Apple.com](https://www.apple.com)

## 2. Strategy (3 points)

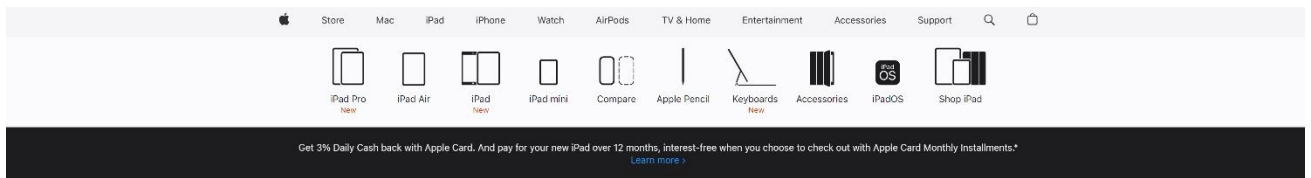
- What is the category of the business, and is this obvious on the website?  
**The category of business for Apple is technology, which is obvious on the website as it showcases for Apple products and Apple services.**

- Is the design accomplishing the purpose of the website?

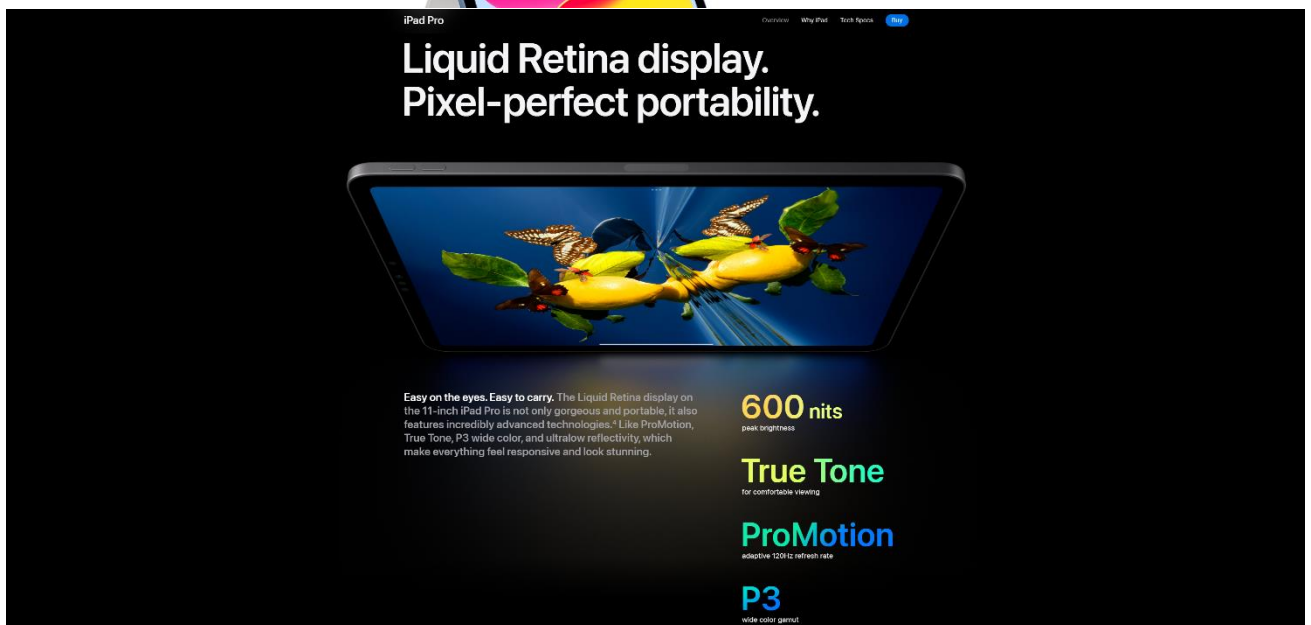
**Yes, the design of the site is good and attractive and it displays Apple products and services in way to make people convinced to invest in these products and services.**







New  
**iPad**  
Lovable. Drawable.  
Magical.  
From \$449  
[Buy](#)  
[Learn more >](#)



- Who is the target audience and how does the design take this into consideration?

**The target audience of Apple.com is anyone who has an interest in buying or learning about Apple products, with the easy navigation in the website and content to showcase products and features. Overall, the design is used to show how good is the quality of Apple products and services.**

### 3. Usability (6 points)

- How long does it take for pages to load, and will the visitors get bored waiting? There are free tools online to test page load speeds.

First, it depends on how fast your internet is.

From test page load speeds tools.pingdom.com I tested how fast Apple.com website load in many areas in the world.

