

# Reels Page — Master Design & Build Spec

The **Reels Page** functions as a lightweight, mobile-first video feed that enables users to experience the **vibe of the sport and its gyms** before stepping on the mats. It helps gyms show personality, and allows users to explore by interest, not just location. This page plays a **critical role in building trust and community immersion** by showcasing gym culture through short-form video.

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## 1. Product Intent & UX Strategy

### Purpose of the Reels Page

- Help users explore the BJJ community visually and emotionally
- Support gyms that invest in content by surfacing them organically
- Provide context around specific experiences (open mats, kids classes, beginners)
- Enable future monetization via **sponsored reels**, **affiliate overlays**, or **featured placements**

### User Stories Supported

- “I want to see what a real class looks like before I drop in.”
- “Does this gym look welcoming to beginners?”
- “I’m choosing between two places — which one has the vibe I like?”
- “Are there any women-only sessions?”
- “What’s open mat culture like in Lima?”

## 2. Section-by-Section Breakdown

### A. Page Header / Hero (Optional)

#### Design Intent:

- Light orientation about what this page is
- Emphasize “community-first”, not brand-first

#### Components:

- Page title (e.g., “Explore Real Reels from Local Gyms”)
- Optional short subtitle (e.g., “No stock footage. Just honest snapshots from the mat.”)

#### Technical Recommendation:

- Static text in Elementor or Gutenberg block
- Keep height low to prioritize immediate content visibility

#### Placeholder Strategy:

- Use simple title and dummy line below



## B. Reels Feed (Video Grid or Scroll)

#### Design Intent:

- Immersive visual experience showcasing gym environment, teaching, and energy
- Mobile-first, fast to consume, and friendly to scroll

#### Components:

- Grid or scrollable list of video blocks
- Each block includes:
  - Embedded video (Instagram, TikTok, YouTube Shorts)
  - Optional caption (e.g., “Women’s No-Gi Class at Zenith”)
  - Optional tags (e.g., “Open Mat”, “Beginner”, “Kids”)
  - Optional CTA: “Visit Gym” (link to gym profile)

#### Technical Recommendation:

You have two viable architecture options:



#### Option A — CPT: **Reels**

- Each reel is a custom post with:
  - `gym_relation` (ACF relationship to gym)
  - `video_embed` (embed code or URL)
  - `tags` (optional taxonomy)
  - `caption` (text)
- Reels Page = CPT archive (`/reels`)
- Supports scaling, filters, and sponsorships later



#### Option B — ACF Repeater Field

- Reels managed as a list inside a global field (e.g., Options page or Homepage block)
- Each entry has:

- `embed`, `caption`, optional `gym_link`
- Easier for MVP, but limited for future filtering or search

### **Recommendation:**

Start with **CPT: Reels** — it gives flexibility for sponsorships, filters, and profile cross-linking later.

## **C. Filter Bar (Optional MVP+ or Placeholder Only)**

### **Design Intent:**

- Allow user to filter by tag (e.g., “Kids”, “Women”, “Gi”) or location

### **Components:**

- Horizontal tag pills (same tags as gyms)
- Optional dropdown: “Show Reels From → All Gyms / Districts”

### **Technical Recommendation:**

- If CPT is used: taxonomy filter (`tag`)
- For MVP: optional non-functional UI element (styled as coming soon)

### **Placeholder Strategy:**

- Visually display pills or dropdown with disabled state

## **D. Sponsored Reels (Optional for Future)**

### **Design Intent:**

- Allow brand partners or gyms to pay for visibility in reel feed

### **Components:**

- Reel marked as “Sponsored”
- CTA to affiliate link, product, or landing page

### **Technical Recommendation:**

- Add boolean field `is_sponsored` to Reels CPT
- Conditional rendering for banner overlay or badge

### **Placeholder Strategy:**

- Create one dummy reel with “Sponsored” badge overlay



### 3. Technical Data Flow

Field	Source	Data Type
video_embed	ACF / CPT: <b>reels</b>	embed code or URL
caption	ACF	text
tags	ACF / taxonomy	category
gym_profile_link	ACF relationship	CPT reference
sponsored flag	ACF boolean	true/false

#### Admin Interface:

- Simple backend UI where you or an editor can:
  - Add new reel
  - Paste embed code
  - Select gym (optional)
  - Mark as sponsored (optional)

### 4. Summary Table (Developer View)

Section	Type	Source	Placeholder Included?	Dynamic ?
Header	Static	Text	✓ Yes	✓ Yes
Reels Feed	Dynamic	CPT: <b>reels</b>	✓ Yes (3–6 dummy)	✓ Yes
Filter Bar	Optional MVP+	Tags/taxonomy	✓ Yes (UI only)	 Later
Sponsored Badge	Optional MVP+	ACF: boolean	✓ Yes (mock only)	 Later

### 5. Future Enhancements (Phase 2+)

- Tag filters (e.g., “Only Women’s Classes”)
- Location filters (e.g., “Reels from Surco”)
- Engagement metrics (views, shares)
- Reel of the week / Staff pick
- Reels embedded in homepage sidebar or newsletter