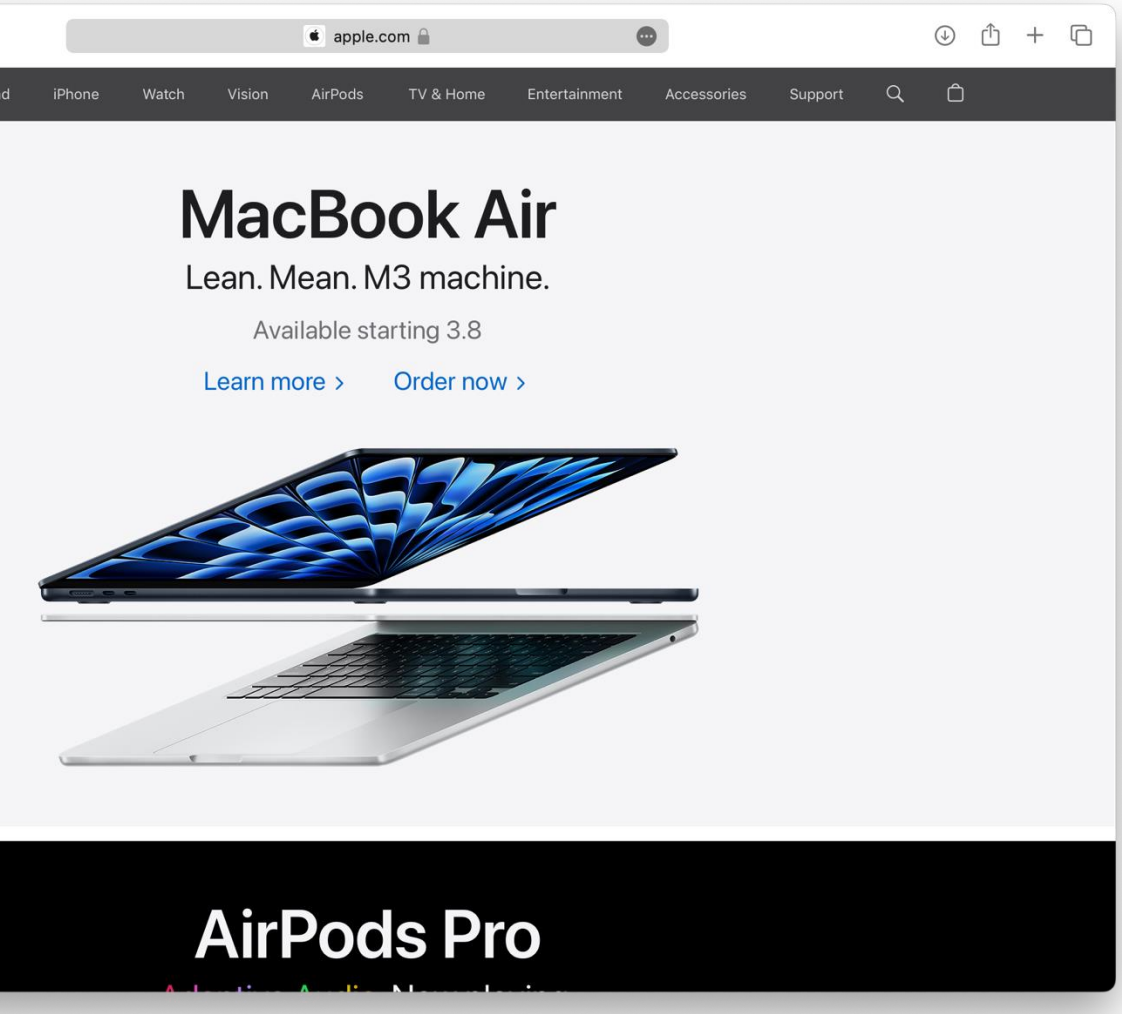
Case Study of Design Psychology

01

Product Visibility and Usability & User Experience

Presenter: Huang Zejun



Analyzing the UI Design Visibility and Usability of Apple's Website

Positioning

Apple's official website provides company information, product introductions, online shopping, and technical support. It's a crucial window for users to understand Apple products and the brand.

Features

The website design is simple and grand, primarily using white as the main color tone, paired with real product images, creating a fresh, fashionable, and high-end visual experience. The website also prioritizes user experience, with a reasonable page layout and clear navigation, allowing users to quickly find the information they need.

01

Introduction to Apple's Website

Target User Groups

01

Apple Product Users

The website is an important channel for Apple product users to obtain product information, software updates, and after-sales service.

02

Potential Users

The website attracts the attention and purchases of potential users by showcasing the unique charm and innovative functions of Apple products.

03

Developers

Apple's website also provides abundant development resources and tools, attracting developers to participate in the construction of the Apple ecosystem.

Design Style and Philosophy

Minimalism

Apple's website adopts a minimalist design philosophy, creating a high-end, fashionable, and avant-garde visual effect through streamlined elements and color combinations.

Consistency

The website maintains a high degree of consistency in its design, from colors, fonts, and images to interaction methods, all following unified design standards, improving user cognitive efficiency and brand image.

Responsive Design

Apple's website uses responsive design, adapting to different devices and screen sizes, providing users with a more convenient and smooth browsing experience.

