

follow design conventions;

This is a great way to help users understand how to use our product when we are working with regular elements and patterns. I think a good pattern is a top level navigation menu. Users expect to see top-level navigation options at the top of web pages.

provide a signifier;

Signifiers are the perceived part of affordances, which are visual cues that help users interact with an interface. Introducing icons into user interfaces is one of the most common ways. For example, the home icon can go to the home page, and the envelope icon provides sending an email, headphone icon to make calls.