



MACY'S BACKSTAGE
DESKTOP, TABLET &
MOBILE



JUNE 23, 2015

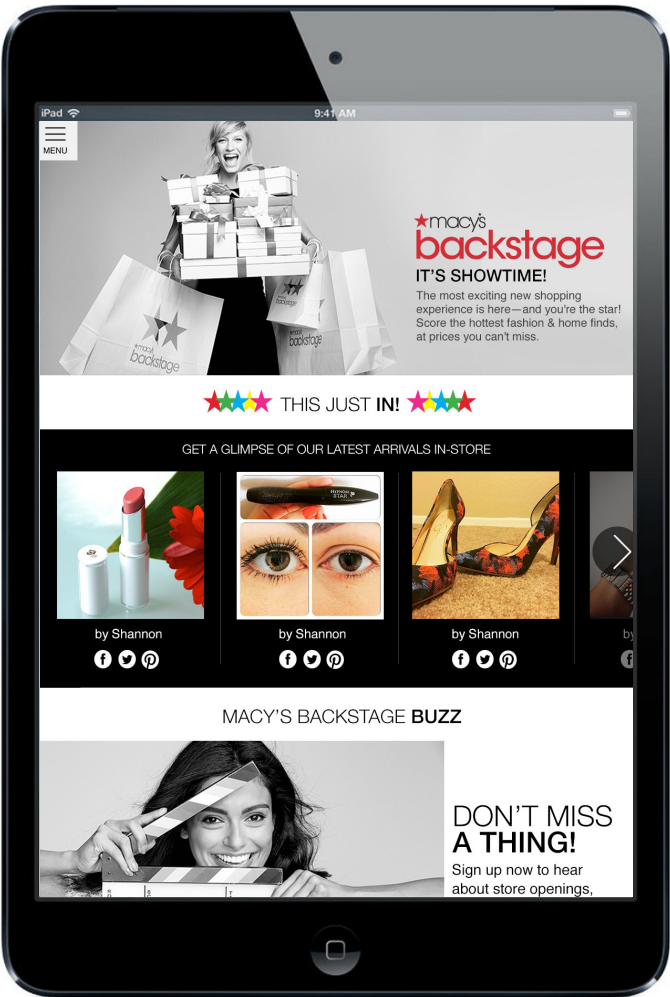
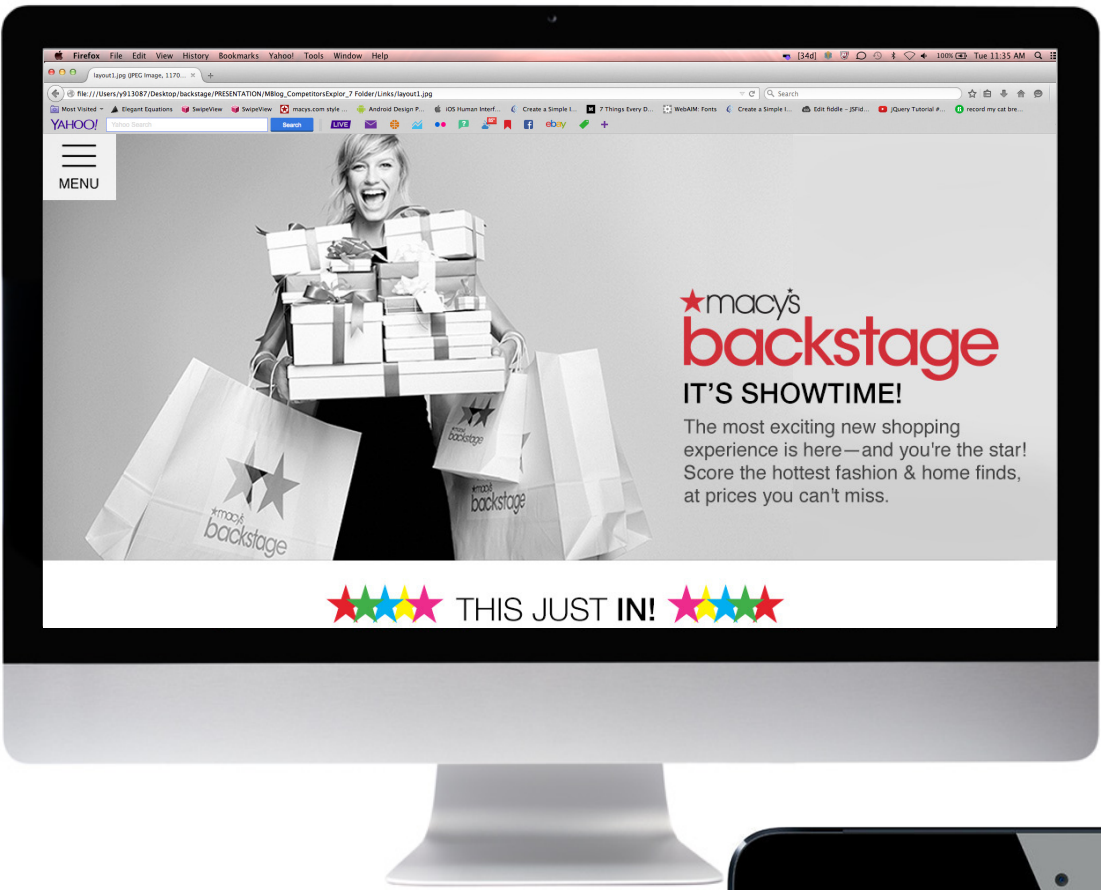
SUMMARY

