



Tools for Thinking

[Shop now](#)

Bloomberg "High end and well-crafted."

NEW YORK Squire Named #1 Pen

GQ "Comfortable, Productive."

design\milk "Feels right at home."

Signifiers on BARONFIG Website:

Icons:

- Search Icon: The magnifying glass has become a universal symbol of searching for something specific, Which is fairly similar to the use of a magnifying glass in real life.
- Cart: The shopping basket (and in some cases a shopping cart) is used to represent the location to click to access a list of all items that a user has wanted to purchase (much in the same way we use these things in real life to carry the items we want to purchase in the store before checkout).

Symbols:

- Button?: one could consider the rounded rectangle with the text a symbol being that it is highlighting a space that is clickable with a function despite there being no individual meaning to a rounded rectangle EXCEPT for the fact that our shared modern design language recognizes the space as an interactable object (a simplification of more historic uses of a rectangular shape given shading as to appear like a real button you would press). Unsure if the button as a whole (including the type) would rather be considered an index.
- Logo: The appearance of a logotype/logomark/logo, especially within a consistent header section across pages, usually indicates a place to click to return to the homepage of a website.

Indices:

- Header Type: Words placed within a header section, even with no further indication of them being interacted with, are generally capable of being interacted with/

- Tools/Workspace/Travel: These words vary in how much their function strays from the intent of the word, but they all refer to different subsets of products available for purchase which can be accessed through clicking the different words
- Get \$10: This actually links to the referral program, aimed at trying to get more people to share the website with their friends. By stating “get \$10”, which is the reward for using the referral program, the site aims to try and hook in users who might otherwise not think about using a referral program.

The clean minimal design, the highlighted reviews from large companies for their products, and the tagline “Tools for Thinking” makes me believe that the target demographic for this website is mainly individual professionals, probably working office jobs, as well as the companies they would be working for directly.