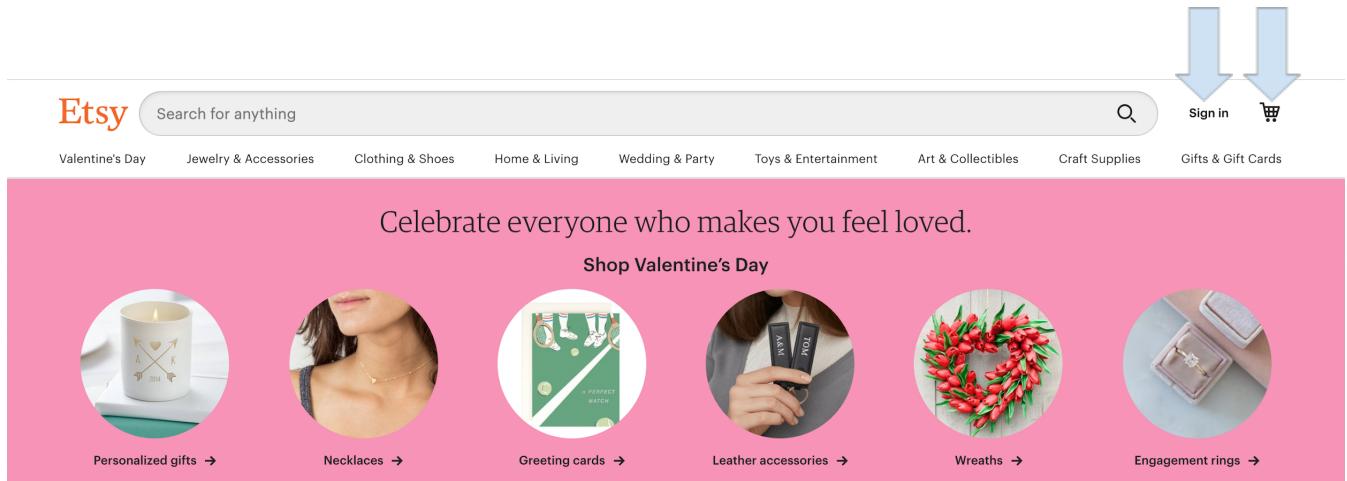


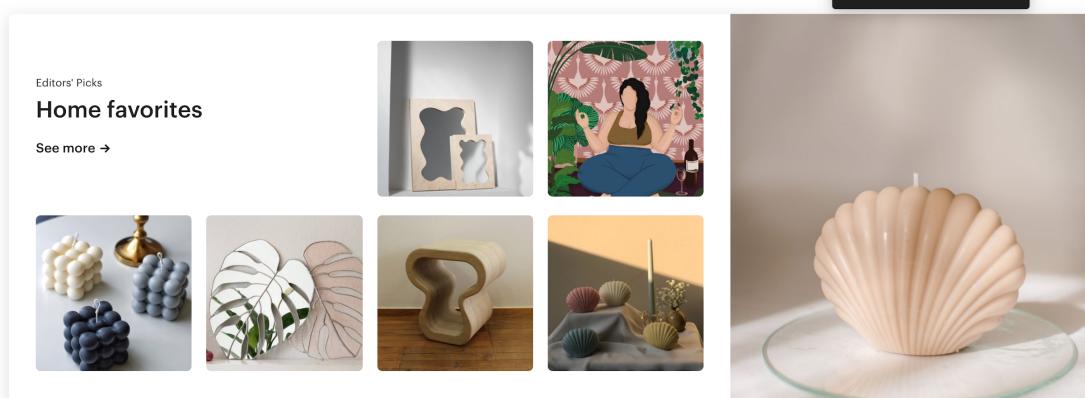
# Types of Signifiers

## a). Icons

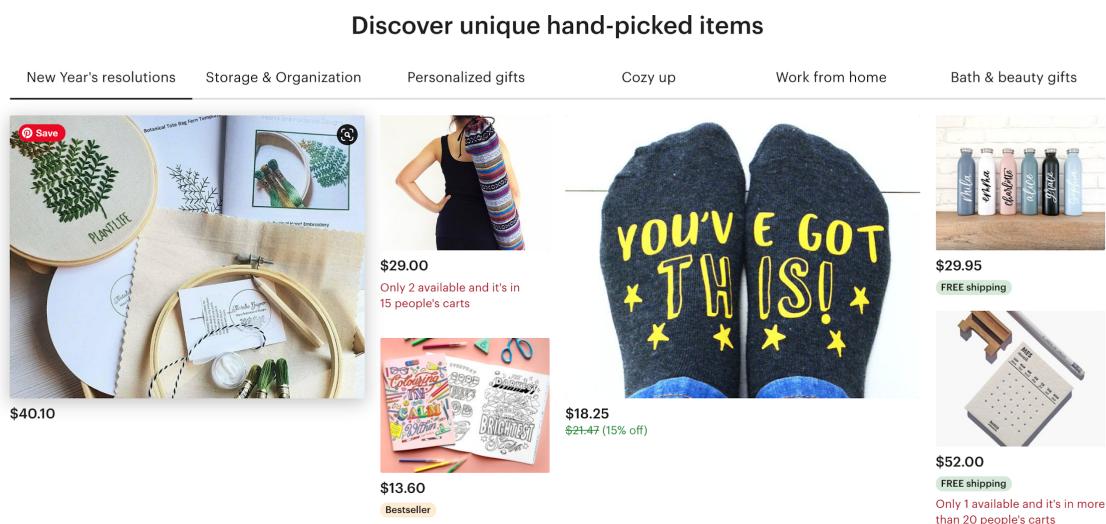
- The magnifying glass and shopping carts are examples of iconic signifiers because they represent real life objects to signify what they afford (magnifying glasses afford searching and carts afford holding items to be bought)
- These signifiers are placed at the top because Etsy wants customers to user these actions the most, searching and then ultimately buying



- b). The arrow is an example of a symbol because as a society we have accepted that an arrow leads us to another destination (in this case to a new page with more home decor). But arrows are not actual objects, they're symbols on signs that we have created but are generally pretty universal no matter where you are in the world.



c). These titled headings are an example of index signifiers because they label categories or products that customers might be interested in. Each index heading corresponds to different sets of featured products, under this heading “New Year’s Resolutions” there are different promoted products related to new hobbies or productive habits. Etsy placed this heading first because it is close to the new year and want to promote these products



**Demographics:** I think Etsy tries to keep the format of their website to be simple and their signifiers to be intuitive but not rely on them entirely. The website features mostly photos to guide their customers. I think this is because their demographic is primarily older and may not be as tech-savvy in navigating websites with a lot of icons or signifiers.

**Logo:** The logo is just the name of the company in an orange color and serif font. It's not very decorative so the logo is considered to be just an index signifier.