

GYMBOREE

ANNOTATED WIREFRAMES / SPRINT 1 + 2

Version 3.0

February 1, 2017

ASSUMPTIONS

Devs will look at PSDs to see width of each module to determine if grid width or full width. Reference grid layer on PSD

All Carousels on mobile are "swipable"

All items defined as having variable height on desktop are variable height on mobile

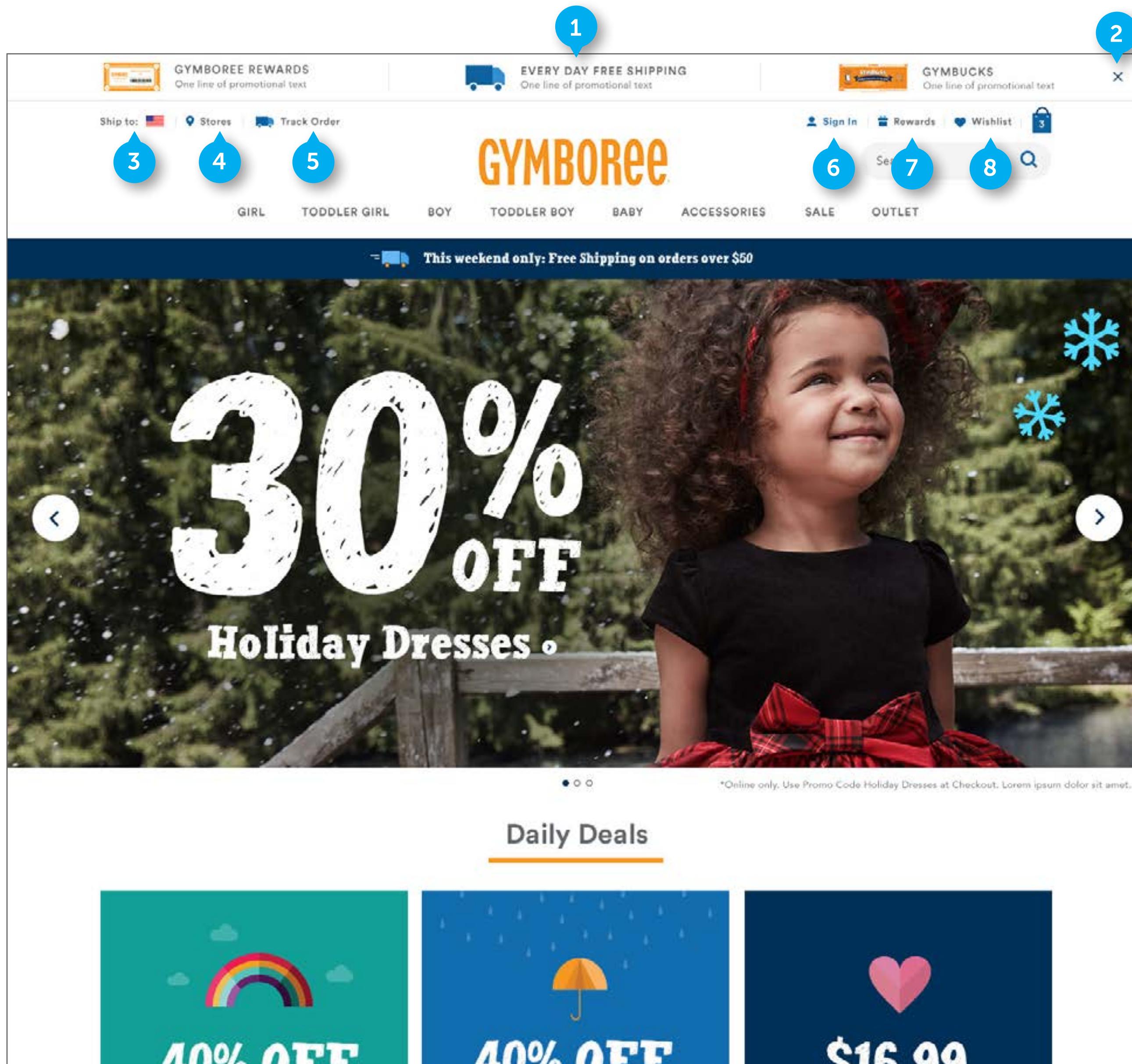
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HOMEPAGE - DESKTOP

HOMEPAGE

NOTES



MAIN NAVIGATION

1. PROMO AREA

Element is custom. Shipping promotion area is text and image based. The text is HTML. The Promo area is comprised of three promotion slots that are managed by the client, and they can choose what sort of promotions they want to live here. The promo area is only located above the navigation bar. The area can be hidden completely if there are no promos the business wants to display.

- On click Gymboree Rewards and Gymbucks, link to corresponding promotion page
- On click Shipping Promotion, open modal that contains description text

2. CLOSE PROMO

Area contains an image of an x. It will only display if there are promos being displayed. It is located to the right of the promo area. Once the "x" is clicked, the promos will not display again until a new session is started by the user.

- On click, hide promo area. Page content, including navigation, will shift up

3. COUNTRY SELECTOR

Element is standard DWRE. Area contains HTML text and an image. It will display on all pages as part of the utility nav. It will display on the far left hand side of the utility nav.

- On click, display country dropdown. See ([PAGE 21](#))

4. STORES

Element is custom. Area contains HTML text and an image. It will display on all pages as part of the utility nav. It will display to the right of SHIP TO.

- On click, go to "Stores" page

5. TRACK ORDER

Element is custom. Area contains HTML text and an image. It will display on all pages as part of the utility nav. It will display to the right of STORES.

- On click, navigate user to track order page

6. SIGN IN

Element interaction is custom. Area contains HTML text and an image. It will display on all pages as part of the utility nav. It will display above and to the left of the SEARCH BAR.

- On click, navigate user to Sign In page

7. REWARDS

Element is custom. Area contains HTML text and an image. It will display on all pages as part of the utility nav. It will display to the right of SIGN IN.

- On click, open dropdown displaying their rewards. See ([PAGE 18](#))

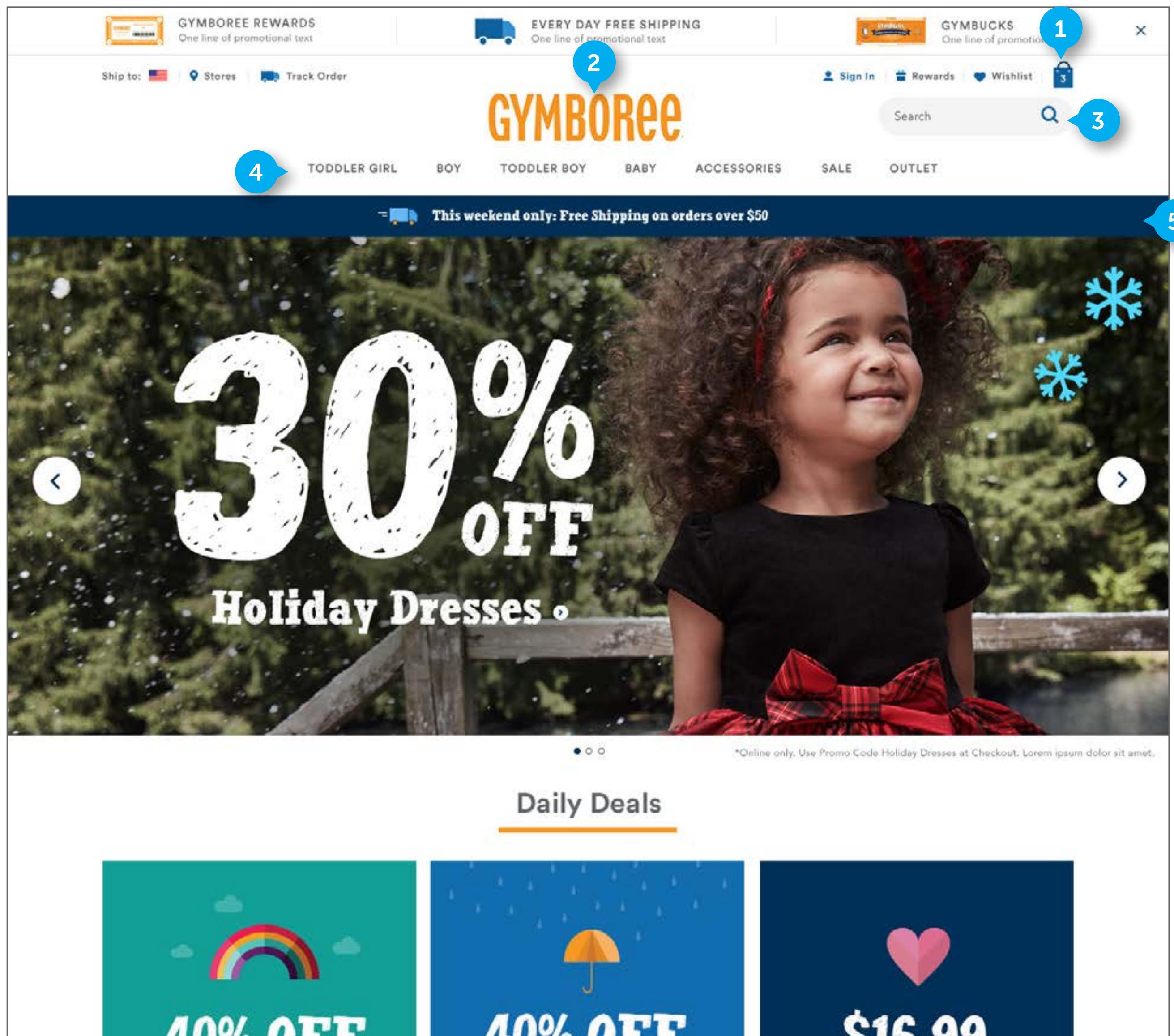
8. WISHLIST

Element is custom. Area contains HTML text and an image. It will display on all pages as part of the utility nav. It will display to the right of REWARDS.

- On click, navigate user to their WISHLIST page.

HOMEPAGE

NOTES



MAIN NAVIGATION

1. MINICART

Element is DWRE standard. Element is comprised of HTML text and an image. It will always display to the right of wishlist. Reference homepage prototype for minicart flyout animation.

- On click, show minicart. See ([PAGE 20](#))
- Number displaying on bag changes as user adds and removes products from bag

2. LOGO

Element is DWRE standard. Image is centered on page.

- On click, go to homepage

3. SEARCH

Element is DWRE standard.

- On entering text, display SEARCH FLYOUT. See ([PAGE 19](#))

4. CATEGORY LINKS

Element is DWRE standard. Business will determine what category links will display. The maximum number of links that can display is 10. Links are centered on the page

- On hover, display designated category dropdown. See ([PAGE 22](#))
- On click, navigate to designated category

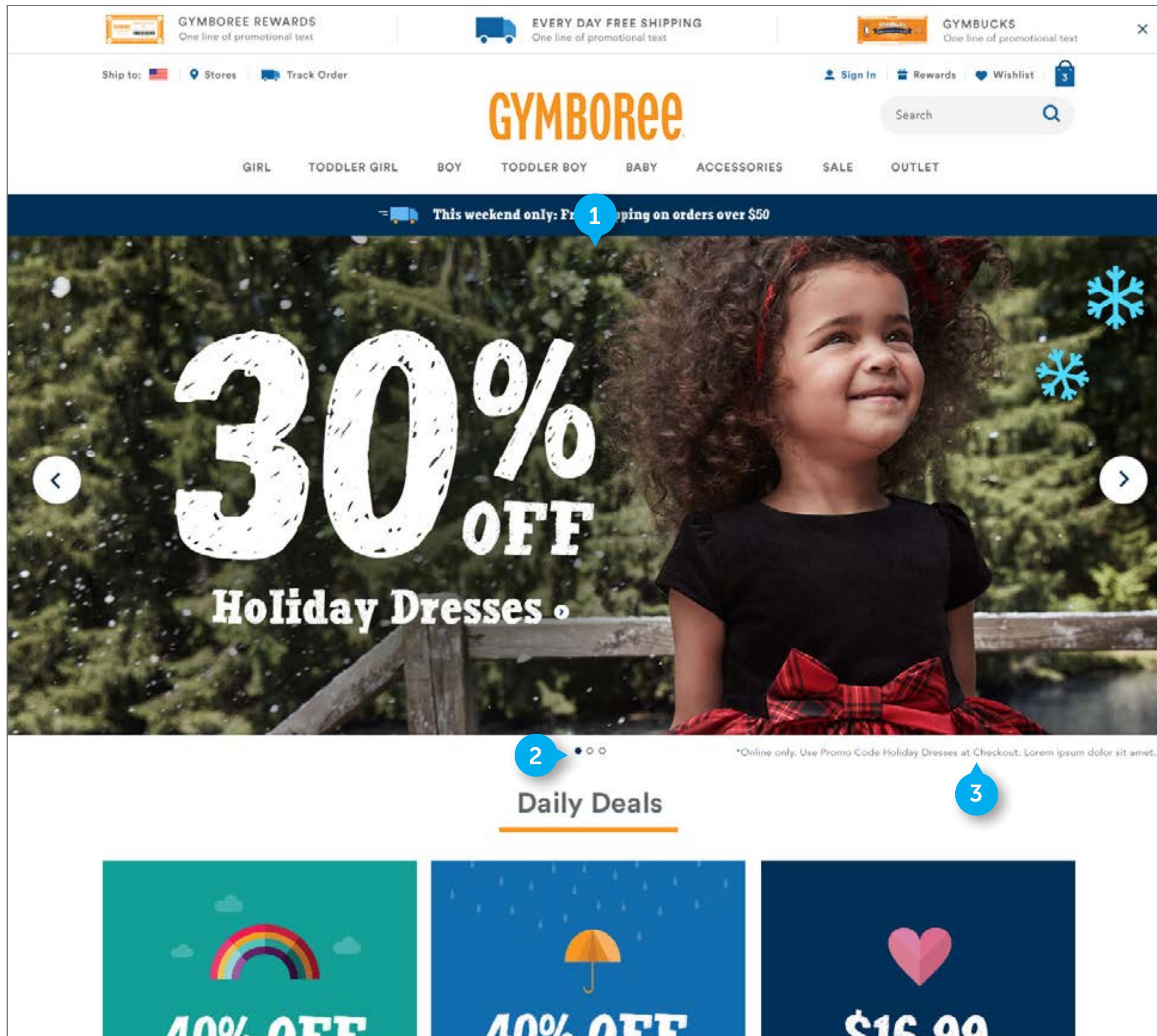
5. PROMO BAR

Element is custom. Business will determine what promotions display here. The bar can display a maximum of two rotating promotions. Only one promotion will display at a time. Promotions will display for 5 seconds before changing to the next promotion. Reference homepage prototype for animation. Developers to determine if Amplienece will handle promo bar. This element is an asset slot.

- On click, navigate to page or open modal on the currently open page. Business to determine whether to use a modal or navigate to new page

HOMEPAGE

NOTES



HOME PAGE CONTENT

1. HERO

Element is custom. There will be two options for heroes - HTML based heroes and Image asset heroes. Refer to the homepage Hero Cutsheet for treatments of both hero types. Business will determine which hero type to use. Images are configurable. Hero area is timed - automatically change to the next hero after 10 seconds. The hero will slide-animate in from the right hand side automatically after this set time. Slot is full width and it will always be full width in the window. It will always expand to fit the width of the window - there is no expansion or pixel limit. Handled by Amplience. If desired, element can be gender specific based on the logged in users settings/browse behavior. Image height is variable.

- On hover display arrows on either side of hero. Users can click these arrows to switch to the next hero image
- On click, navigate user to designated category or subcategory page

2. BREADCRUMB

Element is standard DWRE. It will display below the hero on centered on the page.

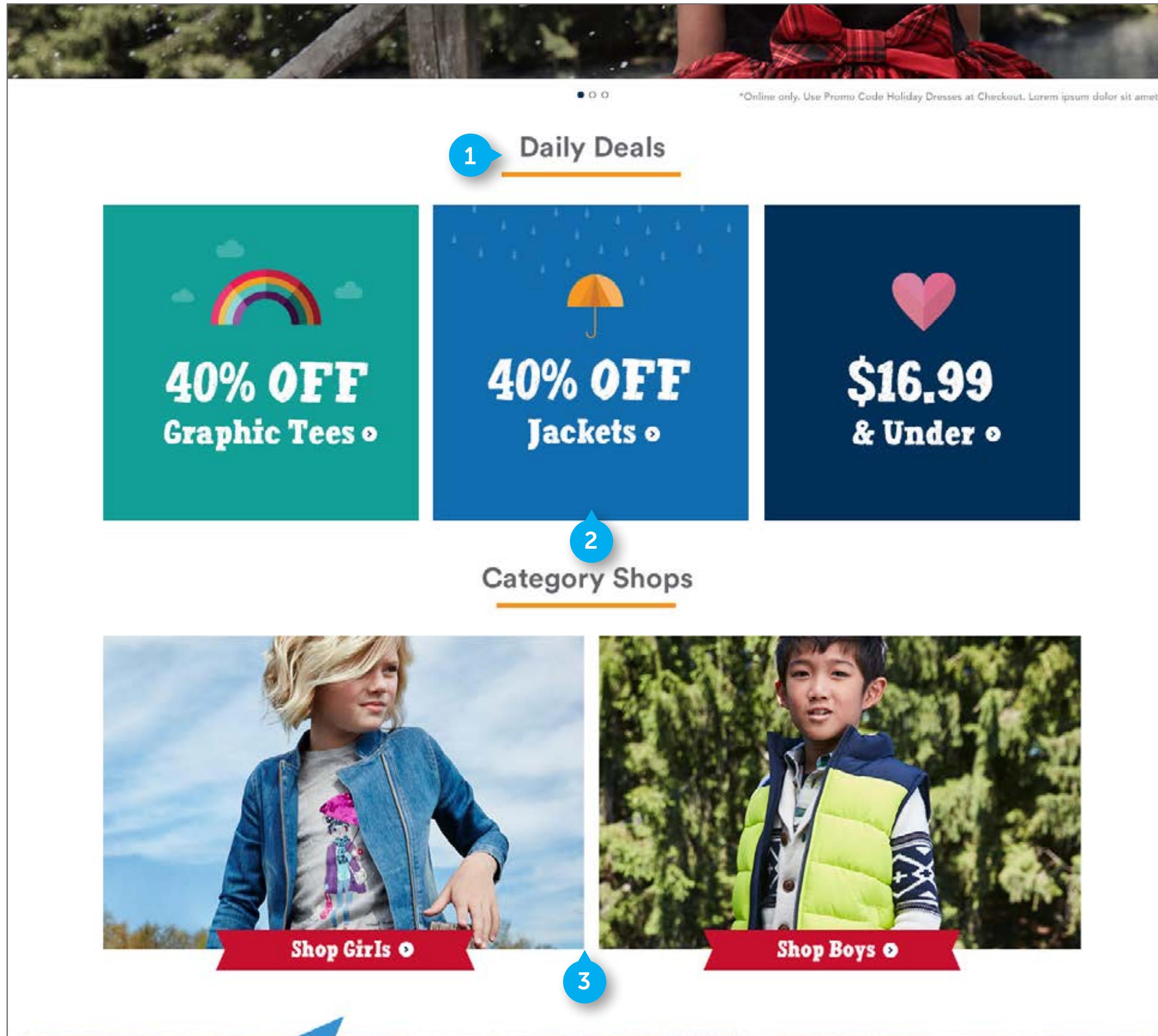
- On click a specific breadcrumb dot, animate the hero to the designated image.

3. EXCLUSION COPY

Element is custom. It will display below the hero aligned to the right side of the image. Business will enter relevant copy pertaining to the image being displayed above. Exclusion copy will change based on the image displayed above. It is not clickable. If no content specified, do not display anything here.

Homepage

Notes



Home Page Content

1. Header Copy

Element is custom. It will display above the DAILY DEALS promotions. It is not clickable. It will not display if there are no DAILY DEALS to display. Text is configurable.

2. Daily Deals Area

Element is custom. It will display below the hero on centered on the page. This area is flexible. It can be populated with 2 or 3 promotions, as shown in cutsheet. These images can be flexible in height. These promotions can have baked in text. The promotions are managed by the business and the images are configurable. There is a space beneath each of the images for HTML text that can either live within a red ribbon or plain background. Refer to cutsheet for visual designs. Will not display if there are no DAILY DEALS as determined by business owner. Promotion images can have gif animations. Slot could also be adapted to display video content Reference homepage prototype for example animation.

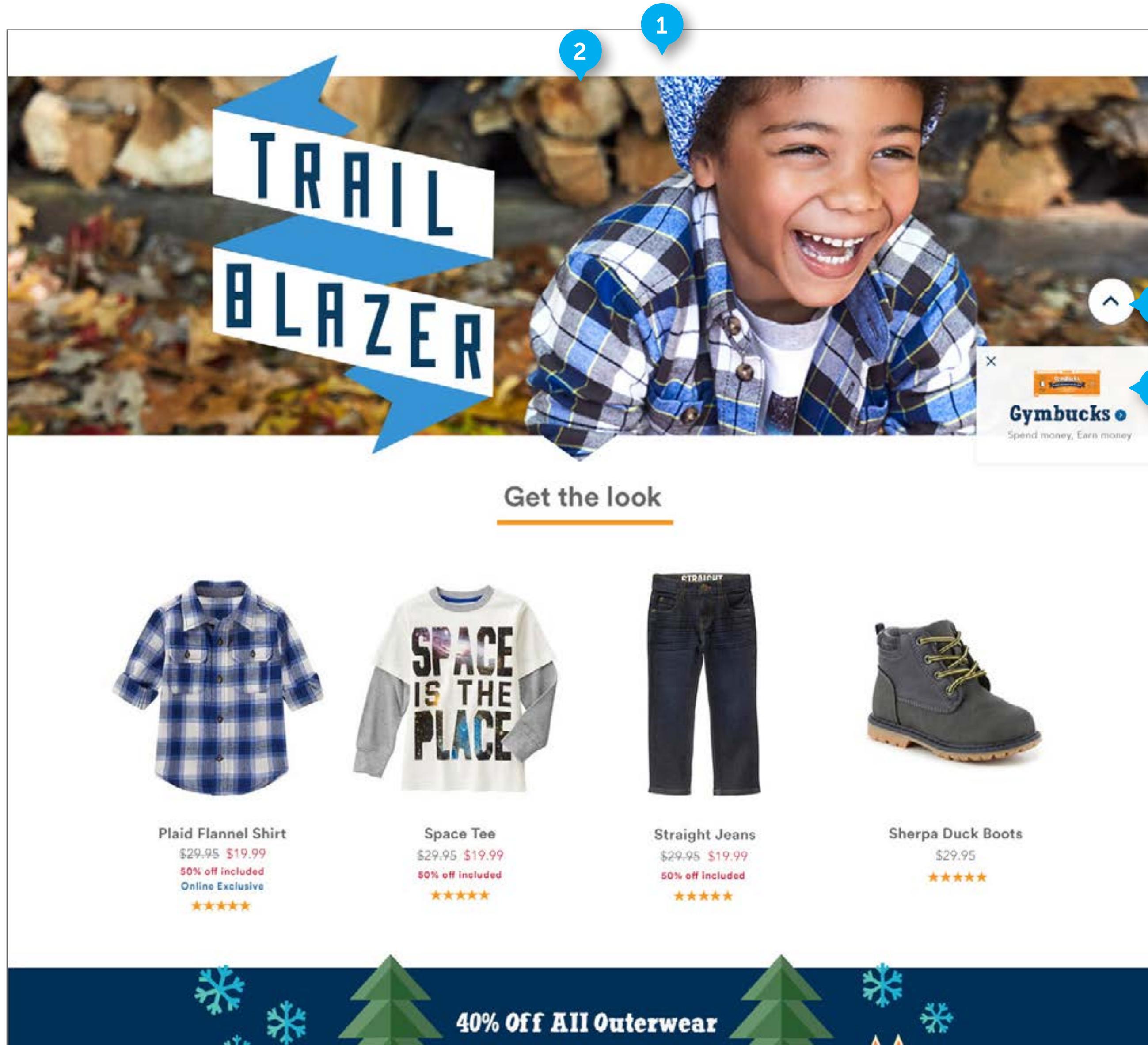
- On click a promotion box, navigate to their dedicated Subcategory page.

3. Category Shops

Element is custom. It is populated with 2 or 3 promotions, as shown in cutsheet. These are managed by the business. Images are configurable. There is a space beneath each of the images for HTML text that can either live within a red ribbon or plain background. Refer to cutsheet for visual designs. Will not display if there are no designated content. Slot could also be adapted to display video content. On click an image or text below image, navigate to their dedicated page. Image height is variable. Gymboree will adjust modules as needed.

HOMEPAGE

NOTES



HOME PAGE CONTENT

1. LOOK SECTION

If desired, element can be gender specific based on the logged in users settings/browse behavior.

2. LOOK IMAGE

Element is custom. It is comprised of an image, with baked in imagery content. Will not display if there is no designated outfit to display. Slot is full width and it will always be full width in the window. It will always expand to fit the width of the window - there is no expansion or pixel limit. Business determines what image displays here. Image height is variable.

- On click navigate user to outfit page.

3. BACK TO TOP

Element is custom. It is a sticky element, and it displays above the GYMBUCKS BOX in the lower right hand side of the viewport. It will display on all pages. It will appear once the user has scrolled down 400 pixels from the top. If a user is scrolled less than 400 pixels from the top, hide the button. Reference homepage prototype for example animation.

- On click scroll-animate the user up the page to the top.

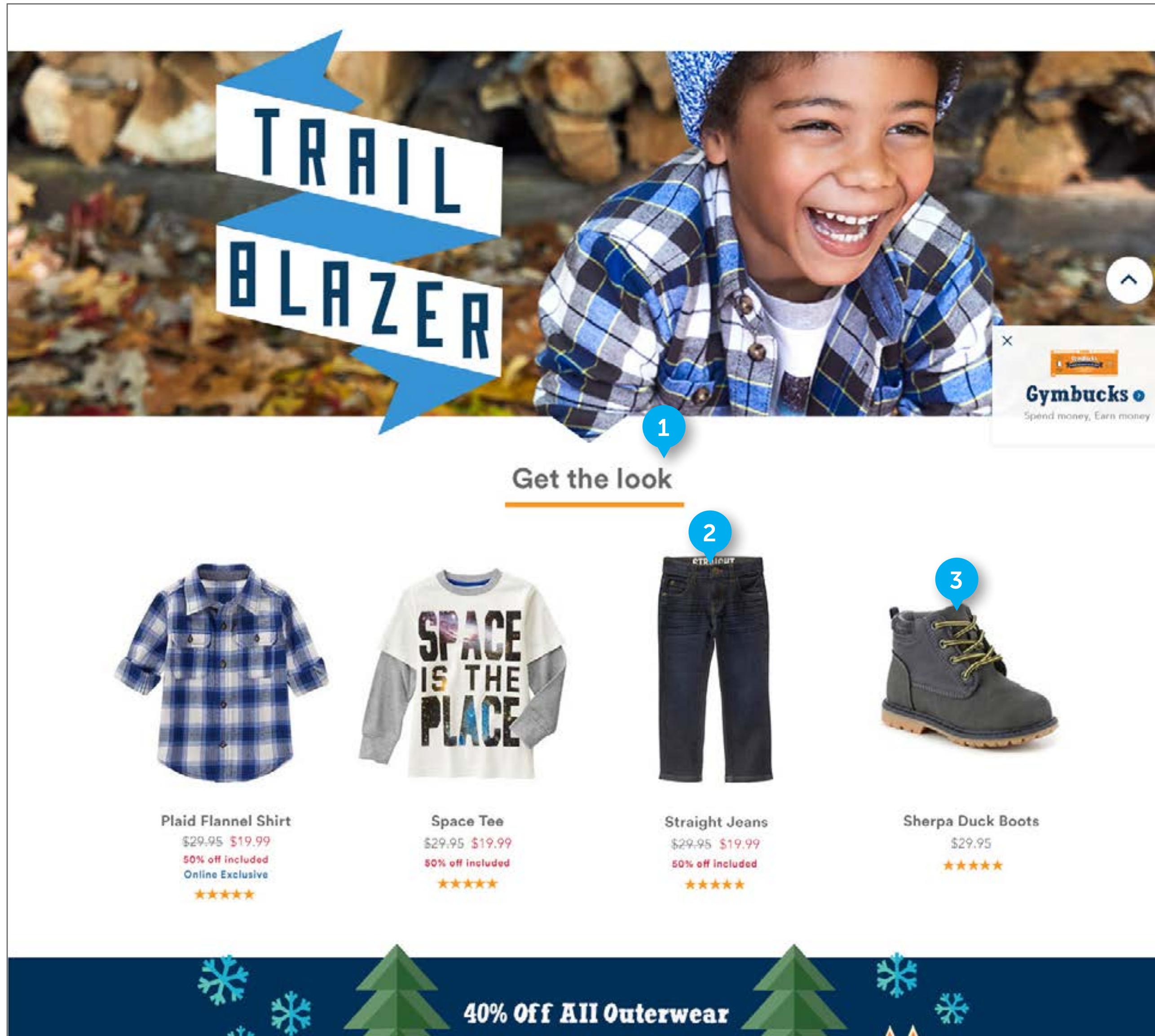
4. GYMBUCKS BOX

Element is custom. It is a "sticky" element that will always display in the lower right hand side of the viewport. It will display on the HOMEPAGE, CATEGORY PAGE, and SUBCATEGORY PAGES. It will appear once the user has scrolled down 400 pixels from the top. If a user is scrolled less than 400 pixels from the top, hide the element. Reference homepage prototype for example animation. The box content itself is configurable. It can display other content, such as a sale promotion. Displaying promo slot is optional, it does not have to display.

- On click (non-“x” area), navigate user to GYMBUCKS page.
- On click “x”, hide the GYMBUCKS BOX. It will not appear again until the user starts a new session on the site.

HOMEPAGE

NOTES



HOME PAGE CONTENT

1. GET THE LOOK SECTION

Area is custom. It is comprised of product tiles. Will not display if there is no designated outfit to display. The product tiles are populated with 4 items from the designated look/outfit. They are manually managed. This section has the option to display on its own, without the LOOK IMAGE above it. The "Get the Look" text is configurable.

2. HOMEPAGE PRODUCT TILE

Element is DWRE standard. On homepage, the product tile does not contain the QUICK LOOK link underneath the product image. See ([PAGE 36](#)) for documentation on the product tiles.

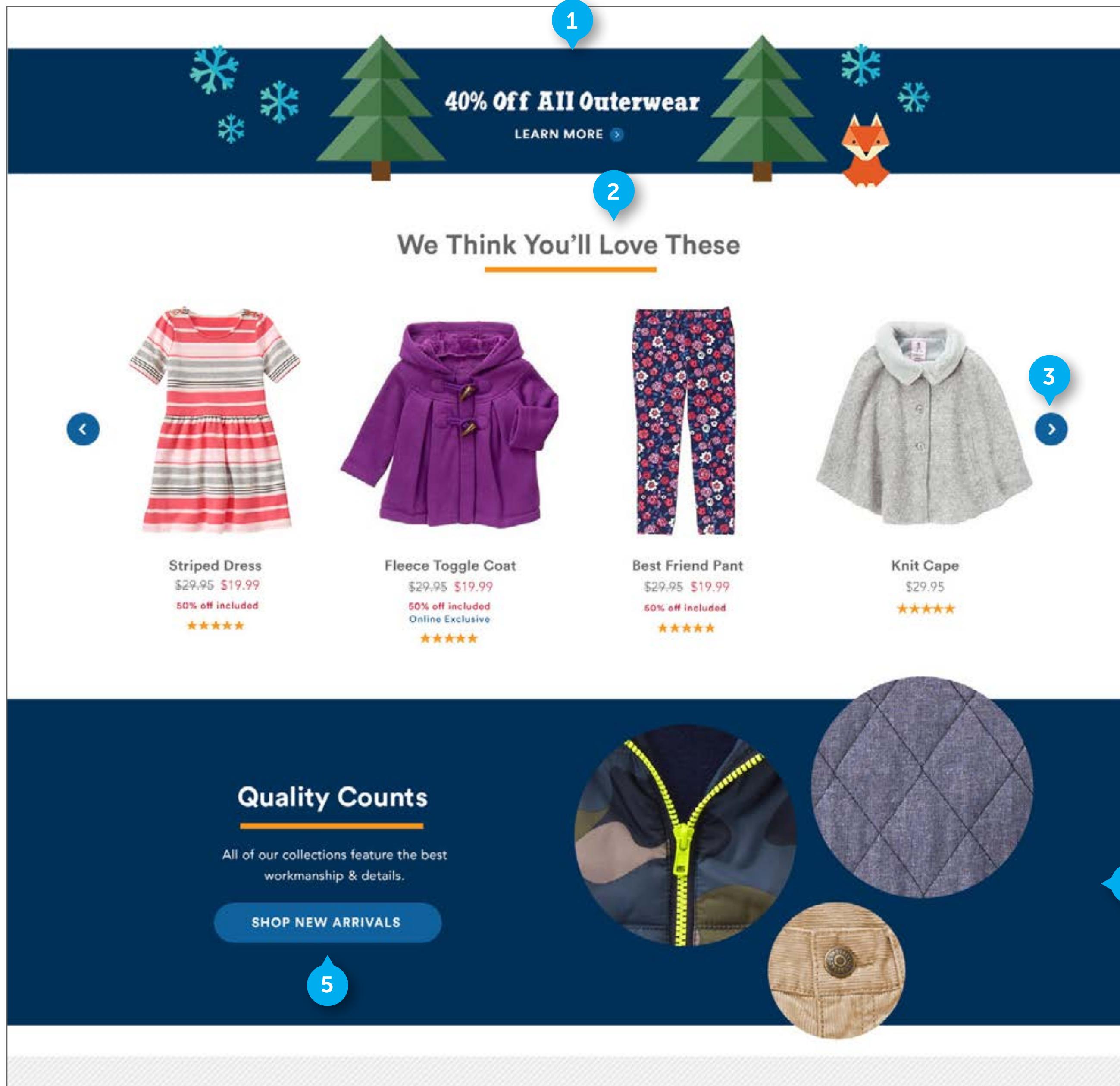
- On click navigate user to PDP.

3. ANIMATED HOMEPAGE PRODUCT TILE GIF

Element is custom. On specified product tiles, the image used is a gif, and animates between two different views of the product. This is optional. Alternatively, instead of a gif, the alternative view can display on hover

Homepage

Notes



Home Page Content

1. PROMO BANNER

Element is custom. It contains an image with baked in text. Business will determine what promotion displays here. The image is configurable. The whole area of the banner is clickable. Displaying this module is optional. The promotion banner can have a variable height. Slot is full width and it will always be full width in the window. It will always expand to fit the width of the window - there is no expansion or pixel limit.

- On click, navigate user to designated page.

2. WE THINK YOU'LL LOVE THESE SECTION

Element is custom. This is a Predictive Intelligence module. It displays 4 products at a time with 16 products total living in this carousel. The "Just For You" text is configurable. Displaying this module is optional. Product tiles populated by predictive intelligence.

- On click navigate user to PDP.

3. CAROUSEL

Only 4 products display at a time, with a total of 16 products living in the carousel. Component is text, icon, and image based. On click right arrow, take user to next set of 4 products in the carousel sequence. On click left arrow, take user to previous set of images in carousel sequence. If the user is viewing the first set of 4 images, there will be no left-facing arrow. When the last image is being displayed, do not display the right arrow.

4. MADE FOR "DO IT AGAIN" SECTION

Element is custom. It contains HTML text and images. The images will either be dynamic or baked in, depending on recommendation from development partner. The module will have a blue background as displayed. The HTML text is configurable. Displaying this module is optional. Slot is full width and it will always be full width in the window. It will always expand to fit the width of the window - there is no expansion or pixel limit. Will not display if there is no designated content. Image height is variable.

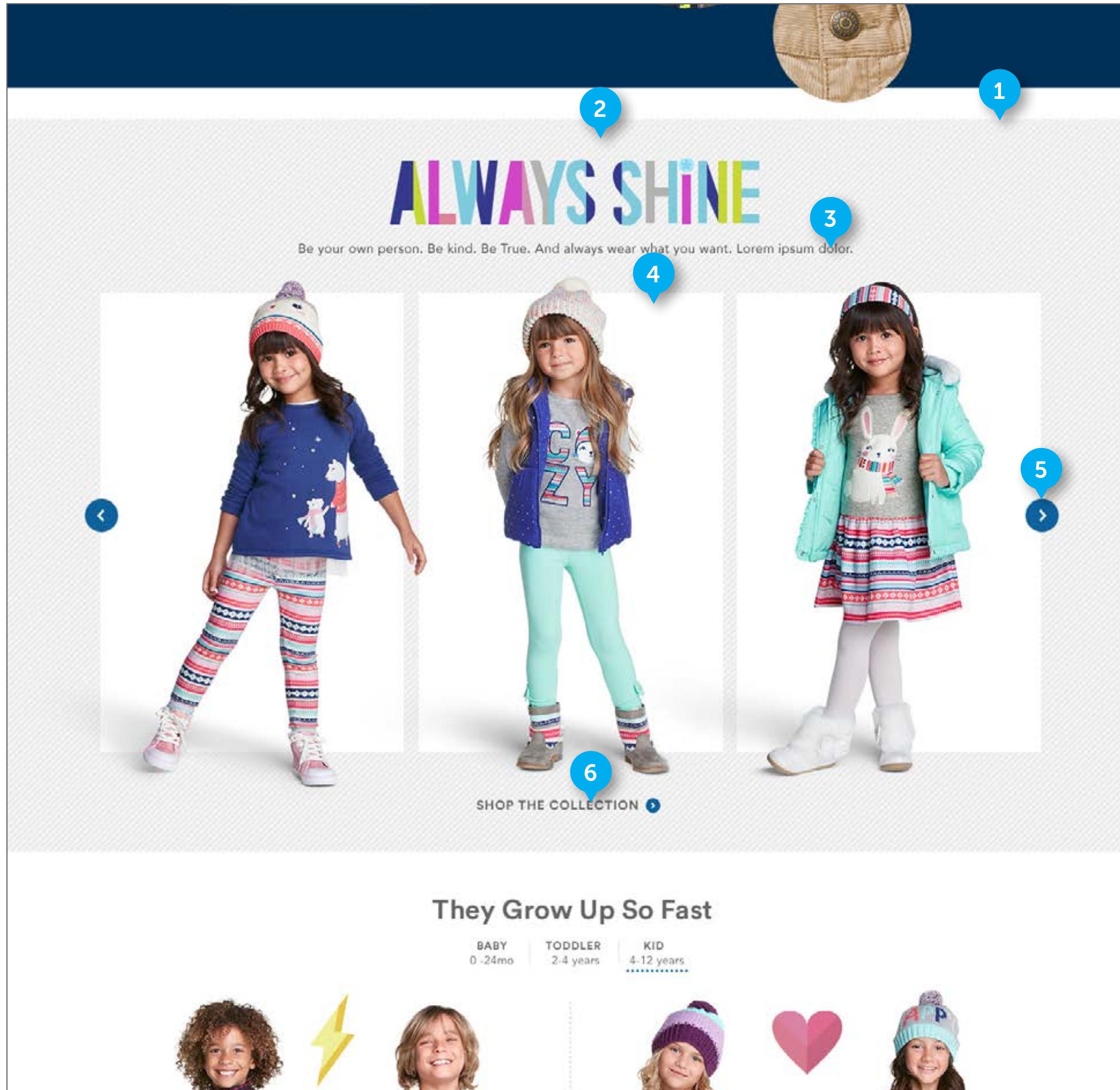
5. CTA

Element is DWRE standard. It contains HTML text.

- On click, navigate to "Shop New Arrivals" page.

Homepage

Notes



Home Page Content

1. Collection Module

Element is custom. It contains fashion strip images, text, and other imagery. It has a textured background as displayed in the design. Background is full width and it will always be full width in the window. It will always expand to fit the width of the window - there is no expansion or pixel limit. If desired, element can be gender specific based on the logged in users settings/browse behavior. Will not display if there is no designated content. Image height is variable.

2. Header

Element is custom and image based. It will contain an asset created by the design team to reflect the collection below.

- On click, navigate to Collection page.

3. Description Copy

Standard DWRE. Text is configurable.

4. Images

Elements are custom. Only 3 will be visible at one time. Images will be pulled from the designated collection. Development partner will determine way to build the images as displayed in the design (Figures overlapping white box onto textured background with shadows).

- On click, navigate to outfit PDP.

5. Carousel

Only 3 products display at a time. Clicking the arrows will display the next or previous 3 products. On click right arrow, take user to next set of 3 products in the carousel sequence. On click left arrow, take user to previous set of images in carousel sequence. If the user is viewing the first set of 3 images, there will be no left-facing arrow. When the last set of images is being displayed, do not display the right arrow. By default, display the first set of images, with no left facing arrow. Business will determine how many products will display in this section. Do not leave any empty slots in carousel.

