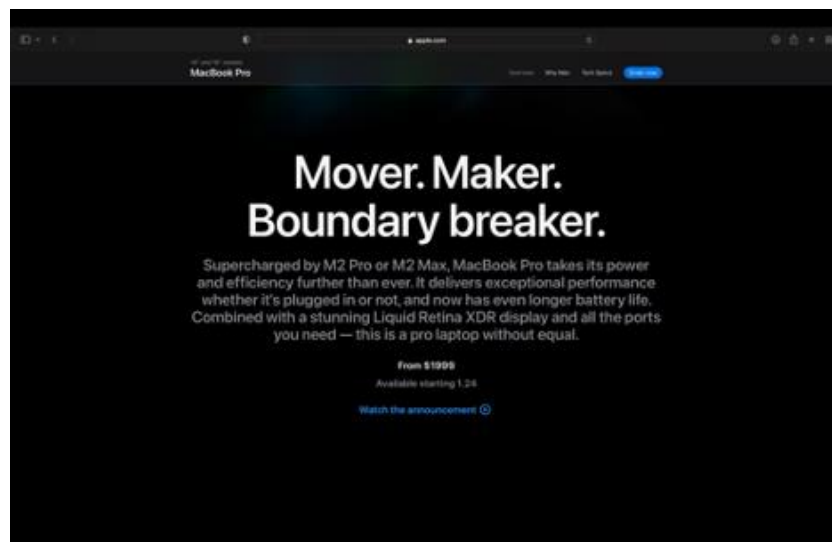


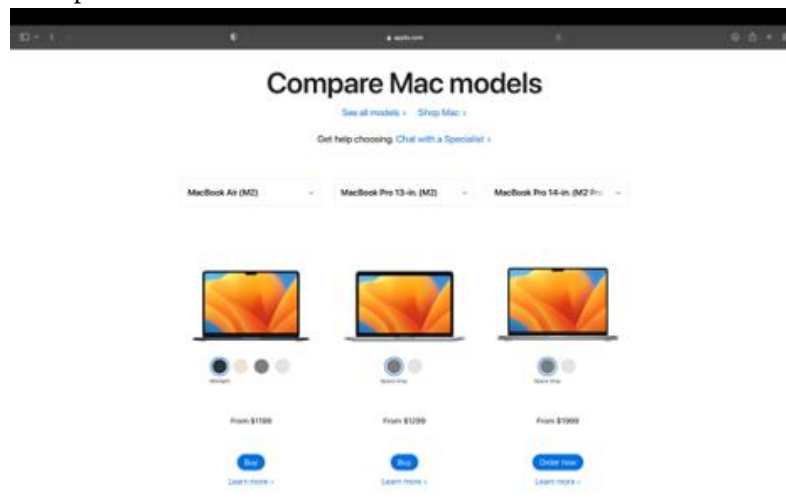
# Design Critique Report

## Overview:

1. [The Apple Store](#)
2. The purpose of this website is to learn about, compare, repair, and purchase various Apple products and services. Users can select which products they want to purchase and will be walked through the variety of options available and able to compare to find the best version of their desired product. Users can start a repair for a product they bought and track the repair from the website.
  1. Learn:



2. Compare:



3. Repair:

## Apple Repair

We're here to help. Apple-certified repairs are performed by trusted experts who use genuine Apple parts. Only Apple-certified repairs are backed by Apple. Whichever option you choose, you'll get your product back working exactly the way it should.

### Send your product to Apple

Online or over the phone, we'll arrange shipment for your product to an Apple Repair Center — all on your schedule and without an appointment. This service is available for most Apple products.

### Find an Apple Authorized Service Provider

Our network of Apple Authorized Service Providers give you lots of convenient locations for Apple repairs. In some areas, you can even schedule a technician to perform an

### Visit a Genius at an Apple Store

You can do more than shop and learn in an Apple Store. Start a repair request below to make a reservation with a Genius to get help with a hardware repair.

#### 4. Purchase:

13-inch
14-inch
16-inch

**10-Core CPU**  
**16-Core GPU**  
**16GB Unified Memory**  
**512GB SSD Storage\***

10-core Neural Engine  
13-inch Liquid Retina XDR display\*  
Three Thunderbolt 4 ports, HDMI port,  
SDXC card slot, headphone jack,  
MagSafe 3 port  
Magic Keyboard with Touch ID  
Force Touch trackpad  
67W USB-C Power Adapter

**\$1,999.00**

or

**\$166.58/mo. for 12 mo.\***

[Get up to \\$15 Daily Cash back with Apple](#)

**12-Core CPU**  
**19-Core GPU**  
**16GB Unified Memory**  
**1TB SSD Storage\***

16-core Neural Engine  
14-inch Liquid Retina XDR display\*  
Three Thunderbolt 4 ports, HDMI port,  
SDXC card slot, headphone jack,  
MagSafe 3 port  
Magic Keyboard with Touch ID  
Force Touch trackpad  
67W USB-C Power Adapter

**\$2,499.00**

or

**\$208.25/mo. for 12 mo.\***

[Get up to \\$15 Daily Cash back with Apple](#)

**12-Core CPU**  
**30-Core GPU**  
**32GB Unified Memory**  
**1TB SSD Storage\***

16-core Neural Engine  
16-inch Liquid Retina XDR display\*  
Three Thunderbolt 4 ports, HDMI port,  
SDXC card slot, headphone jack,  
MagSafe 3 port  
Magic Keyboard with Touch ID  
Force Touch trackpad  
67W USB-C Power Adapter

