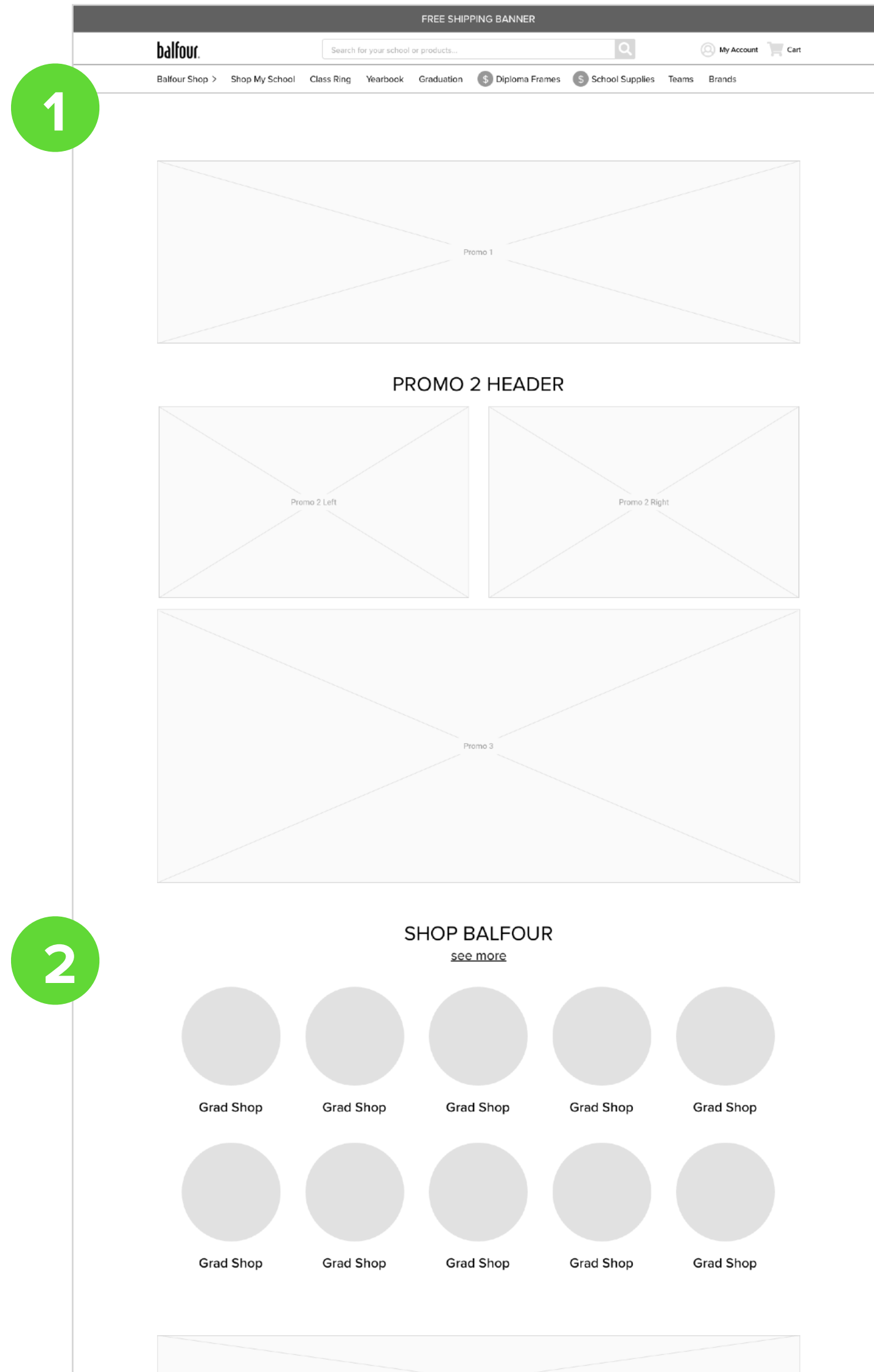
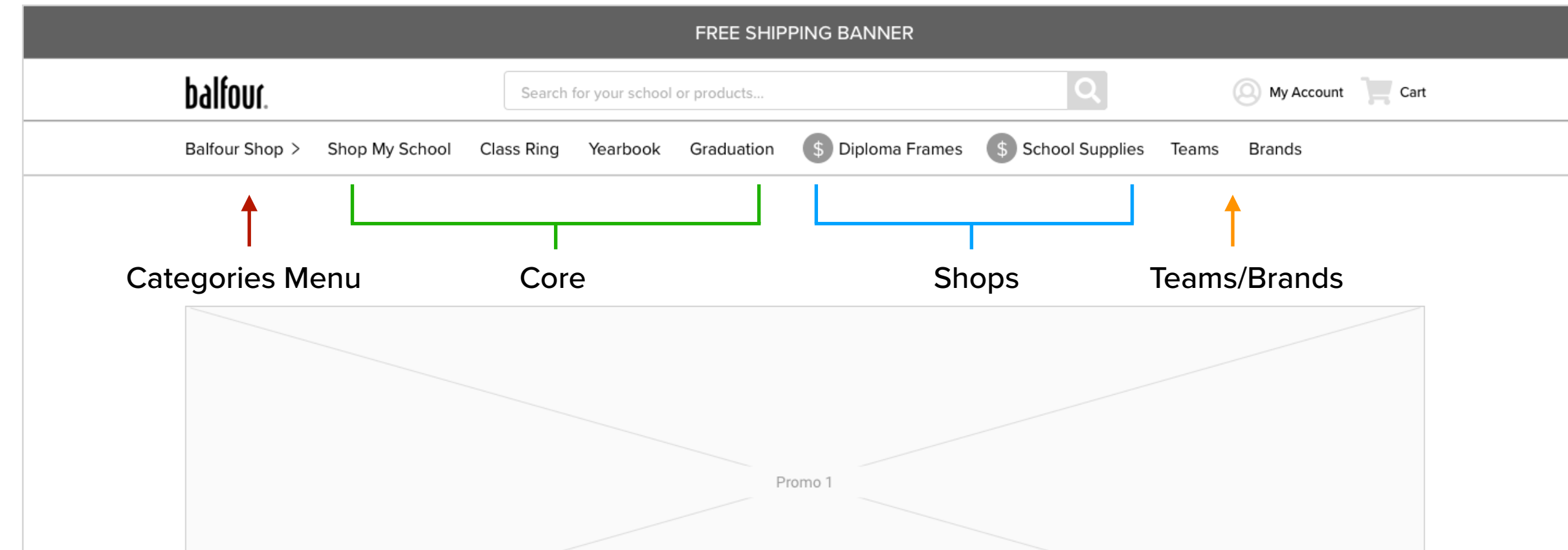