URL: Apple.com | Test from: Asia - Japan - Tokyo | START TEST

Your Results:

DOWNLOAD HAR | SHARE RESULT

Performance grade: **C 77** | Page size: **3.4 MB**

Load time: **925 ms** | Requests: **49**

In Tokyo, Japan the website takes 925 Millie Second (ms) to load.

URL: Apple.com | Test from: Europe - Germany - Frankfurt | START TEST

Your Results:

DOWNLOAD HAR | SHARE RESULT

Performance grade: **C 77** | Page size: **3.4 MB**

Load time: **974 ms** | Requests: **48**

In Frankfurt, Germany the website takes 974 Millie Second (ms) to load.

URL: http://apple.com/ | Test from: Europe - United Kingdom - London | START TEST

Your Results:

DOWNLOAD HAR | SHARE RESULT

Performance grade: **C 77** | Page size: **3.4 MB**

Load time: **1.59 s** | Requests: **48**

In London, United Kingdom the website takes 1.59 second to load.

URL  Test from

Your Results:

DOWNLOAD HAR

SHARE RESULT



Performance grade

**C 77**

Page size

**3.1 MB**

Load time

**958 ms**

Requests

**45**

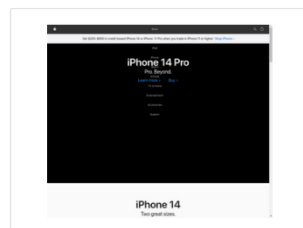
**In Washington D.C, United States the website takes 958 Millie Second (ms) to load.**

URL  Test from

Your Results:

DOWNLOAD HAR

SHARE RESULT



Performance grade

**C 77**

Page size

**3.4 MB**

Load time

**1.00 s**

Requests

**48**

**In Sydney, Australia the website takes 1 Second to load.**

URL  Test from

Your Results:

