

Suggested Stores

1. Workflow

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Suggested Stores Workflow

MOCKUPS

[\\sportdb1\CU\Suggested Stores_Mockups\](#)

- This will be implemented as an A/B split test initially
- Suggested stores list will display in the following locations:
 - "Find your store" panel in header
[\\sportdb1\CU\Suggested Stores_Mockups\02_suggested_stores_expanded.jpg](#)
 - "Continue Shopping" drop down in shopping cart
[\\sportdb1\CU\Suggested Stores_Mockups\04_cart_expanded.jpg](#)
- At a later date, a second A/B test will include the homepage module

CHANNEL LOGIC

[\\sportdb1\CU\Suggested Stores_Assets\Suggested Stores Channel Relationships - Master.xls](#)

- Use GeoIP to display suggested stores
- Channel hierarchy logic will follow spreadsheet layout
- Overrides to be built into logic for channels and eventually individual stores

Example: In a school store, show suggested colleges, then greek stores

The screenshot displays the Prep Sportswear website interface. At the top, a navigation bar includes categories: SCHOOLS (highlighted), COLLEGES, GREEK, MILITARY, VINTAGE TEAMS, WORLD SOCCER, DESTINATION, and MORE. The Prep Sportswear logo is on the left, and utility links for Help, Cart, My Account, and Find Your Store are on the right. The main content area shows a breadcrumb trail: Schools / USA / California / San Diego / Serra High School Conquistador. Below this is a store home button and a large banner with the text "BE TRUE TO YOUR SCHOOL CUSTOMIZE EACH PRODUCT WITH HUNDREDS OF SPORTS, CLUBS AND ACTIVITIES." Four buttons for Men's/Women's T-Shirts and Sweatshirts are visible. A "Suggested" dropdown menu is open, listing colleges like San Diego State Aztecs, UCSD Tritons, and Greek organizations like Delta Psi Alpha. A "History" panel shows a list of visited schools, and a search bar contains the text "Juanita High".

- Store panel is only displayed on Click (current functionality)
- Store panel button will display with blue background (well-nav.selected - #243d79) as default state and selected state
- Suggested stores to replace "Category" list in panel
- Suggested store list will display on all site pages (global)
- After each listing, per channel, include a "shop all <channel>" link followed by a white line rule separating each distinct channel
- Blue background is #d9edf7

Store list display details

DEFAULT SETTINGS

[\\sportdb1\CU\Suggested Stores_Assets\Suggested Stores Channel Relationships - Master.xls](#)

- Display max of 5 stores from top channel list
- Display max of 3 stores from bottom channel list or subsequent channels
- If no stores from a channel apply, do not display "shop all <channel>" and check against next channel in order
 - *Example: If no College stores apply, Greek moves to top list location and the next specified channel replaces Greek*
- If no stores apply to the bottom channel list, only display top channel list, and increase store count to 8
- Do not allow a store name to wrap more than two lines. Use an ellipsis.
- "shop all <channel>" links go to that channels main directory page (college_directory.aspx)
- May need to increase dtSearch radius to return more applicable stores

CHANNEL OVERRIDES (use default if channel not listed)

Schools

- Display high schools before all other school stores (eg. Elementary, Middle School)
 - Filter schools by "high school"

College

- Display only licensed stores
- Use marketing name

Greek

- Do not use GeolP for results
- Top channel list (5): Sigma Phi Epsilon (2061539), Pi Kappa Alpha (2061533), Delta Gamma (2061558), Alpha Kappa Alpha (1728312), Delta Sigma Pi (2061628)
- Bottom channel list (3): Sigma Phi Epsilon (2061539), Pi Kappa Alpha (2061533), Delta Gamma (2061558)

Military

- Do not use GeolP for results
- Top channel list (5): Army (2451350), Navy (2552551), Air Force (2451334), Marine Corp (2505105), Coast Guard (2484645)
- Bottom channel list (3): Army (2451350), Navy (2552551), Marine Corp (2505105)

TOP
CHANNEL LIST →

BOTTOM
CHANNEL LIST →

Suggested

San Diego State Aztecs
UCSD Tritons
San Diego Toreros
Cal Poly Mustangs
Cal State Northridge Mustangs

Shop All Colleges

Delta Psi Alpha
Theta Chi
Kappa Upsilon Chi
Shop All Greek