How-to Immersive Brand Navigation

V1.0-Global Marketing Technology-AEM

Component Name: Immersive Brand Navigation

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1 Document History

The following important changes have been made to this document:

Date	Version #	Description of Changes Made	Author	Approved By
September 18 - 2019	1.0	Draft	Sharmila J Kannan	

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2 Introduction

This document provides "How to Instructions" for the component "Immersive Brand Navigation".

This is an Embedded Component and is intended to be used on Evolution Home Page only.

2.1 Short Description

It is an Interactive module intended to highlight Product categories. It provides features with Background Image and Supporting Text for each Product Category. Both Background Image and Supporting Text are clickable and navigates User to the destination. Categories have Active and Inactive states.

Feature Overview

Categories
Used to highlight Products on the Evolution Home page. Authors can choose to include a maximum of 5 and a minimum of 3 Categories on the Component.

Following rules are enforced:

- There is no Click functionality on Category copy in Desktop
- When there are 3 categories: the categories will be equally divided based on the full width of the module

Background Image
Used to highlight the Product Category in Active state - Background image for Homepage hero to be provided by Brand team along with the Gradient treatment

Following recommendations are provided to the Author:

- Recommended Desktop Image 1800px width
- Recommended Mobile Image 555px width

Desktop

- Category Copies (on Desktop - On hover, show Category in 'active state', show category, headline and BG image corresponding to the Category)

Tablet & Mobile

- Category Copies (on Mobile/Tablet - Tap/Swipe on Category copy -show Category in active state', show category, headline and BG image corresponding to the Category)

Breakpoint Considerations
On mobile:

- Category zones become swipeable
- Tapping on the category name to navigate to category page will be deactivated.

Tablet:

- Use Mobile functionality

2.2 AEM Component Data Model

Tab	Field Name	Field Group	Field Type	Validation	Accepted values
Configuration	Add Category	Configuration	Link/Icon	Mandatory	NA
	Add Category>Desktop/Tablet Image	Media	Browse	Mandatory	If Media = Image then Browse Image path from DAM folder
	Add Category>Mobile	Media	Browse	Optional	If Media = Image then Browse Image path from DAM folder
	Add Category>Headline	Text Block	Text	Mandatory	Alphanumeric
	Add Category>Category Label	Text Block	Text	Mandatory	Alphanumeric
	Add Category>Path	Text Block	Browse	Mandatory	Valid page path/URL
	Open in	Text Block	Drop-down	Mandatory	Same Page New Page

2.3 Intended Audience

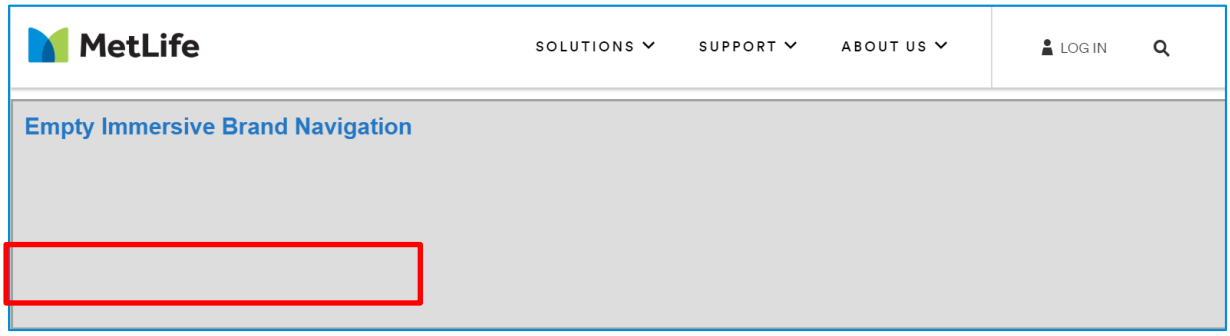
The primary audience of this design is:

- Content Authors
- Agencies
- Marketers

3 How to Enable/Turn-On the Component

This component/feature is an Embedded component on Evolution Home page and cannot be disabled