02

UI Design Visibility Analysis

Affordance Analysis

Perceived Affordance

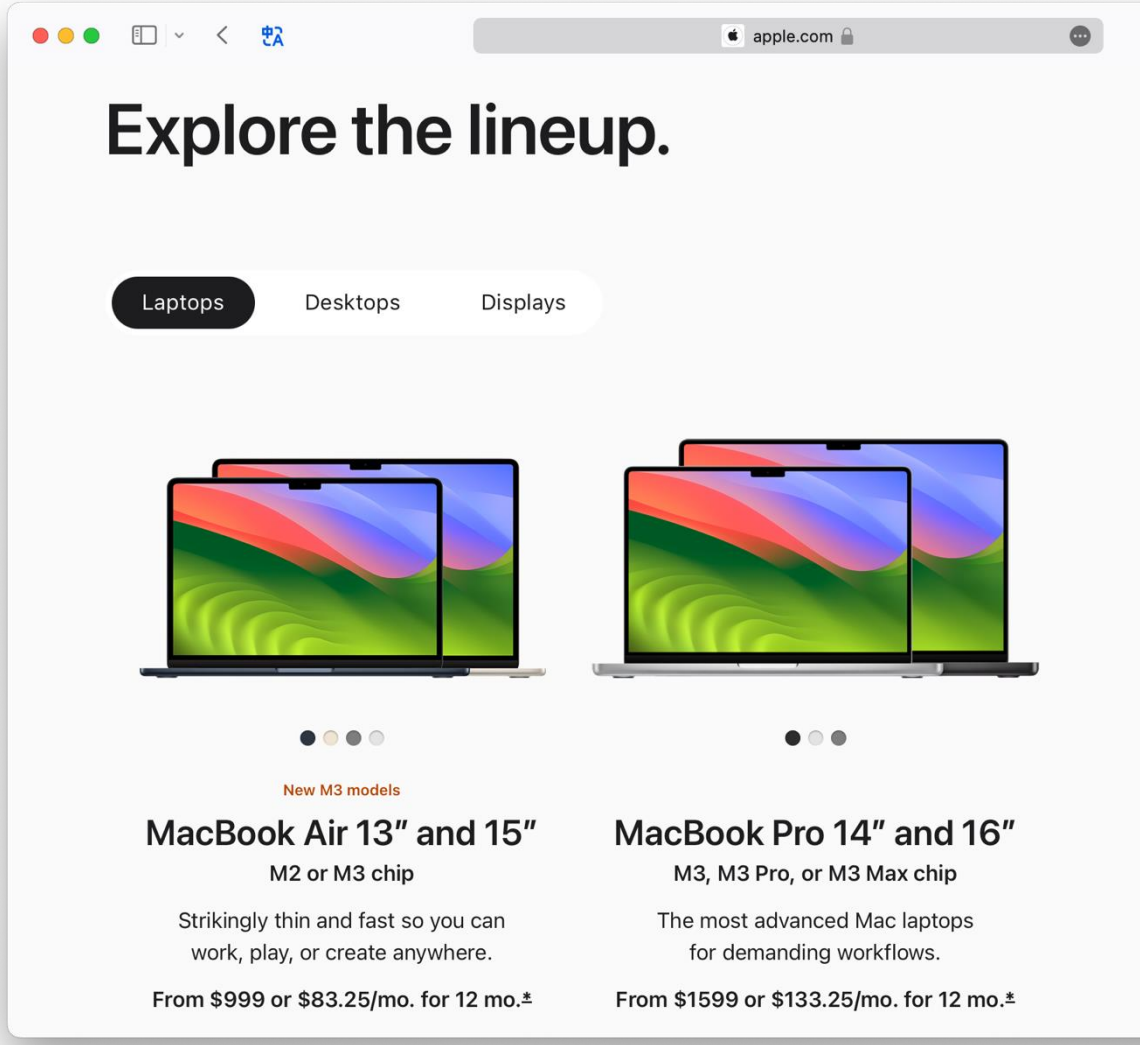
Apple's website uses visual design elements (such as buttons and links) to convey the possibility of interaction to users.

Operational Affordance

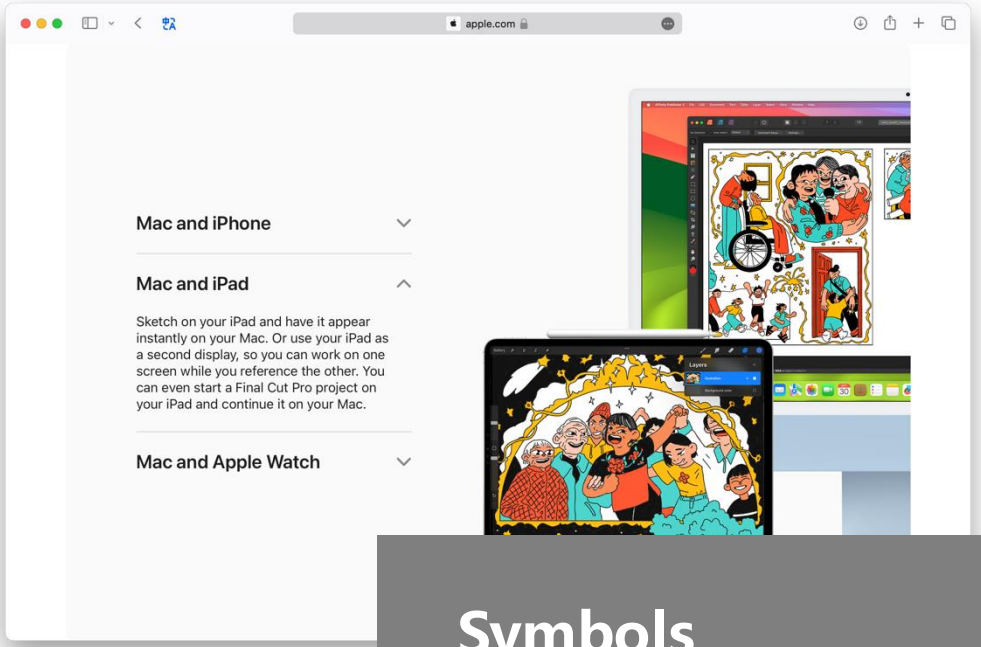
The layout and size of elements on the website interface suggest what operations users can perform, such as clicking or swiping.