**\$3,099.00**

or

**\$258.25/mo. for 12 mo.\***

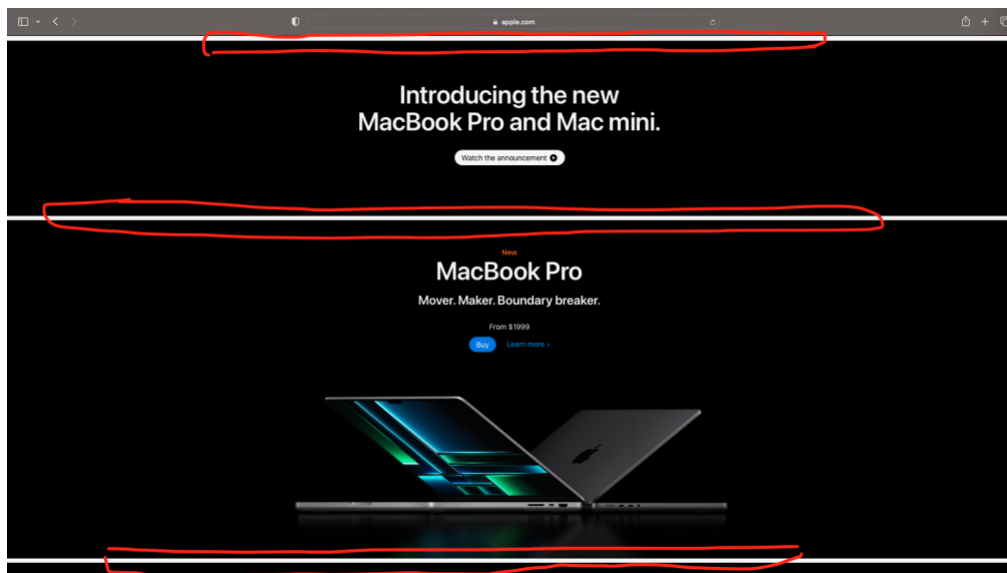
[Get up to \\$15 Daily Cash back with Apple](#)

## Visual Design:

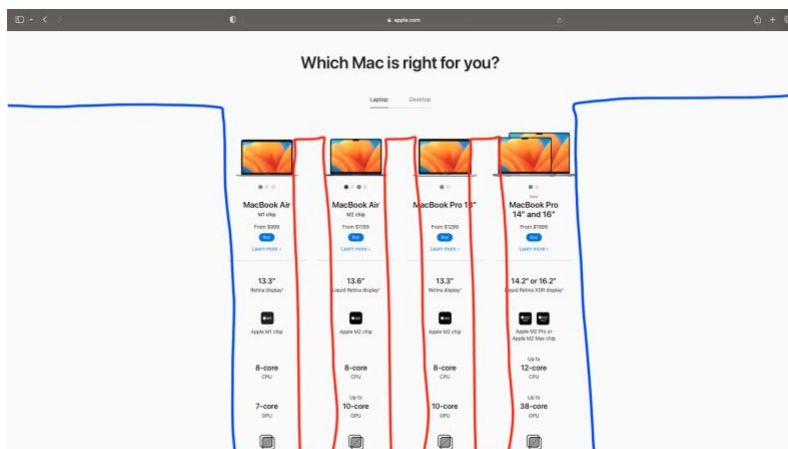
On the apple.com/mac webpage there are a variety of columns. Parts of this webpage have one massive column while others have up to six columns.

## Grid:

At the top of the webpage there are three massive one-column layouts that have two visible gutters (marked in red), one above the contents and one below the contents.



Below the three massive one-column layouts is a six column layout with large outside columns (marked in blue) and smaller interior columns with three visible gutters (marked in red) separating the interior columns.



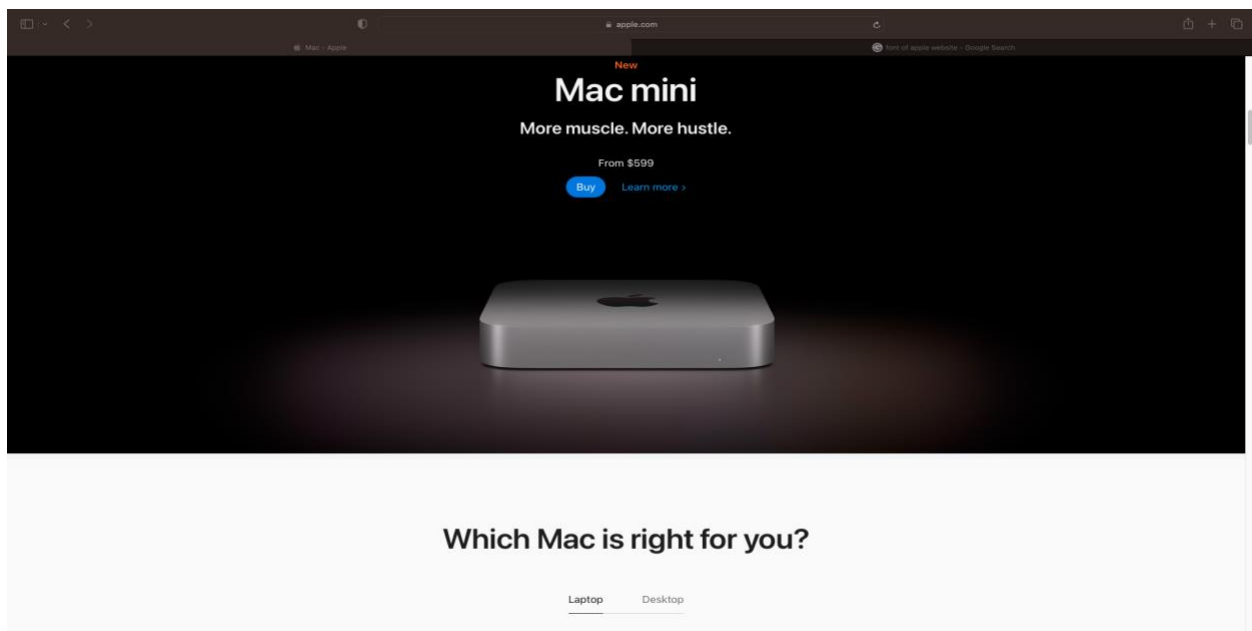
### Typography:

These pages, like the rest of the Apple website, use a sans serif font called San Francisco. The font is used on all Apple products because it is neutral and has flexibility which is perfect for Apple because they have different products that feature different size screens. Throughout these webpages Apple varies the font size but the words still seem cohesive. All the titles and bigger sections have larger font sizes which helps the user to navigate quickly to the part of the webpage they need. Once the user gets to the part they need the font size is lowered but not too low which would cause the reader an inability to see clearly. The font size is taken more from a “yelling” and telling the user what the section is about to a “whisper” and the user can read and pull the information they need to make any decision that is necessary. The font weight was bolder for headers of sections which made it easier to read what each section would be about.

