



my★macy's
portal

Portal Redesign Concepts

Featuring Mega-dropdown Navigation



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Out of the Box Enhancements

- Better mobile and browser support
- Improved Search capabilities
- Easier drag-and-drop functionality
- Enhanced business connectivity
- Incremental versioning

Our Custom Enhancements

- Better enterprise web parts, such as content sliders, tabs and accordions
- Planned information architecture
- More varied, fluid and useful page layouts
- More screen space above the fold for page content
- Better accountability and governance mechanisms



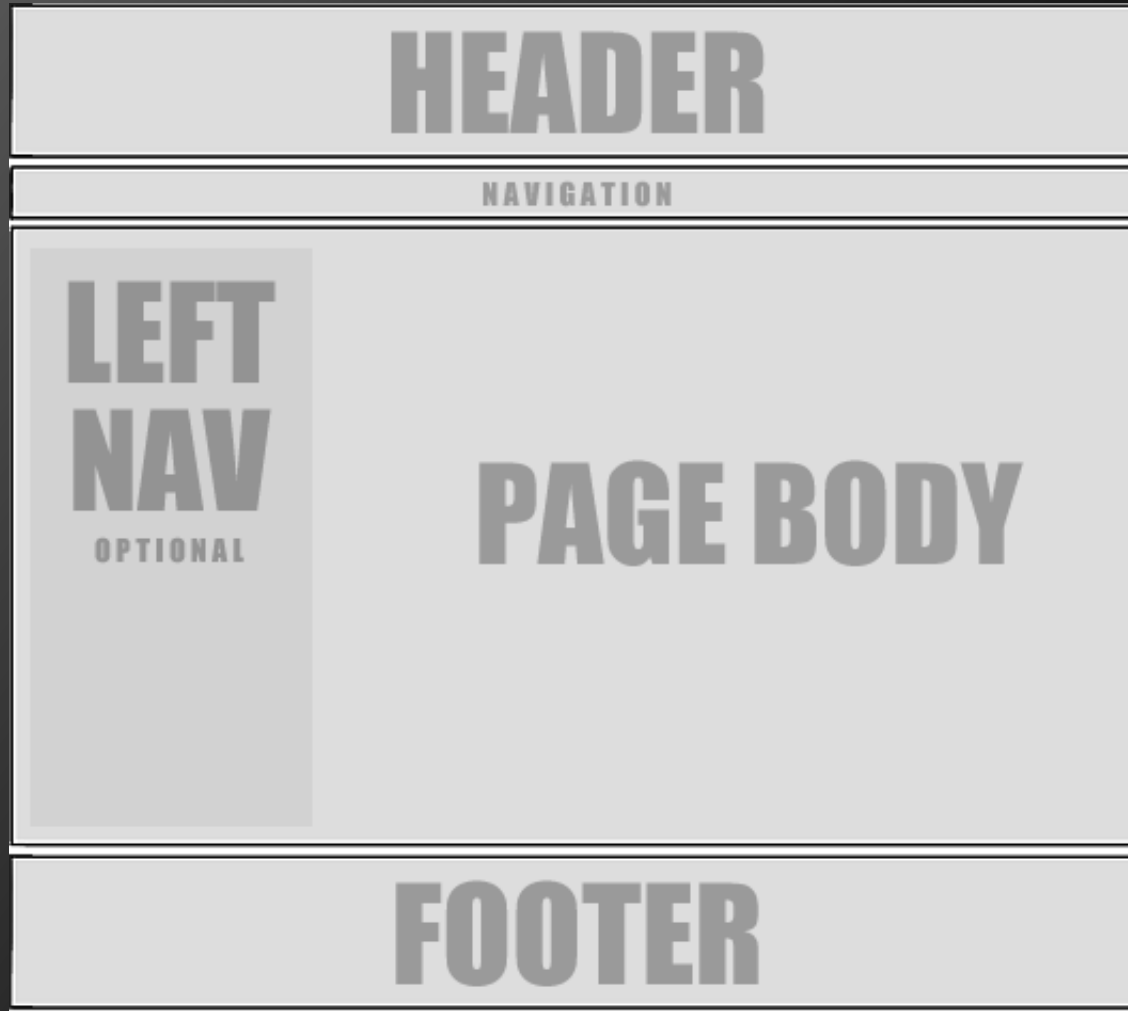
Our Perspective

My Macy's is an enterprise portal: a place to store, organize, share and access content. It is a tool that users use every day as an integral part of their jobs. With this in mind, our design focuses on practical utility and understated simplicity.

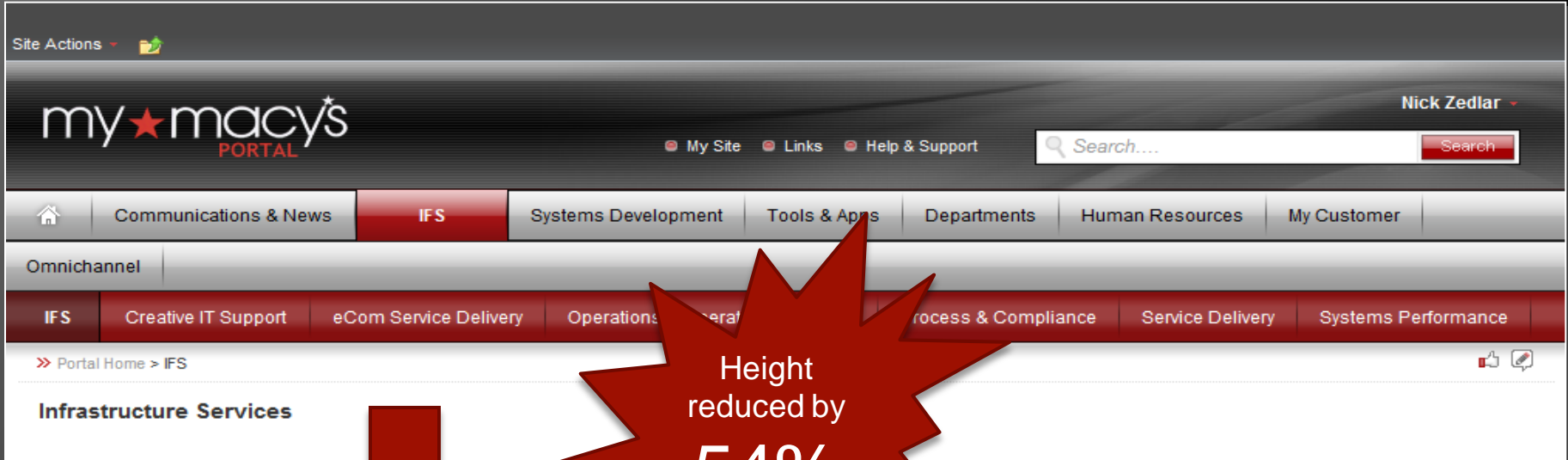
Design Goals

- Cleaner, simpler interface
- Consistent cross-platform experience, including touch capability for desktops and iPads
- Multiple navigation schemes to suit individual needs
- Increased customization and personalization

