

# Search Results Page — Master Design & Build Spec

The **Search Results Page** is the **functional core** of the BJJNearMe.org experience. It's where users filter and compare gyms based on their preferences and location. It must feel lightweight, mobile-first, and intuitive — delivering fast, relevant results with **clear actions** (e.g., WhatsApp, Instagram, Save).

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## 1. Product Intent & UX Strategy

### ✓ Purpose of the Search Page

- Serve as the **main directory browsing interface**
- Allow users to **filter gyms** based on pre-tagged criteria
- Enable users to **take action quickly** (contact, explore)
- Support **trust-building** via tags and visible community signals

### ✓ User Stories Supported

- “I want to find gyms that offer **kids classes** in Miraflores.”
- “I only train **no-gi** — let me filter out gi-only schools.”
- “I’m visiting next week — who has **open mat** sessions?”
- “I prefer a **women-friendly** gym. Is there one near me?”

## 2. Section-by-Section Breakdown

### A. Search Bar (Top)

#### Design Intent:

- Quick access to find gyms by **name** or **location** (district/neighborhood)
- Instant feedback via results — not full autocomplete (in MVP)

#### Components:

- Input field (placeholder: "Search gyms by name or location")
- Search icon or magnifying glass CTA

### Technical Recommendation:

- Search logic can be a **simple string match** on gym name + district fields
- Can reload results on "Enter" or CTA tap (no AJAX needed in MVP)

### Placeholder Strategy:

- Enable text input that returns sample results (even if nonfunctional at launch)
- Use seeded gyms with keywords like "Lima", "Miraflores", "Team X"

## B. Filter Panel or Tag Pills (Collapsible on Mobile)

### Design Intent:

- Empower users to **narrow results** based on interests, needs, or identities
- Reflect the **persona-first design** (Parents, Beginners, Travelers)

### Components:

- Horizontal scroll of filter pills (mobile)
- Optional collapsible sidebar (desktop/tablet)
- Filters (predefined):
  - Beginner Friendly
  - Women's Classes
  - Kids Classes
  - Has Open Mat
  - English Spoken
  - Gi / No-Gi

### Technical Recommendation:

- Use **GET parameters** (e.g., `?tag=kids&location=miraflores`)
- Tags pulled from structured CSV into ACF
- No tag input UI needed — just clickable filter logic

### Placeholder Strategy:

- Hardcode filter pills with no effect, or simulate filtered results using dummy gyms
- Use visual feedback for active states

## C. Results Grid (Gym Cards)

### Design Intent:

- Display relevant gyms in an easily scannable format

- Deliver **action-oriented summaries** (trust tags + contact options)

#### **Each Gym Card Includes:**

- Gym name
- District or neighborhood
- Star rating (pulled from CSV or calculated)
- Tags (Gi, No-Gi, Kids, etc.)
- WhatsApp + Instagram buttons
- Optional: Gym logo or thumbnail image

#### **Technical Recommendation:**

- Display cards using Elementor loop grid or shortcode
- Pull from CPT: **gyms** with filters applied via URL or taxonomy
- Responsive grid (1 column mobile, 2–3 tablet/desktop)

#### **Placeholder Strategy:**

- Populate 6–12 dummy gyms with varied tags and contact buttons
- Show a loading spinner or message when no results match filters

### **D. Sorting Dropdown (Optional for MVP)**

#### **Design Intent:**

- Useful if you later implement metrics like rating, trust score, or distance
- In MVP, this can be static or omitted

#### **Examples (Phase 2):**

- Sort by: Highest Rated, Most Reviewed, Nearby, New

#### **Technical Recommendation:**

- For now: defer sorting logic — start with default alphabetical or CSV order

#### **Placeholder Strategy:**

- Include the dropdown visually with disabled or dummy options

### **E. Sticky Footer Nav (Mobile)**

#### **Design Intent:**

- Allow users to navigate between [Home], [Search], [Contact], [Shop] easily while exploring results

#### Components:

- Icon buttons + labels
- Always visible at the bottom of screen

#### Technical Recommendation:

- Shared global element across templates  
Implement using Elementor or custom hook in theme layout


#### Placeholder Strategy:

- Include inactive icons (non-functional) for now — focus on visual design

### 3. Technical Data Flow

- Source: `places_lima_google_FINAL.csv` → WordPress CPT: `gyms`
- Filtering:
  - Based on boolean or categorical tags (via ACF fields or taxonomies)
  - Location = simple string match (not geolocation yet)
- Rendering:
  - Elementor loop grid (recommended for performance + layout control)
  - Manual query loop (if using custom theme dev)

### 4. Summary Table (Developer View)

Section	Type	Data Source	Placeholder Included?	Dynamic ?
Search Bar	Static + Search	Gym name + district	✓ Yes	✓ Yes
Filter Pills	Predefined	CSV/ACF tags	✓ Yes	✓ Yes
Gym Cards	Dynamic	CPT: gyms	✓ Yes (dummy gyms)	✓ Yes
Sorting Menu	Optional	Future logic	✓ Yes (UI only)	 Later

Sticky Nav	Global	Static	<input checked="" type="checkbox"/> Yes	<input checked="" type="checkbox"/> Yes
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## 5. ✨ Future Enhancements (Phase 2+)

- Search autocomplete (e.g., “Nova União Miraflores”)
- Location detection (find gyms near me)
- Sorting by rating, distance, or trust level
- “Save” feature (user favorites)
- Filter combinations (e.g., "Women + No-Gi + English")