

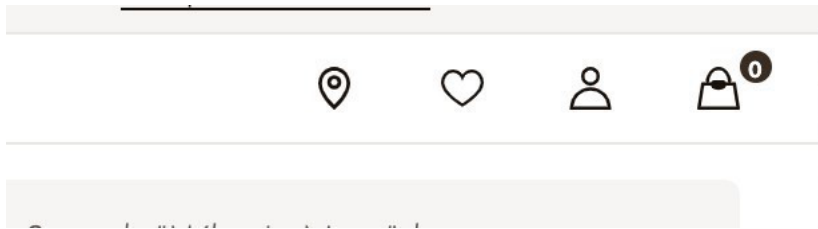
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2/2/21

Experience and Interaction

## Icons, Symbols, Index

Website: Louis Vuitton, US



*Location: Symbol. This is classified as a symbol because the location button looks nothing like what an actual "location" would look like – it's an arbitrary relationship. The symbol is in the shape of a teardrop with a sharp point downwards, which almost gives a connotation of an area. This cultural constraint is embedded for those who use Google Maps frequently, as the shape of the location symbol is similar to a Google Maps pin, used for mapping. Thus, by clicking this symbol, one can assume that the locations of Louis Vuitton stores will be mapped out. This specific symbol is a perceptible affordance. A user must learn what this symbol represents.*

*Love: Symbol. This is classified as a symbol because the heart does not physically resemble "love" as love is a feeling, but there is a connection between the heart button and the emotion of "liking" that is being represented. The physical connection between the heart button and the signified is in thought – a user "likes" a certain product and clicks the heart button. The heart is a universal shape of love and liking. In a digital form, the heart shaped button has been used on several social media sites to represent "liking" ones posts. Generally, much of the world would be able to grasp the signification of the heart shaped like- button, especially those who use social media platforms such as Instagram. However, a user must learn what this symbol represents.*


*Account: Icon and Index. This is classified as both an icon because it is a graphic image that directly represents "a person." However, this is also an index because the signified (Account details) is arbitrarily represented by this icon. Culturally, this button (circle on top of a half circle) is used to represent a "user." Several of these in a cluster represent several users. When I restart My laptop, this button appears in the login screen to represent that I am the user logging into the laptop. This symbol is quite universal, I have seen it on a chess website where people all around the world can play chess with each other online. This would be an icon in this scenario, and it appears to show that a user is present on the website.*

*Shopping Bag: Icon. This is classified as an icon because it quite directly represents a "shopping bag" or a "cart" in which a user would place items to buy. It literally physically resembles what it stands for. In terms of cultural constraints, this icon is universal as well, as shopping bags are used in many cultures to carry bough goods. In terms of bags, however, there is a variety of the types and constructions of shopping bags, as plastic bags are generally*

used for cheap goods, while more structured bags are used for clothes and designer goods. In essence, the quality of the bag depends on the brand's image and price range. Louis Vuitton's shopping bag symbol appears to be a well-constructed bag which signifies their brand as exclusive and desirable. Some stores that are not deemed as exclusive use a grocery-like shopping cart icon for checkout.

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## LUNAR NEW YEAR GIFTS

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## MEN'S SS21 COLLECTION

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Louis Vuitton chose a simple and white classic layout with a large hero image and Futura typeface for a minimal and luxury feel. The hero images are in an especially large carousel, spanning the width of the page. The hero images are clean and crisp, the second one being colorful to portray the artistic craftivism that Louis Vuitton strives to exude. The page is very white, as white is the color of cleanliness and is often deemed the color of luxury. In precedent times, only those who were wealthy could afford to wear white as laundering clothes was a rarity. The

*Hero image describes a campaign that celebrates the Lunar New Year, and the images seem to capture that. Both hero images have Asian models to perhaps appeal to the Asian demographic. There is a large culture of luxury goods in Asia, and Louis Vuitton is curating advertisements and hero images for Asian holidays to attract this large consumer demographic. What is interesting is how the logo is depicted on the website. Louis Vuitton is famous for their monogrammed logo bags, yet the logo is a simple large font Futura Bold. This fits in the theme of the website and also improves the readability as the logo isn't a distraction. The hero images serve as the color pop, and Louis Vuitton is trying to attract attention towards the carousel rather than the logo – in essence, buy the goods for the quality, not for the brand.*