



# Enhancing The Shopping Cart

Leveraging Categories, Cards, and Overview URLs

## Presenters

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# Agenda

1. Categories – Best Practices
2. Cards – Best Practices
3. Utilizing All the Admin Options
4. Impactful Overview URL's
5. Q & A

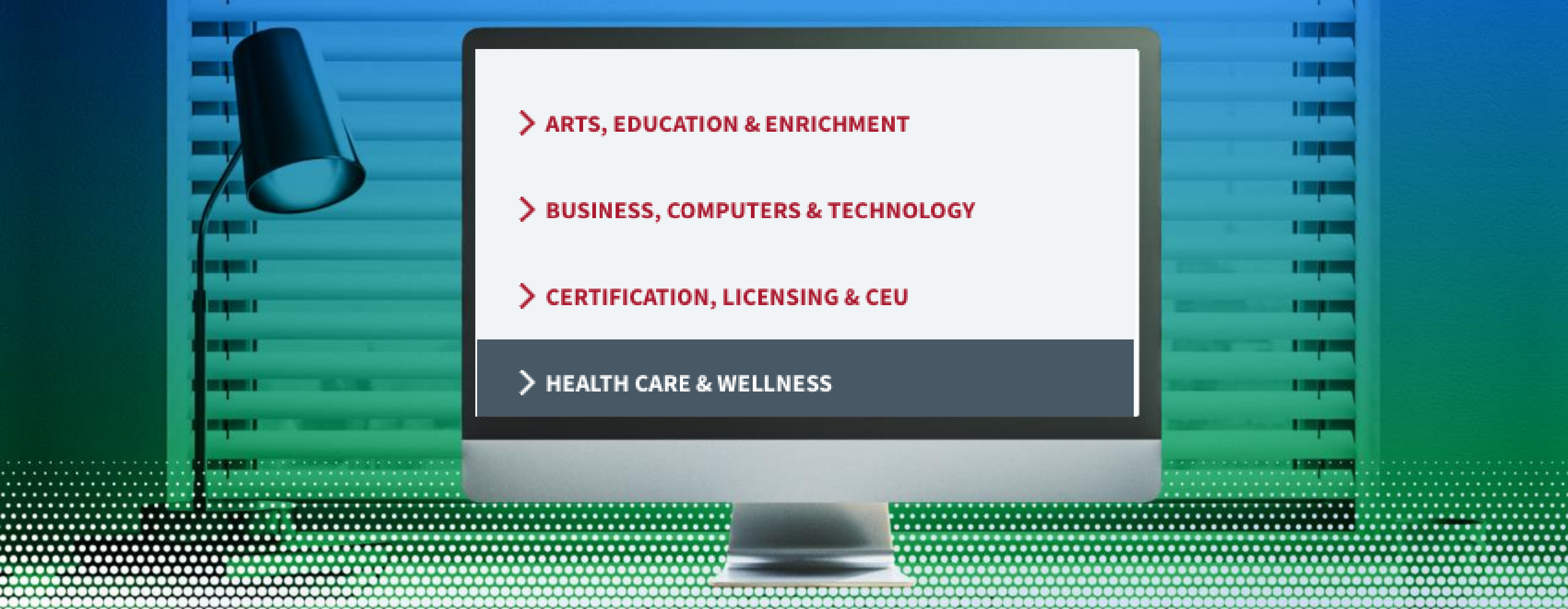


# Categories



Structure categories to streamline discovery and drive enrollment as the primary outcome. 2 Click Rule!

- Limit top-level categories to 5–7 broad, intent-based buckets
- Order categories by demand using analytics (enrollments, waitlist, traffic)
- Subcategories should be focused no more than 1 level depth
- Title Length should be short & concise (25 characters)
- Use vocab trick to add "task based" links to the top nav block (Sign In, Start Here etc)



## Limit Top Categories

Top level categories should be limited. 5-7 is ideal. Titles should be noun based, concise and around 20-25 characters.

