

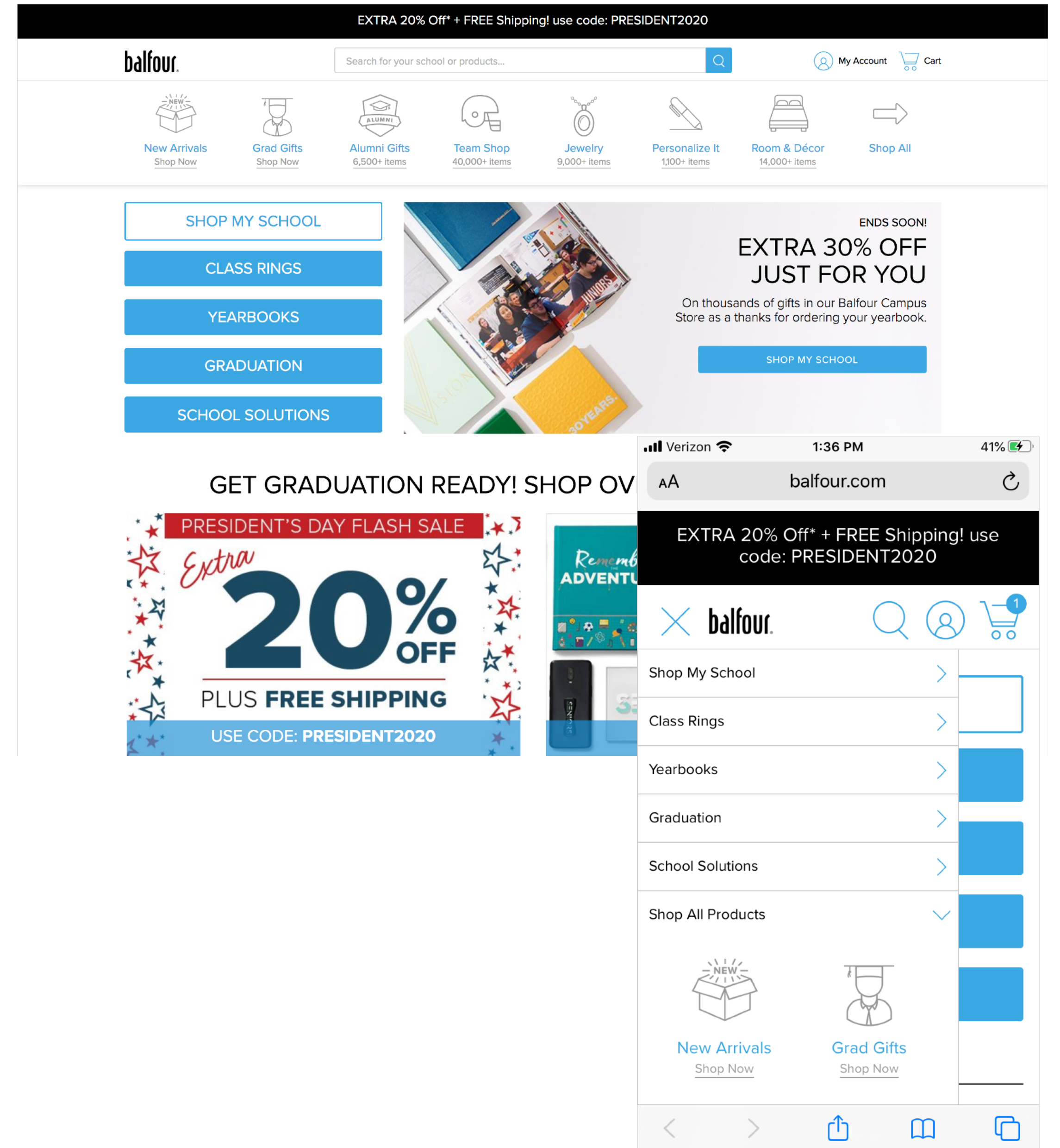
# Balfour Navigation

Navigation Nation!

# Balfour Navigation

## Problem

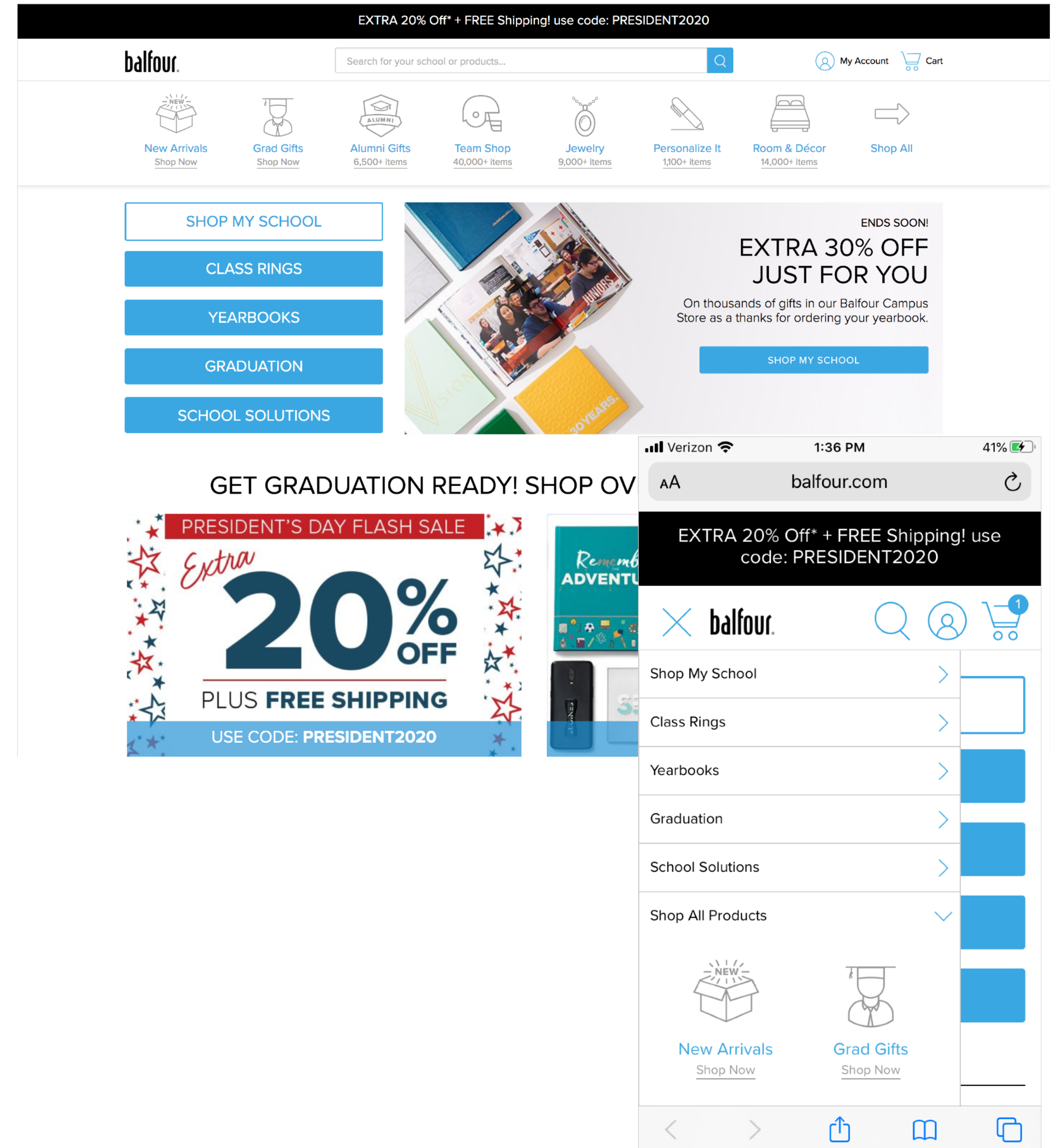
- Current Visual Navigation is not effective on its own.
- Current Visual nav is made up largely of Shops that change out to promote marketing initiatives. It does not offer a consistent route to product based on product categories.
- Visual Nav Shops go to PCPs that do not reflect a path way to finding specific product.
- The current navigation design does not reflect common navigation patterns.



## Balfour Navigation

# Solution

- A true global nav that is inline with industry global nav patterns and will show customers a hierarchal path to products they want to find.
- In order to respect concerns of reps and schools, let EA nav be able to be turned off w/in the School Affinity environment.
- Inline with best practices, make Visual Nav a secondary nav on the Home Page.
- The current navigation design does not reflect common navigation patterns.



# Navigation Comparison

The Home Depot



Zappos



Coupanq



Target

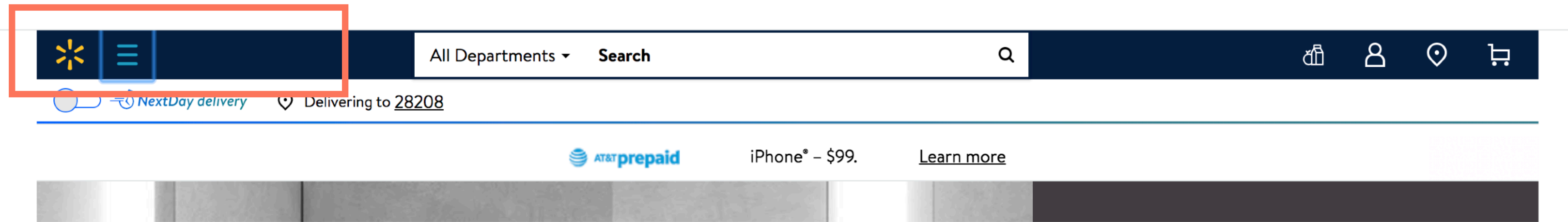


Walmart



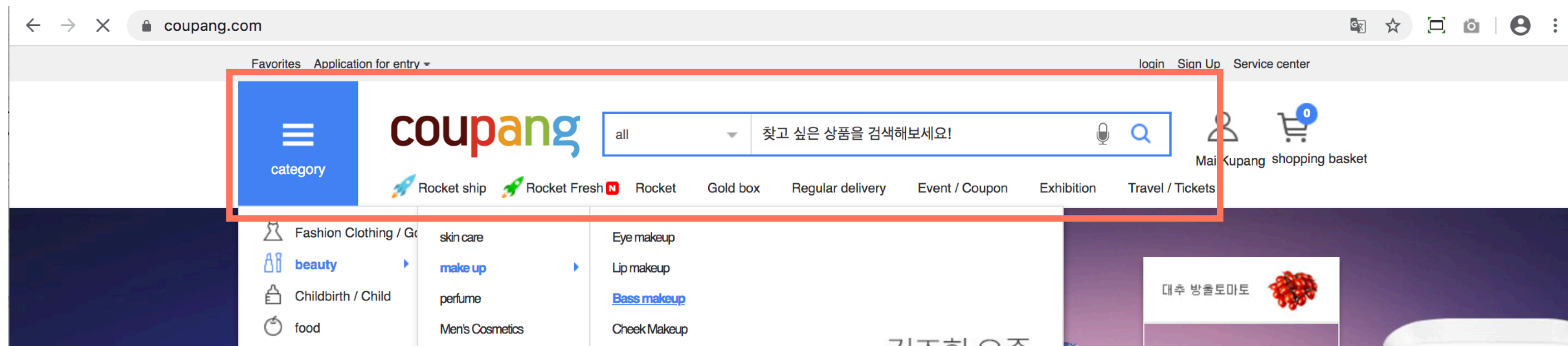
## Balfour Navigation

# Site Comparisons



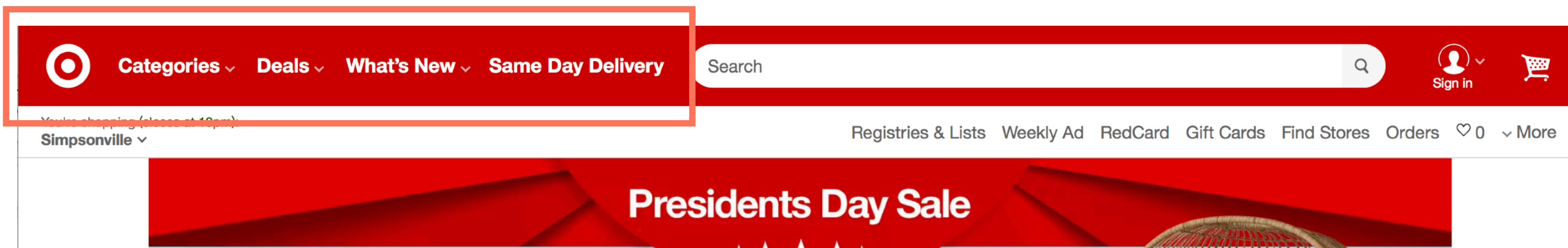
## Walmart

Menu Icon only



## Coupang

- Menu Icon/Label next to a top nav (global)
- Top Nav contains promos, curated shops/products
- Some Promos highlighted with small icons