### Color and Icons:

There are a lot of different colors used on this webpage but the colors are spaced out and balanced by all the neutral whites and blacks used that it is refreshing. The colors add to the page rather than take away from the page. The colors blend into the background because there is so much white surface area to cover. The icons used on this page are mainly at the top of the page to represent the shopping bag, search, and an apple for the home page.

### Critiques:



With this screenshot you can see the differences between the dark and light background. Overtime looking at the lighter background it is overwhelming and causes eye irritation while with the darker background it is sleek and does not cause eye irritation.

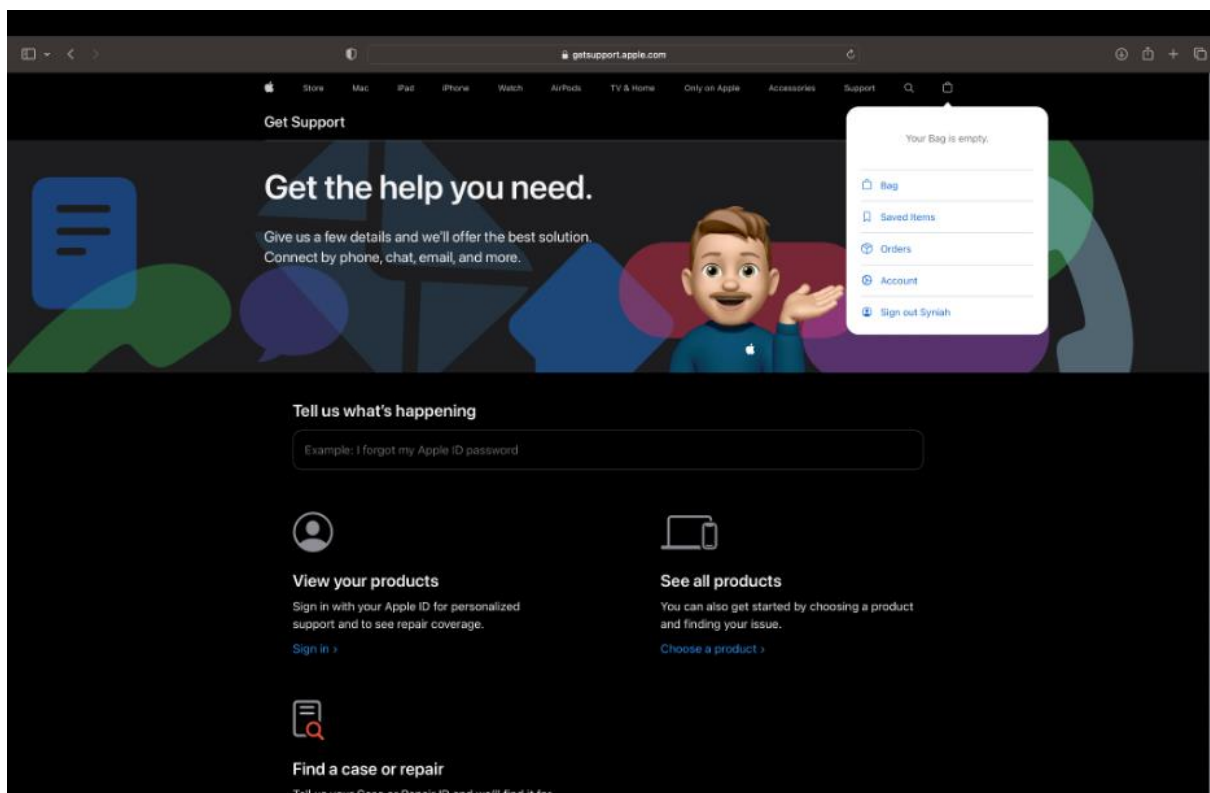
I would make the background of the page darker or minimize the margins because the page is really bright which can be good visually in trying to see everything but overtime in looking at the page it almost seems too bright which can cause eye irritation if exposed too long. The darker page at the top of this webpage is easier on the eyes than the bottom where everything is bright white. Everything can still be seen clearly on the dark page so visibility would not be a problem.

