UX Annotations
Header Collaboration Fun

Macy's Header - Version 1

Search



BEAUTY ▼

HANDBAGS

JEWELRY ▼

ACCOUNT & LISTS ▼

Annotations:

Version 1:

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- The thought behind this is to clean up the current header and condense what is existing. The header is responsive and fits within Zurb Foundations standards.
- Top left: Added the Registry and Backstage sections to lead the user to those sites.
- 2 Under the top bar on the left side is all the utility links plus Deals and Gift Cards.
- 3 Search is now on the top right and the logo becomes centered to feature the Brand.
- 4 All FOBs remain.
- 5 Account and Lists appear on the left side of the bag.

Note: all of these navigations could be in a fixed position.

★macysbackstage

Gift Cards

Registry

Customer Service

Macy's Header - Version 2

Initial State



Shrinks as I scroll



Annotations:

Version 2:

- This version just has a different order on the top and removes the "backstage" and "registry" at the top
- Search is now on the top left and the logo becomes centered to feature the Brand.
- Under the top bar on the right side is all the utility links plus Deals and Gift Cards.
- All FOBs remain.
- Account and Lists appear on the left side of the bag.
- 1
- To introduce a filter in the navigation, the thought is to show what type of home you'd like to shop for and currate products for that style. We can also try this with color and size. (look at shoptique as an example)

Macy's Header - Version 3

Initial State



Shrinks as I scroll



Annotations:

Version 3:

- This version puts search before all the FOBs.
- As the user scrolls, the bar would go into a fixed postion and be a sticky navigation. The logo drops out of the frame.