Navigation Nation!



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.



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.





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Navigation Comparison

The Home Depot





Zappos



Coupang coupang

Target

Walmart



Site Comparisons

NextDay delivery 🕑 Deliv	All Departm ering to <u>28208</u>	nents - Search		Q
		😂 AT&T prepaid	iPhone° – \$99.	<u>Learn more</u>

$\leftarrow \rightarrow \times$	â coupang.c	com						
	_	Favorites Application for e	ntry -					
			coupang	all	· 찾	고 싶은 상품을 검색하	보세요!	
		category	🖌 Rocket ship 🔗 Rocket Fre	esh N Rocket	Gold box	Regular delivery	Event / Coupon	Ext
		Fashion Clothing /	G skin care	Eye makeup				
		Beauty	Make up	Lip makeup				
		ద Childbirth / Child	perfume	Bass makeup				
		🖒 food	Men's Cosmetics	Cheek Makeup		7.	コナキレヘス	7





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



Site Comparisons

EN ⊕ ▼	Customer Service 👻	Available 24/7 at (800) 927-7671			Perk Alert! Military families, Teachers, and Students get 10% off! Learn More
	Com Search	h for shoes, clothes, etc.	9	SEARCH	े⊒ MY CART
V	∕omen - Men - Kio	ds – Departments – Brands –	Sale –		Sign In / Register



ntal	For the Pro	Gift Cards	Credit Services	Favorites	Track Order	Help
	Q	Му	Account 8	(Cart 0 items	Ä
		_				

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"







즐겨찾기 입점신청 👻		로그인 회원가입 고객센터
	전체 👻 찾고 싶은 상품을 검색해보세요! 로켓직구 골드박스 정기배송 이벤트/쿠폰 기획전 여행/티켓	Q & 날 마이쿠팡 장바구니
····································	<text><text><text><text><text><text></text></text></text></text></text></text>	Valentine's Day 값G00방 필수품 값G00방 필수품 매경 생필품 신선식품 시선식품 사비수 최대 50% 즉시할인

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.

Global Navigation



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.

Pickup & delivery Walma	rt.com						
*	×	✓ Search Wall	mart.com		٩		Account 🗹 Reorder
Departments	See all	<u>30044</u>					
Savings Spotlight	>		COVID-19: How we'r	re prioritizing safety & sh Learn more	nopping needs.		
Mother's Day	>					195	
Electronics & Office	>	dav					Reneral D
Clothing, Shoes & Accessories	>	Art, Craft, Sewing &	Party Supplies				In Classic Kitchen
Home, Furniture & Appliances	>	Arts, Crafts & Sewing	All Party Supplies	Premium Party Supplies	Cricut		
Patio & Garden	>	Art Supplies Arts & Crafts for Kids	Graduation Party Supplies	Birthday Shop	Joy!	A Phin	I
Home Improvement	>	Crafting	Themed Party Supplies	Custom Cakes	Small		
Movies, Music & Books	>	Sewing Machines Fabric	Unicorn Llama	Wedding Shop	machine. So much joy!		
Baby	>	Die-Cut Machines	Shark	Party Supplies	Shop now		
Toys, Games, and Video Games	>	Beading & Jewelry	Character Party Supplies	Balloons			
Food, Household & Pets	>	Making Scrapbooking Supplies	Frozen	Helium Tanks Pinatas	·&		
Pharmacy, Health & Personal Care	>	Knitting & Crochet	Star Wars Paw Patrol	Party Tableware		w, low prices	
Beauty	>	Artificial Plants, Flowers,	Special Occasions	Party Decorations Party Favors			
Sports, Fitness & Outdoors	>	& Trees Craft Furniture &	Baby Shower Bachelorette Party	Baking & Pastry Supplies		Savi	
Auto, Tires & Industrial	>	Storage	Supplies	Invitations		spot	light
Photo & Personalized Shop	>	Gift Wrap	Gender Reveal Party Supplies	Greeting & Thank You Cards			
Art, Craft, Sewing & Party Supplies	>			Costumes & Dress Up		Savin	gs spotlight

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.