- On click, navigate to "Shop New Arrivals" page.

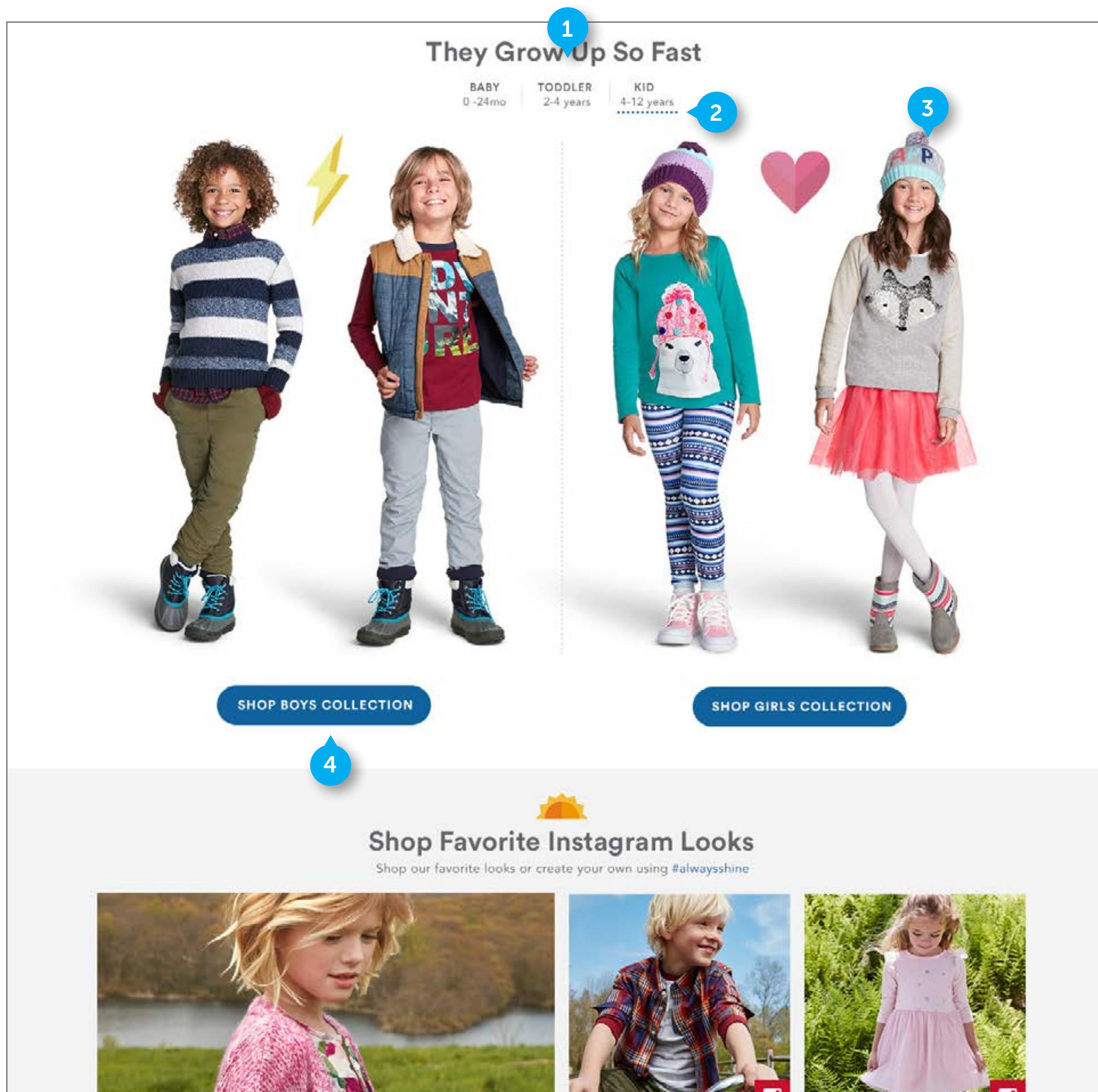
6. CTA

Element is DWRE standard. It contains HTML text.

- On click, navigate to "Shop The Collection" page.

Homepage

NOTES



HOME PAGE CONTENT

1. THEY GROW UP SO FAST MODULE

Element is custom. Displaying this module is optional. It contains HTML text and images. The HTML text is configurable

2. TABS

Tabs are comprised of HTML text and are clickable. Only one tab can be selected at a time. HTML text is configurable. Clicking on an inactive tab will change that tab to the active state, and display the corresponding imagery below. The text on the CTAs will also change to the proper copy ("Shop Boys", "Shop Toddler Boys", "Shop Baby Boy" based on the tab that is selected).

3. IMAGES

Images (and Icons) are either dynamic or are completely baked content (including icons), based on the recommendation from the development partner. Icons could be baked into images or they can be their own slot.

4. CTA

Element is clickable and contains HTML text. The text on the CTA changes based on which tab is selected.

- On click, navigate to proper collection.

HOMEPAGE

NOTES

The screenshot shows the Gymboree homepage with various interactive elements numbered 1 through 6:

- 1. SOCIAL MODULE:** A large blue button labeled "SHOP BOYS COLLECTION" and "SHOP GIRLS COLLECTION".
- 2. GIF:** A large blue button labeled "Shop Favorite Instagram Looks".
- 3. HEADER:** Text "Shop our favorite looks or create your own using #alwaysshine".
- 4. IMAGES:** A grid of five images showing children in various outfits.
- 5. CTA:** A blue button labeled "SHOW MORE".
- 6. SEO STRIP:** Placeholder text: "Placeholder for SEO strip of text goes here. Lorem ipsum dolor sit amet. Consectetur ambulare vincit amet dolor ambulare vincit sit amet links can be included navio in aquam dolor sit amet exegi monumentum sync dolor vincit amieor sjksdf".

Below the main content are several promotional sections:

- GYMBOREE REWARDS:** Earn points when you shop.
- GYMBUCKS:** Spend money, earn money.
- REFER A FRIEND:** Tell a friend, get benefits.
- GYMBOREE VISA:** Sign Up and start saving.
- GIFT CARDS:** Give the gift of Gymboree.

At the bottom, there are links for "Stores" (with a location pin icon), "Follow us" (Facebook, Snapchat, Pinterest, Instagram icons), a "Get 30% Off Today!" button, an "Enter Email Address" input field, and a "SIGN UP!" button.

HOME PAGE CONTENT

1. SOCIAL MODULE

Element is custom. Displaying this module is optional. It contains HTML text and images and animated gifs. The HTML text for the hashtag is configurable. Background is full width and it will always be full width in the window. The background will always expand to fit the width of the window - there is no expansion or pixel limit.

2. GIF

Element is custom. The gif will animate between 2 frames. Element is not clickable.

3. HEADER

Element is custom. It contains 2 line of text. Text is configurable by client. The second line will contain a hashtag that is configurable by client. The hashtag will be displayed to make it stand out from other text on that line.

4. IMAGES

Images are sourced from Instagram based on the hashtag. The images are laid out so that one image takes up 4 image slots as a featured image, with 4 additional smaller images. Images are clickable, and will open a shoppable modal like on current site.

5. CTA

Element is clickable and contains HTML text. .

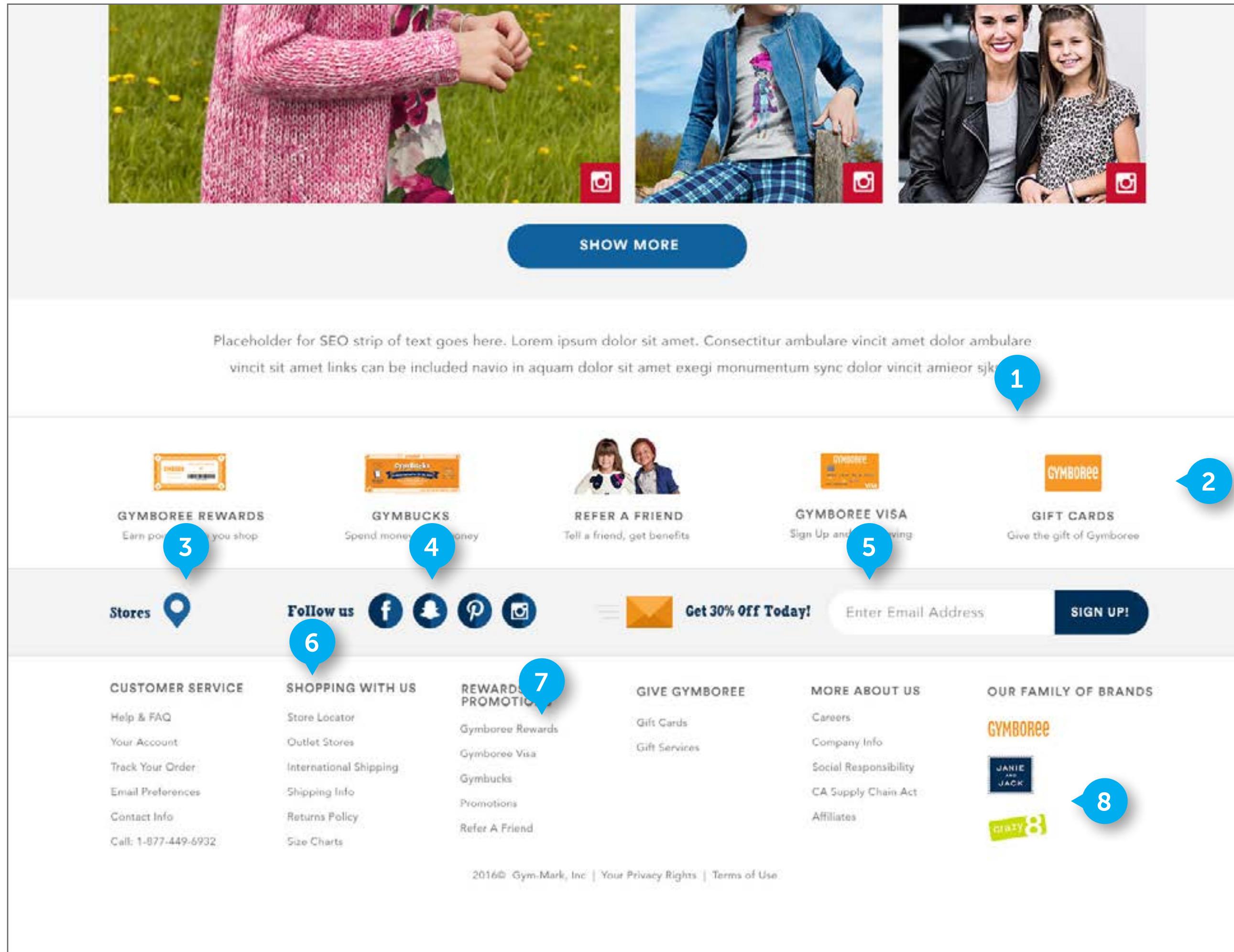
- On click, extend the gray background down, and push the footer down. Populate that area with an additional 2 by 4 grid of images. The show more Button will still show underneath this new set of images. A user can add a total of 20 rows of images by hitting "show more". After 20 additional rows, the CTA will display message "Visit our Instagram"

6. SEO STRIP

Copy is configurable by client and not clickable. Display is optional.

Homepage

Notes



Footer

1. Persistent Footer

Footer is persistent across site.

2. Promoted Content

Row of elements is custom. Each element contains an image and HTML text. The area of the image and text below it are clickable. Business can manage what promoted content displays here.

- On click, navigate user to designated content page

3. Stores

Element contains HTML text and an icon.

- On click, navigate user to FIND A STORE page

4. Social

DWRE standard. Section should be centered between STORES and EMAIL SIGN UP

5. Email Sign Up

DWRE standard. It will also include the icon and HTML text to the left of the email address form field. "Get 30% off today" text as displayed is HTML and flexible

6. Column Headers

"Customer Service", "Shopping with us", "Rewards & Promotions", "Give Gymboree", "More About Us", "Our family of brands" text is not clickable.

7. Column Links

Text links are clickable. Business will manage what links display in these sections.

8. Logos

The Gymboree, Janie and Jack, and Crazy 8 logos will display here. Business to manage the assets. On click one of the logos, take the user to that designated brand site.

NAVIGATION - DESKTOP

NAVIGATION

NOTES



NAVIGATION

1. SHOPPING CENTER NAME

Hovering off this flyout will close the flyout

2. STORE DETAILS

Element contains HTML text. The text contains the store address, phone number, distance to store, Map/driving directions link, store hours, and Change Preferred store link. Content is dynamically populated based on the store information entered by business. The distance text is based on the users zipcode. Change Preferred Store functionality is PHASE 2.

- On click, "Map and driving directions" navigate user to "driving directions" page, with the designated store entered as the arrival address.
- On click "Change preferred store" navigate user to "STORES" page

3. LOGGED IN NAME

When a user is logged in, display "Hi, <User First Name>".

- On click, open the account flyout as displayed

4. ACCOUNT LINKS

The account links will display in the open account flyout. They are managed by the business. They are comprised of HTML text. Hovering off this flyout will close the flyout

- On click a link, take user to that account page

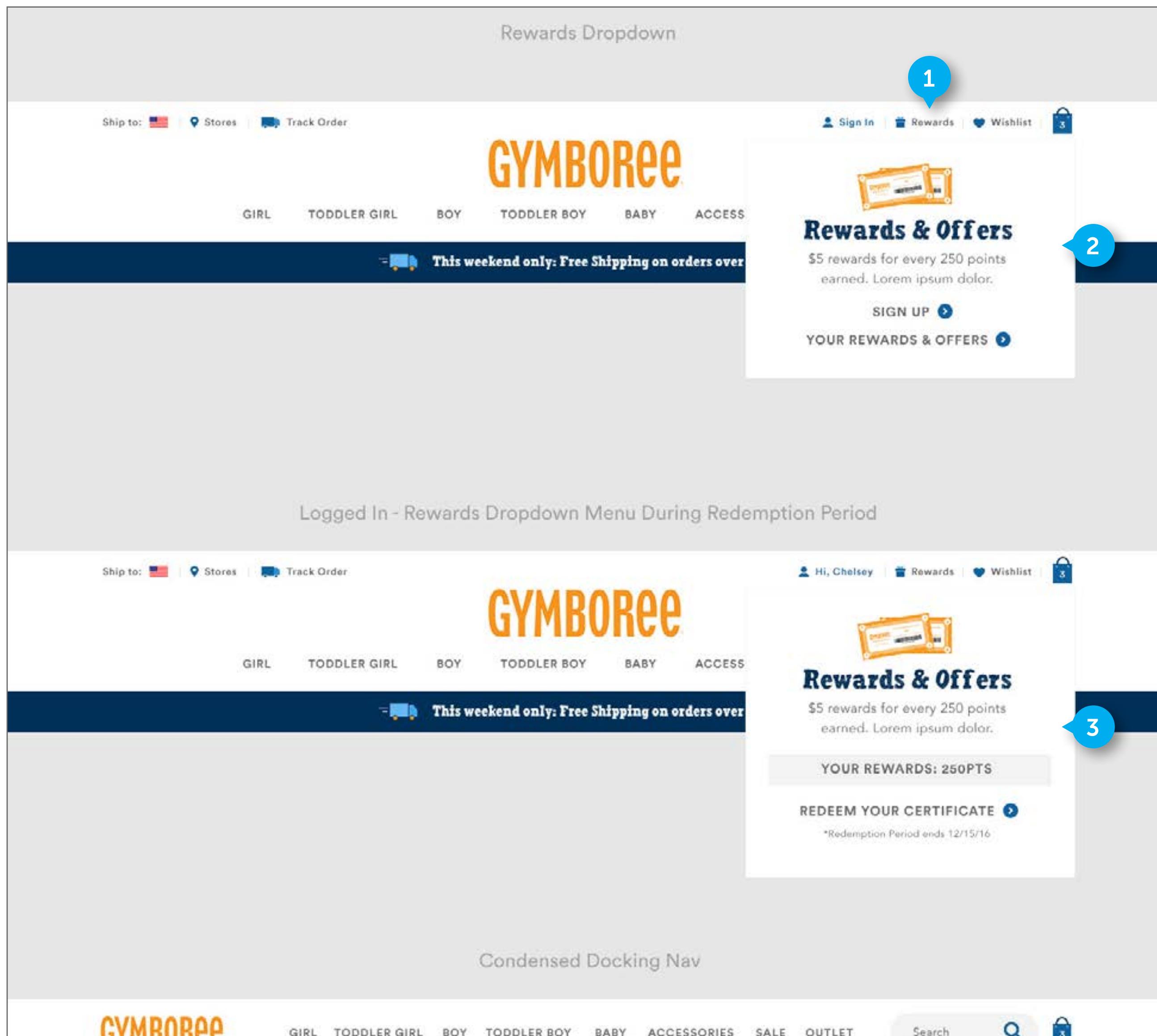
5. PROMO SPOT

The account flyout will contain a promotion spot. It is comprised of an image and HTML text. It is clickable. The business can manage what promotion displays in this area.

- On click a link, take user to that promotion page

NAVIGATION

NOTES



NAVIGATION

1. REWARDS

Element is comprised of HTML text and an image. On click, open REWARDS AND OFFERS FLYOUT. If the flyout is open, clicking on REWARDS will close the flyout

2. REWARDS & OFFERS FLYOUT

Element is comprised of HTML text and images. The state displayed here is when the current date is not within a redemption period date range. The flyout contains an image, header text, description text, and two links. The images, text, and link text are defined by the business. The text within the flyout is configurable, and the text can be changed depending on the program. Hovering off this flyout will close the flyout. On click "Sign Up", navigate user to the "Enroll" page, contained within the "Gymboree Rewards" content page.

- On click "Your Rewards & Offers", navigate user to the "Gymboree Rewards" content page.

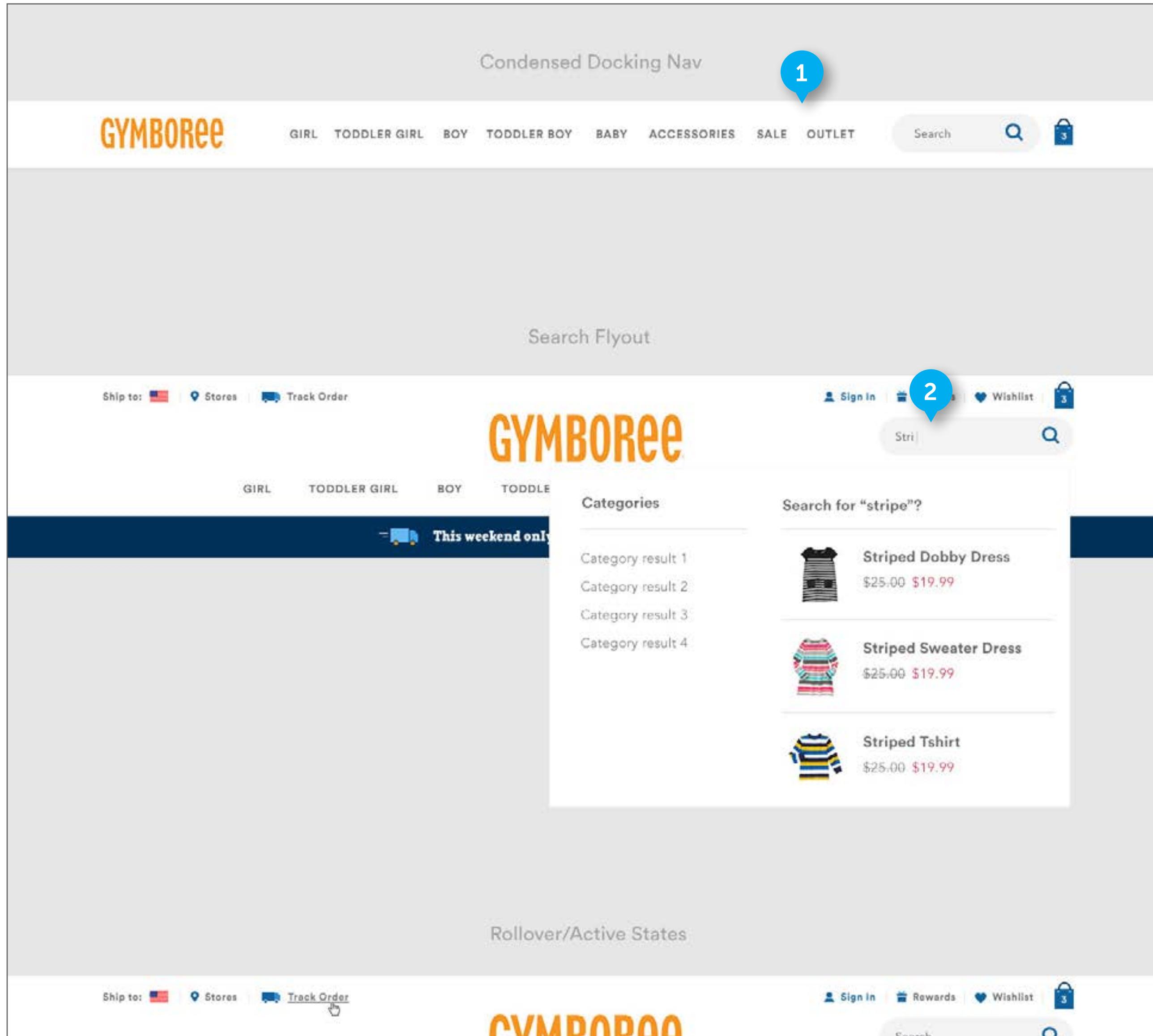
3. REWARDS & OFFERS FLYOUT - REDEMPTION PERIOD ACTIVE

Element is comprised of HTML text and images. The state displayed here is when the current date is within the redemption period date range. The flyout contains an image, header text, description text, dynamic text, a link, and exclusion copy. The images, text, and link text are configured by the business. The YOUR REWARDS text is dynamic, and populated by the number of points the user has. The points will display as "YOUR REWARDS: <#> PTS". The exclusion copy is also dynamic, as the date will update to reflect the end of the redemption period.

- On click "Redeem Your Certificate", navigate user to the "Gymboree Rewards" content page.
- If the user does not have enough points (less than 250), the "Redeem Your Certificate" link will read "My Rewards". On click, navigate user to the "My Rewards" page

NAVIGATION

NOTES



NAVIGATION

1. CONDENSED DOCKING NAV

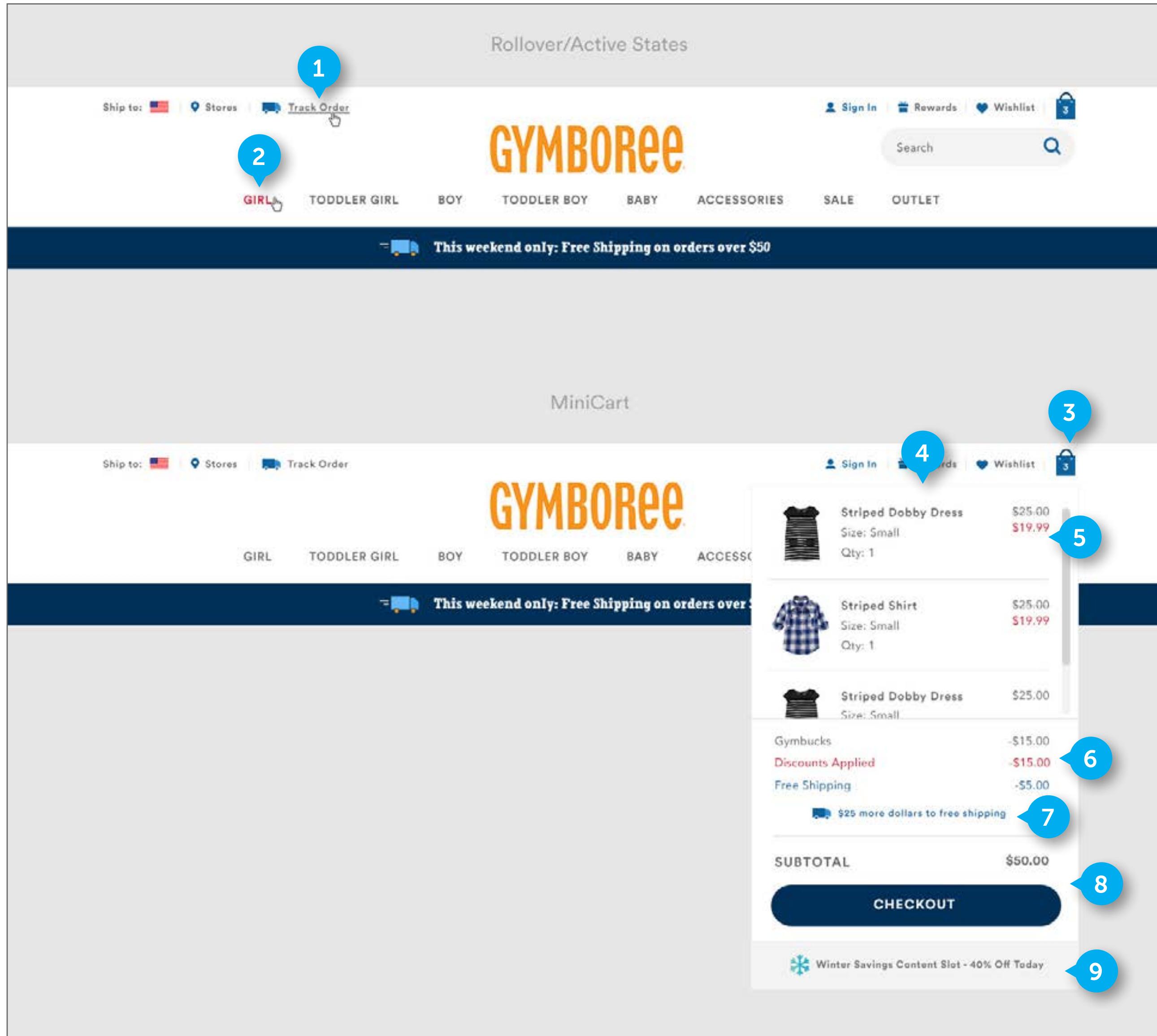
Element is custom. It is comprised of HTML text and images. It will display on all pages except Subcategory and PDP's. It will appear once the user has scrolled down 400 pixels from the top. If a user is scrolled less than 400 pixels from the top, hide the condensed nav. All dropdowns and functionality remains the same while the nav is condensed. Reference homepage prototype for docking nav animation

2. SEARCH

Standard DWRE.

NAVIGATION

NOTES



NAVIGATION

1. LINK HOVER STATE

On hover, underline text.

2. CATEGORY LINK HOVER STATE

On hover, display text as red.

3. MINICART ICON

On click, open minicart.

4. MINICART

Hovering off this flyout will close the flyout

5. LINE ITEM

DWRE standard.

6. DISCOUNTS

Element is custom. Text is dynamic. The line items should include "Gymbucks" (if applied/available) and Discounts (where applicable). FREE SHIPPING WILL NOT DISPLAY HERE. While it displays in this design, this is not a feature that will be included in the build. Do not display FREE SHIPPING. Do not display the discount line if the discount doesn't apply.

7. PROMOTION

Element is custom. The element contains static text, dynamic text, and an image. The copy will read "<\$#> more dollars to free shipping". The dollar amount will change dynamically based on the size of the cart. If the cart meets free shipping requirements, do not display the promotion.

8. SUBTOTAL AND CTA

DWRE standard.

9. PROMOTION SLOT

DWRE standard.

NAVIGATION

NOTES

Country Selection

Ship to: Stores Track Order

We ship internationally. Select the country you would like to ship to and the currency you would like to shop in.

- 1
- 2
- 3
- 4
- 5

Main Nav Dropdown

Ship to: Stores Track Order

GYMBOREE

BOY TODDLER BOY BABY ACCESSORIES SALE OUTLET

This weekend only: Free Shipping on orders over \$50

GIRL TODDLER GIRL BOY TODDLER BOY BABY ACCESSORIES SALE OUTLET

4-12 yrs

CATEGORIES	OUR FAVORITES	COLLECTIONS	EXCLUSIVE SAVINGS
Outfits	Just In	Snowflake Fun NEW	Jingle Deals
Dresses & Rompers	Festive Family	Enchanted Winter	Today Only
Tops & Tees	Gymgo Active	Holiday Shop	
Outerwear	Mix N Match	Starry Night	
Sweaters & Hoodies	Head to Toe Looks	Dressed Up Holiday	
Pants	Cold Weather Shop		
View More			

30% OFF Gloves

NAVIGATION

1. COUNTRY DROPODOWN

Custom element. It contains description HTML text. Country dropdown, currency dropdown, and link. Hovering off this flyout will close the flyout

2. DESCRIPTION TEXT

HTML text is configurable by business. Not clickable.

3. COUNTRY DROPODOWN

Dropdown is clickable. The countries within the dropdown are managed by the business. Use the countries in the existing dropdown on the current site here.

- On click dropdown, open dropdown. Dropdown will be scrollable to accommodate the large list of countries.
- On select a country, close the dropdown and display that country's name in the dropdown area. Automatically update the currency to the default currency for that given country.

4. CURRENCY DROPODOWN

Dropdown is clickable. The currencies within the dropdown are managed by the business. Use the currencies in the existing dropdown on the current site here. If the US is selected in the country, do not allow the user to open the dropdown, as they must pay in dollars. Refer to existing site for functionality.

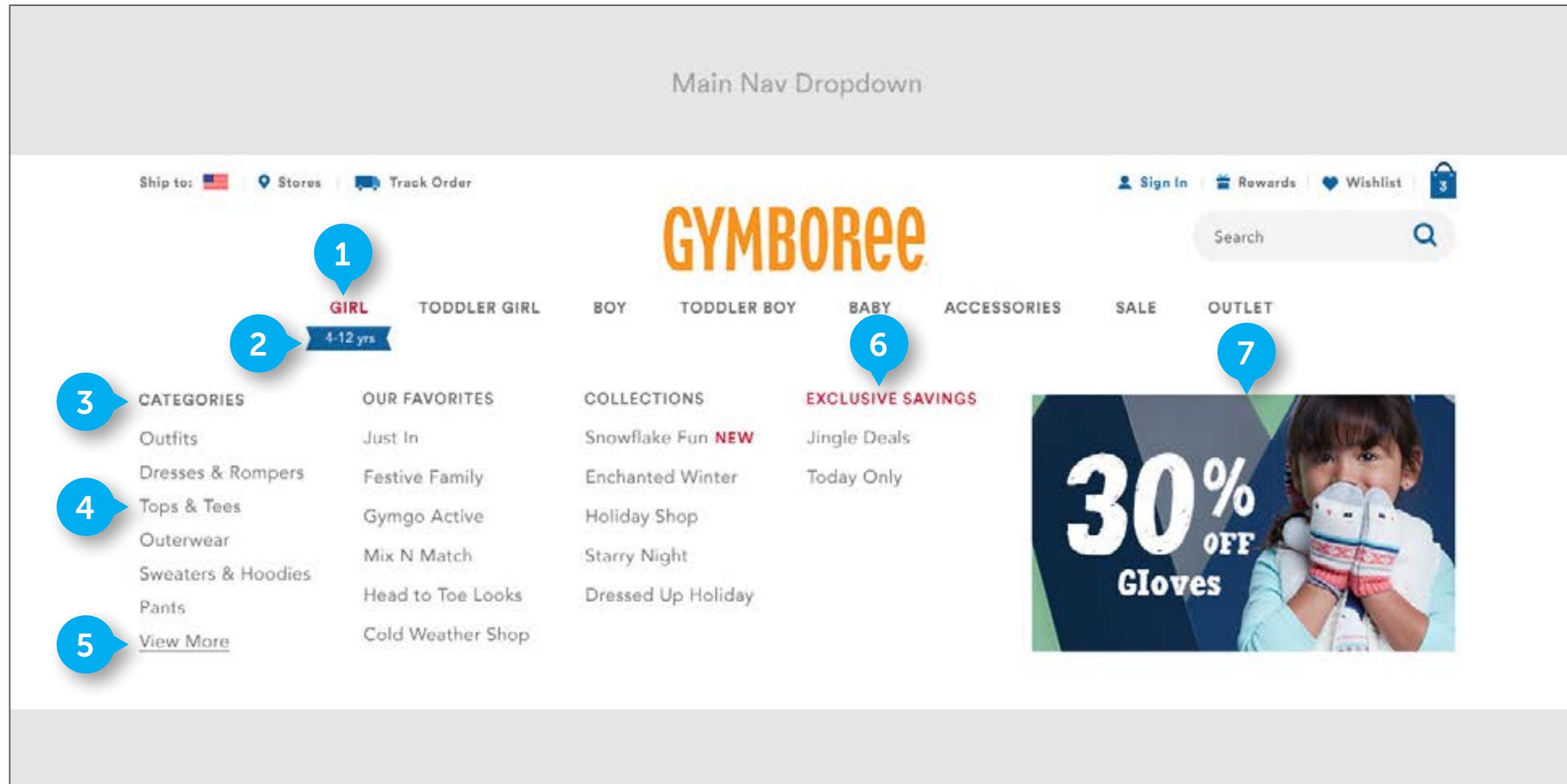
- On click dropdown, open dropdown. Dropdown will be scrollable to accommodate the large list of currencies.

5. LINK

HTML text is clickable. On click, allow user to stay on the current page they are, with the settings saved.

NAVIGATION

NOTES



NAVIGATION

1. CATEGORY

DWRE Standard. When the customer mouses over a category (GIRL), a menu displays showing the subcategories and a content asset. When the user is hovering, display the Category name in red as displayed. Hovering off this flyout will close the flyout

2. AGE FLAG

Element is custom. When a navigation menu is open, display the related age flag for that category. GIRL, TODDLER GIRL, BOY, TODDLER BOY, and BABY will have age flags. Business to manage the age range defined on each flag. The element is a baked in image and text. It is not clickable.

3. HEADER/COLUMNS

DWRE Standard HTML text. Not clickable. The columns are tied to the left hand navigation on the category and subcategory pages. Updates to CATEGORIES, OUR FAVORITES, COLLECTIONS and the optional 4th column will be reflected here, as well as in the left hand nav, and the EXPLORE MORE CATEGORIES section at the bottom of PDPs. In the global navigation menu, the category column will always display first, followed by "our favorites", "collections", and any promotional content, if applicable, in the 4th column

4. SUBCATEGORY LINKS

DWRE Standard. Clickable HTML text. On click, take user to the links. For the category column, Business will choose the 6 subcategories to display here. We recommend displaying top performing subcategories.

5. VIEW MORE

HTML text is clickable.

- On click, take user to the category page (in this case, GIRL category page)

6. PROMOTION COLUMN

Custom. Business to determine if any special promotion subcategories need to be displayed here. If there are no links the business wants to display here, do not display any content here

7. PROMOTION IMAGE

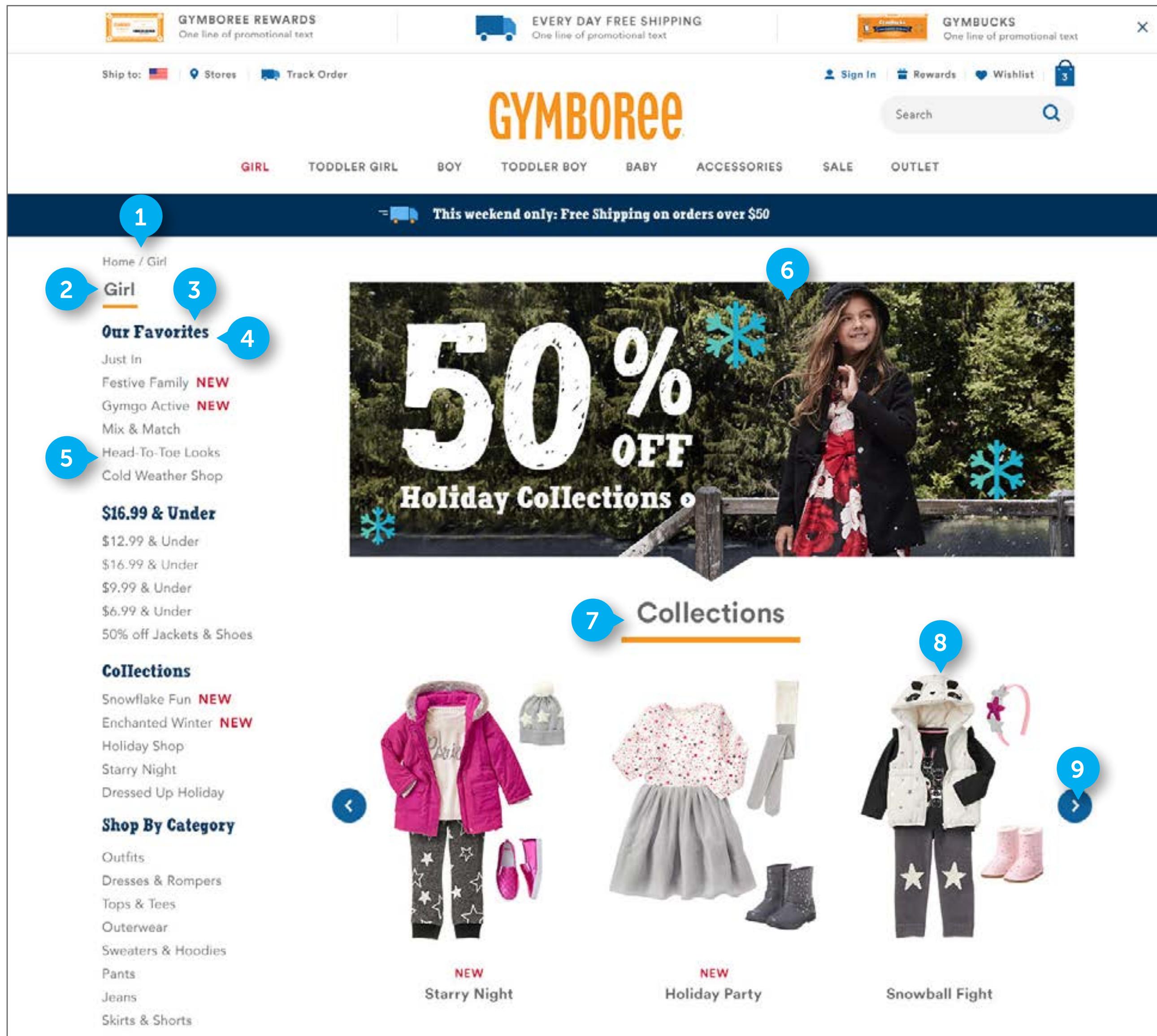
Image contains baked in text. Business controls what promotion displays here. Will not display if there is no designated content.

- On click, take user designated category or subcategory page

CATEGORY PAGE - DESKTOP

CATEGORY

NOTES



CATEGORY

1. BREADCRUMB

DWRE Standard. Links are clickable.

2. CATEGORY NAME

DWRE Standard. It is not clickable. HTML text. Display the Category name here.

3. LEFT NAV

This element is custom HTML text. It is a sticky navigation. As the user scrolls down, the bottom of the left hand nav will stick to the bottom of the page. If the user scrolls up from this point, they will be scrolling upwards on the page, as well as the nav, until they reach the top of the nav. At this point, the top of the nav will stick to the top of the viewport. Refer to this Nike page for desired functionality (Men's > Shoes > Lifestyle from main nav). https://secure-store.nike.com/us/en_us/pw/mens-lifestyle-shoes/7puZoneZoi3

4. SECTION HEADERS

This element is custom HTML text. The subcategory level links are broken into multiple sections. The order of these sections will be "our favorites", "\$16.99 & Under" (or any price based subcategory, this is configurable), "collections", and "shop by category". The business can control the name of the sections. We recommend to order the sections as displayed. The headers are not clickable.

5. SUBCATEGORY LINKS

DWRE standard. HTML text. Links are clickable. Name of subcategory links is configurable.

- On click, take user to the subcategory page

6. PROMOTION

Element is custom. This promotion element will contain baked in text. It is clickable. Business will determine what promotion displays here. Image is configurable. The promotion banner can have a variable height.

- On click, take user to the designated page

7. COLLECTION'S SECTION

Element is custom. The collections shown here are manually managed by the business. Any number of collections images can display here. Each collection will have its one slot in the carousel. The collections carousel will display below the promotion module above. The configurable "Collections" text is HTML and not clickable.

8. IMAGE

Element is standard DWRE.

- On click, take user to Collection Subcategory page

9. CAROUSEL

Only 3 products display at a time. Component is text, icon, and image based. On click right arrow, take user to next set of 3 products in the carousel sequence. On click left arrow, take user to previous set of images in carousel sequence. If the user is viewing the first set of 3 images, there will be no left-facing arrow. When the last image is being displayed, do not display the right arrow.

CATEGORY

NOTES

The screenshot shows a Gymboree website layout with various promotional sections and product displays.

