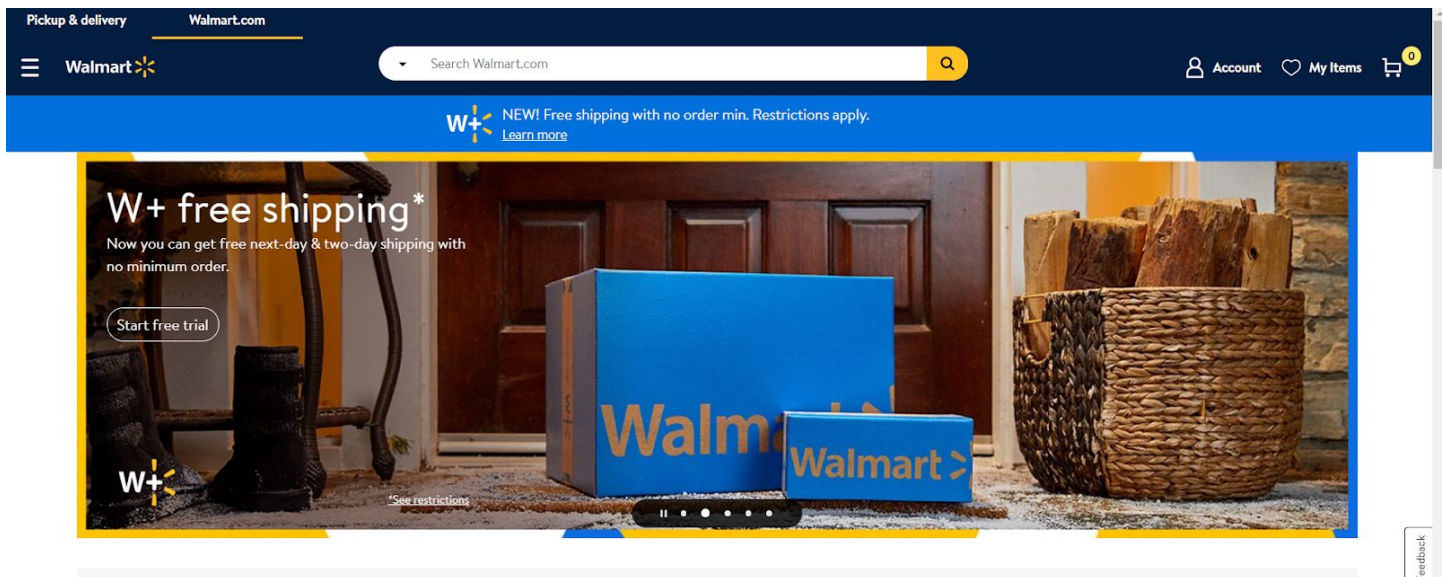


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Assignment 2 (Class)



1. Icons

- **Menu Button (upper left corner):** the three parallel lines stacked on top of each other has come to signify a 'menu' to the contemporary user. It is an icon, since there is no real-world object that the symbol is trying to replicate. Affirmation of this icon requires learned cultural experiences, so culture of the user is a constraint that must be considered when evaluating this website against user-oriented design.
- **Wal-Mart Logo (next to menu):** the logo/name of the company functions as an icon in this UI. Selecting it simply brings the user back to the home screen. Nothing about that capability is afforded to the user through the symbol itself, but common experience/cultural standards have come to indicate that the company logo usually leads to the home page or "base point" of the UI.
- **Pattern of White Dots (bottom center):** the symbol of a linear series of circles, particularly with one specific circle enlarged or distinguished, indicates to the user that whatever is being displayed is a part of a larger sequence of images that can potentially be shuffled through. Again, the signifier has no direct properties to indicate this, but rather the affordance is learned through previous use of similar, contemporary UI

2. Symbols

- **Human Symbol (next to 'Account'):** the signifier next to the word "account" serves as a symbol. 'Account' features a UI entail personalization, so using the

commonly recognized form of the human silhouette to help convey this defines its usage as a symbol. As a relatively universal shape, it does not require much cultural context to still be efficient.

- **Shopping Cart (top right):** this is the most prime example of a symbol signifier on this UI. The ‘hieroglyph’ of the shopping cart is all that is needed to convey that the functionality of this symbol is to take the user to view the items they currently plan to purchase. The efficacy of this symbol is entirely contingent upon the recognition of the symbol as a shopping cart.
- **Magnifying Glass (top middle):** although the word ‘search’ is subtly included in the text space to the left, the magnifying glass symbol does a better job of conveying the affordance of that white text space. By resembling and indicating a magnifying glass (associated with the act of looking for something), it is immediately conveyed to the user that the white text space of the UI has the affordance of searching specific words through the entirety of the website.

3. Indices

- **“Pickup & Delivery” / “Walmart.com”:** the indices themselves are fairly straightforward, as they are correlated to the meaning of their exact text. The use of these indices requires the awareness of the language of the user. The more important component of these indices is the yellow line which underlines the selected index, providing the user with feedback conveying which index is currently being viewed.

The relatively simple UI, as well as relative lack of iconic signifiers, indicates that this UI is oriented for a wide range of users. The easily-recognizable symbols used within the UI indicate that the UI was designed for a user-base that does not necessarily have a lot of technological expertise. Most of the signifiers can be easily deduced from common logic and simple thought, and do not really require much accrued knowledge or experience of previous UI signifiers and the affordances they indicate. This is supported by Wal-mart’s diverse and extensive clientele, and the need to develop a UI system that they all can easily understand.