Global Navigation



Target

Video Games

Mariaa Musia O Daalia

- 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



Main		Electronics				
\leftrightarrow \rightarrow C $$ target.com		\leftarrow \rightarrow C \triangleq target.com				
Categories A Deals V Wha	at's New - Same Day Delivery Search	Categories ~ Deals ~ N	What's New – Same Day Delivery Search			
< Main Menu		• < Back				
Mother's Day	The latest on our store he	Electronics	The latest on our stor			
Grocery	and gloves to our team members to monit	Explore all	and gloves to our team members to			
Household Essentials		Categories				
Women	3 days o	TVs & Home Theater				
Men	ends Satu	Video Games	ends			
Young Adult	30	Computers & Office				
Kids		Cell Phones				
Baby	women's cl shoes	Headphones	women			
Shoes	accesso	Show more	acce			
Home		Featured	Oni			
Furniture	womens Cic	Electronics Deals	Wome			
Kitchen & Dining		Tech Gift Ideas				
Patio & Garden		Smart Home				
Toys		Target Tech				
Electronics		Tech Accessories				
Video Games						
Mauiaa Musia O Daalka						

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.

Global Navigation

Categories ~	Deals ~	What's New	√ Same Da	y Delivery	Se
< Back					
Video Games		r	Ig masks and g	The lates gloves to o	t on οι ur team
Categories					E
Nintendo Switch					Tai
PlayStation 4					
PlayStation 5					
Xbox One			3		
Xbox Series X			ade C		
Show more			RK		•••
Featured					
Video Game Deals					
Digital Downloads			3		•
PC Gaming					
Retro Consoles			20		
Gaming Apparel					
Gaming Headsets					•

Video Games

PS4

 \leftrightarrow \rightarrow G

< Back

$\leftarrow \rightarrow$ (C 🔒 target.com	n/c/video-ga	mes/-/N-5xtg5			
0	Categories A	Deals ~	What's New	√ Same∣	Day Deliv	ery Sear
< Back						
PlaySta Explore al	ation 4		r	ng masks ar	The lat nd gloves t	t est on our : o our team me
Catego	ries					Vid
PlayS	tation 4 Access	ories				<u>Target</u>
PlayS	tation 4 Consol	es				
PlayS	itation 4 Games					Deluxe e
			,	Horizon ur own paradi	IS ise.	Final Fai A reima
				ĩ		



Main Navigation

	The Home Depot	Target	Walmart	Coupang	Zappos	
	THE BEAR	TARGET	Walmart 🚬	coupang	Zappos 2	paltont"
How is the Main Nav Labeled? (Desktop)	Departments	Categories	Menu Icon	Menu Icon + Category Label	Departments* (Mens, Women, Kids pulled out on same level)	N/A
How is the Main Nav Labeled? (mobile)	Menu Icon	Menu	Menu Icon	Menu Icon + Category Label	Departments* (Mens, Women, Kids pulled out on same level)	Menu Icon
Clickable Headers	Yes	No	Yes	Yes	Departments - No (Mens, Womens, Kids - Yes)	N/A
Number of Category Levels	3	4	3	3	2-3*	3*
Where to the links go?	1st & 2nd level - PCP (hybrid) 3rd - PLP	PLP (Hybrid)	2nd & 3rd level PLP (Hybrid)	PLP	*PCP or PLP	PCP*
How is it organized?	Categories* (1 Cat pulled out)	Categories and Curated Shops (No distinction)	Categories Gift Finder underneath	Categories Travel Themes	Categories Shops Brands Guides	ヽ_(ツ)_/
Menu Style	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











Free Grocery Pickup Order online, pickup in as little as 4 hours*

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.

	The Home Depot	Target	Walmart Walmart	Coupang	paltont
Primary vs Secondary Navigation	Secondary Nav	Secondary Nav	Secondary Nav	Desktop - incorporated to Main Mobile - one of 3 main nav options	Primary Nav
Color Use	1 Color Orange Icons	Colorful (mostly photos)	Colorful (mostly photos)	Colorful - Mobile Small, mainly 1 color - Desktop	1 color Blue icons
How are the Icons grouped?	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)	On mobile	4 Categories 9 curated "Shops" 4 Gift curations 4 unclear
Where do the Icons go?	PCP (Hybrid)	PCP	PCP	PLP	PCP
How many icons? Is it expandable?	18 No	18 No	10 (12 expanded)	7 icons (plus menu icon) No	6-7 No
Shop All?	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 Walmart	paltont
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

Visual Navigation

Solutions: Navigation Rearrangement

Home Page



Top Navigation Bar close up



- For schools that do not want it, Balfour Shop should be able to be turned off in their School Affinity experience.