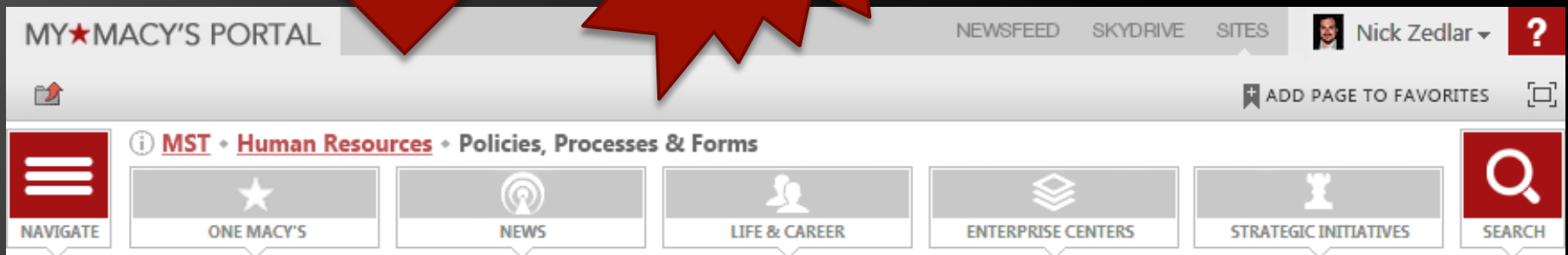




From this...



... to this.



Height reduced by
54%

Logo

Brands Portal and provides one-click to enterprise home; replaces "SharePoint" text with image.
Direct Hyperlink (Custom)

Enterprise Navigation

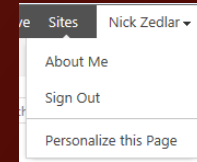
Five (5) functional categories – ONE MACY'S, NEWS, LIFE & CAREER, ENTERPRISE CENTERS and STRATEGIC INITIATIVES are the same for all employees, regardless of FOB.
Menu (Custom)

Suite Bar

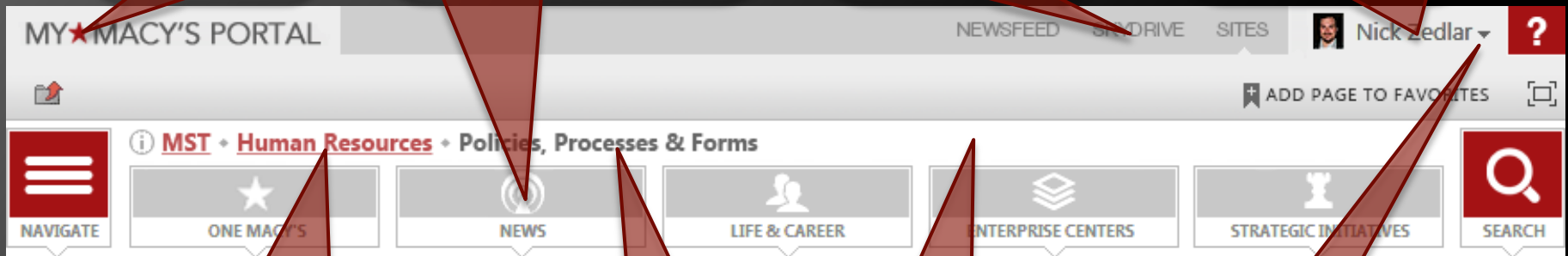
NEWSFEED, SKYDRIVE and SITES. Custom links can be added using "SuiteLinksDelegate."
Direct Hyperlink (Custom)

User

Account and personalization options.



Dropdown (OOB)



Breadcrumb Trail

Navigate by SharePoint site structure.
Direct Hyperlink (OOB with Custom Separator)

Page Title

Title of current page with description icon.
"Hover Bubble" (OOB)

"Home Base"

Navigate by user's business unit.
Cascading Menu (Custom)

Site Settings

Moved from the left side to here and now launched via an icon.
Dropdown (OOB)

“Navigate”

