

# What's Behind A Good Website Design?

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Behind Apple and Chick-fil-A's Websites





# Surprise and shine.

Watch a special Apple Event online on 9/9 at 10 a.m. PT.

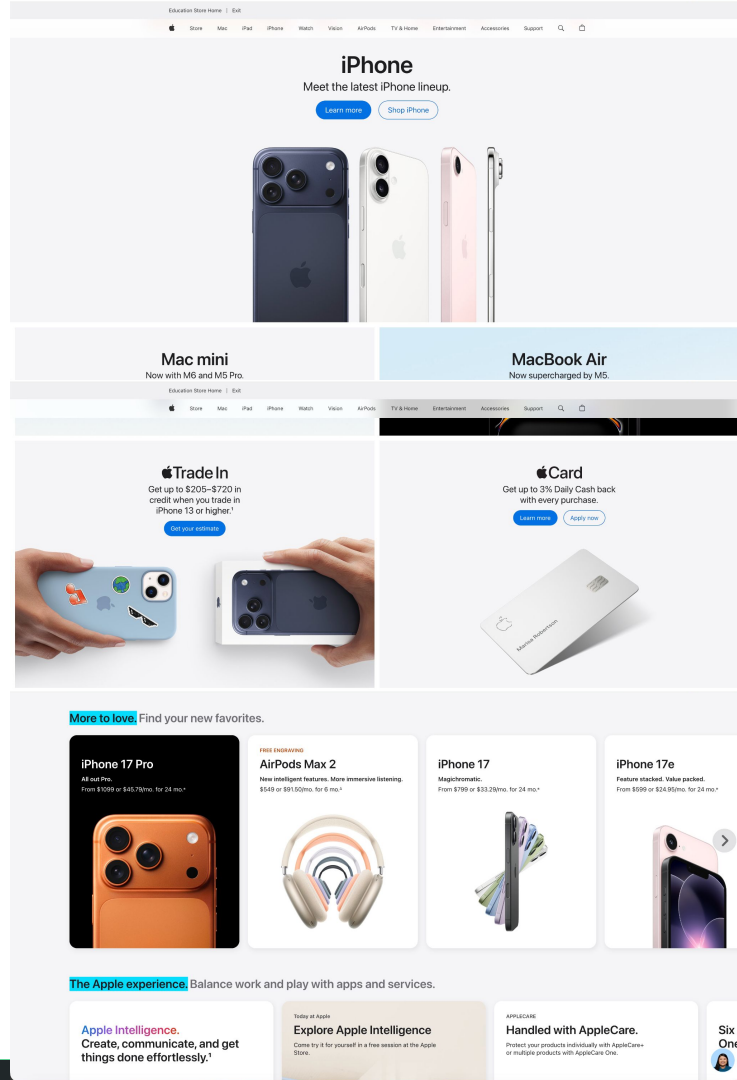
[Add to calendar](#)

## College, sorted.

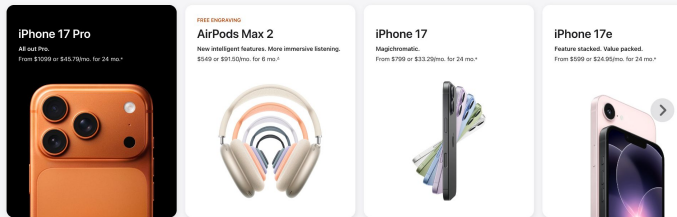
# Apple's Website

## Visceral

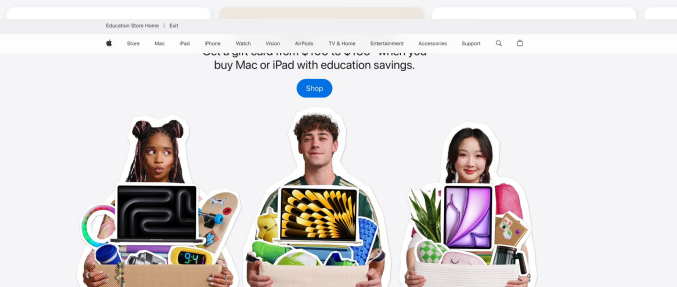
- Modern Aesthetic
  - Clean web design meant to portray premium products
  - Large product photography is used to demonstrate their offering
  - Whitespace used to make individual products feel important
- Emotions Associated
  - Curiosity
  - Sophistication



More to love. Find your new favorites.

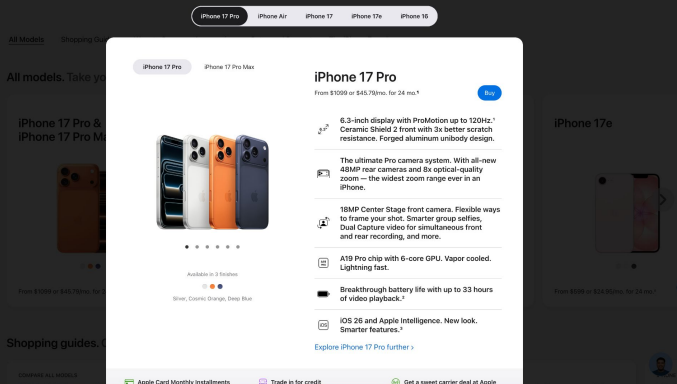


The Apple experience. Balance work and play with apps and services.



iPhone  
Meet the latest iPhone lineup.