## Interaction Types and Modalities:

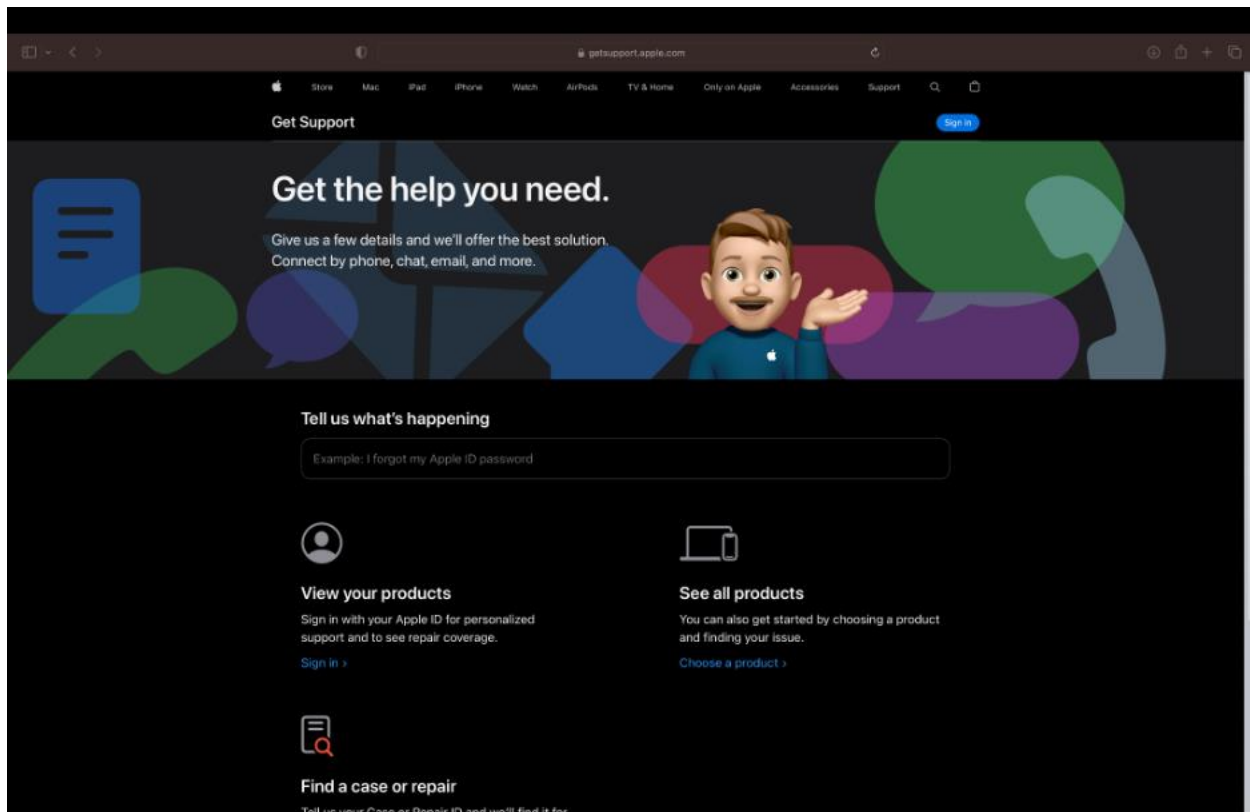
### Interaction Types:

The interaction types that are used in the website are instruction, conversation, and manipulation. Although the primary interaction type is instruction.

One place that instructing occurs is when the shopping bag is clicked. A menu pops up where the user can see what items they have selected to purchase, what items they have saved to purchase later, what orders they have placed, information about their account, and they can sign out if they are signed in.

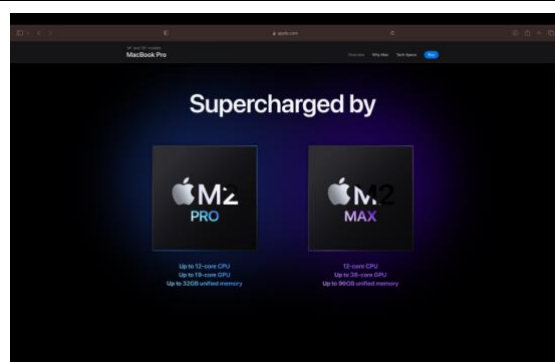


One place that conversing occurs is on the getsupport.apple.com webpage where the user can communicate with an apple genius technician through phone, chat, email, and more.

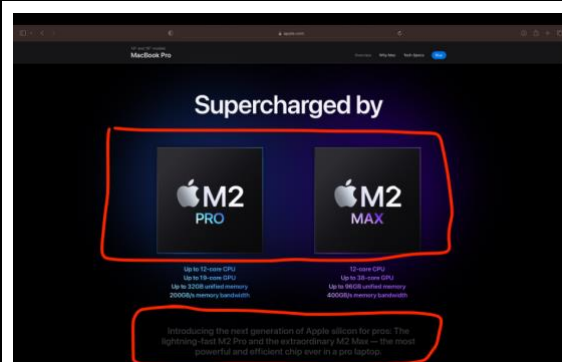


One place that manipulating occurs is on the apple.com/mac webpage where the user scrolls and the differences between the M2 pro and M2 max chips appear and the chips change. The user's scrolling is the manipulation which changes the appearance of the M2 chips to show the complete chip and the description of the chip at the bottom. The difference can be seen in the before and after screenshots below.

Before user interaction:

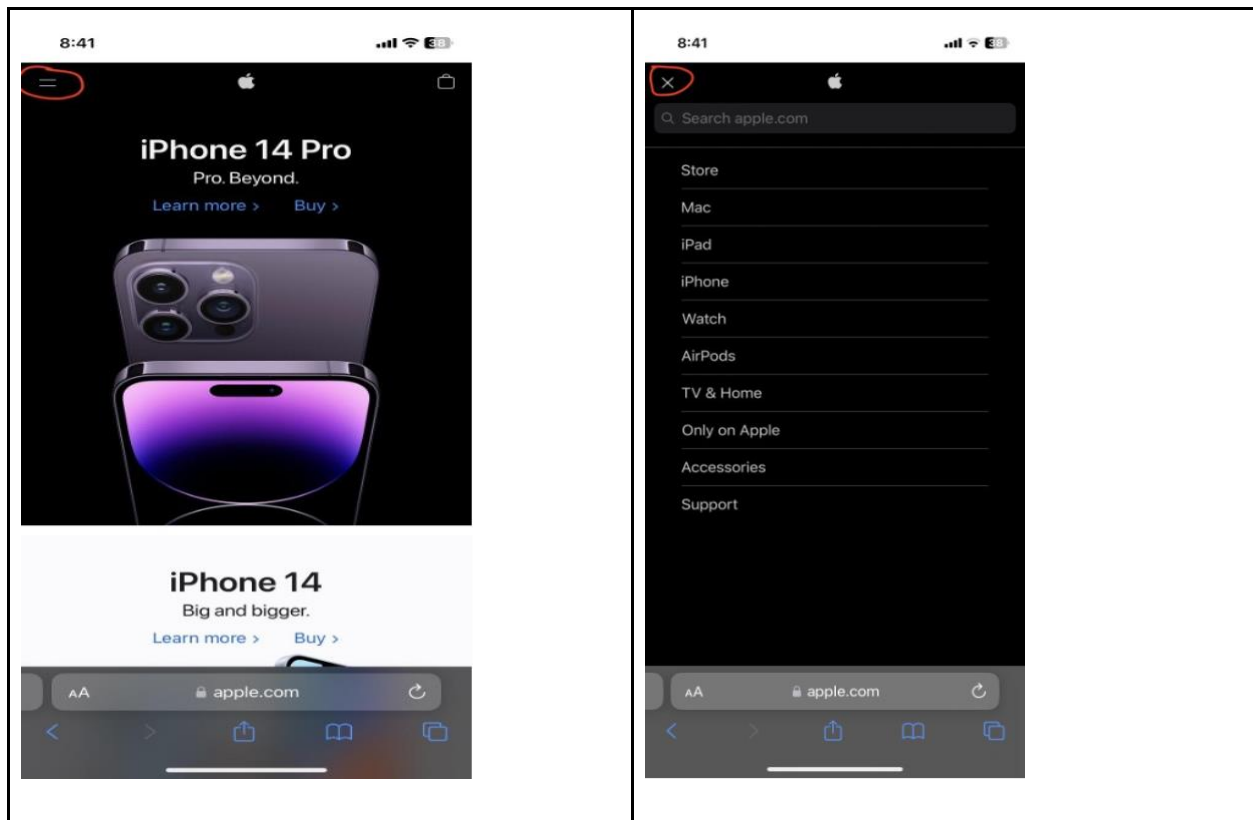
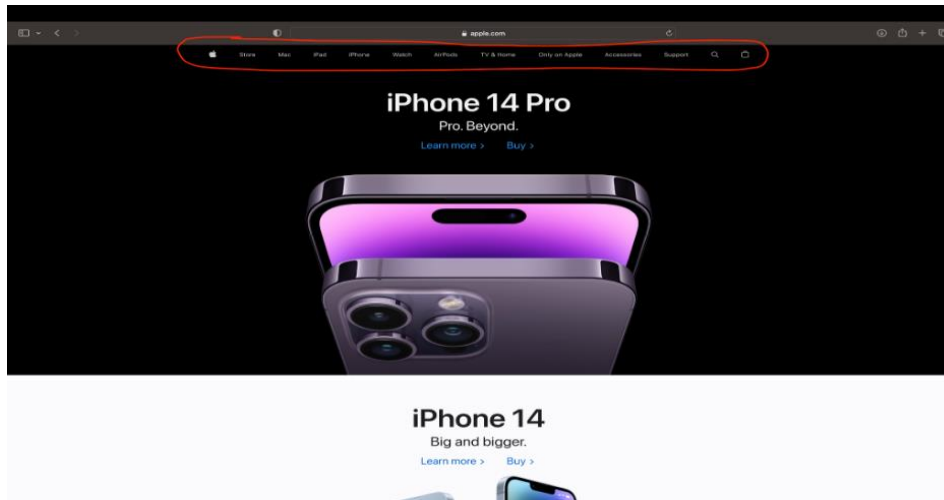


After user interaction:



## Modalities:

The main interaction modality that is used in this website is WIMP. Other modalities a user may choose to use is touch on mobile devices like phones and tablets. A challenge that may arise when using the website on a mobile device is instead of the menu being fixed at the top of the screen it is hidden by and can be shown when clicking the bars in the top left of the screen and closed when clicking on the “x” at the top left of the screen.



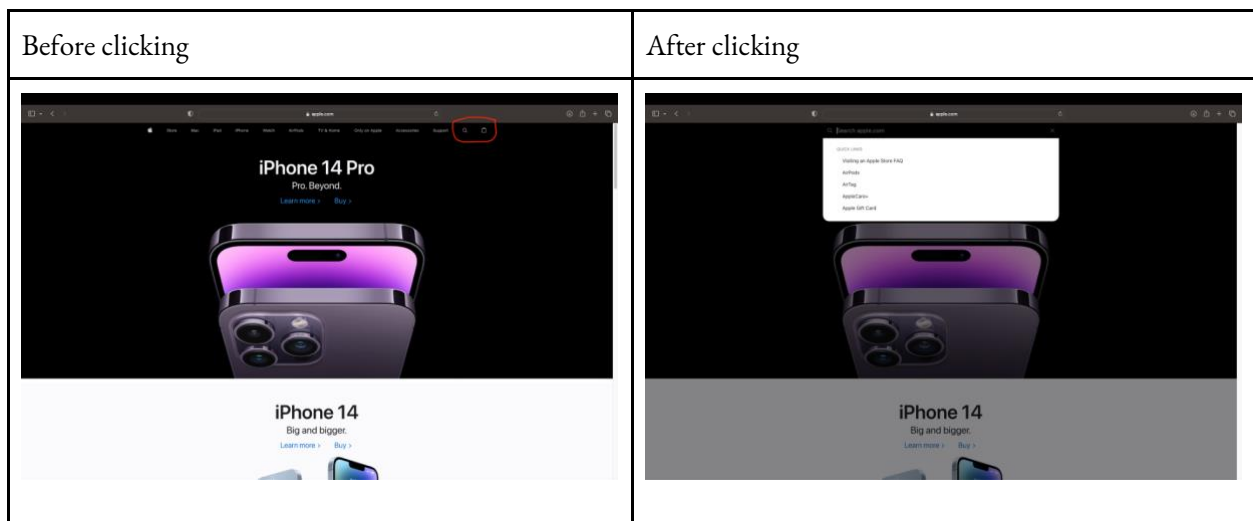


### Critiques:

A potential addition to the website could be manipulation of images where users can see all around the product they are interested in. They can swipe and get a 360 view of each device. There could also be information visualization to compare devices. This website could also pair with VR machines and allow users to look inside each device and get a visual of what it would be like to have and use each device.

