

Emerson Website New Global Header Navigation

Design Specification Document

Digitas
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About This Document

This document provides an overview of the new global menu experience as a supplementary guide to be used in conjunction with the full annotations and specifications detailed in Zeplin (see developer reference materials below).

Developer Reference Materials

- **Zeplin Detailed Designs & Annotations**
 - To Download JPGs: <https://scene.zeplin.io/project/5cc1f75e590a992dbc862104>
 - To View Specifications: <https://app.zeplin.io/project/5cc1f75e590a992dbc862104>
- **Prototypes**
 - Primary: <https://codepen.io/bgliebigh/live/9ce8d771aaf7a14003149676c4121e5d>
 - Level 1 mobile platform tab translations: <https://s.codepen.io/bgliebigh/debug/JqGZbz>
 - Level 2 desktop menu translations: <https://s.codepen.io/bgliebigh/debug/EzPGaW>

Table of Contents

Global Navigation Legend

Breakpoints

1st Level: Global Navigation

Item/Collection Limits & Character Counts

1st Level: Global Navigation - Desktop

Search – Desktop

Type-ahead Search - Desktop (Out of Scope)

Commerce Cart – Desktop & Mobile

1st Level: Global Navigation – Mobile

Search – Mobile

2nd Level: Global Navigation

Item/Collection Limits & Character Counts

2nd Level: Global Navigation – Desktop

Platform Menu Strip - Desktop

2nd Level: Global Navigation – Mobile

2nd Level: Platform Menu Automation Solutions (Default) – Mobile

2nd Level: Platform Menu Commercial & Residential Solutions – Mobile

3rd Level: Global Navigation

Item/Collection Limits & Character Counts

3rd Level: Global Navigation – Desktop

1. Flyout Menu
2. Segmented Menu (without flyout)
3. Non-segmented Menu (without flyout)

eSpots

3rd Level: Global Navigation – Mobile

3rd & 4th Level: Global Navigation – Mobile

1. Flyout Menu
 - Sub-categories exposed
 - Sub-categories exposed, scrolled view
2. Segmented Menu (without flyout)
3. Non-Segmented Menu (without flyout)

Utility Bar Navigation

Sign In/My Emerson

Sign In/My Emerson - Desktop

Sign In/My Emerson: Authenticated Closed State - Mobile

Sign In/MyEmerson: Authenticated Open State - Mobile

Locale / Language Selector

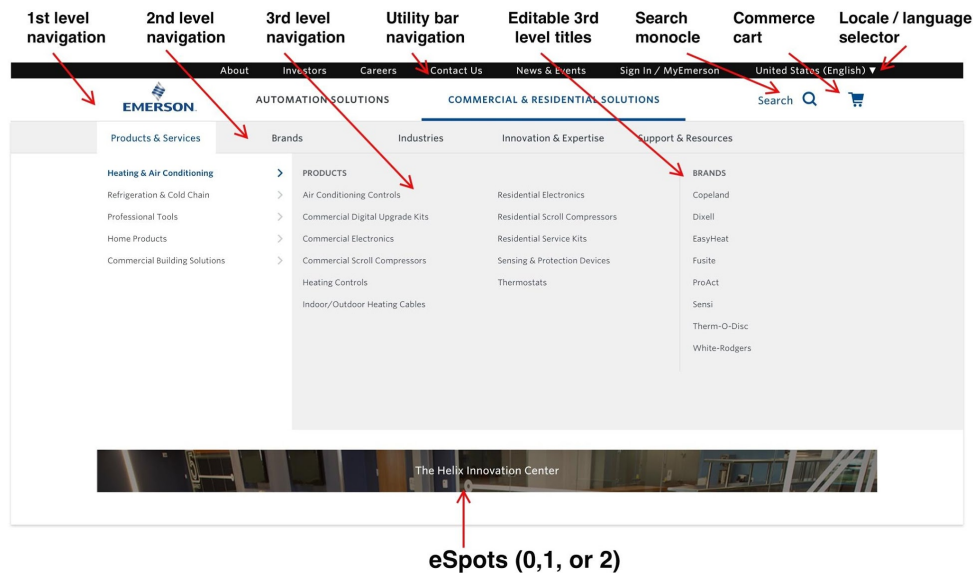
Locale / Language Selector - Desktop

Locale / Language Selector - Mobile

Personalization Logic - Phase 2 (Out of Scope)

Global Navigation Legend

Several terms will re-appear throughout this document. The legend below provides an overview of where each of those terms is most typically referenced in relationship to the new global menu experience.



1st level navigation

- On desktop, this section is the main white strip of content below the black utility bar navigation. It includes the logo, the platform links, the **Search Monocle**, and the **Commerce Cart**.
- On mobile, this section is at the top of the viewport and contains the logo, the search monocle, commerce cart, and hamburger menu

2nd level navigation

- On desktop and mobile, this references the selections made available (revealed) after a user engages with certain 1st level navigation items, including the platform links (in the hamburger menu on mobile), the signed-in state for “Sign In/MyEmerson” (in the hamburger menu on mobile), type-ahead search when engaging with the search monocle, and the pop-up modal when engaging with the **Locale/Language** Selector (in the hamburger menu on mobile).

3rd level navigation –

- On desktop and mobile, this references the menu selections available underneath the 2nd level navigation platform links.
- There are three main types of 3rd level navigation, which will be detailed later in this document: **Flyout menu**, **Segmented menu (without flyout)**, and **Non-segmented menu (without flyout)**. For the first two 3rd-level menu options, content authors have the option to create **Editable 3rd Level Titles**, which are detailed later in this document. These navigation options all allow for 0,1, or 2 **eSpots** beneath each of these 3rd level navigation options.

Utility bar navigation

- On desktop, this references the black strip of content above the 1st level navigation.
- On mobile, this element is nested in the hamburger menu, exposed beneath the 2nd level navigation choices.

Breakpoints

The new recommended breakpoints are being introduced to better accommodate smaller laptops, which often display the mobile navigation when the browser is sized slightly smaller than the width of the laptop's screen.

The new recommended breakpoints are:

- < 960px - display the mobile menu
- ≥ 960px - display the desktop navigation menu

1st Level: Global Navigation

Item/Collection Limits & Character Counts

2 items, max 40 char count per item = 80 characters max for both (70 maximum recommended to account for bigger characters/odd link breaks).

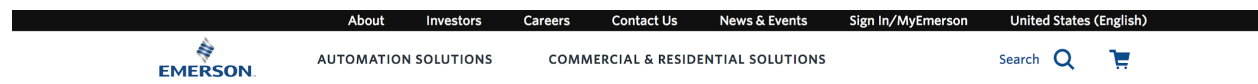
Please Note: The current design takes into account the longest language translations for the two platform terms on both desktop and mobile.

Because space is constrained on mobile, the longest translated platform titles will wrap on three rows/lines of copy.

Level 1 mobile platform tabs translations: <https://s.codepen.io/bgliebige/debug/JqGZbz>

1st Level: Global Navigation - Desktop

This menu represents the default state for first-time or non-cookied visitors on desktop, laptop, and touch-enabled desktop monitors and laptops.



