

TRAVISMATHEW

BUSINESS ORDERS · PINECREST

INDEPENDENT PORTFOLIO CASE STUDY

NOT COMMISSIONED, APPROVED, OR ENDORSED BY TRAVISMATHEW

Corporate apparel that *doesn't feel corporate.*

A 16-page guide to the customer experience, pricing engine, quote workflow, sizing portal, FAQ system, internal CRM, approval requirements, technical behavior and launch roadmap.

DESIGNED FOR

**TravisMathew Pinecrest
Local Business Apparel Program**

AUTHORSHIP

Created and coded by Ezekiel Parker

CONCEPT VISUALIZATION

INTERNAL APPROVAL REQUIRED

EXECUTIVE OVERVIEW

A local-business sales experience built to convert.

THE OPPORTUNITY

Turn local business relationships into a *repeatable revenue channel*.

The site is designed for golf outings, employee recognition, client gifting, conferences, team apparel and seasonal programs - with Pinecrest positioned as the local point of support.

DIGITAL CONVENIENCE

LOCAL FOLLOW-THROUGH

01 PREMIUM

Apparel people will wear beyond the event.

02 LOCAL

Fittings, samples and follow-up through Pinecrest.

03 FLEXIBLE

Multiple use cases, quantities and decoration paths.

04 REPEATABLE

Saved logos, sizes and reorder potential.

GUIDE MAP

CUSTOMER EXPERIENCE

Pages 3-8

Navigation, product selection, zoom, logo upload, placement and live preview.

COMMERCE LOGIC

Pages 9-10

Pricing, estimated subtotal, quote request and lead qualification.

OPERATIONS

Pages 11-14

Sizing, FAQ, CRM, approvals and governance.

DELIVERY

Pages 15-16

Technical architecture and implementation roadmap.

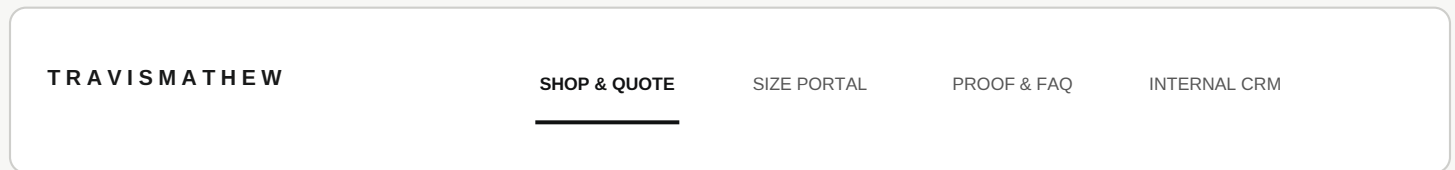
SUCCESS DEFINITION

A customer can understand the program, select a product, visualize a logo, estimate the order, share sizing information and submit a qualified request - while Pinecrest can track the lead and verify every approval dependency before launch.

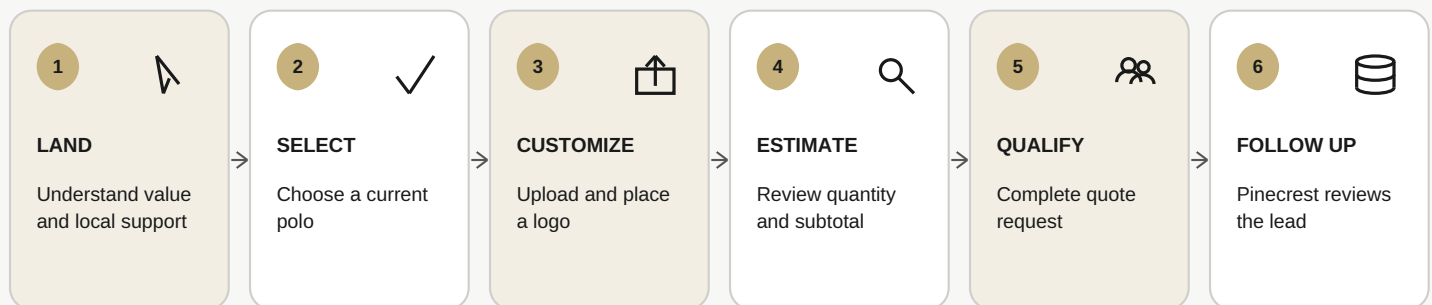
The prototype is intentionally honest: pricing is illustrative, inventory is not guaranteed, and customized orders require artwork, production, fulfillment and policy approval.