### Affordances and Signifiers:

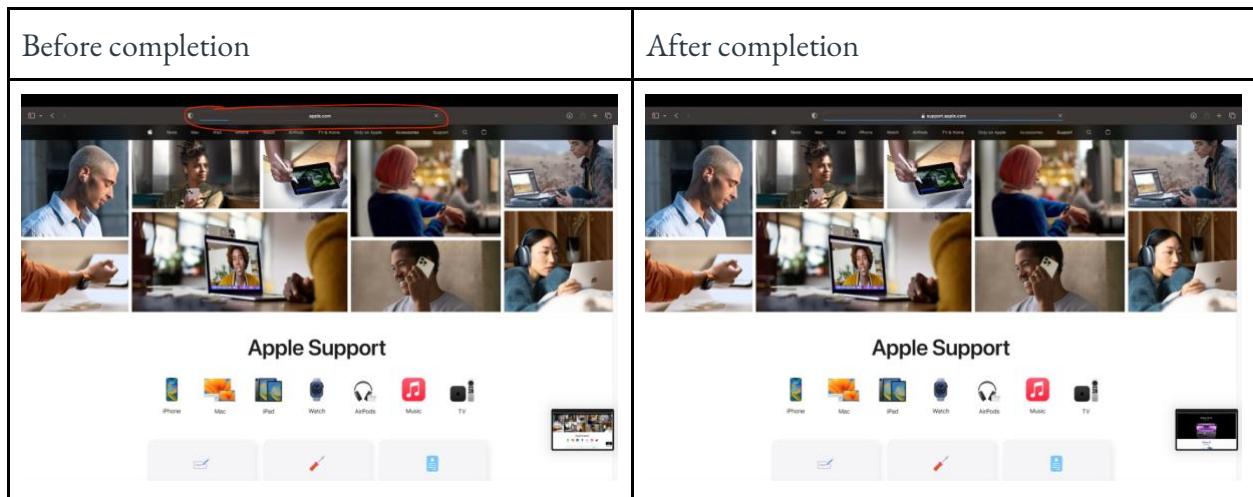
#### Affordances and Signifiers:



The magnifying glass at the top right of the screen affords clicking. The box affords searching. The box affords typing text. The affordance of clicking is signified by the highlighting magnifying glass when the cursor is hovering over it. The affordance of typing is signified by the words “Search apple.com”.

### Gulfs of Execution and Evaluation:

After clicking a word or button the webpage changes from the previous screen so the user will know they are on a new page. A loading bar goes across to show the user the process of changing pages and disappears when the page loads so users know the status of the action they just committed.

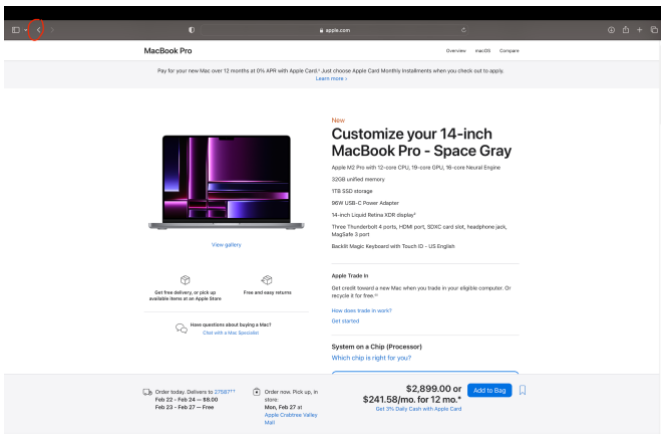
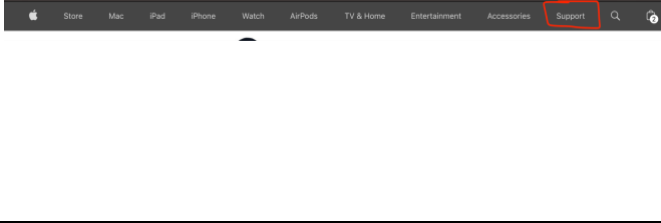
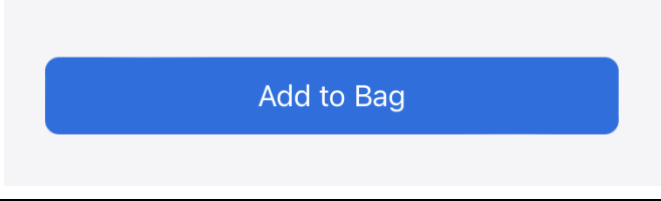
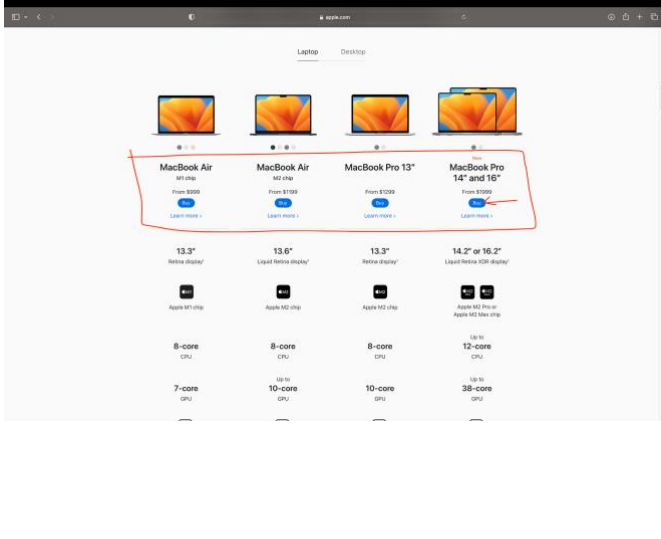