All items span across a single row, vertically centered and positioned to account for translation, as depicted above.

The 1st level desktop global navigation includes five main areas:

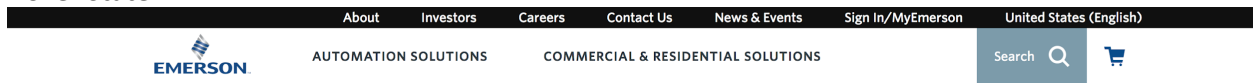
- **Emerson logo** – acts as a homepage anchor; clicking or tapping on the logo returns users to the homepage
- **Platform links** – act as links to platform landing pages upon click or double tap; reveal dropdown menus on hover or double-tap
- **Search** – provides sitewide search; expands to reveal pre-focused input field on click or tap
- **Commerce cart** – surfaces information about items in a user's virtual cart; on click or tap reveals additional item information and links to further cart details

Search – Desktop

The behavior of the search icon and search bar (expanded) state do not change from the current implementation on Emerson.com for Desktop.

Please Note: The new position of the Commerce Cart may require that the active state of the Search experience be re-factored to assure that the Commerce Cart is hidden while the bar is expanded.

Hover State:



Hovering on the search monacle (aka “looking glass”) or the word “Search” reveals a blue highlight over the container.

On Click, open:



Clicking or tapping on the search monacle or the word “Search” reveals a pre-focused search text input area which covers/hides the platform links and commerce cart. The input field should focus by default, which enables the user to start typing immediately without being required to manually click into the input field to begin their search query.

The Commerce Cart icon and the green pill are hidden when the search bar is expanded.

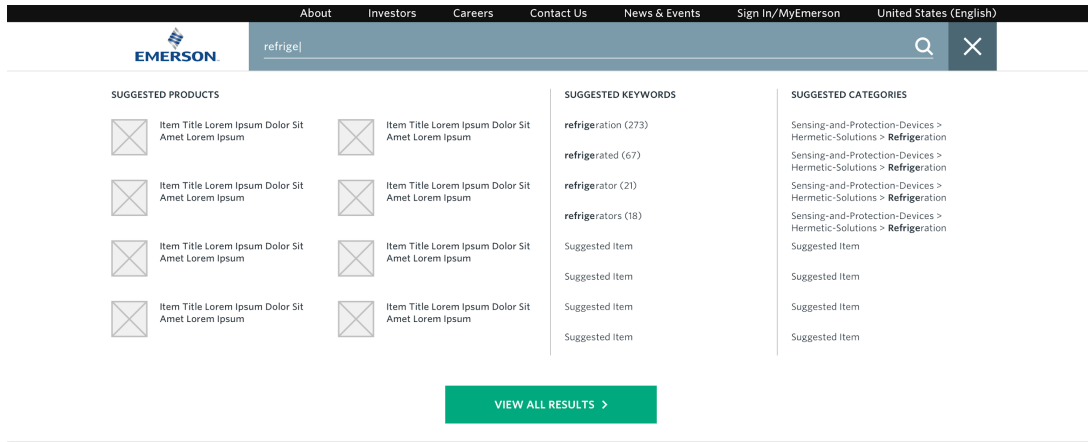
On Click, close:

Clicking or tapping the “X” next to the search monacle will cause the expanded input field to retract and return to its default state, and reveal the platform links and -commerce cart.

Type-ahead Search - Desktop (Out of Scope)

The global site search input field is enabled with predictive typeahead functionality that queries and returns suggested search term results after three characters in real-time as the user types. These suggested search results are displayed in a full-width submenu below the Header/Search Bar. A user may either select “return” to view results or select an item in the typeahead results.

Please Note: There is a desire to update some of the functionality here on how the content displays and to optimize performance. This has been flagged as out of scope for Phase 1.



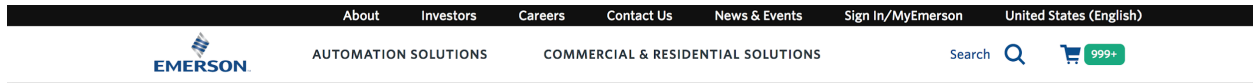
Type-ahead search shows a combination of suggested products, keywords, and categories.

Commerce Cart – Desktop & Mobile

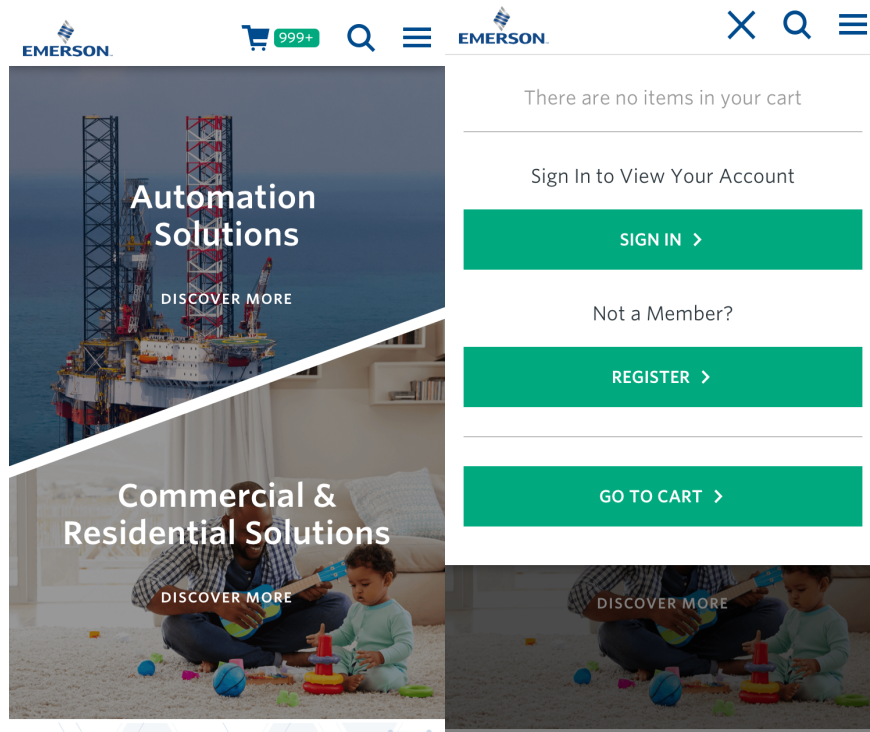
The logic and design of the Commerce Cart are the same as in the current instance except:

- the cart dropdown opens from top to bottom, like the current version. Only the position of the cart has changed on the desktop version
- the expanded cart state has an 'X' to close the cart overlay (instead of the cart icon)

Desktop Commerce Cart:



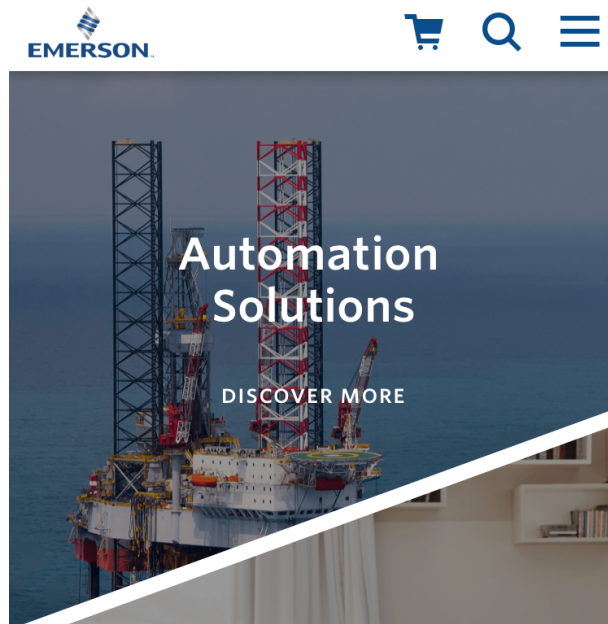
Mobile Commerce Cart:



Please note: there is now an "X" to close the dropdown on Mobile
Tapping on the cart icon expands the cart. Tapping on "X" closes the dropdown cart.