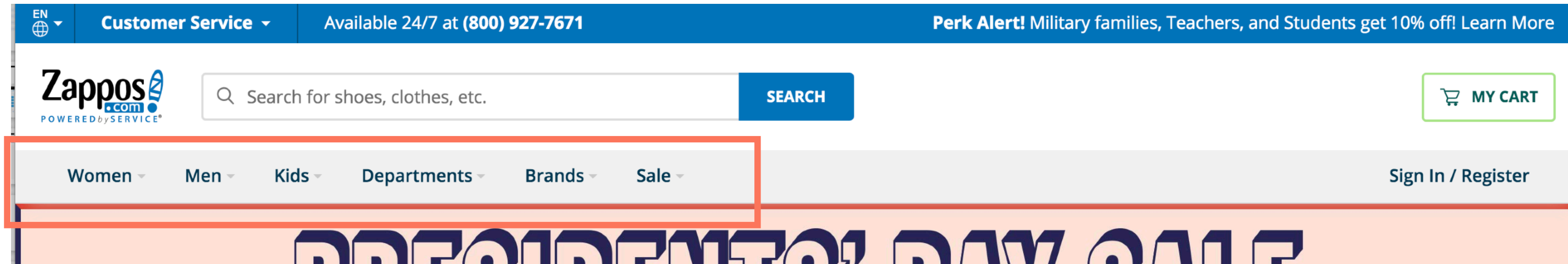


## Target

Categories Menu next to Deals, What's New, Same Day Delivery

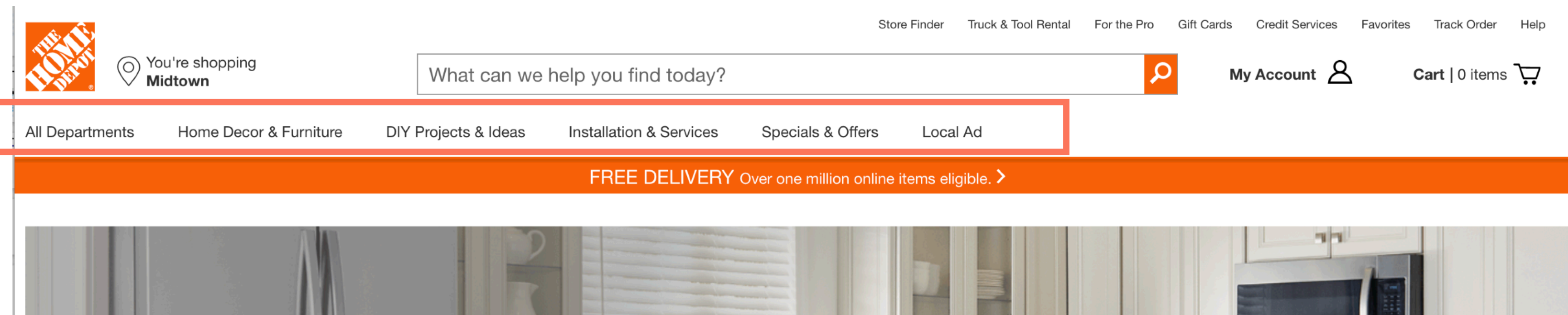
## Balfour Navigation

# Site Comparisons



## Zappos

- Departments Menu mixed in with other menus.
- Brands, Sale.
- Women, Men, Kids. They are able to pull these items out since they mainly deal with clothing

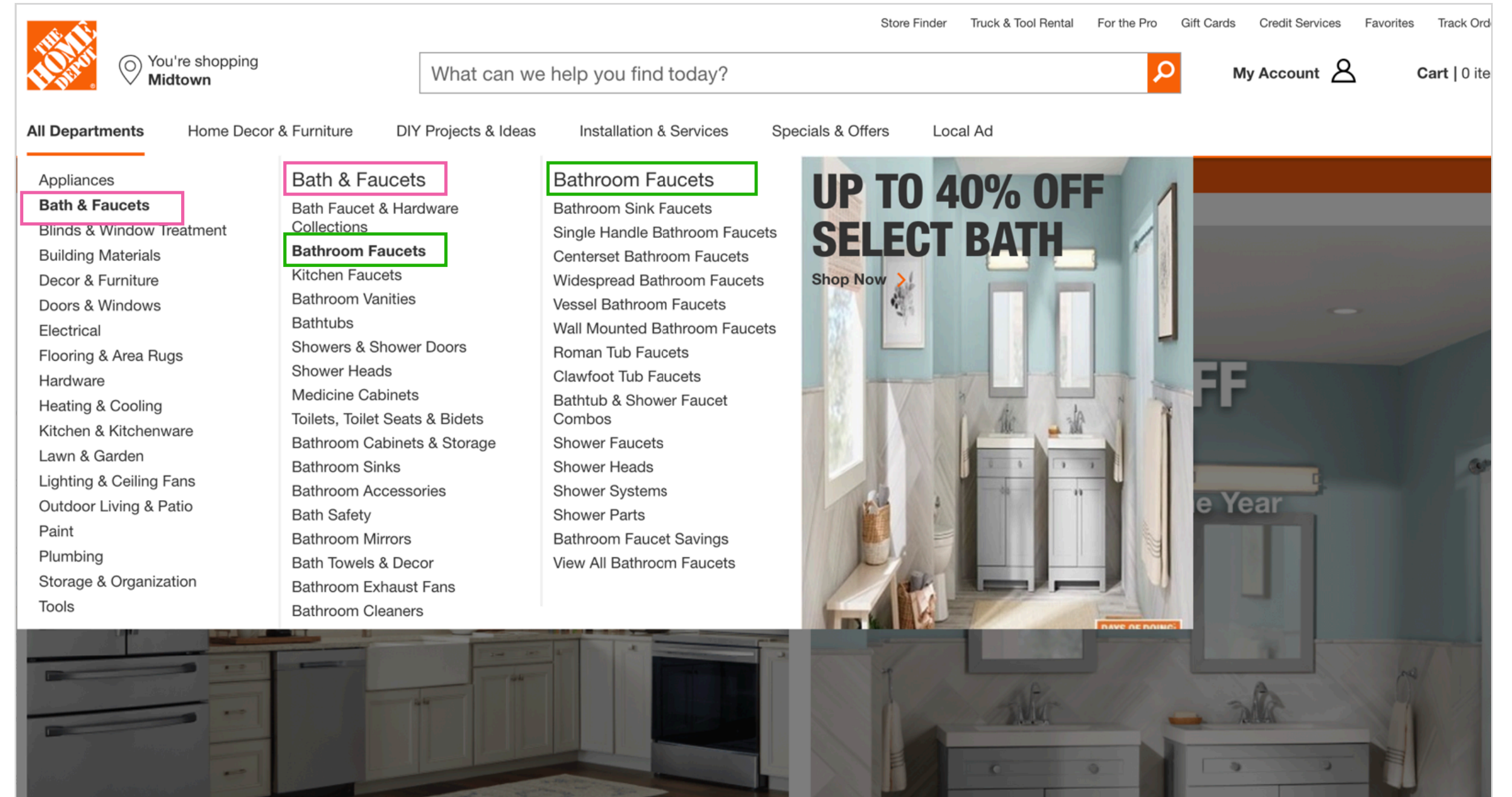


## The Home Depot

- All Departments menu.
- Home Decor & Furniture pulled out and treated in a different way.
- DIY curated section.
- Installation & Services, Specials, "Local Ad"

## Balfour Navigation

## Global Navigation



### Coupang

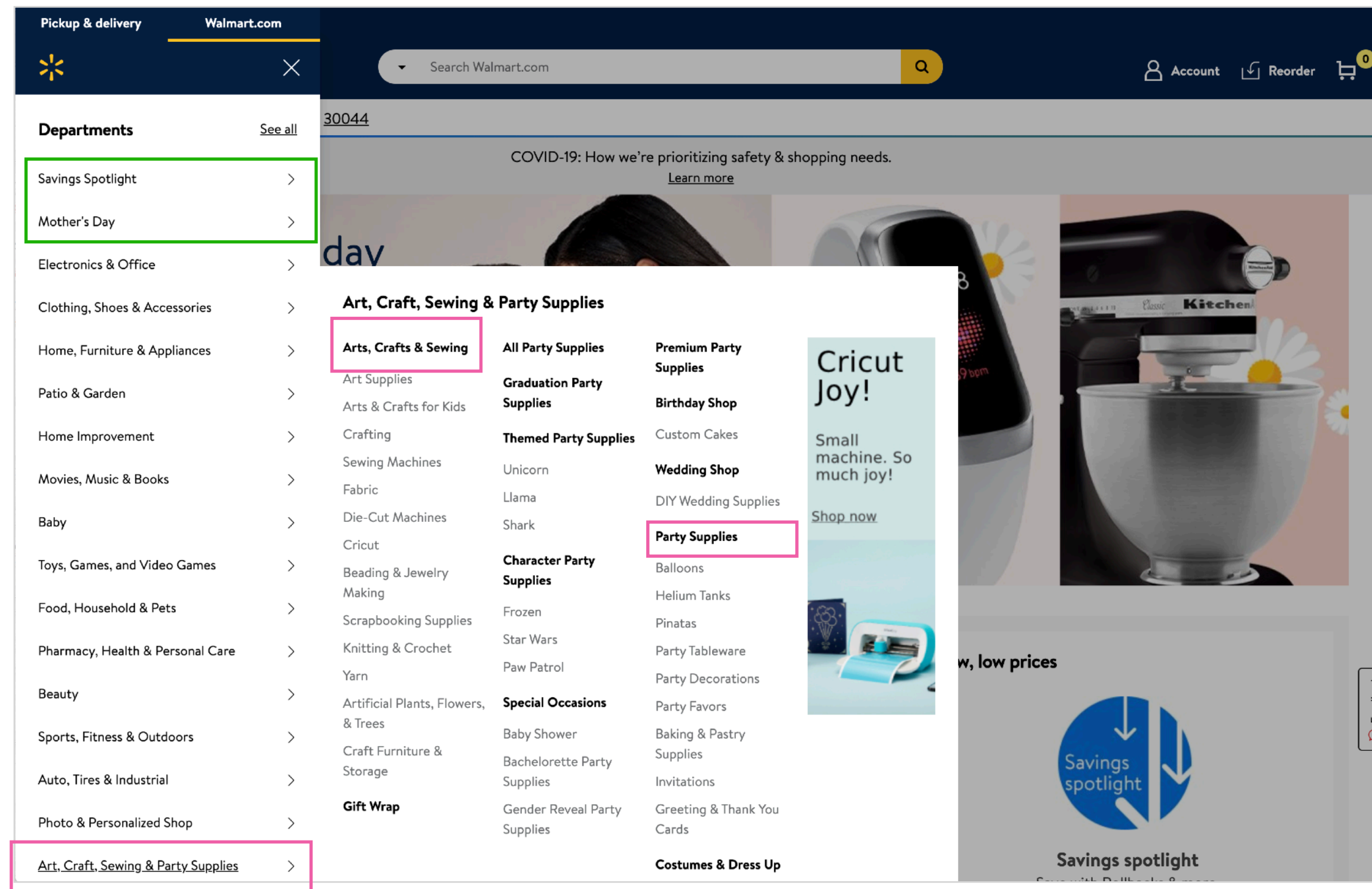
- Expanding Category drill-down: rollover a Category to show Type and Style as Header and Content(links).
- 2nd and 3rd levels are clickable. (not 1st level)
- Coupang combines icons and text for category links.

### The Home Depot

- Expanding Category drill-down: rollover a Category to show Type, rollover Type to show Style
- Clickable headers allowing users to link to any category level.

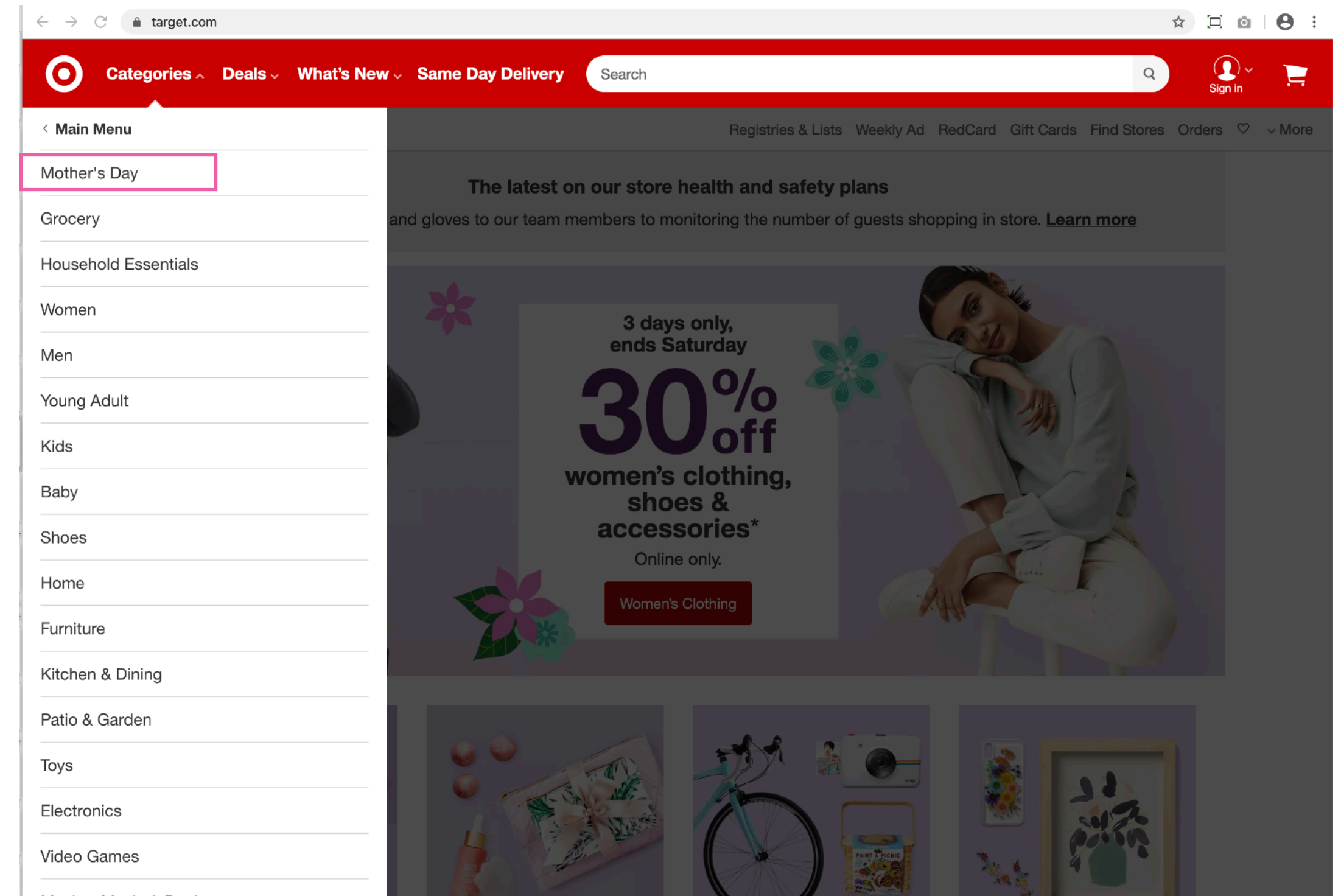
## Balfour Navigation

## Global Navigation



### Walmart

- Expanding Category drill-down: rollover a Category to show Type and Style as Header and Content (links).
- 2nd and 3rd levels are clickable. (not 1st level)
- Some top level categories are combined. The second fly-out menu breaks the cats apart.
- Cat menu leads with to seasonal/promo cats.