 \bullet

- Ideally should reflect Categories from the Global Nav and also include Shops and Promotions.

	FREE SHIP	PING BANNER			
Search for your so	chool or products		Q	My Account	Cart
ss Ring Yearbo	ook Graduation	S Diploma Frames	\$ School Supplies	Teams Brands	
				^	
l Core		Sh	ops	l Teams/Brands	
	P	romo 1			

- 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.

- Visual Navigation in a secondary position relative to the Global Nav.
- Offers something for customers engaged in a browsing experience.

Solutions: Global Navigation

Two Global Nav Bar approaches

Core in the Top Nav

	FREE SHIPP	ING BANNER			FREE SHIP	PPING BANNER
balfour.	Search for your school or products	C	My Account 📜 Cart	balfour.	Search for your school or products	Q My Account Ca
Balfour Shop > Shop My Sc	chool Class Ring Yearbook Graduation	School S	Supplies Teams Brands	*Shop All* > \$ Diploma	Frames \$ School Supplies \$ School S	Supplies Teams Brands
			↑			
Categories Menu	Core	Shops	Teams/Brands	Menu	Shops	Teams/Brands
	Pro	mo 1		Core & Categories	P	Promo 1
	PROMO 2	2 HEADER			PROMO	2 HEADER
	Promo 2 Left	P	romo 2 Right		Promo 2 Left	Promo 2 Right

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



Solutions: Global Navigation

Top Nav Variations

Core Menu

			FREE SH	IPPING BANNER				
balfour.		Search for	your school or products			Q	My Account Cart	
Balfour Shop >	*Core* >	S Diploma Frames	\$ School Supplies	School Supplies	Teams	Brands		
ſ	1				1			
Categories Menu	Core Menu		Shops	-	Teams	s/Brands		

Core in Nav Bar

balfour.		Search	for your school	or products		Q	O My Acco
Balfour Shop > 5	Shop My School	Class Ring	Yearbook	Graduation	S Diploma Frames	\$ School Supplies	Teams Brands
1							1
Categories Menu	1	 Core			Sho	ops	Teams/Brand

- 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)



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



Solutions: Global Navigation

Top Nav Variations - Combo Menu

		FREE SHIPPING BANNER		
balfour.	Search for your school or	products	Q	My Account 📜 Cart
Shop All ∨ \$Sł	nop 1 \$ Shop 2 \$ Shop 3 Teams	Brands		
Core	Home/Dorm	Storage		
Shop Your School	Bath	Baskets	Office Storage	
Class Rings	Bedding	Bathroom Storage	Portable Closet	
Yearbooks	Clocks	Bedside Storage	Safes	
Graduation Packs	Decorative Accessories	Boxes/Bins	Shelving	
	Frames	Closet Storage	Shoe Storage	
Balfour Shop	Furniture	Collapsible Boxes/Bins	Storage Bag	
Accessories	Mirrors	Cosmetic Storage	Storage Box	
Announcements	Rugs	Garment Racks	Storage Cabinet	
Auto Accessories	Small Electronics	Hampers/Laundry Storage	Storage Sets	
Clothing	<u>Storage</u>	Hangers	Totes/Caddies	
Gifts/Hobbies	Wall Art	Hanging Storage	Trunks/Chests	
Home/Dorm		Hooks	Underbed Storage	
Jewelry		Jewelry Storage	Utility Carts	
Kitchen		Flat Sheets		
Pets				
School Supplies	PRO		FR	
Shoes				
Sporting Goods/Outd	loors			
Travel				
Yearbooks				