1st Level: Global Navigation – Mobile

This menu represents the default state for first-time or non-cookied visitors on mobile, phablet, and tablet devices. All interaction behaviors described in this section are based on single taps.



All items span across a single row, vertically centered in their containers. The Cart, Search and Menu icons are equally sized at 24x24 pixels and each icon button has a minimum touch target area of 48x48 pixels.

The mobile navigation exposes the following items on load:

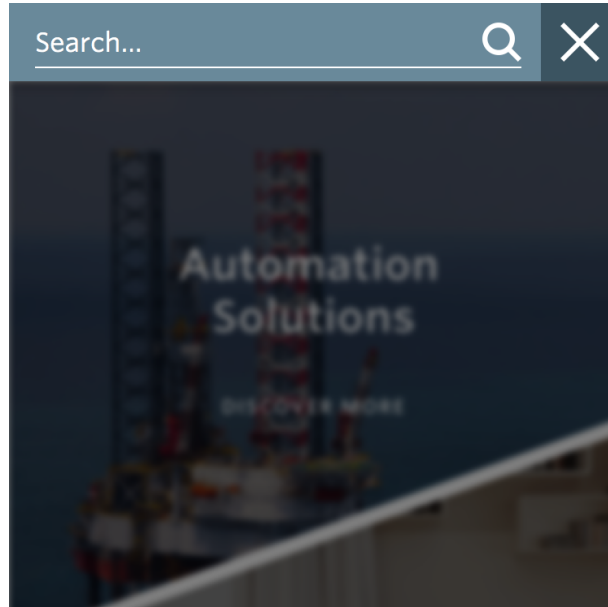
- **Home logo** – tap on the home logo returns the visitor to the home page.
- **Commerce Cart** – tap on the cart icon to view dropdown menu with or without items in a user’s cart. Tap “X” to close
- **Site Search** – tap on the monocle to reveal the search input. Tap the monocle to submit or tap “Search” in the keyboard. Tap the “X” to close”
- **Hamburger Menu** – tap to reveal the main menu system. Tap “X” to close.

***Please note:** New proposed mobile functionality. Search and navigation interactions should be mutually exclusive. If a navigation menu item (Commerce Cart or Hamburger Menu) is opened/expanded when the user engages with Search, the navigation menu items should close as Search becomes active.*

Similarly, when search is active, the user cannot interact with any navigation items until they toggle off search by tapping X or by tapping outside of the search container.

Search – Mobile

A single tap toggles the display of the Search Bar, which animates as it expands to the left, covering all other 1st level navigation items.



Please note: this approach represents a change from the current design in production, which currently puts the search field below the white global navigation area.

Once the user has expanded the search input field, the rest of the page below it is blurred to help the user focus on the “search modality” experience.

As on desktop, when a user opens the search input field, the user may immediately begin to input their search term without the need to “tap” into the input area. A user can then tap “search” in their mobile keyboard or tap on the monocle within the search input field to submit a search.

During the active search state, the Hamburger Menu icon is covered by an “X” icon. Tap on it to retract the search input field back to its original state.

On mobile, the pre-focused search text effect on the input area is removed/deprecated.

2nd Level: Global Navigation

Item/Collection Limits & Character Counts

5 items, max 30 char counts for translations = 150 (130 max recommended total to account for bigger characters/odd line breaks).

The 2nd level poses slightly more risk for content authors looking to add extremely long words to this level, but should accommodate five items within the confined character counts as noted and will wrap to a second row/line as needed. This constraint will also not be an issue on mobile as the design accommodates two rows/lines of copy per each 2nd level navigation item.

Level 2 desktop menu translations: <https://s.codepen.io/bgliebig/debug/EzPGaW>

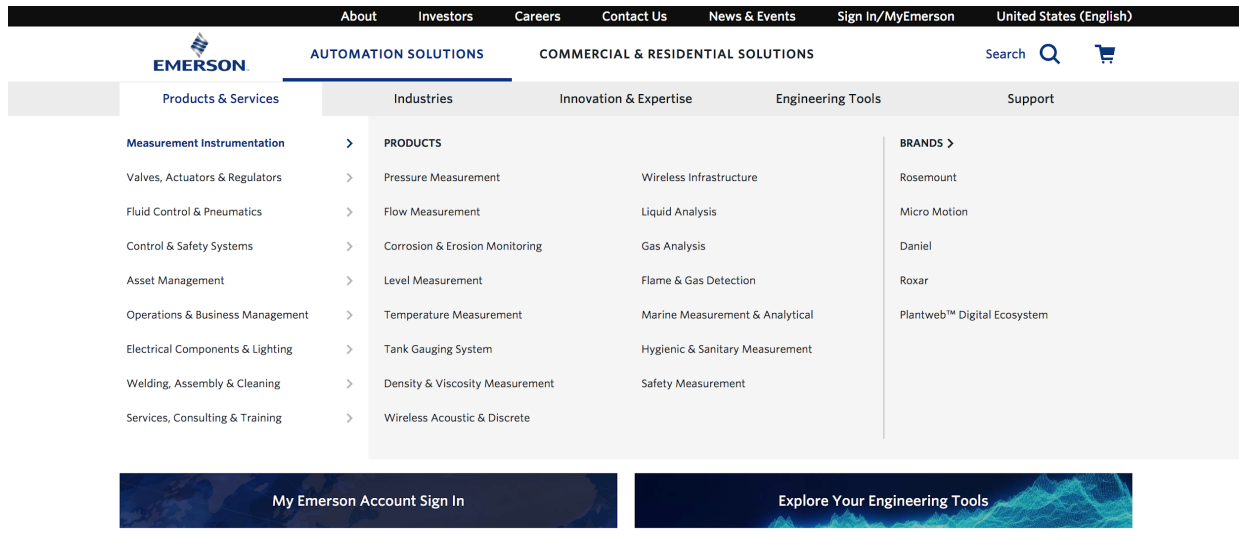
2nd Level: Global Navigation – Desktop

This menu represents the 2nd level default state for first-time visitors on desktop, laptop, or touch-enabled laptops or desktop monitors who have interacted with any 1st level elements that expand to reveal dropdown content.

