



store
technology
solutions

This document is a detailed review of inSite Merchandise page features included with the April 13th, 2021 inSite M2 Migration.

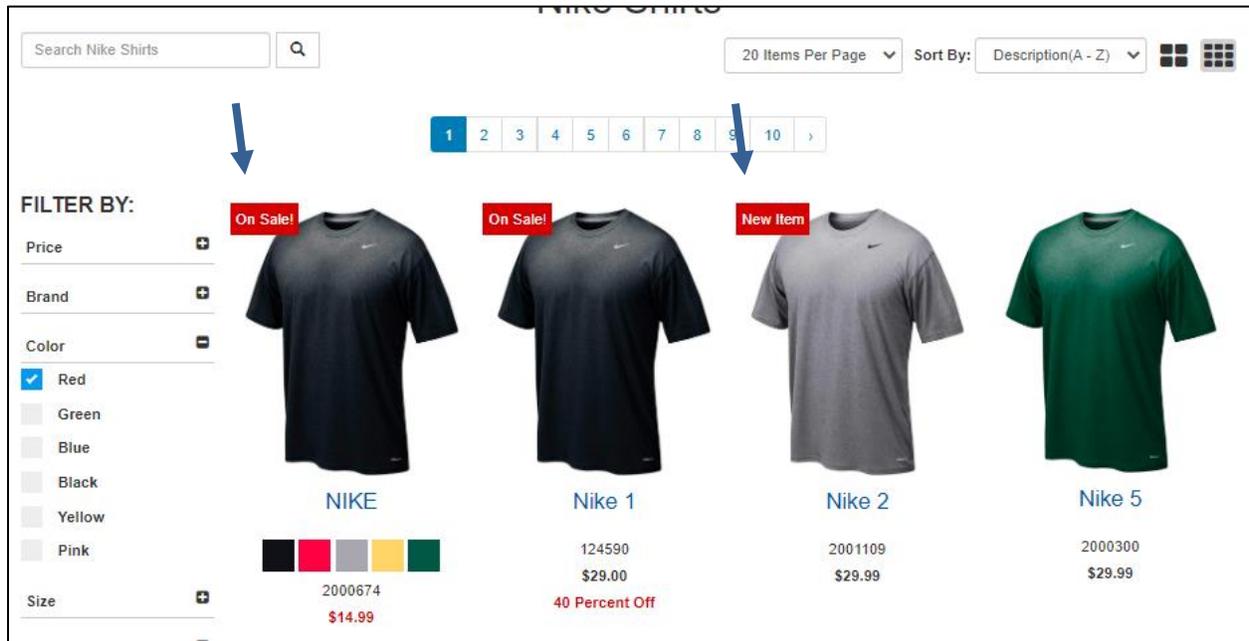
These updates and their corresponding page numbers are in the contents below.

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Badges for On Sale and New Items

The grid layout for Merchandise Items has been updated to display badges when an item is on sale or new.



The On Sale badge displays whenever an item is part of an inSite item level sale or Merchandise promotion.

The New Item badge displays on items that are recently enabled to view on inSite. Items will display the New Item badge until the max age for a new item has ended.

Both badges will display by default when there is a new item or an on-sale item.

Merchandise display options on the employee side of inSite exist for customizing the color and text of the badges. The maximum age for a new item is set from the Dynamic Merchandise menu on the employee side.

Employee: Badge Color and Text Settings

1. From the inSite Employee menu, navigate to Merchandise > Merchandise Display Options.

Main Menu		
Merchandise Options		
Administer Products	Administer Category/Class Association	Merchandise Display Options
Dynamic Merchandise	Create Item Info Forms	

2. Navigate to the badge color and text options.

Select Color and Text for Sale Badge on MerchList page.	
Sale Badge Color: <input type="text" value="#c10000"/>	(Hex color codes only. Include the # at the beginning)
Sale Badge Text: <input type="text" value="On Sale!"/>	
Select Color, Text and Time Frame for New Badge on MerchList page. (Hex color codes only. Include the # at the beginning)	
New Badge Color: <input type="text" value="#c10000"/>	
New Badge Text: <input type="text" value="New Item"/>	

The hex code for the On Sale and New Item badges is entered next to the corresponding Badge Color fields.