Learn more Shop iPhone



# Apple's Website

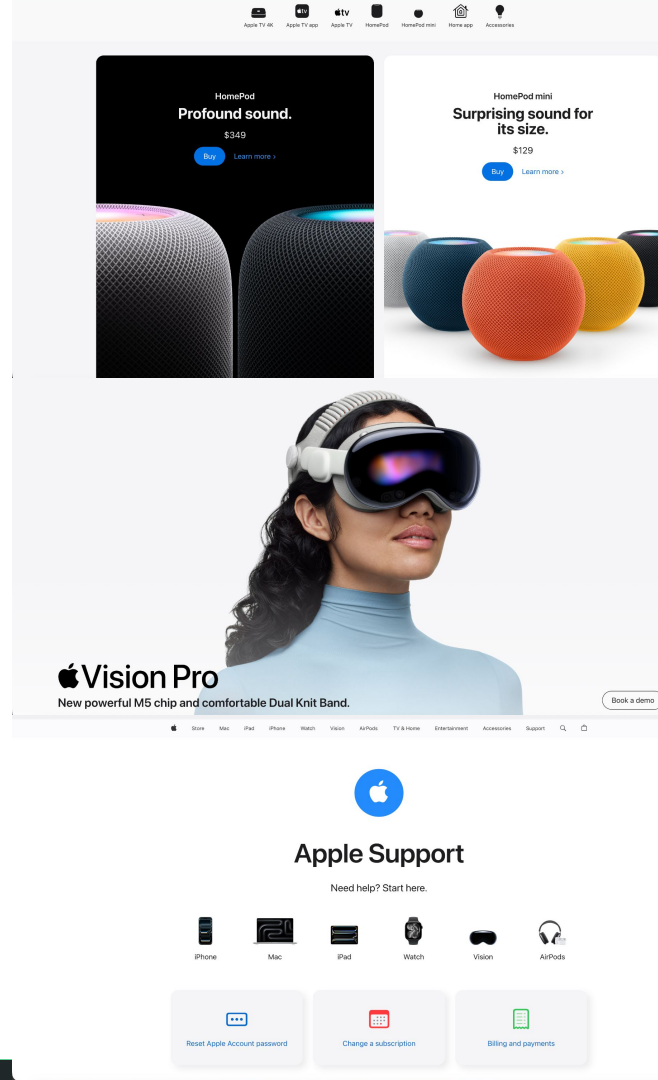
## Behavioral

- Clear action designs
  - Good navigation to all Apple's major product categories
  - Large "Learn more" and "Shop" calls-to-action good for consumer turn around.
  - Product pages with clean and useful information
- Uniqueness
  - Due to the very clean design of Apple's products and brand, it is very unlikely that there would be confusion
  - Apple sticks to a monochromatic design, so there is no brand color for audiences to familiarize with

# Apple's Website

## Reflective

- Apple sets themselves apart, making their products look highly designed objects rather than ordinary consumer electronics
- The minimalist design creates an association between Apple and simplicity, quality, and sophistication.
- Returning users are familiar to Apple's visual language, making the experience memorable
  - This visual language is also found on all Apple's products