Transformative Affordance

Users can perceive the expected results or state changes that can be achieved through interaction with the interface.



Signifier Analysis



Signifiers

Text labels and prompts on the interface guide users in understanding and operating the website.

Symbols

Metaphorical and symbolic elements (such as the apple-shaped icon) convey the brand philosophy and product characteristics.

Constraint Analysis

Physical Constraints

The website interface design considers the screen size and resolution of different devices, ensuring that the content is accessible on various devices.

01

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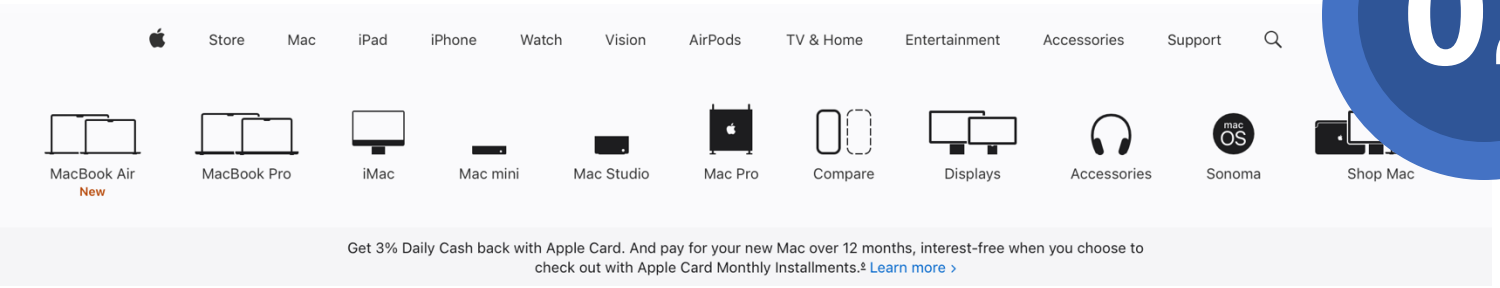
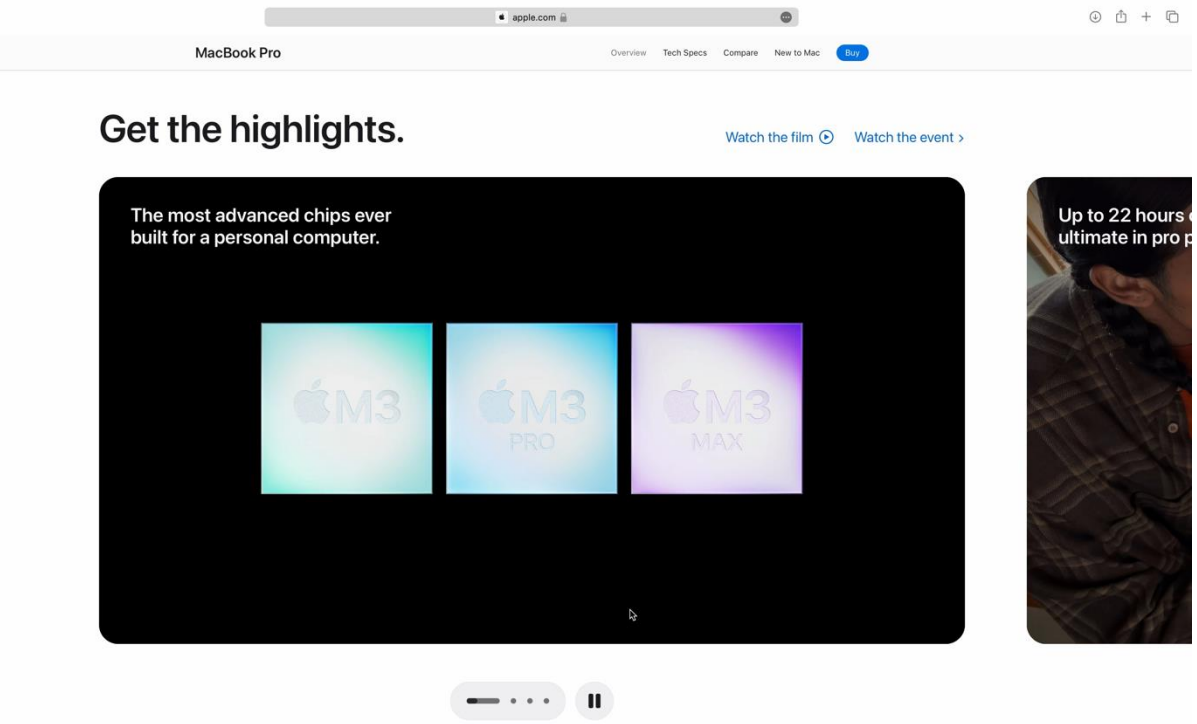


Logical Constraints

The website uses a clear navigation structure and information architecture to limit the possible operational paths for users, simplifying the user decision-making process.