Balfour Shop fly-out menus open

- 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

Core: Shop My School

	FREE SHIPPING BANNER	
balfour.	Search for your school or products	Q My Account 📜 C
Shop All 🗸 💲 Shop 1 💲	Shop 2 \$ Shop 3 Teams Brands	
Core <u>Shop Your School</u> Class Rings Yearbooks	Shop Your School Search Your School to FInd 1,000s of Items Curated For You! SCHOOL NAME, CITY, STATE, OR ZIP Search Schools	
Balfour Shop Accessories Announcements	СТА	
Auto Accessories Clothing Gifts/Hobbies Home/Dorm		
Jewelry Kitchen Pets		
School Supplies Shoes Sporting Goods/Outdoors Travel		
Yearbooks		



Solutions: Global Navigation

Two Fly-out Menu directions

3 Panel Fly-out Menu

balfour.	Search for your school	or products	Q	🔘 Му А	balfour.	Search for your se	chool or products	Q	
Balfour Shop ∨ Shop My Sch	hool Class Ring Yearbook	Graduation \$ Diploma Fr	rames \$ School Supplies Tea	ms Brands	Balfour Shop < *Core* >	Home/Dorm > \$ Diplom	a Frames \$ School Sup	plies \$ School Supplies Te	eams Brands
Accessories	Home/Dorm	Storage			Accessories	Accessories			
Announcements	Bath	Baskets	Office Storage		Announcements	Backpacks	Fanny Packs	Lunchboxes	Tie Bars/Tie Clips
Auto Accessories	Bedding	Bathroom Storage	Portable Closet		Auto Accessories	Backpacks	Stachel Bags/Backpacks	Bento Boxes	Tie Tacks
Clothing	Clocks	Bedside Storage	Safes		Clothing	Drawstring Backpacks	Shoulder Bags	Classic Lunch Boxes	Ties
Gifts/Hobbies	Decorative Accessories	Boxes/Bins	Shelving		Gifts/Hobbies	Fashion Backpacks	Stadium/Clear Bags	Dual Compartment Lunch Boxes	Bowties
Home/Dorm	Frames	Closet Storage	Shoe Storage		Jewelry	Laptop Backpacks	Totes	Insulated/Cooler Lunch Boxes	Neckties
Jewelry	Furniture	Collapsible Boxes/Bins	Storage Bag		Kitchen	Messenger Backpacks	weekender Bags	Lunch Totes	Pocket Squares
Kitchen	Mirrors	Cosmetic Storage	Storage Box		Pets	Novelty Backpacks	Beauty	mennal cups/rood storage	Tie & Pocket Squa
Pets	Rugs	Garment Racks	Storage Cabinet		School Supplies	Rolling Backpacks	Belts	Patches	Unbrellas & Ponch
School Supplies	Small Electronics	Hampers/Laundry Storage	Storage Sets		Shoes	Sling Backpacks	Buttons	Scarves	Wallets
Shoes	<u>Storage</u>	Hangers	Totes/Caddies		Sporting Goods/Outdoors	Bags	Claves	Sunglasses	
Sporting Goods/Outdoors	Wall Art	Hanging Storage	Trunks/Chests		Travel	Beach Bags	Fliptop Mittens	Tie Bars & Cufflinks	
Travel		Hooks	Underbed Storage		Yearbooks	Briefcase	Gloves	Cufflinks	
Yearbooks		Jewelry Storage	Utility Carts			Bucket Bags	Mittens	Lapel Pins	
		Flat Sheets	_			Clutches	Hair Accessories	Men's Accessory Sets	
						Crossbody Bags	han Accessones	Tie Accessory Sets	
Step	Step	Step				Dunies	Hats & Headwear		
					Ctor	Ctore			
	2	3			Step	Step			

- 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.