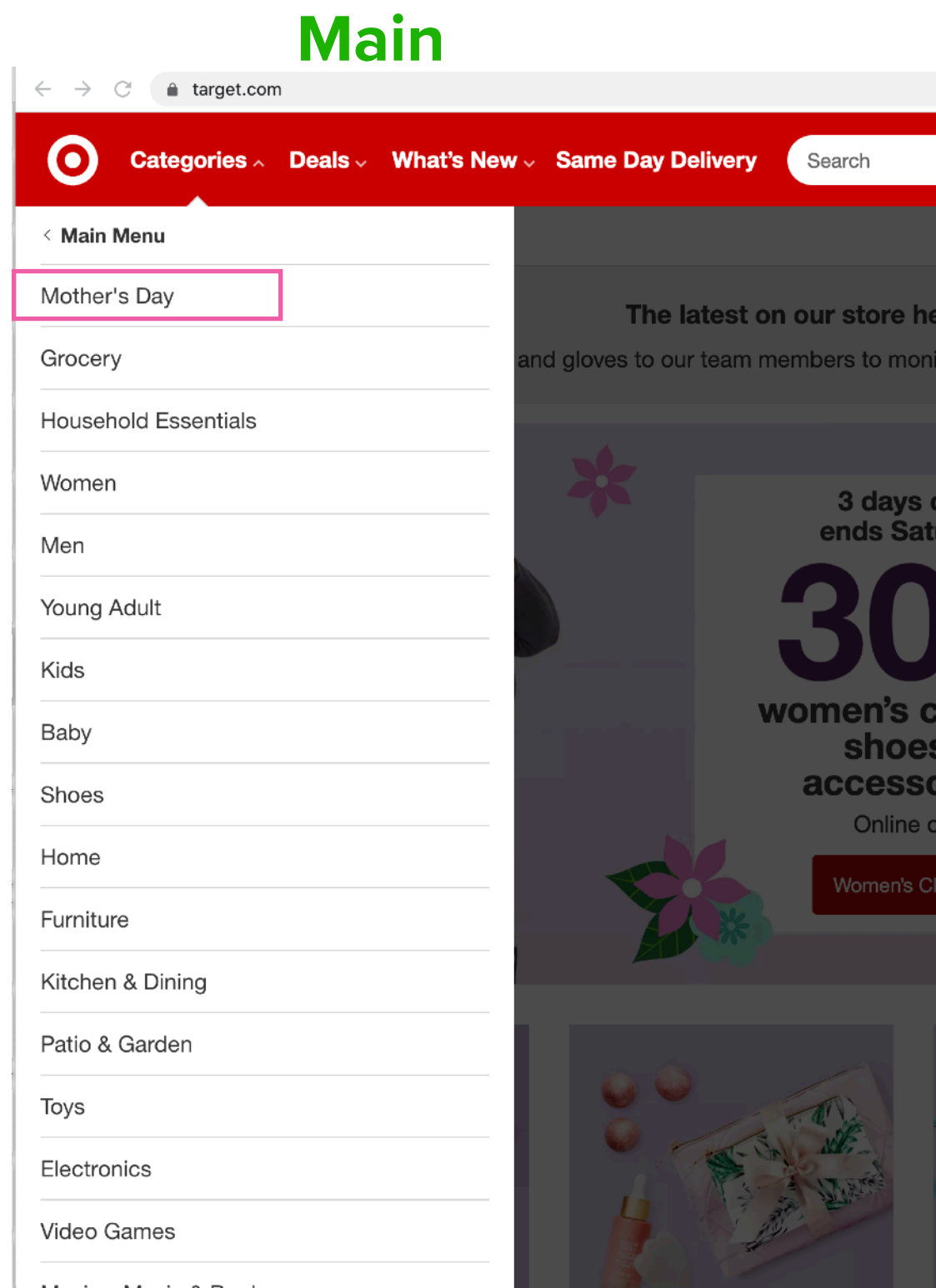


### Target

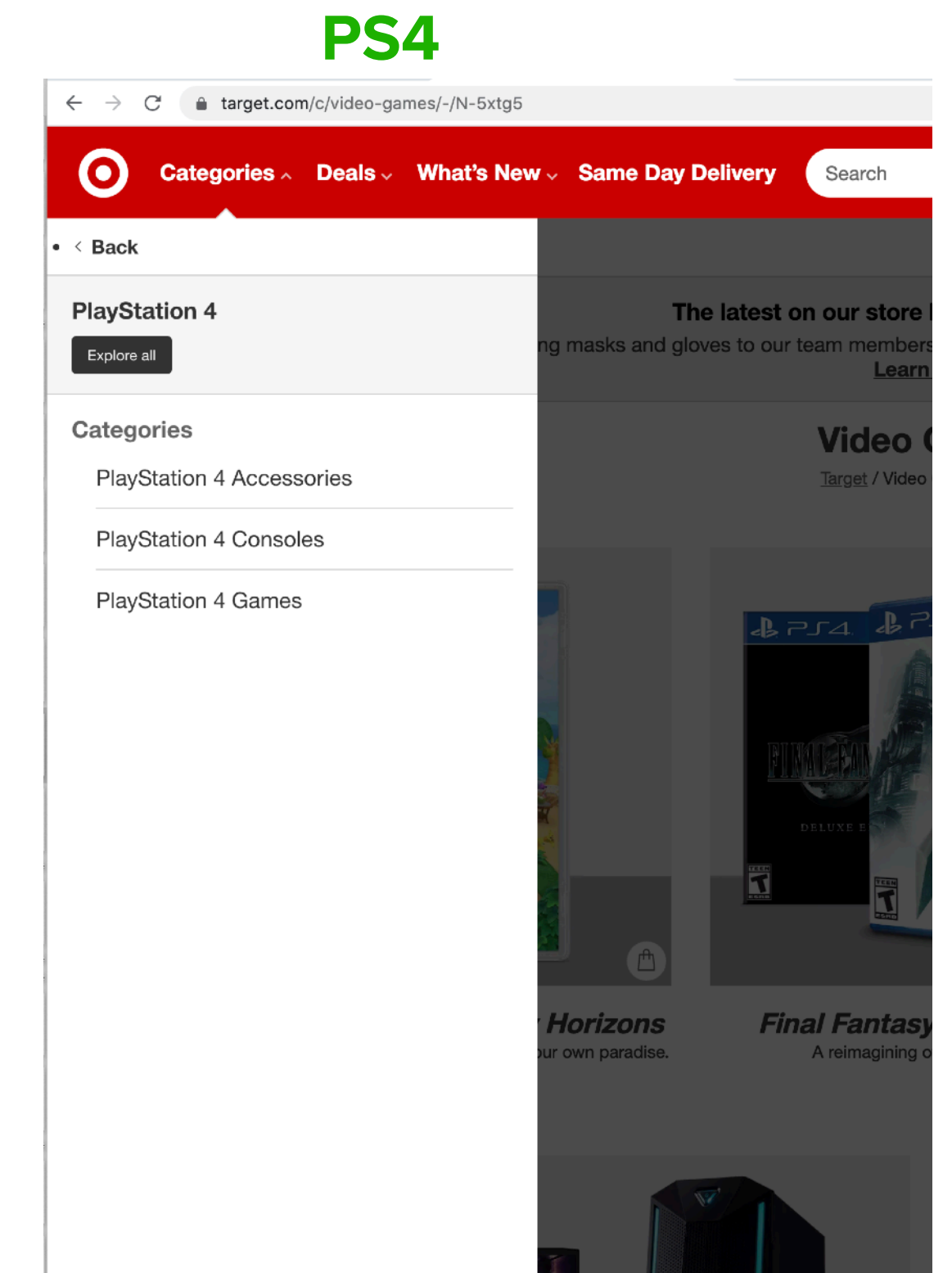
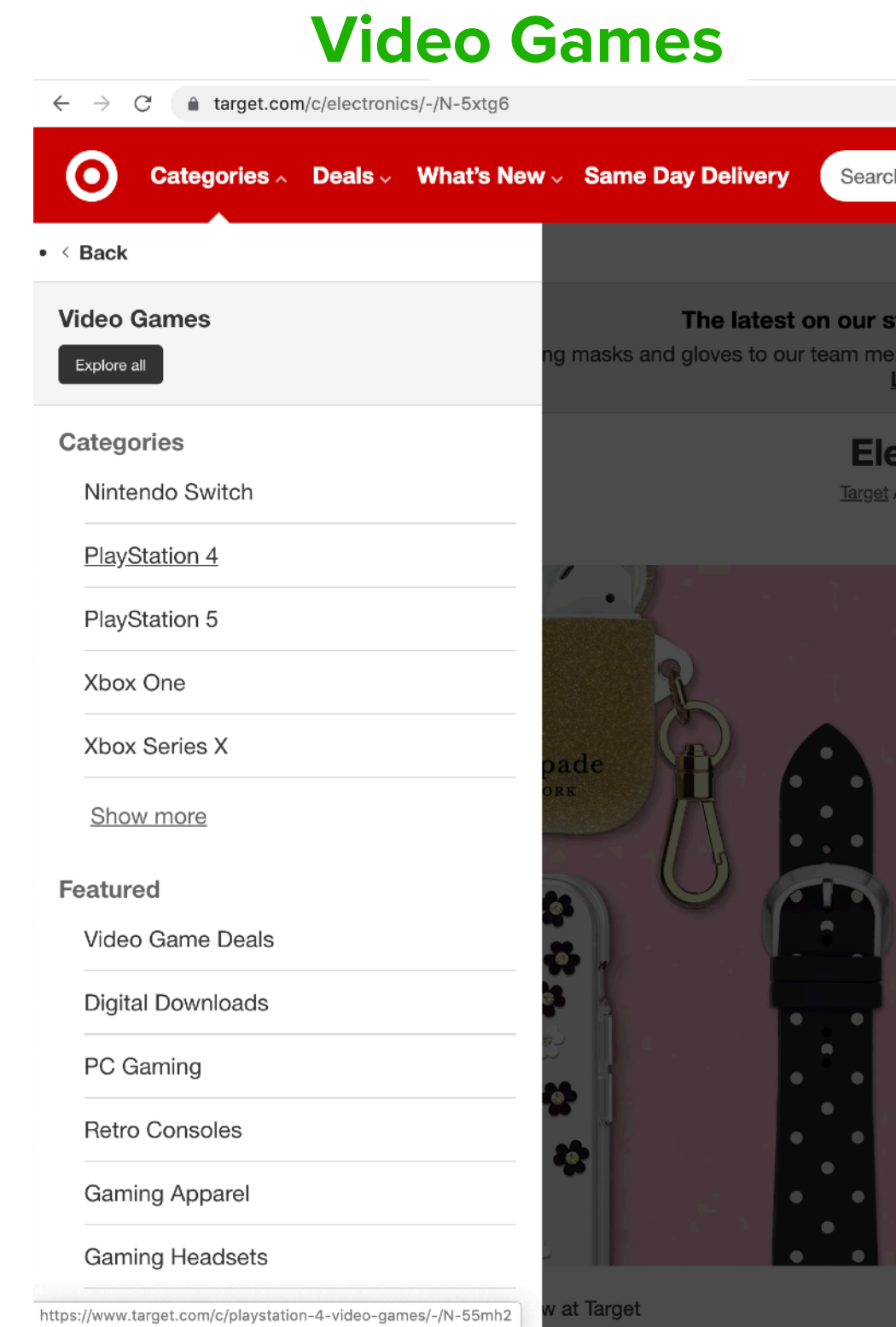
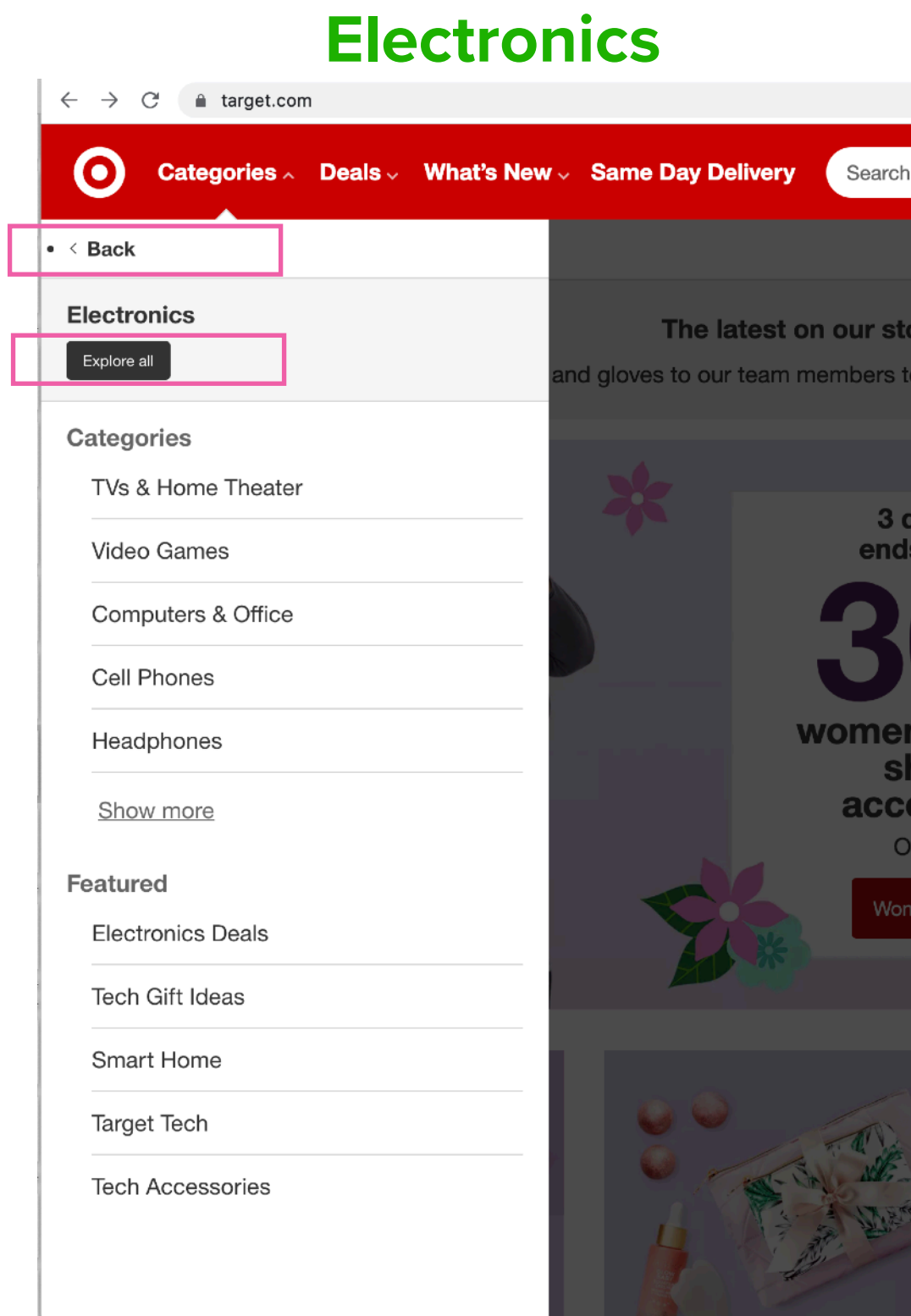
- Drill-down. Each link replaces the menu with a new one revealing the next level of categories.
- Leads w/ one seasonal promo. Not alphabetically ordered