Mapping Analysis



01 Control Mapping

The control elements on the website interface (such as buttons and sliders) correspond to the user's operational behavior, making them easy to understand and use.

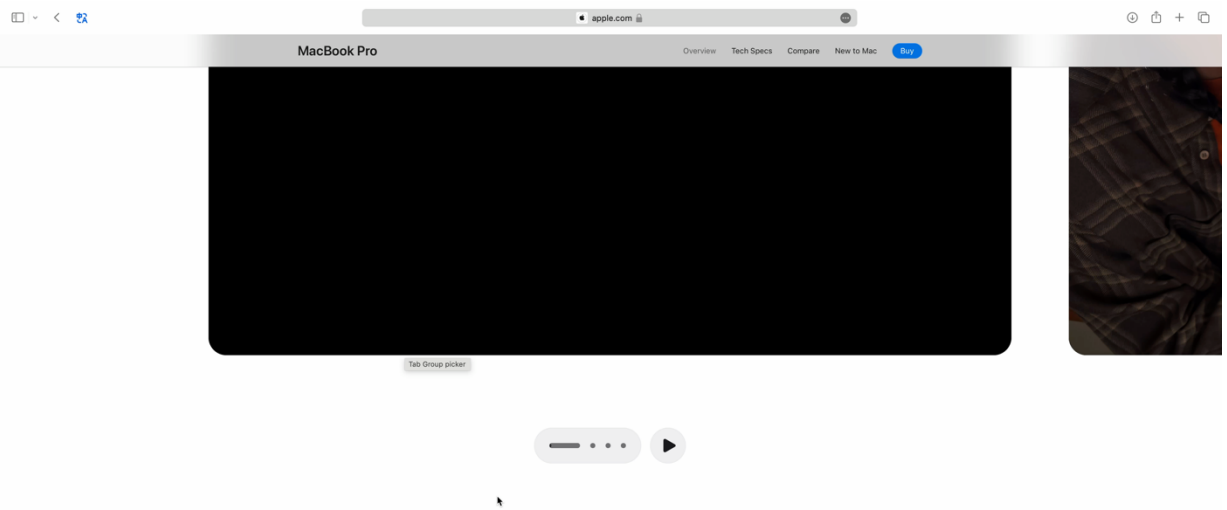
02 Conceptual Mapping

Interface design elements match the user's mental model, helping users quickly understand and remember.

03 Visual Mapping

The website uses visual elements to distinguish different information and functional areas, improving user cognitive efficiency.

Feedback Analysis



Take a closer look.

Real-time Feedback

The website provides immediate visual and auditory feedback when the user interacts with the interface, helping the user confirm the operation results.

State Feedback

Elements on the interface change based on user operations and behavior to reflect the current state and progress.

Result Feedback

After a user completes a task or operation, the website provides clear result feedback so that the user understands the task completion status and subsequent operation suggestions.