CUSTOMER-FACING EXPERIENCE

A guided path from interest to a qualified request.



PRIMARY CUSTOMER JOURNEY

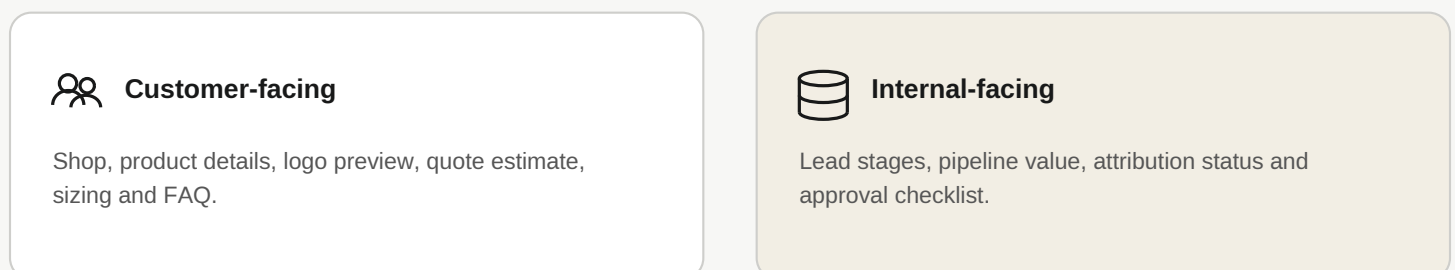


STATE CONTINUITY

The order summary stays with the customer.

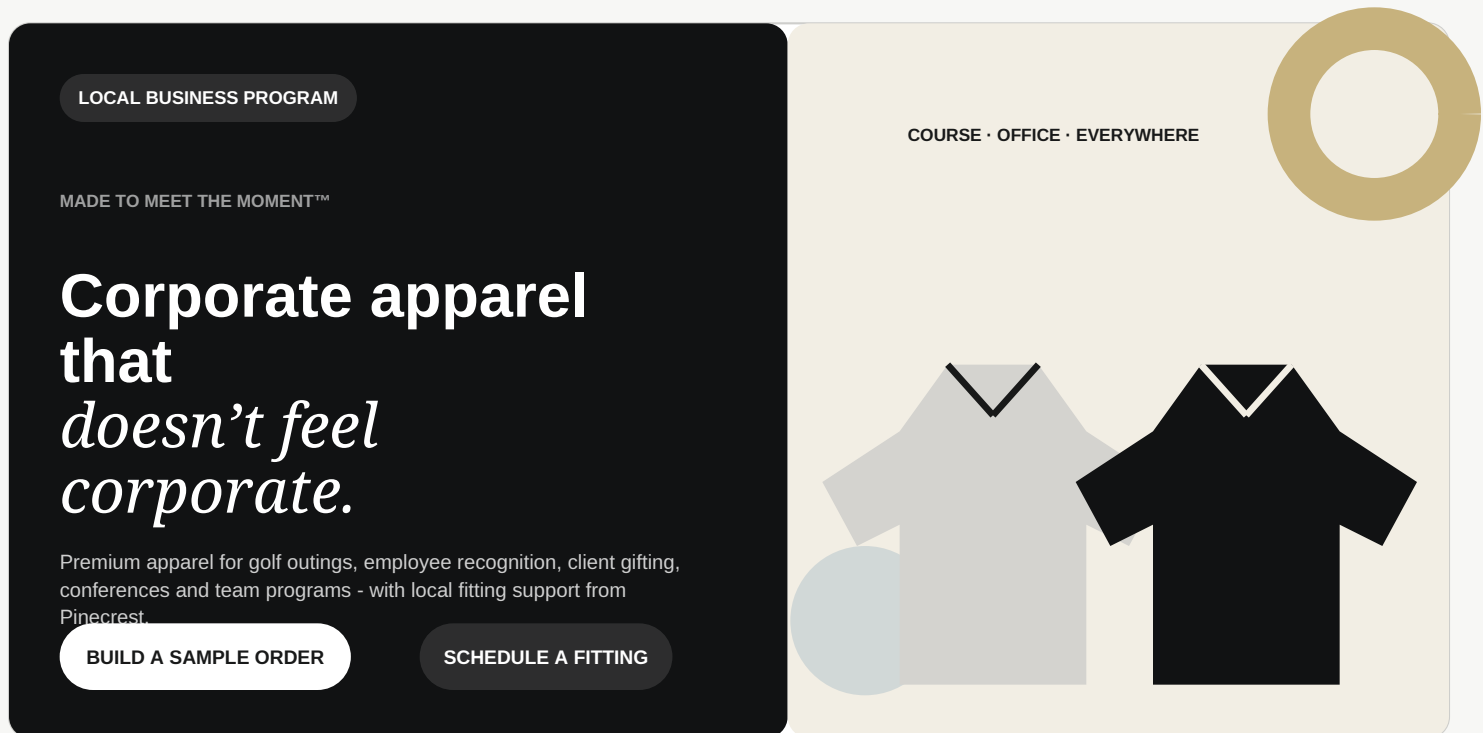
PRODUCT Final Drive Geo	QTY 24 units	METHOD Embroidery
PLACEMENT Left chest	USE Golf outing	