DOWNLOAD HAR

SHARE RESULT



Performance grade

**C 77**

Page size

**3.4 MB**

Load time

**1.45 s**

Requests

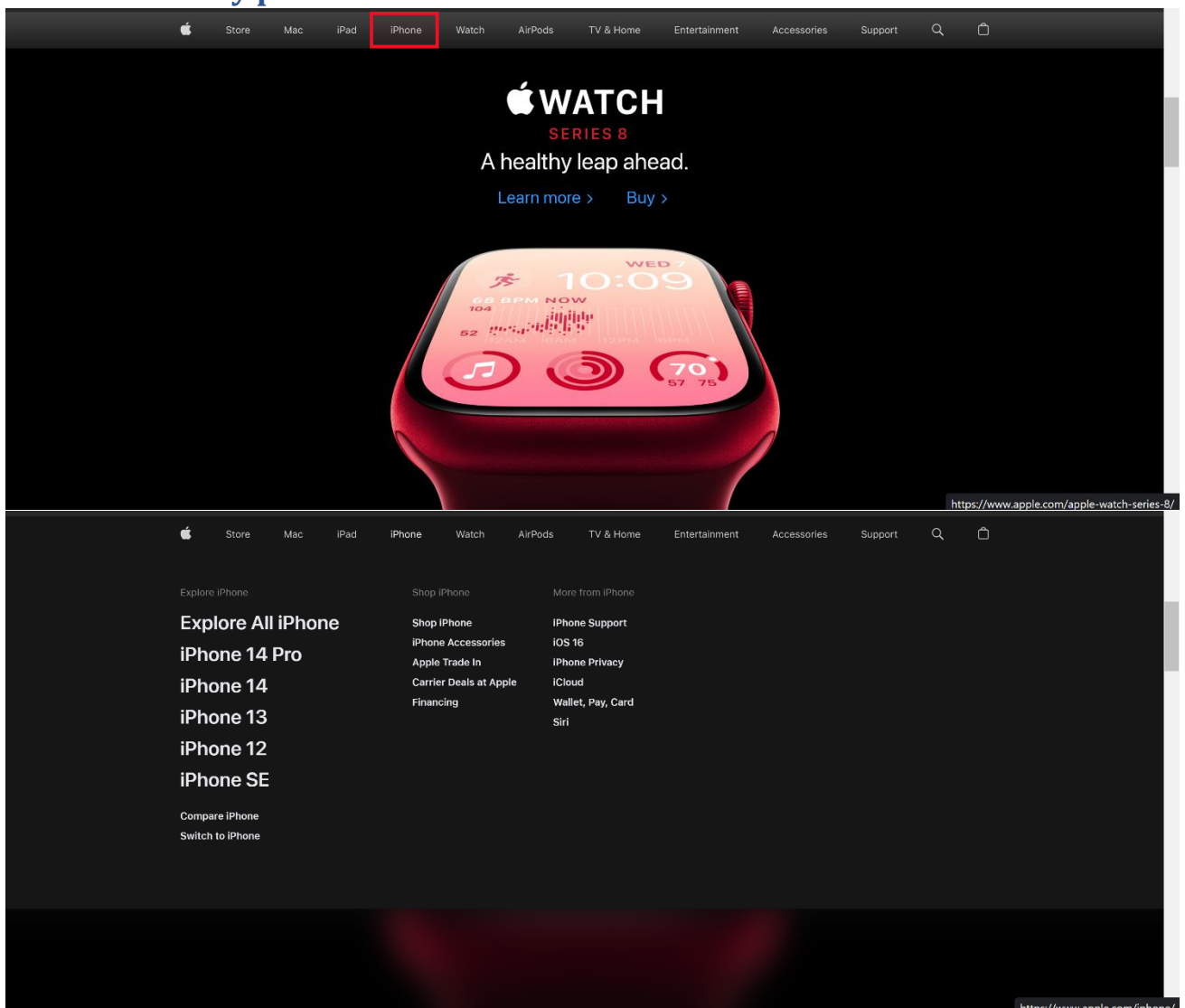
**48**

**In Sao Paulo, Brazil the website takes 1.45 Second to load.**

Overall, the website does not take so much time to load. Of course, the visitors won't be bored waiting for the website to load.

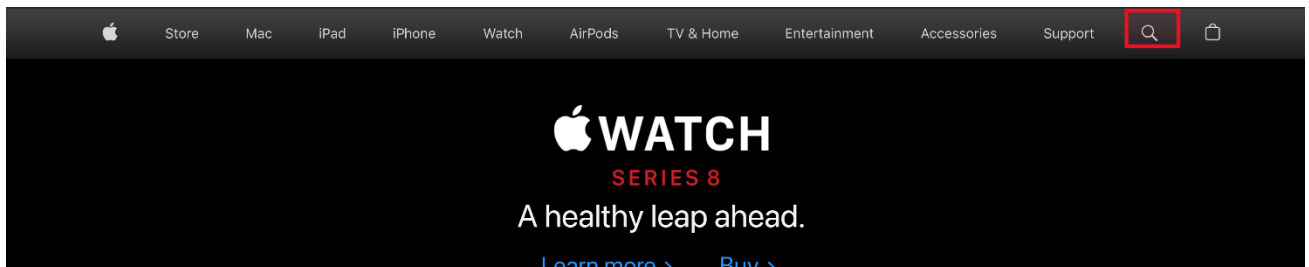
- Can information be found easily?

Yes, on the website there is a top bar that makes the visitor get what he/she wants! As you make the cursor in "iPhone" many options will appear that helps you do find what do you want to know about the "iPhone" or any product or service on the website



- Is there a search button available for visitors?

**Yes.**



- Are all the links working? There are tools available online to check a website's links.

**From the website <https://validator.w3.org/checklink> I Checked if all links of website Apple.com is working or not. In 321.27 seconds, all links have been checked.**

**Processing <https://www.apple.com/>**

Go to [the results](#).

For reliable link checking results, check [HTML validity](#) and [CSS validity](#) first.

Back to the [link checker](#).

Settings used:

- [Accept](#): text/html, application/xhtml+xml;q=0.9, application/vnd.wap.xhtml+xml;q=0.6, \*/\*;q=0.5
- [Accept-Language](#): ar,en-US;q=0.9,en;q=0.8
- [Referer](#): sending
- Sleeping 1 second between requests to each server

Status: Done. Document processed in 321.27 seconds.

```
Parsing...
done (1354 lines in 0.03 seconds).
Checking anchors...
done.

Checking link https://www.apple.com/cl/
HEAD https://www.apple.com/cl/ fetched in 1.03 seconds

Checking link https://support.apple.com/kb/HT209218
HEAD https://support.apple.com/kb/HT209218
-> HEAD https://support.apple.com/ar-sa/HT209218 fetched in 2.18 seconds
```

