Outline Plan

Leprechaun Animation Implementation

Gift Event

1. Research Process

- Understand best practices for implementing animations on websites, focusing on user experience and performance.
 - Research Shopify's integration options for animations and cart triggers.
 - Explore web animation best practices to ensure accessibility, responsiveness, and performance.
 - Study animation frameworks like CSS keyframes, HTML <canvas>, or Three.js for implementation flexibility.
 - Identify potential challenges with Shopify's Liquid and JavaScript integration.

2. Planning the Graphic

Character Design:

- Create a lightweight SVG or PNG graphic of the leprechaun for optimal performance.
- If the graphic is not received well by the design team, collaborate to refine the design or consider alternative visuals that align better with the brand.

Responsive Adaptation:

 Use CSS media queries and JavaScript calculations to dynamically adjust the character's size and position based on screen dimensions.

3. Functionality and Behavior

• Trigger Appearance:

 Monitor the cart value using Shopify's Liquid templates or JavaScript. The leprechaun will appear when the cart total equals or exceeds \$100.

Animation Behavior:

- Default Behavior: Use CSS keyframes or JavaScript to create a jumping animation that stays within browser boundaries.
- Alternative Behavior: Allow the animation to pass the screen's boundaries and re-enter from the opposite side, creating a playful loop.

Catch Mechanism:

- Treat the leprechaun graphic as a button with an onclick event. Clicking it triggers an "add to cart" script for a free item (gift).
- Once clicked, hide the animation and prevent it from reappearing if the gift is later removed from the cart.
- If the cart balance should fall below \$100, present an error message advising that they will lose the item unless they continue with a \$100+ balance.

User Notification:

- Include a modal box or tooltip when the leprechaun first appears, informing the user: "Catch the leprechaun to claim your free gift!"
- Use a subtle animation (e.g., pulsing or glowing) to draw attention to the graphic.

4. Accessibility

- Ensure compliance with Shopify's accessibility guidelines.
- Add ARIA labels to the leprechaun button for screen readers: "Catch the leprechaun to claim a free gift!"
- Test motion settings for users who prefer reduced motion and provide a toggle to disable the animation if necessary.

5. Shopify Integration

- Embed custom JavaScript and Liquid logic directly into the theme to manage animation and cart logic.
- Use Shopify's Admin API to handle dynamic cart updates.
- Collaborate with the design and marketing teams to ensure seamless integration with the site's overall aesthetic.

6. User Notifications

- Notify users of the animation's purpose through:
 - o A tooltip or modal box when the leprechaun appears.
 - A success message once the user catches the leprechaun and the gift is added to the cart.
- Maintain simplicity to avoid overwhelming the user experience.

7. Testing

• Device and Browser Compatibility:

 Test the animation across multiple devices and browsers, ensuring responsiveness and performance.

• Performance Optimization:

 Use the company's CDN to minimize load times by caching assets like the leprechaun graphic and scripts.

Accessibility Tests:

 Ensure compatibility with screen readers, keyboard navigation, and motion sensitivity settings.

8. Tools and Resources

• Animation Tools:

- o CSS keyframes for lightweight animations.
- HTML <canvas> or Three.js for more complex interactions.

• Development Tools:

- Shopify Developer Tools and API documentation.
- Chrome DevTools for debugging and performance monitoring.

Accessibility Resources:

 Shopify Accessibility Documentation and tools like Lighthouse or accessWidget for compliance testing.

9. Deployment and Maintenance

- Use Shopify's theme editor or a custom app for deployment.
- Monitor performance metrics and user feedback to iterate and improve the feature.
- Plan a fallback behavior for browsers that don't support advanced animations.