CUSTOMER VS. INTERNAL BOUNDARY



LANDING PAGE AND CALLS TO ACTION

A premium first impression with two clear next steps.



FUNCTIONS EXPLAINED

01

Build a sample order

Smooth-scrolls directly to the interactive builder so the user can begin without leaving the page.

02

Schedule a fitting

Preselects an in-store consultation and moves the user to the quote request section.

03

Request a quote

Maintains the current order configuration and advances to lead qualification.

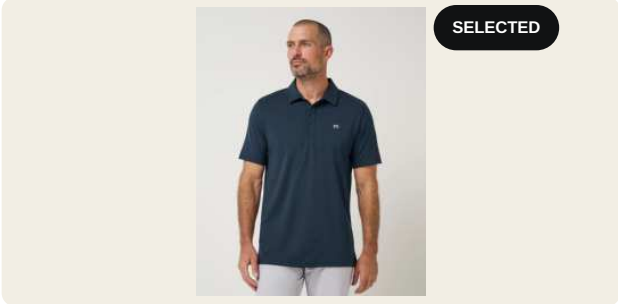
04

Value proof strip

Reinforces premium, local, flexible and repeatable benefits immediately below the hero.

PRODUCT SELECTION

A current-polo catalog makes the builder tangible.



SELECTED

Heater Series Jersey Polo

\$99.95 · Total Eclipse

[VIEW DETAILS +](#)



Final Drive Geo Polo

\$109.95 · Rain Washed

[VIEW DETAILS +](#)



Heater Active Polo

\$89.95 · White

[VIEW DETAILS +](#)



Cloud Classic Polo

\$99.95 · Dark Olive

[VIEW DETAILS +](#)

SELECTION BEHAVIOR

- Only one product card is active at a time.
- The displayed base price feeds the estimate calculation.
- Selecting a product updates the live preview and order summary.
- Availability and color are always marked as pending final confirmation.

PRODUCT DETAIL AND ZOOM

Inspect every polo without leaving the order flow.



CURRENT POLO

Final Drive Geo Polo

Rain Washed
\$109.95 displayed price

DETAIL BEHAVIOR

- Opens from any product card.
- Selected product remains active.
- Image can scale for close inspection.
- Close returns to the exact builder state.

OFFICIAL PRODUCT PAGE

WHY THIS MATTERS



Confidence

A larger image reduces uncertainty before a customer asks for samples.



Continuity

The modal does not reset quantity, method, placement or logo.



Transparency

The interface distinguishes displayed catalog information from final availability.

LOGO UPLOAD AND LIVE VISUALIZATION

Upload a company logo and see it on apparel.

UPLOAD CONTROLS



Upload company logo

PNG, JPG, WEBP or SVG
Transparent files work best.

OR ENTER LOGO TEXT

ZEKE CO

FILE STATUS

The selected file name is shown. The image is read locally with FileReader and is not transmitted by the prototype.

LIVE LOGO PREVIEW



DRAG TO REPOSITION

CUSTOMER-FACING RULES

Browser-local

Uploaded files remain in the current browser session.

Preview-only

The result is not a production proof or trademark approval.

Fallback state

Text entry keeps the experience usable without a logo file.

Format guidance

Transparent PNG and SVG files generally produce the cleanest mockup.

Artwork disclaimer: Final logo size, thread colors, placement, decoration method and production feasibility require review and approval.