## Order by Demand

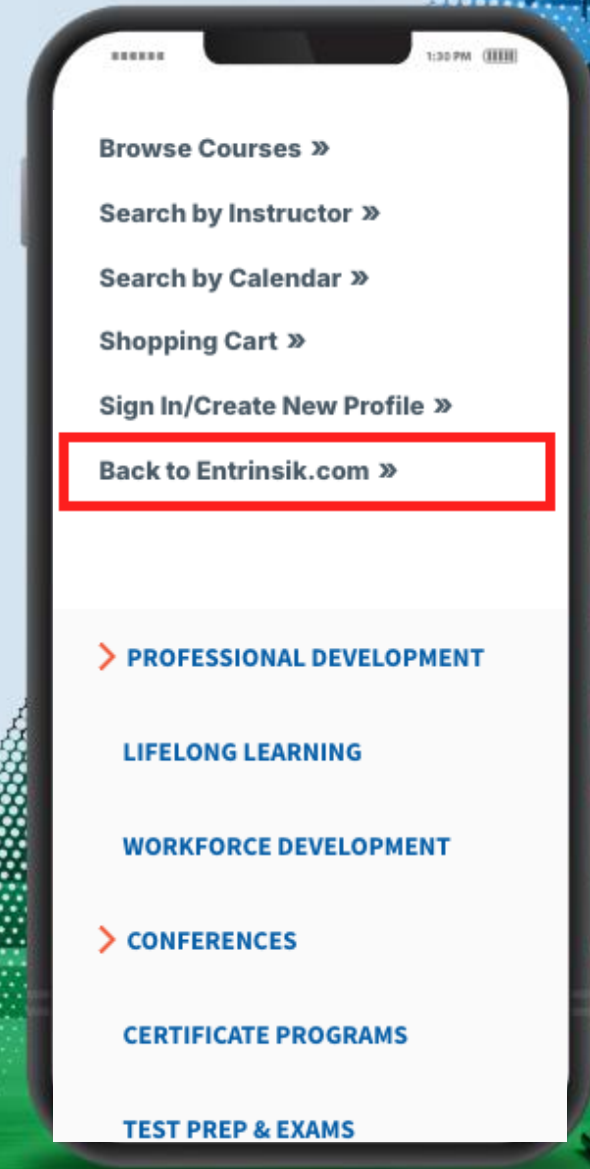
Enrollments, waitlists, and traffic should drive which are presented first. Move categories with no active sessions to the bottom.

## Sub-Categories

No more than 1 level in depth is ideal. User should reach desired content in 2-Clicks

# Use Vocab to add new navigation option

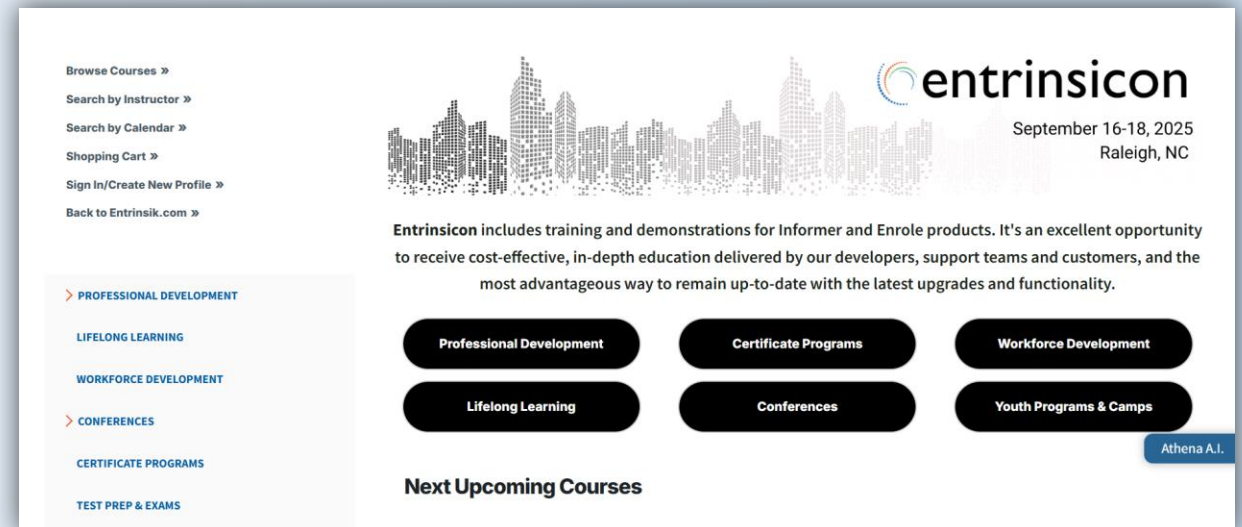
Adding html to vocab allows a new list item to be added to the upper nav block.