## Balfour Navigation









## Global Navigation



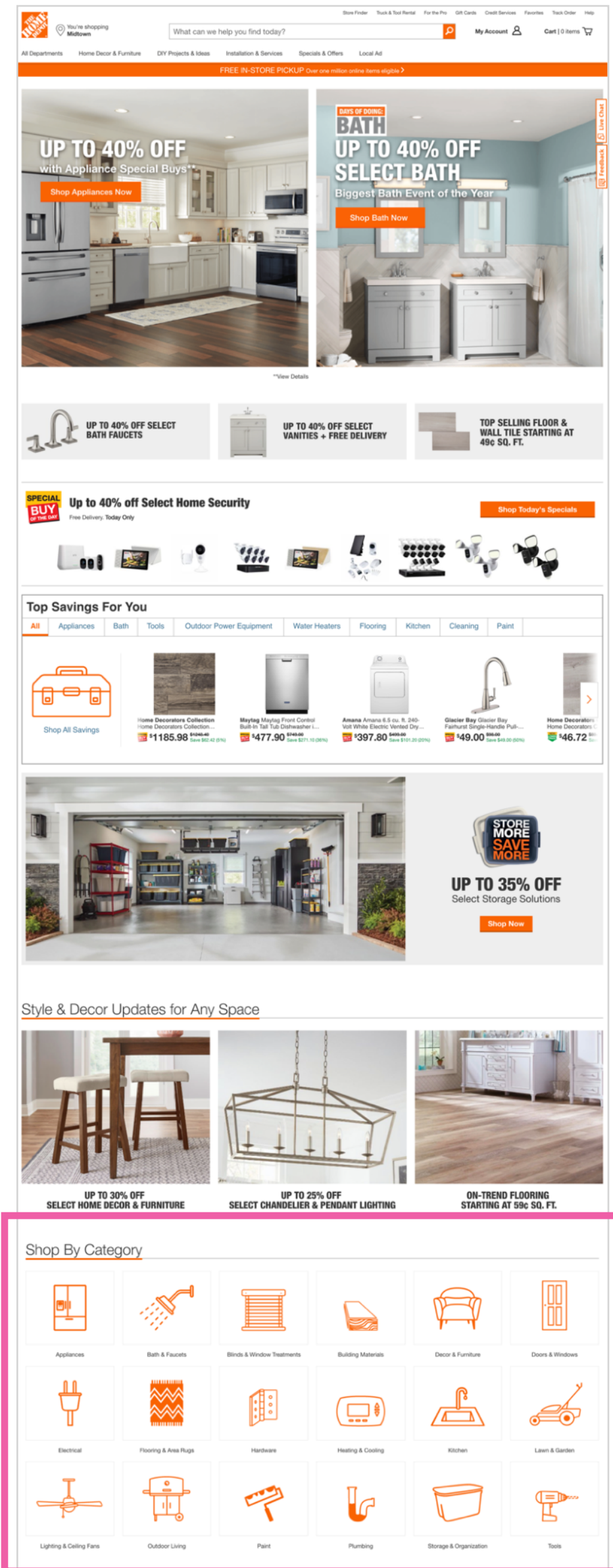
## Target

- Target menu can drill to 4 levels.
- Employs a Back button.
- Explore All takes the customer to a PCP or a PCP/PLP hybrid
- Menu opens relative to where you are.

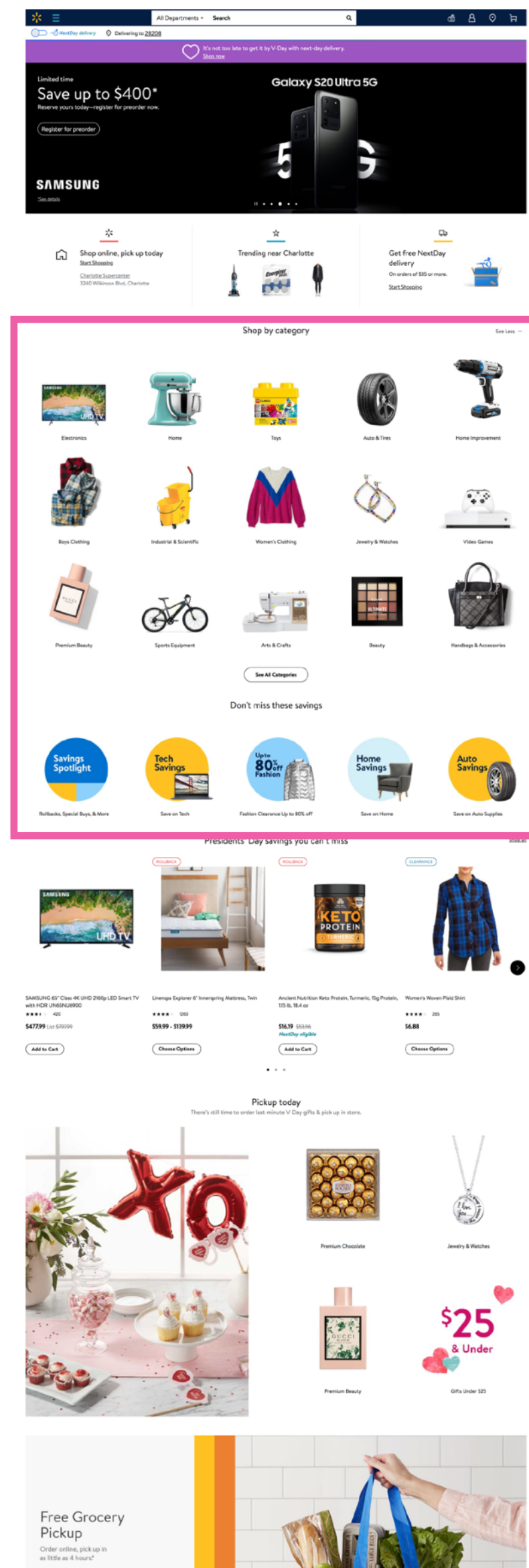
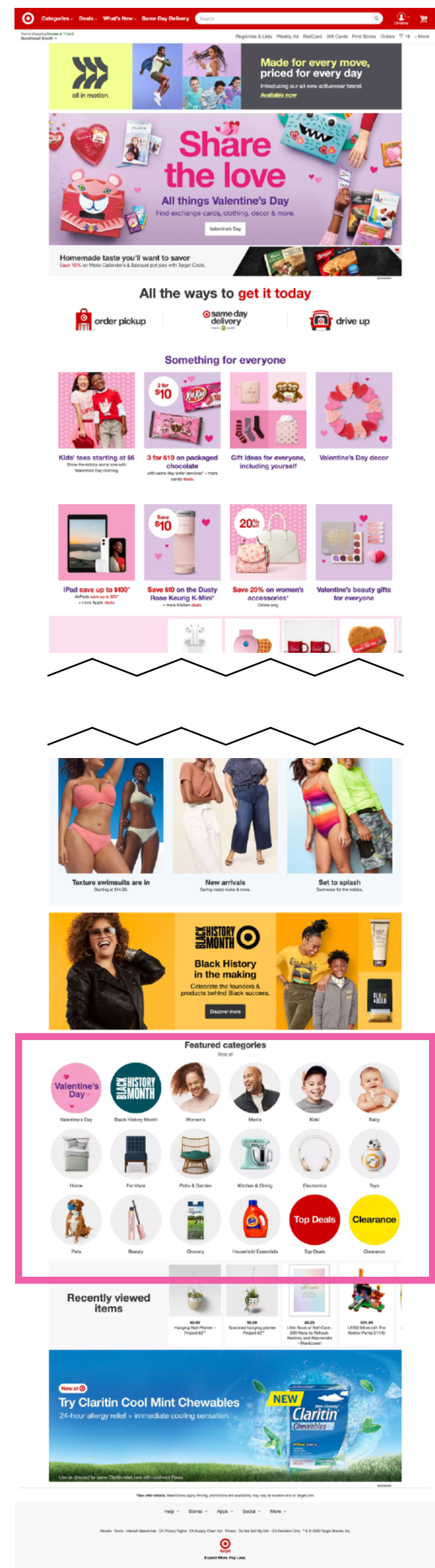
# Main Navigation

						
<b>How is the Main Nav Labeled? (Desktop)</b>	Departments	Categories	Menu Icon	Menu Icon + Category Label	Departments* (Mens, Women, Kids pulled out on same level)	N/A
<b>How is the Main Nav Labeled? (mobile)</b>	Menu Icon	Menu	Menu Icon	Menu Icon + Category Label	Departments* (Mens, Women, Kids pulled out on same level)	Menu Icon
<b>Clickable Headers</b>	Yes	No	Yes	Yes	Departments - No (Mens, Womens, Kids - Yes)	N/A
<b>Number of Category Levels</b>	3	4	3	3	2-3*	3*
<b>Where to the links go?</b>	1st & 2nd level - PCP (hybrid) 3rd - PLP	PLP (Hybrid)	2nd & 3rd level PLP (Hybrid)	PLP	*PCP or PLP	PCP*
<b>How is it organized?</b>	Categories* (1 Cat pulled out)	Categories and Curated Shops (No distinction)	Categories Gift Finder underneath	Categories Travel Themes	Categories Shops Brands Guides	∪_(ツ)_∪
<b>Menu Style</b>	Dropdown Expanding menu window for sub-categories	Drill Down Menu (option to go Back)	Dropdown Expanding menu window for sub-categories	Dropdown Expanding menu window for sub-categories	Dropdown Menu	N/A

# Balfour Navigation



# Visual Navigation



## Visual Nav Locations

- Located further down the page. (Walmart's is closest to the top.)
- Show one level of category navigation. Does not reveal sub-categories.
- Geared towards the browsing customer.
- Not global and a secondary form of navigation.

## Notes

- Walmart shows 2 rows of V Nav initially and offers a Show More link revealing one more row.
- Shows one level of category navigation. Does not reveal sub-categories.
- Geared towards the browsing customer.
- Not global. Functions as a secondary form of navigation.