- Promotion Area (1):** Three large promotional banners are displayed horizontally. From left to right:
 - A blue banner with a red balloon icon containing the text "\$12.99 & Under". Below it is a link "Shop \$12.99 & Under ➤".
 - A teal banner with two orange tulip icons containing the text "40% OFF Graphic Tees". Below it is a link "Shop Graphic Tees ➤".
 - A dark blue banner with a pink heart icon containing the text "\$16.99 & Under". Below it is a link "Shop \$16.99 & Under ➤".
- New Arrivals (2):** A section titled "New Arrivals" featuring three products:
 - A striped long-sleeve sweater labeled "Long Stripe Sweater" with a price of \$29.95.
 - A star-patterned cardigan labeled "Star Cardigan" with a price of \$29.95.
 - Floral leggings labeled "Starshine Pants" with a price of \$29.95.
 Each product has a "Quick Look" button, a discounted price (\$19.99), a "50% off included Online Exclusive" offer, and a five-star rating.
- Mix 'N' Match (3):** A section titled "Mix 'N' Match" showing four small clothing items: a purple top with a panda graphic, a green top, a yellow top, and a blue top.

CATEGORY

1. PROMOTION AREA

Custom element. Each individual promotion contains image, baked in text, and HTML text located below the promotion. The Promotion image and the text below are clickable. HTML text under promos is optional. Will not display if there is no designated content. Image and promotion type is configurable. Image height is variable.

- On click, take user to designated Subcategory page

2. NEW ARRIVALS

Element is custom. New arrivals will display new product. Business will manually manage which products are "new", and those designated products will display here. Business can limit how many "new" products will display here. Configurable 2" New arrivals" text is not clickable. Section could be swapped out for a predictive intelligence module. Will not display if there is no designated content.

3. IMAGE

See ([PAGE 36](#)) for documentation on the product tiles.

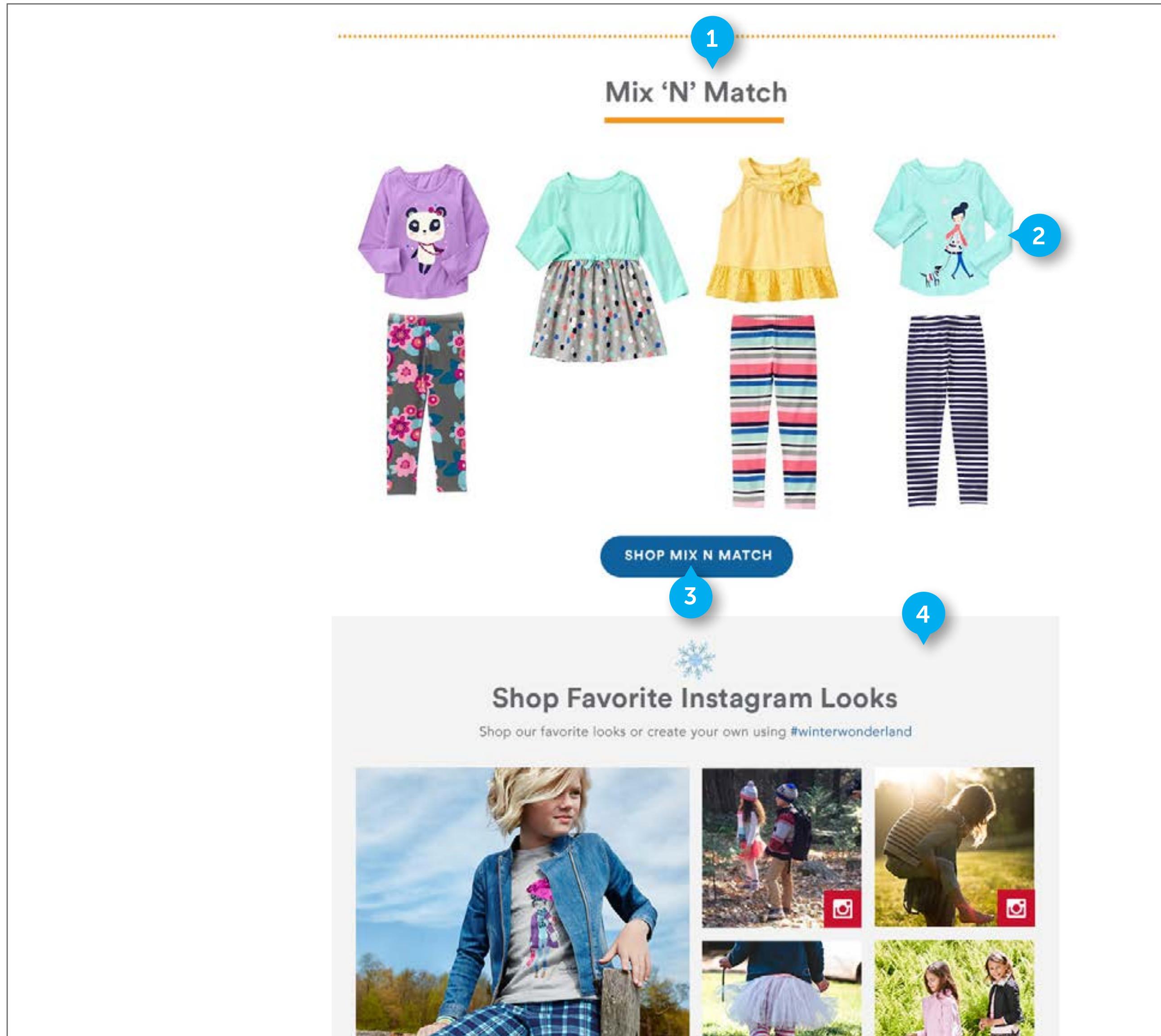
- On click, take user to PDP

4. CAROUSEL

See previous documentation for carousels. This carousel can fit 12 product tiles. Display as many products in carousel as needed. Business will determine what products are shown here.

5. MODULES

Modules can be swapped or adapted for video content.

CATEGORY**NOTES****CATEGORY****1. MIX 'N MATCH**

Section is custom. Configurable 'Mix 'n Match" copy is not clickable. Will not display if there is no designated content.

2. GIF

The image area is comprised of one large gif. The bottoms and tops will swap out intermittently. See the axure prototype for how this will display. http://yypbq0.axshare.com/#g=1&p=mix_n_match_animation_example. The Gif area is not clickable.

3. CTA

CTA is clickable. Text is HTML. On click, take user to the Mix 'N Match

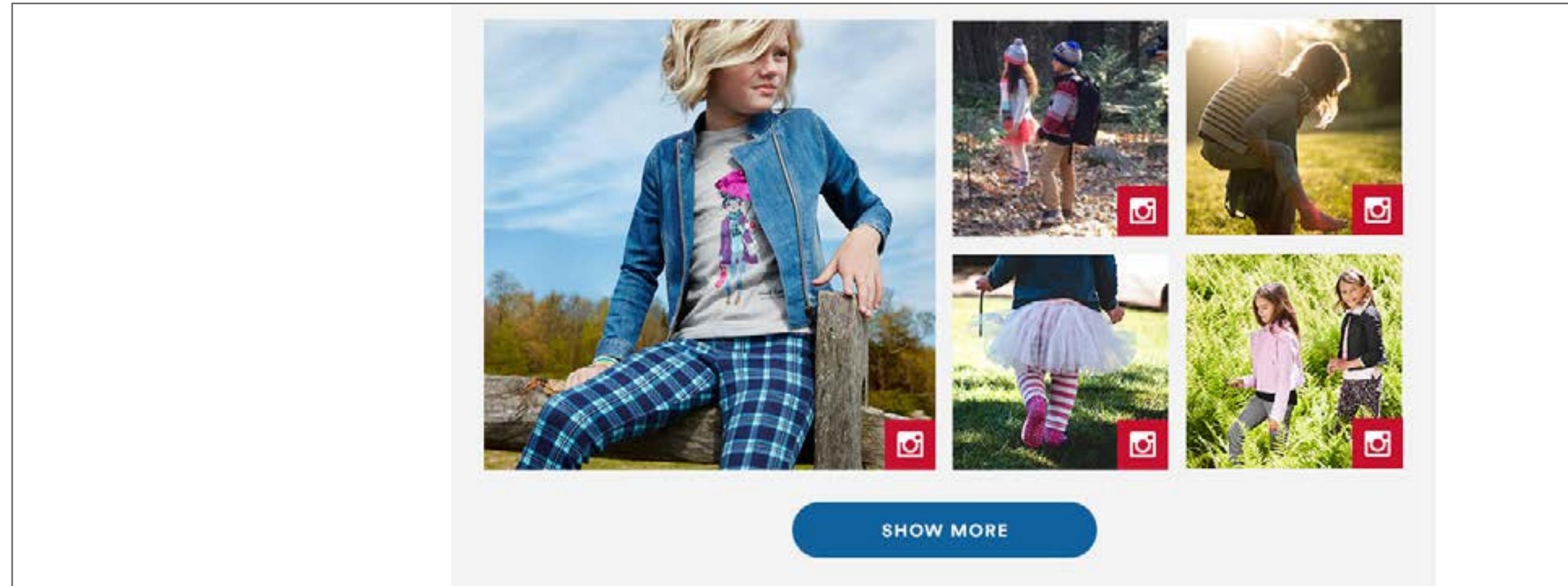
- On click, take user to "mix 'n match" subcategory page.

4. SOCIAL

Display social on Category page.

CATEGORY**NOTES****CATEGORY**

*No Annotations



SHOW MORE

A few very brief lines of SEO text can go here. Lorem ipsum dolor sit amet consectetur ambulare vincit exegi. Monumentum
veni vidi vici lorem ipsum dolor sit amet navigo in aquam caveat emptor dixit e pluribus unum dolor sit.

**GYMBOREE REWARDS**

Earn points when you shop

**GYMBUCKS**

Spend money, earn money

**REFER A FRIEND**

Tell a friend, get benefits

**GYMBOREE VISA**

Sign Up and Start Saving

**GIFT CARDS**

Give the gift of Gymboree

Stores

Follow us



Get 30% Off Today!

Enter Email Address

SIGN UP!

CUSTOMER SERVICE

Help & FAQ

Your Account

Track Your Order

Email Preferences

Contact Info

Call: 1-877-449-6932

SHOPPING WITH US

Store Locator

Outlet Stores

International Shipping

Shipping Info

Returns Policy

Size Charts

REWARDS & PROMOTIONS

Gymboree Rewards

Gymbucks Visa

Gymbucks

Promotions

Refer A Friend

GIVE GYMBOREE

Gift Cards

Gift Services

Gymbucks

Promotions

Refer A Friend

MORE ABOUT US

Careers

Company Info

Social Responsibility

CA Supply Chain Act

Affiliates

OUR FAMILY OF BRANDS

GYMBOREE

JANIE AND JACK

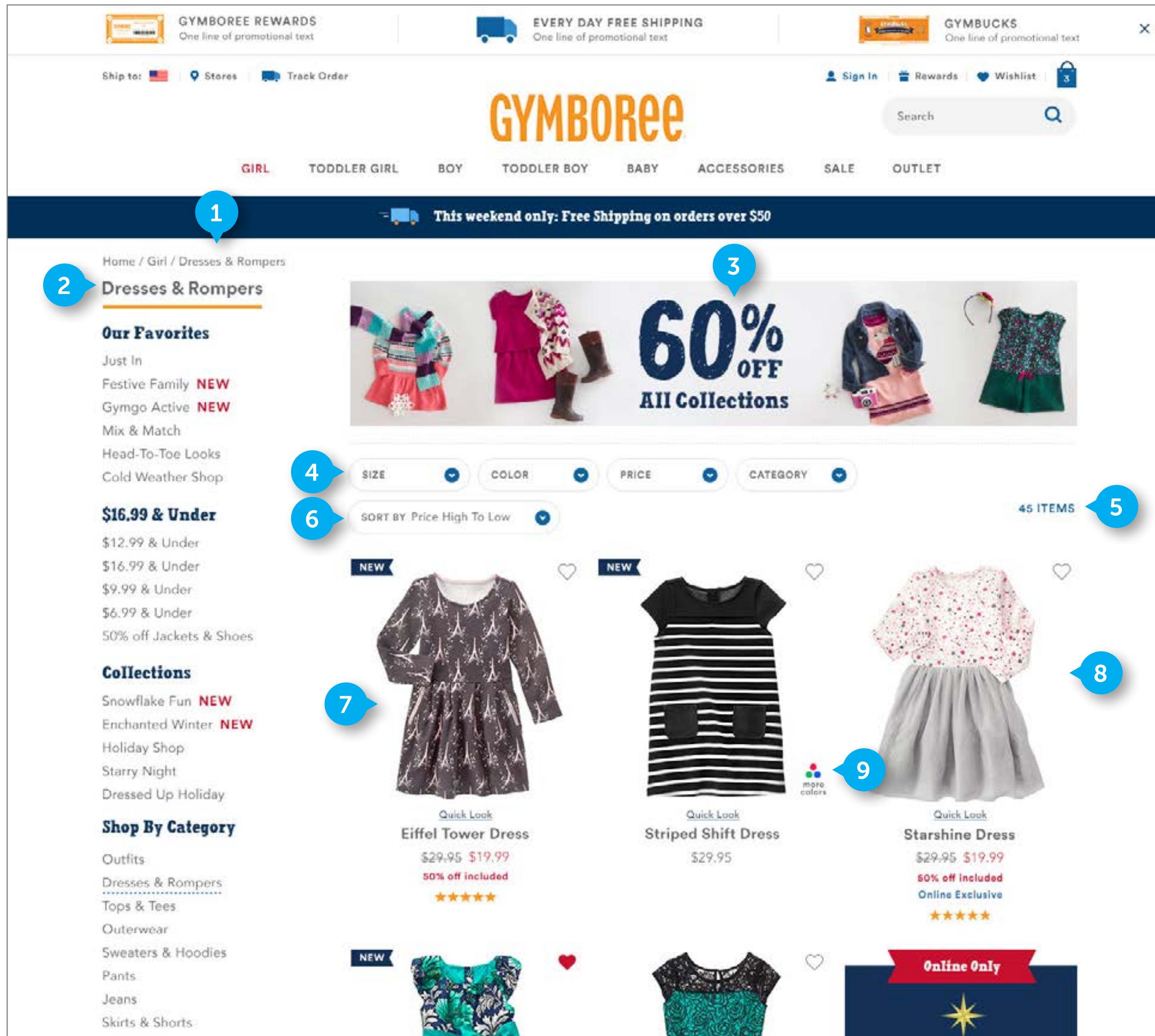
crazy 8

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SUBCATEGORY - DESKTOP

SUBCATEGORY

NOTES



CATEGORY PAGE

1. BREADCRUMB

DWRE Standard. Links are clickable.

2. SUBCATEGORY NAME

DWRE Standard. It is not clickable. HTML text. Display the subcategory name here.

3. PROMOTION

Element is DWRE standard. This promotion element will contain baked in text. It is clickable. Image is configurable. Business will determine what promotion displays here. The promotion banner can have a variable height. Will not display if there is no designated content.

- On click, take user to the designated page

4. FILTERS

Element is custom. See ([PAGE 33](#)) for FILTER documentation

- On click, take user to the designated page

5. ITEM COUNT

Element is HTML text based. It is not clickable. It dynamically displays the number of products that are returned based on the choice of subcategory and any applied filters on that subcategory set. Number will change as user adds filters.

6. SORT BY

DWRE Standard. Display "Sort By" only by default, there will be no additional text until a user makes a sorting choice. It will revert to displaying "Sort By" only if user clicks to a different category or subcategory. Business to choose which DWRE sort by features will live in the dropdown. Selecting a sort option from the drop down list refreshes the product grid based on the selection. This sort is persistent as the customer pages through the results or adds more refinements.

- On click, open dropdown

7. PRODUCT TILE

DWRE Standard. See ([PAGE 36](#)) for PRODUCT TILE documentation. The product tiles will display in a 3 column grid. 12 Product tiles will display by default, before lazy load is activated.

8. ADD TO BAG BUTTON

Custom. See ([PAGE 39](#)) for ADD TO BAG BUTTON documentation.

- On hover, display button.
- On click size, display size chicklets.
- On click add to bag, display size chicklets if size has not already been chosen.
- On click add to bag, if a size is chosen, add item to cart. Display the OVERLAY MODULE See ([PAGE 48](#))

9. COLORS

Custom. Display next to products that have multiple colors available. It is not clickable.

SUBCATEGORY

NOTES

1

Outfits
Dresses & Rompers
Tops & Tees
Outerwear
Sweaters & Hoodies
Pants
Jeans
Skirts & Shorts
Leggings
Activewear
Swim
Sleepwear
Underwear & Camis
Accessories
Shoes
Online First
Play & Music Toys, Books & CDs
Sale \$16.99 & Under

\$29.95 \$19.99
50% off included
★★★★★

\$29.95

\$29.95 \$19.99
50% off included
Online Exclusive
★★★

2

Online Only

\$15.99 & Under Holiday Wear

Quick Look
Garden Bow A-Line Fit And Flare Party Dress Dolor Sit a
\$29.95 \$19.99
50% off included
Online Exclusive
★★★★★

Quick Look
Lacy Rose Dress
\$29.95 \$19.99
50% off included
★★★★★

Sparkle Dots Dress
\$29.95

Polka Dot Poof Dress Long Name That Wraps
\$29.95 \$19.99
50% off included
Online Exclusive
★★★★★

Mosaic Minidress
\$29.95 \$19.99
50% off included
★★★★★

Show Us Your Gymboree

NEW
NEW
NEW

CATEGORY PAGE

1. PROMOTION

DWRE standard. The subcategory link for the current page will be in an active state as displayed.

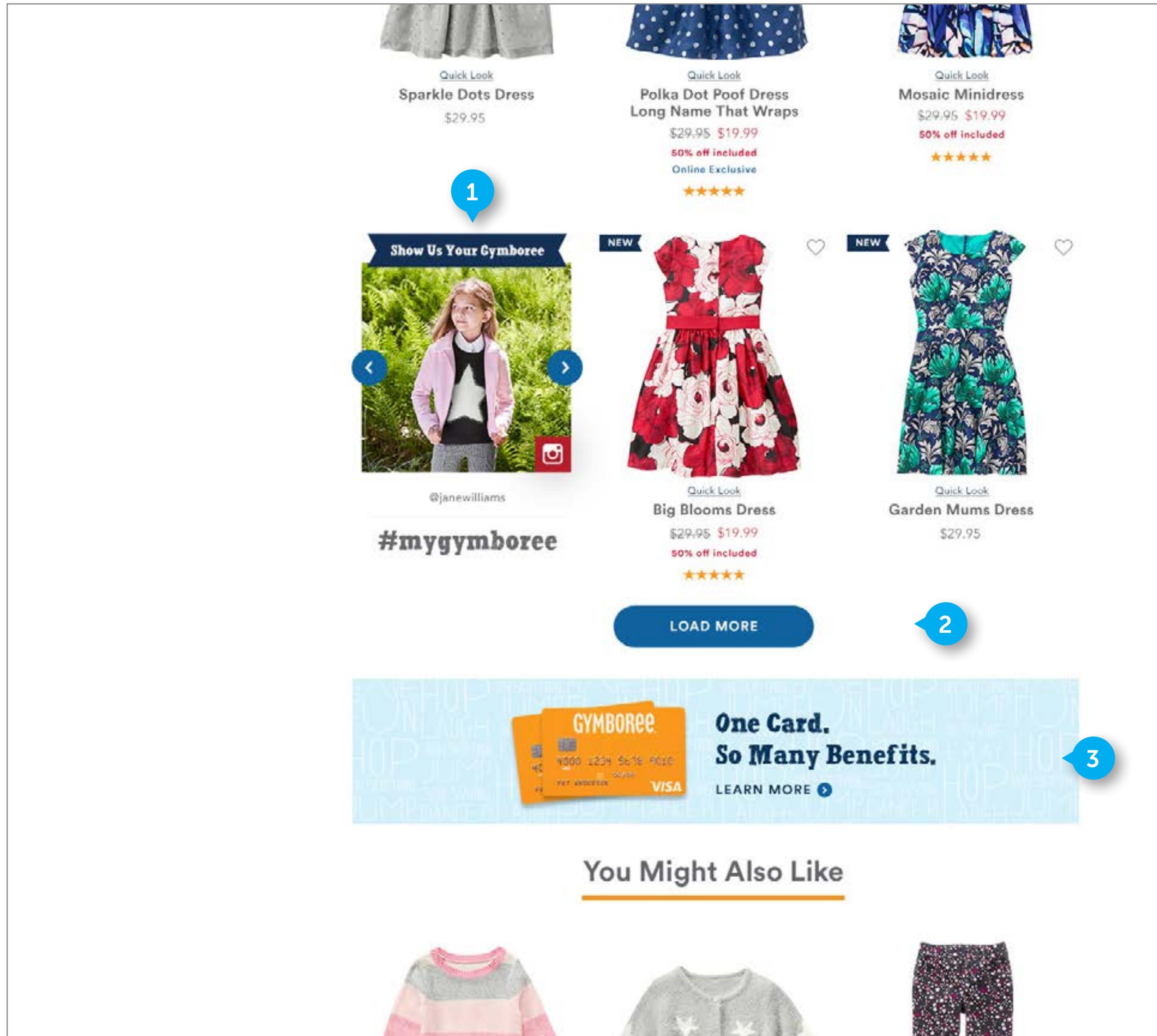
2. PROMOTION

Custom. Whole area is clickable. The promotion displayed is Category specific. Business determines what promotion will display here. The promotion slot will always be slot number 6 in the product grid. This promotion never displays on a search results product grid. This is not a global element and must be managed individually. Promotion does not display in search results grid page. Will not display if there is no designated content. If this is the case, replace with a product tile. Image is configurable.

- On click, take user to subcategory page.

SUBCATEGORY

NOTES



CATEGORY PAGE

1. SOCIAL MODULE

Custom. Whole area is clickable. The module is manually managed by the business and not populated based on the hashtag. The intent is to make this content appear to be auto-generated User Generated Content based on the hashtag. The business can determine how many pictures will display here. Merchant determines where the element clicks through to. The promotion slot will always be slot number 10 in the product grid. Promotion does not display in search results grid page. Not managed by bazaarvoice. Will not display if there is no designated content, and replace with a product tile. Image is configurable. It will contain a maximum of 3 images.

- On click, take user to a Merchant-determined page.
- On click right arrow, take user to next image
- On click left arrow, take user to previous image

2. LAZY LOAD

Custom. "Load More" button will not display by default. When a user scrolls down to the bottom of the first set of 12 product tiles, the next set of 12 product tiles will load and appear. If there is a delay related to the loading of these product tiles, display an animating loading icon to indicate that images are being loaded. After loading the additional 12 images, a "LOAD MORE" button will appear at the bottom of this second set of 12. If a user clicks the "LOAD MORE" again, lazy load will run continuously until all product is displayed.

3. PROMOTION

Element is DWRE standard. This promotion element will contain baked in text. It is clickable. Business will determine what promotion displays here. Has variable height. Will not display if there is no designated content.

- On click, take user to the designated page

SUBCATEGORY

NOTES

1. You Might Also Like

2. Product 1: Long Stripe Sweater

3. Product 2: Star Cardigan

4. Product 3: Starshine Pants

BLOOMREACH

A few very brief lines of SEO text can go here. Lorem ipsum dolor sit amet consectetur ambulare vincit exegi. Monumentum veni vidi vici lorem ipsum dolor sit amet navi go in aquam caveat emptor dixit e pluribus unum dolor sit.

GYMBOREE REWARDS GYMBUCKS REFER A FRIEND GYMBOREE VISA GIFT CARDS

CATEGORY PAGE

1. YOU MIGHT ALSO LIKE

Custom. Module will display below product grid. If there is no content designated to be shown, the module will be hidden. Populated by predictive intelligence.

2. IMAGE

See ([PAGE 36](#)) for documentation on the product tiles. This carousel contains 12 product tiles.

- On click, take user to PDP

3. CAROUSEL

See previous documentation for carousels. Display as many products in carousel as needed. Business will determine what products are shown here. Will not display if there is no designated content.

4. BLOOMREACH

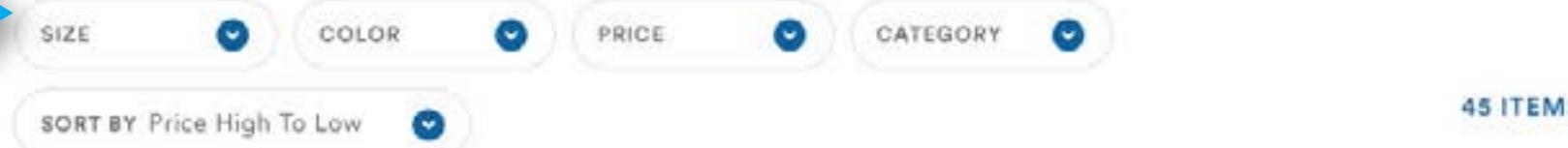
Bloomreach module will display here. Do not display anything if nothing is loaded into Bloomreach.

SUBCATEGORY

Default



1

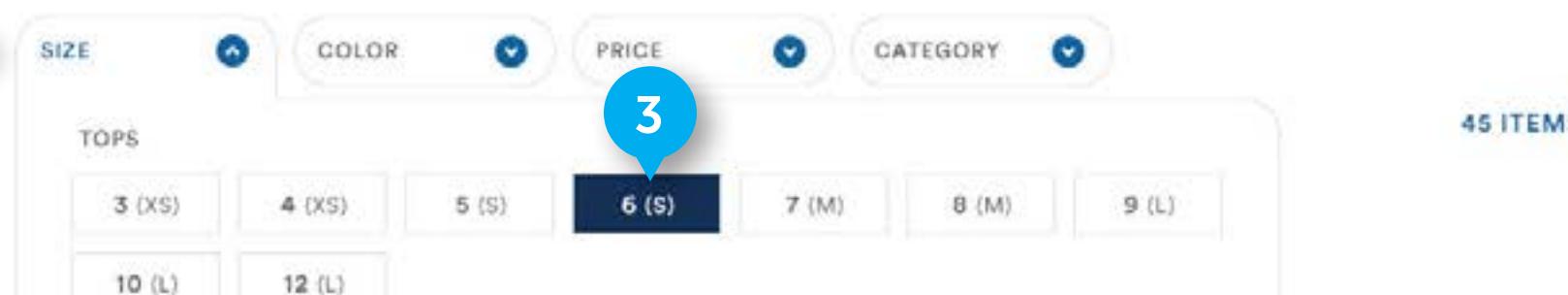


45 ITEMS

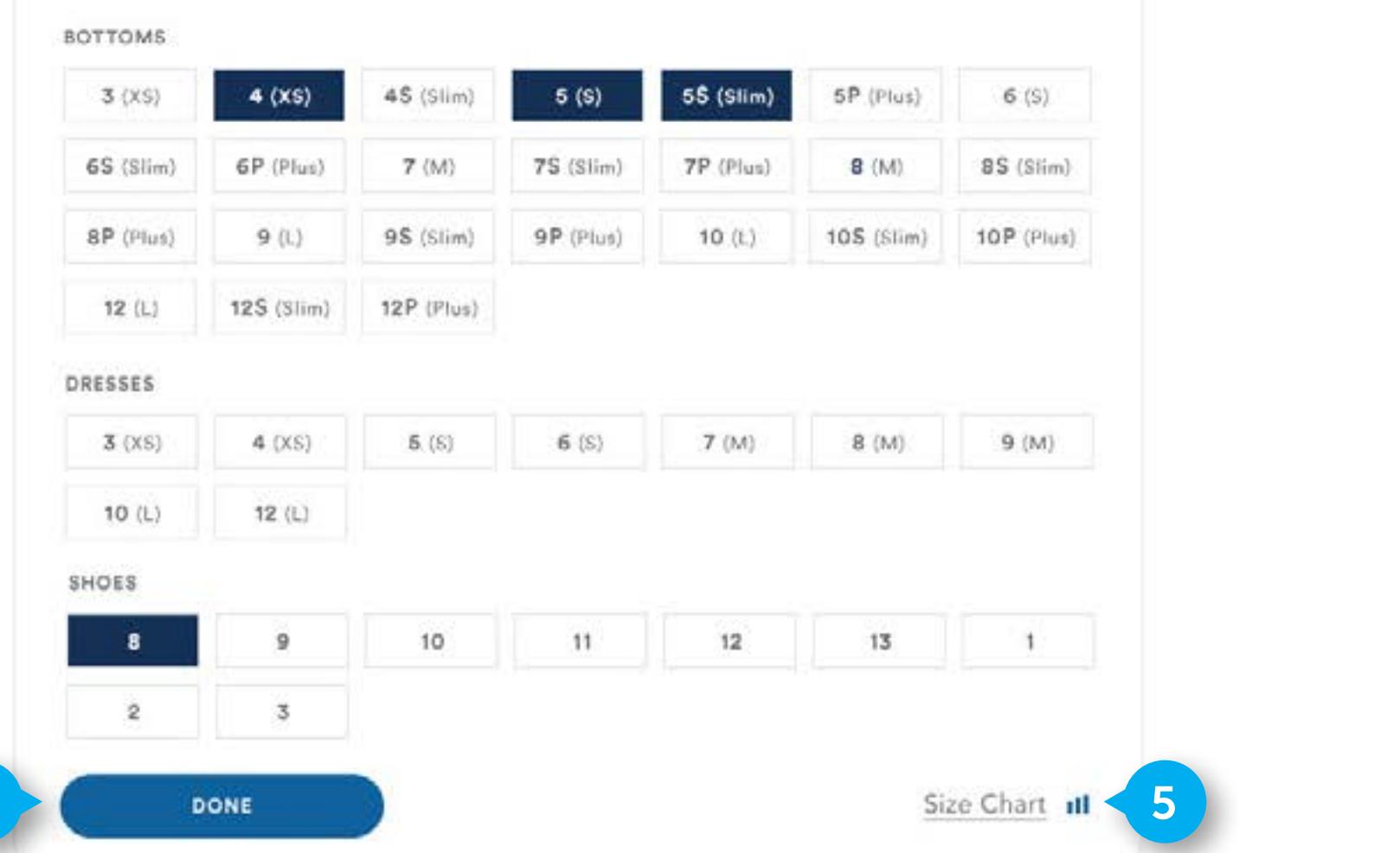
Size



2



3



4

DONE

5

NOTES

FILTERS

1. FILTERS

Custom and DWRE Standard. Business decides which filters to display. Based on discussions, the base filters will be Size, Color, Price. Category filter will be applied where applicable. By default, size displays as a grid of chiclets, color displays as a grid of swatches, and Price and Category display as a list. This filter bar will stick to the top of the page as the user scrolls. All Filters are multiselect.

Depending on selections in certain refinements types, refinement facets in other types may become deactivated upon making those selections. For example, choosing a given size will restrict which color swatches display in the dropdown.

- On click filter, open designated dropdown

2. SIZE FILTER

DWRE Standard, and some custom. On the Outfits and Collections pages, The size chiclets will be grouped into different sections, separated with headers. Each section will display the relevant chiclets

On all other subcategory pages, the size dropdown will only contain one type of chiclet type, so internal headers will not be needed. For example, If a user is on the Tops page and opens the size filter, only the chiclets for Tops will display, and no "TOPS" header will display.

3. CHICLETS

Custom. The HTML text in each is formatted to reflect the alphanumeric and numeric sizing. Use existing size formatting from Gymboree site. Multiple chiclets can be selected at once.

- On click, set chiclet to blue highlighted state

4. DONE

Custom. Text is HTML. Element is clickable.

- On click, reload the page with the refinements applied. Display applied refinements below the filters as seen on the FILTERS APPLIED cutsheet. See (PAGE 35)

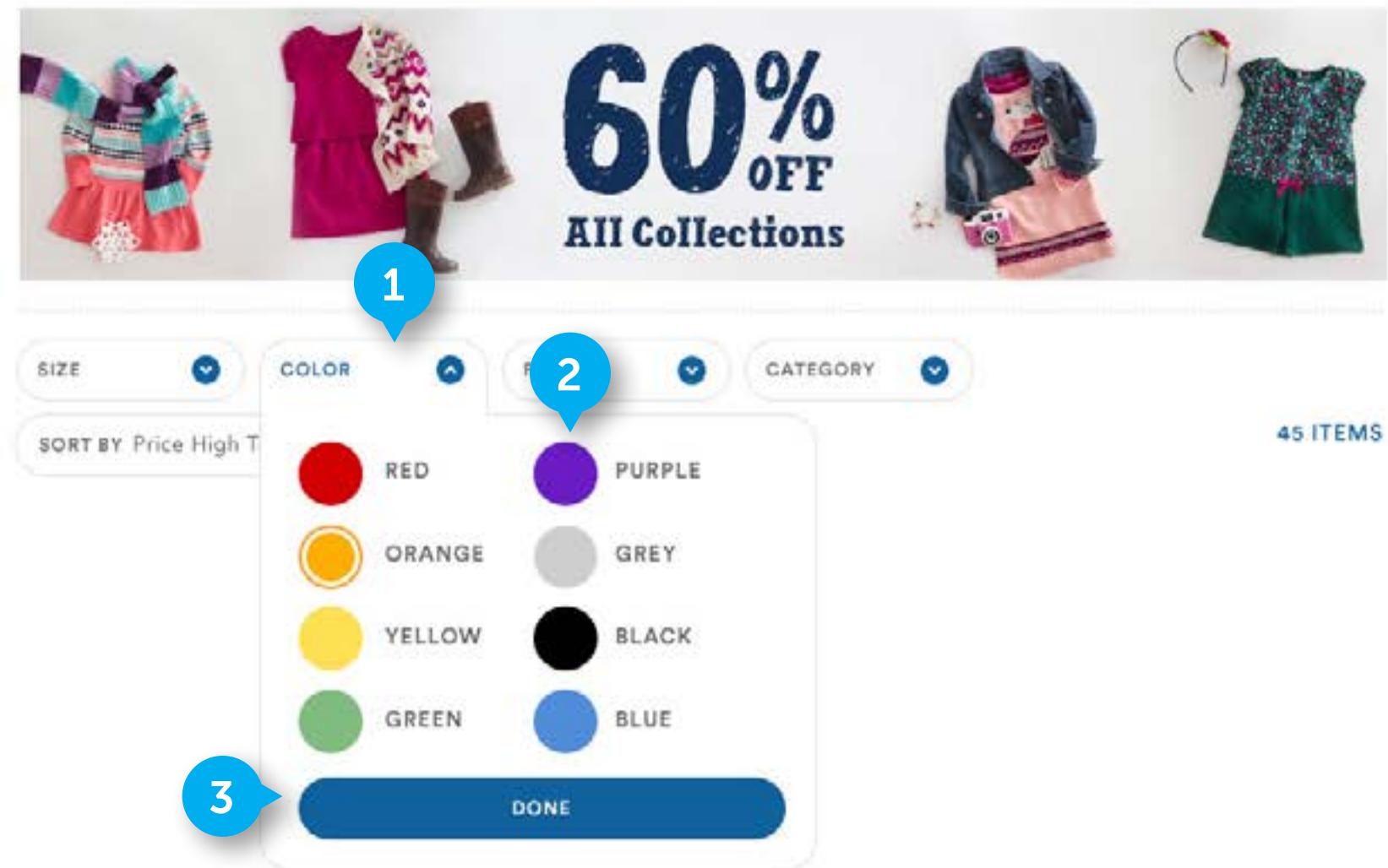
5. SIZE CHART

Custom. Element is comprised of HTML text and an image.

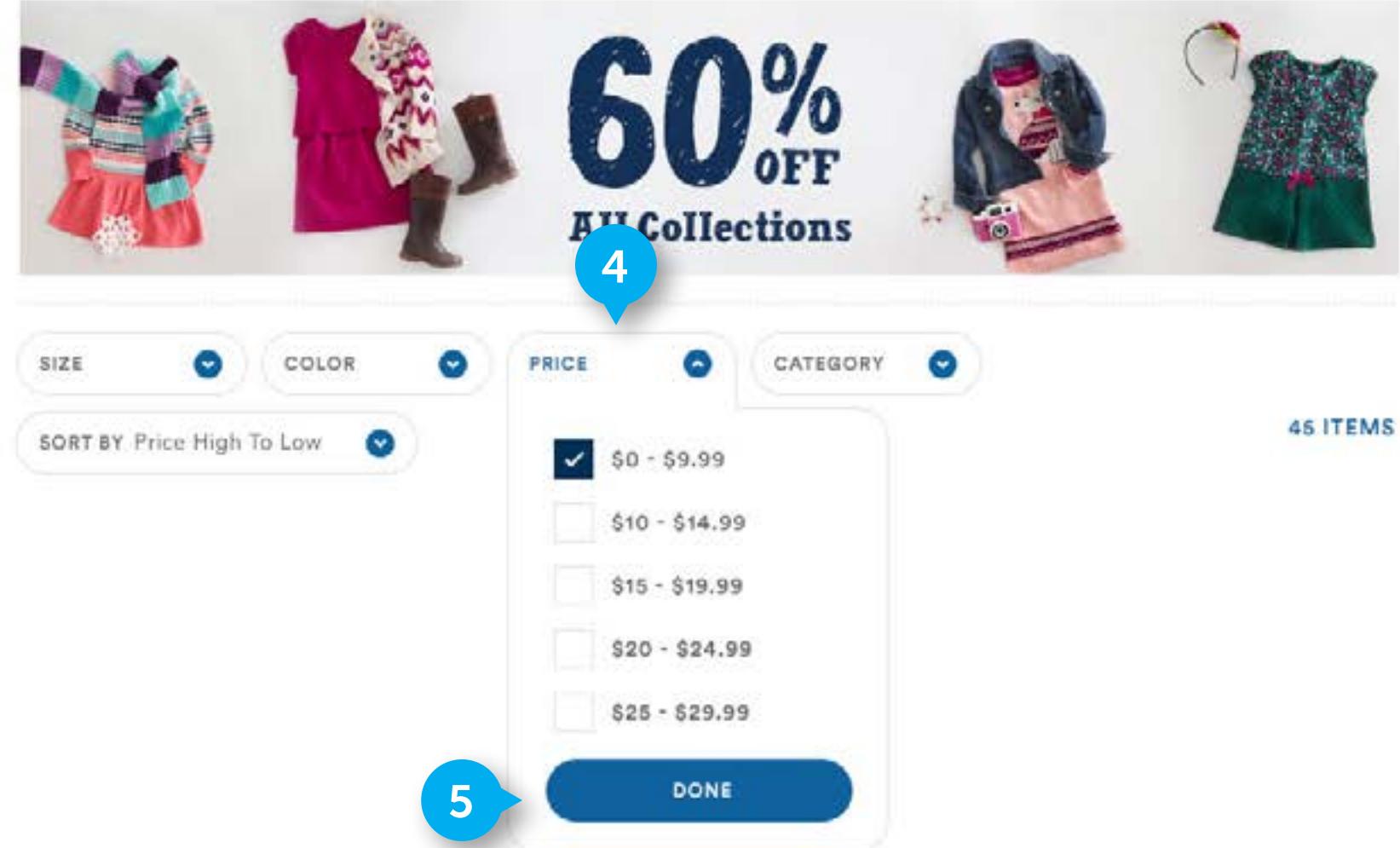
- On click, open the size chart in a modal

SUBCATEGORY

Color



Price



NOTES

FILTERS

1. COLOR FILTER

DWRE Standard. Color Swatches are multi-select

2. COLOR SWATCH

DWRE Standard. Swatch contains an image. A selected swatch has a thin circle surrounding the swatch that is the color that swatch. The name of the swatch is located to the right of the swatch image. There will only be 4 swatches per a column. Additional Swatch columns will display to the right of the second column

3. DONE

Custom. Text is HTML. Element is clickable.