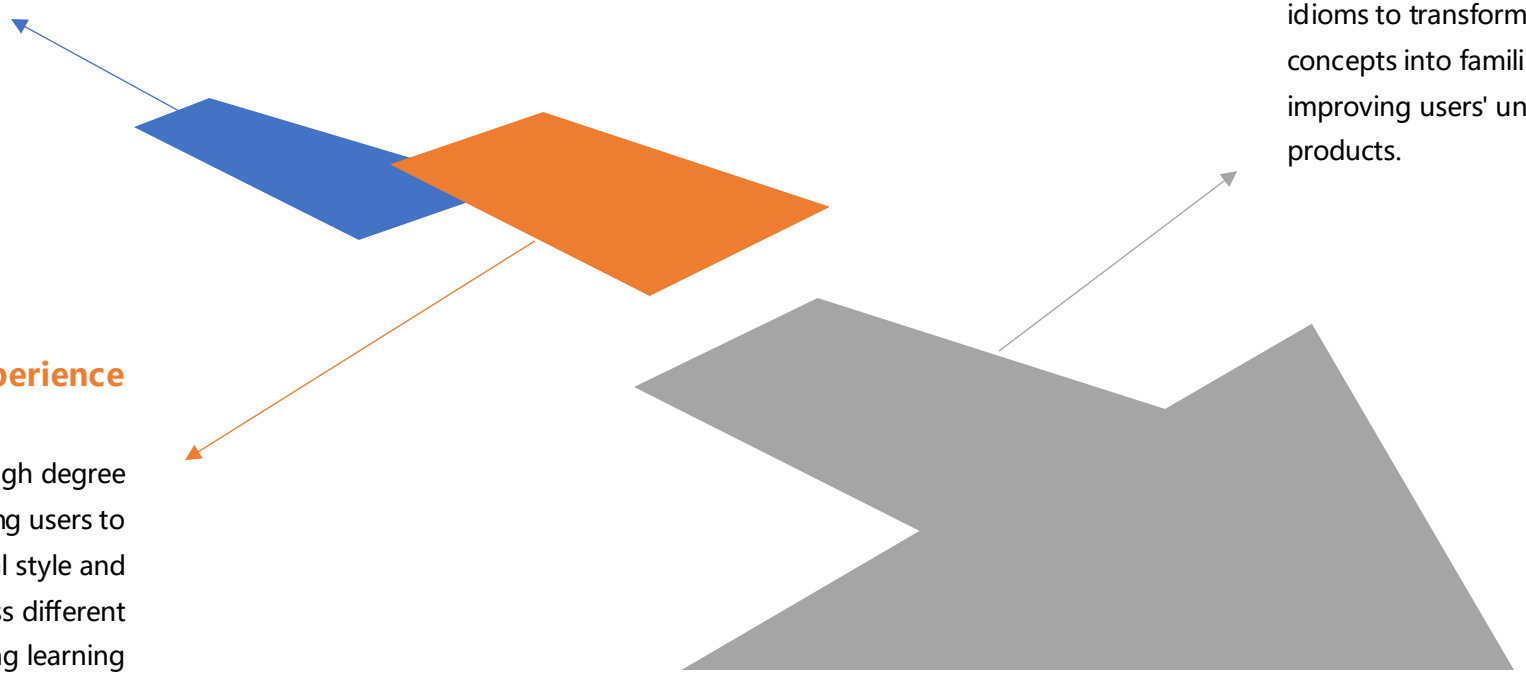
03

UI Design Usability Analysis

User Conceptual Model Building

Simplifying Complexity

Apple's website uses a clear information architecture and visual hierarchy to simplify complex product and service content into easily understood conceptual models, helping users quickly establish cognition.



Metaphors and Idioms

Apple's website uses metaphors and idioms to transform abstract technical concepts into familiar life elements, improving users' understanding of the products.

Consistent Experience

The website maintains a high degree of consistency, allowing users to experience a unified visual style and interaction method across different pages and areas, reducing learning costs.

Clarity of Intent Communication

Clear Target Orientation

Each page on the website has a clear target orientation, guiding users to complete the expected operations through clear titles, subtitles, and buttons.

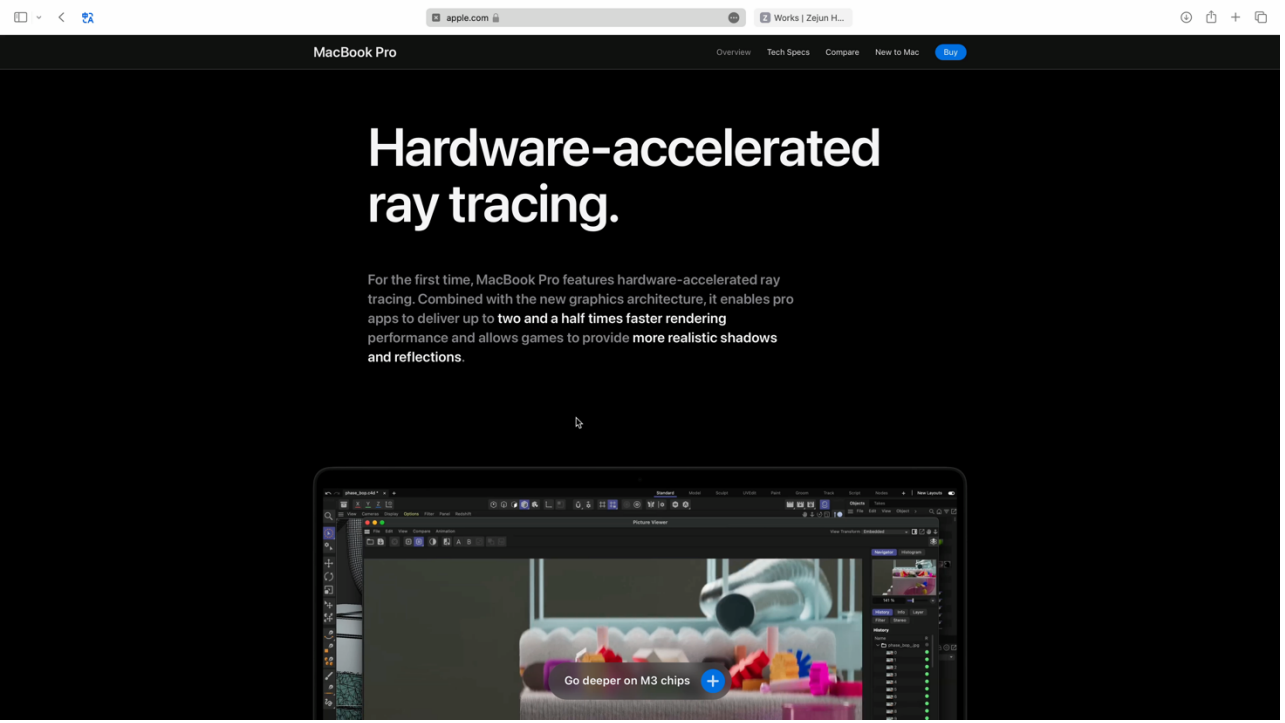
Intuitive Interaction Feedback

The website uses intuitive interaction feedback methods such as animation, sound effects, and visual cues to allow users to clearly understand their operation results and the system's status.

Streamlined Information Presentation

Apple's website avoids excessive text descriptions and complex charts, using a streamlined information presentation method to highlight core content and functions, improving user reading efficiency.