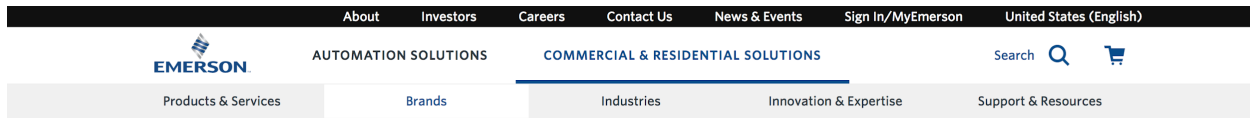
The default 2nd level global navigation includes:

- **Platform Menu Strip** – On hover or double-tap of the platform links, the second-level platform menu strip reveals and exposes the third-level, first item fly-out menu (i.e., “Products & Services” with “Measurement Instrumentation” products exposed)

Platform Menu Strip - Desktop



Hovering over or double-tapping on a 1st Level Platform item reveals the 2nd Level Platform Menu items (i.e., “Products & Services”, “Industries”, “Innovation & Expertise”, “Engineering Tools”, and “Support”).



If the 2nd Level Platform Menu Item does not include a dropdown menu, then the 2nd Level Platform Menu item will display its hover state style on hover or single tap before linking the user to the corresponding web page on click or double tap. In the example above, when the user clicks or taps on “Brands” they will go to a webpage. No dropdown appears.

2nd Level: Global Navigation – Mobile

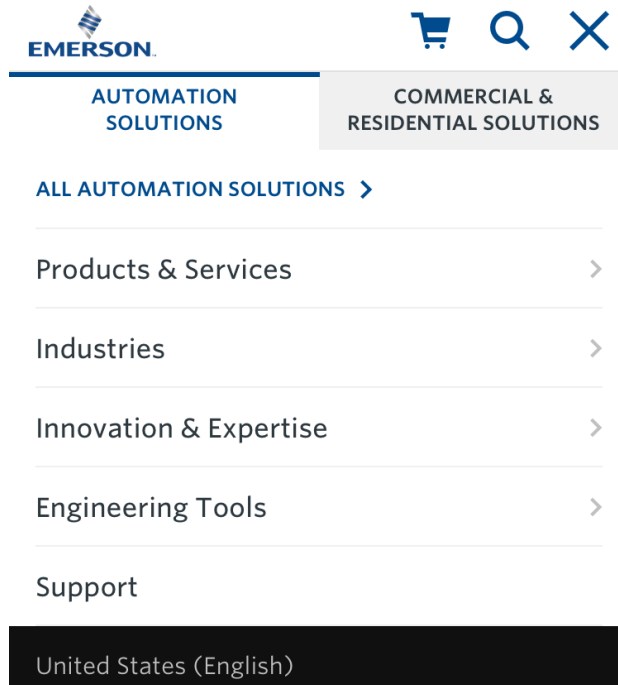
This menu represents the 2nd level default state for first-time visitors on mobile devices who have interacted with any 1st level elements that reveal additional content.

The default 2nd level global navigation includes:

- **Platform Selection and Default View** – Tapping the hamburger menu reveals the platform selection and by default exposes the 2nd-level menu choices for Automation Solutions (e.g., “Products & Services”, “Industry”, etc.). A user can tap between the two platform tabs to view Commercial & Residential Solutions. For longer translated platform terms, the tab area can accommodate **up to three rows** of copy (see <https://s.codepen.io/bglieb/big/debug/JqGZbz> for examples).

2nd Level: Platform Menu Automation Solutions (Default) – Mobile

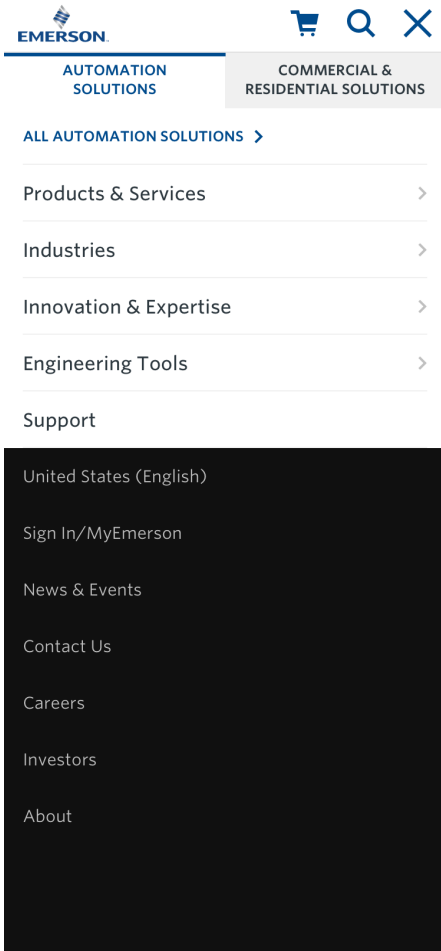
Once the user taps on the hamburger menu, the default view is the Automation Solutions’ 2nd level menu.



Tapping the “X” closes the hamburger menu.

Tapping on “Commercial & Residential Solutions” section reveals the corresponding experience for that business platform. To go directly to either platform’s main landing page, the user may tap on the first link below the two platform tabs. In this case, “ALL AUTOMATION SOLUTIONS” will take the user to the corresponding landing page.

The platform’s mobile menu accommodates 6, Level 2 menu items in order to include the aforementioned platform landing page link (e.g., “All Automation Solutions” and “All Commercial & Residential Solutions”).



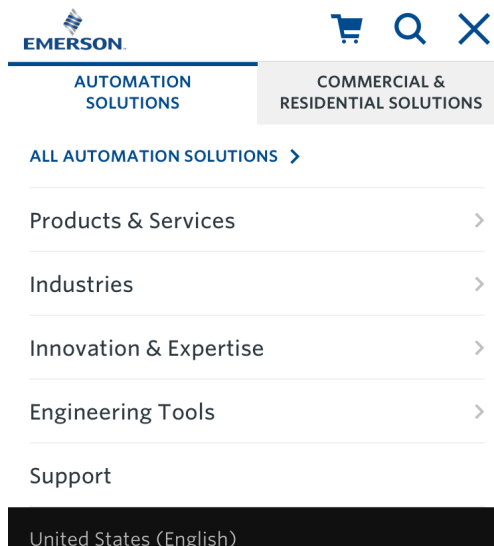
For sections in the menu with children, an arrow indicator appears justified to the far right of the copy.

For sections without child or other related pages (e.g., “Support”), tapping its container area takes you directly to the corresponding webpage.

Beneath either of the two primary choices, the black utility black strip is available, which mimics the black utility strip’s desktop behavior.

2nd Level: Platform Menu Commercial & Residential Solutions – Mobile

Tapping on the “Commercial & Residential Solutions” tab reveals the corresponding experience for the business platform.