- On click, reload the page with the refinements applied. Display applied refinements below the filters as seen on the FILTERS APPLIED cutsheet. See [\(PAGE 35\)](#)

4. PRICE

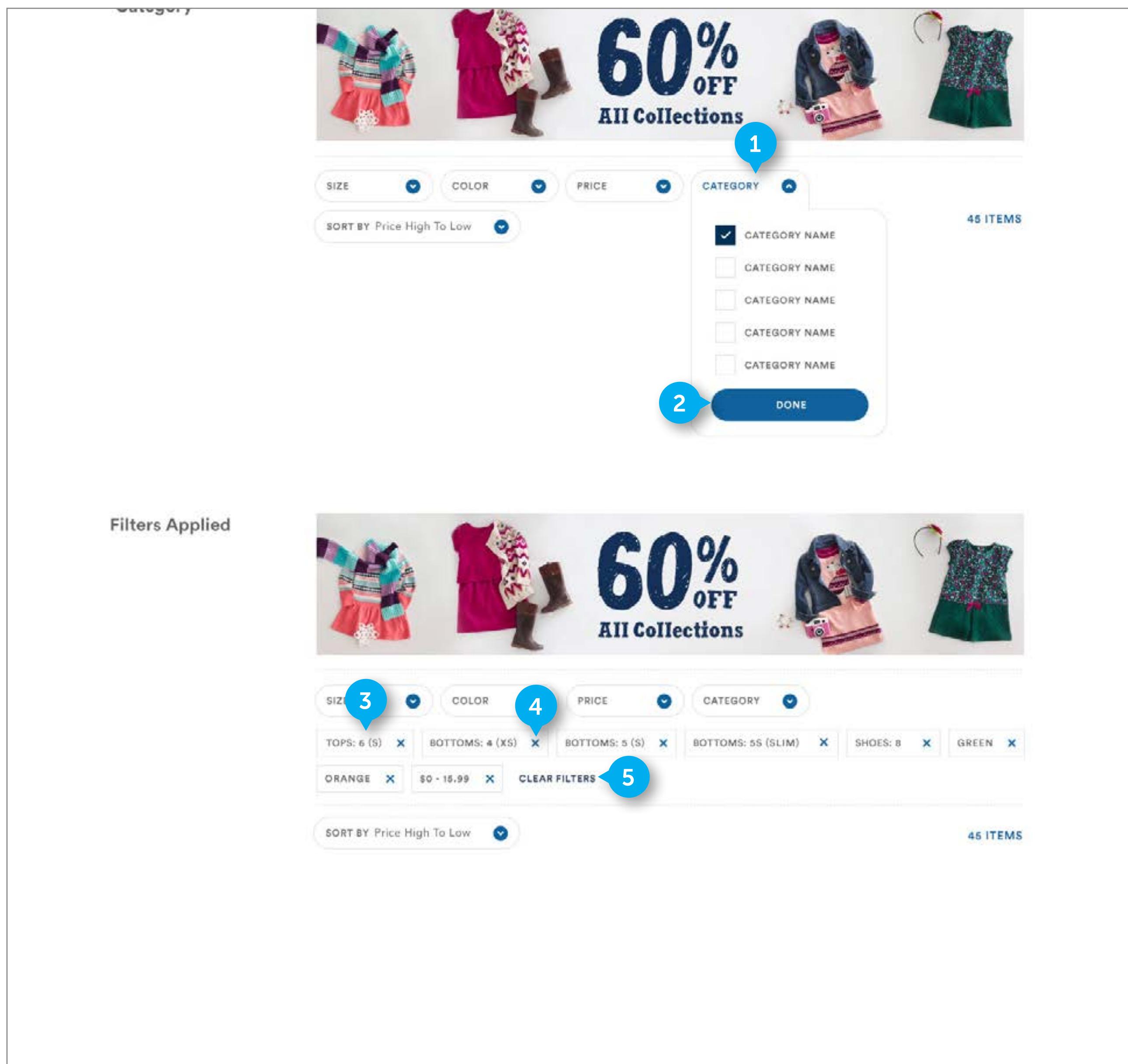
DWRE Standard. Multiple facets can be selected at once

5. DONE

Custom. Text is HTML. Element is clickable.

- On click, reload the page with the refinements applied. Display applied refinements below the filters as seen on the FILTERS APPLIED cutsheet. See [\(PAGE 35\)](#)

SUBCATEGORY



The screenshot shows a subcategory page for Gymboree. At the top, there's a promotional banner for "60% OFF All Collections". Below it are filter buttons for SIZE, COLOR, and PRICE, followed by a "SORT BY Price High To Low" dropdown. A modal window titled "CATEGORY" is open, listing five categories with checkboxes; the first one is checked. A blue circle labeled "1" points to the "CATEGORY" button. A blue arrow labeled "2" points to the "DONE" button at the bottom right of the modal. The main content area shows a grid of four outfit items. In the bottom left corner, there's a section titled "Filters Applied" with a list of selected filters: TOPS: 6 (S), BOTTOMS: 4 (XS), BOTTOMS: 5 (S), BOTTOMS: 5S (SLIM), SHOES: 8, GREEN, ORANGE, and \$0 - 15.99. A blue circle labeled "3" points to the "SIZE" button. A blue circle labeled "4" points to the "COLOR" button. A blue circle labeled "5" points to the "CLEAR FILTERS" button.

NOTES

FILTERS

1. CATEGORY

DWRE Standard. Multiple facets can be selected at once.

2. DONE

Custom. Text is HTML. Element is clickable.

- On click, reload the page with the refinements applied. Display applied refinements below the filters as seen on the FILTERS APPLIED cutsheet.

3. APPLIED FILTERS

DWRE Standard. Multiple filters can be applied at once. On Outfit and Collection Pages, Size chiclets will display as "<Type>: <Size>". The "Type" part of the chiclet will not need to display on other subcategory pages. If a user navigates to a different subcategory, and certain applied filters are still applicable to content on the new subcategory page, those filters are carried over. Example: user is on outfits page, and selects some bottoms filters. If user navigates to the Pants subcategory, those filters user selected on Outfits page are applied on load when arriving to Pants page. If a filter is applied on the subcategory page, and a user clicks into a PDP, the product size selection is already selected based on the applied filter size from the subcategory page. If multiple size filters are applied, when user arrives on PDP, have the smallest size option of those applied filters selected.

4. REMOVE FILTER

DWRE Standard.

- On click, remove filter from applied filter area and reload the page to reflect the updated refinements.

5. CLEAR FILTERS

DWRE Standard. On click, clear all filters in APPLIED FILTERS area.

- On click, remove all applied filters from the APPLIED FILTERS section, and refresh the page with no refinements being applied to the product set.

SUBCATEGORY

NOTES

Product Tile Examples - Desktop

1 LONG BADGE
2 NEW
3 Quick Look
4 Quick Look
5 Hooded Parka
\$29.95 \$19.99
60% off included
6 Hooded Parka
\$29.95
7 Garden Bow A-Line Fit And Flare Party Dress Dolor Sit a
\$29.95 \$19.99
50% off included
Online Exclusive
8 ★★★★
9 ★★★★

Product Tile Examples - Mobile (View 1)

10 Eiffel Tower Dress Do
Sit Amet Consectit A
\$29.95 \$19.99
50% off included
Online Exclusive
11 Eiffel Tower Dress
\$29.95 \$19.99
50% off included
12 Eiffel Tower Dress
\$29.95
13 ★★★★
14 ★★★★

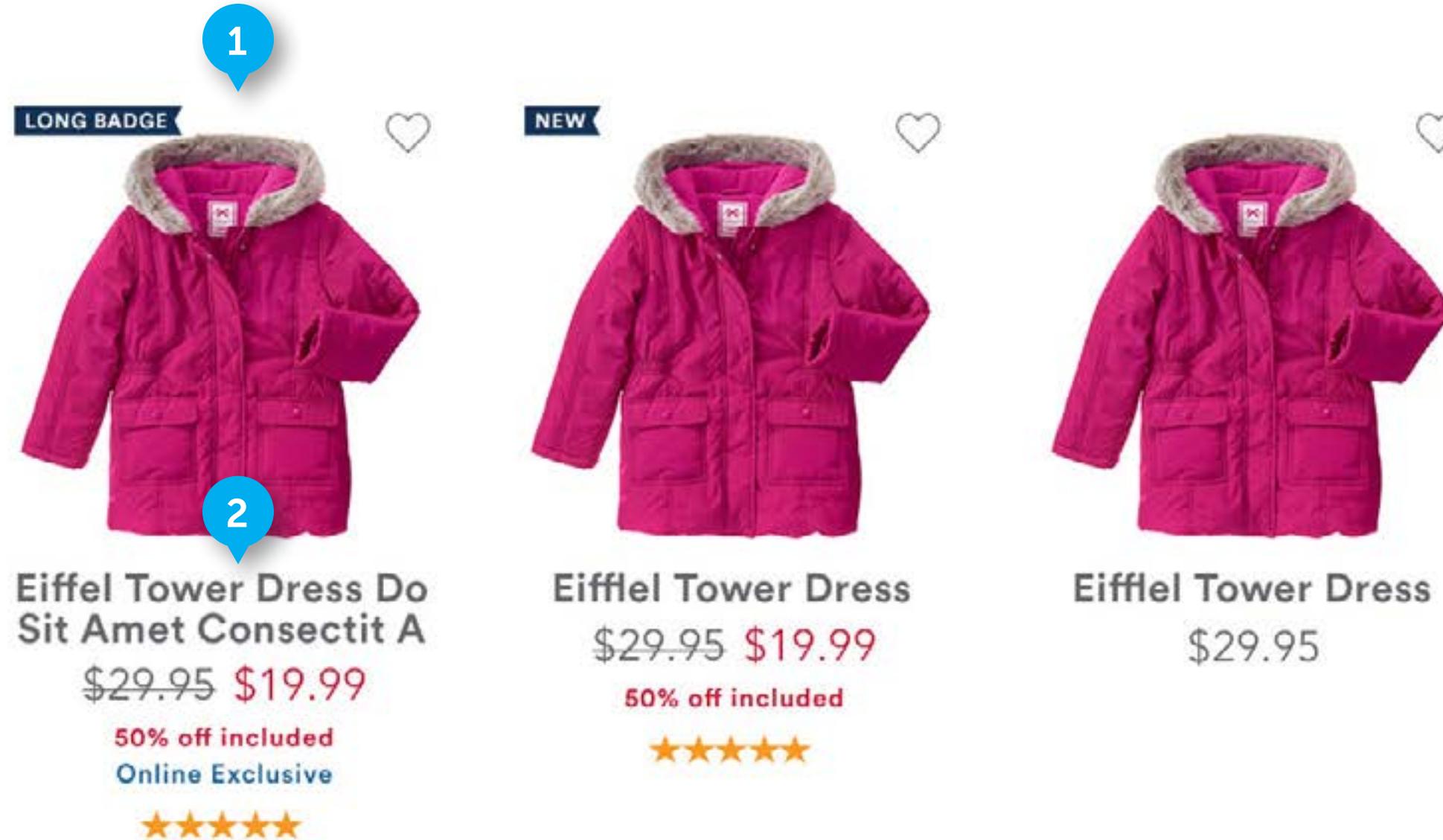
PRODUCT TILES

- 1. BADGE**
Custom. Element is has two widths. Element can contain either HTML or flat assets based on needs of business. It is not clickable. The business will manage what message displays in the badge. Badging can be timed by the business. Only one badge can display per a product tile. Business will have to manage manually.
- 2. FAVORITE**
Custom. Favoriting is for PHASE 2. Favoriting happens at product level only, and does not include size/color selections when favoriting something.
 - On click, set FAVORITE BUTTON to selected state (Filled in red), and add item to wishlist.
- 3. IMAGE**
DWRE standard.
- 4. QUICKLOOK**
Custom. Element is HTML and clickable. It is located beneath the product image and it always displays.
 - On click, open Quickview
- 5. PRODUCT NAME**
DWRE standard. Element is HTML and clickable. It has a maximum of two lines to display the product name. The character count is 55 for desktop and 42 for mobile.
 - On click, go to PDP
- 6. PRICE**
DWRE standard. Element is HTML and not clickable. If applicable, display an "Original price" with a strikethrough. The original price will be displayed before the current price.
- 7. PROMOTION TILES**
Custom. Tiles are comprised of colored HTML text and are not clickable. Business can determine if they want to display a maximum of two promotion tiles. Use of tiles can be timed by the business. The business can choose the order of the promotions. The top tile will always be red, and the bottom will always be blue. Do not display if there are no promotions.
- 8. RATING**
Custom. Element is not clickable. The product stars are dynamically populated with the product's rating. If there is no rating for the product, do not display.

SUBCATEGORY

NOTES

Product Tile Examples - Mobile (View 1)



PRODUCT TILES

1. PRODUCT TILE VIEW

Custom. User can choose to display the products in a 2 wide grid view for mobile, or a single column list view. This product tile demonstrates what a grid view product tile will look like. See [\(PAGE 82\)](#) for treatment of grid view on mobile.

- On tap, go to PDP.

2. PRODUCT NAME

DWRE standard. Element is HTML and clickable. It has a maximum of two lines to display the product name. The character count is 42 for mobile.

- On tap, go to PDP

SUBCATEGORY

NOTES

Product Tile Examples - Mobile (View 2)

1

LONG BADGE

Eiffel Tower Dress Do Sit Amet Consectit A

~~\$29.95~~ \$19.99

50% off included
Online Exclusive

★★★★★

SIZE **ADD TO BAG**

2

NEW

Eiffel Tower Dress

~~\$29.95~~ \$19.99

50% off included

★★★★★

SIZE **ADD TO BAG**

3

Eiffel Tower Dress

\$29.95

SIZE **ADD TO BAG**

PRODUCT TILES

1. LIST VIEW PRODUCT TILE

Custom. The image will display to the left of the product name, price, promotion tiles, rating, and size

2. SIZE DROPODOWN

Custom. Element contains HTML text and an image and is clickable. It will display in list view if there is a size to choose. For example, it would not show for certain accessories.

- On click, open ADD TO BAG - MOBILE state. See ([PAGE 99](#))

3. ADD TO BAG

Custom. Element contains HTML text and is clickable.

- On click, if no size selected, open ADD TO BAG - MOBILE state. See ([PAGE 99](#))
- On click, if size selected, add to cart, and change bag icon to display the number of items in the cart. If there are already items in the cart, change the number displayed in the cart.

SUBCATEGORY

NOTES

ADD TO BAG

1. ADD TO BAG BUTTON

Custom.

- On hover, display button.
- On click size, display size flyout.
- On click add to bag, size flyout if size has not already been chosen.
- On click add to bag, if a size is chosen, add item to cart. Display the OVERLAY MODULE See [\(PAGE 48\)](#)

2. SELECT A SIZE

Custom. Module will display if a user has clicked on the size dropdown, or "add to bag" if no size had been selected. The height is variable, depending on how many sizes need to display. 4 sizes can display before introducing a scrolling element. If there are less than 4 rows to display, reduce height of the module so that there is no empty vertical space. Sizes are populated here based on availability. Do not display out of stock sizes here.

3. CLOSE

Custom. Element contains an image.

- On click, close the flyout. Deselect any chiclets the user has chosen.

4. TEXT

Element contains the size in HTML text and is not clickable.

5. CLOSE

Custom. Element contains an image.

- On click, close the flyout. Deselect any chiclets the user has chosen.

6. SIZE

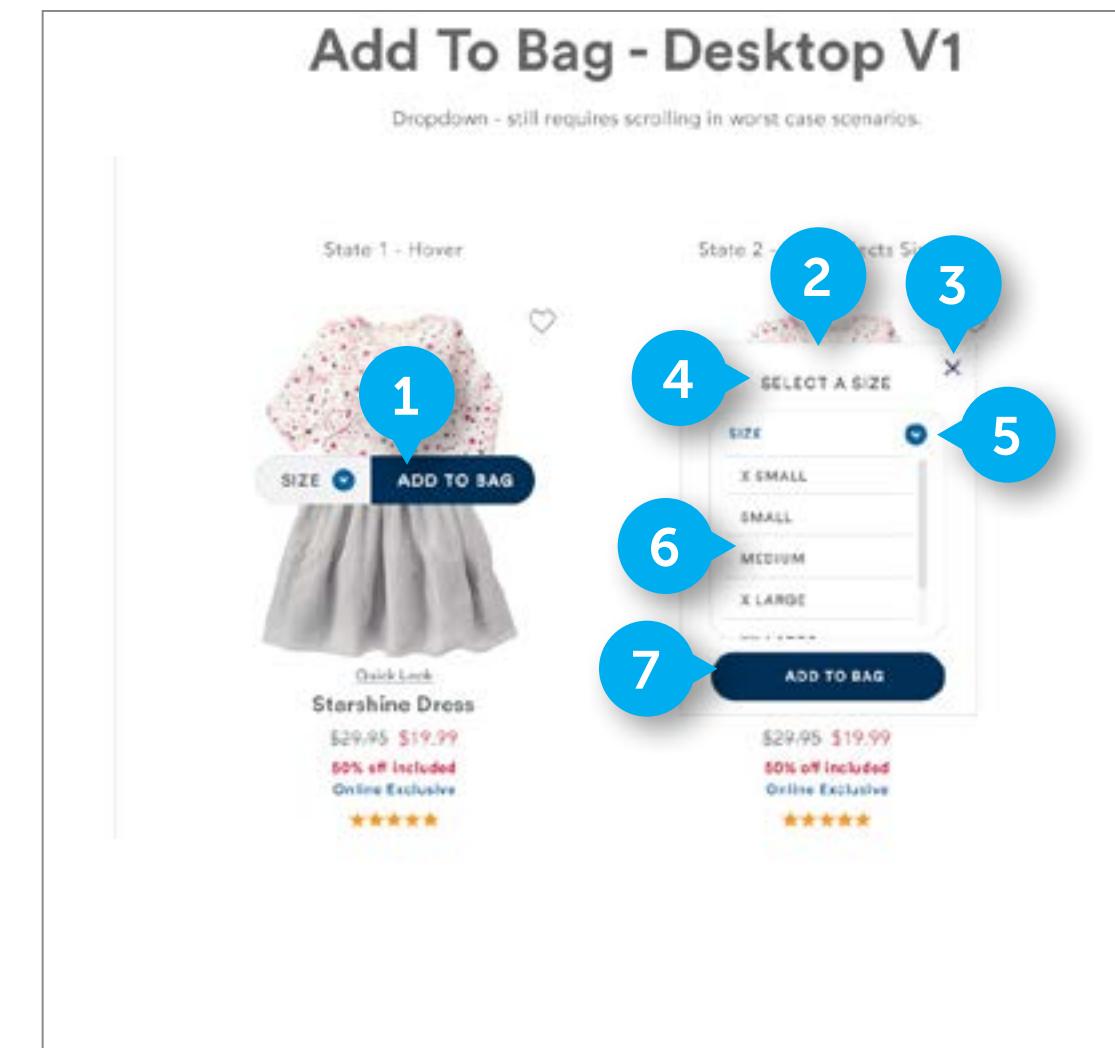
Custom. Element contains the size in HTML text. Element is clickable.

- On click, set the size to highlighted state

7. ADD TO BAG

Custom. Element contains HTML text. Element is clickable

- On click, add item to cart. Display the OVERLAY MODULE. See [\(PAGE 48\)](#)



SUBCATEGORY

2.99 & Under
5.99 & Under
.99 & Under
.99 & Under
% off Jackets & Shoes



Hooded Parka Jacket Item 12345678

★★★★★ 4.5 (12 Reviews)

~~\$64.95~~ \$22.50

COLOR Pink

XS S M L XL

QTY: 1 ADD TO BAG

In Stock | Add To Wishlist

PRODUCT DETAILS

FIND IN STORE

See More Details



NOTES

QUICKVIEW

1. BACKGROUND

When the quickview is displaying, place a black layer over the background with 50% opacity. It will display when a user clicks "Quickview"

2. QUICKVIEW

Quickview modal. It will display when a user clicks "Quickview"

3. IMAGE AREA

Refer to PDP Page for documentation of each element. Image can zoom based on hover functionality that is defined. See [\(PAGE 42\)](#)

4. BUYSTACK

Refer to PDP Page for documentation of each element. See [\(PAGE 42\)](#)

5. CLOSE

Element contains an image.

- On click, close QUICKVIEW and BACKGROUND. Any selections made in the quickview will not be saved once it is closed

6. YOU MIGHT ALSO LIKE

Refer to PDP Page for documentation of element. Uses Predictive Intelligence. See [\(PAGE 42\)](#)

7. ADD TO BAG

Custom. Element contains HTML text. Element is clickable

- On click, add item to cart. Display the OVERLAY MODULE. See [\(PAGE 48\)](#)

8. ACCORDIONS

Custom. Element expands on click. It will increase the vertical size of the Quickview modal when expanded. Business has ability to not display PRODUCT DETAILS and FIND IN STORE accordions.

9. VIEW PRODUCT DETAILS

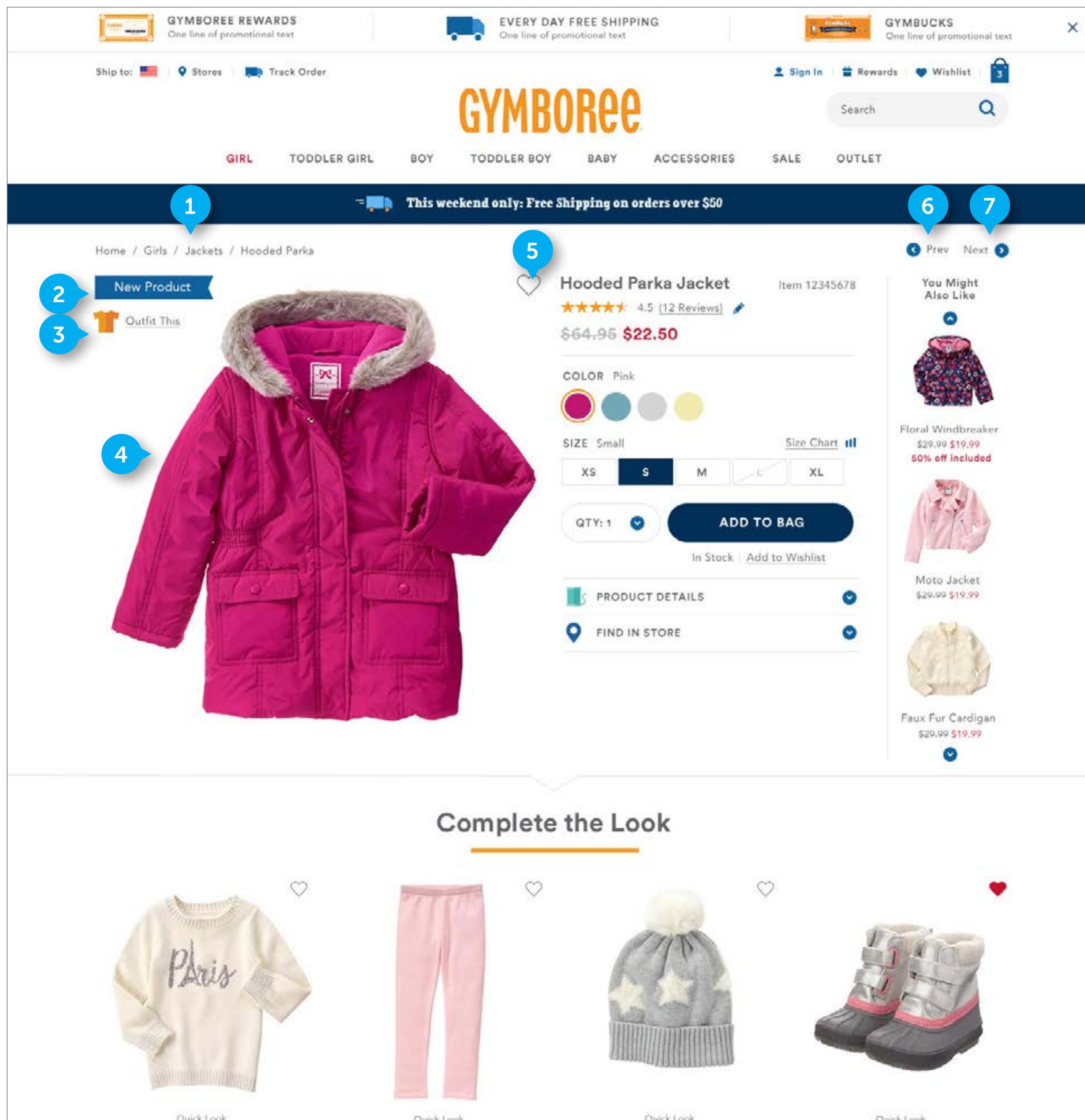
Custom. Element displays at the bottom of the buystack

- On click, go to product PDP. See [\(PAGE 42\)](#)

PDP - DESKTOP

PDP

NOTES



PDP

1. BREADCRUMB

DWRE Standard. Links are clickable.

2. BADGE

Custom. Element width varies based on entered text. Element contains HTML text and is not clickable. The business will manage what message displays in the badge. Badging can be timed by the business.

3. OUTFIT THIS

Custom. Element contains HTML text and an image. It is clickable. It will display below the BADGE if a BADGE is present. If there is no BADGE, display in the top left of the image area.

- On click, scroll user down to COMPLETE THE LOOK section

4. MAIN IMAGE

DWRE standard. If a product has more than one image associated with it, those thumbnails display below the large image. If a customer clicks the thumbnail, the large image changes to the thumbnail that was clicked. Image served by Amplience

5. FAVORITE

Custom. Favoriting is for PHASE 2. Favoriting happens at product level only, and does not include size/color selections when favoriting something.

- On click, set FAVORITE BUTTON to selected state (Filled in red). Add item to wishlist

6. PREVIOUS

DWRE standard.

- On click, go to previous product. If this is the first product in the product grid, do not display.

7. NEXT

DWRE standard.

- On click, go to Next product. If this is the last product in the product grid, do not display.

PDP

NOTES

1. PRODUCT NAME

DWRE Standard. Not clickable.

2. ITEM NUMBER

DWRE Standard. Not clickable.

3. RATINGS

Custom. Display stars, average star rating, and number of reviews. Dynamically populate these areas with the rating information. Only the "<#> Reviews" is clickable. Ratings powered by bazaarvoice.

4. WRITE REVIEW

Custom. Element comprised of image.

- On click, scroll user down to reviews section

5. PRICING

DWRE standard. Element is HTML and not clickable. If applicable, display an "Original price" with a strikethrough. The original price will be displayed before the current price.

6. COLOR HEADER

DWRE standard. Element is text based. It is not clickable. It dynamically displays the name of the option selected in the swatches below formatted as "COLOR <color name>"

7. COLOR SWATCH

DWRE standard. This is populated with available colors, with the selected color indicated. Display as many colors as needed, and push down content to fit these additional swatches. Color determines sizing availability. On select a color, adjust the available sizes to show what is available for purchase.

- On click, set color of product to that swatch. The image will update to display the product in that color. The color header will update to display the name of the selected color.
- On hover, swap the main image to display the product in that color. The color header will update to display the name of the selected color. On move cursor off swatches, set main image and color header back to the selected color.

8. SIZE HEADER

DWRE standard. Element is text based. It is not clickable. It dynamically displays the name option selected in the chiclets below formatted as "Size <size>"

9. SIZE CHART

Custom. Element is comprised of HTML text and an image.

- On click, open the size chart in a modal

PDP

1. PRODUCT NAME

DWRE Standard. Not clickable.

2. ITEM NUMBER

DWRE Standard. Not clickable.

3. RATINGS

Custom. Display stars, average star rating, and number of reviews. Dynamically populate these areas with the rating information. Only the "<#> Reviews" is clickable. Ratings powered by bazaarvoice.

4. WRITE REVIEW

Custom. Element comprised of image.

- On click, scroll user down to reviews section

5. PRICING

DWRE standard. Element is HTML and not clickable. If applicable, display an "Original price" with a strikethrough. The original price will be displayed before the current price.

6. COLOR HEADER

DWRE standard. Element is text based. It is not clickable. It dynamically displays the name of the option selected in the swatches below formatted as "COLOR <color name>"

7. COLOR SWATCH

DWRE standard. This is populated with available colors, with the selected color indicated. Display as many colors as needed, and push down content to fit these additional swatches. Color determines sizing availability. On select a color, adjust the available sizes to show what is available for purchase.

- On click, set color of product to that swatch. The image will update to display the product in that color. The color header will update to display the name of the selected color.
- On hover, swap the main image to display the product in that color. The color header will update to display the name of the selected color. On move cursor off swatches, set main image and color header back to the selected color.

8. SIZE HEADER

DWRE standard. Element is text based. It is not clickable. It dynamically displays the name option selected in the chiclets below formatted as "Size <size>"

9. SIZE CHART

Custom. Element is comprised of HTML text and an image.

- On click, open the size chart in a modal

PDP

NOTES

PDP

1. SIZE CHICLETS

DWRE standard. Element is comprised of HTML text. Display all available sizes here. The first chiclet will always be selected by default

- On click, set size of product to that selected size. The size header will update to display the name of the selected size.

2. UNAVAILABLE SIZE

Custom. Element is comprised of HTML text. If a product is unavailable in the selected color, display that size chiclet in the unavailable size state as displayed. Item is clickable.

- On click, set buystack to Out of Stock state. See ([PAGE 49](#))

3. QUANTITY

DWRE standard. Element contains HTML text and an icon. In PHASE 1, the maximum products that can be selected for purchase is 10.

- On click, open dropdown.

4. ADD TO BAG

DWRE standard. Contains HTML text.

- On click, add the item to cart, and open OVERLAY MODAL
- On Hover, show CTA hover state

5. AVAILABILITY

DWRE standard. Contains HTML text. Text is dynamic and updates to reflect availability of a product. It is not clickable.

6. WISHLIST

DWRE standard. Wishlist is PHASE 1. If a user adds something to their wishlist, it includes the size and color options that were selected when item is added to wishlist.

7. PRODUCT DETAILS

Custom. Product contains HTML text and an icon. Element is clickable. The accordion will push down all content below it (starting with "Complete the look" to accommodate size increase of accordion). Product bullet points provided by RMS.

- On click, expand the accordion to reveal product details in bullet format

8. FIND IN STORE

Custom. Product contains HTML text and an icon. Element is clickable. The accordion will push down all content below it (starting with "Complete the look" to accommodate size increase of accordion). Find in store is PHASE 2.

- On click, expand the accordion to reveal Find in store form field and CTA

9. YOU MIGHT ALSO LIKE

DWRE standard and custom. Element contains HTML text, images, and icons. The product tiles and arrows are clickable. The product tile does not contain star ratings, like in the product grid. It will only include name, price, and promotion tiles. Section is a vertical carousel, and displays 3 products at a time. 6 products in total live in this carousel. Carousel is predictive intelligence. Business determines how many products total the carousel will contain.

- On click arrows, go to next or previous 3 images.
- On click product tile, go to PDP

PDP

NOTES

1. Complete the Look

This section features four product tiles arranged horizontally. Each tile includes a small heart icon for favoriting.

- Paris Sweater**: A cream-colored long-sleeved sweater with "Paris" printed on it. **Quick Look**, \$29.95 **\$19.99**, **50% off included**.
- Warm & Fuzzy Leggings**: Pink leggings. **Quick Look**, \$29.95 **\$19.99**, **50% off included**.
- Star Knit Beanie**: A grey knit beanie with white star patterns. **Quick Look**, \$29.95 **\$19.99**, **50% off included**.
- Duck Boots**: Grey and white boots with straps. **Quick Look**, \$29.95 **\$19.99**, **50% off included**.

2. Category Shops

Two large images are shown side-by-side:

- A girl in a denim jacket and graphic tee with the text **40% Off Graphic Tees**.
- A girl in a black top and red plaid skirt with the text **40% Off Dresses**.

3. We Think You'll Love These

This section shows four more product tiles in a horizontal row.

- A floral jacket.
- Dark pants.
- A blue polka-dot dress.
- Blue boots.

PDP

1. COMPLETE THE LOOK SECTION

Custom. Element is comprised of HTML header, product tiles and a carousel. Configurable HTML text "complete the look" is not clickable. Section is manually managed by business. If there is an associated set of products (like item is part of outfit), display the associated products here. Business to determine how many total products to display in the carousel. HTML text of header is configurable Will not display if there is no designated content.

2. PRODUCT TILES

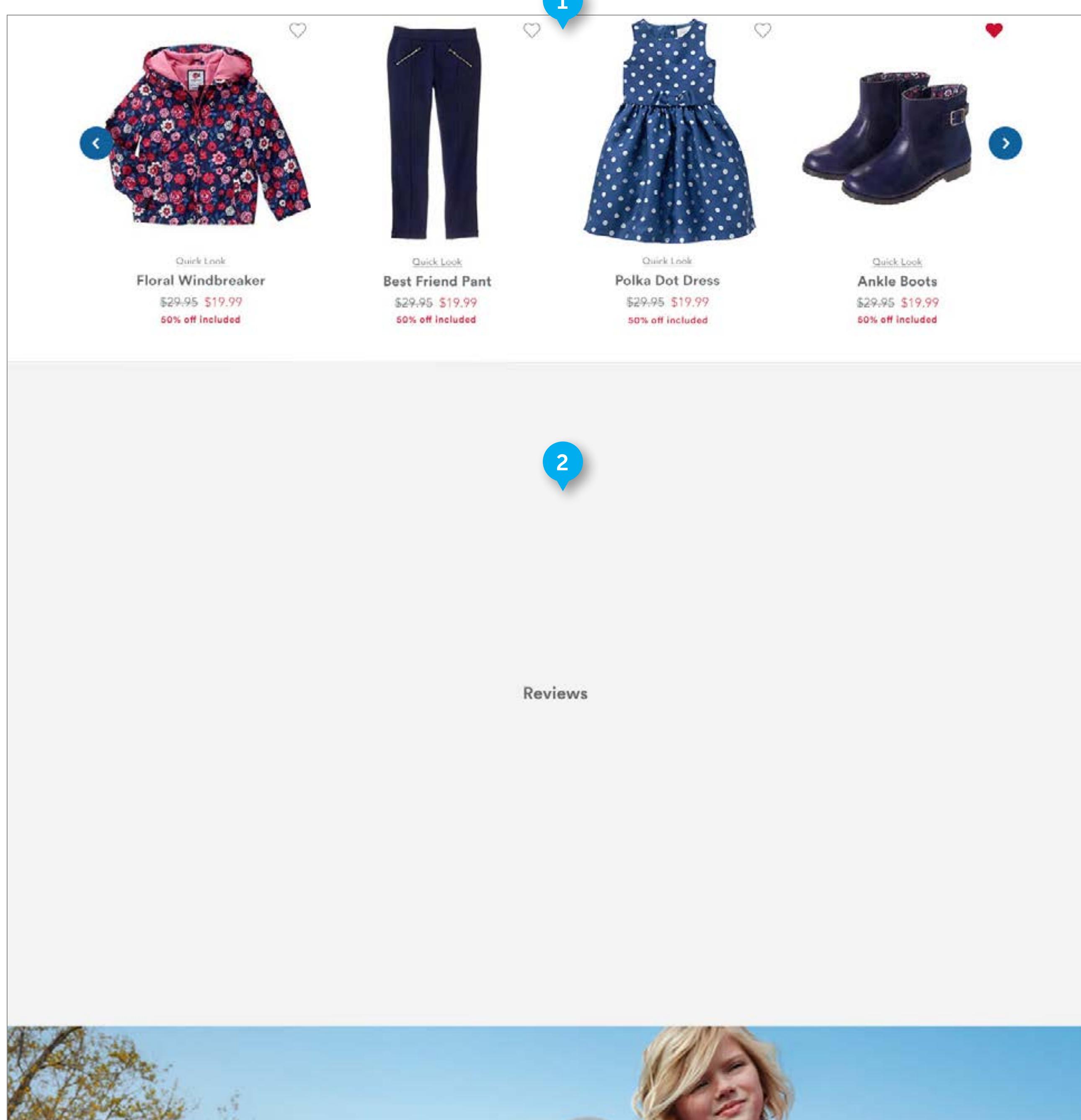
Use standard product tile. A max of 4 product tiles will display here.

3. CATEGORY SHOPS

Element is custom. It is populated with 2 images. These are managed by the business. There is a space beneath each of the images for HTML text that can either live within a red ribbon or plain background. Refer to cutsheet for visual designs. Will not display if there are no designated promotions. Promotions are category specific (if in a product for a girl's jacket, promotions will pertain to girls clothing). Height of images is flexible. Image and content is configurable, and can show other types of content, such as a VISA offer. Content here can be category specific, so the two promotions displaying here can display across all other PDP's in a given category. Background is full browser width. Content is full grid width

- On click an image or text below image, navigate to their dedicated subcategory page.

PDP



NOTES

PDP

1. WE THINK YOU'LL LOVE THESE SECTION

Custom. Element is comprised of HTML header, product tiles and a carousel. HTML text "complete the look" is not clickable. Section is predictive intelligence. Business to determine how many total products to display in the carousel. HTML text of header is configurable. Use standard product tiles and carousel functionality. Will not display if there is no designated content.

2. REVIEWS

Reviews will display here using 3rd party vendor.

PDP

NOTES

The screenshot shows a product detail page (PDP) for Gymboree. At the top, there's a banner with two girls and the text "Explore More Girls Categories". Below the banner are five tabs: "Shop By Category", "Favorites", "Collections", "\$16.99 & Under", and "Outfits". The "Outfits" tab is highlighted with a blue circle and the number 3. A grid of categories follows: Outfits, Dresses & Rompers, Tops & Tees, Outerwear, Pants, Jeans, Skirts & Shorts, Leggings, Swim, Sleepwear, Underwear & Camis, Accessories, Online First, Play & Music Toys, Books & CDs, Sale \$16.99 & Under, and Shoes. A blue circle with the number 4 points to the "Outfits" category. Below this is a "Bloomreach" module with an upward arrow icon. At the bottom, there are links for "GYMBOREE REWARDS", "GYMBUCKS", "REFER A FRIEND", "GYMBOREE VISA", and "GIFT CARDS", each with a small image and a brief description. A blue circle with the number 5 points to the "REFER A FRIEND" link. The footer includes links for "Stores" (with a location pin icon), social media (Facebook, Snapchat, Pinterest, Instagram), a "Get 30% Off Today!" offer with an envelope icon, an email input field, a "SIGN UP!" button, and sections for "CUSTOMER SERVICE", "SHOPPING WITH US", "REWARDS & PROMOTIONS", "GIVE GYMBOREE", "MORE ABOUT US", and "OUR FAMILY OF BRANDS" (featuring logos for Gymboree, Janie and Jack, and Gymbat).

PDP

1. EXPLORE IMAGE

Custom. Image is managed by business and configurable. It is a full width element. Image is not clickable. Image has variable height. Image is full width and it will always be full width in the window. It will always expand to fit the width of the window - there is no expansion or pixel limit. Image height is variable.

2. BANNER

HTML text will display above the links. It is not clickable. HTML text is configurable.

3. TABS

Tabs are custom. They are HTML and clickable. The order of the tabs mirror the order of the sections in the navigation menu dropdown.

- On click tab, set tab to the active state and replace the links below

4. LINKS

HTML Links are clickable. Center the columns of links within the module. For example, if there is only one column of links, center that within this module. Only 5 links can display per a column.

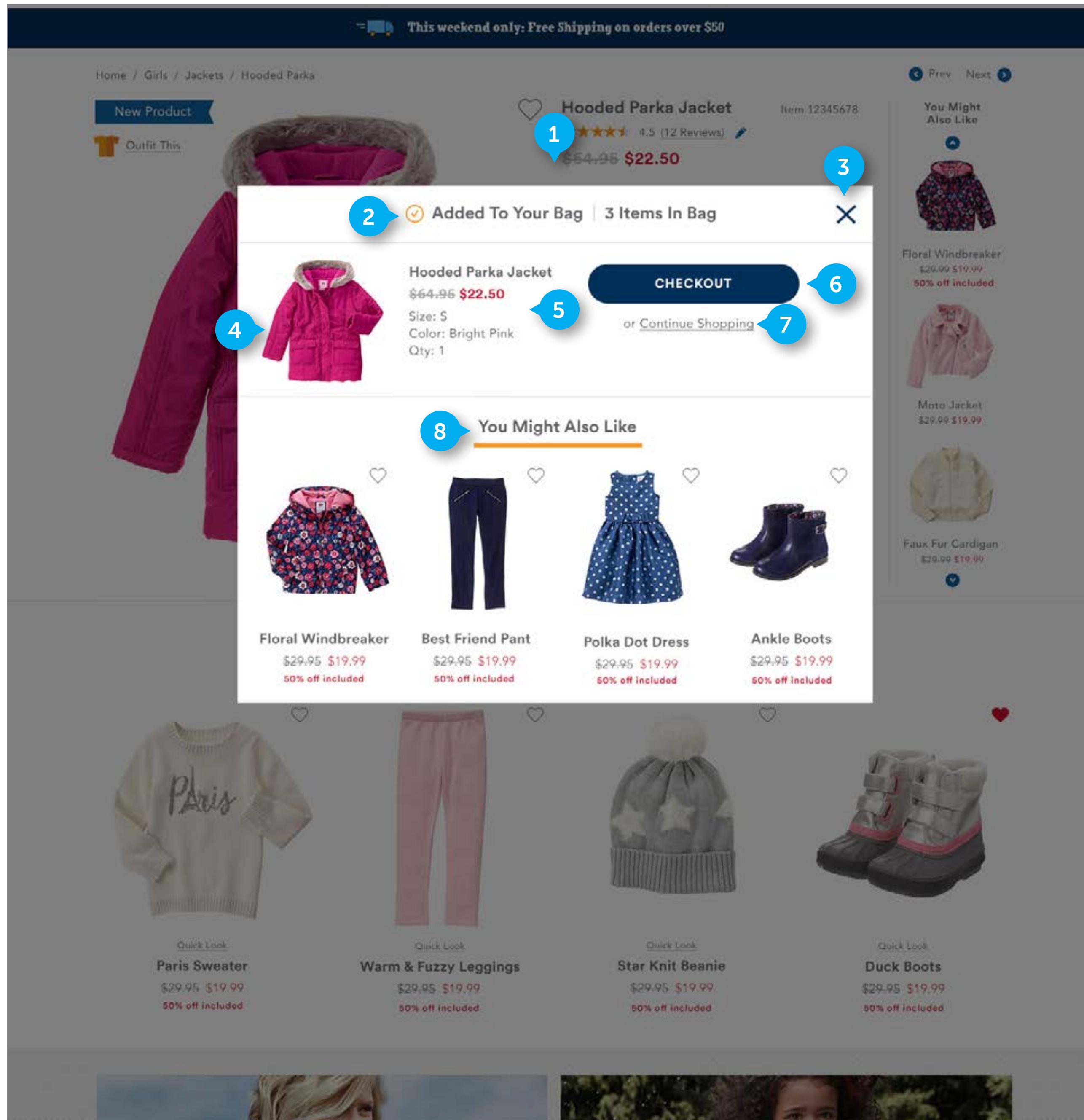
- On click link, go to that subcategory page.