19 ORIGINAL 67  
CHICKEN SANDWICH

Chick-fil-A®



WAFFLE LOT TO LOVE HERE

# Chicken. Waffle. Bacon. Mmm.

  
Order  
pickup

  
Order  
delivery

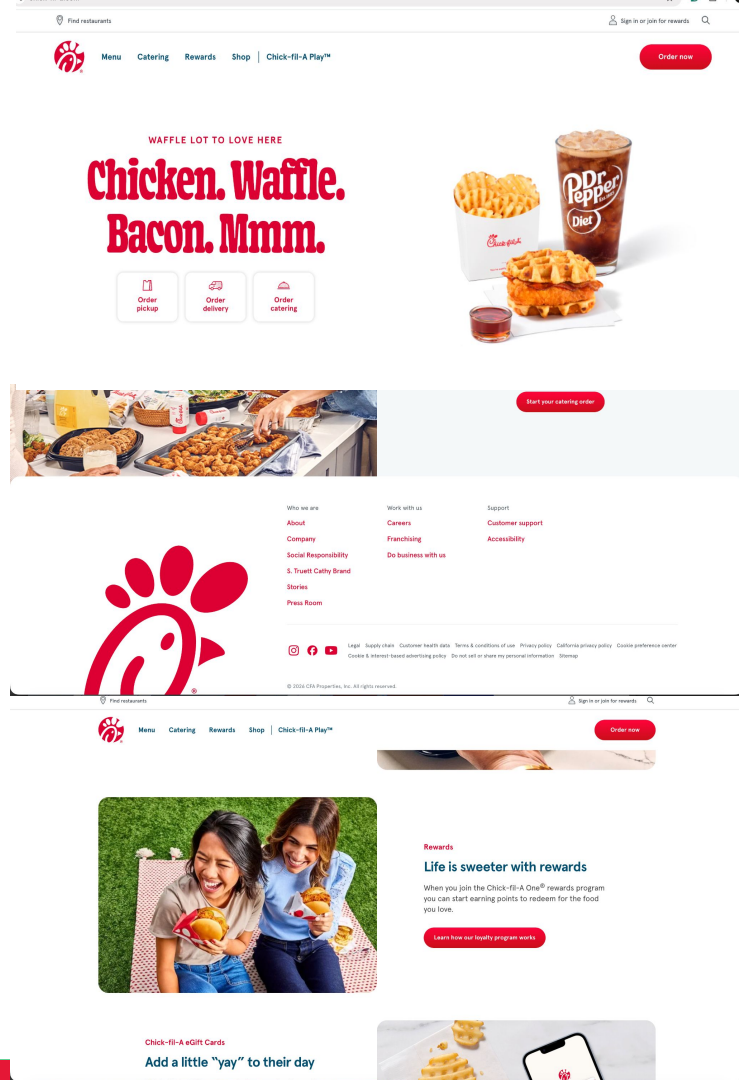
  
Order  
catering

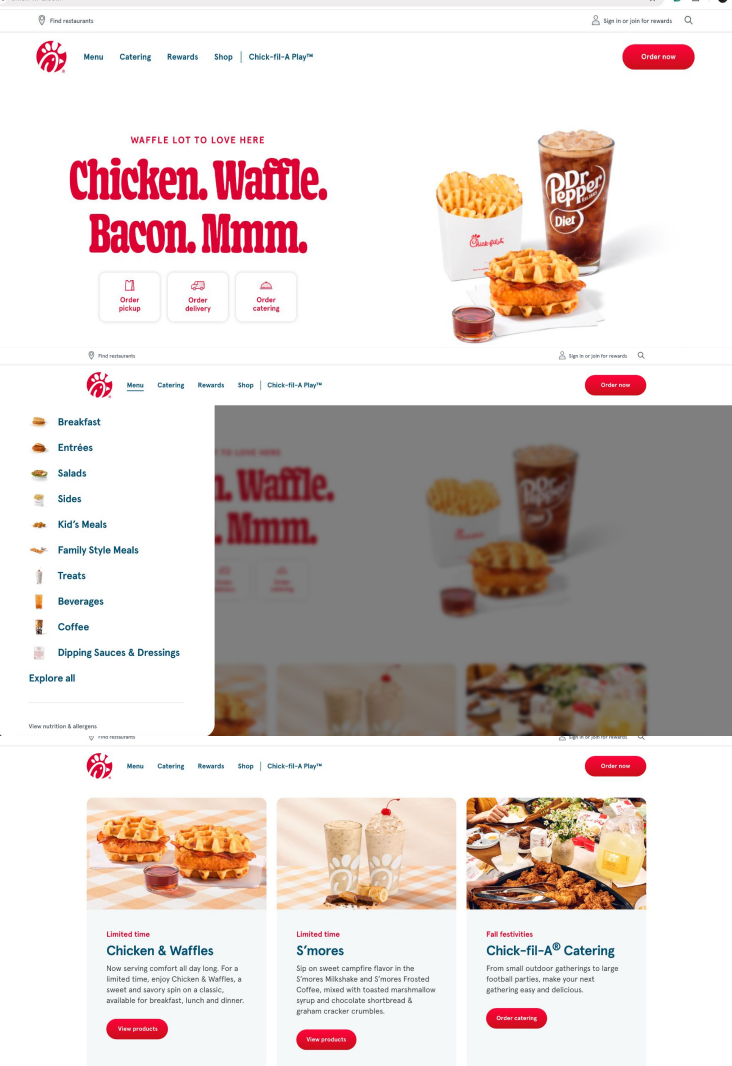


# Chick-fil-A's Website

## Visceral

- Friendly Aesthetic
  - Large photos of food meant to appeal to the user's senses
  - Headlines use a conversational and playful tone
    - Playful headline font adds to the tone
  - Images of people in group settings eating shows the social aspect of the brand
- Emotions Associated
  - Happiness
  - Familiarity
  - Community





# Chick-fil-A's Website

## Behavioral

- Clear action designs
  - "Order pickup," "Order delivery," and "Order catering" are prominently presented
  - Breaking up the menu, shop, and catering makes it clear for users
- Potential issues
  - There are a few competing calls-to-action
  - Users who exclusively want to see the menu may have to go through past promotional material beforehand

# Chick-fil-A's Website

## Reflective

- Chick-fil-A uses a playful style which communicates happiness and community
- The use of large food images and bright red really hammers home their brand and makes consumers hungry
- The website is designed well, giving consumers easy navigation and several food options, such as menu, catering, and shop