The mobile menu accommodates 6, Level 2 menu items in order to include the platform landing page link (e.g., All Commercial & Residential Solutions)

3rd Level: Global Navigation

Item/Collection Limits & Character Counts

Each item may wrap across two rows, with roughly 70-80 characters available depending on line breaks and characters used (validate this data against existing site requirements for the new flexbox menu style)

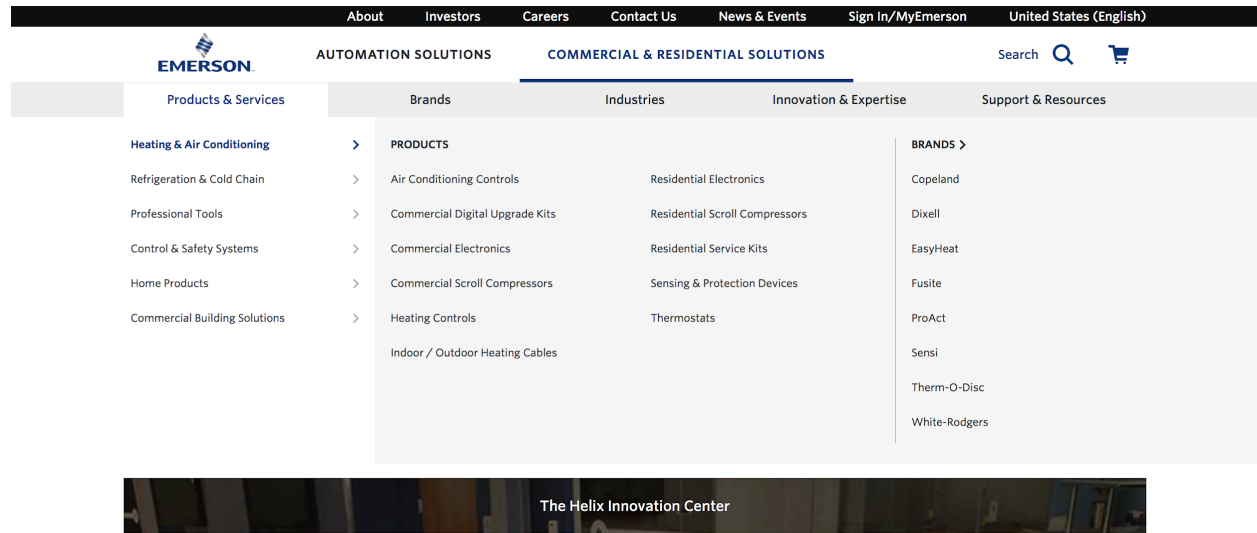
3rd Level: Global Navigation – Desktop

The 3rd Level Platform Menus are available in three different versions, including:

1. Flyout Menu
2. Segmented Menu (without flyout)
3. Non-segmented Menu (without flyout)

Important note: All instances of the 3rd Level Platform Menus remain open/active while a user hovers over the navigational containers or has tapped to expose them. When a user removes his cursor from the container area or taps outside of the menu area (on touch laptops and monitors), the menu returns to its 1st Level default state.

1. Flyout Menu



The flyout menu houses Emerson product and service offerings and should be based off of the Emerson product taxonomy as much as possible.

The image above reflects a 3rd level experience for Commercial & Residential Solutions. The hard-coded “View All Brands” at the bottom of the Brands column has been replaced with an editable headline/title at the top that links to the All Brands page on Emerson.com.

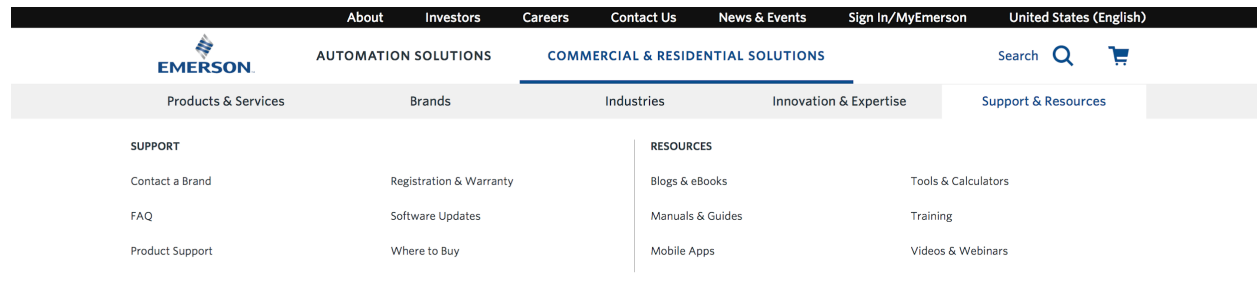
The “Products” headline could be edited to drive to a product catalog or could be left static, as displayed above.

While it’s recommended that all links drive to pages on the main emerson.com website, the new menus are also designed to link to sub-domains or external URLs (this new rule is intended to apply to all menu items).

On hover: or single tap, the first column of content (i.e., the Product Categories) reveals additional columns to the right (i.e., the Sub-categories and related Brands).

On click: or double-tap, the first column of items will link to their corresponding pages. Revealed items can be clicked or tapped to link to the corresponding page. Each column can contain up to 9 items, including the two editable headlines/titles (e.g., “Products” or “Brands”).

2. Segmented Menu (without flyout)



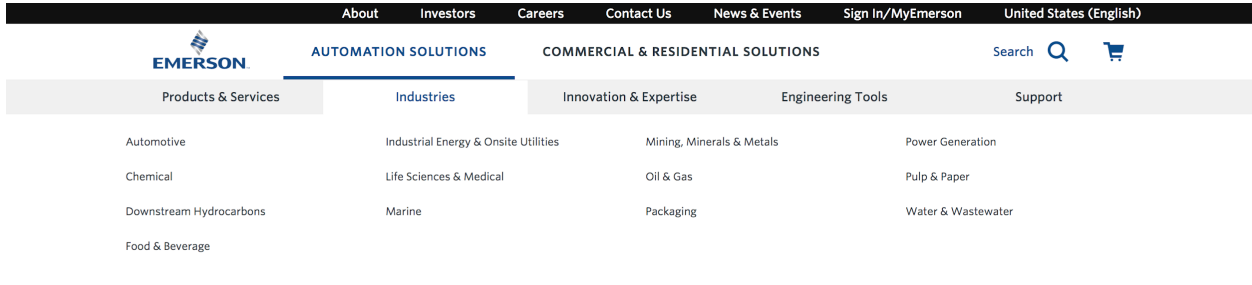
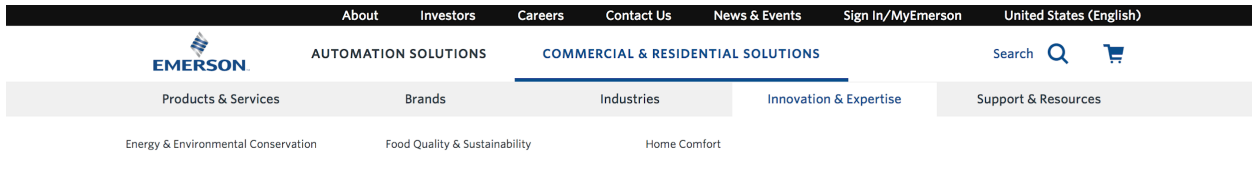
The image shown above also contains editable headlines/titles and line dividers between the two segmented sections. You may add 2,3, or 4 editable headlines to segment this menu style, but it is recommended to use only 2 or 4 for a more balanced appearance. The headlines/titles are static or editable as URLs in this menu option

The segmented menu is 4-column dropdown that can accommodate up to 9 items per column, including between 2-4 editable headlines/titles that can link to internal or external links or be static.