5. BLOOMREACH

Insert bloomreach module here. Do not display anything if nothing is loaded into Bloomreach.

PDP

NOTES



ADD TO CART OVERLAY

1. BACKGROUND IMAGE

Custom. Modal displays when a user has clicked "Add To Bag" on the PDP. When modal displays, place a black layer over the background with 50% opacity.

2. MESSAGING

Custom. Element is comprised of HTML text and icons. The two messages are separated by a vertical gray line. The first message contains a check icon followed by "Added to your bag" text. The second message displays "<dynamic number> Items in Bag". The dynamic number is determined by the number of total items in the bag.

3. CLOSE

Element contains an image of an "x".

- On click link, close modal and darkened background layer.

4. IMAGE

Element is an image. Display image of product user has selected in the color they selected. It is not clickable.

5. TEXT

Element is comprised of HTML text. It is not clickable. The text will contain the product name (max of 2 lines), price, Size, Color, and Quantity. The price, size, color, and quantity sections are dynamically populated with information based on the product the user selects

6. CHECKOUT

Element is comprised of a button and HTML text. It is clickable.

- On click link, go to CART page.

7. CONTINUE SHOPPING

Element is comprised of styled HTML text. It is clickable.

- On click link, go to PDP page.

8. YOU MIGHT ALSO LIKE

DWRE standard and custom. Element contains HTML text, images, and icons. The product tiles and arrows are clickable. The HTML header is not clickable.. The product tile does not contain star ratings, like in the product grid. It will only include name, price, and promotion tiles. Display maximum of 4 product tiles. Section is populated by predictive intelligence. Will not display if there is no designated content.

- On click product tile, go to PDP

PDP

NOTES

PDP Buystack Cutsheet

The purpose of this sheet is to demonstrate alternate states of the buystack and show how the buystack scales with different product variations. Desktop/Mobile utilize same design pattern.

EXAMPLE WITH 6 SIZES

Hooded Parka Jacket Item #123456789
★★★★★ 4.5 (12 Reviews) [Edit](#)
\$64.95 **\$22.50** 50% off included [View Details](#)

COLOR Pink

SIZE X Small	XS	S	M	L	XL
--------------	----	---	---	---	----

QTY: 1 [ADD TO BAG](#)
In Stock | [Add To Wishlist](#)

[PRODUCT DETAILS](#) [FIND IN STORE](#)

EXAMPLE WITH 18 SIZES

Utility Jeans Item #123456789
★★★★★ 4.5 (12 Reviews) [Edit](#)
\$64.95 **\$22.50** 50% off included [View Details](#)

COLOR Pink

SIZE 4S	4S	5	6	7	8	9	10
6	6S	6H	7	7S			
7H	8	8S	8H	9			
9S	9H	10					

QTY: 1 [ADD TO BAG](#)
In Stock | [Add To Wishlist](#)

[PRODUCT DETAILS](#) [FIND IN STORE](#)

EXAMPLE WITH ONLY 1 COLOR OPTION

NO SIZE SELECTED - ADD TO BAG BUTTON IS GREYED OUT

BUYSTACK

1. SIZE CHICLETS

DWRE Standard. If there are a large number of size chiclets, display as shown. Push down content below so all chiclets can display.

PDP

The PDP wireframe displays five different scenarios for product availability and pricing information:

- OUT OF STOCK:** Shows a single color swatch (Gym Navy Floral) with a blue callout '1'. Below it is a size selector with 'X Small' highlighted in black, and an 'ADD TO BAG' button.
- ACCESSORY - ONE SIZE, LOW STOCK:** Shows a single color swatch (Gym Navy Floral) with a blue callout '2'. Below it is a size selector with 'X Small' highlighted in gray, and an 'ADD TO BAG' button.
- Hooded Parka Jacket (Long Name That Wraps):** Shows four color swatches (Pink, Blue, Gray, Yellow) with a blue callout '3'. Below it is a size selector with 'X Small' highlighted in gray, and an 'ADD TO BAG' button. A red tooltip 'Out Of Stock' appears over the 'ADD TO BAG' button.
- Pea Pod Plush:** Shows a single color swatch (Pink) with a blue callout '4'. Below it is a size selector with 'ONE SIZE' highlighted in black, and an 'ADD TO BAG' button.
- FULL PRICE ITEM:** Shows four color swatches (Pink, Blue, Gray, Yellow) with a blue callout '5'. Below it is a size selector with 'X Small' highlighted in gray, and an 'ADD TO BAG' button. A red tooltip 'Out Of Stock' appears over the 'ADD TO BAG' button.

Below the main PDP wireframe, there are two additional components:

- PRICE TOOLTIP:** A tooltip for the 'Hooded Parka' item. It shows a 'PRICING INFORMATION' section with placeholder text: "Lorem ipsum dolor sit amet, consectetur ambulare vincit exegi monumentum vincit sit amet navigo. Optional CTA".
- FLUID CONFIDENTIAL**: A logo and text indicating the source of the wireframe.

NOTES

BUYSTACK

1. 1 COLOR OPTION

If there is only 1 swatch, display as shown.

2. NO SIZE SELECTED

If no size has been selected, show CTA in gray state as shown.

3. OUT OF STOCK

If product is Out of Stock, Show "Add to Bag" in grayed out state. Below the CTA, display red icon and HTML text. Text will display "Out of Stock". Out of stock will display if the user selects an Out of Stock size, or if a user looks up the product directly using the item number, and said product is completely out of stock in all sizes.

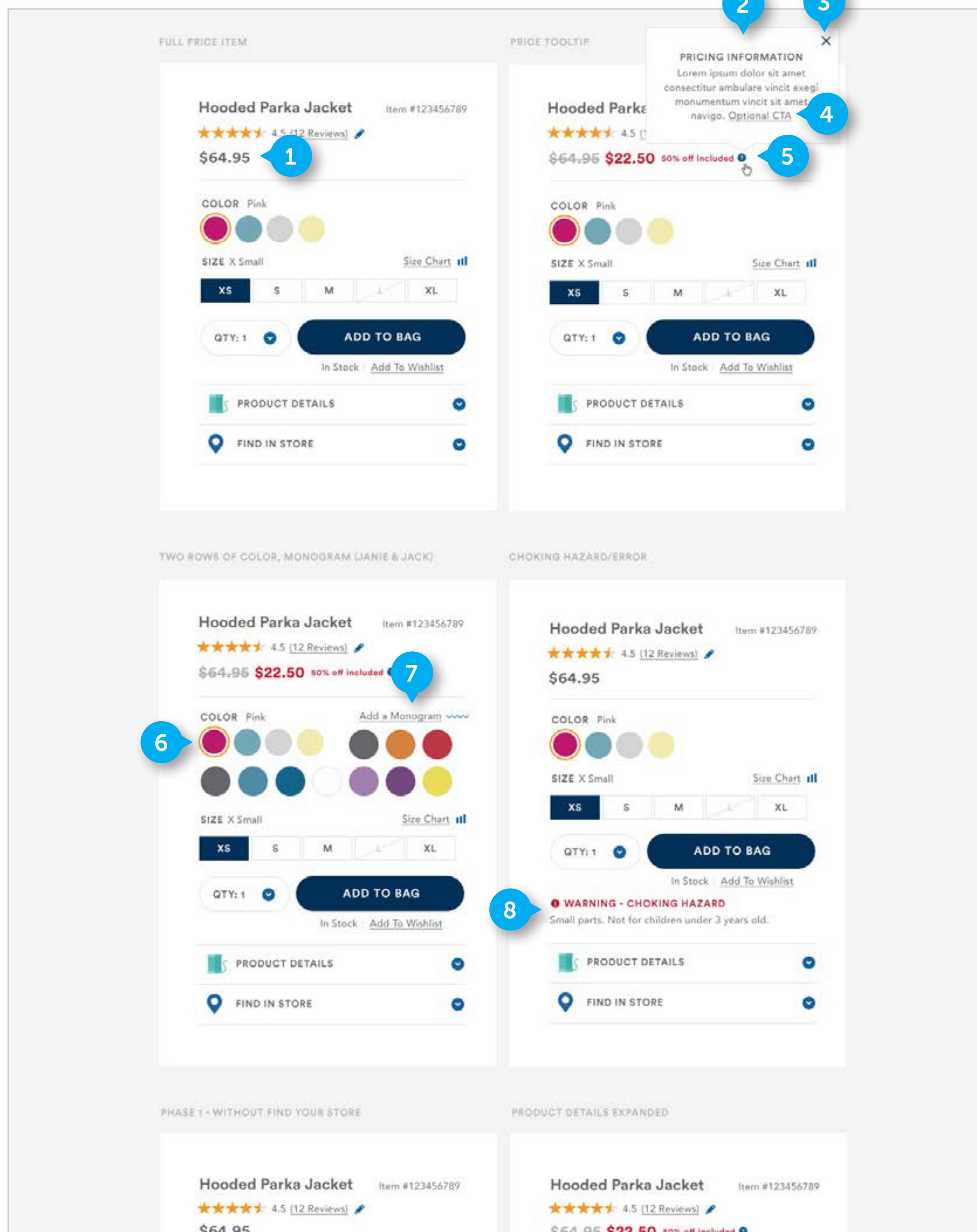
4. ONE SIZE

If the product only has one size (like an accessory), display the size chiclet as shown. It is not clickable.

5. LOW STOCK

If product is low in stock, HTML text will display an icon and "Low Stock" text. Element is not clickable. Business will determine stock requirement for when this will appear.

PDP



NOTES

BUYSTACK

1. FULL PRICE

If product is full priced, display price as shown.

2. TOOLTIP MODAL

Element appears if user clicks on the tool tip. The text is managed by the business. There is header text and body copy. It is not clickable.

3. CLOSE

Element contains an image of an "x".

- On click link, close tooltip modal.

4. CTA

Element contains styled HTML text. Including CTA here is optional

- On click, navigate user to designated page.

5. TOOLTIP

Element contains an icon. It is clickable

- On click, open TOOLTIP MODAL.

6. SWATCHES

When there are two rows of swatches, display as shown. Push down content below it so that all swatches can display.

7. MONOGRAM

Element contains styled HTML text and an icon. This will only display for Janie and Jack brand site.

- On click, open MONOGRAM MODAL.

8. CHOKING HAZARD

Element contains styled HTML text and an icon. It will display between the ADD TO BAG button and PRODUCT DETAILS accordion. It is not clickable. The first line will contain the icon and text "WARNING - CHOKING HAZARD". The next line reads "Small parts. Not for children under 3". It is not clickable

PDP

PHASE 1 - WITHOUT FIND IN STORE

Hooded Parka Jacket Item #123456789
★★★★★ 4.5 (12 Reviews) [Write a review](#)
\$64.95

COLOR Pink
 SIZE X Small [Size Chart](#)

ADD TO BAG
QTY: 1 In Stock [Add To Wishlist](#)

PRODUCT DETAILS

PRODUCT DETAILS EXPANDED

Hooded Parka Jacket Item #123456789
★★★★★ 4.5 (12 Reviews) [Write a review](#)
\$64.95 \$22.50 50% off included [View Details](#)

COLOR Pink
 SIZE X Small [Size Chart](#)

ADD TO BAG
QTY: 1 In Stock [Add To Wishlist](#)

PRODUCT DETAILS
• 100% polyester
• Zip front with button wind flap
• Front pockets
• Quilted texture
• Fully lined
• Machine wash; imported
• Collection Name: Happy Explorer

QUALITY IN EVERY STITCH
Generic messaging about quality can go here
lorem ipsum dolor sit amet dolor sit ambulare
consecetur ambulare. [Optional CTA](#)

FIND IN STORE

NOTES

BUYSTACK

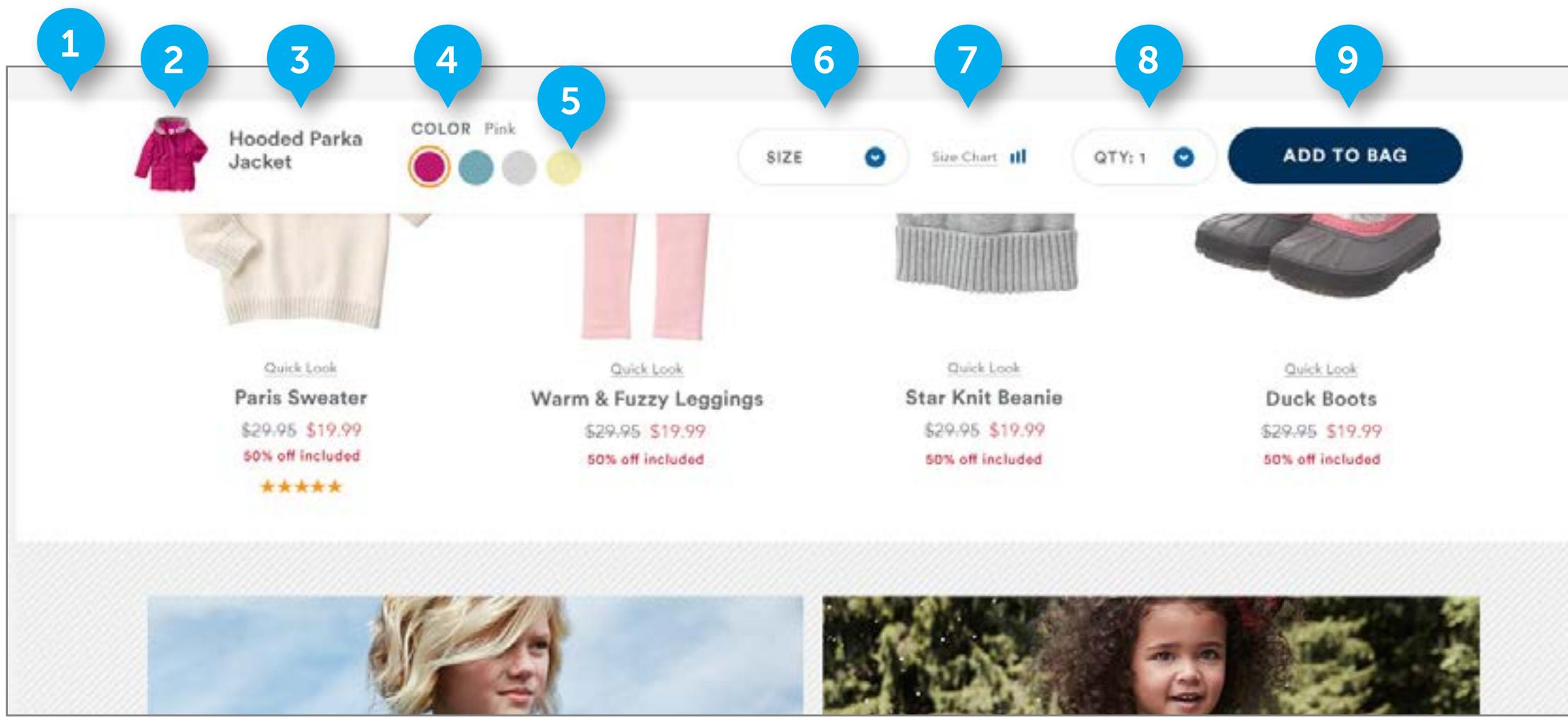
1. NO FIND IN STORE

In PHASE 1, FIND IN STORE will not display

2. EXPANDED ACCORDION

When Product Details is expanded, display as shown. The bullet points and quality section will only display when the accordion is open. The Quality in every stitch section is manually managed by the business. It contains an icon, Header text, body copy, and optional CTA. The text is HTML. Only the CTA is clickable.

PDP



NOTES

DOCKED PDP BUY BAR

1. DOCKED BUY BAR

Bar will display when user scrolls past the buystack further up on the page. It will stick to the top of the viewport. If user can see the buystack in the viewport, the buy bar will not display.

2. PRODUCT IMAGE

Element is an image. The image that displays here is the image that is displaying as the MAIN IMAGE. It is not clickable.

3. TEXT

Element is HTML text. It is not clickable. Display product name here.

4. COLOR HEADER

DWRE standard. Element is text based. It is not clickable. It dynamically displays the name option selected in the swatches below formatted as "COLOR <color name>"

5. COLOR SWATCH

DWRE standard. This is populated with available colors, with the selected color indicated. Display as many colors as needed, and push down content to fit these additional swatches. Color determines sizing availability. On select a color, adjust the available sizes to show what is available for purchase.

- On click, set color of product image in the docked buy bar and the MAIN IMAGE above to that swatch. The images will update to display the product in that color. The COLORS HEADERS will update to display the name of the selected color.

6. SIZE DROPODOWN

Custom. Element is text based. It is clickable. All available sizes will be displayed in the dropdown. Do not display out of stock sizes

7. SIZE CHART

Custom. Element is comprised of HTML text and an image.

- On click, open the size chart in a modal

8. QUANTITY

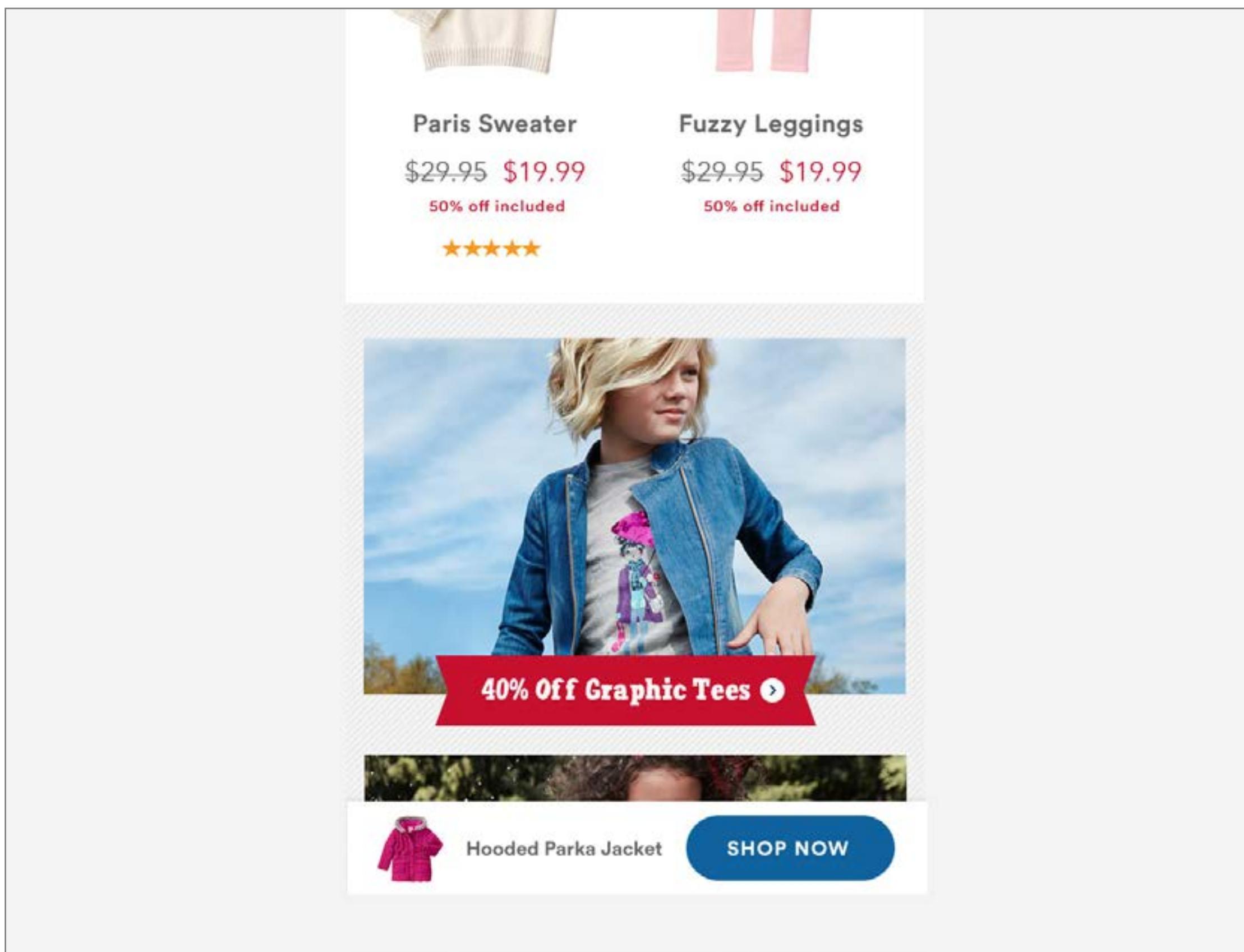
DWRE standard. Element contains HTML text and an icon. In PHASE 1, the maximum products that can be selected for purchase is 10.

- On click, open dropdown.

9. ADD TO BAG

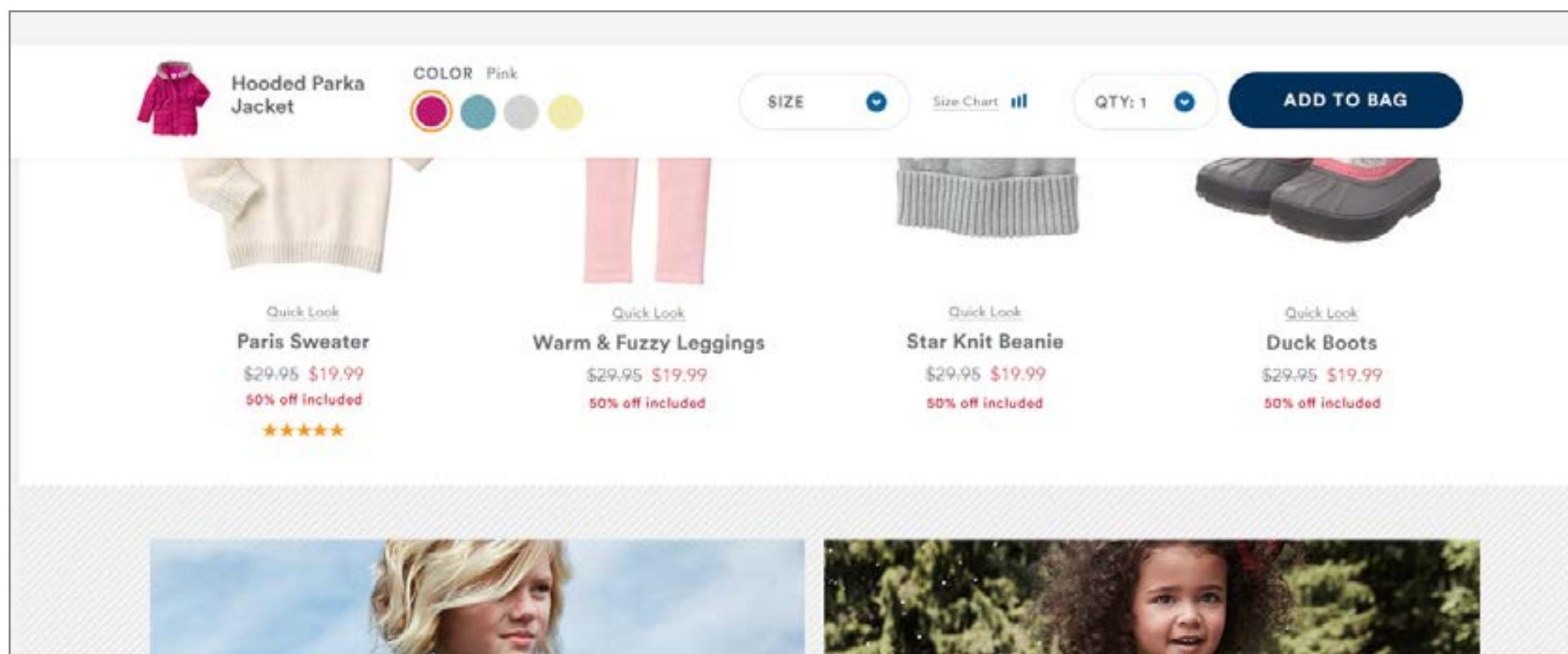
DWRE standard. Contains HTML text.

- On click, add the item to cart, and open OVERLAY MODAL
- On Hover, show CTA hover state



PDP

NOTES



DOCKED PDP BUY BAR

1. DOCKED BUY BAR - MOBILE

Bar will display when user scrolls past the buystack further up on the page. It will stick to the bottom of the viewport. If user can see the buystack in the viewport, the buy bar will not display.

2. PRODUCT IMAGE

Element is an image. The image that displays here is the image that is displaying as the MAIN IMAGE. It is not clickable.

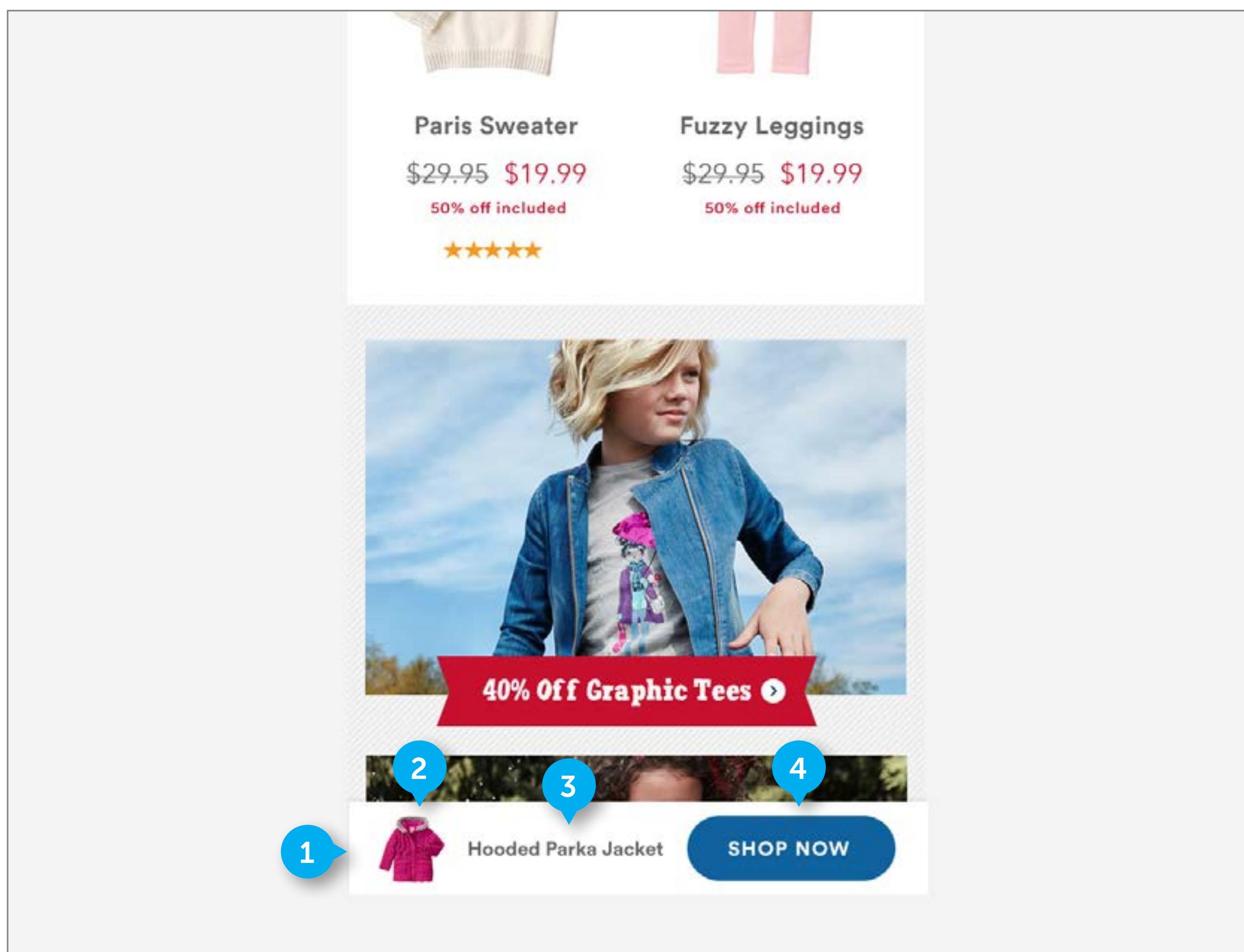
3. TEXT

Element is HTML text. It is not clickable. Display product name here. Use ellipses to truncate the end of the product name if the name does not fit within the space.

4. SHOP NOW

Custom. HTML button is clickable.

- On click, scroll user up the page to buystack



PDP

NOTES

Inline Zoom On Hover

1

Hooded Parka Jacket
Item 12345678

★★★★★ 4.5 (12 Reviews)

\$64.95 **\$22.50**

COLOR Pink

SIZE Small

XS S M L XL

QTY: 1 ADD TO BAG

In Stock Add to Wishlist

PRODUCT DETAILS

FIND IN STORE

You Might Also Like

Floral Windbreaker
\$29.99 \$19.99
50% off included

Moto Jacket
\$29.99 \$19.99

Faux Fur Cardigan
\$29.99 \$19.99

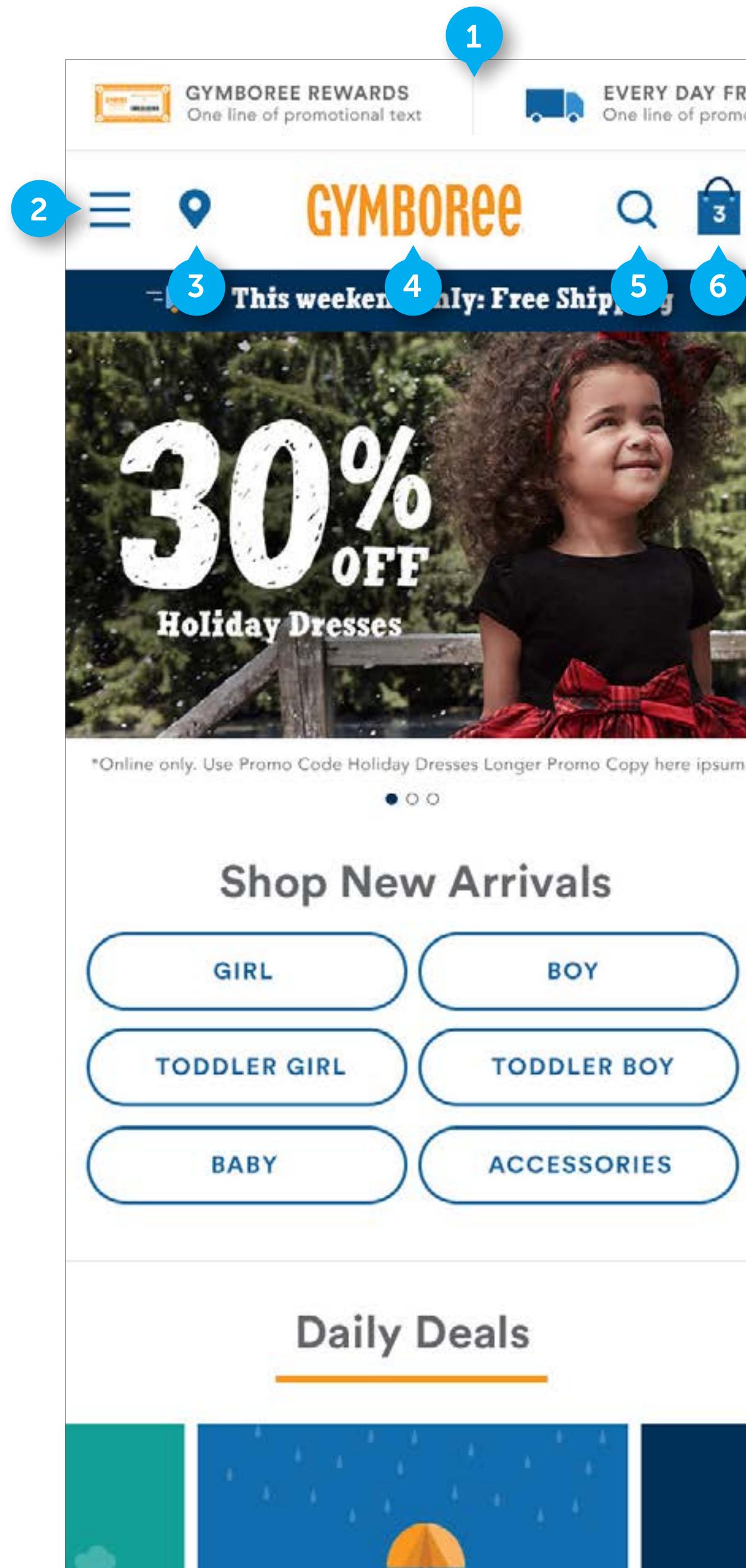
ZOOM

1. ZOOM

On mouse over MAIN IMAGE, display the hover zoom state. The MAIN IMAGE will be taken over with a zoomed detail view that shifts around to different parts of the product as the user moves their mouse. Provided by Amplience.

HOMEPAGE - MOBILE

HOME



NOTES

HOME

1. PROMOTION AREA

Section is custom. A user will swipe left and right to move the strip of 3 promotions in the view. By default, it will display the leftmost promotion first, as displayed. On tap Gymboree rewards and Gymbucks, take user to designated page

- On tap Gymboree rewards and Gymbucks, take user to designated page.
- On tap Shipping Promotion, open modal

2. HAMBURGER MENU

DWRE standard. Element contains image.

- On tap, slide navigation in from the left hand side of the screen. See page [\(PAGE 68\)](#) for opened state

3. STORES

Element interaction is custom and not standard DWRE. Area contains an image. It will display on all pages as part of the utility nav. It will display to the right of SHIP TO.

- On click, go to "Stores" page

4. LOGO

Element is DWRE standard. Image is centered on page.

- On click, go to homepage

5. SEARCH

Element is DWRE standard. element contains an image.

- On click, go search takeover page. See page [\(PAGE 67\)](#)

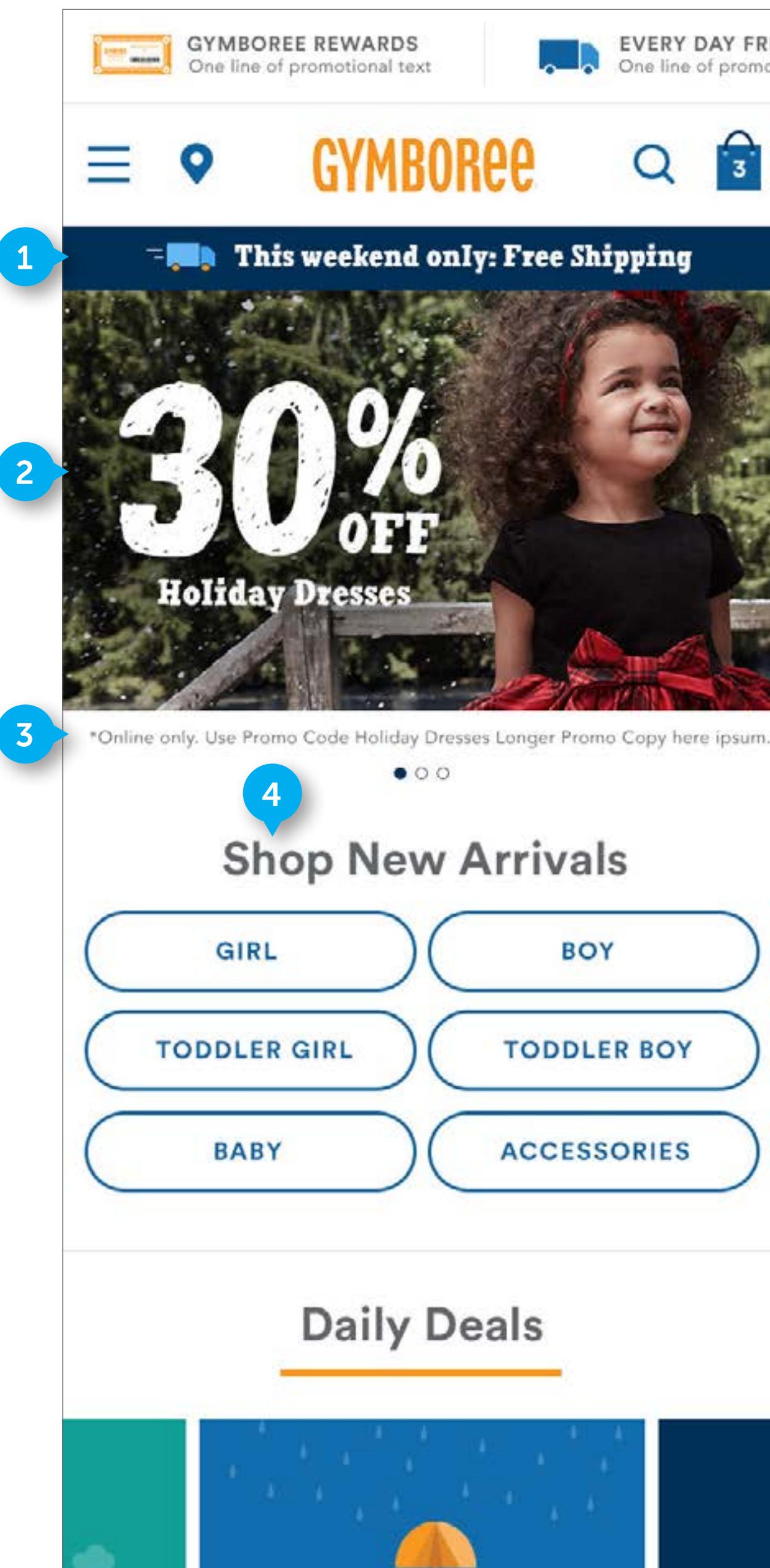
6. CART

Element is DWRE standard. element contains an image.

- On click, go to CART page

HOME

NOTES



HOME

1. PROMO BAR

Element is custom. Business will determine what promotions display here. The bar can display a maximum of two rotating promotions. Only one promotion will display at a time. Promotions will display for 5 seconds before changing to the next promotion.

- On tap, navigate to page or open modal on the currently open page. Business to determine whether to use a modal or navigate to new page

2. HERO

Element is custom. There will be two options for heroes - HTML based heroes and Image asset heroes. Refer to the Homepage Hero Cutsheet for treatments of both hero types. Business will determine which hero type to use. Hero area is timed - automatically change to the next hero after 10 seconds. The hero will slide-animate in from the right hand side automatically after this set time. For HTML based heroes, the image treatment and text treatment are stacked for mobile. On Mobile, assets are cropped, so no crucial image elements should be placed on the sides.