PLACEMENT, SIZING AND INTERACTION

Preset placement, drag controls and responsive sizing.

LEFT CHEST



LOGO

Preset button updates the overlay position immediately.

RIGHT CHEST



LOGO

Preset button updates the overlay position immediately.

SLEEVE



LOGO

Preset button updates the overlay position immediately.

DIRECT MANIPULATION

DRAG	SIZE	ZOOM	SYNC
Pointer or touch movement updates logo X/Y position.	Range control adjusts logo width from 8% to 30%.	Garment stage scales from 85% to 125%.	Main and modal previews share the same state.

TECHNICAL INTERACTION NOTES

- Pointer events: the logo overlay uses pointer capture so mouse and touch behavior are handled through one interaction model.
- Bounds: the overlay is constrained to the garment stage to prevent the logo from disappearing off canvas.
- Responsive behavior: percentage-based positioning keeps the logo in a comparable location as the preview resizes.
- Accessibility: placement controls remain available even when drag-and-drop is difficult or unavailable.

PRICING AND QUOTE LOGIC

Transparent pricing logic customers can understand.

ESTIMATE FORMULA

Illustrative subtotal = quantity × (base product price + customization fee)

The calculation updates immediately when the product, quantity or decoration method changes.

BASE PRODUCT PRICES

Heater Series Jersey	\$99.95
Final Drive Geo	\$109.95
Heater Active	\$89.95
Cloud Classic	\$99.95

CUSTOMIZATION FEES

Embroidery	+\$12 / unit
Custom patch	+\$15 / unit
Screen printing	+\$9 / unit
Leather stamp	+\$18 / unit

SAMPLE CALCULATION

24 Final Drive Geo Polos + embroidery

\$121.95 EACH

$24 \times (\$109.95 + \$12.00) = \$2,926.80$

The live summary also carries the selected use case and placement into the quote request.

QUOTE GUARDRAILS

Prototype minimum: 6 pieces. Actual minimums vary. Final price must account for approved product, inventory, quantity, decoration setup, tax, shipping, packaging, rush timing and any custom-order return restrictions.

QUOTE REQUEST AND LEAD QUALIFICATION

A quote form that captures the right details.

QUOTE REQUEST

COMPANY NAME

Lakefront Wealth Partners

CONTACT NAME

Morgan Reed

WORK EMAIL

morgan@example.com

PHONE

(216) 555-0148

BUDGET

\$2,500-\$5,000

CONSULTATION

In-store consultation

PROJECT NOTES

Golf outing in September. Need mixed sizing and individual packaging.

Order summary: 24 Final Drive Geo Polos · Embroidery · Left chest · Corporate golf outing

SUBMIT QUOTE REQUEST

FORM LOGIC

Required fields

Company, contact and email must be complete.

Acknowledgment

Customer confirms the submission is a request, not a confirmed order.

Lead creation

A valid submission creates a new lead in the prototype CRM.

No external send

The current prototype does not email, store or transmit the submission.

SIZING PORTAL

A sizing portal designed to reduce HR workload.

EMPLOYEE	EMAIL	SIZE	FIT
Jordan Lee	jlee@company.com	M	Regular
Avery Smith	avery@company.com	L	Slim
Taylor Grant	tgrant@company.com	XL	Regular
Morgan Hill	mhill@company.com	S	Relaxed

REMOVE

ADD EMPLOYEE

NAME

Employee name

EMAIL

Work email

SIZE

M

FIT

Regular

ADD EMPLOYEE

CSV IMPORT



Expected columns: name, email, size, fit

The first row is treated as a header. Imported rows are appended to the current session and can be removed individually.

OPERATIONAL BEHAVIORS

- Empty states clearly indicate when no employees have been added.
- A name is required for manual entry; email is optional in the prototype.
- The portal does not persist data after the page session ends.
- A production version should include authentication, consent language, secure storage and role-based access.

FAQ AND PROOF SYSTEM

FAQ and proof that set expectations early.

SAMPLE CASE STUDY

THE NEED

40 polos for a September golf outing.

THE PROCESS

Fitting, logo approval and size collection.

THE VALUE

Premium perception with local support.

FAQ ACCORDION

What is the minimum order?

+

Are prices final?

-

No. Product, setup, tax, shipping and approved decoration determine final pricing.

Can employees try on sizes?

+

How long will it take?

+

Can customized items be returned?

+

Will Pinecrest receive sales credit?