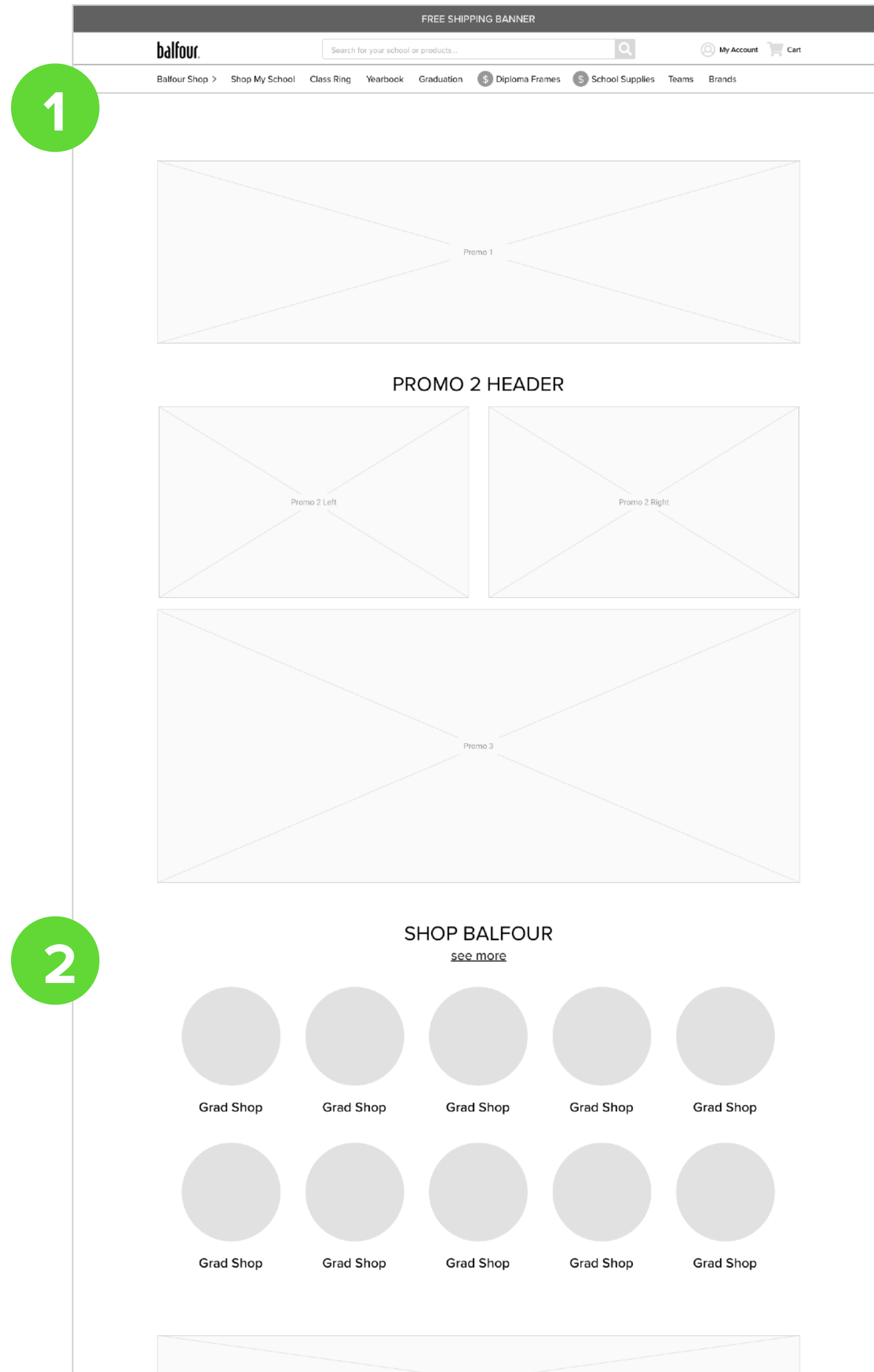
# Visual Navigation

	The Home Depot 	Target 	Walmart 	Coupang 	
<b>Primary vs Secondary Navigation</b>	Secondary Nav	Secondary Nav	Secondary Nav	Desktop - incorporated to Main Mobile - one of 3 main nav options	Primary Nav
<b>Color Use</b>	1 Color Orange Icons	Colorful (mostly photos)	Colorful (mostly photos)	Colorful - Mobile Small, mainly 1 color - Desktop	1 color Blue icons
<b>How are the Icons grouped?</b>	All Category (All icon cats match all main cats)	2 Seasonal/Holiday 2 Promo 14 Category (top 14)	All Category or Sub-Cat (Categories handled inconsistently)	<b>On mobile</b>	4 Categories 9 curated "Shops" 4 Gift curations 4 unclear
<b>Where do the Icons go?</b>	PCP (Hybrid)	PCP	PCP	PLP	PCP
<b>How many icons? Is it expandable?</b>	18 No	18 No	10 (12 expanded)	7 icons (plus menu icon) No	6-7 No
<b>Shop All?</b>	No	Yes. (links to Cat/Sub-Cats Page... overwhelming)	Yes, but it is a poorly done Site Map page	No	Yes (only way to see all Icon Options)

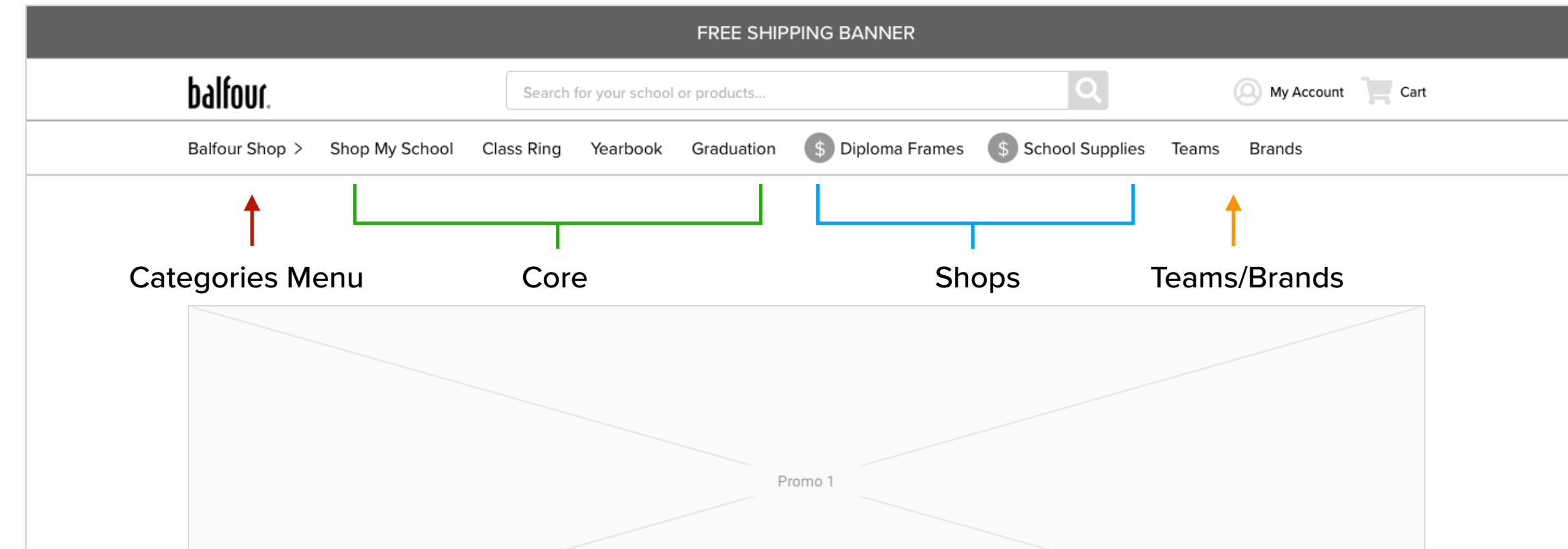
# Visual Navigation

*approximate	The Home Depot 	Target 	Walmart 	balfour®
Number of Categories	18	24 (menu goes below fold)	16 uses Category grouping	14
Max Number of Types in a Category	18	16 - 19	21	14
Min Number of Types in a Category	9	8	4	2
Max Number of Styles in a Category	17	18	10	27
Min Number of Styles in a Category	4	6	2	2
--				

## Home Page



## Top Navigation Bar close up

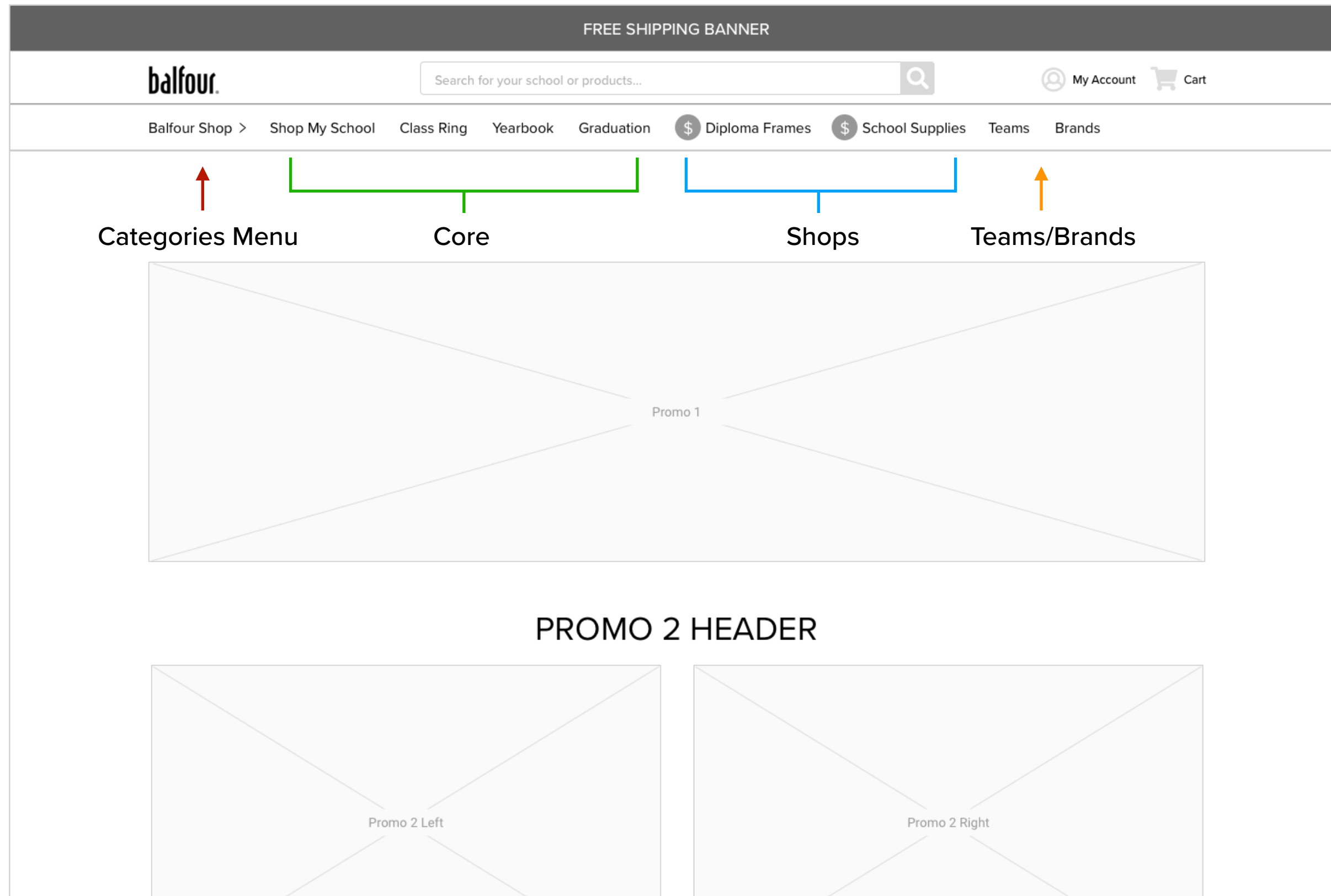


- Top Nav Bar: Balfour Shop menu, Core, Shops, Teams, Brands
  - Shops come from the Visual Nav; can change out to promote Marketing initiatives. Should link to the updated PCPs.
  - For schools that do not want it, Balfour Shop should be able to be turned off in their School Affinity experience.
- Visual 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.