- On tap, navigate user to designated category or subcategory page

3. EXCLUSION COPY

Element is custom. It will display centered below the hero. Business will enter relevant copy pertaining to the image being displayed above. Exclusion copy will change based on the image displayed above. It is not clickable

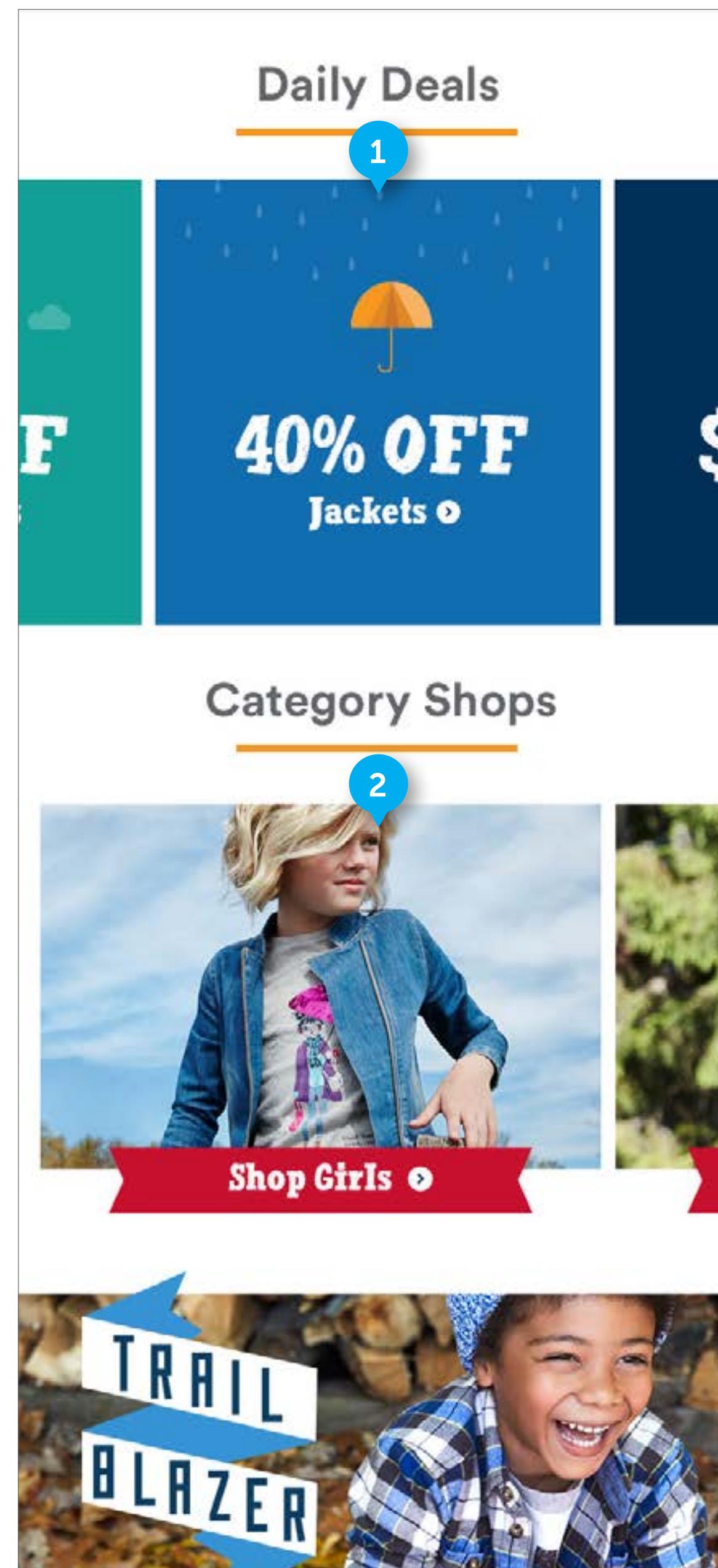
4. SHOP NEW ARRIVALS SECTION

Element is custom. It will display 6 clickable CTAs organized as displayed. The "SHOP NEW ARRIVALS" copy is not clickable. The buttons contain HTML text. The business manages what categories or subcategories are displayed here.

- On tap, navigate user to designated category or subcategory page

HOME

NOTES



HOME

1. DAILY DEALS

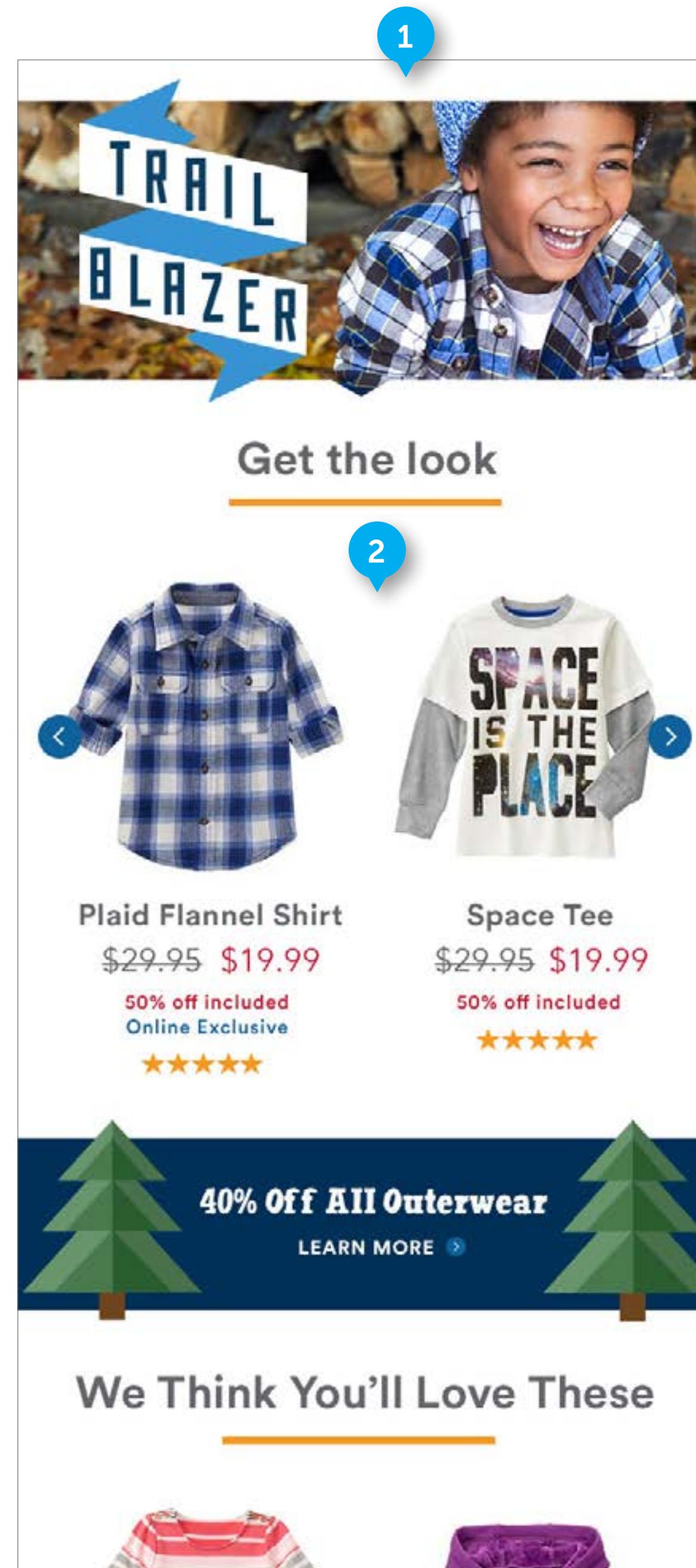
Element is custom. On mobile, user swipes left or right to see all promotions. By default, display the left promo fully, with the middle promo peeking into the viewport. Business will decide what promotions will go here. Will not display if there is no designated content.

- On tap, navigate user to designated category or subcategory page

2. CATEGORY SHOPS

Element is custom. On mobile, user swipes left or right to see all promotions. By default, display the left promo fully, with the right promo peeking into the viewport. Business will decide what categories will go here. Will not display if there is no designated content.

- On tap, navigate user to designated category or subcategory page

HOME**NOTES****HOME****1. GET THE LOOK**

Will not display if there is no designated content.

2. GET THE LOOK CAROUSEL

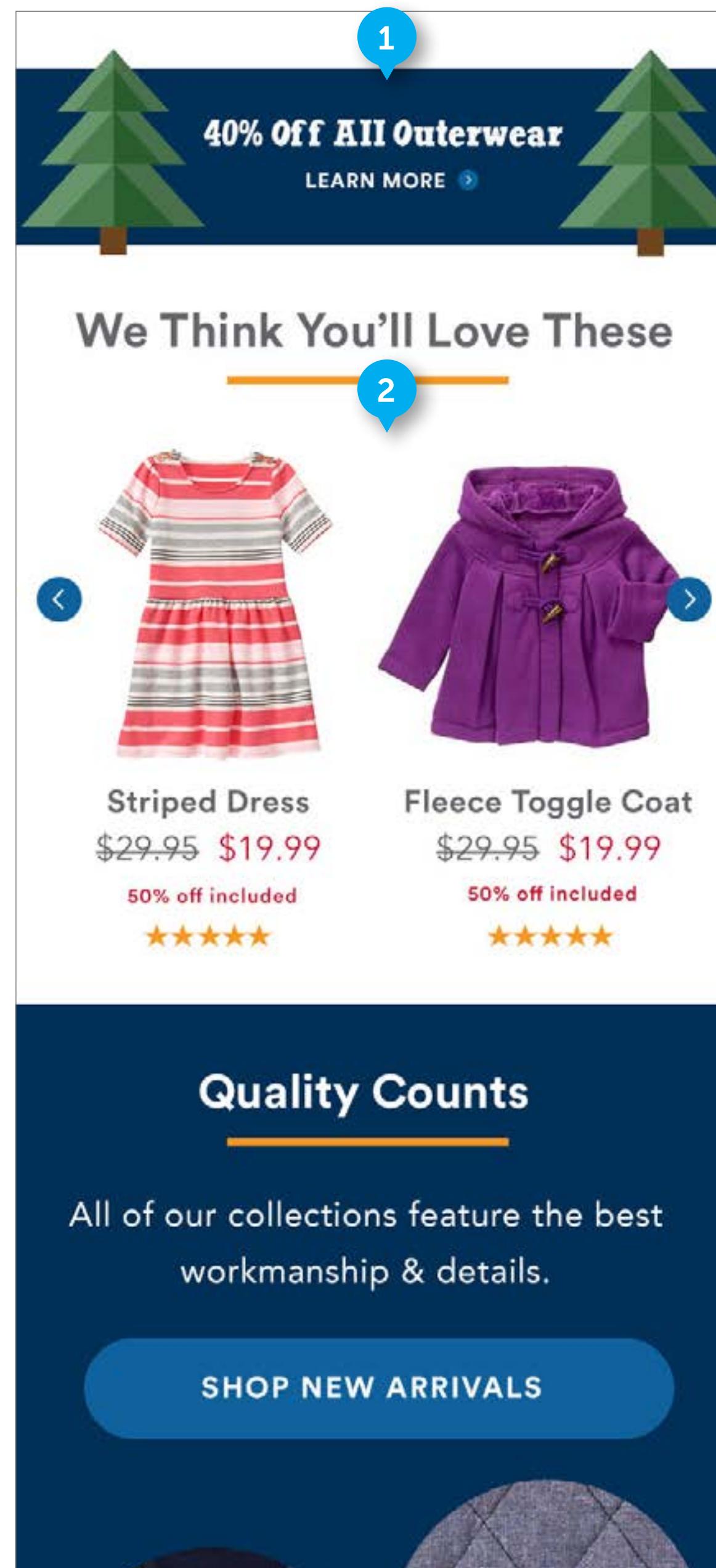
Refer to Desktop documentation about content management. Only 2 products display at a time. Component is text, icon, and image based. On click right arrow, take user to next set of 2 products in the carousel sequence. On click left arrow, take user to previous set of images in carousel sequence. If the user is viewing the first set of 2 images, there will be no left-facing arrow. When the last set of images is being displayed, do not display the right arrow. By default, display the first set of images, with no left facing arrow

- On tap right arrow, display the next set of images. On tap left arrow, display previous set of images.

Will not display if there is no designated content.

HOME

NOTES



HOME

1. PROMO STRIP

Element is custom. It is clickable. It is a jpeg asset and the left and right sides are cropped from the desktop version to better fit within a mobile device. Height is variable. Will not display if there is no designated content.

- On tap, go to designated page.

2. WE THINK YOU'LL LOVE THESE CAROUSEL

Refer to Desktop documentation about content management. See previous documentation on 2-wide carousels. 12 product tiles live here.

- On tap right arrow, display the next set of images. On tap left arrow, display previous set of images.

HOME

1

Quality Counts

All of our collections feature the best
workmanship & details.

SHOP NEW ARRIVALS



ALWAYS SHINE

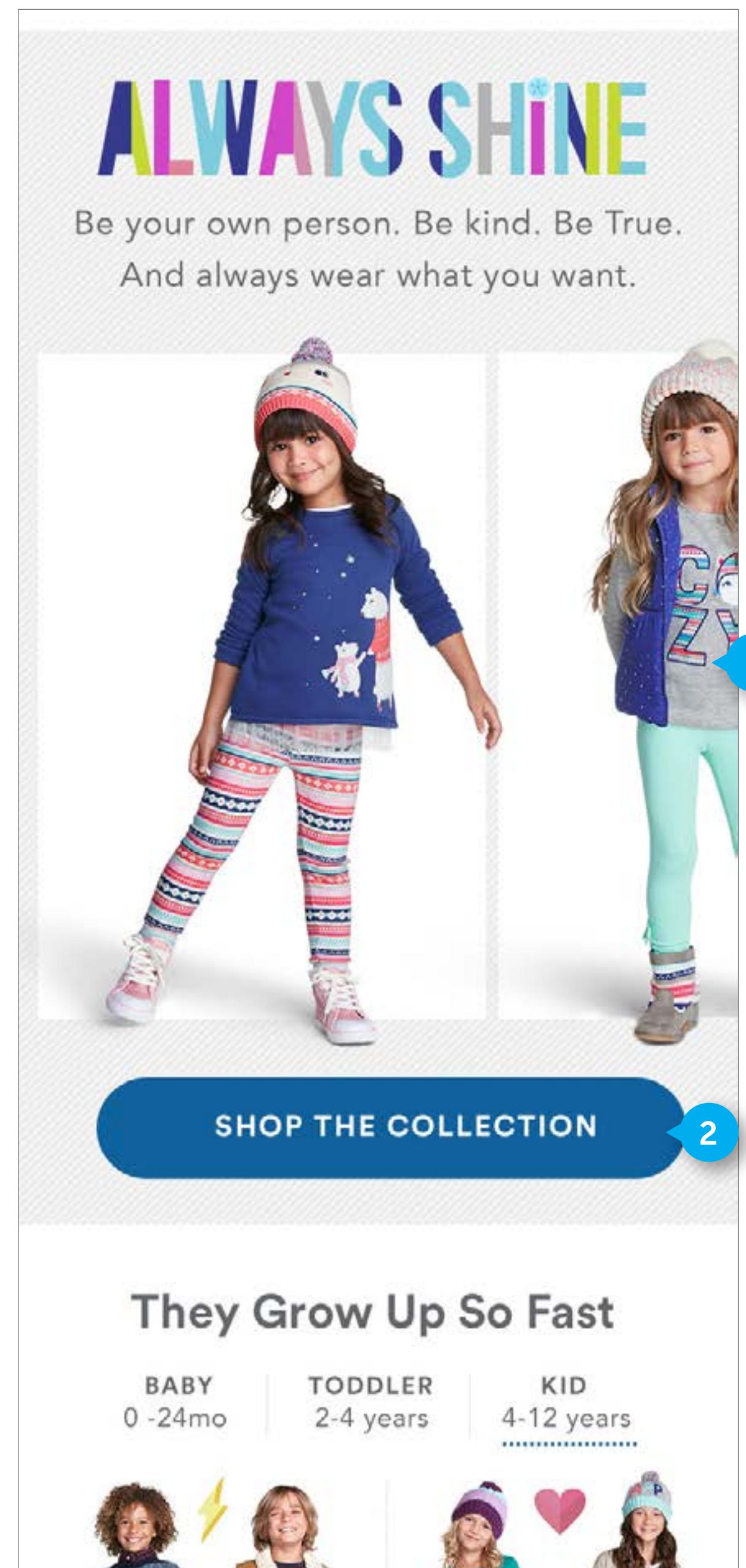
Be your own person. Be kind. Be True.
And always wear what you want.

**NOTES****HOME****1. MADE FOR "DO IT AGAIN"**

For mobile, stack the text and CTA above the imagery. See desktop version for additional documentation

HOME

NOTES



HOME

1. COLLECTION IMAGES

Element is custom. On mobile, user swipes left or right to see all images. The carousel arrows do not display on mobile. By default, display the left image fully, with the right promo peeking into the viewport. The number of images displayed here will be the same as desktop, as determined by the business

- On tap, navigate user to outfit PDP

2. SHOP THE COLLECTION

Standard DWRE. On mobile, make the link a Button style link.

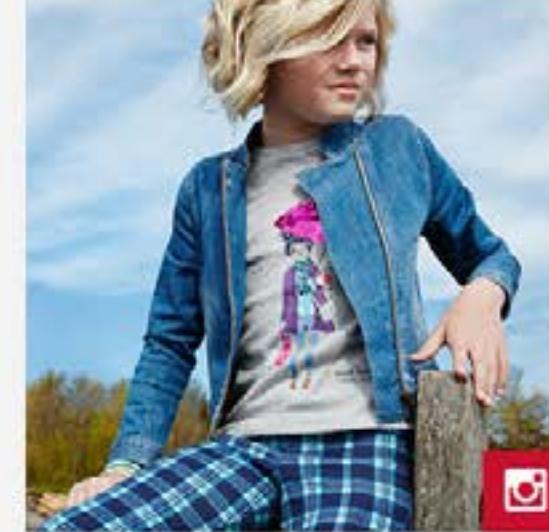
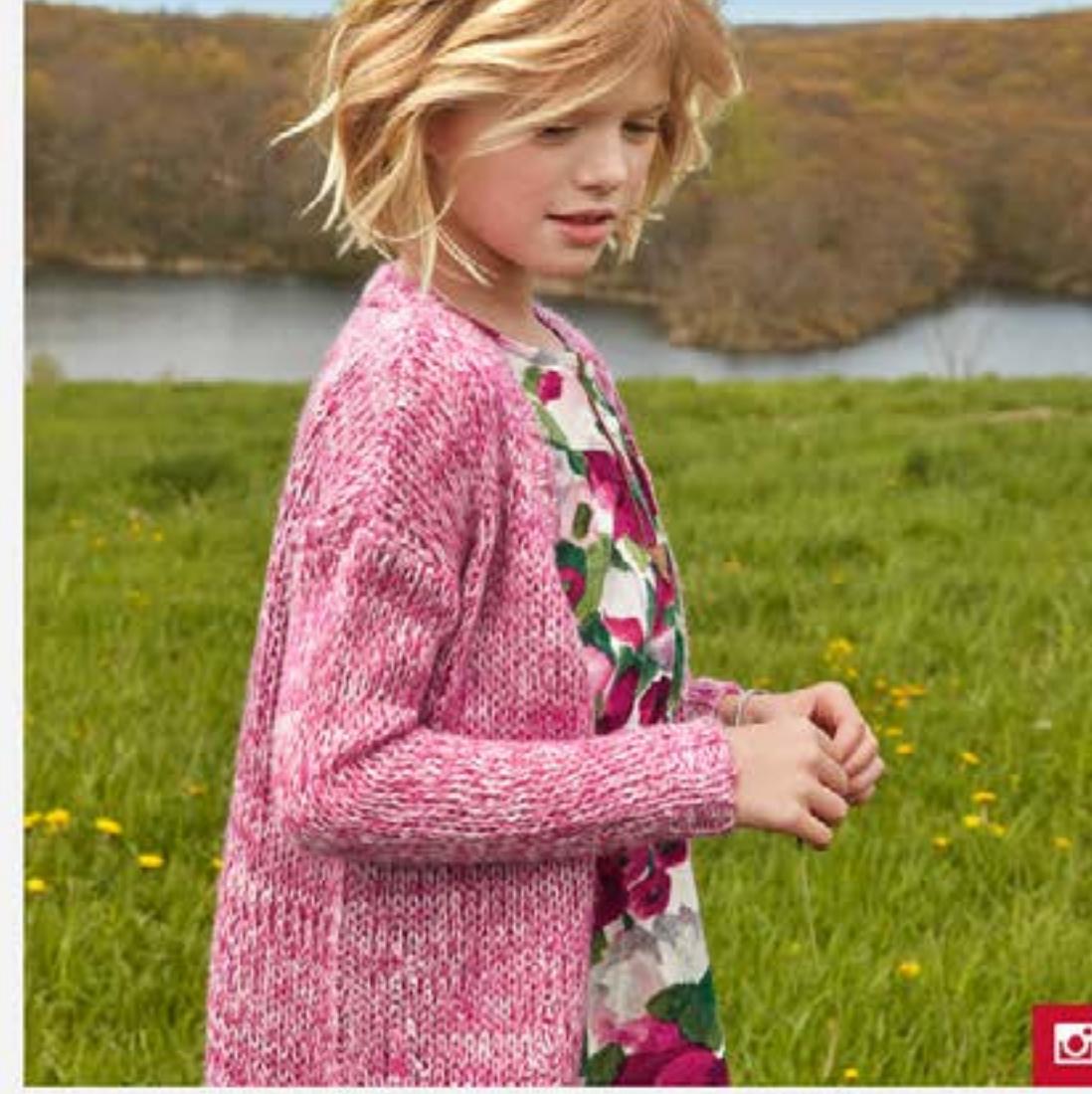
- On tap, navigate user to Collection landing page.

HOME

1

Shop Favorite Instagram Looks

Shop our favorite looks or create your own using #alwaysshine



2

[SHOW MORE](#)

NOTES**HOME****1. ALWAYS SHINE**

Same functionality as Desktop. Display the full width image first, followed by the 2 by 2 grid of images.

2. CTA

Same functionality as Desktop. Display the full width image first, followed by the 2 by 2 grid of images.

- On tap, extend the gray background down, and push the footer down. Populate that area with an additional 4 by 2' grid of images. The show more Button will still show underneath this new set of images. A user can add a total of 20 rows of images by hitting "show more". After 20 additional rows, the CTA will not display

HOME

1

SHOW MORE

Placeholder for SEO strip of text here.
Lorem ipsum dolor sit amet. Consectetur

GYMBOREE REWARDS
Earn points when you shop

GYMBUCKS
Spend money, earn morey

REFER A FRIEND
Tell a friend, get benefits

GYMBOREE VISA
Sign up and start saving

GIFT CARDS
Give the gift of Gymboree

Stores

Follow Us

Get 30% Off Today!

Enter Email Address **SIGN UP!**

CUSTOMER SERVICE

NOTES**HOME****1. BACK TO TOP BUTTON**

Element is custom. It is a sticky element. It will display on all pages. It is a sticky element and it will display in the bottom right hand side of the screen, 20 pixels from the bottom. It will appear once the user has scrolled down one full screen height from the top. If a user is scrolled less than one full screen height from the top, hide the button.

- On click scroll-animate the user up the page to the top.

2. PROMOTED CONTENT

On mobile, stack the promoted content. Business to determine what content displays here.

- On click, navigate user to designated content page

3. FOOTER CONTENT

On mobile, stack the footer content as displayed.

HOME

The image shows a mobile-optimized version of the Gymboree website. At the top, there is a promotional banner with an envelope icon and the text "Get 30% Off Today!". Below this is a sign-up form with a placeholder "Enter Email Address" and a "SIGN UP!" button. The main content area contains a vertical list of links under the heading "OUR FAMILY OF BRANDS". Each link is preceded by a blue circular icon with a white number: "1" for "CUSTOMER SERVICE", "2" for "SHOPPING WITH US", "3" for "REWARDS & PROMOTIONS", "4" for "GIVE GYMBOREE", and "5" for "MORE ABOUT US". To the right of each link is a small downward arrow indicating it is a dropdown menu. Below this list are three brand logos: Gymboree (orange), Janie and Jack (blue square), and crazy 8 (yellow). At the bottom, there is a copyright notice: "2016© Gym-Mark, Inc | Your Privacy Rights Terms of Use".

NOTES

HOME

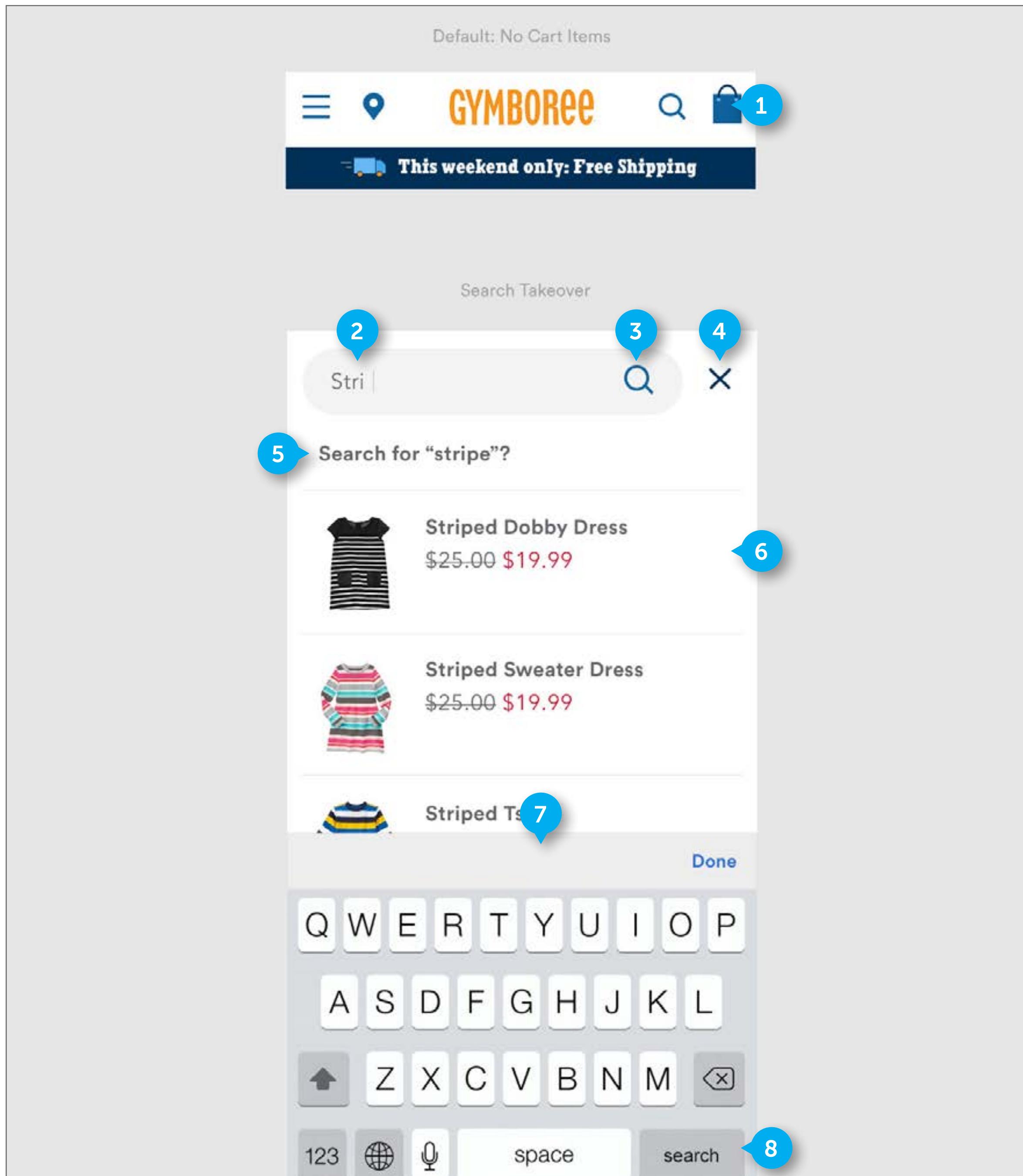
1. FOOTER LINKS

On mobile, footer links are contained within accordions. The COLUMN HEADERS that display on desktop are now the text that displays on the accordion. The footer links that are beneath the column headers on desktop display within their respective accordion section on mobile. The text Customer service is HTML. The accordions are stacked vertically.

- On click, open accordion to display links.

2. BRANDS

On mobile, organize brand logos horizontally.

HOME**NOTES****NAVIGATION****1. MINICART**

If there are no items in cart, display the minicart without a number contained within the image..

- On click, navigate user to empty cart page.

2. SEARCH BOX

DWRE standard. On activating search takeover, SEARCH BOX will be empty. The AUTOFILL area will be empty. The "SEARCH FOR" text area will read "Enter a search term above".

3. SEARCH BUTTON

DWRE standard.

- If there is content entered into search box, on tap initiate search and navigate user to search results page.
- If there is no content entered, On tap take user to "No results found" search results page

4. CLOSE

DWRE standard.

- On tap, close the search takeover and display last viewed page before choosing search

5. SEARCH FOR COPY

DWRE standard. If no search term has been entered, Display "Enter search term above". It is not clickable.

6. LINE ITEM

DWRE standard.

- On tap, take user to PDP

7. NATIVE KEYBOARD

Use the native keyboard and functionality when user opens search. Keyboard will display by default.

- On tap, close the search takeover and display last viewed page before choosing search

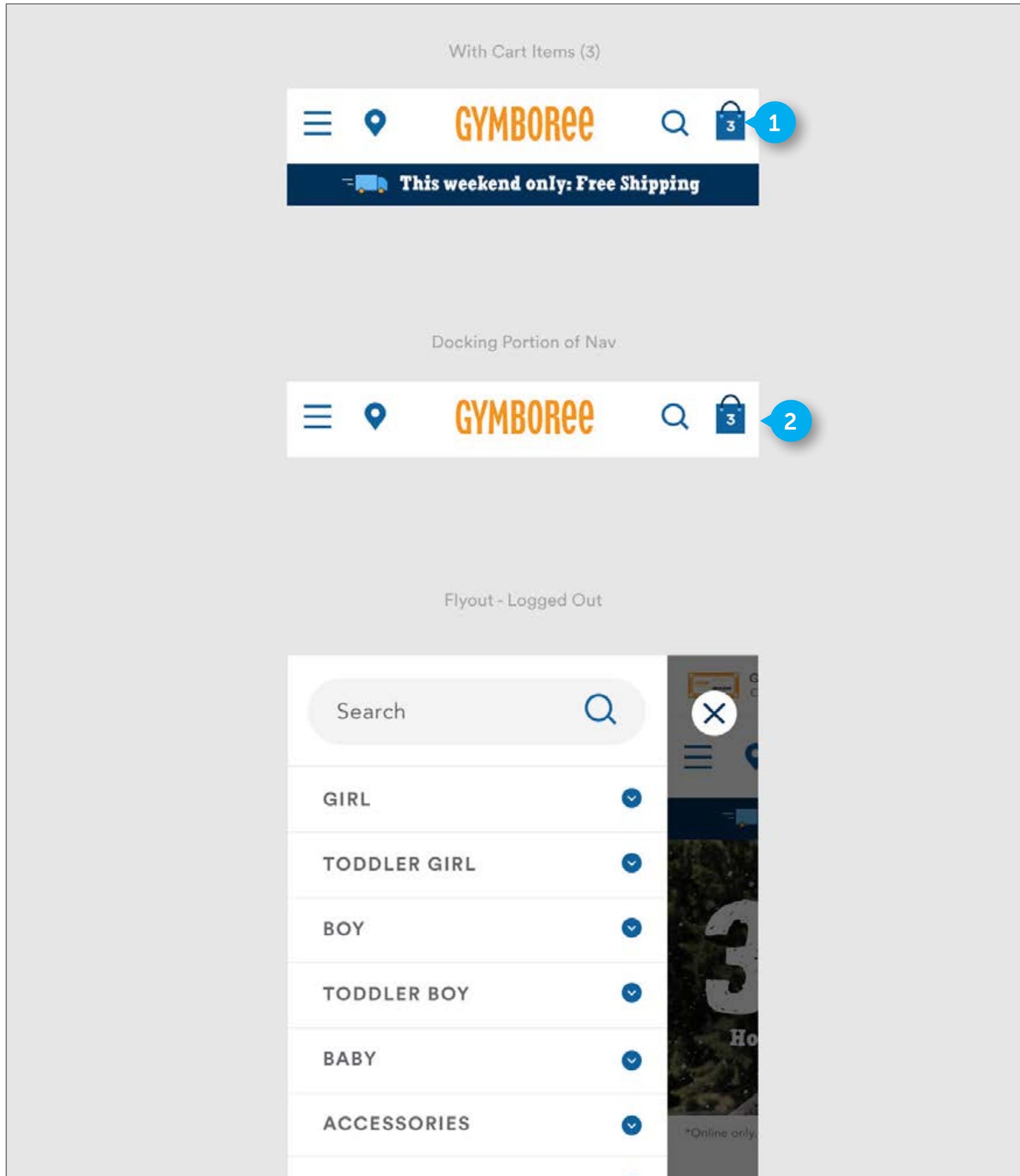
8. SEARCH

Use the native keyboard and functionality when user opens search.

- If there is content entered into search box, on tap initiate search and navigate user to search results page.
- If there is no content entered, On tap take user to "No results found" search results page

HOME

NOTES



NAVIGATION

1. MINICART

If are items in cart, display the minicart with the number contained within the image. .

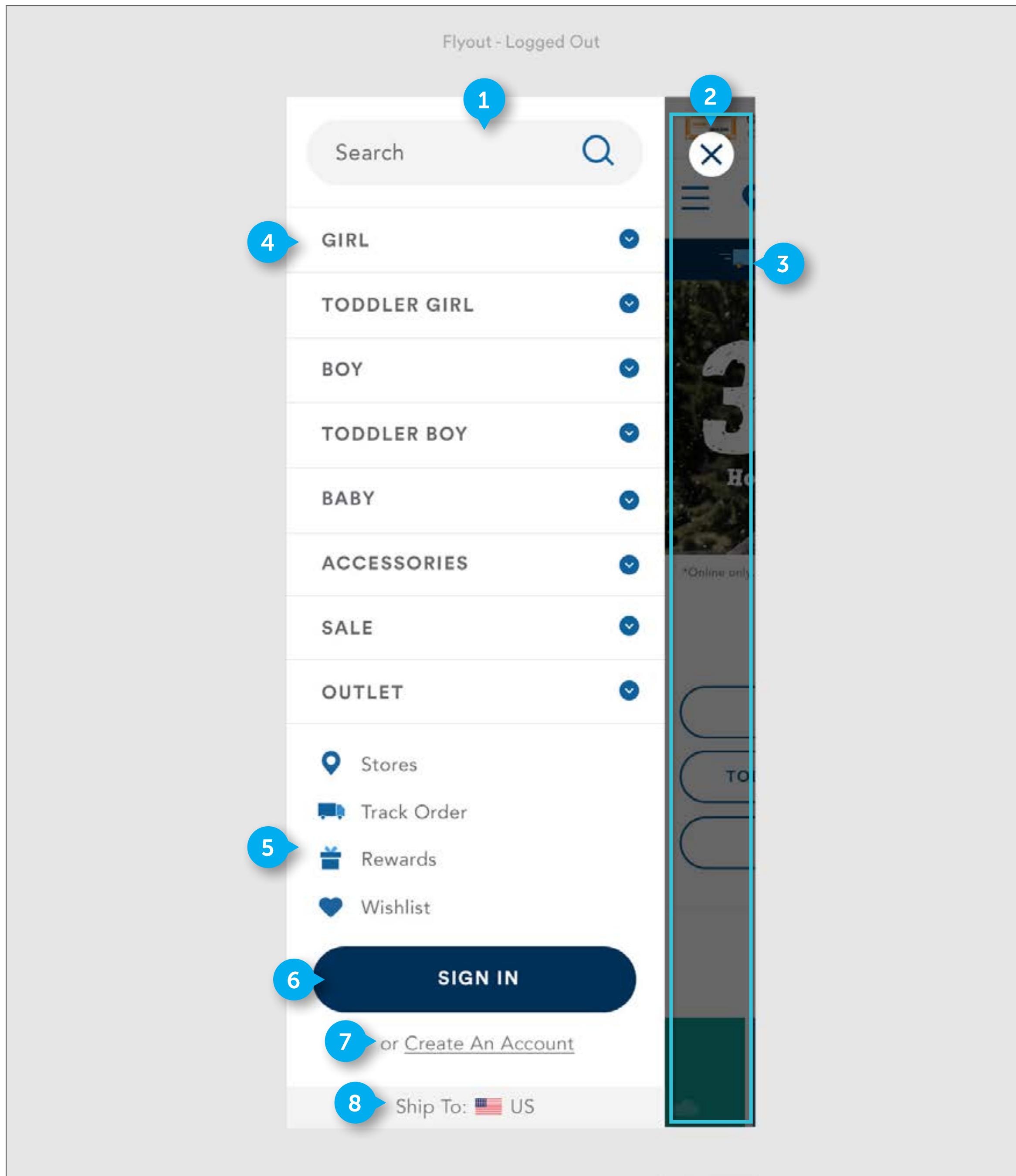
- On click, navigate user to cart page.

2. CONDENSED DOCKING NAV

Element is custom. It is comprised of HTML text and images. It will display on all pages except PDP's. The top nav will stay stuck to the top of the screen as the user starts to scroll down from the top of the page. Reference mobile homepage prototype for docking nav animation

HOME

NOTES



NAVIGATION

1. SEARCH

Standard DWRE

- On tap, Initiate full page search takeover.

2. CLOSE

Standard DWRE. It is comprised of an image element.

- On tap, close navigation

3. CLOSE

Element is custom.

- On tap in this area, close navigation

4. CATEGORIES

DWRE standard. Text is HTML. On mobile, include text referencing the age range for a given category

- On tap in this area, open up category accordion

5. UTILITY NAV LINKS

DWRE standard. Element includes icons and HTML text. On mobile, include text referencing the age range for a given category.

- On tap "Stores", "Track Order", "Wishlist", navigate user to designated page
- On tap "Rewards", show rewards full page takeover

6. SIGN IN

DWRE standard. Element includes HTML text.

- On tap, take user to SIGN IN/REGISTER page.

7. CREATE AN ACCOUNT

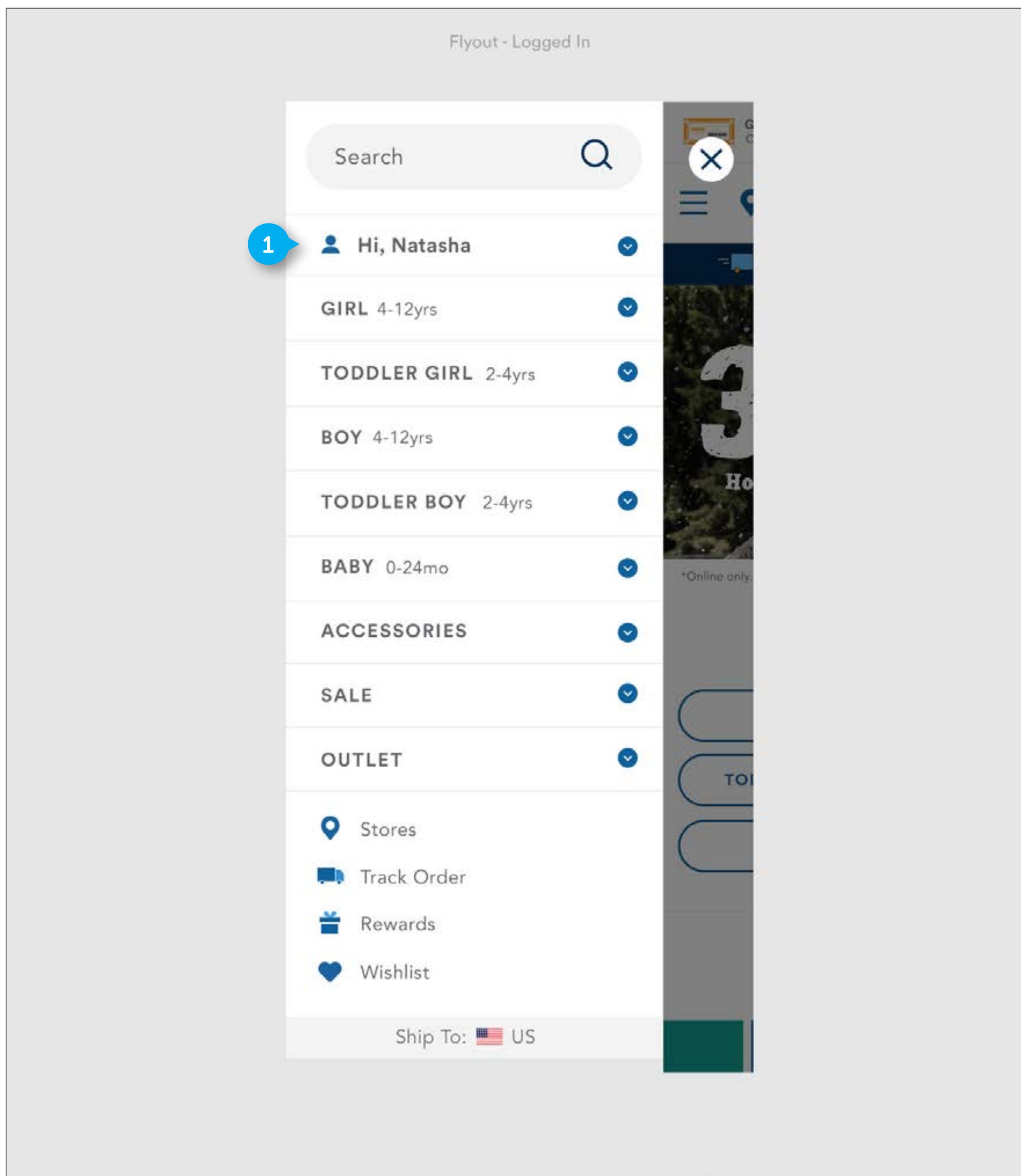
DWRE standard. Element includes HTML text. Do not display when signed in

- On tap, take user to SIGN IN/REGISTER page.