**The phrase "fetched in ... seconds" means that the link of the website is working and loaded in ... seconds.**

**All links are working.**

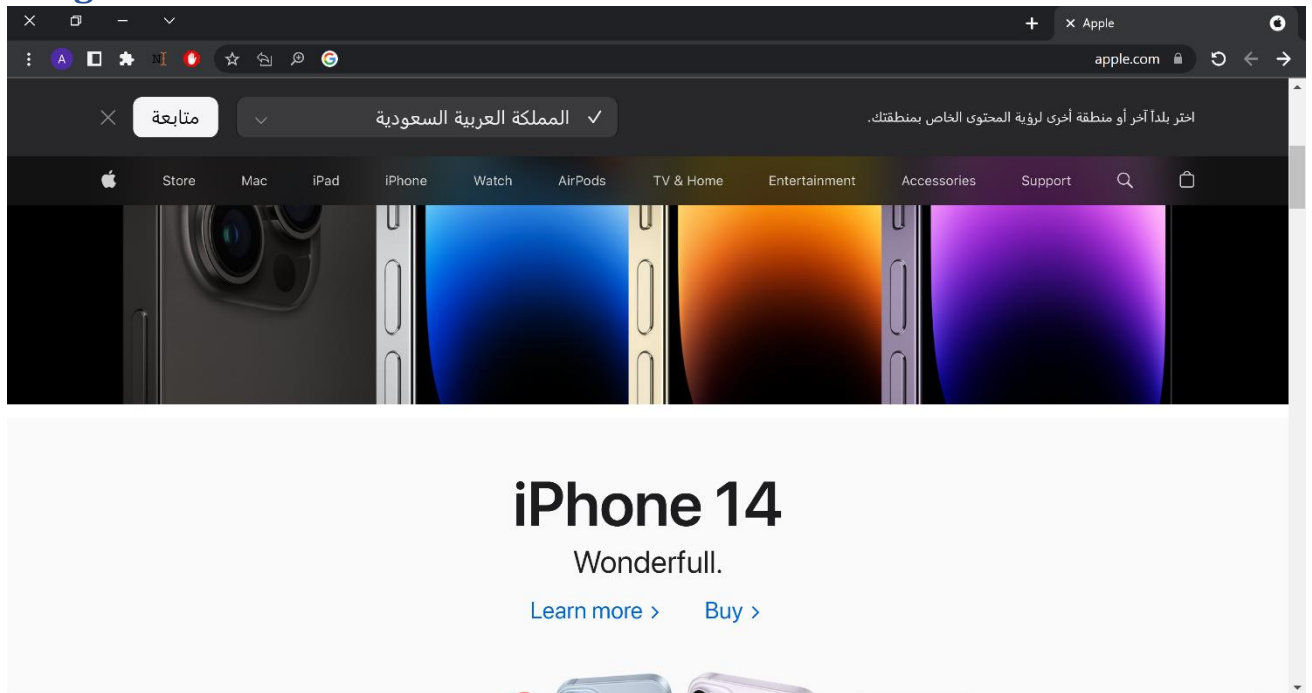
**The result in <http://justpaste.it/8ji9a>**

**Also, the links can be checked and the result can be showed directly in [https://validator.w3.org/checklink?uri=Apple.com&hide\\_type=all&deph=&check=Check](https://validator.w3.org/checklink?uri=Apple.com&hide_type=all&deph=&check=Check)**

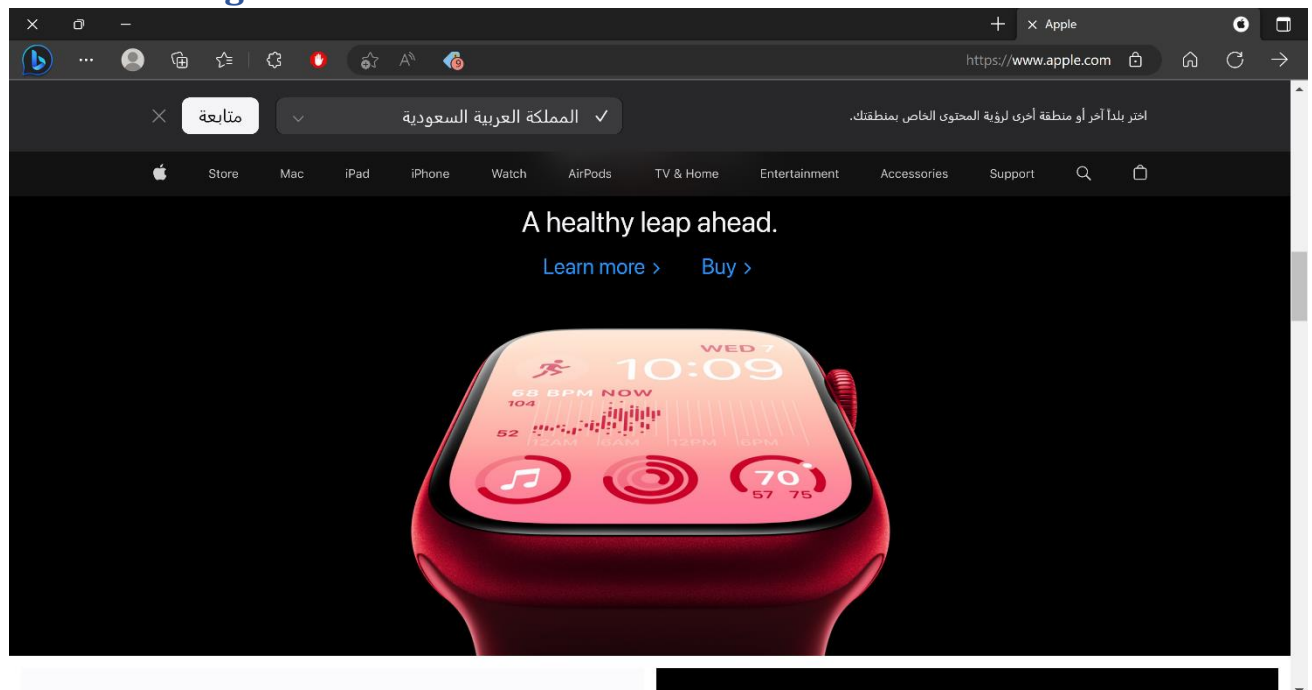
- Does the website work in different browsers? Check all the widely used browsers.