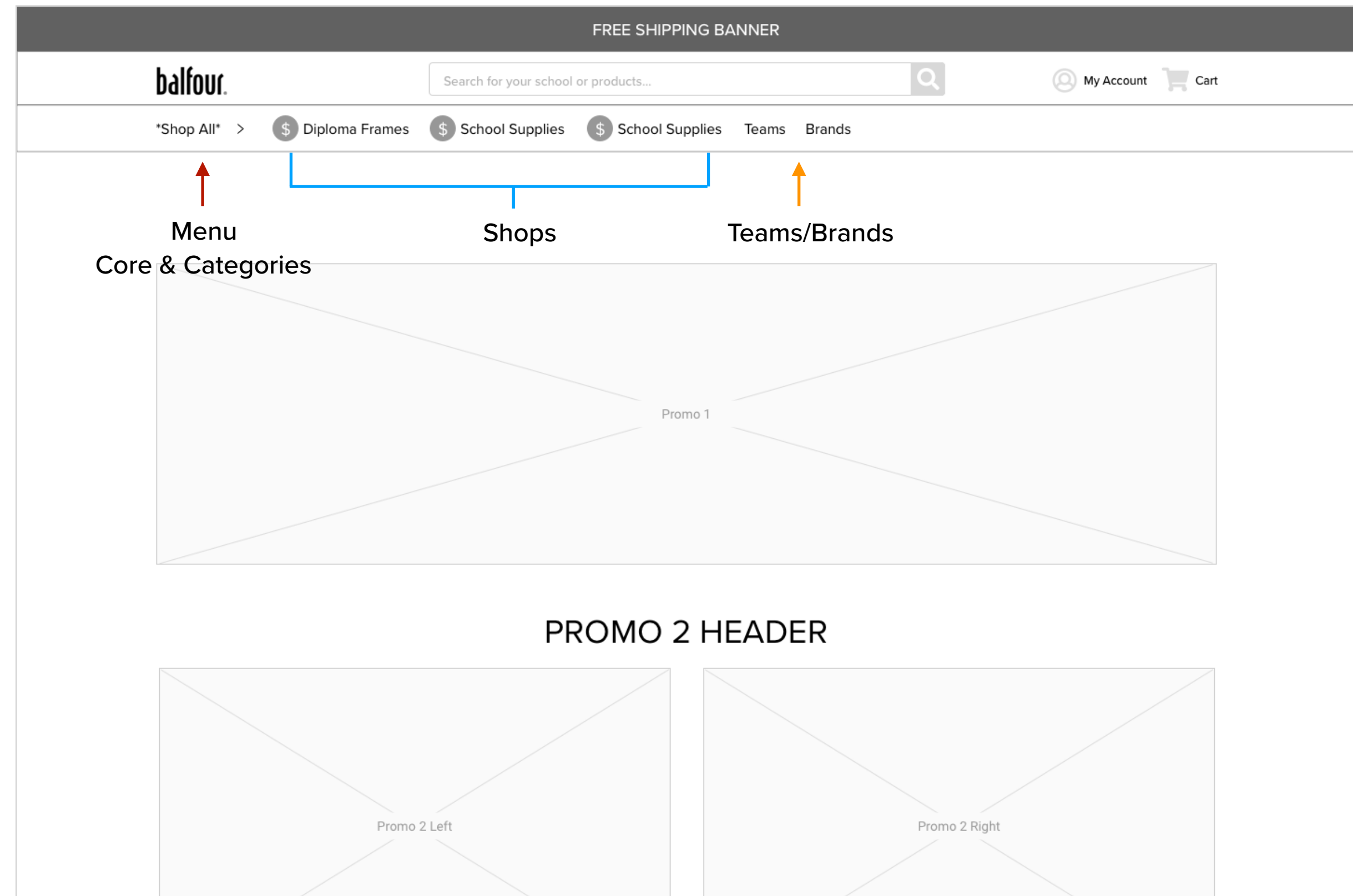
# Solutions: Global Navigation

## Two Global Nav Bar approaches

Core in the Top Nav

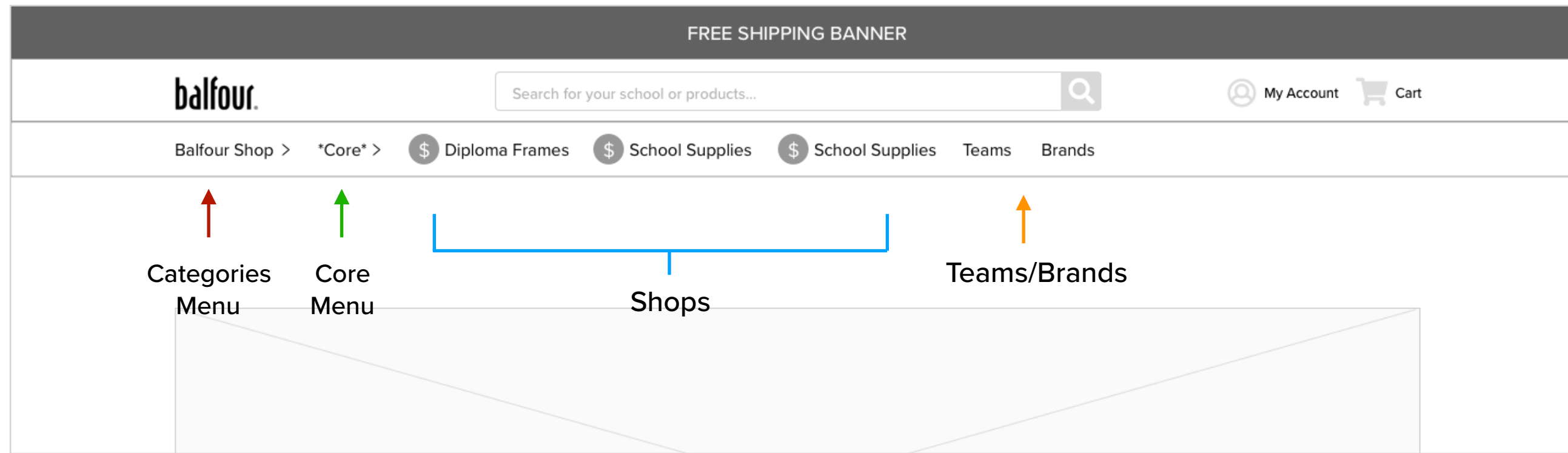


Core in a "Shop All" fly-out menu - (shares menu space with Balfour Shop)



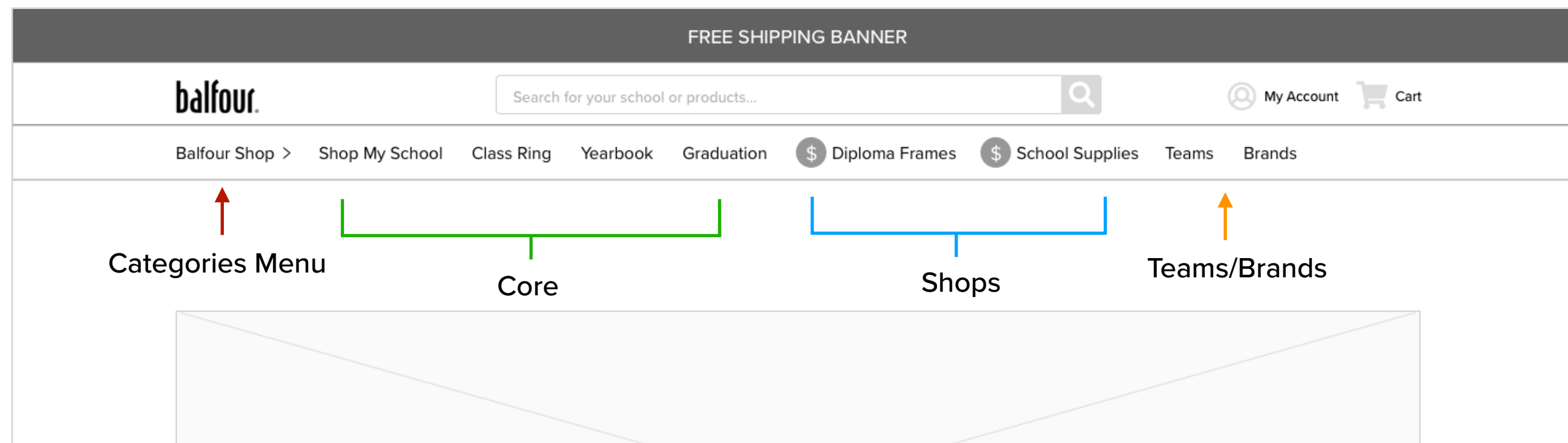
## Top Nav Variations

### 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



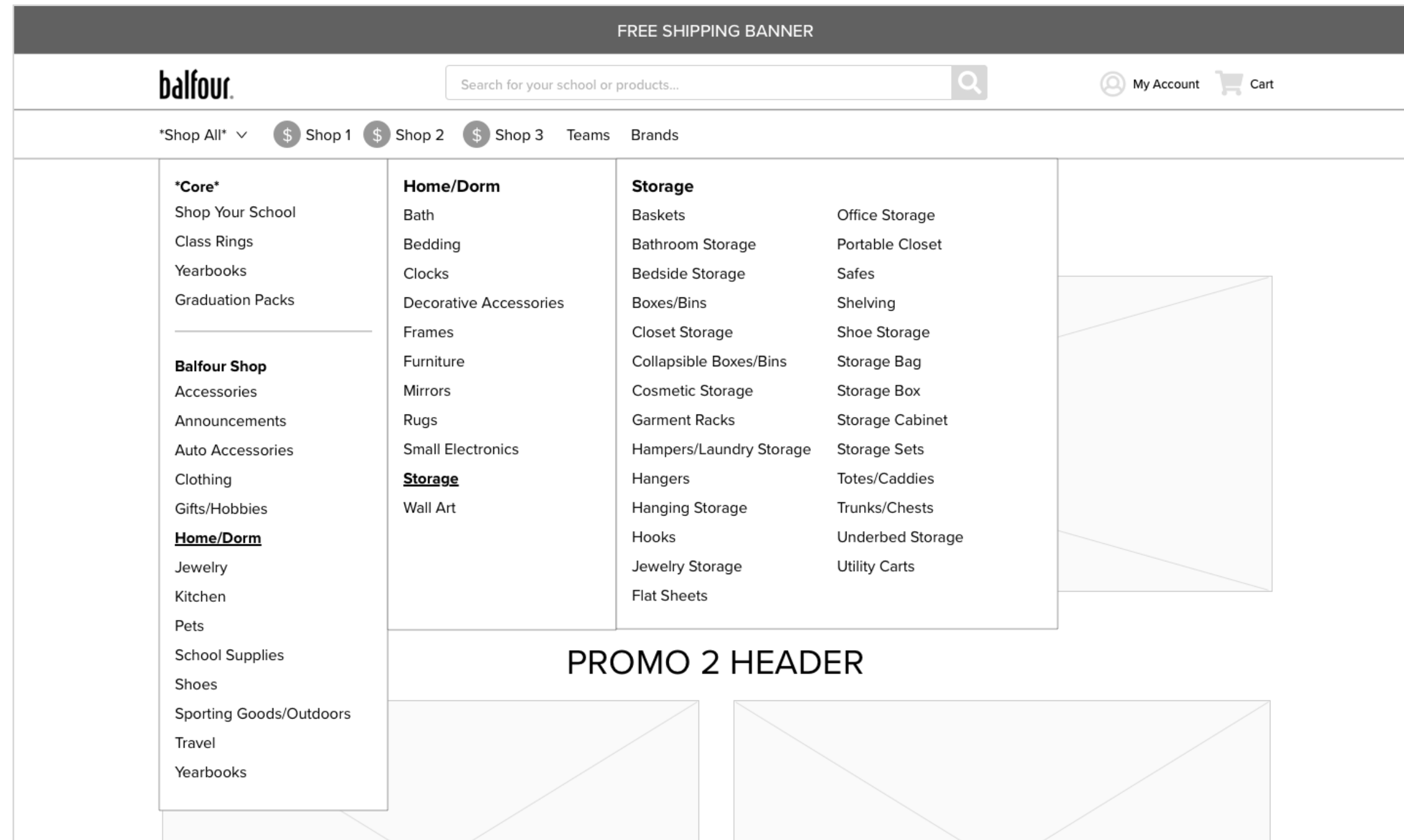
- All Core links are in the Top Nav.
- To accommodate Core, there is one less Shop link.