8. COUNTRY SELECTOR

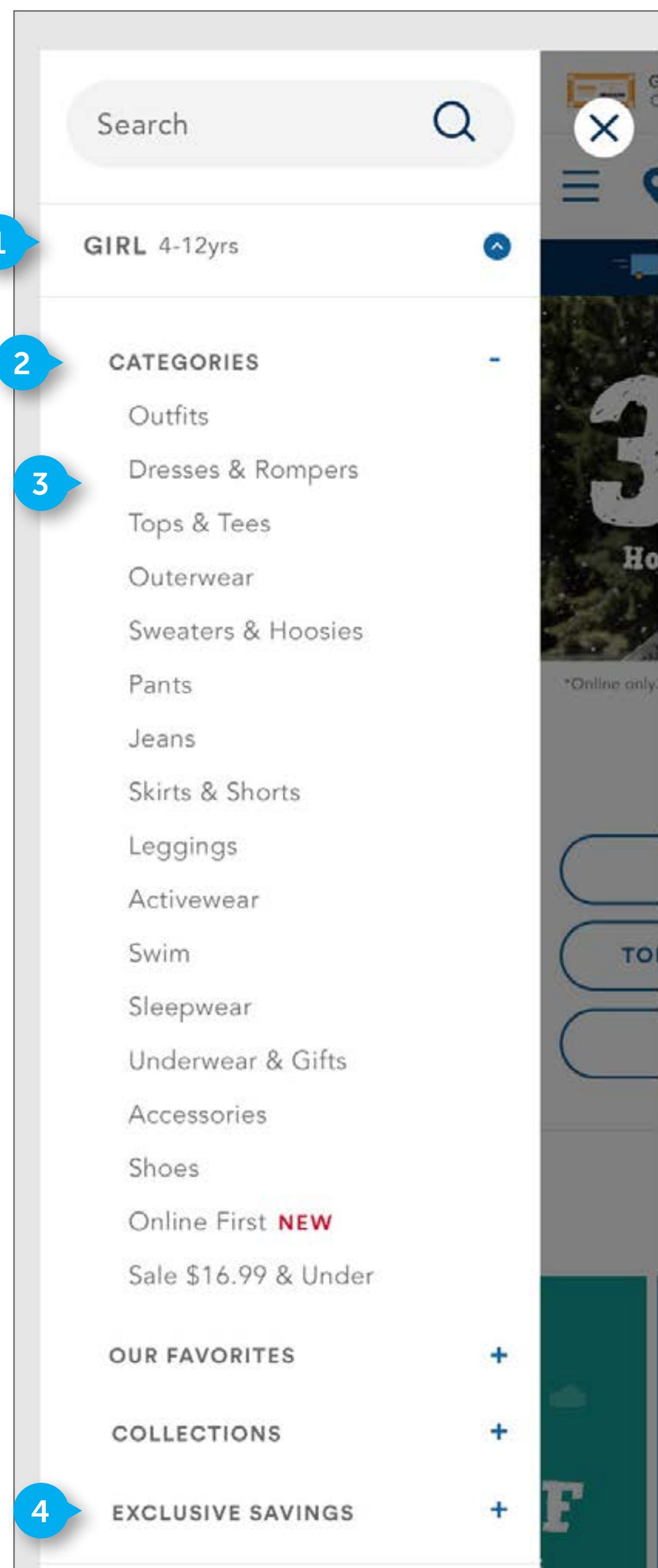
DWRE standard. Element includes HTML text. Do not display when signed in

- On tap, take user to full page COUNTRY SELECTOR takeover

**NOTES****NAVIGATION****1. ACCOUNT ACCORDION**

Standard DWRE.

- On tap, open accordion and display account links.

**NOTES****NAVIGATION****1. OPEN CATEGORY**

Standard DWRE.

- On tap, close accordion.

2. CATEGORY SECTION

Custom. "CATEGORIES" accordion will be closed by default. This state shows it open.

- On tap, close accordion.

3. SUBCATEGORY LINKS

DWRE standard. Display all subcategory links here.

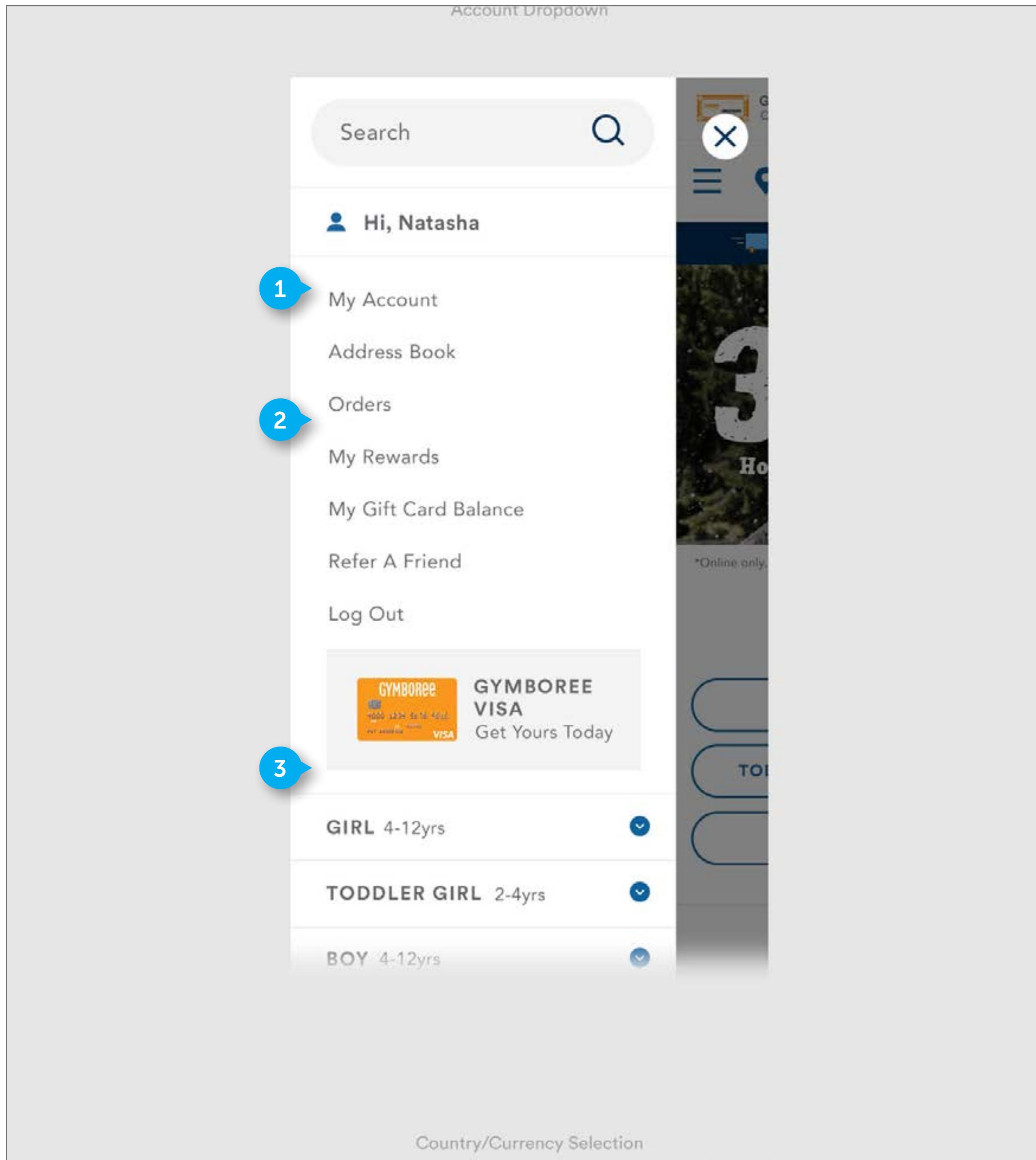
- On tap, navigate to that subcategory page.

4. PROMOTION CATEGORY SECTION

Custom. Business to determine if any special promotion subcategories need to be displayed here. If there are no links the business wants to display here, do not display accordion

HOME

NOTES



NAVIGATION

1. ACCOUNT ACCORDION

Custom

- On tap, close accordion.

2. ACCOUNT LINKS

Standard DWRE. Business can determine what links show here linking to given account pages

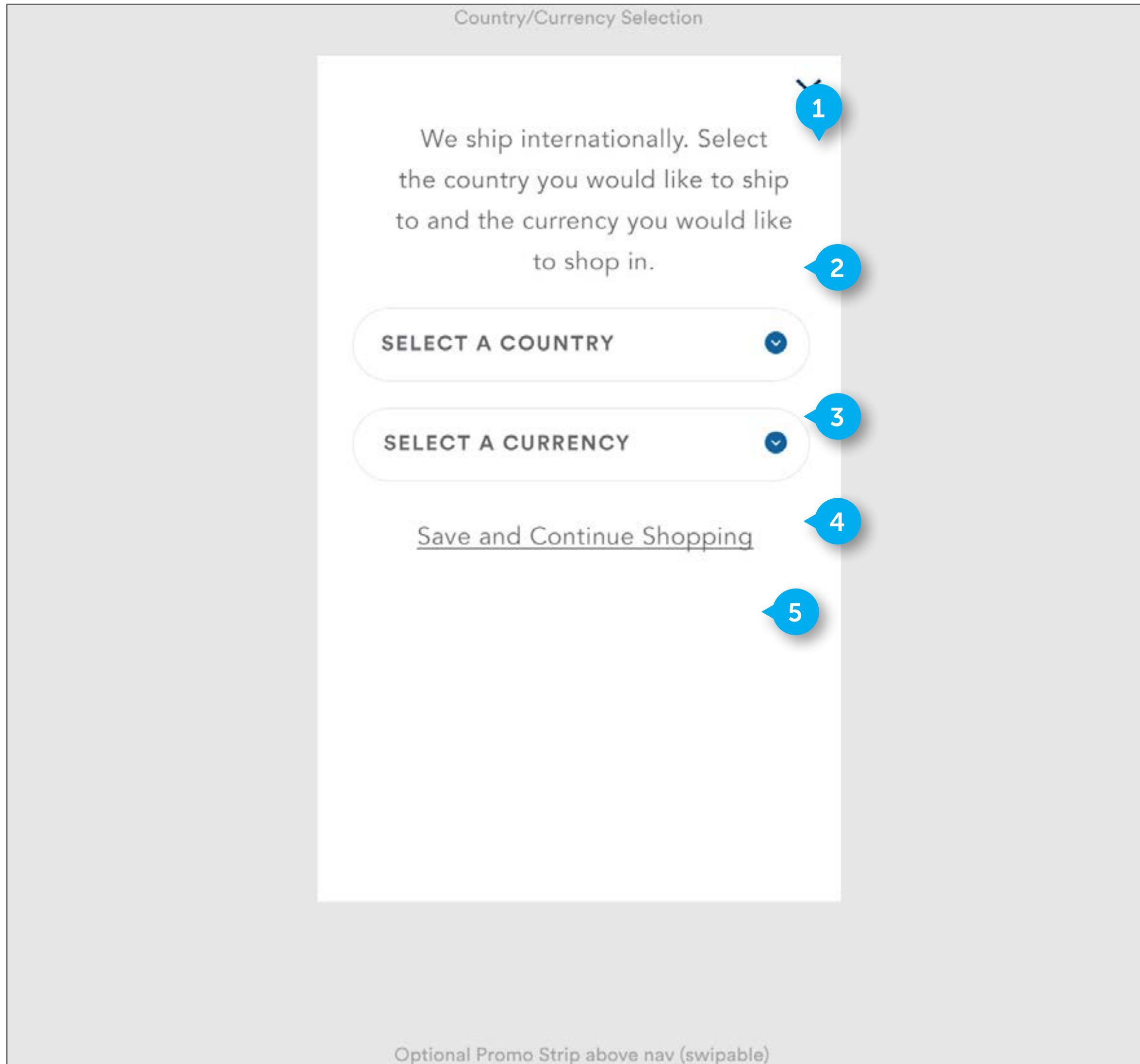
- On tap, navigate to designated page

3. CLOSE

Element is custom. Same functionality as desktop

HOME

NOTES



NAVIGATION

1. CLOSE

Element contains an image

- On tap, close full page takeover.

2. DESCRIPTION TEXT

HTML text is configurable by business. Not clickable.

3. COUNTRY DROPODOWN

Dropdown is tappable. The countries within the dropdown are managed by the business. Use the countries in the existing dropdown on the current site here.

- On tap dropdown, open dropdown. Dropdown will be scrollable to accommodate the large list of countries.
- On select a country, close the dropdown and display that country's name in the dropdown area. Automatically update the currency to the default currency for that given country.

4. CURRENCY DROPODOWN

Dropdown is tappable. The currencies within the dropdown are managed by the business. Use the currencies in the existing dropdown on the current site here. If the US is selected in the country, do not allow the user to open the dropdown, as they must pay in dollars. Refer to existing site for functionality.

- On tap dropdown, open dropdown. Dropdown will be scrollable to accommodate the large list of currencies.

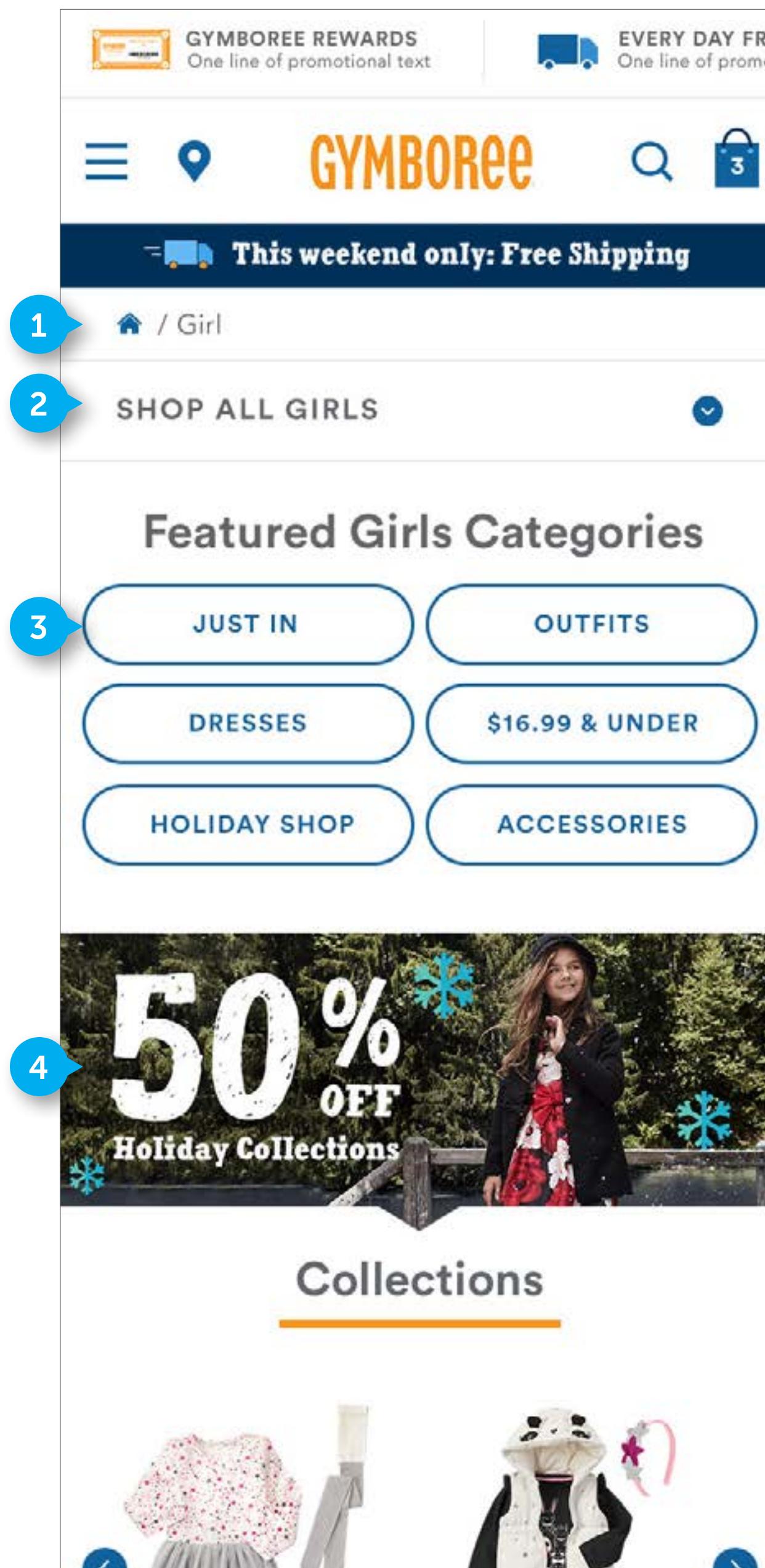
5. LINK

HTML text is tappable. On tap, allow user to stay on the current page they are, with the settings saved.

CATEGORY - MOBILE

CATEGORY

NOTES



CATEGORY

1. BREADCRUMB

Standard DWRE. The text is HTML and tappable

2. DROPODOWN

Custom element. The element contains HTML text and an icon.

- On tap open the category dropdown. Content beneath the dropdown will be pushed down to display the dropdown content. In the dropdown, content will be comprised of the CATEGORY SECTIONS and SUBCATEGORY LINKS that would be found in the hamburger menu. See (PAGE 80) to see dropdown in opened state.

3. SHOP GIRLS CATEGORIES SECTION

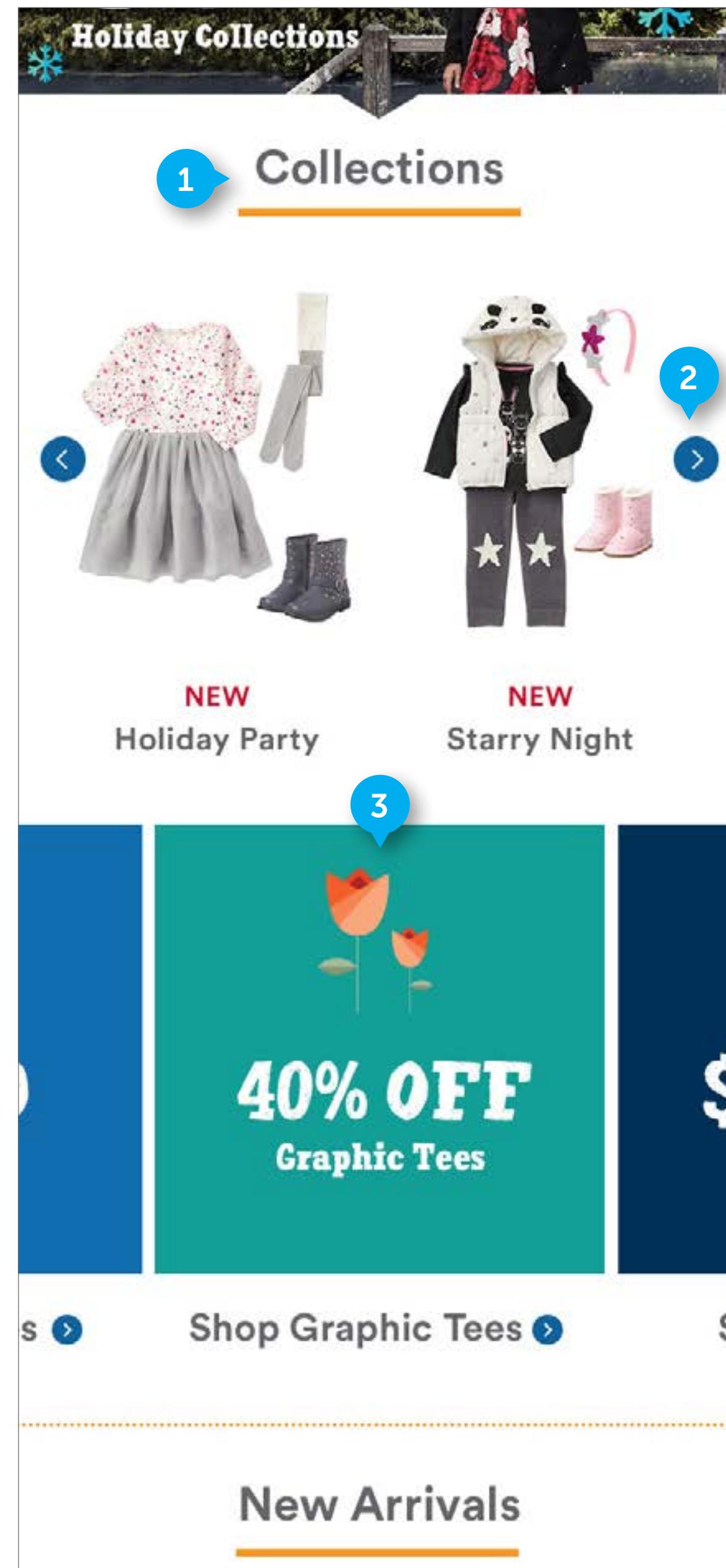
Element is custom. It will display 6 clickable CTAs organized as displayed. The SHOP GIRLS CATEGORIES* copy is not clickable. The buttons contain HTML text. The business manages what subcategories are displayed here.

- On tap, navigate user to designated subcategory page

4. PROMOTION

Element is custom. This promotion element will contain baked in text. It is clickable. The promotion banner can have a variable height. Promotion determined by business.

- On click, take user to the designated page

CATEGORY**NOTES****CATEGORY****1. COLLECTIONS**

Custom. Refer to desktop annotations.

2. CAROUSEL

Refer to previous documentation on 2-wide carousels. Display as many product tiles here as needed.

3. PROMOTIONS

Element is custom. Refer to desktop annotations. On mobile, user swipes left or right to see all promotions. By default, display the left most promo fully, with the middle promo peeking into the viewport. Business will decide what promotions will go here. HTML text will display beneath the promotion

- On tap, navigate user to designated category or subcategory page

CATEGORY

NOTES

1 New Arrivals

Star Cardigan Long Stripe Sweater

\$29.95 \$19.99 \$29.95 \$19.99

50% off included
Online Exclusive

★★★★★

2

< >

3 Mix N Match

SHOP MIX N MATCH

CATEGORY

1. NEW ARRIVALS

Custom. Refer to desktop annotations.

2. DROPODOWN

See previous documentation for carousel annotations

3. MIX 'N MATCH

Custom. Refer to desktop annotations.

CATEGORY

NOTES

Shop Favorite Instagram Looks

Shop our favorite looks or create your own using #winterwonderland

CATEGORY

1. SOCIAL MODULE

See previous documentation for SOCIAL MODULES

CATEGORY

NOTES

Placeholder for SEO strip of text here.
Lorem ipsum dolor sit amet. Consectetur

GYMBOREE REWARDS
Earn point when you shop

GYMBUCKS
Spend money, earn money

REFER A FRIEND
Tell a friend, get benefits

GYMBOREE VISA
Sign up and start savings

GIFT CARDS
Give the gift of Gymboree

Stores

Follow Us

Get 30% Off Today!

Enter Email Address **SIGN UP!**

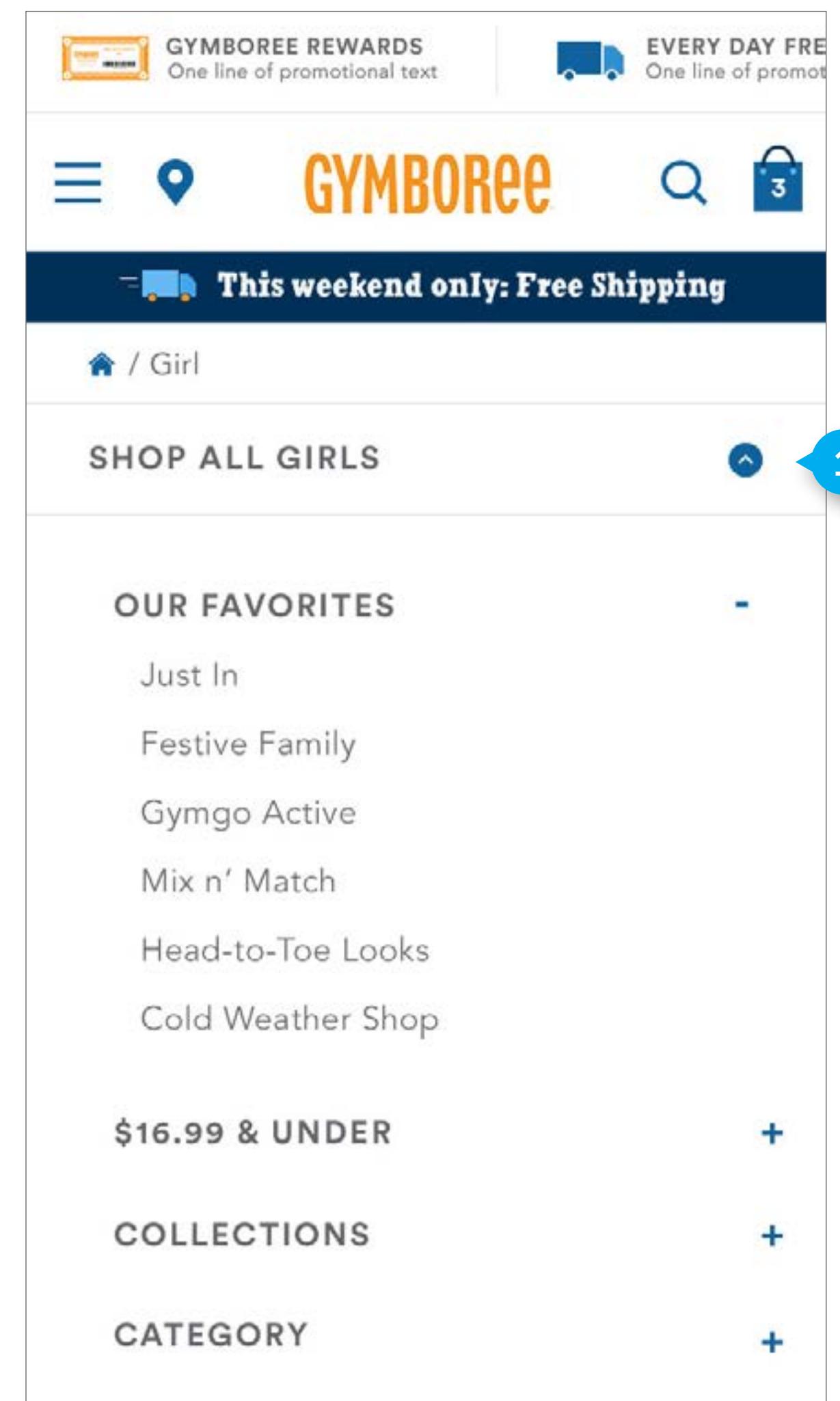
CUSTOMER SERVICE

CATEGORY

1. FOOTER

See previous annotations for footer documentation

CATEGORY



NOTES

CATEGORY DROPODOWN EXPANDED

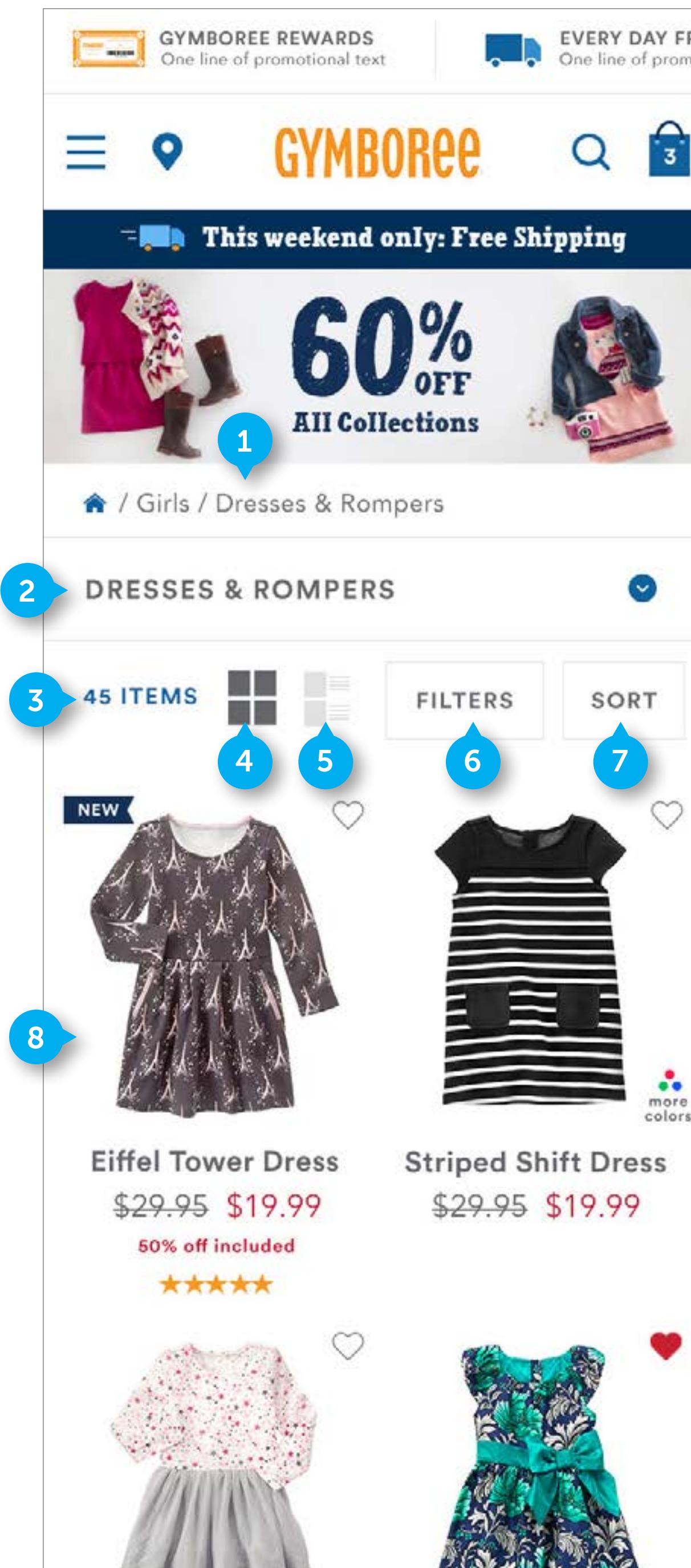
1. SUBNAV

Use same functionality as content within hamburger menu. See (PAGE 69) for HAMBURGER annotations. Be default, all sections will be closed

SUBCATEGORY PAGE - MOBILE

SUBCATEGORY

NOTES



SUBCATEGORY

1. BREADCRUMB

Standard DWRE. The text is HTML and tappable

2. DROPODOWN

Custom element. The element contains HTML text and an icon. It will display the name of the subcategory being displayed on that page.

- On tap open the category dropdown. Content beneath the dropdown will be pushed down to display the dropdown content. The internal scroll of the opened dropdown will display "Dresses & Rompers" (In this case) displayed within the links in the viewport and in the selected state. Make sure when user opens this dropdown, they can see where the Subcategory they are in within their viewport.

3. ITEM COUNT

See desktop documentation

4. GRID VIEW

Custom. On mobile, grid view will display two products per a line. It is selected by default.

- On tap switch to grid view

5. LIST VIEW

Custom. List view will display one product per a line, with added detail. This module will be full width

- On tap switch to list view. See [\(PAGE 86\)](#)

6. FILTERS

Custom. Contains HTML text. Element is clickable.

- On tap, open FILTERS See [\(PAGE 88\)](#)

7. SORT

Custom. Contains HTML text. Element is clickable.

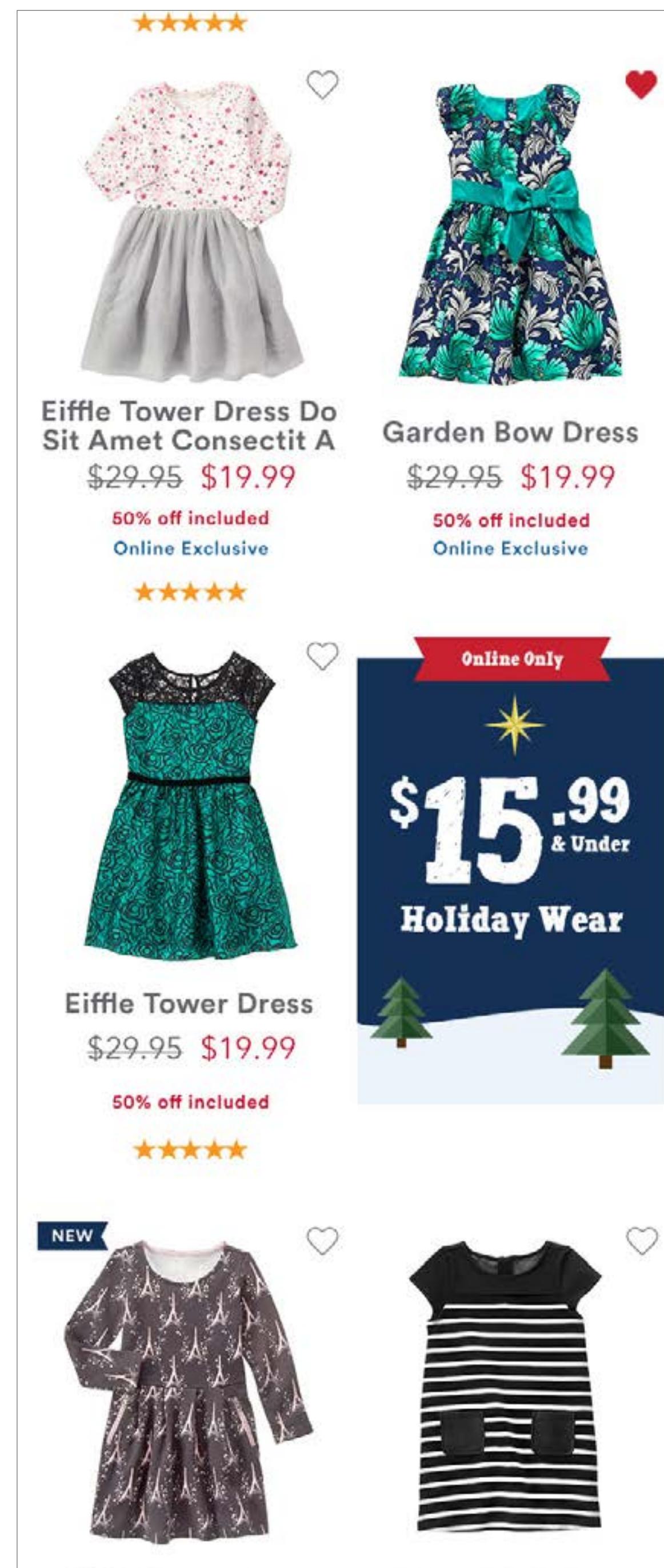
- On tap, open SORT BY See [\(PAGE 90\)](#)

8. GRID VIEW PRODUCT GRID

Custom. The product tiles display 2-wide. If there is not enough products to display two products in a row, leave the right slot blank. See documentation on product tiles for additional product tile information

SUBCATEGORY

NOTES



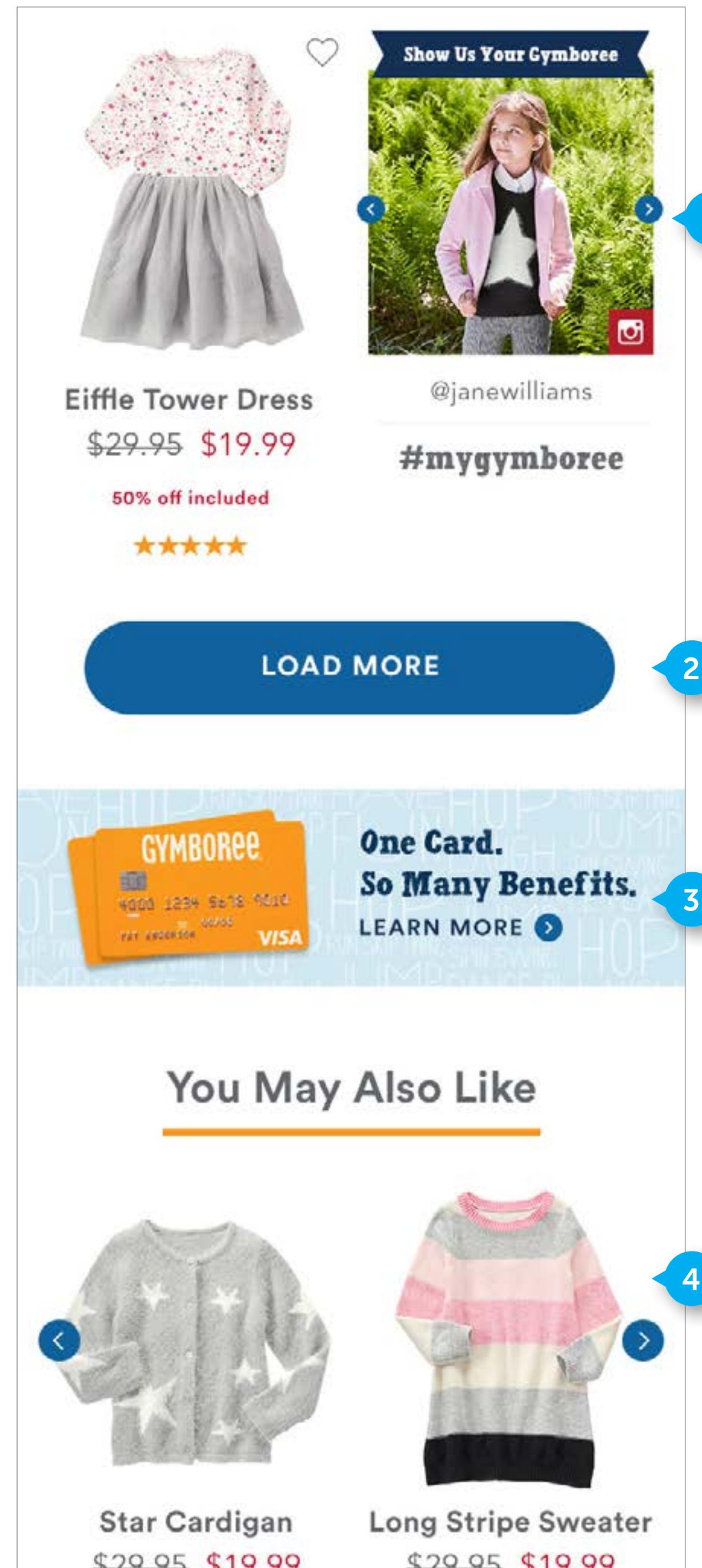
SUBCATEGORY

1. PROMOTION MODULE

Refer to Desktop documentation.

SUBCATEGORY

NOTES



SUBCATEGORY

1. SOCIAL MODULE

Refer to Desktop documentation.

2. LAZY LOAD

Refer to Desktop documentation.

3. PROMOTION

Refer to Desktop documentation.

4. YOU MIGHT ALSO LIKE

Refer to previous documentation on carousels. Content populated by predictive intelligence. 12 product tiles will live here.

SUBCATEGORY

NOTES

Star Cardigan
\$29.95 **\$19.99**
50% off included
Online Exclusive

Long Stripe Sweater
\$29.95 **\$19.99**
50% off included
Online Exclusive

BLOOMREACH

Placeholder for SEO strip of text here.
Lorem ipsum dolor sit amet. Consectitur

GYMBOREE REWARDS
One line of promotional text

GYMBUCKS
One line of promotional text

REFER A FRIEND
One line of promotional text

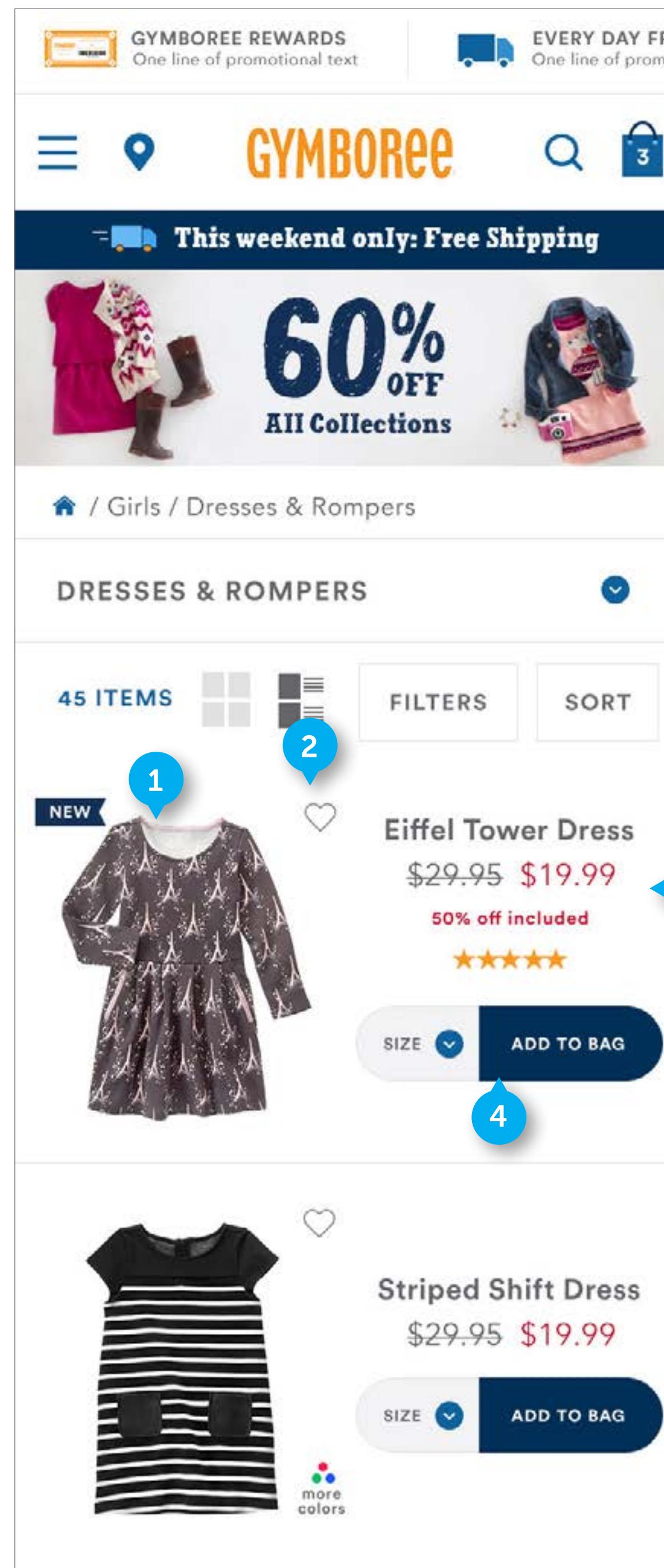
SUBCATEGORY

1. BLOOMREACH

Insert Bloomreach here. Do not display anything if nothing is loaded into Bloomreach.

