For the majority of the interface elements, the various signifiers would be categorized as index as they are simply stating what they represent. As websites have the ability to be translated to the users preferred language, there aren't many cultural constraints that would hinder various population groups from grasping the significance of the interface element.

- "Hi! Sign in or register"= index (Self explanatory– tells the user to sign in or register)
- Daily Deals= index
- Brand Outlet= index
- Help & Contact= index
- Sell= index
- Watchlist= index
- My eBay= index
- The small shopping cart on the top right would be classified as an icon. It would be classified as such because it is a literal representation (or a pictographic element). This would be easy to understand as the shopping cart is essentially a universal icon.
- The bell, which is next to the shopping cart, is a symbol because while it is a literal representation of a bell, it is actually being used to represent the notifications button which is not a direct correlation. As with the shopping cart icon, the bell symbol is a universal element that most would recognize and understand.
- Home= index
- Saved= index (the heart is a symbol)
- Motors= index
- Fashion= index
- Electronics= index
- Collectibles & Art= index
- Home & Garden= index
- Sporting Goods= index
- Toys= index

- Business & Industrial= index
- Music= index
- Deals= index
- The pause button at the bottom of the add would be a symbol.
- Ebay logo= index pointing to the corporate identity

The eBay demographic is made up of 57 percent males and 47 percent females, and of these 35-49-year-olds make up the largest group at 32 percent. However, there are 168 million active users who are all varying ages. This reflects its layout and overall presentation which is neutral, efficient and fairly plain.