Enter text for On Sale and New Item badges adjacent to the corresponding Badge Text fields.

Employee: Display Sale Badge/New Badge for Products Not On Sale or New

Item badges for on sale and new items can be set to display manually if the item does not meet the current criteria for an On Sale or New Item.

1. From the inSite Employee menu, navigate to Merchandise > Administer Products.



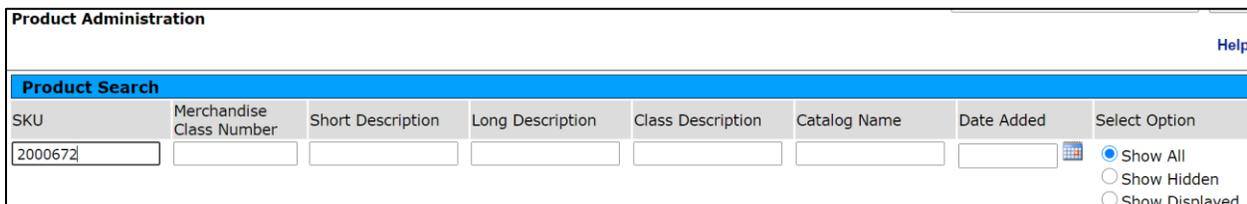
Main Menu

Merchandise Options

Administer Products ← Administer Category/Class Association Merchandise Display Options

Dynamic Merchandise Create Item Info Forms

2. The product administration search screen displays. Enter the search criteria needed to locate the item.



Product Administration Help

Product Search

SKU	Merchandise Class Number	Short Description	Long Description	Class Description	Catalog Name	Date Added	Select Option
<input type="text" value="2000672"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input checked="" type="radio"/> Show All <input type="radio"/> Show Hidden <input type="radio"/> Show Displayed

3. The product admin options display. The screen defaults to the Basic Info tab.



Edit Product

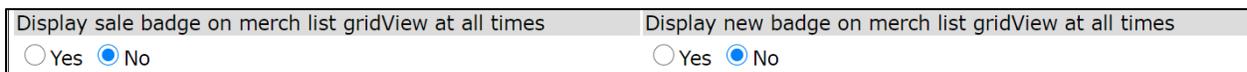
Product Admin

You may make changes on multiple tabs. Click Update when finished making changes to all tabs. The exception is the Images option. Click Update to save your previous changes from other sections prior to uploading images.

↓ **Editing:** 2000672 - SWEATSHIRT - HOODED

Basic Info | Sale | Promos | Type Codes | Images | Course Associations | Category & Class | Suggested Sell | Deposit/Fees | Meta Tag | Filters

4. Scroll down while viewing the Basic Info tab. The options to display the sale badge and new badge display at the bottom of the page.



Display sale badge on merch list gridView at all times Display new badge on merch list gridView at all times

Yes No Yes No

Items default as “No” to display the sale or new badges. Select “Yes” if an item should display the badge when it does not meet the criteria to show automatically.

NOTE: Even when set to “No,” items that have GM Promotions and/or item level inSite sales display the On Sale badge. If the item meets the criteria for the New badge, the badge will display even if set to “No.”