SUBCATEGORY

NOTES



SUBCATEGORY - LIST VIEW

1. IMAGE

Custom. Element is clickable. See previous documentation on product tile images. In list view, the IMAGE will display on the left-hand side of the screen

2. FAVORITING

Custom. Element is available in list view on mobile. Favoriting is PHASE 2.

3. PRODUCT INFORMATION

HTML text. Contains the product name, pricing information, promotion tiles, and rating (if ratings exist)

4. ADD TO BAG

Custom. Element contains HTML text and icon.

- On tap size dropdown, open SIZE SELECTOR See ([PAGE 91](#))
- On tap ADD TO BAG, when no size has been selected, open SIZE SELECTOR See ([PAGE 91](#))
- On tap ADD TO BAG, and a size is selected, add to cart and display OVERLAY MODULE See ([PAGE 99](#))

SUBCATEGORY

NOTES

Garden Bow Dress with a Long Name
\$29.95 \$19.99
50% off included
★★★★★

SIZE ADD TO BAG

Online Only
\$15.99 & Under Holiday Wear

Show Us Your Gymboree
@janewilliams #mygymboree

NEW Eiffle Tower Dress
\$29.95 \$19.99
50% off included
★★★★★

SIZE ADD TO BAG

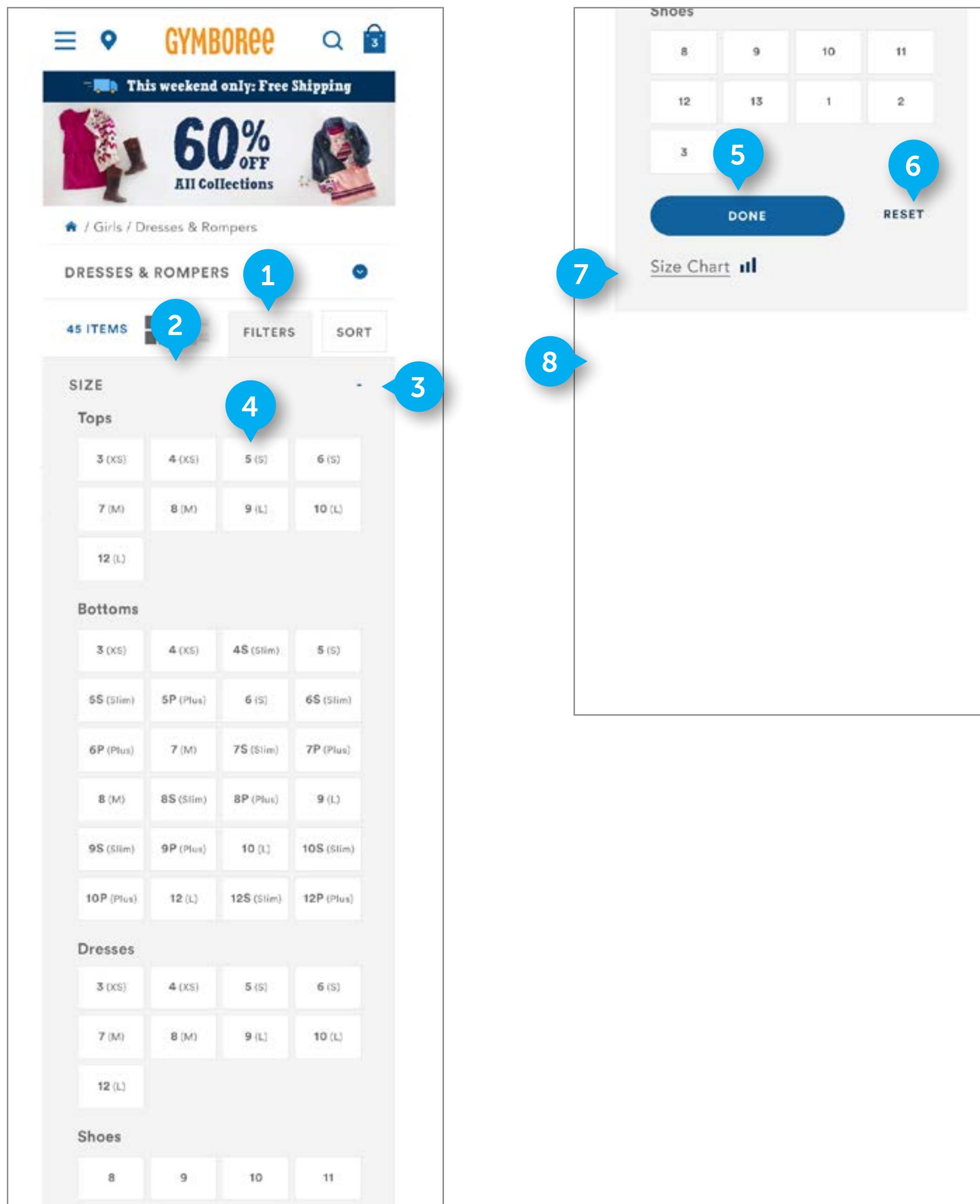
Striped Shift Dress
\$29.95 \$19.99

SUBCATEGORY - LIST VIEW

1. PROMOTION

Custom. In the fifth slot, display the two grid promotions side by side.

SUBCATEGORY



NOTES

FILTER

1. FILTER BUTTON

When user has opened filters, show the FILTER BUTTON in a highlighted state.

2. FILTERS

Refer to Desktop documentation. Filter is a full width module when expanded. All filter accordions will be collapsed when the Filters are initially opened. If any selected filters have not been applied by hitting DONE, those filters will not be selected once the filters module is closed

3. COLLAPSE

On click, Collapse size accordion. If user hasn't applied filters by hitting DONE, all filter selections will be cleared.

4. CHICLET

Refer to Desktop documentation

5. DONE

Custom. Text is HTML. Element is tappable.

- On tap, reload the page with the refinements applied.
- If no refinements have been selected, close filters module and go back to the grid page without reloading it.

6. CLEAR FILTERS

DWRE Standard. On tap, clear all filters in APPLIED FILTERS area.

- On click, remove all applied filters and refresh the page with no refinements being applied to the product set.

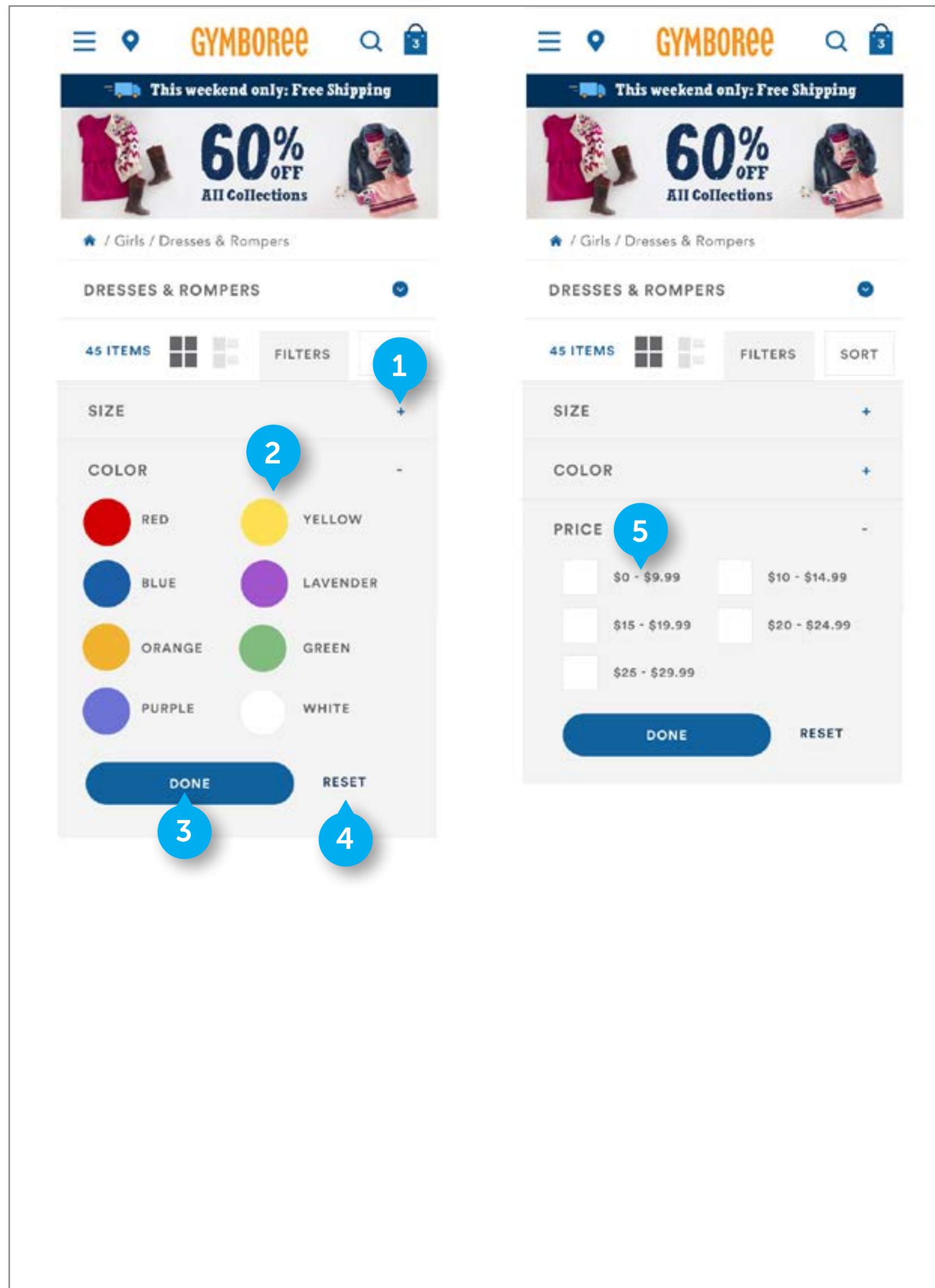
7. SIZE CHART

Refer to Desktop documentation

8. SIZE CHART

Display collapsed Color, Price, and Category accordions below the expanded SIZE accordion.

SUBCATEGORY



NOTES

FILTER

1. EXPAND

On click, collapse the currently opened accordion and open the selected accordion . If user hasn't applied filters in a filter section by hitting DONE, all filter selections will be cleared.

2. SWATCHES

Refer to Desktop documentation. Only two columns of swatches can display. Make color accordion as large as needed to accommodate all filters

3. DONE

Custom. Text is HTML. Element is tappable.

- On tap, reload the page with the refinements applied.
- If no refinements have been selected, close filters module and go back to the grid page without reloading it.

4. CLEAR FILTERS

DWRE Standard. On tap, clear all filters in APPLIED FILTERS area.

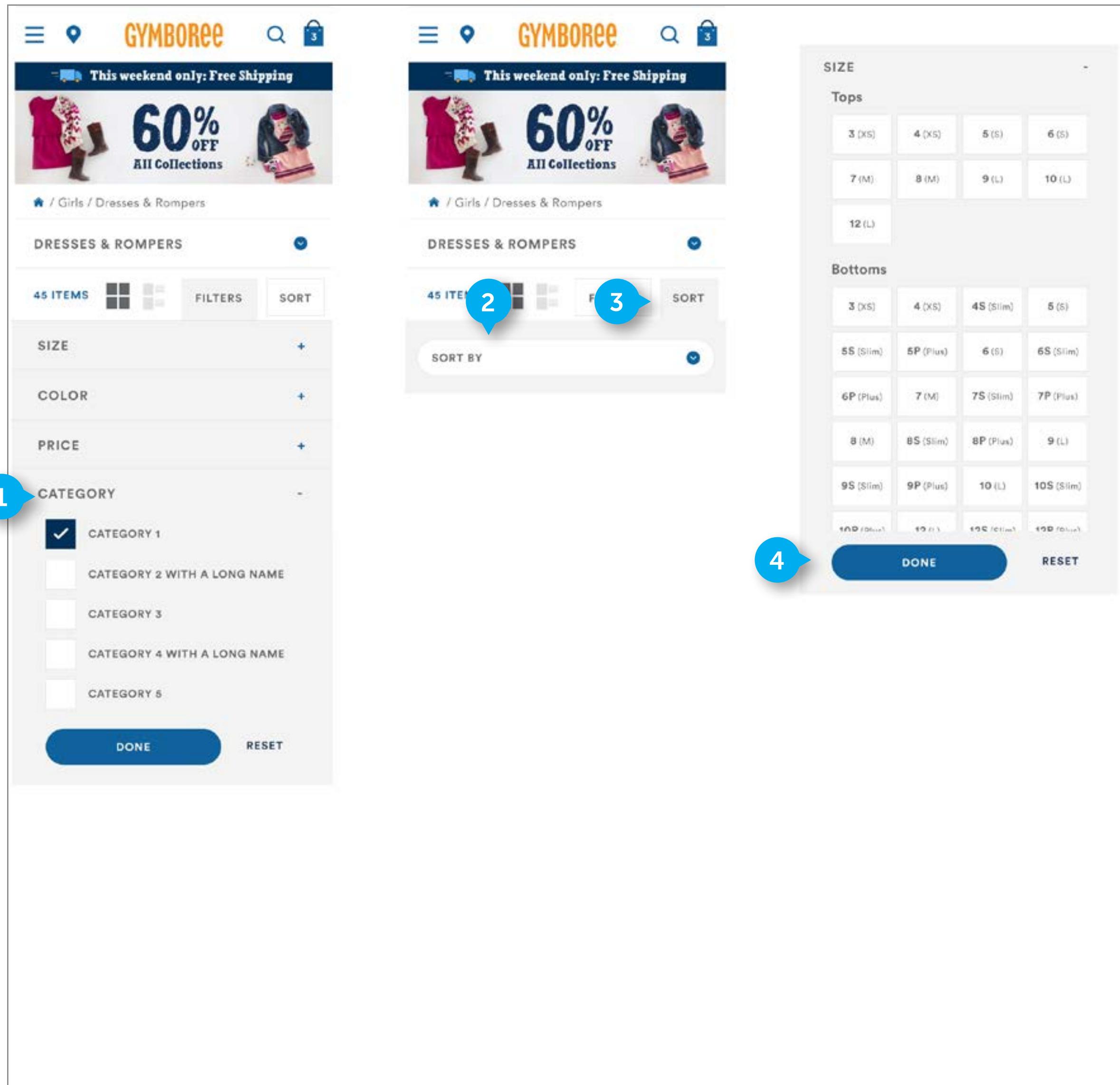
- On click, remove all applied filters and refresh the page with no refinements being applied to the product set.

5. PRICE FACET

DWRE Standard.

- On tap, select facet

SUBCATEGORY



NOTES

FILTER

1. CATEGORY

DWRE Standard. Refer to desktop documentation

2. SORT BY BUTTON

Refer to Desktop documentation. On tap button, open sort by

- On tap button, open SORT BY section

3. SORT BY

DWRE Standard. Refer to desktop documentation

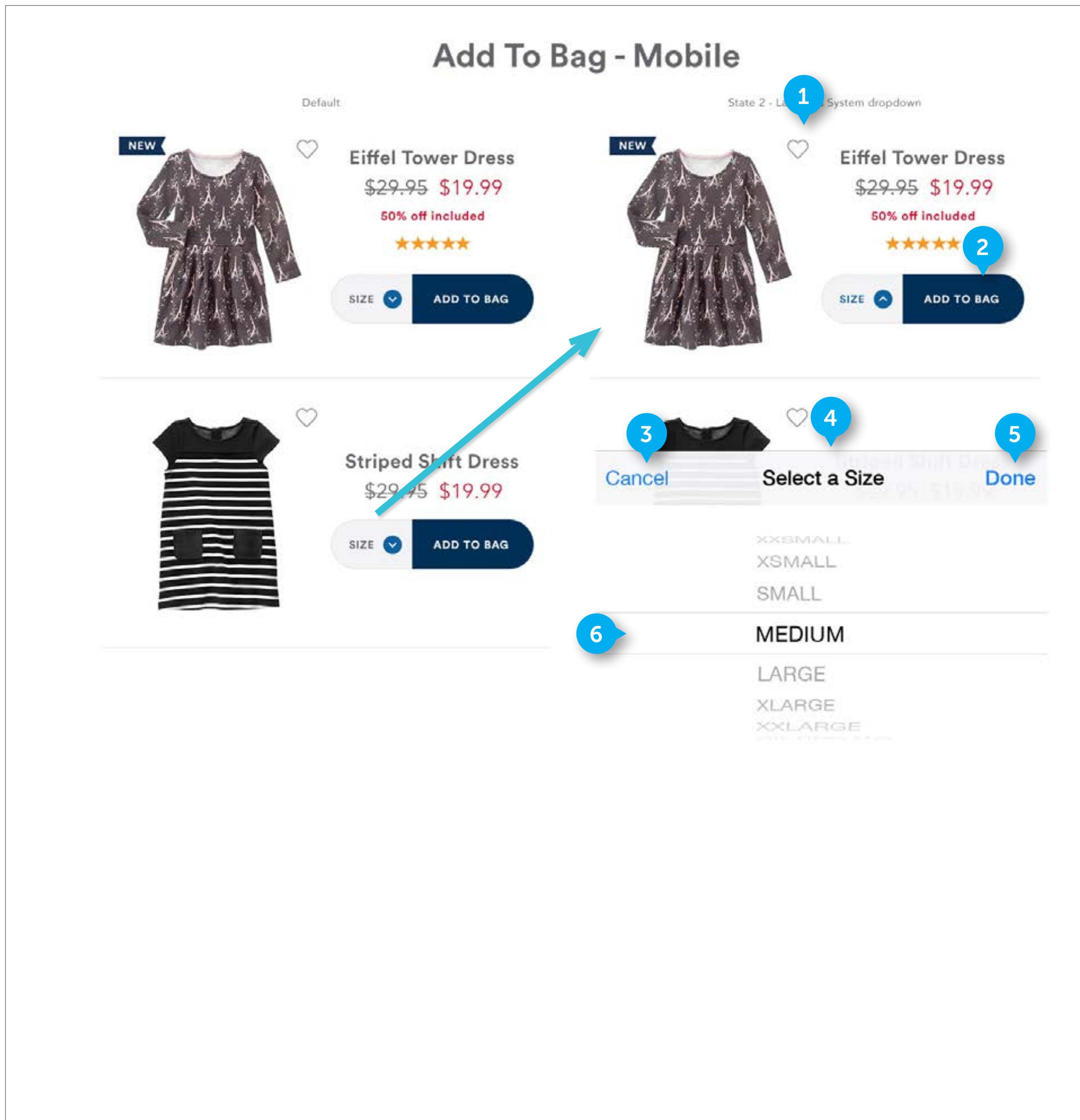
- On tap, open dropdown

4. STICKY FILTER ELEMENT

Custom. When a filter section is opened, and the filter area is taller than the height of the screen, show a sticky area at the bottom of the screen. This will allow user to choose DONE or RESET their filters.

SUBCATEGORY

NOTES



ADD TO BAG

1. SELECT A SIZE MODULE

Custom. State will display if a user has tapped on the size dropdown, or "add to bag" when no size had been selected. On select Size, open the native UI selector based on that device. The selector will contain a header that displays "Select a Size"

2. CLOSE

Custom. Element contains an image.

- On tap, close the flyout. Deselect any chiclets the user has chosen.

3. CANCEL

Native UI element. Element contains text.

- On tap, close the native selector and do not apply any selections made in this module.

4. TEXT

Native UI element. Element contains text. It is not clickable.

5. DONE

Native UI element. Element contains text.

- On tap, close the native selector and apply any selections made in this module.

6. SIZE

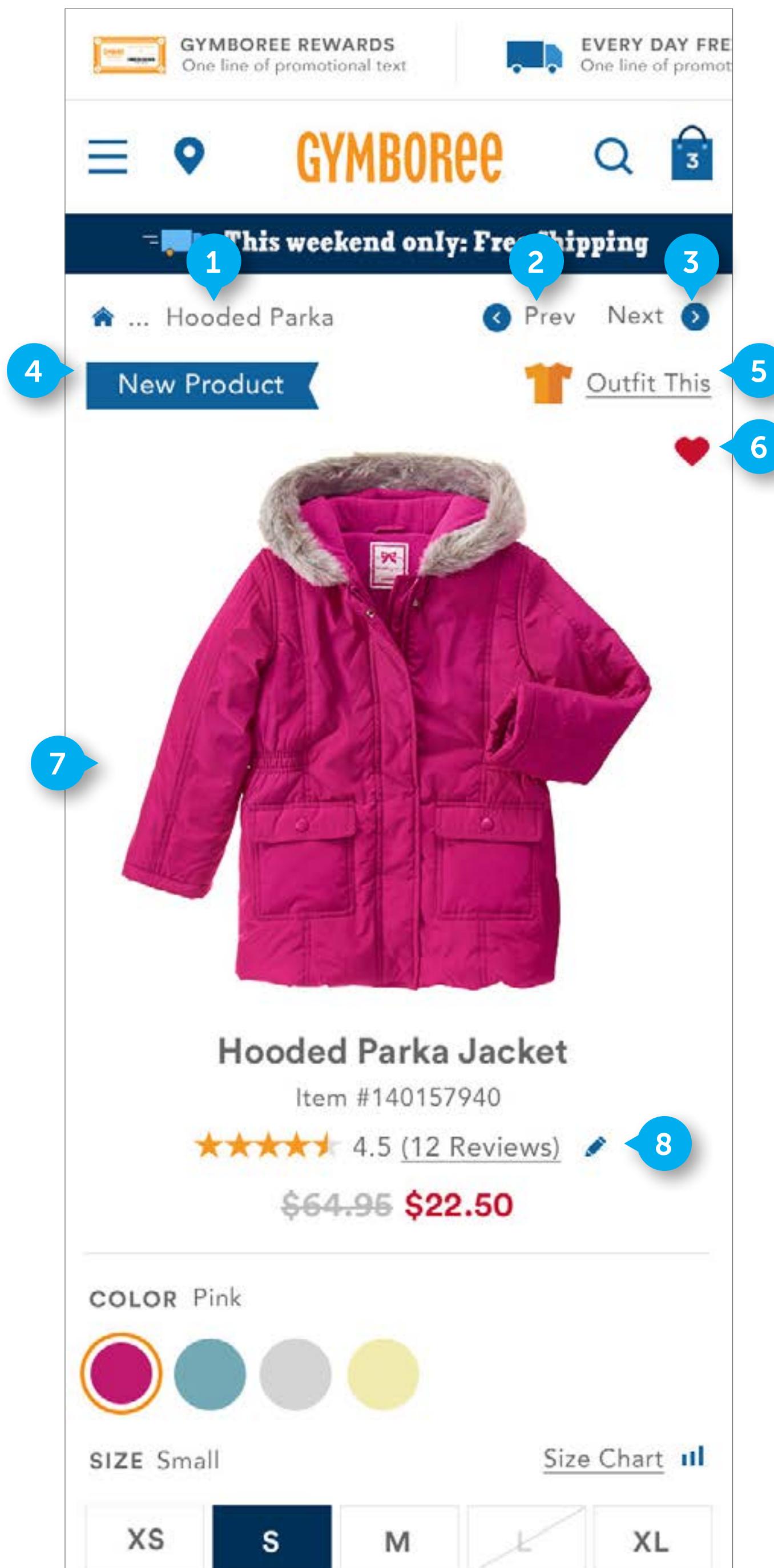
Native UI element. Element contains text.

- On tap, set that size to the selected state.

PDP - MOBILE

PDP

NOTES



PDP

1. BREADCRUMB

Custom. Home will display as a clickable icon. This will be followed by ellipses that are not clickable. The product name will wrap onto two lines if needed. Both lines can only display text in the horizontal space to the left of the left facing arrow. If wrap onto two lines, push down content on page so it can display.

2. PREVIOUS

DWRE standard.

- On click, go to previous product. If this is the first product in the product grid, do not display.

3. NEXT

DWRE standard.

- On click, go to Next product. If this is the last product in the product grid, do not display.

4. BADGING

See Desktop.

5. OUTFIT THIS

See Desktop.

6. FAVORITING

See Desktop. PHASE 2

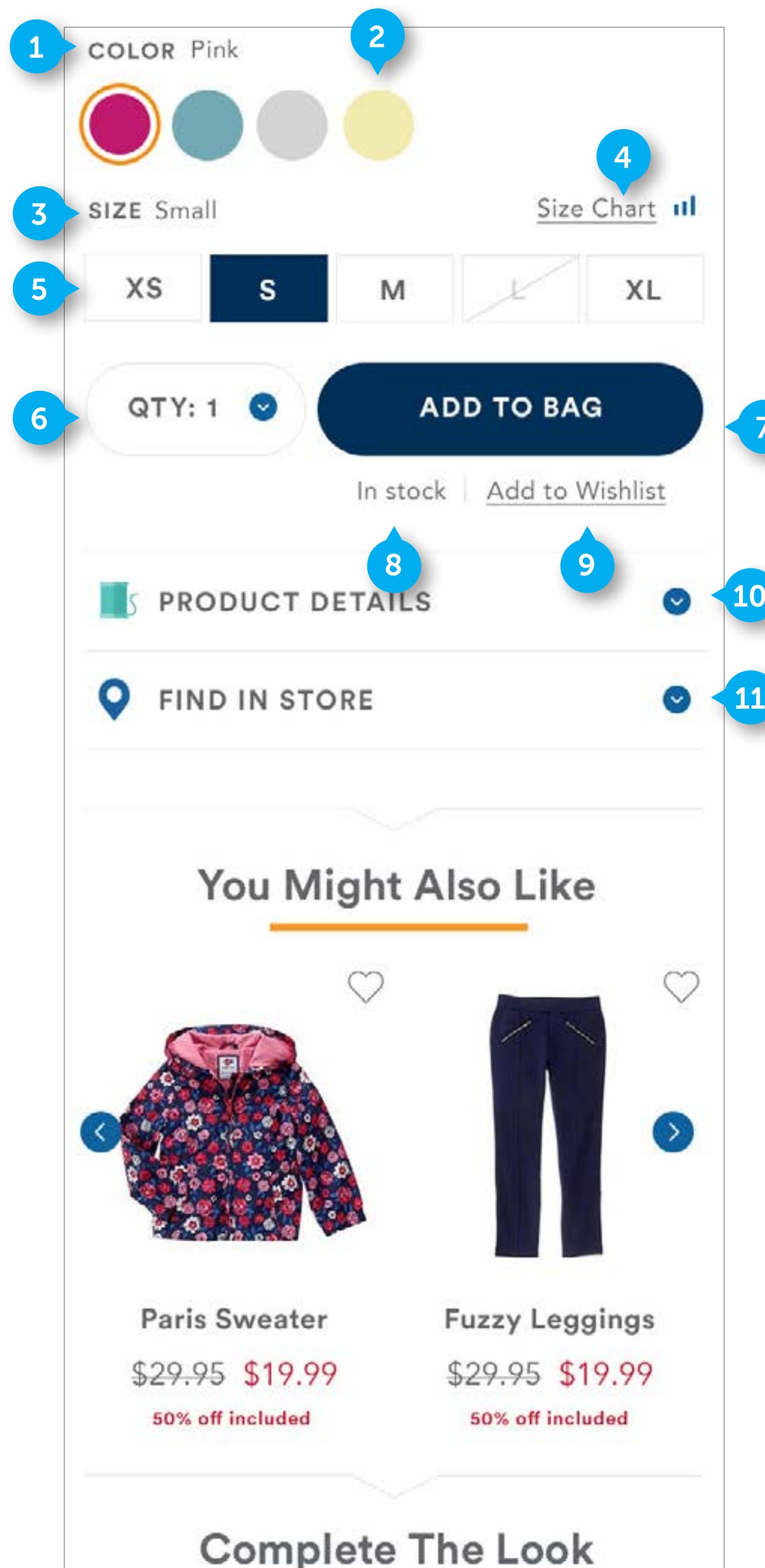
7. MAIN IMAGE

DWRE Standard. Main image takes up full width of screen.

8. PRODUCT DETAILS

DWRE Standard. Block contains the Product name, item number, ratings line, and pricing. Refer to desktop for documentation on functionality for ratings.

PDP



NOTES

PDP

1. COLOR HEADER

See Desktop.

2. COLOR SWATCH

DWRE standard. This is populated with available colors, with the selected color indicated. Display as many colors as needed, and push down content to fit these additional swatches. Color determines sizing availability. On select a color, adjust the available sizes to show what is available for purchase.

- On tap, set color of product to that swatch. The image will update to display the product in that color. The color header will update to display the name of the selected color.

3. SIZE HEADER

See Desktop.

4. SIZE CHART

See Desktop.

5. SIZE CHICLETS

See Desktop.

6. QUANTITY

DWRE standard. Element contains HTML text and an icon. in PHASE 1, the maximum products that can be selected for purchase is 10.

- On tap, open native mobile selector from bottom of screen to choose a size

7. ADD TO BAG

DWRE standard. Contains HTML text.

- On tap, add the item to cart, and open OVERLAY MODAL See [\(PAGE 99\)](#)

8. AVAILABILITY

DWRE standard. Contains HTML text. Text is dynamic and updates to reflect availability of a product. It is not clickable.

9. WISHLIST

DWRE standard. Wishlist is PHASE 1.

10. PRODUCT DETAILS

See Desktop.

11. FIND IN STORE

See Desktop.

PDP

NOTES

You Might Also Like

1

Paris Sweater Fuzzy Leggings

\$29.95 \$19.99 \$29.95 \$19.99

50% off included 50% off included

Complete The Look

2

Paris Sweater Fuzzy Leggings

\$29.95 \$19.99 \$29.95 \$19.99

50% off included 50% off included

★★★★★

PDP

1. YOU MIGHT ALSO LIKE

See previous documentation for YOU MIGHT ALSO LIKE for mobile.

2. COMPLETE THE LOOK

See desktop. Only 2 products display at a time. Clicking on the arrow switches to the next or previous set of 2 products. See previous documentation for carousel functionality.

PDP

The screenshot shows a Product Detail Page (PDP) for a children's clothing store. At the top, there are two product cards: "Paris Sweater" and "Fuzzy Leggings", both priced at \$29.95 with a \$19.99 discount, and a 50% off included offer. Below these are five yellow stars. A large blue callout bubble labeled '1' points to a red banner at the bottom left of the page that says "40% Off Graphic Tees". The main content area features a heading "We Think You'll Love These" above a horizontal line. Below this, there is a grid of two items: a floral jacket and a pair of dark pants. Each item has a heart icon above it and a circular arrow icon below it. The same "40% Off Graphic Tees" banner is repeated at the bottom right of the grid. The bottom section of the page is a large, empty white space.

Paris Sweater Fuzzy Leggings

\$29.95 \$19.99 \$29.95 \$19.99

50% off included 50% off included

★★★★★

1

40% Off Graphic Tees

We Think You'll Love These

2

Paris Sweater Fuzzy Leggings

\$29.95 \$19.99 \$29.95 \$19.99

50% off included 50% off included

NOTES

PDP

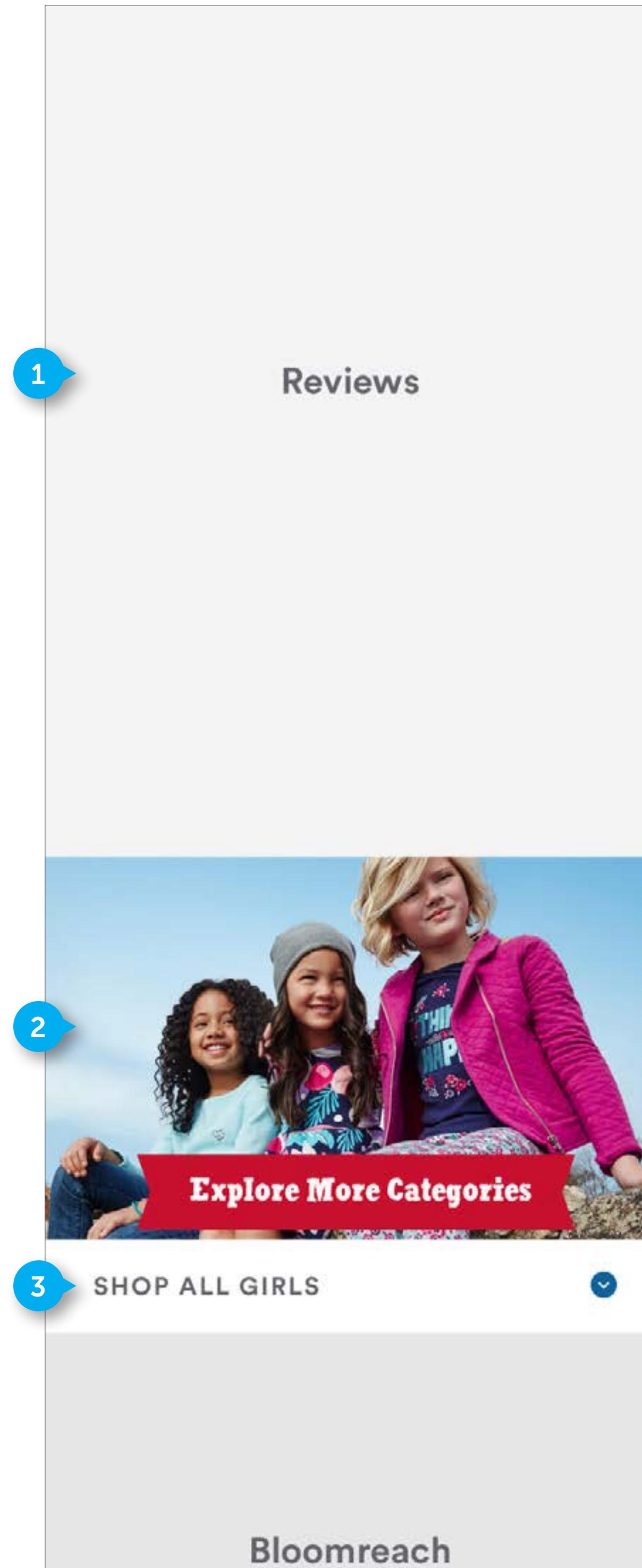
1. PROMOTIONS

See Desktop. On mobile, stack these elements.

2. WE THINK YOU'LL LOVE THESE

See Desktop. See previous documentation for carousel functionality.

PDP



NOTES

PDP

1. REVIEWS

Reviews go here.

2. EXPLORE IMAGE

Custom. Image is managed by business. Image is configurable. It is a full width element. Image is not clickable. .

3. DROPODOWN

Custom element. The element contains HTML text and an icon.

- On tap open the category dropdown. Content beneath the dropdown will be pushed down to display the dropdown content. In the dropdown, content will be comprised of the CATEGORY SECTIONS and SUBCATEGORY LINKS that would be found in the hamburger menu. See [\(PAGE 80\)](#) to see example of dropdown in opened state.

PDP

The screenshot shows a promotional banner at the top with the text "Explore More Categories". Below it is a button labeled "SHOP ALL GIRLS". The main content area is titled "Bloomreach" and contains five promotional items:

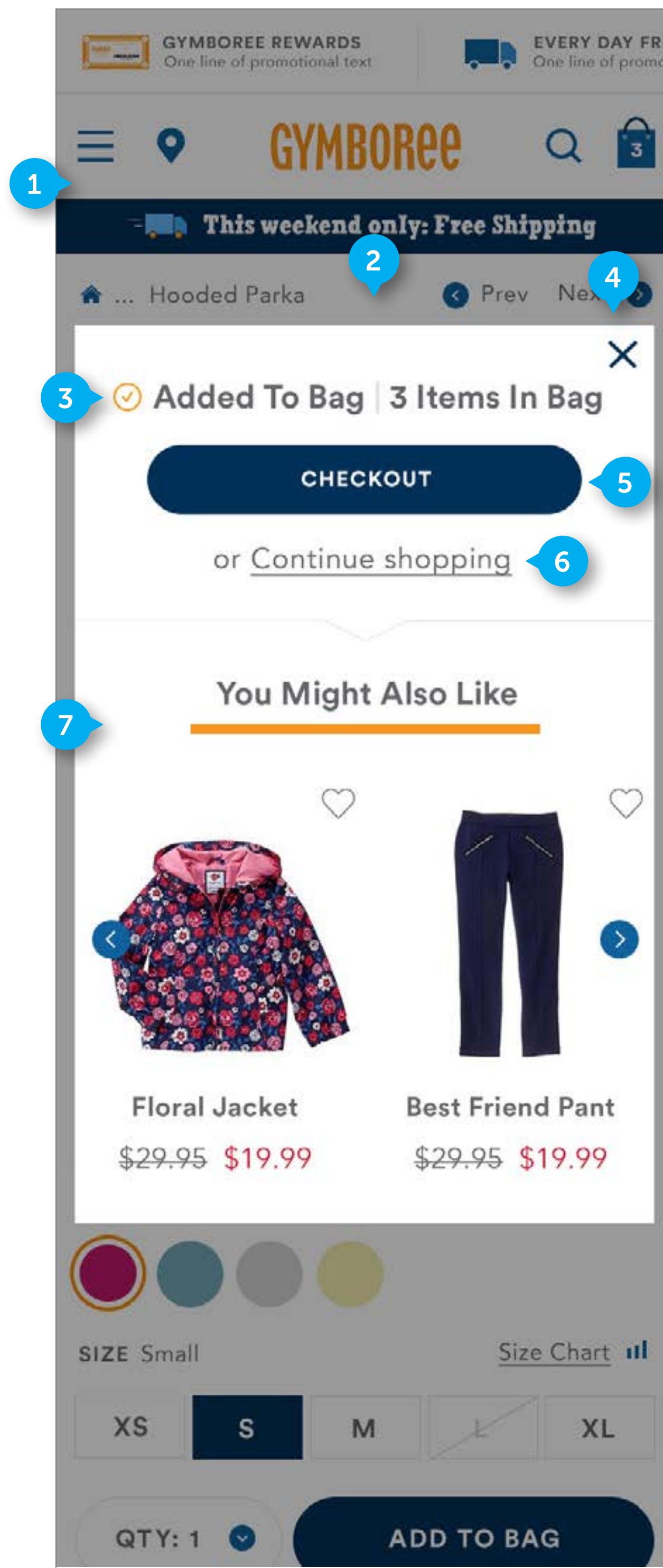
- GYMBOREE REWARDS**: One line of promotional text.
- GYMBUCKS**: One line of promotional text.
- REFER A FRIEND**: One line of promotional text.
- GYMBOREE VISA**: One line of promotional text.
- GIFT CARDS**: One line of promotional text.

At the bottom, there is a "Stores" section with a location pin icon, social media links for Facebook, Snapchat, Pinterest, and Instagram, and a "Get 30% Off Today!" offer with an envelope icon.

NOTES**PDP****1. BLOOMREACH**

Bloomreach goes here. Do not display anything if nothing is loaded into Bloomreach.

PDP

**NOTES****ADD TO CART OVERLAY****1. BACKGROUND IMAGE**

See Desktop

2. ADD TO CART OVERLAY

Mobile version does not contain an image of the product or product name

3. MESSAGING

See Desktop

4. CLOSE

Element contains an image of an "x".

- On click link, close modal and darkened background layer.

5. CHECKOUT

Element is comprised of a button and HTML text. It is clickable.

- On click link, go to CART page.

6. CONTINUE SHOPPING

Element is comprised of styled HTML text. It is clickable.

- On click link, go to PDP page.

7. YOU MIGHT ALSO LIKE

DWRE standard and custom. See previous documentation for carousels. Only 4 product tiles live here.