Any time an editable headline/title is included a divider line is added before the next column. These editable headlines should not repeat the 2nd level platform menu items. In cases where the 2nd level menu has a corresponding page (e.g., “Innovation & Expertise” or “Engineering Tools”), add either a 50% or 100% eSpot to highlight access to the page.

3. Non-segmented Menu (without flyout)

The non-segmented menu is a 4-column dropdown that can accommodate up to 8 items per column, but does not include any editable headlines/titles. The items in this menu will fill up each of the four horizontal rows first. Authors must consider this behavior in cases in which they’d like to alphabetize the menu or prioritize its order by business importance.

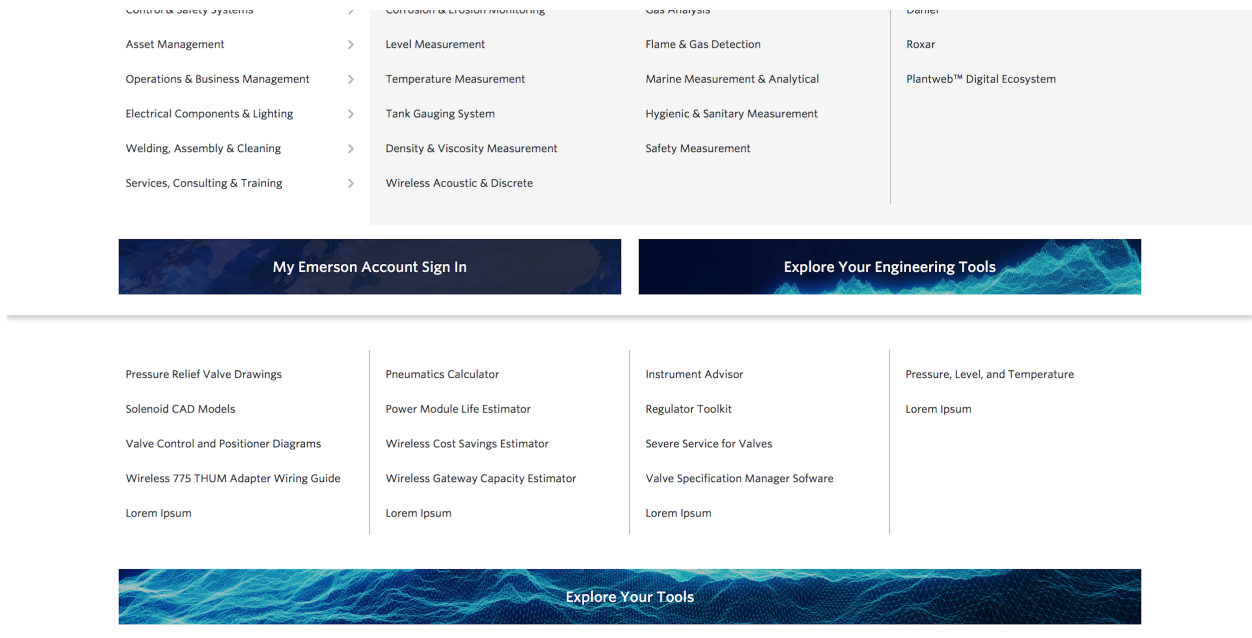


These two examples above of **Non-Segmented Menu (Without Flyout)** do not contain headlines/titles or dividers.

eSpots

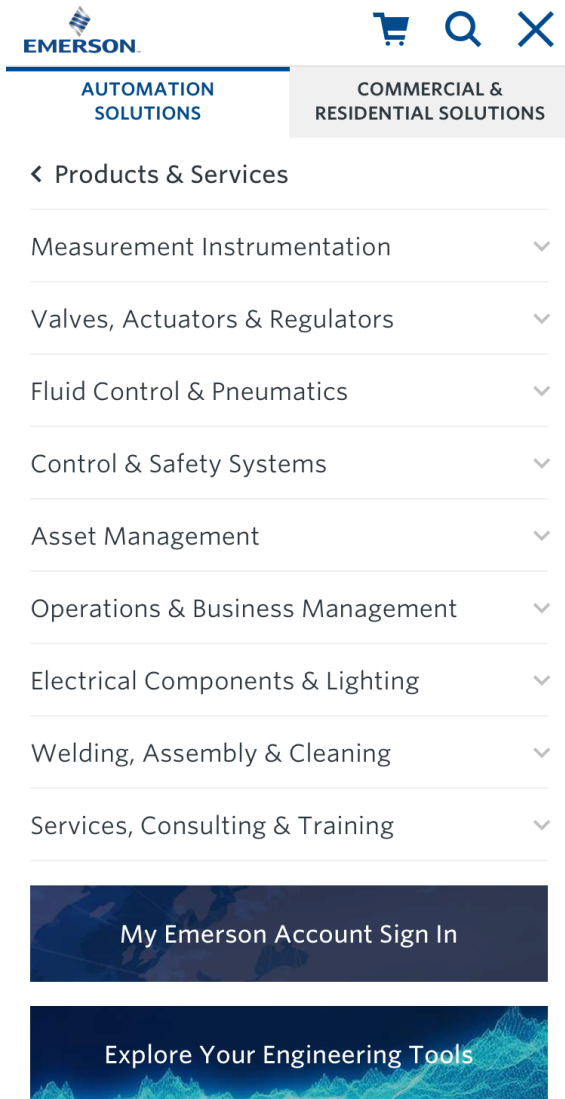
Each 3rd Level Platform Menu can include 0, 1, or 2 eSpots.

For 2nd Level Platform Menu items that have 3rd Level Platform Menu dropdowns and their own page (e.g., “Innovation & Expertise”), it is recommended that one eSpot be used to link to that page.



Above are examples of 1 and 2 eSpots. eSpots can link to internal, sub-domain, or external destinations.