- From Evolution Home 2.0 Template



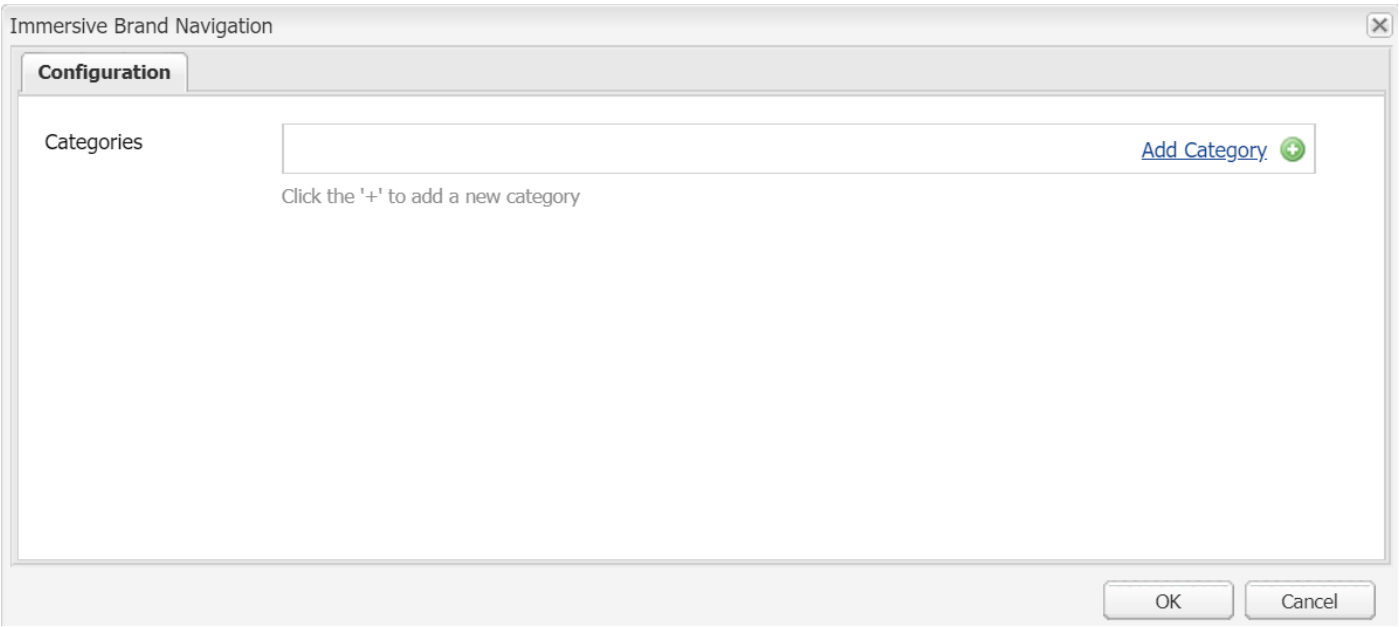
4 Component Dialog

- Press edit to open the dialog and begin editing the component fields.