**Yes, the website works in different browser. For example, Google Chrome, Microsoft Edge and Mozilla Firefox**

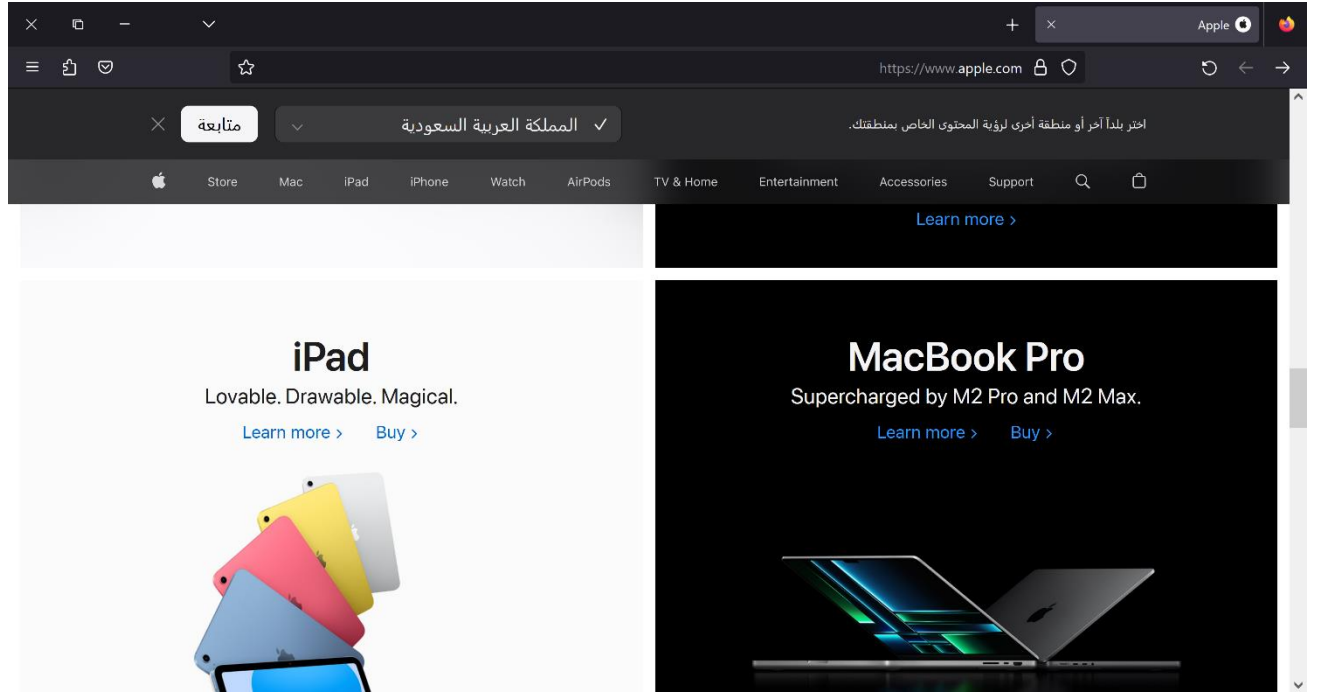
### Google Chrome:



### Microsoft Edge:

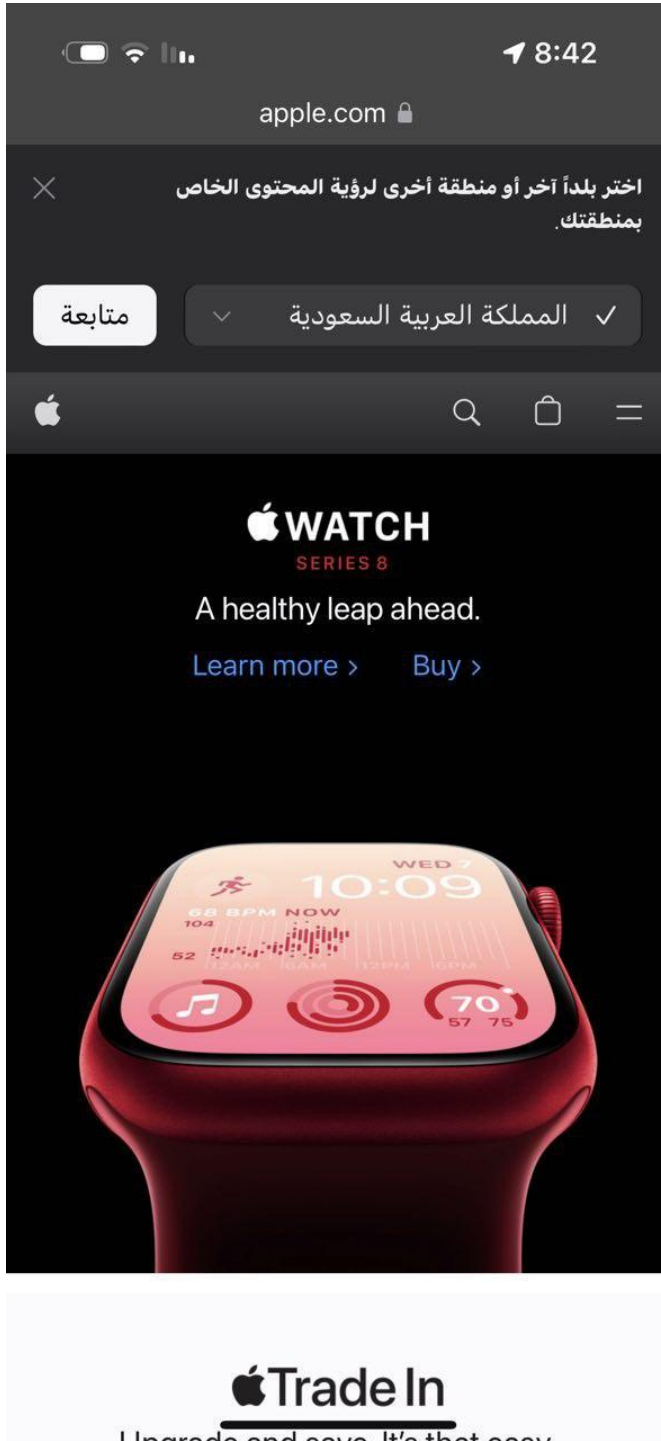


## Mozilla Firefox



- Does the website work on mobile devices?

Yes.