Device and Control Function Explanation



Clear Navigation Structure

The website provides a clear navigation structure, allowing users to understand their current location and accessible areas, while also providing a convenient search function to help users quickly find the content they need.

Natural Operational Sequence

Apple's website designs a natural operational sequence according to user operating habits and mental models, reducing potential confusion and errors during operation.

Clear Control Elements

The website's control elements (such as buttons and switches) have clear functions and operating methods, and provide necessary text descriptions and visual cues to ensure that users can accurately understand and correctly operate them.

04

Visibility and Usability Experience from a User Journey Perspective

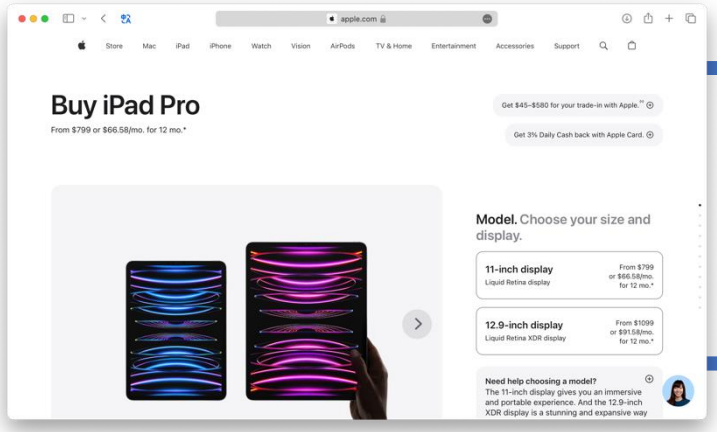
User Website Visit Journey Summary

User enters the website homepage

The homepage design is simple and clear, with a white background and Apple's iconic product images and introductions.

User navigates to the product page

Users can easily access various product pages through the top navigation bar or the product display area on the homepage.



User understands product information

The product page details the product's features, specifications, and prices, along with high-definition images and videos, allowing users to understand the product more intuitively.

User makes a purchase

Users can make purchases through the "Buy" button on the page or navigate to the online store to make a purchase. The purchase process is simple and clear.

Key Touchpoint Visibility Assessment

Website Homepage

As the first touchpoint for users visiting the website, the homepage design is crucial for the user's visibility experience. Apple's homepage design is simple and clear, emphasizing key points, allowing users to understand Apple's main products and services at a glance.

Product Page

The product page is a key touchpoint for users to understand product information. Apple's product page design is very detailed and intuitive, allowing users to easily find the product information they need.

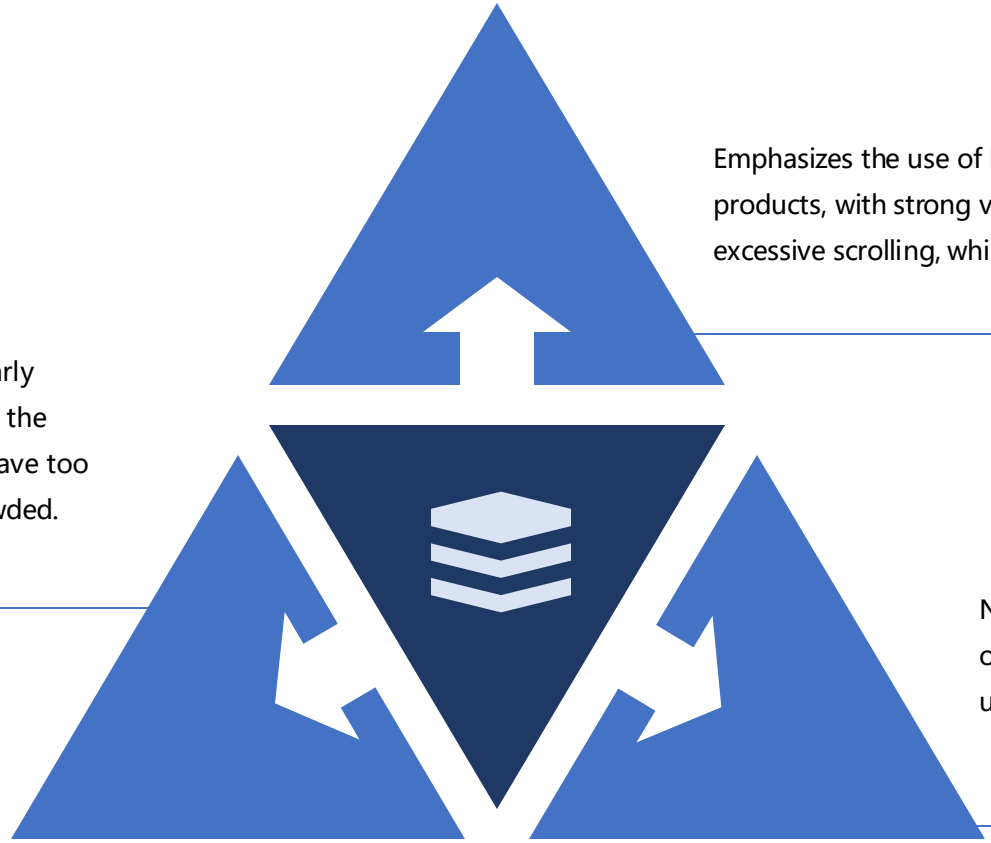
Buy Button

The "Buy" button, as a key touchpoint for users to make purchases, its visibility is crucial for the user's purchase experience. Apple's "Buy" button is designed to be very eye-catching, allowing users to easily find and make purchases.