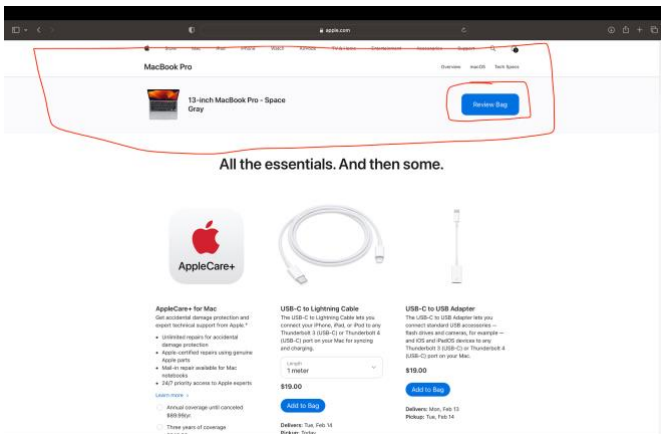
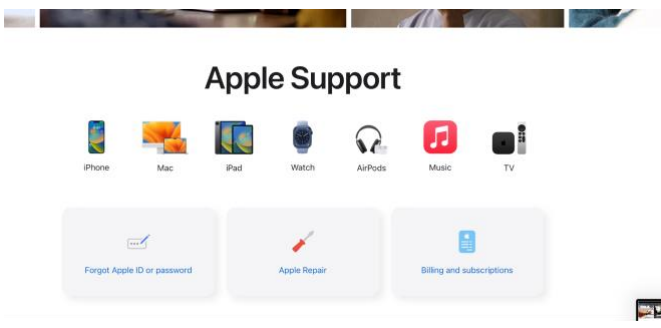
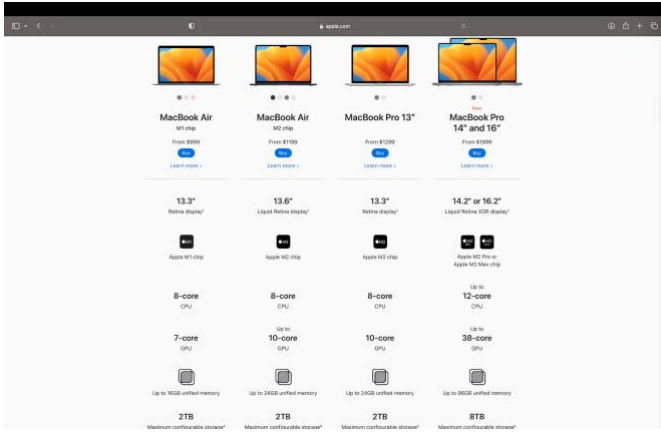
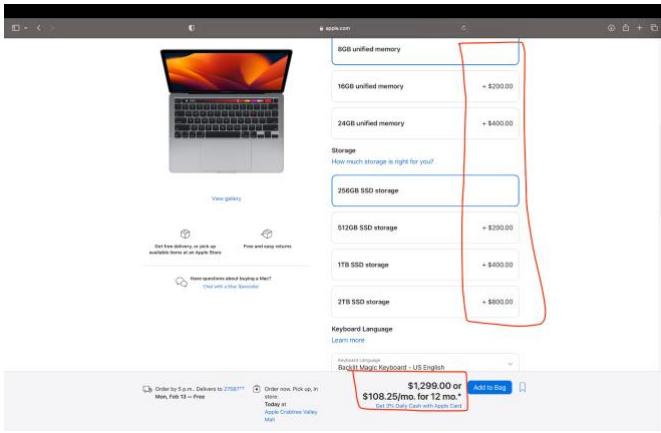
### Critiques:

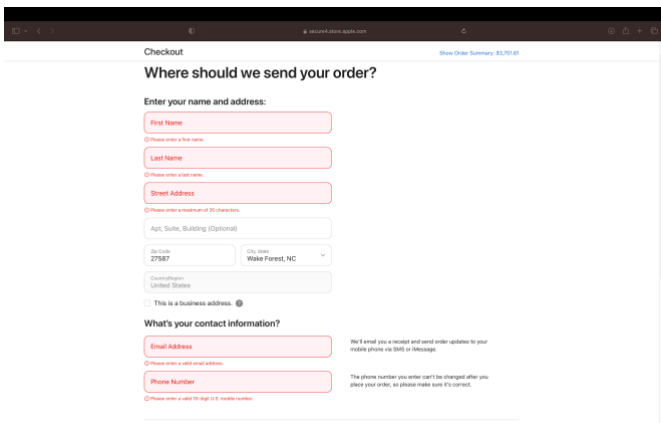
Assuming the user has seen or used a website before then the affordances, signifiers, and gulfs of execution and evaluation used were successful. New users to websites in general may struggle to know what to do because most of the signifiers used are common signifiers that most websites use. If the user has never used a website before then they will struggle because there is no explanation for what to do. An improvement would be to assume the user is new to the internet and include more instructions for where to click. For example, the menu bar at the top of the screen has words for each product. Above the menu should be a statement that says click one of the options below to get started. Another possibility would be to start with a survey to see why the user is on the website and then cater the website to their needs using a bot.