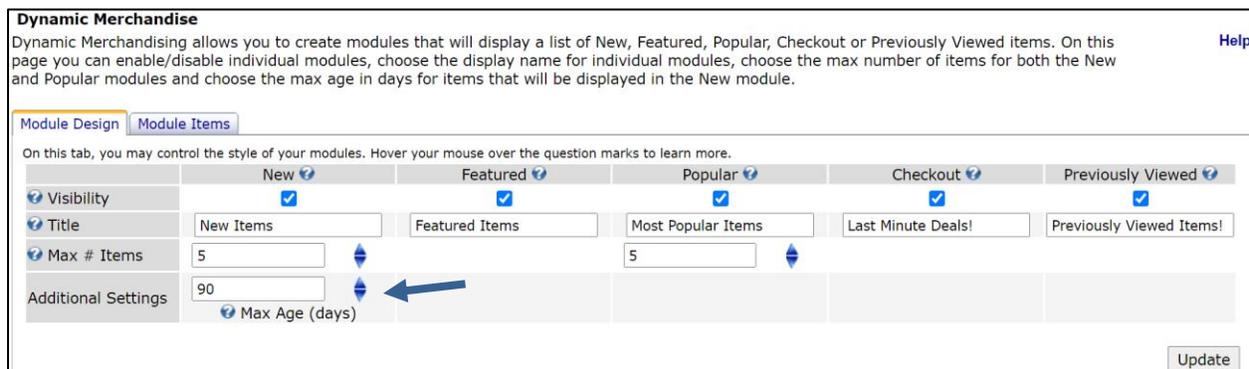
NOTE: Both badges cannot display simultaneously for the item. If an item is both a new item and is on sale, the Sale badge displays. If manually setting an item to display a badge, select “Yes” for only one of the two options.

Employee: Max Age for New Items Setting

1. From the inSite Employee menu, navigate to Merchandise > Dynamic Merchandise.



2. Dynamic Merchandise Modules display. The Additional Settings field below the New column allows for entry of Max Age in days.



The Max Age determines how long the New Item badge displays for recently added items. Aging starts once an item is enabled to display to shoppers on inSite.

NOTE: The Visibility for New items in Dynamic Merchandise is only used to display a module of new items. It is not required for the New Item badge to display on items within the product list.

NOTE: The enable date defaults to the first time the item is enabled. This date is dependent on the “Auto-hide merchandise items on initial Add to inSite” setting in Merchandise > Merchandise Display Options.

Merchandise Display Options			
<input type="radio"/>	Reg. Price: \$xx.xx Sale Price: \$xx.xx	<input type="radio"/>	Reg. Price: \$xx.xx You Save: \$xx.xx Sale Price: \$xx.xx
<input type="radio"/>	Now: \$xx.xx Was: \$xx.xx	<input checked="" type="radio"/>	Now: \$xx.xx Was: \$xx.xx Save: \$xx.xx
<input checked="" type="checkbox"/> Strikethrough original price?			
Suggested Item Text:			
Love This Item? Here Are Other Similar Products Available Now!			
Display Merchandise "Sort By" Options?			
<input type="checkbox"/> Merchandise			
<input type="checkbox"/> General Books			
Auto-hide merchandise items on initial Add to inSite? 			
<input type="radio"/> Yes			
<input checked="" type="radio"/> No			

- If auto-hide is set to Yes: The item is enabled when it is first set to display after it is imported to inSite.
- If auto-hide is set to No: The item is enabled when it is initially imported to inSite.

If an item is later disabled and then re-enabled, it will not default as a New Item unless still within the Max Age setting from the initial enable date.

Product Listing Page: Navigation

The product listing page has been modified to include additional navigation. Page numbers display at the top of the screen to allow the shopper to navigate between pages.

Selections for the number of items per page, sort by options, and grid layout are also available on the top of the screen. An example of the top-view navigation is below.



Pagination Navigation Bar

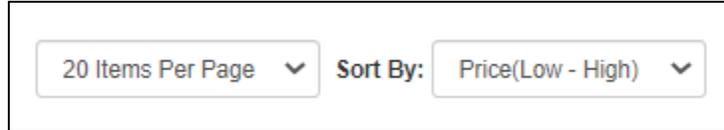
The page navigation bar provides the shopper with the option to click a page number to go directly to that page. If more than 10 pages exist, an arrow is available to the right of the page list to click and display more pages.

If viewing a page where the first few pages do not display, an arrow is available to the left of the page to click and view the previous page numbers. An example of this is below.



