



In each interface element you identify, clearly describe WHY it should be classified as an icon, symbol or index. In each instance, describe the cultural constraints that allow for widely varying population groups to grasp the significance of the interface element. Describe characteristic features in the layout and attempt to ascertain the target demographics the sites appeal to.* don't forget the logo!

Target Demographics

- The usage of sans serif typeface throughout the site has a more youthful and fun appearance suggesting that it is probably targeting young adults and teenagers. I think the layout also makes it easy to find products and various categories, which might make sense if they expect a younger audience.

Magnify Glass

- Next to the search bar is a magnifying glass, which is meant to represent searching something on the website. Since the magnifying glass isn't a physical representation of "searching," I would argue that it is a symbol. Over time, I think we have as a society come to associate the magnifying glass to mean searching for something as the object itself has to deal with looking at something in detail.

Cart

- Next to the magnifying glass is a shopping cart with the number zero. Unlike the magnifying glass I would classify the cart as an icon because it is a representation of something physically used to shop (aka we use shopping carts when we go grocery shopping and shopping for other items). Since we use a shopping cart in most shopping endeavors it makes sense that this would be a symbol for an online store (you are simply just putting items into a virtual cart).

Wishlist

- At the top of screen, there are a few categories with one of them being wishlist, which is denoted by a heart and the word wishlist. From my understanding, I would probably classify this as an index. If we look at just the heart, it is clear that it is not a representation of a physical wishlist since there is no paper or writing involved. As a symbol, I think one could make the argument that the heart could symbolize a wishlist but I think it might be a bit of a stretch. As a society we associate hearts with loving or liking something. For example, on Instagram when we like a photo a heart appears. While the heart is a symbol of liking, I think something extra (such as adding the word wishlist) has to be added in order for someone to know that it isn't only things they like but things they wish to buy in the future.

Account

- Unlike wishlist, I would argue that the account tab could be an icon because it is clear that it is a rendering of a person. I think the person icon is very recognizable and associated with profiles and accounts because it has been a feature in many social media sites such as Facebook and Instagram as well as other websites. It is clear that when a person clicks on the person icon that they would be brought to a page with details about themselves in some capacity.

AliExpress Logo

- I am honestly not entirely sure the AliExpress logo fits into any category completely. Looking at the logo there is only one pictorial element, which is a star of sorts replacing the dot of the "i" in AliExpress, while the rest is just words. I think that I would classify this as an index because you would need the entire word there in order to understand that the star.