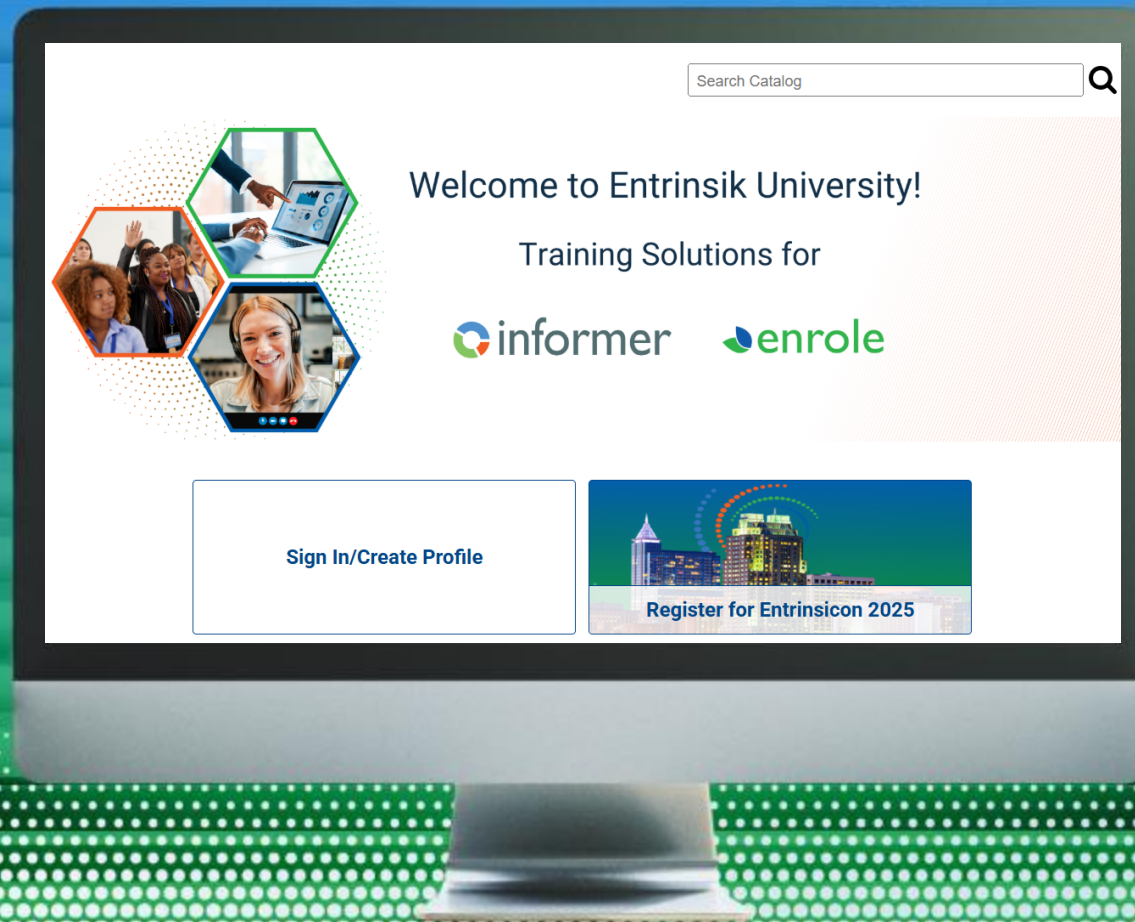


# Cards

Cards reinforce left-hand categories and enhance mobile experience

- Images sizes, resolution and contrast matter
- Keep Labels Short (2–4 words, noun-based)
- Cards can be for task-based clicks or navigating away from cart
- Optional CSS management, are you keeping it up to date?