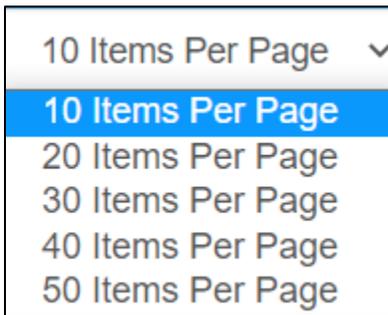
Items Per Page and Sort By

Additional navigation at the top of the page provides the selections for sorting and for indicating the number of items to display per page.



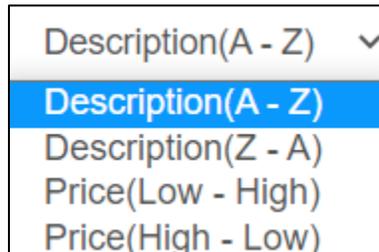
A screenshot of a navigation bar containing two dropdown menus. The first dropdown menu is labeled '20 Items Per Page' and has a downward arrow. The second dropdown menu is labeled 'Sort By: Price(Low - High)' and also has a downward arrow.

The following items per page selections are defined in Employee > Merchandise > Merchandise Display Options under the Merch List Items Per Page heading:



A screenshot of an expanded dropdown menu. The menu is titled '10 Items Per Page' with a downward arrow. The menu items are: '10 Items Per Page' (highlighted in blue), '20 Items Per Page', '30 Items Per Page', '40 Items Per Page', and '50 Items Per Page'.

The following Sort By dropdown displays if defined in Employee > Merchandise > Merchandise Display Options under the Display Merchandise "Sort By" Options for Merchandise and General books:

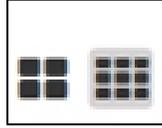


A screenshot of an expanded dropdown menu. The menu is titled 'Description(A - Z)' with a downward arrow. The menu items are: 'Description(A - Z)' (highlighted in blue), 'Description(Z - A)', 'Price(Low - High)', and 'Price(High - Low)'.

If sort by options are not defined, the sort feature will not display.

Grid View Options

Two grid icons exist next to the sort by features.

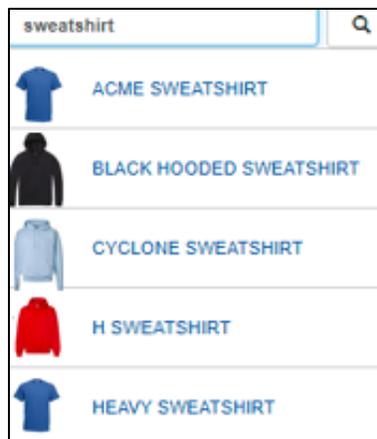


The first icon shows 2 rows of 2 blocks. This icon can be clicked to change the grid view to display only 2 items per row. The second icon displays 3 rows of 3 blocks. This will switch the grid view back to the store's selected default row size (2-5 items per row as configured in Merchandise Display Options on Employee).

Item Search: Suggested Results

The merchandise search will populate the top 5 item suggestions based on the characters typed in the search field. It will search using all entered data; “noise words” (like “on,” “the,” “and”—words typically not indicators of content) are included.

For example, a search of “Under Armour” will display results with both Under and Armour, even though “under” might be considered a noise word in other searches.



Keyword matches in the short and long descriptions, as well as the associated meta tags, will display the item as a suggested result.

Product Listing Page: Color Swatches

Items with multiple color selections will display the color swatch grid below the image when viewing the product listing page. Grid view and color swatches must be enabled, and ALL colors for the product must have hex values set up in ARC.



Merchandise Item Detail Page Redesign

The product detail page is redesigned to move the item description to below the Add to Cart button.

This provides additional space for the description while keeping the product information featured at the top of the product page.

NOTE: The new detail design is enabled through Employee. Once the switch to the new merchandise detail page design is enabled, it is not possible to return to the previous design format. Details are provided in the next section.

Merchandise Categories Nike Shirts NIKE Help

Product Detail



< >



NIKE

★★★★★ (1) Comment

Reg. Price: \$16.99
Sale Price: \$14.99

This is a disclaimer!