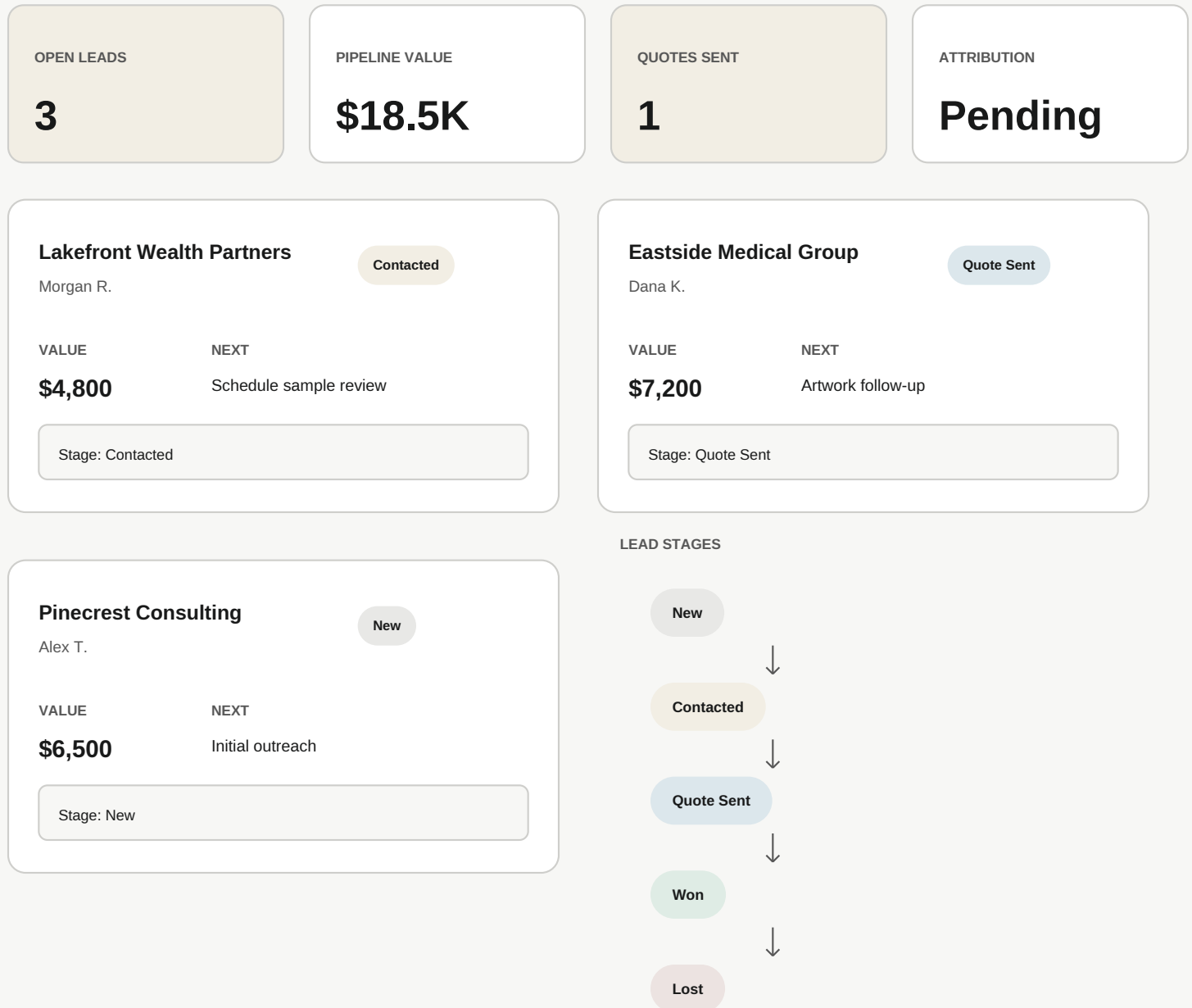
+

SYSTEM BEHAVIOR

Clicking a question toggles only that answer's visibility. The system can support one-open-at-a-time behavior later, but the current prototype permits independent expansion.

INTERNAL CRM

A lightweight lead tracker for store follow-through.



Prototype data behavior: leads exist only in JavaScript memory. A production launch requires an approved system of record, access controls, retention rules, audit history and a defined lead owner.

APPROVAL REQUIREMENTS AND GOVERNANCE

Approval gates before the site becomes a sales channel.