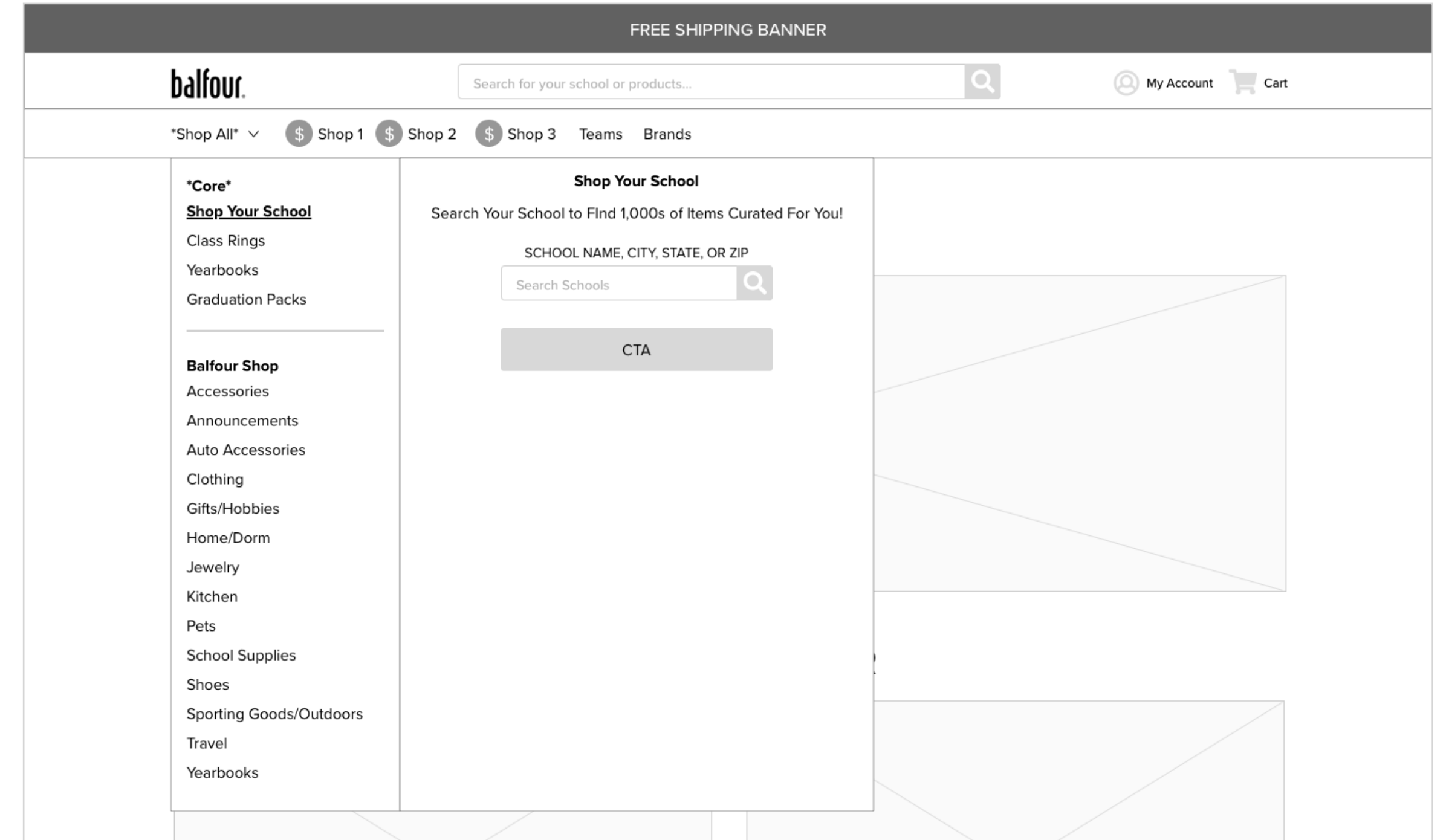
# Solutions: Global Navigation

## Top Nav Variations - Combo Menu

### Balfour Shop fly-out menus open



### Core: Shop My School

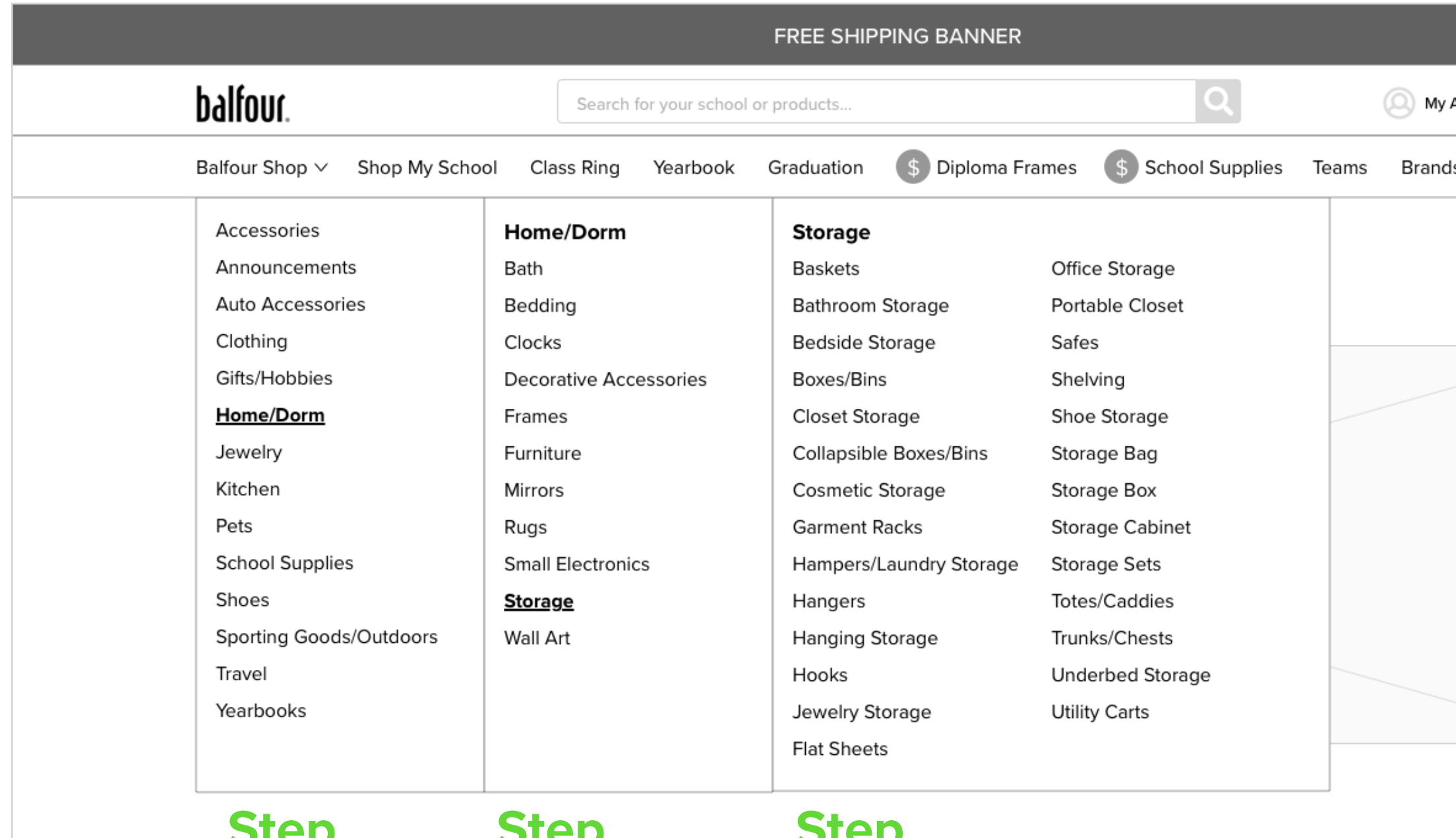


- Balfour Shop is in a subordinate position to Core.
- The combo solution opens up to top nav
- Not being in the top nav hides Core in the menu

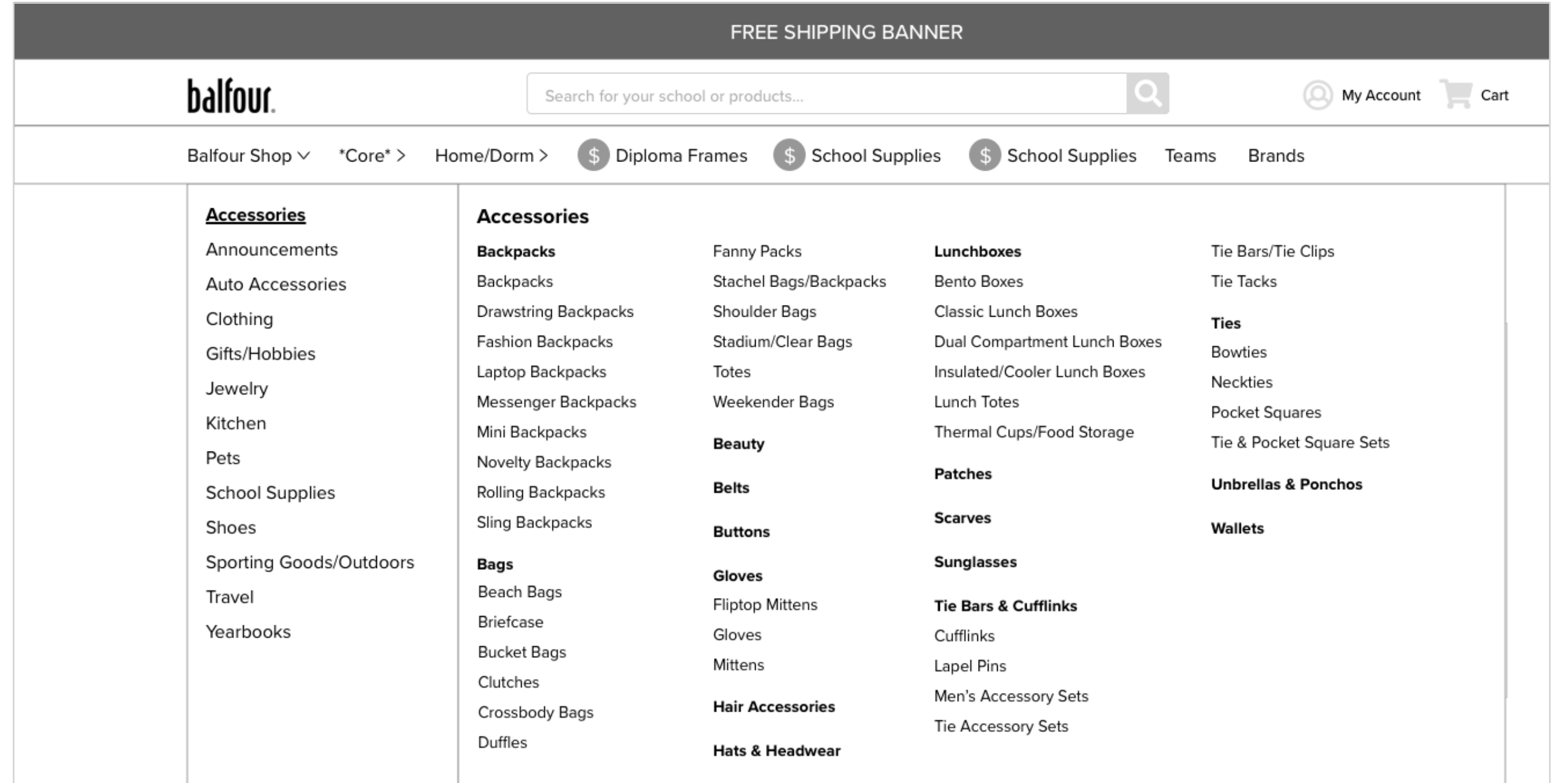
# Solutions: Global Navigation

## Two Fly-out Menu directions

### 3 Panel Fly-out Menu



### 2 Panel Fly-out Menu

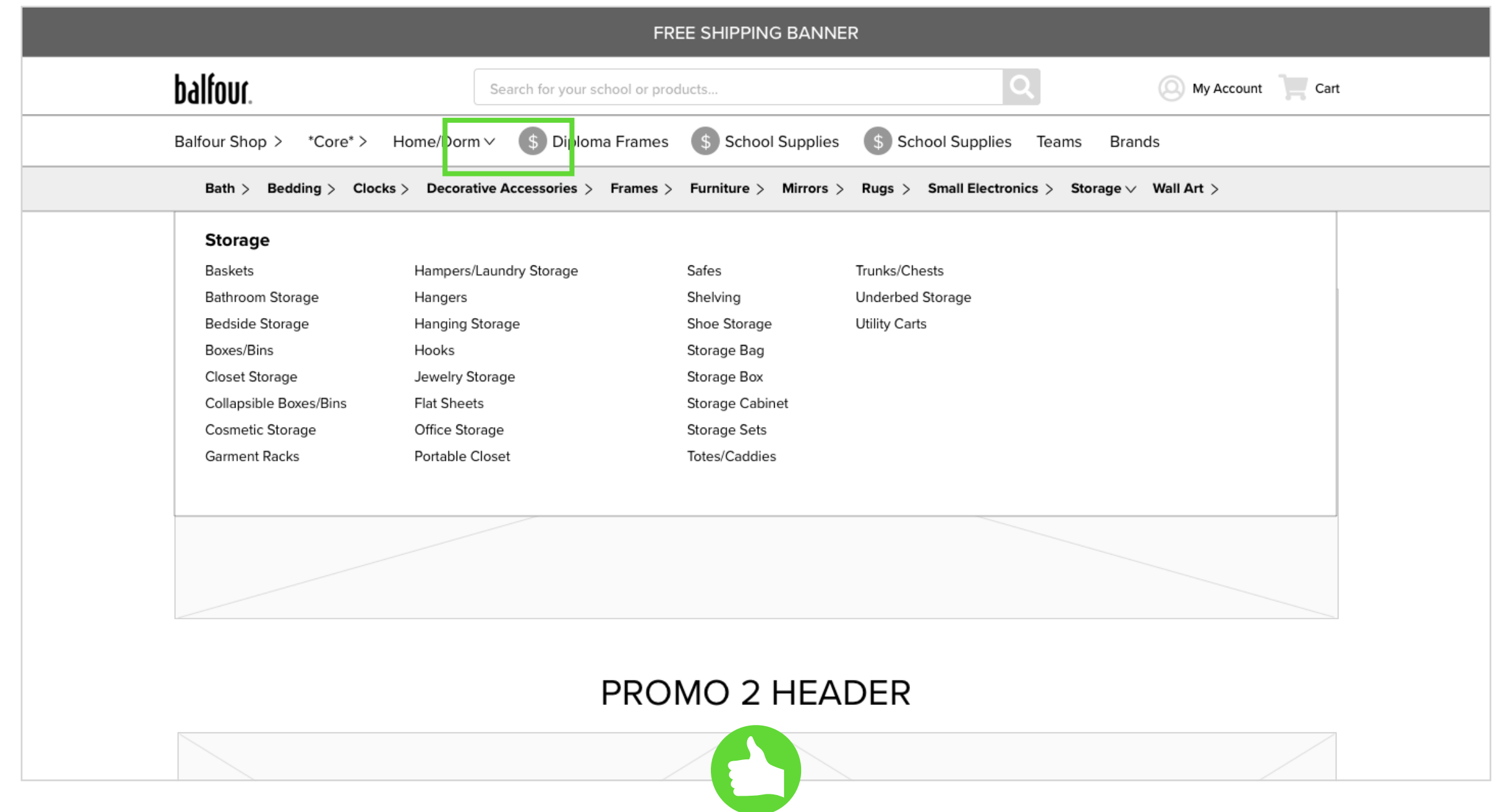
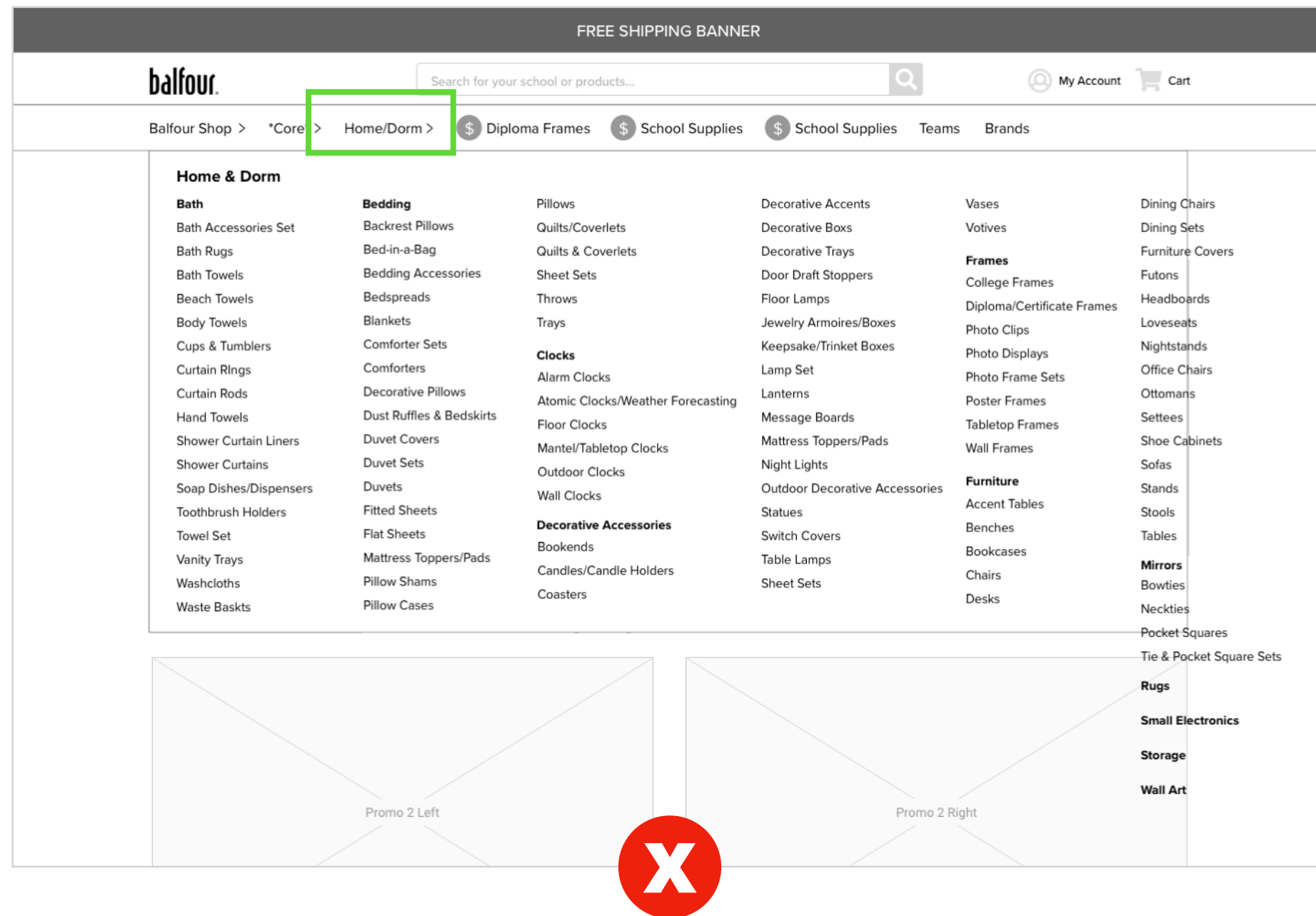