Color:
 Black Red Grey Yellow Green

Size:

Logo:

QTY

Product Description

Item: 2000674

The Nike Legend Tee is a best-selling athletic shirt for a reason! This comfortable moisture-wicking shirt has performance features that are sure to impress. Premium Dri-FIT fabrication will pull perspiration away from your body to keep you dry, while flat seams keep you irritation-free as you move. This lightweight training shirt is great to wear during any activity, and is a must-have for your athletic wardrobe. Dri-FIT fabric wicks sweat away and keeps you dry and comfortable Short sleeve, rib crew neck design Flat-seam construction minimizes chafing Nike logo detail for authentic style Regular fit for any sport or activity 100% Polyester Imported Shipping Note: Shipping to Alaska, Hawaii, PO Boxes and APO addresses not available for

Additionally, when adding a product to the cart the “Added to Cart” confirmation and options to continue shopping or go to checkout display as a modal. The shopper will navigate from the product page as part of the process for adding the item to the cart.

Added to Cart



NIKE

\$14.99

Item: 2000674

Quantity: 1

SWOOSH / GREY / MEDIUM

The steps for enacting the new merchandise page design start on the next page.

Employee: Enable New Merchandise Detail Page

1. From the inSite Employee menu, navigate to Merchandise > Merchandise Display Options.



2. Scroll or locate the bottom of the Merchandise Display Options box (before reaching the Threshold settings). A button displays to “Switch to New Merch Detail Page Design.”



3. Click the Switch To New Merch Detail Page Design button. A pop-up displays confirming the switch to the new design.

Once this change is enabled, reverting to the old page design format is not possible.

4. Click Ok to confirm the change and update the item detail page with the new design. Click Cancel to decline the change and continue with the old design.

Previously Viewed Items

A new dynamic merchandise module is added to display Previous Viewed Items. This is enabled from the employee Merchandise > Dynamic Merchandise menu.

Enable Previously Viewed Items

Merchandise > Dynamic Merchandise

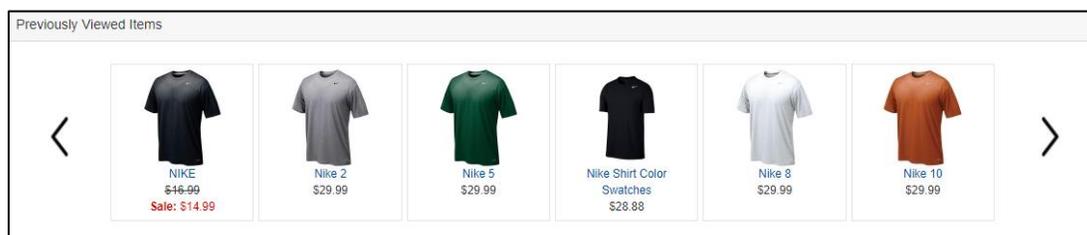
The screenshot shows the 'Module Items' configuration interface. At the top, there are tabs for 'Module Design' and 'Module Items'. Below the tabs, a message states: 'On this tab, you may control the style of your modules. Hover your mouse over the question marks to learn more.' The main area is a table with columns for different module types: 'New', 'Featured', 'Popular', 'Checkout', and 'Previously Viewed'. Each column has a 'Visibility' checkbox (all checked), a 'Title' field, a 'Max # Items' field, and an 'Additional Settings' field. The 'Previously Viewed' column has a blue arrow pointing upwards from the 'Max # Items' field. An 'Update' button is located at the bottom right.

	New	Featured	Popular	Checkout	Previously Viewed
Visibility	<input checked="" type="checkbox"/>				
Title	New Items	Featured Items	Most Popular Items	Last Minute Deals!	Previously Viewed Items!
Max # Items	5		5		
Additional Settings	90 Max Age (days)				

Previously Viewed items can be enabled as visible, and the title of the module can be edited. Once enabled, previously viewed items will be saved for users by session ID.

Shopper view for Previously Viewed Items

The previously viewed items module will be added to pages through iCM using the Modules option at the top center of the page. When displayed on a customer page, it will appear similar to the following:



If more than 6 previously viewed items exist, arrows display at the beginning and end of the list for navigating.

