

Apple: website reference

UI UX Design Research Library · WR-008

ID	WR-008
Type	Website Reference
Category	I. Website References
Platform	Web
Style	Light, product photography, generous whitespace
Flow	Landing → iPhone overview → Buy iPhone (store)
Source	https://www.apple.com
License	Screenshots: fair-use reference captures; site content © Apple
Date added	2026-10-22

Notes

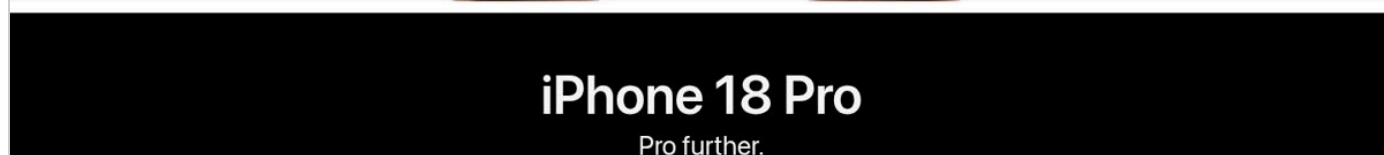
Product-photography-led pages with large headlines; iPhone overview with model lineup; store 'Buy iPhone' model picker (no login needed).

Public flow

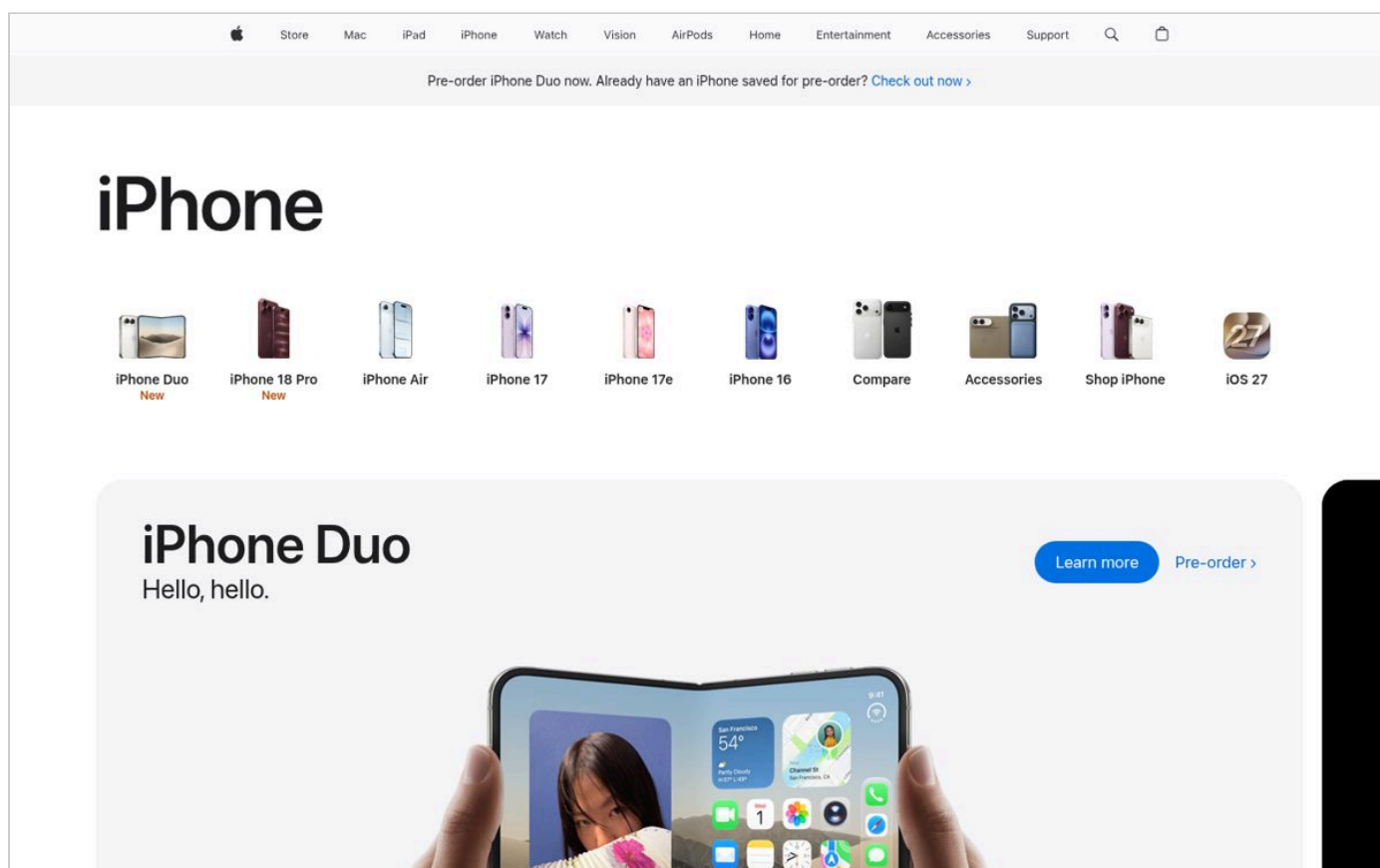
- 1. Landing: <https://www.apple.com/>
- 2. iPhone overview: <https://www.apple.com/iphone/>
- 3. Buy iPhone (store): <https://www.apple.com/shop/buy-iphone>

Stopped at the sign-up/entry page; nothing was submitted and no login walls were passed. Screenshots are fair-use reference captures; content and marks belong to their owners.

Screenshots



Step 1 · Landing: <https://www.apple.com/>. Captured 2026-10-22 23:13 (UTC+8) with a headless browser at 1440×900 by this library. Fair-use reference capture; content and marks © Apple, all rights reserved.



Step 2 · iPhone overview: <https://www.apple.com/iphone/>. Captured 2026-10-22 23:13 (UTC+8) with a headless browser at 1440×900 by this library. Fair-use reference capture; content and marks © Apple, all rights reserved.

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NEW

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iPhone Air