- Drill to next level by click or rollover.
- Clickable headers allowing customers to go directly to Category or Type levels.
- Best way to reveal all product down to the Style level.

- 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)

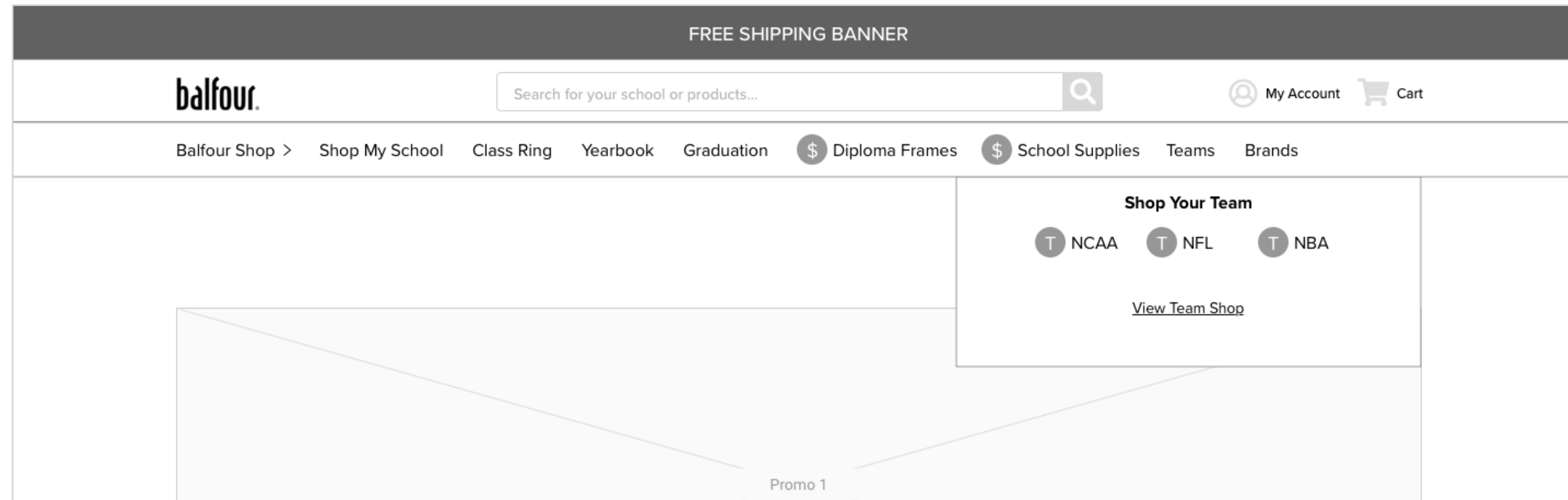
\*It is possible there may be other larger Categories with the same difficulties. They may need to be investigated before committing to a Two Panel Fly-out Menu.

- 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.*

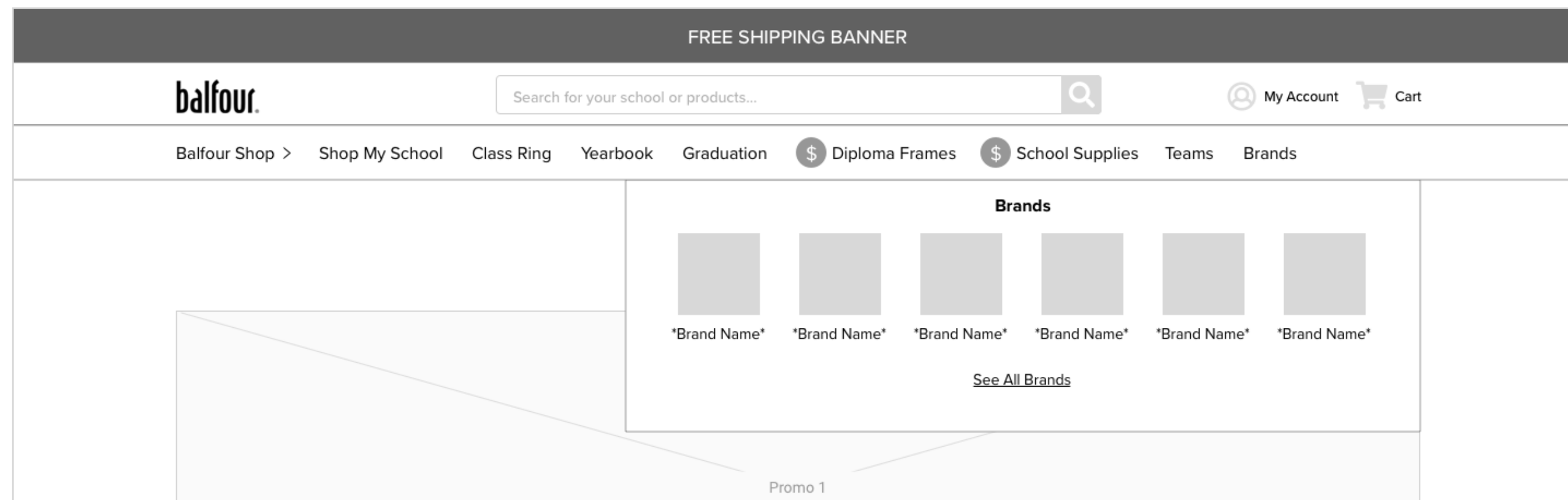
# Solutions: Global Navigation

## 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?

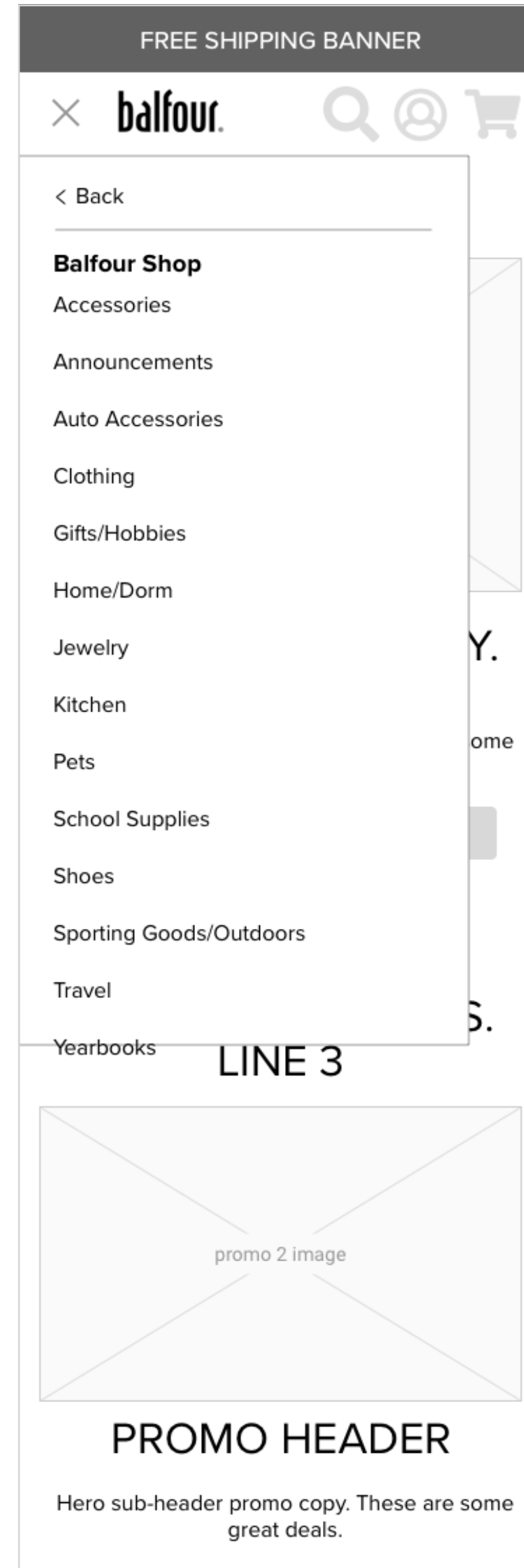
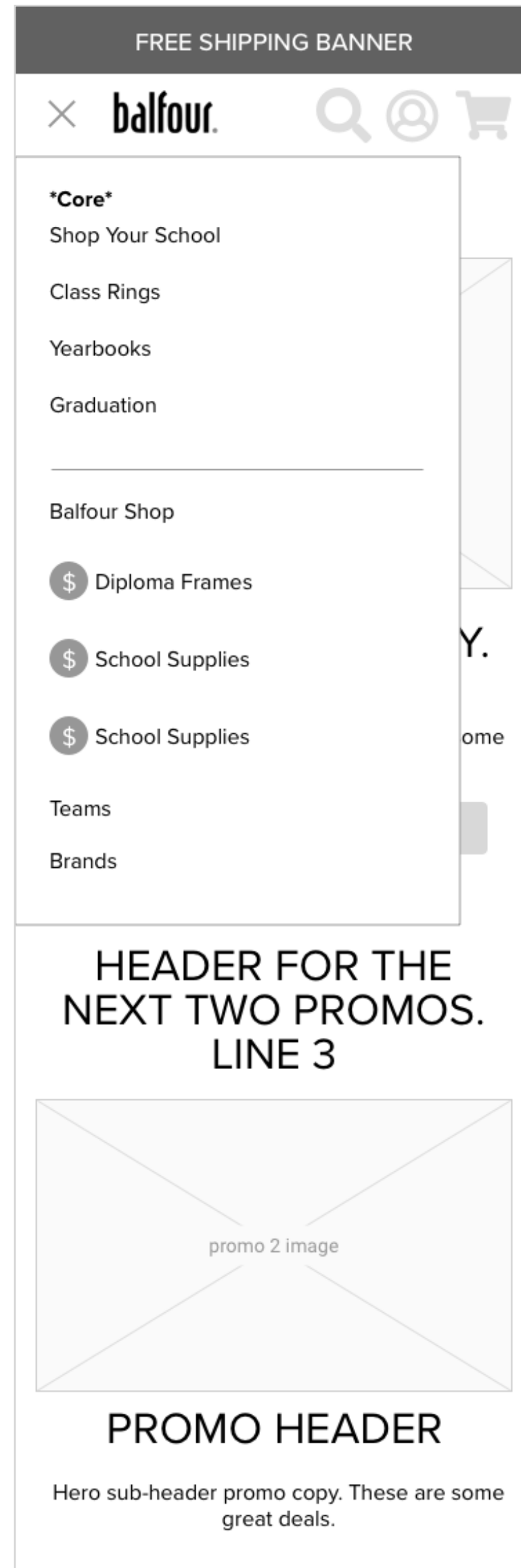


### Brands

- 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.

# Next Steps

**Explore implementation in School Affinity**

**Continue exploring mobile**

**Fully explore navigation direction(s) based  
on feedback**

**Address other feedback and questions**