3rd Level: Global Navigation – Mobile



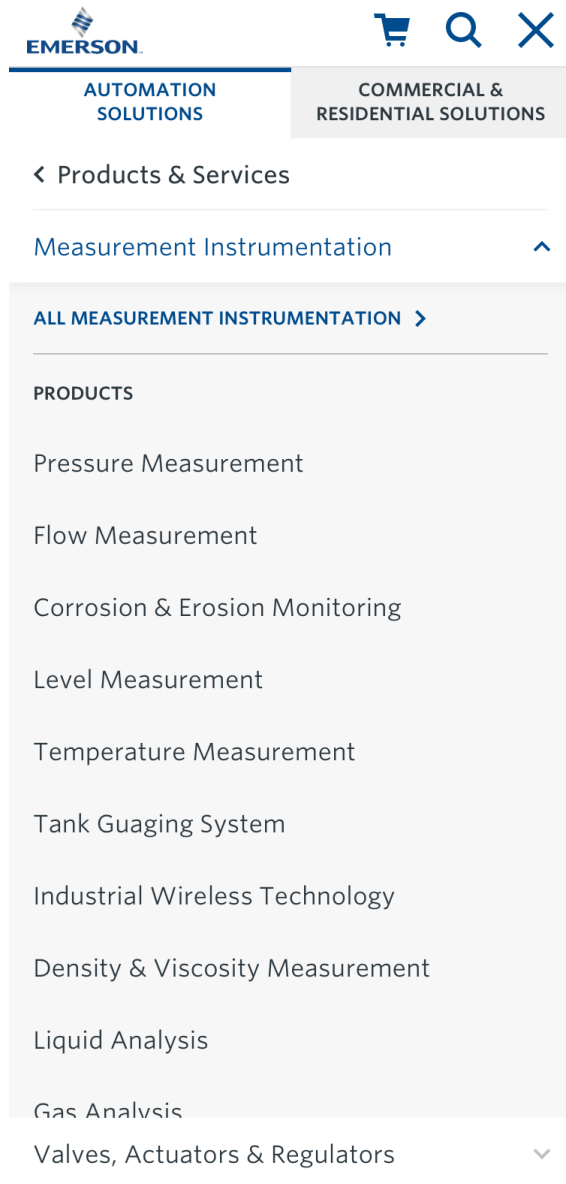
Tapping on a 2nd level navigation (“Products & Services” in this example) item reveals 3rd level choices. The parent selection appears above the 3rd level items with a caret directing the user back to the list of 2nd level choices and the utility bar choices.

Tapping on a 3rd level choice reveals the 3rd level sub-category choices (see next screen).

Note: eSpots are now available on mobile. Each one takes up 100% of the viewport and stack on top of each other as depicted to the left.

3rd & 4th Level: Global Navigation – Mobile

1. Flyout Menu - Sub-categories exposed



Tapping on a 3rd level choice (e.g., “Measurement Instrumentation”) reveals the 3rd level landing page link (e.g., “ALL MEASUREMENT INSTRUMENTATION”) and the 4th level sub-category choices, which a user may scroll up and/or down through all of “Measurement Instrumentation” sub-items.

Tapping on a 3rd level choice also provides access to the next 3rd level choice (e.g., “Valves, Actuators & Regulators”), which is positioned at the bottom of the viewport. To view additional categories and any eSpots below “Valves, Actuators & Regulators”, the user may pull up from that container area to see more.

Tapping on “Valves, Actuators & Regulators” will move it to the top spot below “Products & Services”, and the next category item will take its spot at the bottom of the viewport.

Tapping on an opened 3rd level category item closes the sub-category choices, and the menu returns to its original 3rd level navigation state. On mobile, max item counts per column are the same as desktop.

Sub-categories exposed, scrolled view

The screenshot shows the Emerson website's navigation menu. At the top left is the Emerson logo. To its right are icons for a shopping cart, search, and a close button. Below these are two tabs: 'AUTOMATION SOLUTIONS' (active) and 'COMMERCIAL & RESIDENTIAL SOLUTIONS'. The main menu is titled '< Products & Services'. The 'Measurement Instrumentation' category is expanded, showing a list of sub-categories: Gas Analysis, Flame & Gas Detection, Marine Measurement & Analytical, Hygienic & Sanitary Measurement, and Safety Measurement. Below these is a 'BRANDS >' section with links to Rosemount, Micro Motion, Daniel, Roxar, and Plantweb™ Digital Ecosystem. The 'Valves, Actuators & Regulators' category is partially visible at the bottom.

EMERSON

AUTOMATION SOLUTIONS

COMMERCIAL & RESIDENTIAL SOLUTIONS

< Products & Services

Measurement Instrumentation ^

Gas Analysis

Flame & Gas Detection

Marine Measurement & Analytical

Hygienic & Sanitary Measurement

Safety Measurement

BRANDS >

Rosemount

Micro Motion

Daniel

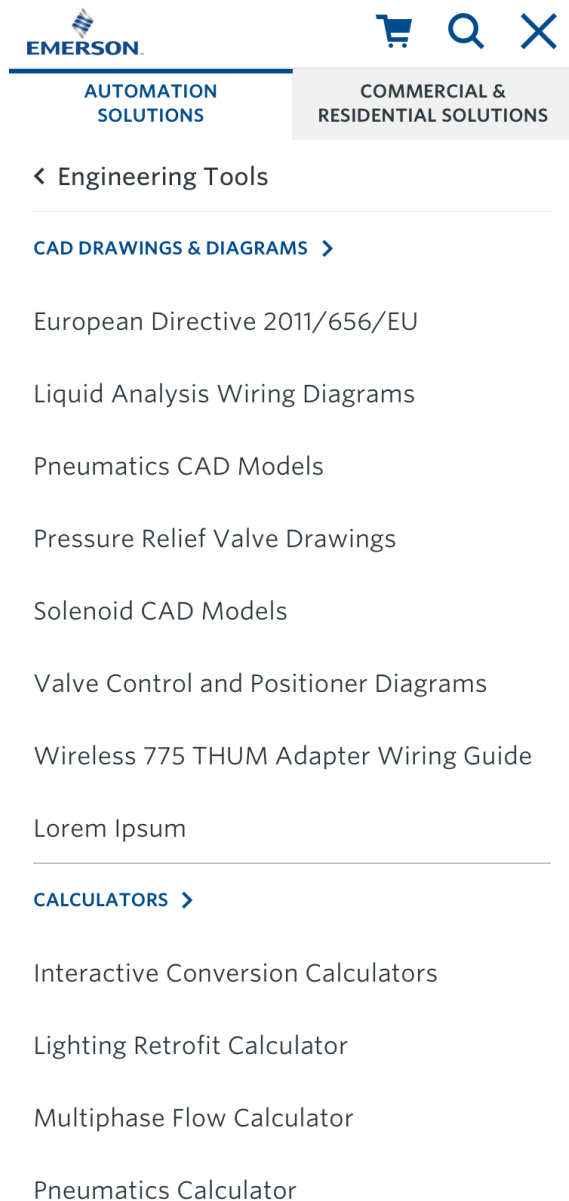
Roxar

Plantweb™ Digital Ecosystem

Valves, Actuators & Regulators v

This view reflects what happens when a user scrolls to the bottom of the 4th level. As with the desktop experience, the headlines (in this case “BRANDS”) are editable and may link to any webpage (internal, subdomain, external).

2. Segmented Menu (without flyout)



The mobile version of the **Segmented Menu (without flyout)** stacks the 4-columns vertically in the same column order as on desktop. The same rules around dividers and editable headlines apply to mobile.

Tapping on the 3rd level navigation item (in this case “Engineering Tools”) returns the user to the 2nd level default state on mobile.

0,1, or 2 eSpots are available. Tapping on an eSpot goes to a new page (internal, sub-domain, or external URL)

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3. Non-Segmented Menu (without flyout)



The mobile version of the **Non-Segmented Menu (without flyout)** stacks the content vertically in the same order as on desktop.

Tapping on the 3rd level navigation item (in this case “Innovation & Expertise”) returns the user to the 2nd level default state on mobile.