Home Page



Top Navigation Bar close up

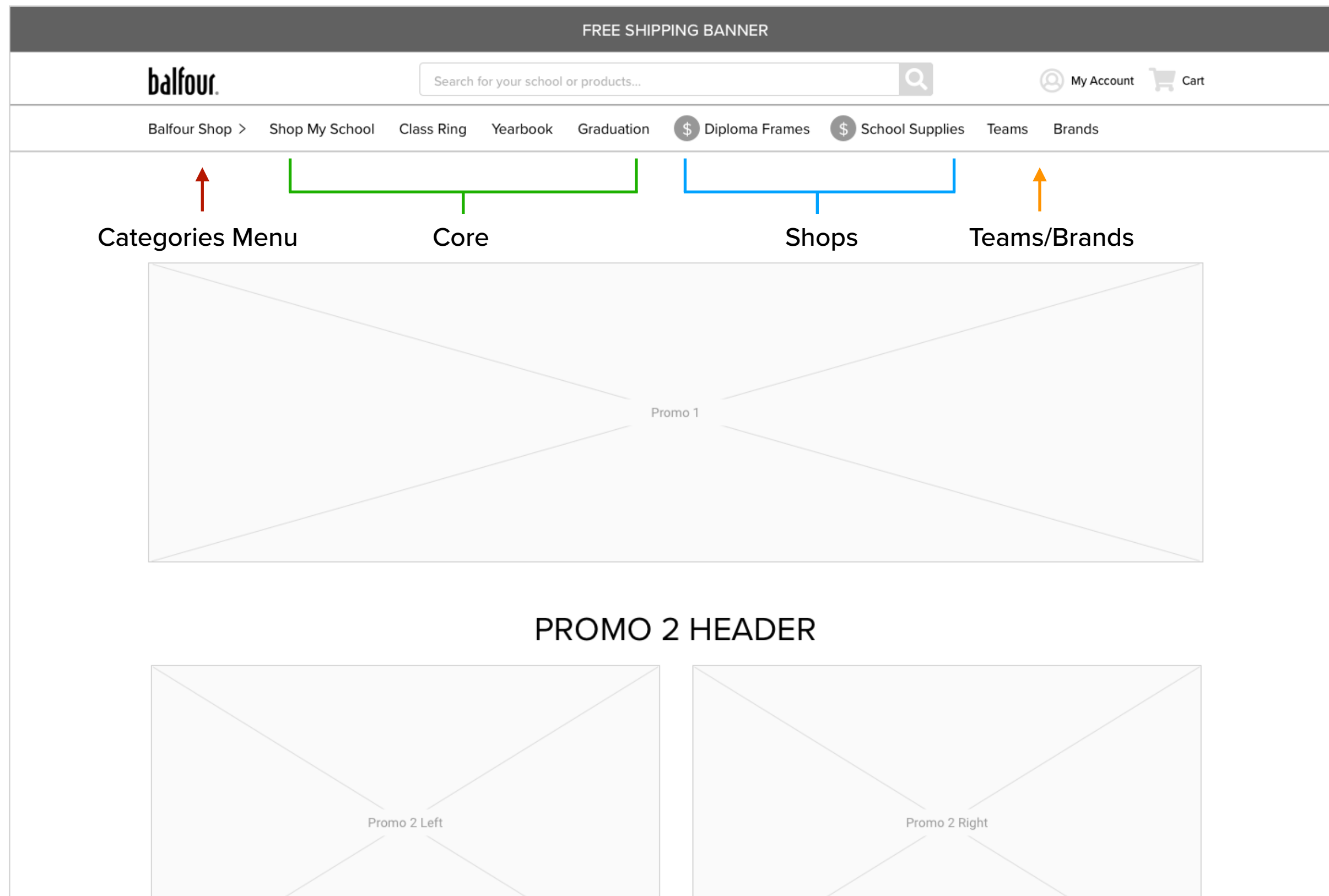


- Top Nav Bar: Balfour Shop menu, Core, Shops, Teams, Brands
 - Shops come from the Visual Nav; can change out to promote Marketing initiatives. Should link to the updated PCPs.
 - For schools that do not want it, Balfour Shop should be able to be turned off in their School Affinity experience.
- Visual Navigation in a secondary position relative to the Global Nav.
 - Offers something for customers engaged in a browsing experience.
 - Ideally should reflect Categories from the Global Nav and also include Shops and Promotions.

