



# ENTERPRISE PORTAL TEAM

## My Macy's Portal Header Redesign Rationale

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# Header Redesign

Embracing the Windows 10 Tile Paradigm

## Why redesign the Portal header?

User feedback has qualitatively and quantitatively improved substantially over earlier incarnations of the My Macy's Portal. Since the Portal was upgraded to SharePoint 2013, response to the custom tile web part in particular has been overwhelmingly positive. Our designs of other web parts have, therefore, followed the flat, intuitive and simple look.

Continued user experience feedback made it clear that the header could be improved by “promoting” critical features to prominence, while “demoting” less frequently used items to menus. The flat look and feel popularized by tiles—inspired by Windows 10—made the redesign a logical evolutionary step.

Simplified navigation through decluttering of the header also has the tremendous advantage of making cross-browser, cross-OS and cross-hardware implementation that much easier for both the user and development/design teams.

The result is a consistent responsive UI that is both elegant and simple.



Redesigning the header harmonizes the user experience via:

- a visually consistent presentation
- a fully responsive UI that renders in an optimized fashion for different devices, browsers and OSs
- expanded tile-like flat appearance that is easier to use



## Mobile Devices

SharePoint 2013 introduces a number of exciting possibilities for delivering content appropriately to different devices with varied operating systems, browsers, screen sizes, interface methods (touch versus keyboard/mouse, for example) and hardware capabilities.



Same content, different hardware, browsers and operating systems.

# Header Redesign

Tile Examples on the Portal

My Macy's

MST

- Systems Dev
- IPS
- Field Services
- MST HR
- Projects
- QAM
- App Portfolio
- Portal Help
- MST411
- TimePlus
- First Choice
- Expense
- Everyday Magic
- MST Comm
- Jobs
- Training
- EA
- On Call
- PeopleTrak
- Solution InStore

Support

- Help & Support
- MST OnCall
- Macy's Systems Access
- PeopleTrak
- BPCREQ
- Outlook and Lync Support

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Take a big step toward improving your health

CORP MST

Terry Lundgren On FBN Mornings

Macy's and Reading Is Fundamental

Know Your Numbers

Green Living: Macy's New MCOM Offices

Reports

Manage Users

Travel

Systems Dev IPS Field Services MST HR EA Systems Dev IPS Field Services

Projects QAM App Portfolio Portal Help On Call Projects QAM App Portfolio

MST411 TimePlus First Choice Expense PeopleTrak MST411 TimePlus First Choice

Everyday Magic MST Comm Jobs Training Solution InStore Everyday Magic MST Comm Jobs

Systems Dev IPS Field Services MST HR EA Systems Dev IPS Field Services

My Macy's Portal

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MLO

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August 12 Terry Lundgren Webcast Replay

Know Your Numbers!

Transportation Process Improvement DC Locations

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MLO Announcements

If you use an RSA token for remote access into the Macy's network, check the back of your token for its expiration date (engraged on the back). Many tokens are expiring on 8/31 and tokens will not be replaced. You have several options that will allow you remote

MFA Engagement Works Talent Center Everyday Magic MacysNet

L4MB MLO Research Pipeline PeopleTrak MyTravelBag M-Source

View Desktop Version

Link | Link | Link | Link | Link | Link

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# ENTERPRISE PORTAL TEAM

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Continuous Improvements

My Macy's - SharePoint 2007 Version



First-generation MyMacy's Portal in SharePoint 2007.

My Macy's - SharePoint 2010 Version



Second-generation MyMacy's Portal in SharePoint 2010.

My Macy's - SharePoint 2013 Version

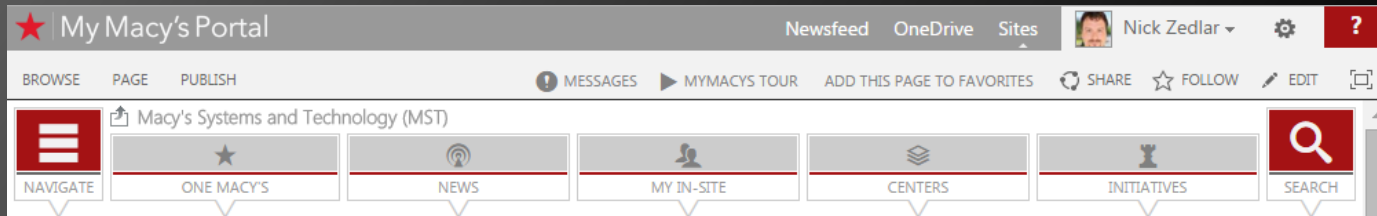


Third-generation MyMacy's Portal in SharePoint 2013.

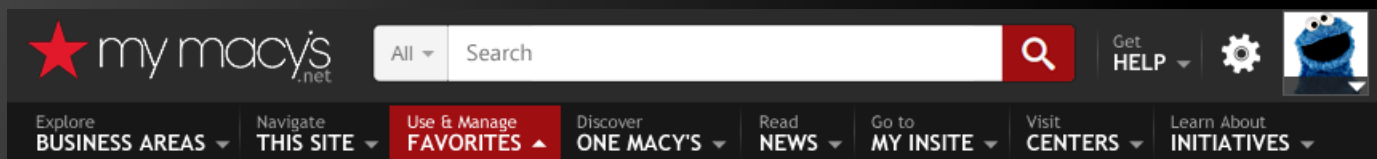
**Web 1.0 Design**  
First Generation

**Web 2.0 Design**  
Second Generation

**Flat Design**  
Third Generation



**Flat Design**  
Third Generation, Iteration 1



**Flat Design**  
Third Generation, Iteration 2



# Header Redesign

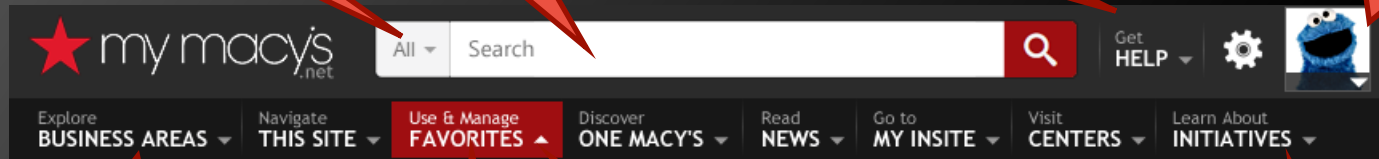
Explanation of Features

Search scopes now appear within the integrated dropdown to more easily narrow or expand Search.

Search box itself is more prominently positioned. Select scopes from the dropdown on the left.

Help includes SharePoint help, Style Guide, showcase, SP blogs, tour, documentation and links to hardware and software help.

Social features— such as Share, Follow, About Me, Newsfeed, OneDrive and Sites, plus blogs, messages boards and articles— are under the user menu.



Navigate by Business Units is promoted to top-level navigation, rather than being hidden under "Navigate."

Active State

Your Favorites moves out of "Navigate" and is elevated to the top level of navigation. Under this are **Add This Page to Favorites** and **Manage Favorites Groups** and **Manage Favorites**.

Inactive State