## Images

Ideal specs:

- Resolution: 500 x 200px recommended
- 4.5:1 text contrast

## Labels

Short, punchy labels

- 2-4 words, noun based.
- Avoid redundant text (Where possible let images do the talking)

## Task Based Links


Use cards when asking a user to complete a task.

- Sign-up
- Sign In
- Contact Us

# Utilizing All Elements in Admin Panel

- Featured Course boxes
- Upcoming Courses feature
- Bulletin Feature can do more than you think
- Consistent images for Courses and Course Descriptions
- Alternatively create captivating icons for Courses
- Own your CSS document


### Featured Courses



**Entrinsic User Conference**

09/16/25 - 09/18/25

The Annual Entrinsic User's Conference primary goal is to provide in-depth training and education of new features to get the most value from using Enrole & Informer. Our staff will be conducting sessions, provide personal assistance, and listening to your new ideas.



**Annual Dental Symposium**

10/22/25 - 10/24/25

The Arthur A. Dugoni School of Dentistry, along with the Burke Dental Board of Directors, is proud to sponsor the 50th Annual Allyn D. Burke Dental Symposium. Named in honor of Colonel Allyn D. Burke, a graduate of the College of Physicians and Surgeons.

# A Word Regarding CSS



- We encourage you to own your CSS document
- Keep it fresh and up to date
- Use a mobile-first approach
- Cost-saving benefits

The screenshot shows the "enrole Admin Portal" interface. At the top right, it says "Hello Jon Danaher [ Home ] | [ Logout ] | [ Help ]". The main content area is titled "Current Options" and contains a table with columns for "Key", "Instructions", and "Value". The "customCSSLocation" row is highlighted in blue. Below the table is a "Caches" section with a "[flush all caches]" button and a "[refresh list]" button. At the bottom, there is a status bar showing cache counts for various system components.

Key	Instructions	Value
waitlistposition	Should the student be able to see their position on the waitlist in their order history (true/false)	true
defaulttitle	The default value of the browser title	Entrinsic University
defaultkeywords	The default value of the meta keywords for SEO (delimited with backslash,)	Enrole_Informer
defaultdescription	The default value of the meta description for SEO	Learn how to use entrinsic products
localstate	Enter your local state abbreviation for use in defaulting state options	NC
localcountry	Enter your local country abbreviation for use in defaulting country options	USA
smsavailable	Offer text message reminders - only set to true if you have scheduled reminder correspondence (true/false)	false
historyitems	Decide whether to show sensitive information in order history, possible codes are fee, balance, ceu, grade. list items you want space delimited	fee balance ceu grade
secQstOption	Decide how Security Question should be used for password resets, valid options are: REQUIRED, OPTIONAL, NEVER	REQUIRED
bulletindisplay	Determine whether bulletin shows on all pages or just on HOME page. valid options are: ALL, HOME	ALL
scanshowsess	Used by the Check-in Portal to show todays sessions (true/false)	true
recordattendance	Will record attendance link show to instructors in Instructor Portal (true/false)	true
showroster	Will roster link show to instructors in Instructor Portal (true/false)	true
showattendeelist	Will attendee list link show to instructors in Instructor Portal (true/false)	true
updateprofile	Will update profile link show to instructors in Instructor Portal (true/false)	true
attendancecolumns	Number of columns to display on the attendance list	2
rostercolumns	Number of columns to display on the roster	2
allowoptout	Allow use of the opt out pages (true/false)	true
optoutusercaptcha	Use recaptcha account for the opt out page	false
recaptchaprivate	Private key for your recaptcha account. only used if optoutrecaptcha is set to true.	
recaptchaublic	Public key for your recaptcha account. only used if optoutrecaptcha is set to true.	
analyticsOn	Whether or not to use analytics, setting to true will inject GA javascript code	false
analyticsAccount	Google Analytics account number, should be in format UA-XXXXXXXX-X, where the X's should be numbers	UA-XXXXXXXX-X
analyticsDomain	Google Analytics domain name auto is default, but if you want to change to other domain (i.e. learn.myschool.com)	auto
gtmOn	Whether or not to use Google Tag Manager and/or Google Analytics 4	false
gtmScript	Google Tag Manager or Google Analytics 4 <script> tag, which will be added inside the <head> tag	
gtmNoScript	Google Tag Manager <noscript> tag, which will be added inside the <body> tag	
showUpcomingLimit	Number of sessions to show in the upcoming sessions area	5
showAvallability	How to show session avallability on category pages, valid options are: NEVER, ALWAYS, or PERCATEGORY	NEVER
transcript	Allow students to print an unofficial transcript from their order history	true
transcriptSelectable	Students may choose the items they want on their transcript	true
customCSSLocation	Full path for custom CSS location	../css/style_custom.css
testContextPath	Context path used for testing (case insensitive)	/test
showTestBanner	Whether or not to show the test banner when using a test context path	true
hurryMessageThreshold	How many days before a session's start date to tell students the session is about to start	30
favicon	Full path of your web page favorite icon. ".ico" file	../images/custom/favicon.ico
recordAttendanceOrdersPerPage	Number of orders shown per page when recording attendance in the Instructor Portal (max 100)	50
dailyAttendanceTableThreshold	Maximum number of days a session can meet in order to show the daily attendance table while recording attendance (max 30)	30
requireLogin	Whether or not users are required to log in before they can add attendees and check out on the shopping cart	false