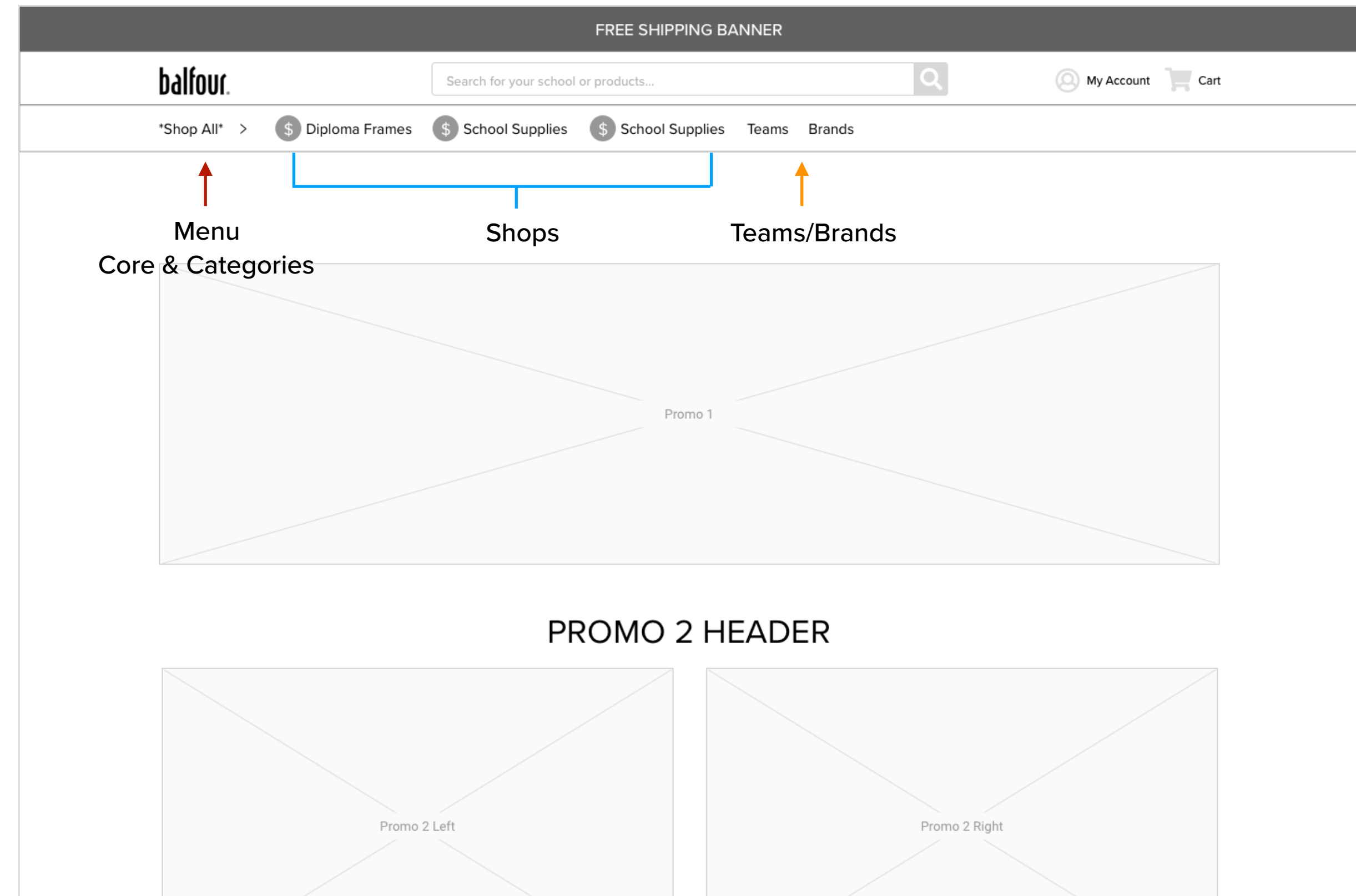
Solutions: Global Navigation

Two Global Nav Bar approaches

Core in the Top Nav

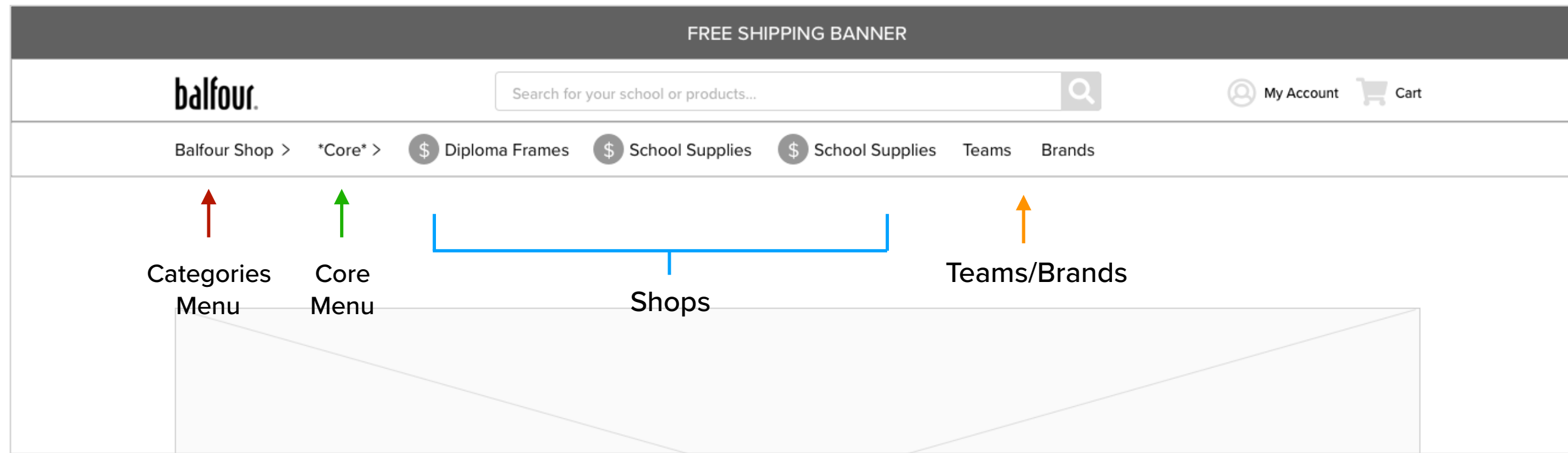


Core in a "Shop All" fly-out menu - (shares menu space with Balfour Shop)



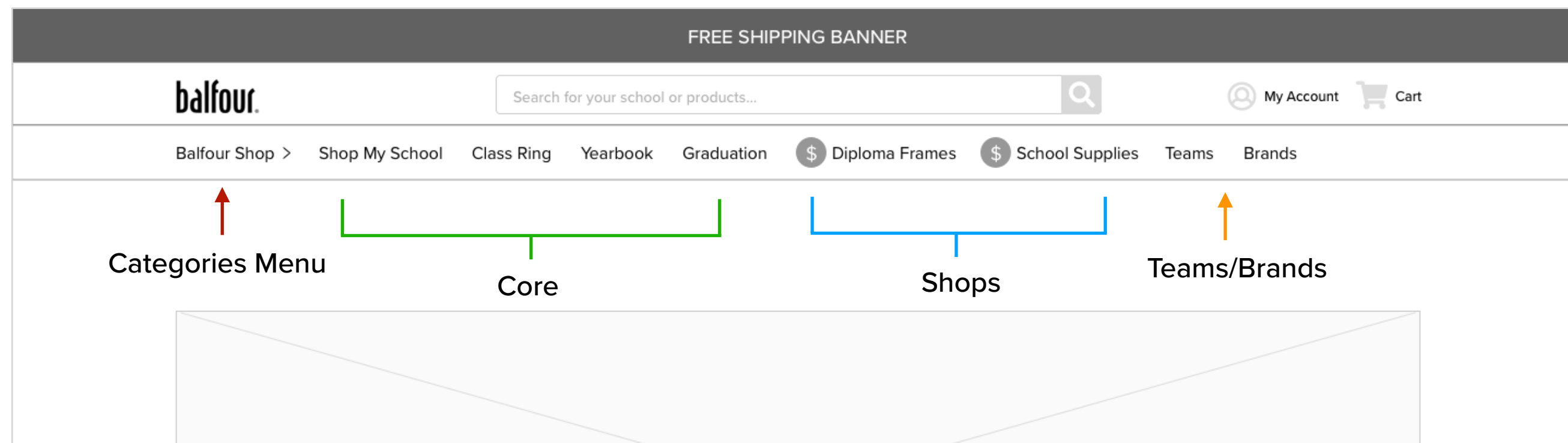
Top Nav Variations

Core Menu



- Balfour Shop and Core each have their own menu.
- Core is in the top nav bar to have a prominent position (see Balfour Shop/Core menu combo, next slide)