### Heuristic Evaluation:

Pos or Neg	Issue/Observation	Heuristic	Image	Severity
Positive	Magnifying glass and shopping bag used for search and cart	Familiar metaphors		

Negative	When purchasing a macbook if you selected the wrong one there is no back button on the page, you have to start over or use the back button on the address bar	User control		2
Negative	There is a support page but most websites use help as the title of the page	Familiar language, Consistency and standards		1
Positive	All buttons pertaining to next steps or actions are blue	Consistency		
Negative	When reading about macbooks there is a part of the page comparing macbooks there is a lot of information on the screen but every user does not need all that information and it clutters the screen so the buy button has to be smaller to fit on the screen.	Minimalist design		2

Negative	When checking out there is no message notifying the user that their item was added to the bag.	Show system status		2
Negative	The support page lacks instruction and leaves the user unclear of what to do.	Help		3
Negative	When purchasing a macbook Apple shows the specs of each macbook but does not specify which one would be best for which actions.	Flexibility and efficiency		3
Positive	When purchasing a macbook Apple provides a preview of the cost of the customization before and after the selection is made.	Recognition over recall		

Positive	When checking out if the user does not input information into each field but tries to continue the field highlights in red with a message of what to do.	Recognize, diagnose, and recover from errors, Error prevention	 <p>The screenshot shows the Apple Checkout page titled "Where should we send your order?". It contains two main sections: "Enter your name and address" and "What's your contact information?". In the first section, the "First Name", "Last Name", and "Street Address" fields are highlighted in red with error messages: "Please enter a first name", "Please enter a last name", and "Please enter a maximum of 30 characters". The "City, Suite, Building (Optional)" field is also highlighted in red. In the second section, the "Email Address" and "Phone Number" fields are highlighted in red with error messages: "Please enter a valid email address" and "Please enter a valid 10-digit U.S. mobile number".</p>
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During my evaluation of apple.com I found that Apple web developers use multiple heuristics but also violate multiple heuristics. Some of the heuristics used include familiar metaphors, consistency, recognition over recall, and recognize, diagnose, and recovering from errors, and error prevention. Some of the heuristics that are violated are user control, familiar language, minimalist design, show system status, help, and flexibility and efficiency, consistency. I made four positive heuristic observations and six negative heuristic observations. I found an issue with user control which I rated a minor usability issue because the user is unable to go back and change their macbook selection with the push of a button instead they have to use the back button in the address bar or start the process all over again. A simple solution would be to add a back button near the “add to bag” button. I found an issue with familiar language which I rated a cosmetic issue because many users are familiar with a help page but support may be different and therefore cause more confusion than necessary because users are looking for the word help instead. A simple solution would be to change the title of the support page to help. I found an issue with minimalist design which I rated a minor usability issue because the user may find comparing the macbooks to be helpful but the small text and button to account for the additional words and images of comparing the macbooks may make it hard for some users to find the buy button. A simple solution would be to make the buy button bigger and possibly reduce the number of rows showing add a link to see more that can show more information or open the table in a different page. I found an issue with showing the system status which I rated a minor usability issue because the user clicks add to bag but does not get a message telling them their item was added to bag instead there is a button that says review bag but if the user wanted to add a recommended accessory that is on the page they may not want to review that bag right then but instead be told their item is in the bag so they can resume browsing. A simple solution would be to add a message to the left of the review bag button that says “your item has been added to the bag”. I found an issue with help which I rated a major usability issue because there are no instructions on how to receive help. There are devices but no indication that they can be clicked on for specific help with specific devices. This is a major

usability issue because the user can not use the page if they do not know what to do with it. A simple solution would be to add more instructions like “click the device you need help with or select one of the options below highlighted in blue”. I found an issue with flexibility and efficiency which I rated a major usability issue because Apple does a great job of comparing the macbooks but Apple does not recommend a certain macbook for certain usage. In order to find out what macbook would be best for your intended purposes you have to start a chat with support which means you have to go around the website until you find the chat button and then you have to communicate your uses and get an answer or you would have to search the internet to find out what specs your devices needs to have for certain uses. A simple solution would be to add what each device is generally used for for example video editing, surfing the web, programming, etc..

## Conclusions:

Although this website successfully provides a way for users to accomplish all the desired tasks there are still some ways for the website to improve.

One of the ways the website can improve is making the background color more consistent and appealing to the user. In some parts of the website the background is black and in others the background is white. This is not appealing because the website does not seem cohesive with a background color. Personally I preferred the black background because I found that over time while analyzing different parts of the website my eyes began to feel irritated when viewing the bright white background. I would make the background of the page darker or minimize the margins because the page is really bright which can be good visually in trying to see everything but overtime in looking at the page it almost seems too bright which can cause eye irritation if exposed too long. In my opinion everything can still be seen clearly on the dark page so visibility would not be a problem.

Looking at this website from a “new to the internet” perspective I feel that I would be confused as some of the icons and lack of instructions would leave me stunned and unable to complete any of the tasks I had planned. This website uses affordances, signifiers, and gulfs of execution and evaluation which could be seen as successful for users that are “professionals” at using the internet but for new users to this website or the internet may struggle to know what to do because most of the signifiers used are common signifiers that most websites use. If the user has never used a website before then they will struggle because there is no explanation for what to do. An improvement would be to assume the user is new to the internet and include more instructions for where to click.

Some additions I would make to this website would be manipulation of images where the user can swipe to see all around the product they are interested in. They can swipe and get a 360 view of each device. There could also be information visualization to compare devices. This website could also pair with VR machines and allow users to look inside each device and get a visual of what it would be like to have and use each device.

Another addition could be informing the user of what types of activities each device is specialized for because a computer programmer needs more memory than someone that is surfing the web. This small bit of information could help someone to choose the right device for them without having to communicate with someone using the chat box.

Another addition could be an optional web assistant that can be on automatically and can be turned off after answering the first question like “do you need a web assistant?” or “have you been here before”. These questions can help the user get assistance and make using the website simple which would lead to more visits from users that are not familiar with the internet.