Configuration Tab

This Tab will contain the overall component configurations such as

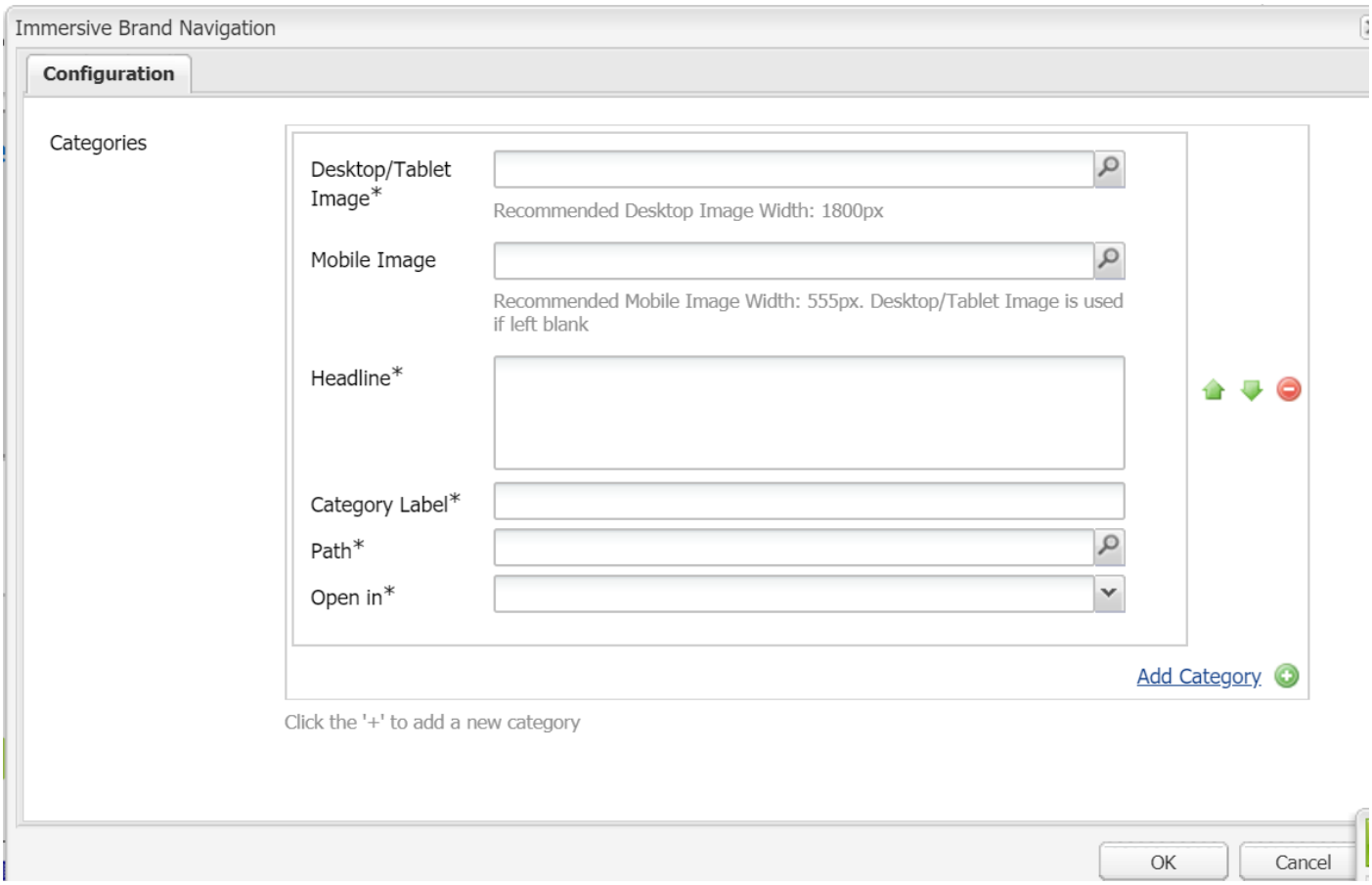
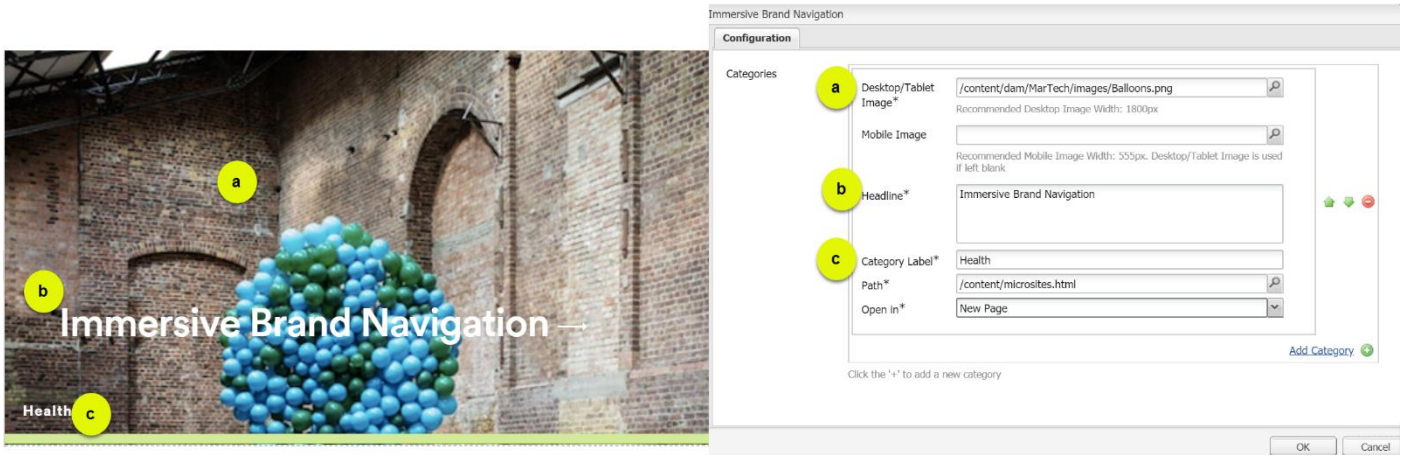
- Category – Option to include Multiple Categories



New Category

This Tab will contain the overall component configurations such as

- Desktop/Tablet Image – Mandatory field, option to include Desktop/Tablet image from a Folder path
- Mobile Image – Optional field, option to include Mobile image from a Folder path
- Headline – Mandatory field, Option to include Headline on the Component
- Category Label – Mandatory field, Option to include Label for Category
- Path – Mandatory field, option to include destination for Category when clicked on
- Open in – Mandatory field, option to open Category when clicked on in Same page or New page



Immersive Brand Navigation Configured