Core in Nav Bar

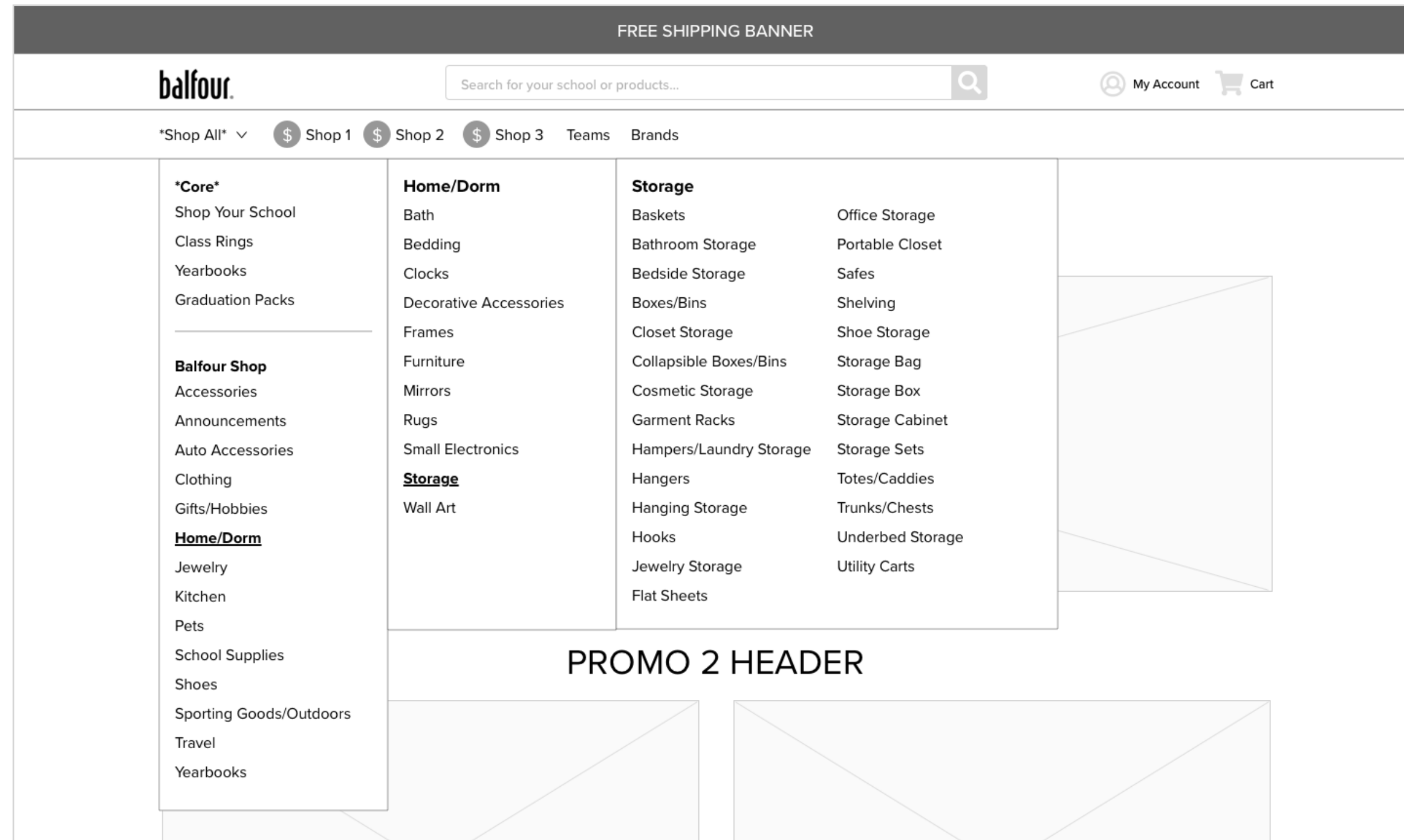


- All Core links are in the Top Nav.
- To accommodate Core, there is one less Shop link.

