



ICON

SYMBOL

INDEX

Logo: Index - purely text based, does not make any special shape.

Text & Links: Index - purely text based.

Arrows: Symbol - no real-world equivalent.

Heart (next to "Saved") - Symbol - does not resemble a heart, nor "saving" things.

Notifications Bell: Icon - resembles a bell in the real world.

Cart: Icon - resembles a shopping cart in the real world

Search Glass: Icon - resembles a magnifying glass in the real world.

Demographic: Adult.

- Small text indicates assumed literacy / computer learnedness
- Sign in or register assumes that they might be an account holder
- Shopping cart assumes that they have disposable income to buy things