Macy's Backstage is a place for our customer's to get exposed to scoring great deals from an assortment of products we have from our top brands.

We will be exposing the customer to the world of Macy's UGC (User Generated Content) so she can find the perfect product of her choice while interacting with our store associates and shoppers on a social platform.

RESPONSIVE WEB DESIGN

In order to make a seamless experience from one platform to the next, we’ve decided to go with a Responsive Design solution. This experience will make it easier for the customer to understand the experience across devices as well as improve the overall speed and performance of the site.



MACY’S BACKSTAGE HOME PAGE CONTENT

MENU



★macy's
backstage

IT'S SHOWTIME!

The most exciting new shopping experience is here—and you're the star! Score the hottest fashion & home finds, at prices you can't miss.

★★★★★ THIS JUST IN! ★★★★★

GET A GLIMPSE OF OUR LATEST ARRIVALS IN-STORE



by Shannon





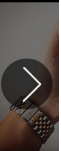
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by S



MACY’S BACKSTAGE BUZZ



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A THING!

Sign up now to hear about store openings, new arrivals & more!

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Join Plenti for free

Start earning points today!

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A new way to get rewards at Macy's and lots of other places online with your Macy's Credit Card.

JOIN NOW

Shop With the Card That Gets You More!

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Learn more about

terms and conditions apply

WHAT'S HOT



STYLE SPOTLIGHT

wow-worthy trends to look for now.

TWEETS



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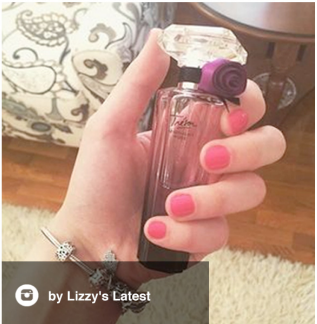
WE'RE READY FOR YOUR CLOSE-UP!
Snap your Backstage finds & share them with **#macybackstage**

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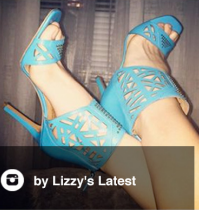
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by Lizzy's Latest