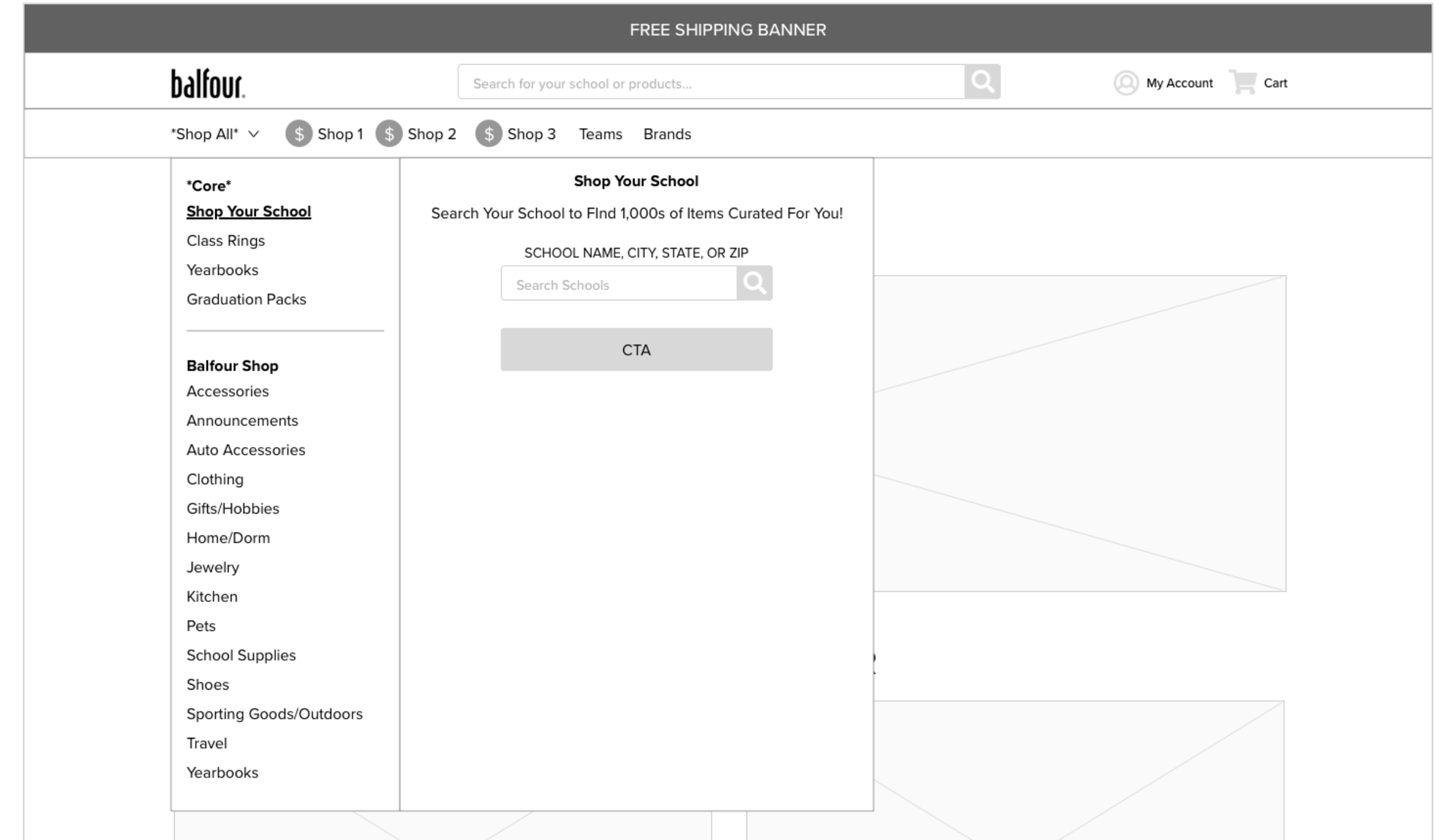
Solutions: Global Navigation

Top Nav Variations - Combo Menu

Balfour Shop fly-out menus open



Core: Shop My School

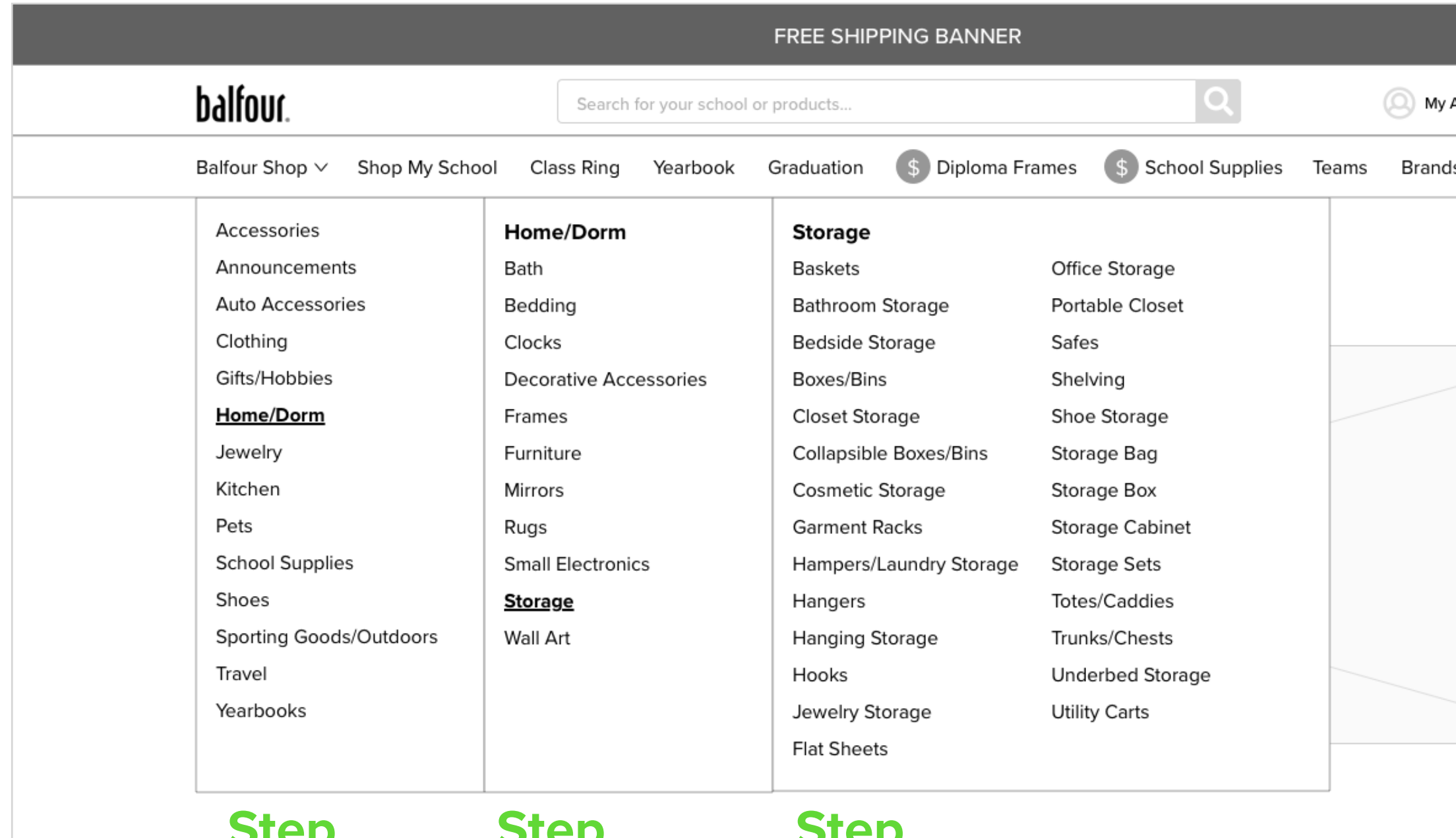


- Balfour Shop is in a subordinate position to Core.
- The combo solution opens up to top nav
- Not being in the top nav hides Core in the menu