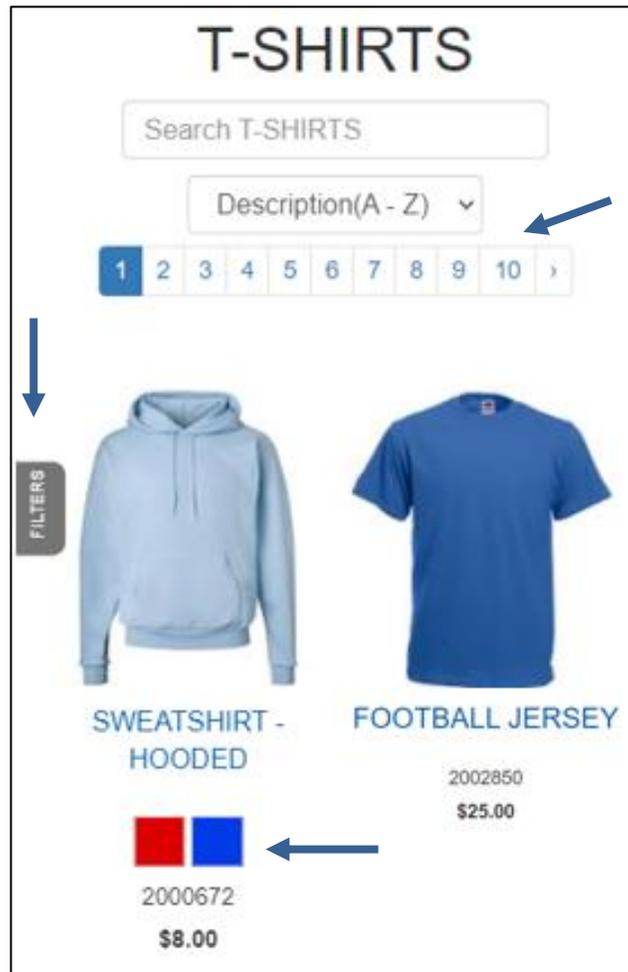
The list is based on the session ID and displays previous items viewed within that shopper's session. If a shopper is not logged into inSite, their previously viewed items will be removed once their session is ended. This will vary by browser and individual settings and actions controlled by the shopper. For some it may happen when they close their browser; for others, it may not happen until they clear cache/browsing data.

Once a shopper logs into inSite, the previously viewed items attach to the user ID. Up to 12 previously viewed items will display for the shopper when they are logged into the site. Previously viewed items will remain linked to the user ID for a time frame determined by MBS.

Mobile: Product Listing Page

The merchandise product listing page will automatically adjust to the screen size on mobile devices. The mobile view will include the previously reviewed pagination navigation at the top of the display, sort features, color swatches on the product listing, and a search field.

When available, a “filters” ribbon will follow as the shopper scrolls down on the page. This provides an option to view and select filters from anywhere on the page.