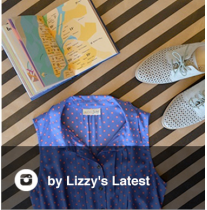
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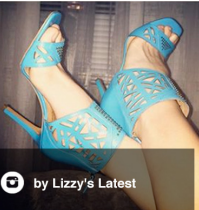
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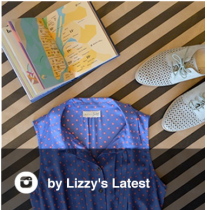
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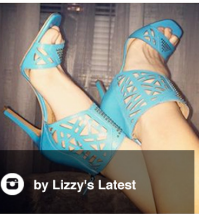
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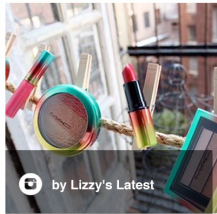
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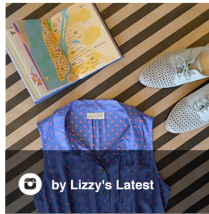
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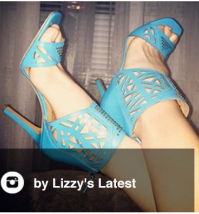
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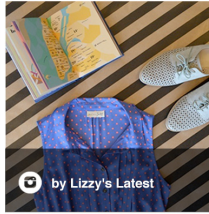
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HOME FIND A STORE SIGN UP FAQs



MACY’S BACKSTAGE DESKTOP & MOBILE

06/24/15

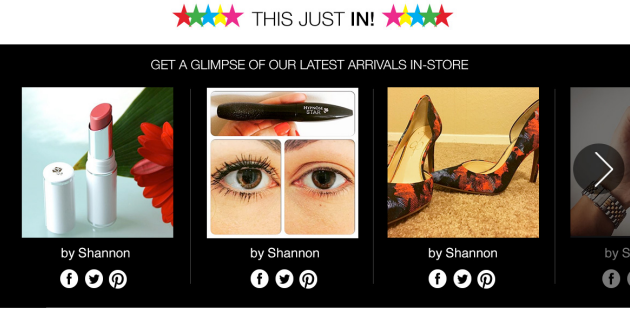
PAGE 6

MACY’S BACKSTAGE DESKTOP & TABLET

MACY’S BACKSTAGE HOME PAGE CONTENT



Dedicated Marketing Space controlled through a CMS.



Olapic swipable space. Top 10 images will be pulled into the widget.

MACY’S BACKSTAGE BUZZ



Dedicated Marketing Space. Flexible content and will change per the business needs.

WHAT’S HOT



UGC - Twitter widget. Customer will be able to follow “macysbackstage” and upload reviews/tweets. This will be monitored.

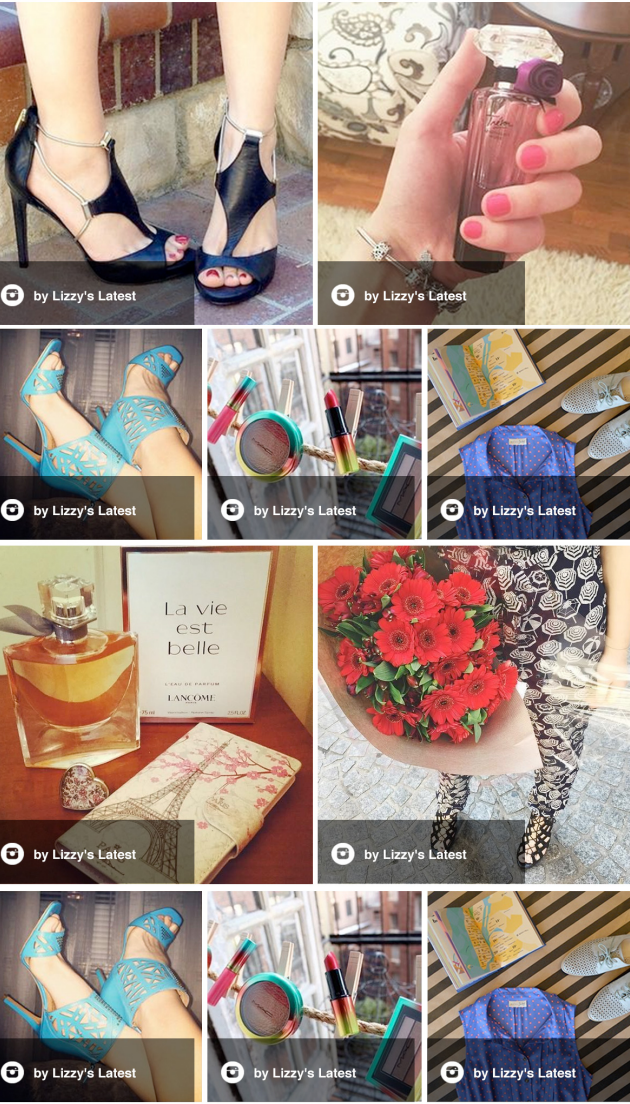
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SHARE NOW