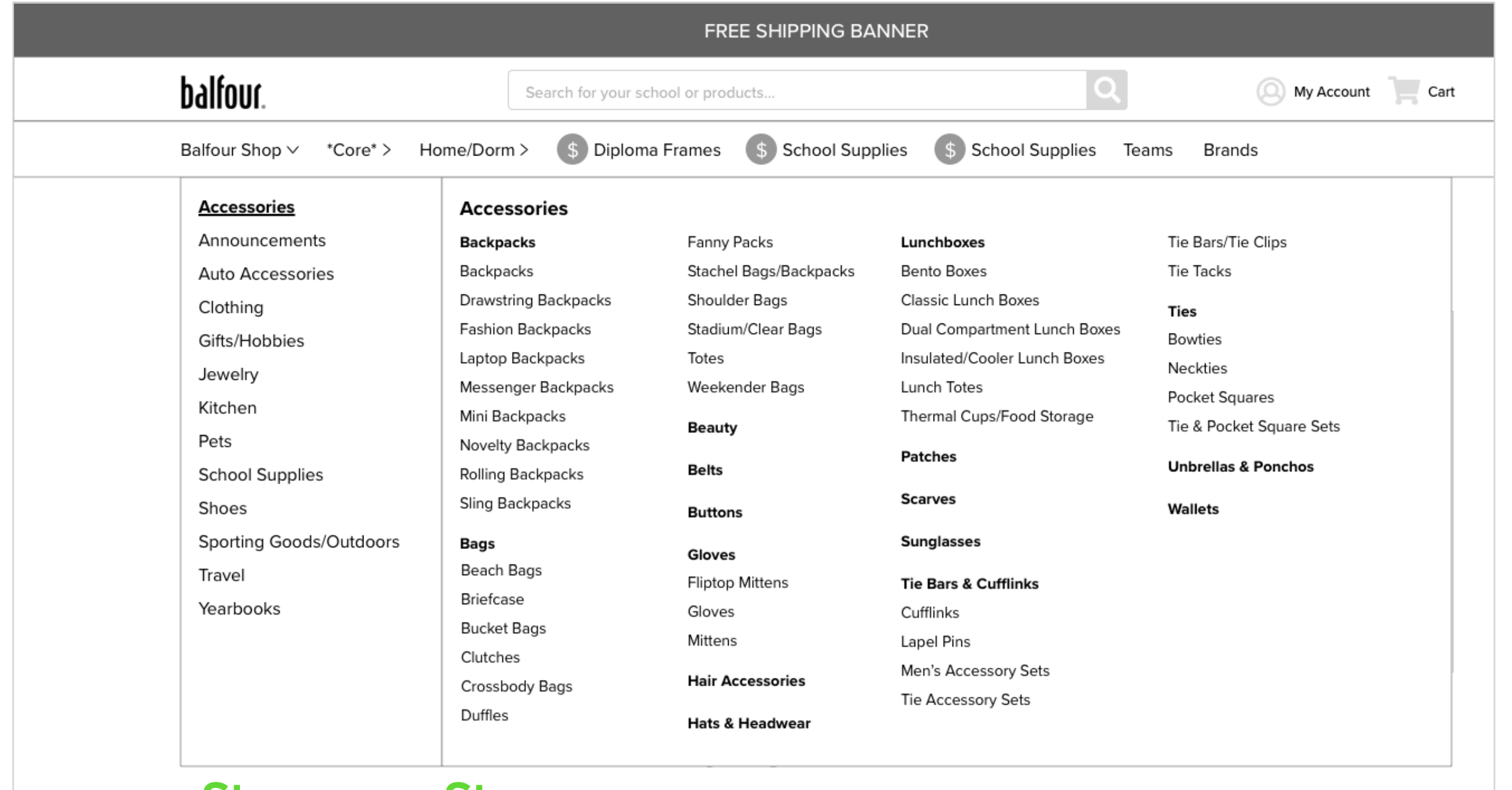
Solutions: Global Navigation

Two Fly-out Menu directions

3 Panel Fly-out Menu



2 Panel Fly-out Menu

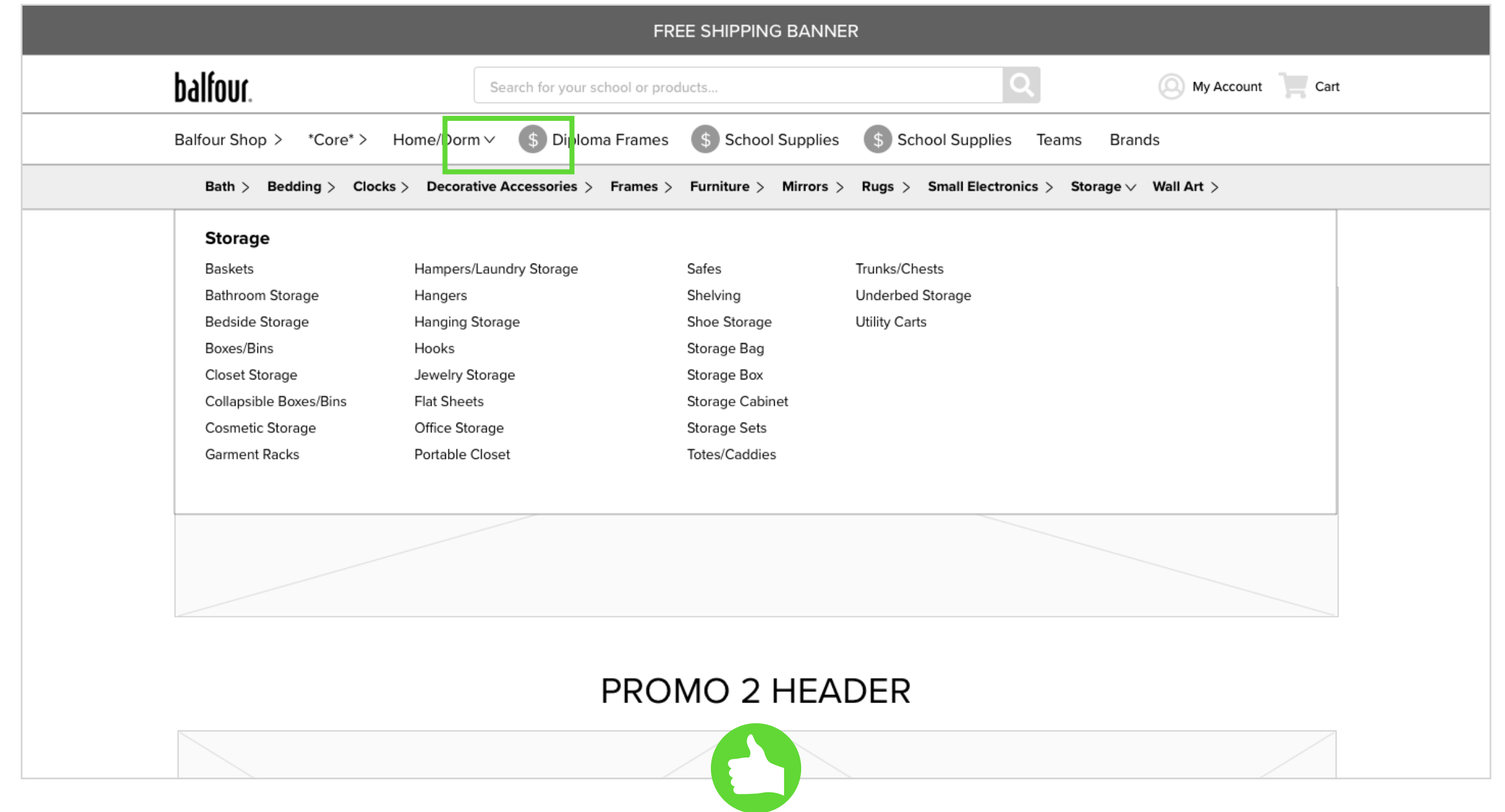
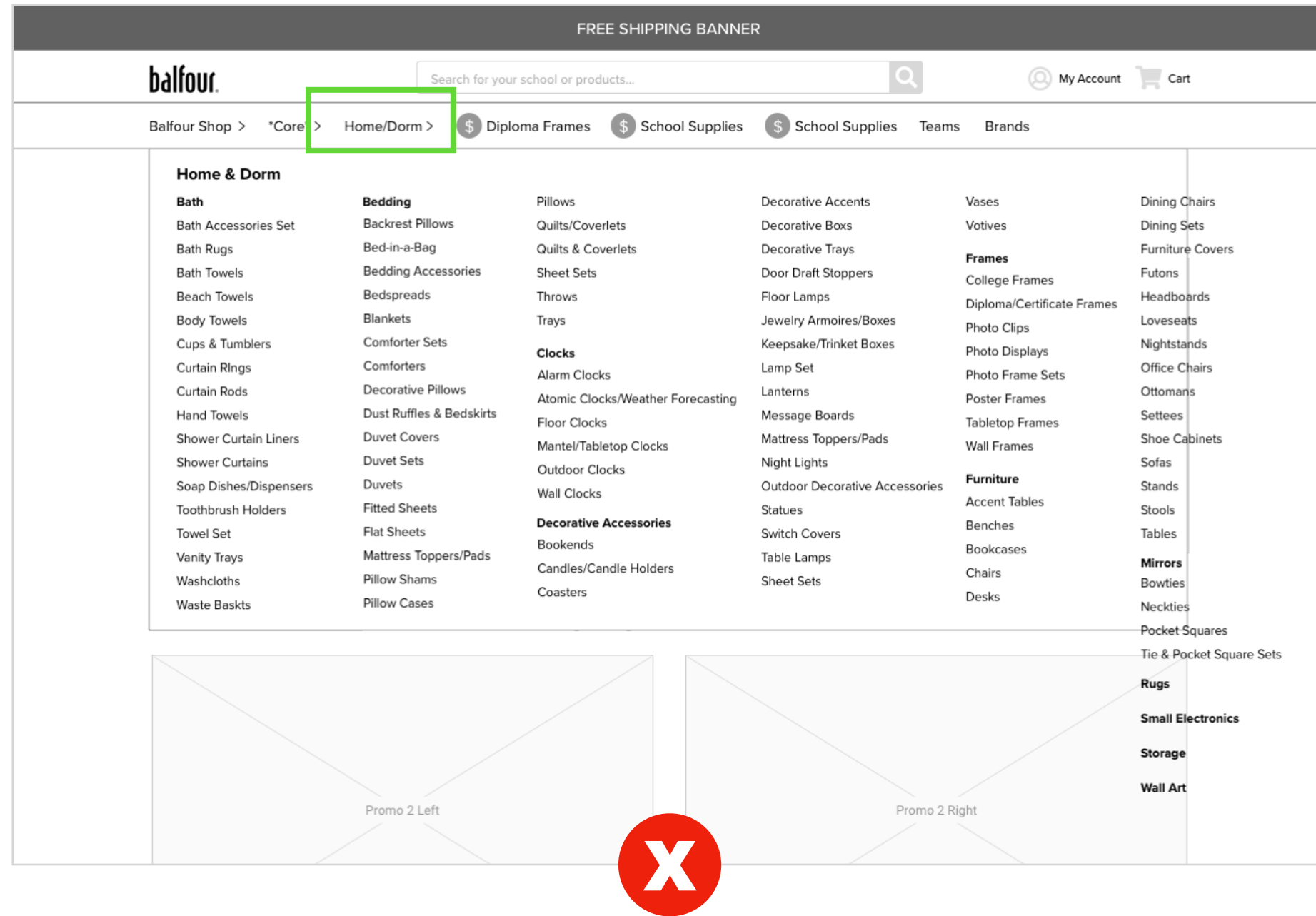