CORPORATE APPROVAL CHECKLIST

- ☒ Revenue can be credited to Pinecrest
- ☐ Approved product and customization catalog
- ☐ Trademark, photo and web usage approved
- ☐ Fulfillment and return policies documented
- ☐ Lead owner and follow-up process assigned

1 OF 5 CONFIRMED

DECISION OWNERSHIP

Revenue attribution

Retail finance / field leadership

Product and decoration

Merchandising / production

Brand usage

Legal / brand marketing

Customer data

Privacy / IT / security

Fulfillment and returns

Operations / customer service

Lead ownership

Store and regional leadership

LAUNCH GATES

GO

All five approval categories resolved and documented.

PILOT

Limited businesses, manual follow-up and controlled product list.

HOLD

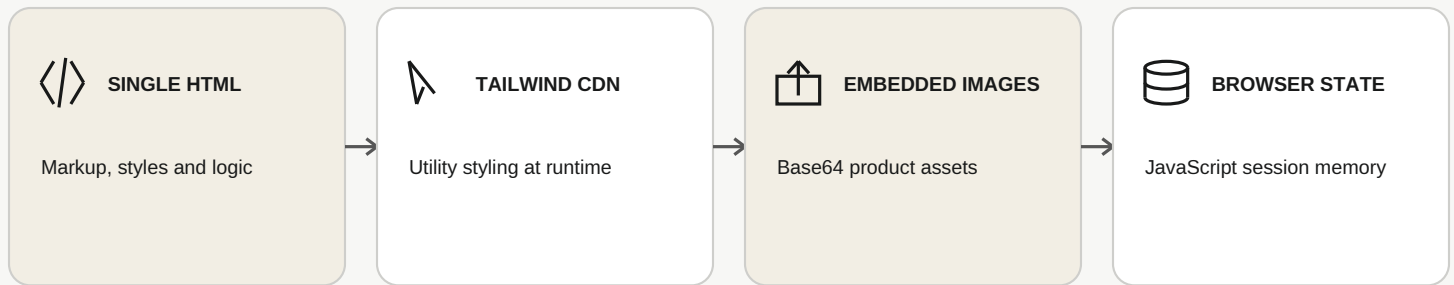
Unresolved attribution, trademark, fulfillment or data ownership.

No feature should imply availability, pricing, delivery or return terms that have not been formally approved.

TECHNICAL ARCHITECTURE AND BEHAVIORS

A portable prototype with clear technical limits.

CURRENT ARCHITECTURE



BEHAVIOR MATRIX

Images	Embedded directly; no separate assets folder required.	Responsive UI	Grid and percentage-based positioning.
Logo files	Read locally through FileReader.	Interaction	Pointer events support mouse and touch.
Forms	Validated in browser; no external submission.	Accessibility	Labels, buttons and preset controls remain available.
Data	Sizing and CRM records reset with the session.	Browser support	Modern Chrome, Edge, Safari and Firefox targeted.

PRODUCTION IMPLEMENTATION GAPS

● Back end	Secure quote submission, authentication, storage and notifications.	● Product data	Approved inventory feed, color/size availability and price governance.
● Artwork	File validation, proofing, decoration limits and approval workflow.	● Security	Consent, access controls, retention, audit logs and vendor review.
● Deployment	Approved domain, analytics, monitoring, testing and support ownership.	● Offline resilience	Bundle or self-host styling instead of relying solely on a CDN.

IMPLEMENTATION ROADMAP

A 90-day path from concept to controlled pilot.

90-DAY ROADMAP

01

ALIGN

Weeks 1-2

Confirm sponsorship, revenue attribution, lead owner and pilot scope.

02

APPROVE

Weeks 2-4

Approve product list, brand usage, pricing guardrails, fulfillment and returns.

03

BUILD

Weeks 4-7

Connect secure forms, product data, CRM routing, proofing and analytics.

04

PILOT

Weeks 8-10

Invite a small group of local businesses; use manual concierge support.

05

MEASURE

Weeks 11-12

Review leads, conversion, average order value, timing, errors and reorders.

06

SCALE

After day 90

Expand only when approvals, ownership, service levels and economics hold.

PILOT SCORECARD

Qualified leads

Volume and source

Quote conversion

Lead to approved order

Average order value

Revenue per order

Response time

Submission to contact

Production accuracy

Artwork and sizing errors

Reorder rate

Repeat business potential