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BED BATH &
BEYOND

7

Q What can we help you find?

2

store & curbside pickup
Dorchestersame day delivery
Order by 2pm

sign in



3

Join BEYOND+® and get free shipping + 20% off all year long. [Learn more](#)

9

free curbside &
store pickup

5

Buy online and get your order in 2 hours or less!

[shop now](#)

same day delivery



Your order delivered right to your door for just \$9.99.

[shop now](#)

1. Menu Icon: **Index** as it loosely represents the concept of a list of options or physical menu seen in restaurants globally
2. Shopping Cart: **Icon** clearly represents actual shopping cart seen in stores everywhere
3. Shopping Bag with doors is an **index** not representing any actual object but both the store where items can be picked up and the bag for curbside convenience
4. The shopping bag and box are **icons** depicted the packaging for same day delivery
5. The larger curbside and store pickup sign is an **icon** depicting the store and process of curbside pickup
6. The profile sign is an **icon** representing the generic figure of a person
7. The magnifying glass is an **index** representing the functionality of a search; people have associated this originally with someone searching for small objects or a detective, but it has become a common understanding in the context of the internet that this represents a search of a given site or database
8. The Logo is just the name of their company so I think this would be a **symbol** but it serves to emphasize that they have a lot more than bed and bath products with the font.
9. The arrows on the light blue bar are **indexes** representing the functionality of cycling between pages. Arrows are a globally and viscerally understood sign to draw ones attention in a certain direction.

Through their emphasis on convenience and simplicity - with minimal attention drawn to sales or prices; it appears to me that this company is may be targeting a busy, wealthy customer who values quality and convenience.