- Drill to next level by click or rollover.
- Clickable headers allowing customers to go directly to Category or Type levels.
- Best way to reveal all product down to the Style level.

- Type and Style are shown in the second fly-out
- Clickable headers.
- Larger Categories will not fit the second panel. (see following solution)

Solutions: Global Navigation


Two Panel Fly-out Menu Solutions



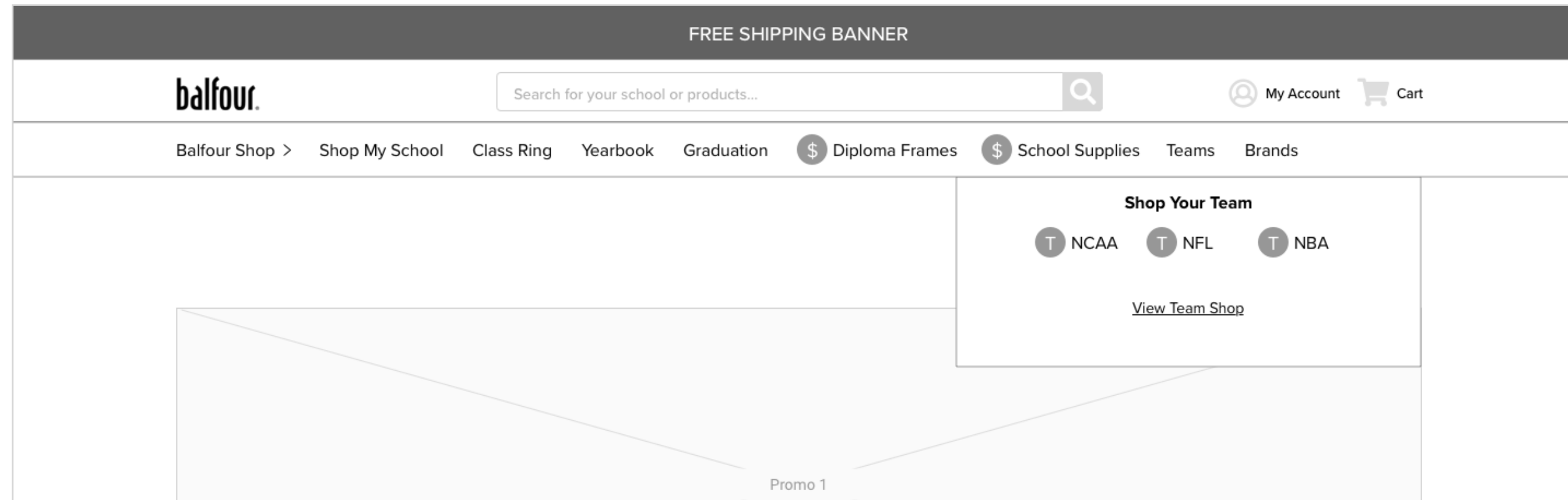
- Home/Dorm is one of the largest Categories.
- Home/Dorm* will not fit in the second fly-out menu.
- Pulling it out and giving its own drop down still results in over flow (shown above)

*It is possible there may be other larger Categories with the same difficulties. They may need to be investigated before committing to a Two Panel Fly-out Menu.

- Giving Home/Dorm a sub menu of Types that reveal Styles makes this category more manageable in Two Panel Fly-out approach.

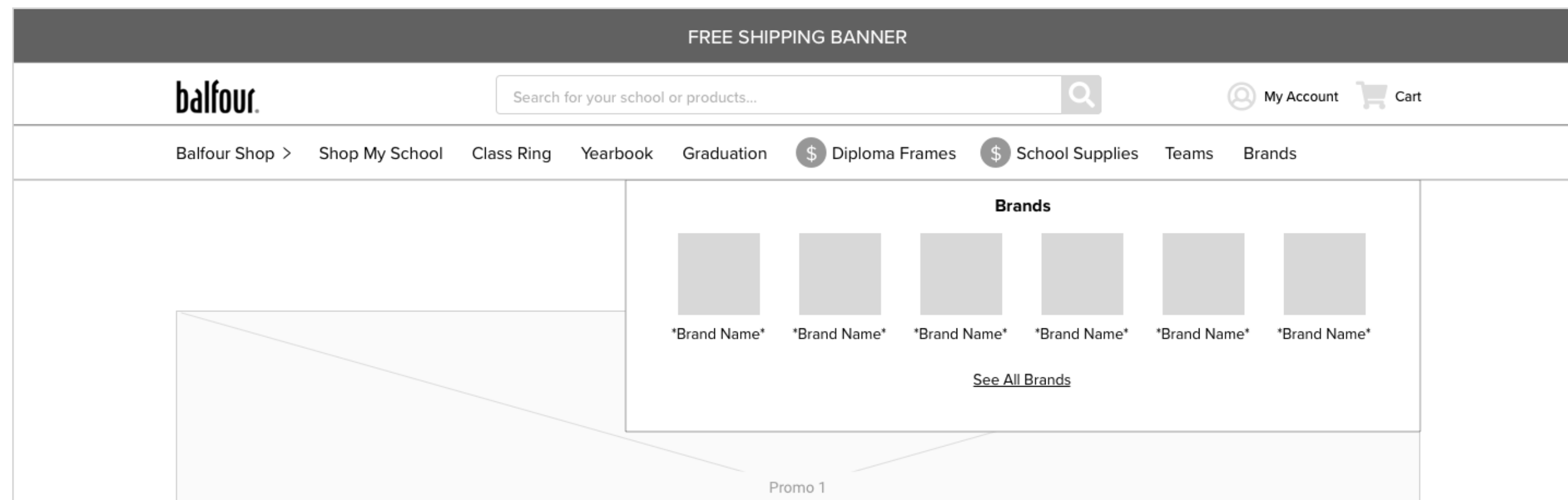
 Another solution for Large Cats vs. the Two Panel Fly-out is to answer the question: *Do we need to go 3 levels deep in this Navigation?*
Yes, No, In some cases but not all, or Yes but limited.