Olapic functionality - Customer will be able to upload photos to Olapic. Photos will be monitored by Olapic and the grid will refresh based on how many posts we receive.



Tapping or clicking on “show more” will add more content to the grid.



MACY’S BACKSTAGE DESKTOP & TABLET

NAVIGATION UI

The navigation will be a push navigation. Content will fade and the navigation will push the content to the right.

HOME

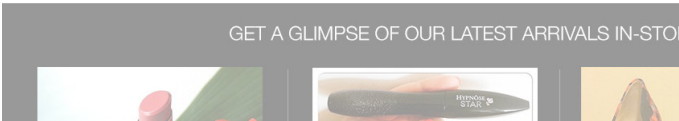
FIND A STORE

SIGN UP

FAQS



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Logo and navigation will be persistent throughout the scrolling process.

MACY’S BACKSTAGE BUZZ



Overlay enables once the customer taps or clicks on an image. Customer can browse through other images on the grid via the next and previous buttons.



MACY’S BACKSTAGE MOBILE EXPERIENCE

MACY’S BACKSTAGE HOME PAGE



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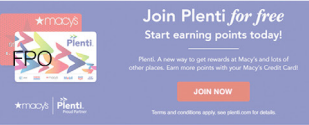


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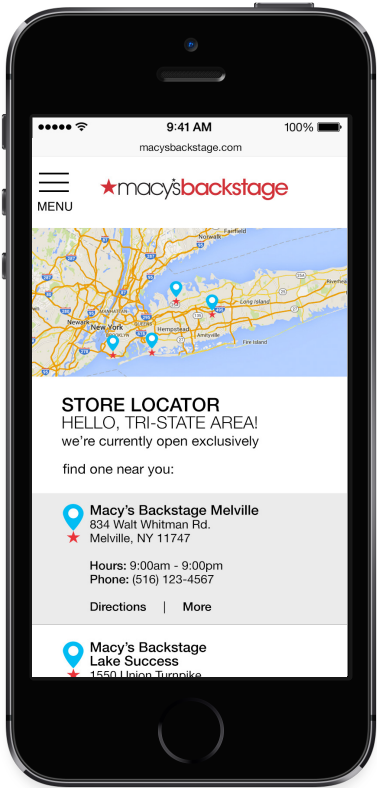
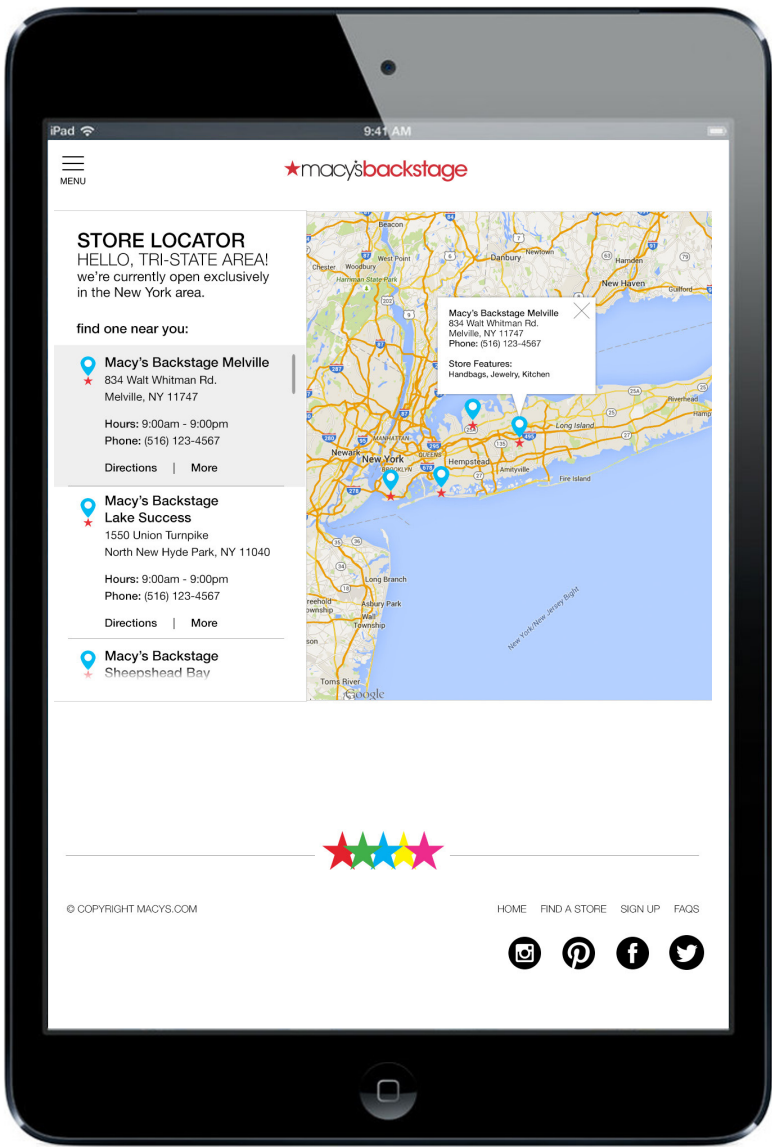
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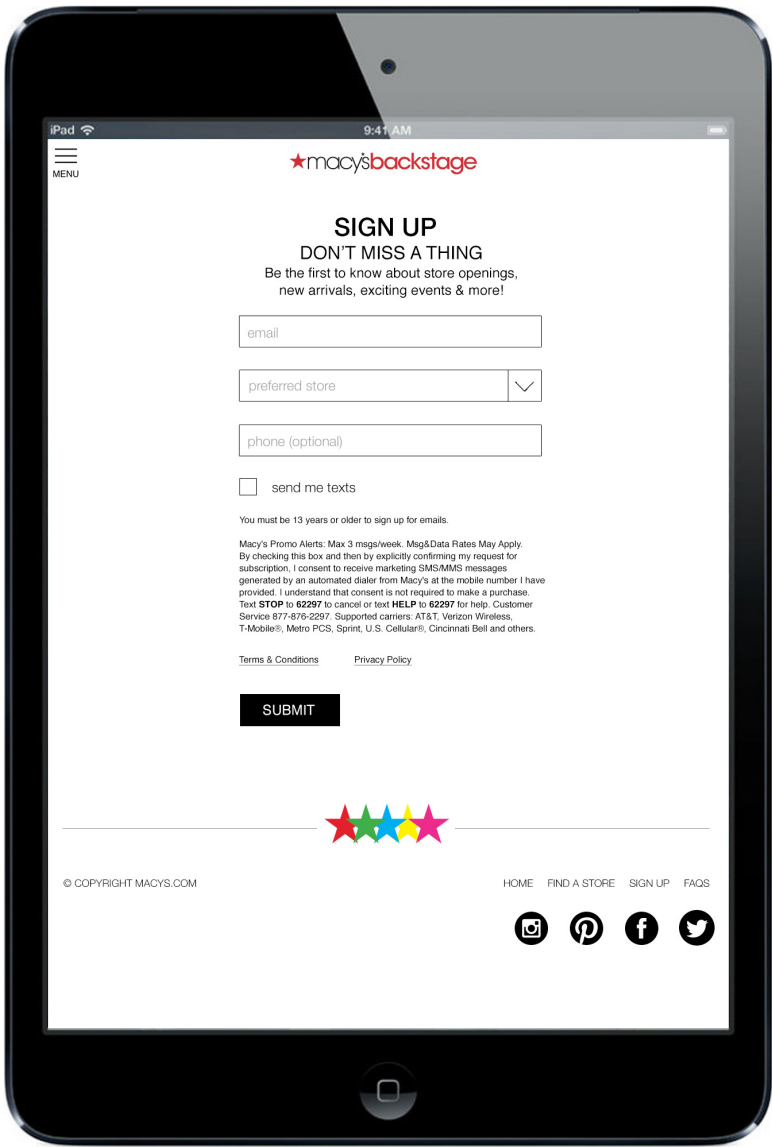
The mobile experience will have the same interactions as desktop & tablet.