Caches [flush all caches] [refresh list]

courseCache [124] | letterSessionCache [0] | systemCache [11] | certificateCache [0] | queryCache [60] | sessionCache [1] | facilityCache [97] | instructorCache [97]

# Impactful Overview URL's

Overviews URL can be a powerful tool when used strategically to deliver captivating content.

- Create a simple html file with a banner or text
- Use tools like Canva or [wordhtml.com](https://wordhtml.com)
- Keep the style consistent between categories
- Creative examples:  
[Columbus State](#)  
[Tulsa Tech](#)



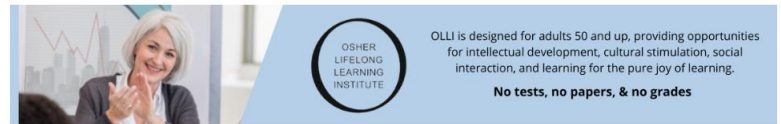
**entrinsiccon**  
September 16-18, 2025  
Raleigh, NC

Entrinsiccon includes training and demonstrations for Informer and Enrole products. It's an excellent opportunity to receive cost-effective, in-depth education delivered by our developers, support teams and customers, and the most advantageous way to remain up-to-date with the latest upgrades and functionality.

**Professional Development**   **Certificate Programs**   **Workforce Development**  
**Lifelong Learning**   **Conferences**   **Youth Programs & Camps**

**Next Upcoming Courses**


OLLI Annual Membership From Date of Registration January 1, 2025 to December 1, 2025  
ACT Testing - Every 4th Saturday of the month February 15, 2025 to January 24, 2026



**OSHER LIFELONG LEARNING INSTITUTE**

OLLI is designed for adults 50 and up, providing opportunities for intellectual development, cultural stimulation, social interaction, and learning for the pure joy of learning.  
**No tests, no papers, & no grades**


**Featured Courses**



**OLLI Annual Membership From Date of Registration**  
01/01/25 - 12/01/25

Osher Lifelong Learning Institute membership fees due every year on the anniversary of your first purchase date.

Membership is a requirement for all classes ..... you must add it to your cart first to enable you to add/purchase other classes.



**Investment Planning**  
10/08/25 - 12/24/25

This course introduces students to investment planning in the personal financial planning process. It is designed to provide students with an understanding of the concepts of investment regulation, client assessment, investment theory, environment and financial markets, strategies and tactics, modern portfolio theory, and integration.

**Next Upcoming Courses**

OLLI Annual Membership From Date of Registration January 1, 2025 to December 1, 2025

Piano Lessons with John Harris June 11, 2025 to December 10, 2025

Microsoft Word July 29, 2025 to October 14, 2025

Investment Planning October 8, 2025 to December 24, 2025

Atlantic City Tour October 11, 2025 to November 15, 2025

Better Wines Lecture Series Monday, October 13, 2025



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