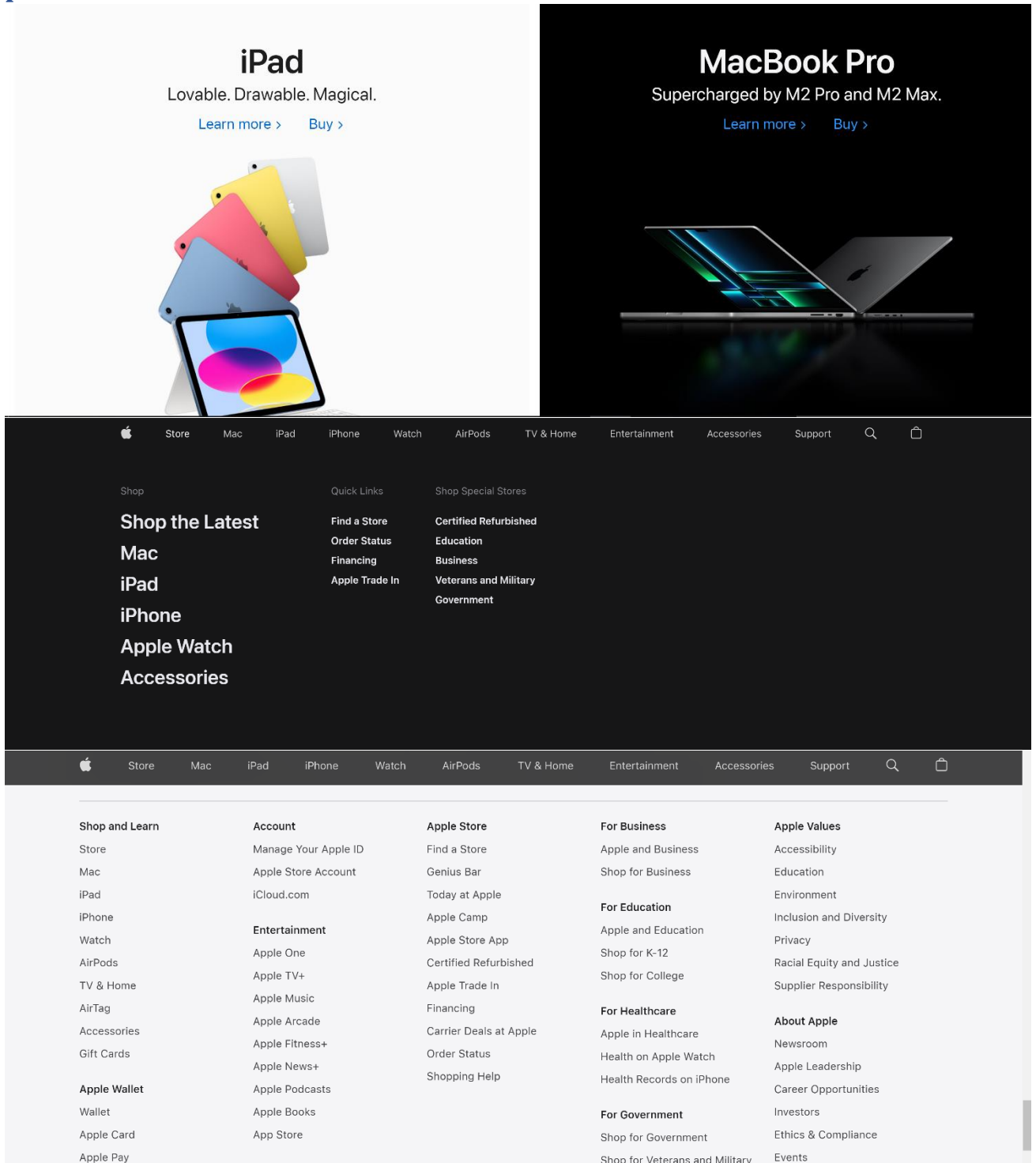




#### 4. Content and Readability (4 points)

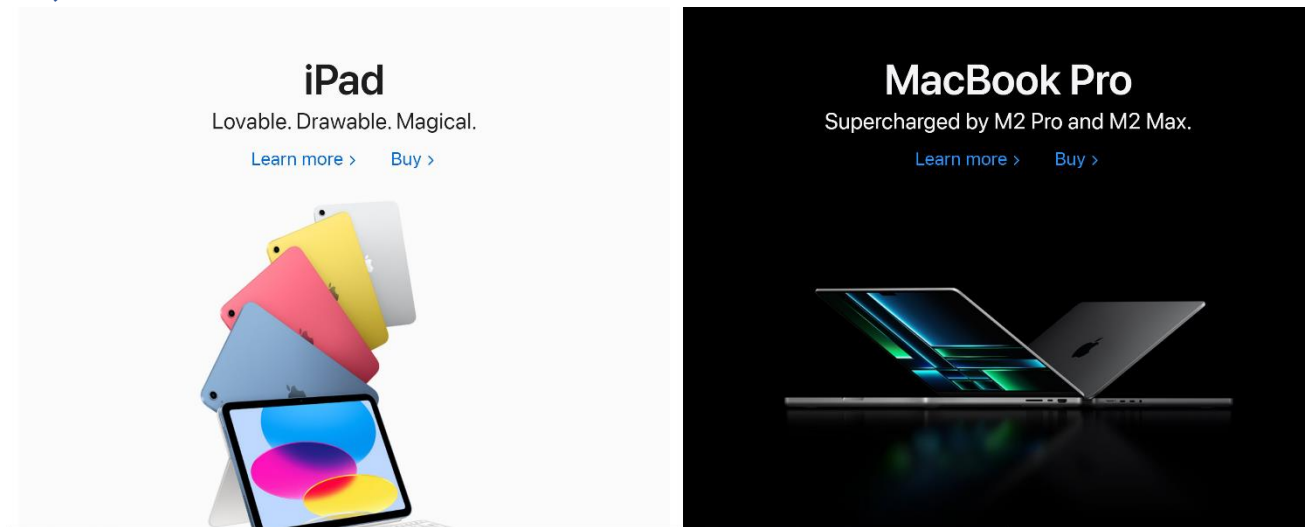
- Are the fonts that have been chosen easy to read?