Overall Strengths and Weaknesses Analysis

Emphasizes the use of large images and videos to showcase products, with strong visual impact; however, some pages have excessive scrolling, which may lead to user fatigue.

Page layout is clear, product categories are clearly defined, making it easy for users to quickly find the information they need; however, some pages have too many elements, which may appear slightly crowded.



Navigation design is clear and concise, but the hierarchy of pages for specific aspects is relatively deep, requiring users to click multiple times to reach the target page.

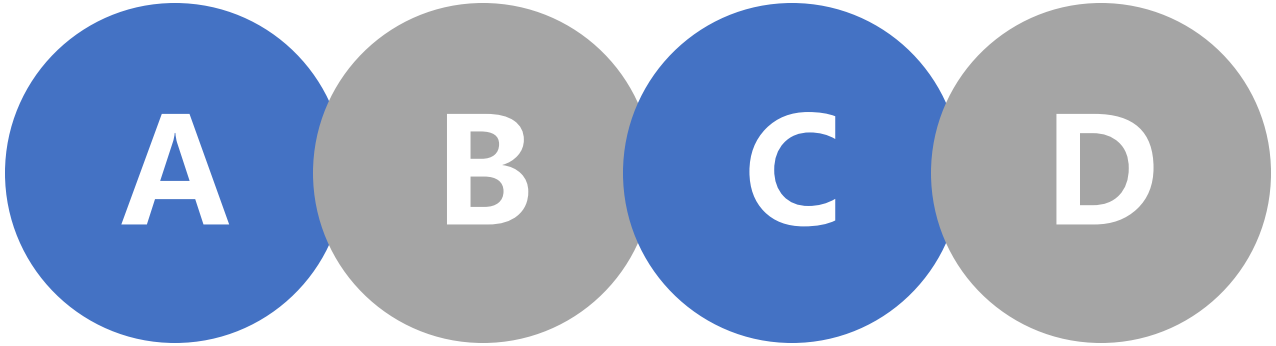
Optimization Suggestions for Insufficient Visibility

Enhance Color Contrast

Adjust color combinations and contrast to make interface elements clearer and easier for users to identify.

Streamline Interface Elements

Remove redundant interface elements to keep the interface simple and clear, reducing the user's cognitive burden.



Optimize Icon Design

Use simple and clear icon designs, avoiding overly complex or abstract patterns to improve user recognition.

Provide Clear Navigation Paths

Design clear navigation paths and breadcrumb navigation to allow users to quickly understand their current location and accessible content.

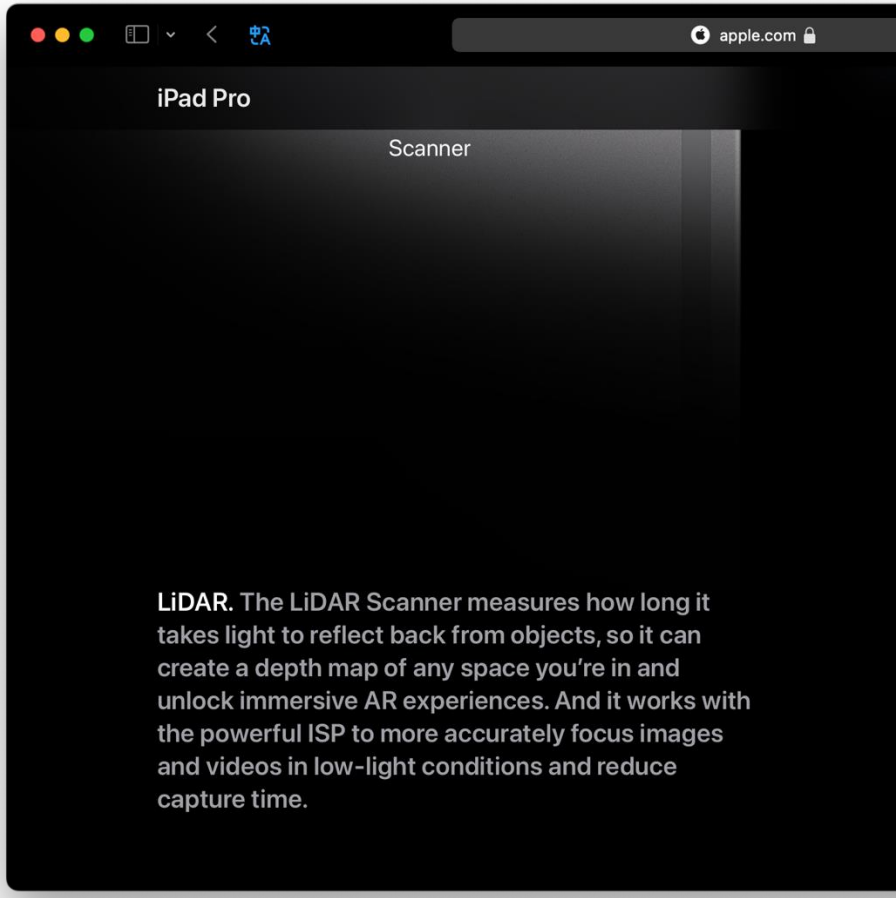
Optimization Suggestions for Insufficient Usability

Use Simple and Clear Language

Avoid using overly professional or obscure vocabulary, using easy-to-understand language to describe functions and operations.