0,1, or 2 eSpots are available. Tapping on an eSpot goes to a new page (internal, sub-domain, or external URL).

Please note the behavior of the toggle state when a user taps on “Commercial & Residential Solutions”. The active state switches to “Commercial & Residential Solutions” and the inactive state switches to “Automation Solutions”.

Utility Bar Navigation

Utility bar (thin black strip) with corporate links, sign in, and locale/language selector

- **Corporate links:** (About, Investors, Careers, Contact Us, News & Events): provides on click or tap access to corporate pages
- **Sign in/My Emerson:** on click or tap allows a user to sign in or in a signed-in state to access dropdown links to the My Emerson authenticated experience; Signed-in state changes “Sign in/My Emerson” to “Hello, [Username]”.

- **Locale/Language Selector:** On tap, the locale/language selector opens up as a 100% width and approximately 50% height modal window. Tap “x” to close the modal or anywhere outside/below the modal window within the browser.

*Please note: No changes to current functionality of the Utility Navigation but the **design has changed for mobile***

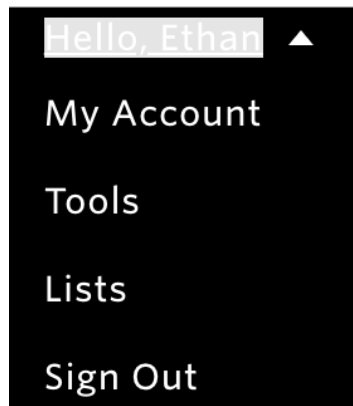
Sign In/My Emerson

Please note: No changes to current implementation of the sign in functionality for desktop or mobile

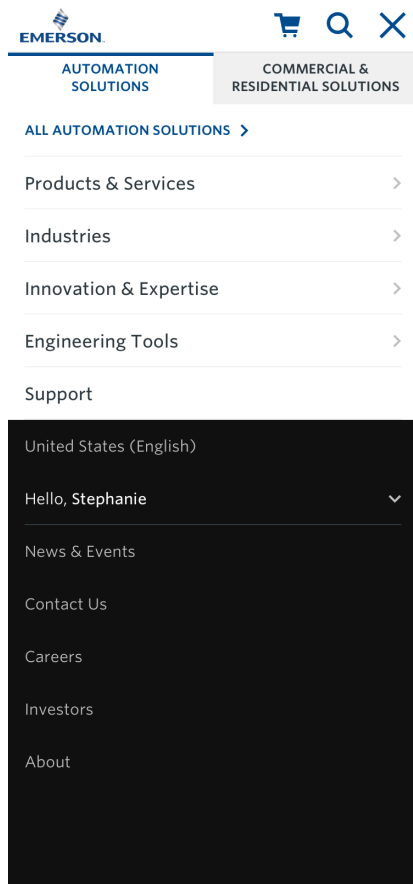
Sign In/My Emerson - Desktop

The signed-in state introduces a 2nd level navigation dropdown, available in the utility bar on desktop and nested in the hamburger menu on mobile.

After signing in, the user may engage with a dropdown of items by clicking or tapping on the link and select from “My Account”, “Tools”, “Lists”, and Sign Out”.

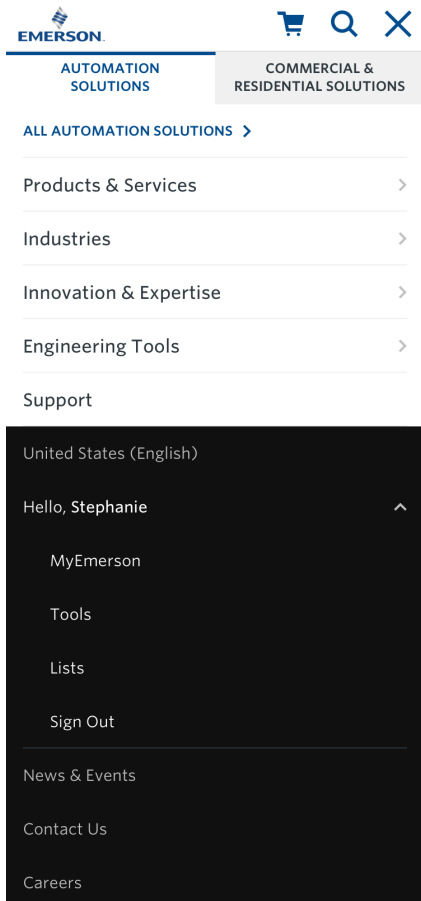


Sign In/My Emerson: Authenticated Closed State - Mobile



<< Once a user has signed in, the Sign In section changes to “Hello, <username>” and a subtle line and caret are added to the design. Tapping the caret or container area reveals additional choices underneath the signed in state.

Sign In/MyEmerson: Authenticated Open State - Mobile



<< Tapping the caret or container row with the caret closes the section to its original signed in state.

<< Once revealed, the user may select from four items: MyEmerson, Tools, Lists, and Sign Out.

<< Tapping “Sign Out” returns the section to its original signed out state.

Locale / Language Selector

Please note: no changes to current implementation of the locale/language selector for desktop or mobile, although we’ll need to confirm the mobile experience is working as intended (currently a javascript bug is preventing the modal from launching on mobile)

Locale / Language Selector - Desktop

This 2nd level navigation item appears as a pop-up modal on both desktop and mobile. It is nested in the hamburger menu on mobile.

On click or tap, the locale/language selector opens up as modal. Selecting “x” closes the modal.

SELECT A COUNTRY/REGION AND LANGUAGE ✕

SELECT A COUNTRY/REGION

United States 🔍

SELECT A LANGUAGE

English

SELECT >

Locale / Language Selector - Mobile

When a user taps on the local/language selector, a modal pop-ups and allows the user to change their location or language. Tapping the “x” or area outside the modal closes the modal.

Personalization Logic - Phase 2 (Out of Scope)

The new menu structure introduces a basic personalization strategy to direct customers to their preferred platform. This logic applies across all viewports:

- For users who accept cookies, their homepage will be determined by the last directory they visited. For users who do not accept cookies, their homepage will be the default emerson.com corporate homepage.
- For users who last visit a page within the .../automation-solutions , .../support or , .../catalog/automation-solutions directory , their return homepage shall be emerson.com/en-us/automation-solutions (or the equivalent page in the user’s language and locale).
- For users who last visit a page within the .../commercial-residential-solutions their return homepage shall be emerson.com/en-us/commercial-residential-solutions (or the equivalent page in the user’s language and locale).
- For users who visit all other directories last, their homepage shall be the default corporate homepage.
- For users who have been assigned a platform as their new home page, clicking or tapping on the Emerson logo shall take a user back to the default corporate page and the personalization resets.

VERSIONING

1.0 - initial document launch (6.06.19)

1.1 - revises notes around mobile carets and parent/child relationships in mobile; updates Zeplin links for accuracy (06.09.19)

1.2 - adds new mobile screens and updates copy to reflect those mobile changes (6.14.19)

1.3 - clarifies language around the cart dropdown experience per Dev questions (6.24.19)