**Yes, Apple use clear and special font named "San Francisco". A font that Apple designed it in-house, and it became the standard font for all their products.**



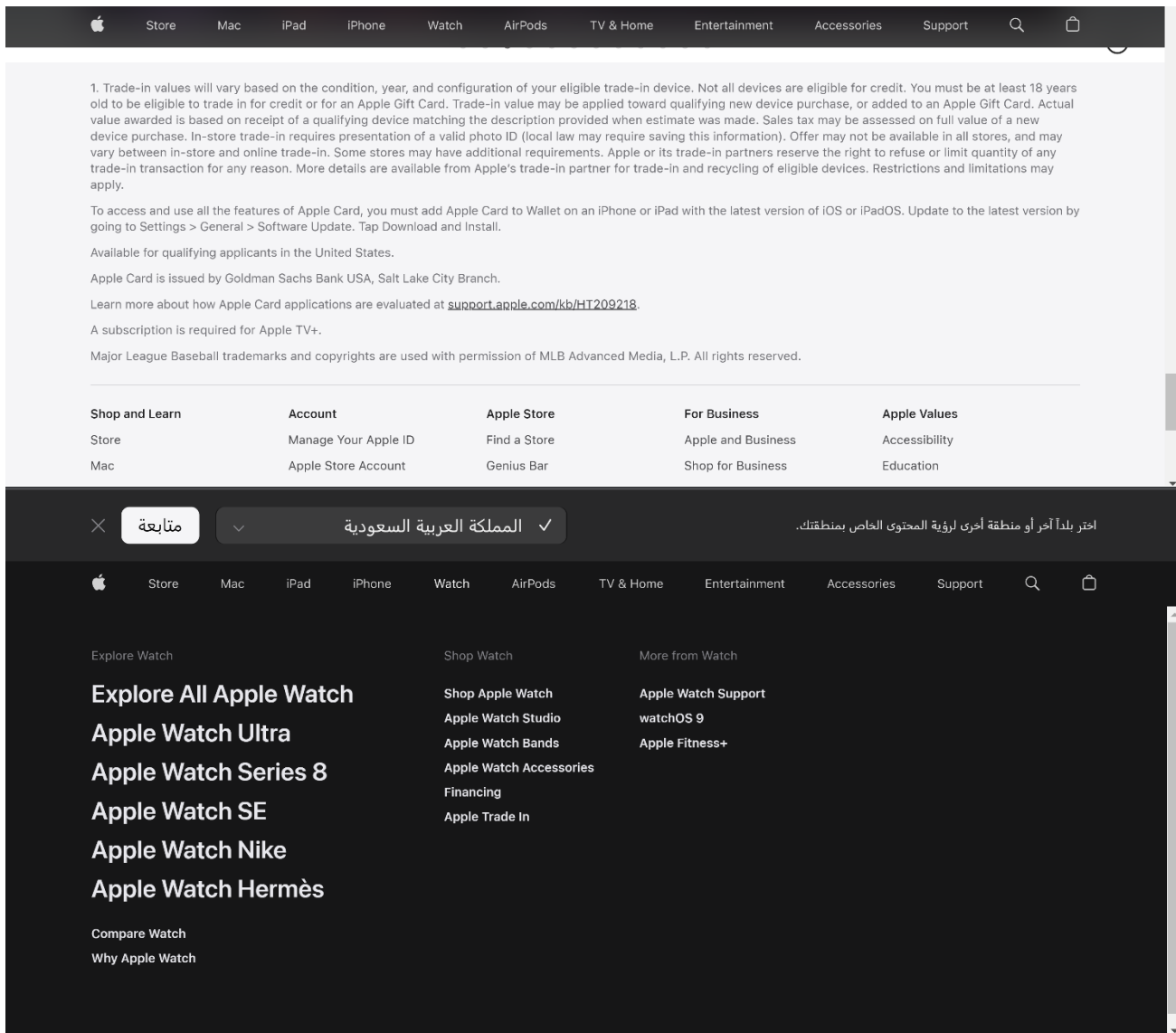
- Is there considerable contrast between the font color in the background color?

**No, there isn't.**



- Is the text an appropriate size?

**Yes, it is so clear.**



- Is the content concise yet still useful?  
**Yes, it is.**

**5. write conclusion and at least three recommendations. (4 points)**

Apple.com website is a platform for Apple to showcase their products and services. You can learn about the specifications of Apple products and there are many services in the website like Apple Store, Technical specifications for the product, Customer support and more. The design of the website is very good and it displays Apple products and services in way to make people convinced to buy products and use its services. This website is very useful for anyone who has an interest in buying or learning about Apple products. If you have an interest in any apple product or services, the information can be found easily in the website with search button and the top bar of the website.

If I have permission to add or recommend to add on the website, I recommend:

1-the night mode: most menus and interfaces on the website in white color. The night mode is good to reduce eyes stress.

2-Customer support 24/7: unfortunately calling or chatting with customer support is not available 24/7. Sometimes what the customer needs is urgent and needs urgent support.

3-Product rating: this helps to exchange opinions and experiences between the customers. Some customers depend on the ratings of product/service to decide is he/she going to invest in it or not.