Design Intuitive Operational Processes

Simplify operational processes, reduce operational steps and complexity, and improve user operational efficiency and usability.



02

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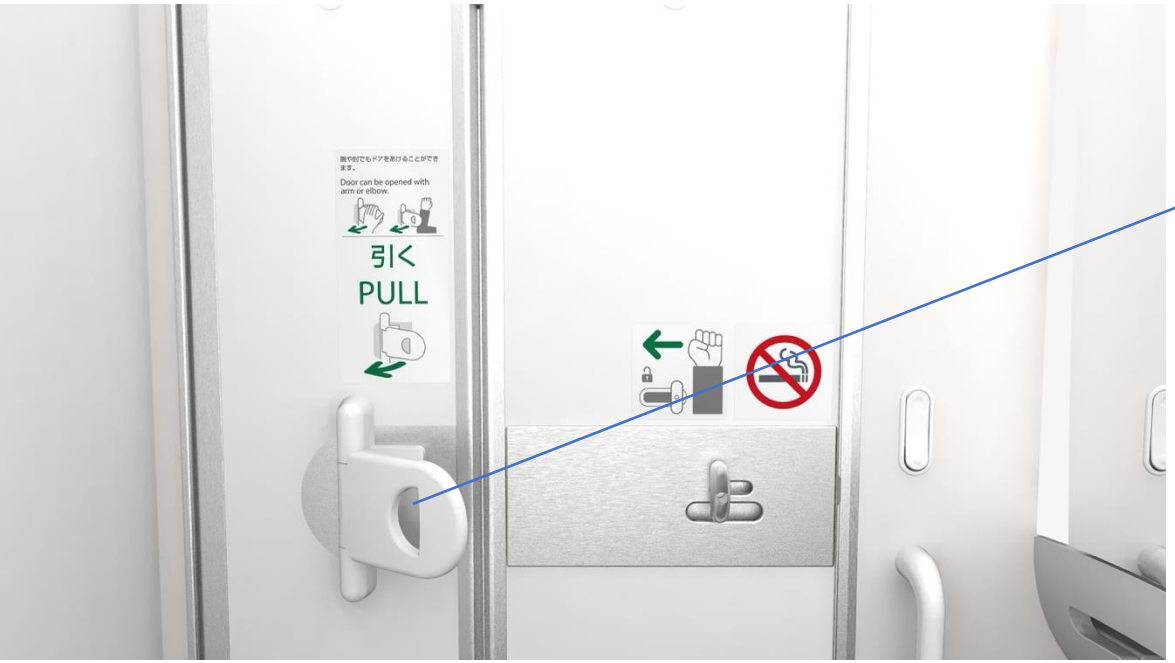
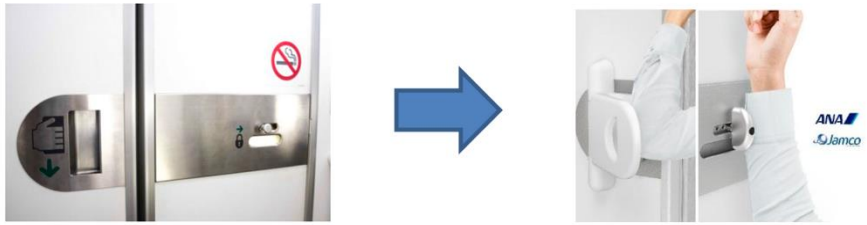
Handsfree door handle

Hands-free restroom door



Installing this hands-free door handle allows passengers to easily open restroom doors using their forearms or elbows without touching the door with their palms or fingers, allowing them to return to their seats with clean, freshly washed hands.



Handsfree door handle

How do users get clues during use?

The outward-curving design conforms to the user's mental model of pushing or pulling, while the notch on the outer edge provides a pulling cue.

The sign above the handle provides operational guidance, telling users to pull outward with their hand or elbow.

The lowest priority text provides the clearest information, namely the specific steps for correctly using the hands-free function.

Information Priority

Information conveyed by the product itself

Information conveyed by the sign

Information conveyed by text

Handsfree door handle

What information do users need to know during use?

1. The most basic door opening method: The semicircular notch provides the most basic cue for pulling the door open by hand.

2. How to correctly use the hands-free function: Users need to understand how to use their forearms or elbows to rotate the lock or open the door to operate while keeping their hands clean.

Handsfree door handle

Affordance

The product itself prompts users how to interact with the handle, i.e., what operations can be performed.

Signifier

The sign and text indicate how to correctly use the hands-free function, i.e., the location of operation and how to operate.

Constraint

The left side of the handle is the axis, providing a physical constraint.

Mapping

Position the handle at a laterally offset location from the traditional handle height, with related controls forming a mapping.

Overall Advantages and Disadvantages Analysis

Advantages

1. The Handsfree door handle design aligns with the conceptual model of most passengers, i.e., opening a door requires hand operation, just in a different way.
2. Using the forearm or elbow to push open the door is relatively simple and requires no additional skills or strength.

Disadvantages

1. Passengers accustomed to using their hands to open doors may require some time to adapt to the new method.
2. Some passengers may find using their forearms or elbows to push open the door inconvenient or unfamiliar.