2 Panel Fly-out Menu

• 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

balfour.	Search for your s	school or products	Q	My Account	Cart
Balfour Shop > *Core >	Home/Dorm > \$ Diplon	ma Frames \$ School Supplies	School Supplies Team	s Brands	
Home & Dorm					
BathBath Accessories SetBath RugsBath TowelsBath TowelsBach TowelsBody TowelsCups & TumblersCurtain RlngsCurtain RodsHand TowelsShower Curtain LinersShower CurtainsSoap Dishes/DispensersToothbrush HoldersTowel SetVanity Tays	Bedding Backrest Pillows Bed-in-a-Bag Bedding Accessories Bedspreads Blankets Comforter Sets Comforters Decorative Pillows Dust Ruffles & Bedskirts Duvet Covers Duvet Sets Duvet Sets Duvets Fitted Sheets Flat Sheets	 Pillows Quilts/Coverlets Quilts & Coverlets Sheet Sets Throws Trays Clocks Alarm Clocks Atomic Clocks/Weather Forecasting Floor Clocks Mantel/Tabletop Clocks Outdoor Clocks Wall Clocks Wall Clocks Bookends 	Decorative Accents Decorative Boxs Decorative Trays Door Draft Stoppers Floor Lamps Jewelry Armoires/Boxes Keepsake/Trinket Boxes Lamp Set Lanterns Message Boards Mattress Toppers/Pads Night Lights Outdoor Decorative Accessories Statues Switch Covers	Vases Votives Frames College Frames Diploma/Certificate Frames Photo Clips Photo Clips Photo Frame Sets Poster Frames Tabletop Frames Wall Frames Furniture Accent Tables Benches Bookcases	Dining Chairs Dining Sets Furniture Covers Futons Headboards Loveseats Nightstands Office Chairs Ottomans Settees Shoe Cabinets Sofas Stands Stools Tables
Washcloths Waste Baskts	Pillow Shams Pillow Cases Promo 2 Left	Candles/Candle Holders Coasters	Promo 2 F	Chairs Desks	Mirrors Bowties Neckties Pocket Squares Tie & Pocket Square Se Rugs Small Electronics Storage Wall Art

- 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.

	FR	EE SHIPPING BANNE	ER
balfour.	Search for your school or pro-	ducts	Q My Account Cart
Balfour Shop > *Core* > H	Home/Dorm 🗸 🂲 Diploma Frames	\$ School Supplies	School Supplies Teams Brands
Bath > Bedding > Clocks	> Decorative Accessories > Frames >	Furniture > Mirrors >	Rugs > Small Electronics > Storage > Wall Art >
Storage			
Baskets	Hampers/Laundry Storage	Safes	Trunks/Chests
Bathroom Storage	Hangers	Shelving	Underbed Storage
Bedside Storage	Hanging Storage	Shoe Storage	Utility Carts
Boxes/Bins	Hooks	Storage Bag	
Closet Storage	Jewelry Storage	Storage Box	
Collapsible Boxes/Bins	Flat Sheets	Storage Cabinet	
Cosmetic Storage	Office Storage	Storage Sets	
Garment Racks	Portable Closet	Totes/Caddies	
	PRO	MO 2 HEA	DER

• 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

	FREE SHIPPII	NG BANNER	
balfour.	Search for your school or products	Q	My Account
Balfour Shop > Shop My School C	lass Ring Yearbook Graduation	School Supplies	Teams Brands
		NCAA Viev	NFL T NBA
	Prom	no 1	

		FREE SHIP	PING BANNER		
balfour.	Search for your sch	ool or products		Q	🔘 My Account 📜 C
Balfour Shop > Shop My School	Class Ring Yearboo	k Graduation	S Diploma Frames	School Supplies	Teams Brands
				Brands	
		Brand Name	*Brand Name* *Brand	Name* *Brand Name*	*Brand Name* *Brand Name*
				See All Brands	
			romo 1		
		F			



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?

FREE SHIPPING BANNER	
× balfour. Q 🔕	
Core	
Class Rings	
Yearbooks	
Graduation	
Balfour Shop	
\$ Diploma Frames	
\$ School Supplies	Y.
\$ School Supplies	ome
Teams	
Brands	
HEADER FOR THE NEXT TWO PROMO LINE 3	S.
promo 2 image	
PROMO HEADER	
Hero sub-header promo copy. These are great deals.	some

Solutions: Global Navigation - Mobile

FREE SHIPPING BANNER	
× balfour. Q (2)	
< Back	
Balfour Shop Accessories	
Announcements	
Auto Accessories	
Clothing	
Gifts/Hobbies	
Home/Dorm	
Jewelry	Y.
Kitchen	
Pets	ome
School Supplies	
Shoes	
Sporting Goods/Outdoors	
Travel	2
Yearbooks LINE 3	p .
promo 2 image	
PROMO HEADER	
Hero sub-header promo copy. These are some great deals.	

- 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