MACY’S BACKSTAGE MAPS & SIGN UP

GOOGLE MAPS INTEGRATION

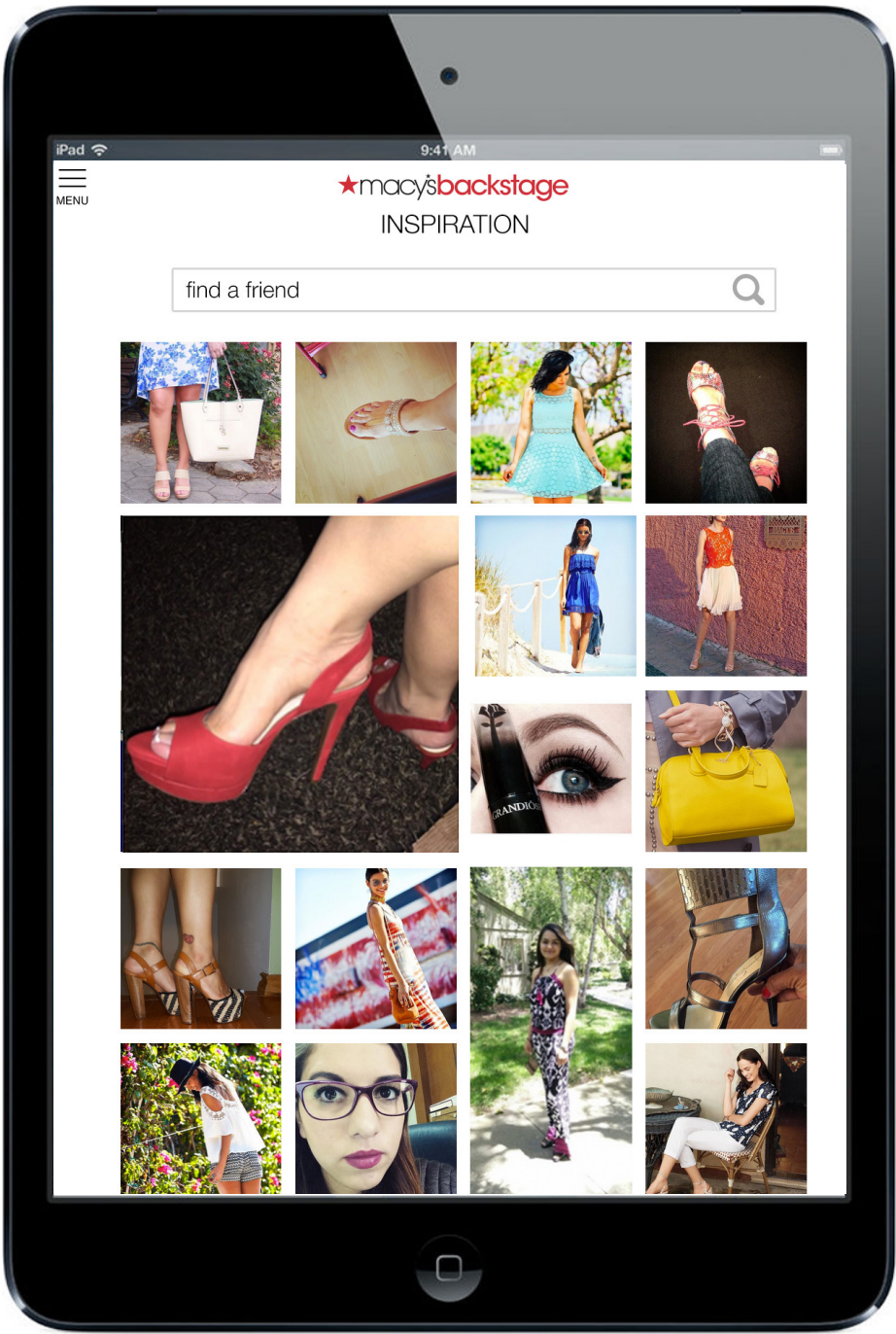


SIGN UP FORM



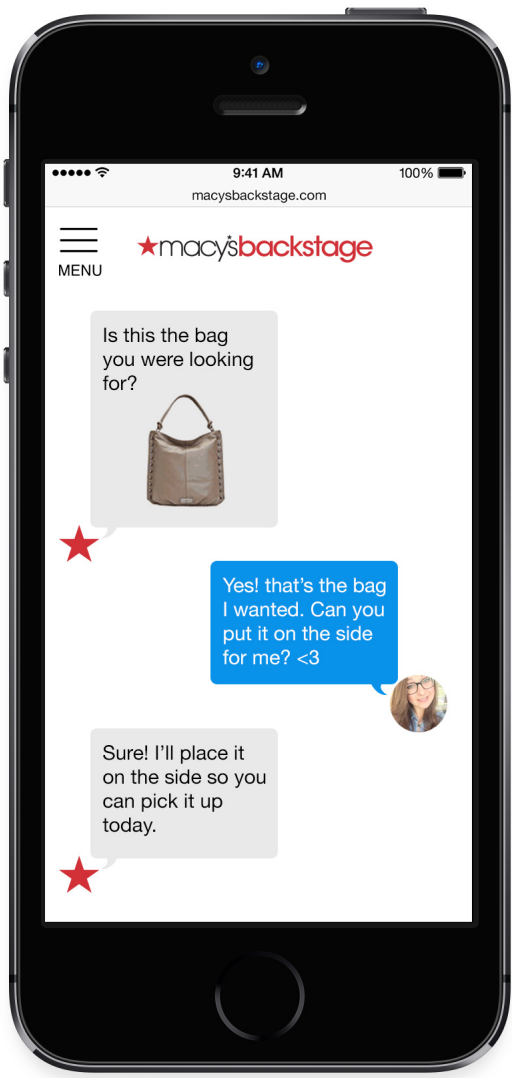
FUTURE PHASE

INSPIRATION



The customer will be able to search for inspiration from our associates. Associates will have their own accounts to upload imagery of the inventory in the stores. This will engage the customer to go to the store and check out the products.

BACKSTAGE MESSENGER



With the Backstage messenger, the customer will have the ability to message an associate directly and be able to reserve an item in the store for them to pick it up later.

We should partner with Facebook and find a way to integrate this into the experience.

| SITE STRUCTURE

