**Website Evaluation- Good Website (by Chin Yee Teeng 102634)**

One of the good website that I have found out is the official website for Apple Inc. − <http://www.apple.com/asia/>. As a youngster who has high interest in exploring the newest products of Apple Inc., I always browse through the Apple’s official website to get the latest and detailed information on iPhone, iPad and iPod. I discover that the official website of Apple Inc. is very user friendly due to the well-achieved balance of simplicity such as the white background and strong type with rich imagery sensitively-applied.

First of all, the content displayed on the Apple’s official website is very straight forward and users can easily search for the information that they are intending to find. On the Apple’s official website, when the users get access to the homepage, there is a main menu bar that displays vast varieties of information about Apple’s stores all around the world, MacBook, iPhone, iPad, iPod, and iTunes. Besides that, users can get support and find solutions for the problems they have encountered with Apple products through the Apple Online Support. After the users click on the navigation button on the main menu bar, the web page will be linked to another page with the toolbar which contains navigation buttons that shows features, design, gallery, guide tours, tech spec and so on. The users can follow the flow of vast information contained in the website effortlessly as users are guided by the short, sweet and communicative headlines and titles.

In addition, there are short videos and online tutorials to teach their products’ users on how to make full use of their products to the maximum level. Thus, the content of the Apple official website is appropriate for the users and does support the site goals as the site goals are to promote the Apple newest products in details, assist the users of Apple products in exploring their products, help their products’ users to solve the problems they have encountered with and expose the products’ users to other useful information on Informational and Communicational Technologies (ICT).

Secondly, it is less time-consuming and fast enough for the website users’ computers to download the homepage and videos on the Apple’s official website without causing frustration. Users can definitely download and view the multimedia elements such as videos and online tutorials on the Apple website with QuickTime Player installed in their computer. Furthermore, the domain name of the Apple’s official website is easy to memorize, pronounce and spell. The URLs <http://www.apple.com/asia/> and page titles are very helpful for the users to identify the content as by skimming through the URLs and page titles, the webpage users can easily locate the location of their intended information. Besides that, the supplemental content adequately secure user trust and client’s protection.

On the Apple’s official website, the text written is very easy for the readers to read as the contrast between the colour of the website background and fonts colour is very suitable for online reading and the text is concisely written in clearly visible structure with appropriate font size that takes full advantage of headings, bullet point lists, and so on. The vocabularies used in the written text are very simple yet straight forward with correct grammar. Additionally, the graphic and multimedia elements available on the Apple’s official website are very attractive, appealing and attractive to attract users’ attention whereby the quality of the video and audio is perfect with the full High Definition (HD) effects. Users will definitely have joyful, pleasure and entertaining experience when they are browsing and scanning through the Apple’s official website.

The information architecture for the Apple’s official website is very concise, systematic and structured as all the content is located in the appropriate locations and users can easily follow the flow of the information as the information is organized in a consistent manner throughout the site without confusing the users. For example, when users want to download some applications for their iPhone, users can find important pieces of information within three clicks from the home page as the user just have to access to the Apple’s homepage then click on the “iPhone” navigation button which followed by clicking “Apps for iPhone” navigation button and the third step − choosing any applications preferred. In addition, the content labels used to present the information architecture on the Apple’s official website are short, sweet and communicative. Lastly, another good point of the website is the site map of Apple’s official website has correctly reflected the structure of the site.

Navigation is like the road sign for a website and Apple’s official website has successfully creating a navigation system that makes the users feel comfortable and allows the users to find the information they want quickly. The Apple’s website does provide a variety of navigation options and multiple classifications with high consistency throughout the site. For example, users can browse through the website by product, by services provided, by the most recent news, documents and so on. Furthermore, the navigation system of the Apple’s official website has prominent titles for every page to tell readers immediately what section of the website they are on. In addition, the navigation system is presented as hypertext and graphic form. On Apple’s official website, if the navigation is an image, such as arrow of scroll left or right, and is linked to other webpage, ALT text that says “scroll left” or “scroll right” will be inserted to let the users know where they can go. On the other hand, with hypertext, when a link is clicked the colour of the hypertext will change to let the users know where they have been.

The screen design for the Apple’s official website is very consistent throughout the site with equal weight of screen elements, left and right, top and bottom, then all screen elements (field captions, data, title, headings, text, types of control, etc.) be identified and visible without scrolling and reading the words that identify them. This shows that the screen design of the Apple’s official website has effectively employed principles of graphic design, audio design, motion graphics design and interactivity design. Lastly, the Apple’s official website can be downloaded easily and quickly by using different internet browsers such as Mozilla Firefox, Opera, Internet Explorer, Google Chrome and so on where the screens are printable.

As a conclusion, I think the official website for Apple Inc. is one of the good website because it fulfills all the requirements of different aspects such as content, information architecture, navigation design, and screen design.