Team and Brands



Teams

- Leagues (i.e. NCAA) can open the Team Picker and taken them to their Team's shopping experience.
- Potential link to the Team Shop Page.
- Other opportunities?

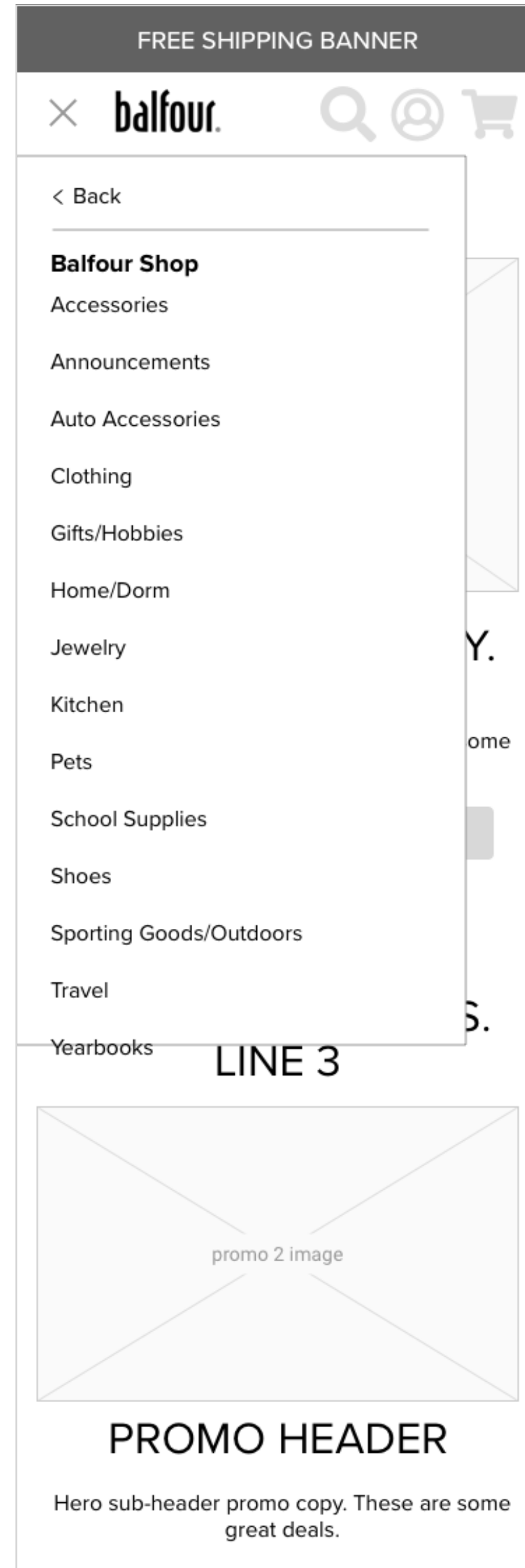
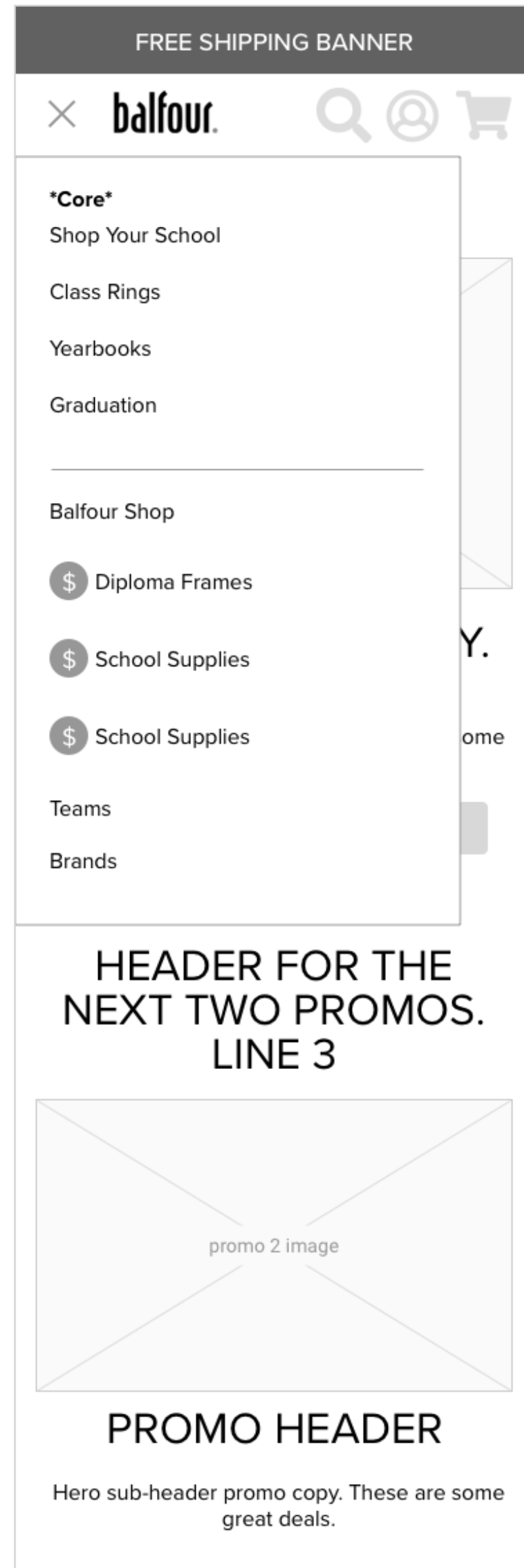


Brands

- Icons/Labels for our top brands.
- Potential link to all brands.
- Other opportunities?

Balfour Navigation

Solutions: Global Navigation - Mobile



- Core shown in primary placement
- Drill into Balfour Shop,
- Back link allows customers to return to where they have been.