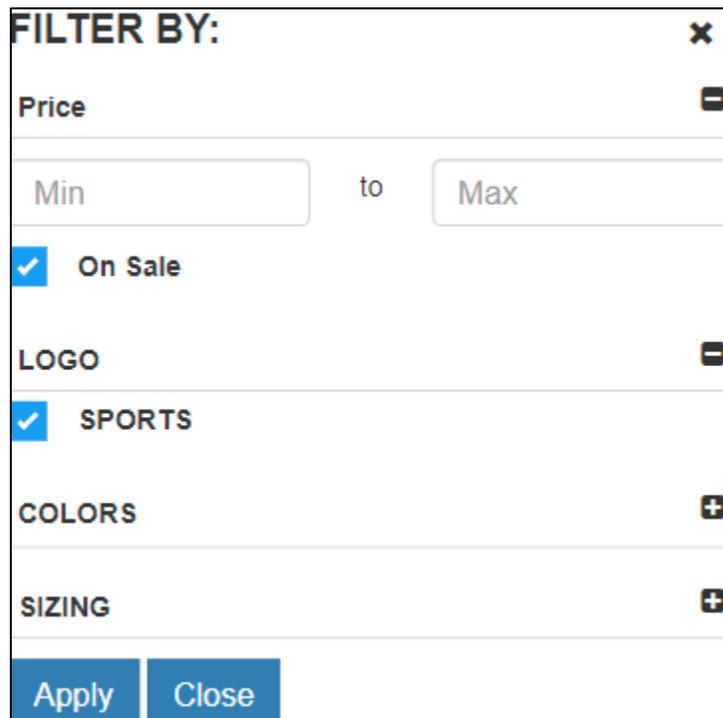
Mobile: Filters

When a shopper clicks the Filters ribbon, the available filter options display.



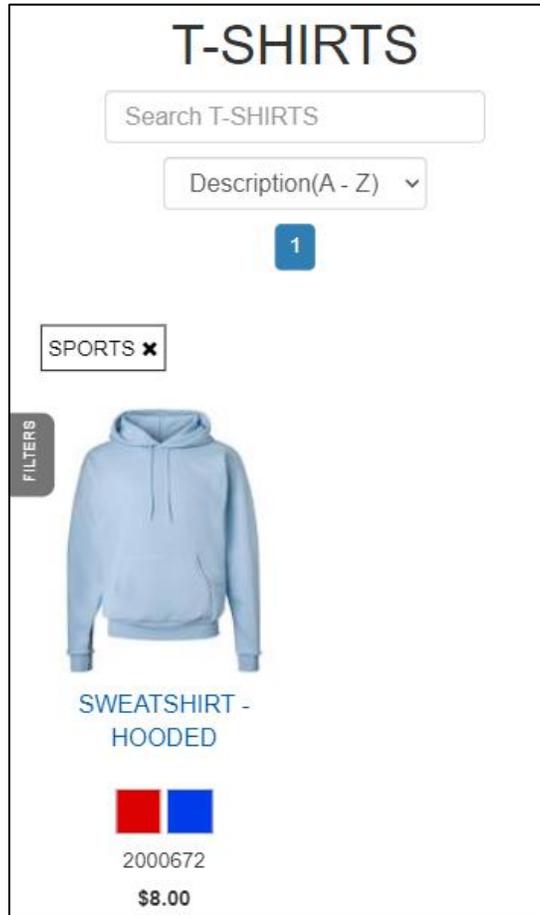
A screenshot of a mobile filter overlay titled "FILTER BY:". The overlay has a close button (X) in the top right corner. Below the title, there are four filter categories: "Price", "LOGO", "COLORS", and "SIZING". Each category has a plus sign (+) to its right, indicating it is collapsed. At the bottom of the overlay, there are two buttons: "Apply" and "Close".

The shopper can press the "+" next to each filter category to expand the list of available values.



A screenshot of the same mobile filter overlay, but with some categories expanded. The "Price" category is expanded to show a range selector with "Min" and "Max" input fields and a "to" label between them. The "On Sale" option is checked with a blue checkmark. The "LOGO" category is collapsed with a minus sign (-). The "SPORTS" category is expanded with a checked blue checkmark. The "COLORS" and "SIZING" categories remain collapsed with plus signs (+). The "Apply" and "Close" buttons are still at the bottom.

After making filter selections, the shopper selects Apply. The screen returns to the product listing page with the applied filter values. The values show at the top of the page and are deselected by tapping the "X" next to the value.



URL Parameters for List View with Grid View

A URL parameter can be added to the end of the product listing page URL to force the page into List View rather than Grid View.

This allows the product pages to default as grid view, while product listings that look better in a list view can be linked using the ListView parameter when creating menus.

To create the list view URL, add “&ListView=1” to the end of the product page URL.

For example, the Electronics page displays in grid view with the URL:

<https://insitestore.mbsbooks.com/universitystore/merch/supplies/electronics>

To make the page display in list view, add “&ListView=1” to the end of the URL:

<https://insitestore.mbsbooks.com/universitystore/merch/supplies/electronics&ListView=1>

This URL can be shared with shoppers so the page directs them to the list view format.