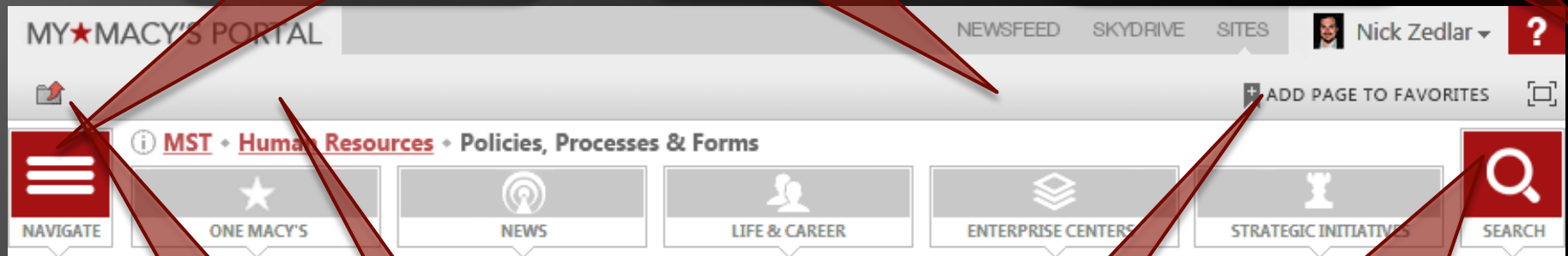
Navigate by FAVORITES (replaces My Links), Local FOB (for example, STORES), and PORTAL (enterprise navigation by organizational hierarchy). Replaces OOB logo placement. *Mega-dropdown (Custom)*

“Contact Page Owner”

Proposed idea for sending messages to person(s) responsible for page. NOT SHOWN
Direct Link to Contact Form (Custom)

Help

SharePoint Help appropriated for Portal-specific user assistance. *Pop-up (OOB); Direct Link to Site (Custom)*



“Up”

Navigation
Navigate up the SharePoint hierarchy as defined by gatekeepers. *Mega-dropdown (Custom)*

Tabs

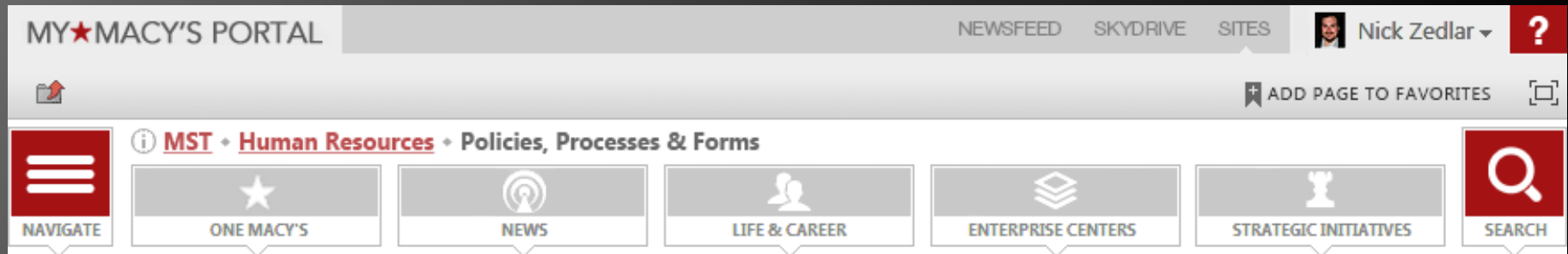
Standard feature seen by those with higher permissions. NOT SHOWN
Office Ribbon (OOB)

“Add Page to Favorites”

Carries on same SP2010 functionality for adding current page to “My Links,” but couples with new Favorites concept. *(Custom)*

Search

Prominently placed in the familiar location. Employs a custom graphic scope dropdown to specify search type. *Dropdown (Custom)*



Logo

Relocated and shrunk to make space for other elements. In a familiar location, it links to the enterprise home page.

Navigate

Most important nav feature in most important space. Uses Portal's legacy navigation, plus user's My Links rebranded as Favorites, and local FOB nav links handpicked by the gatekeeper.

Main Navigation

Five intuitive categories focus more on common purpose than on business unit. Everyone sees these.

Contact Page Owner

Reach the person(s) responsible for the current page. It fosters feedback and accountability. NOT SHOWN

Breadcrumb Trail

Acts as a classic, quick way to get around, based on the SharePoint site structure. Complements Up nav.

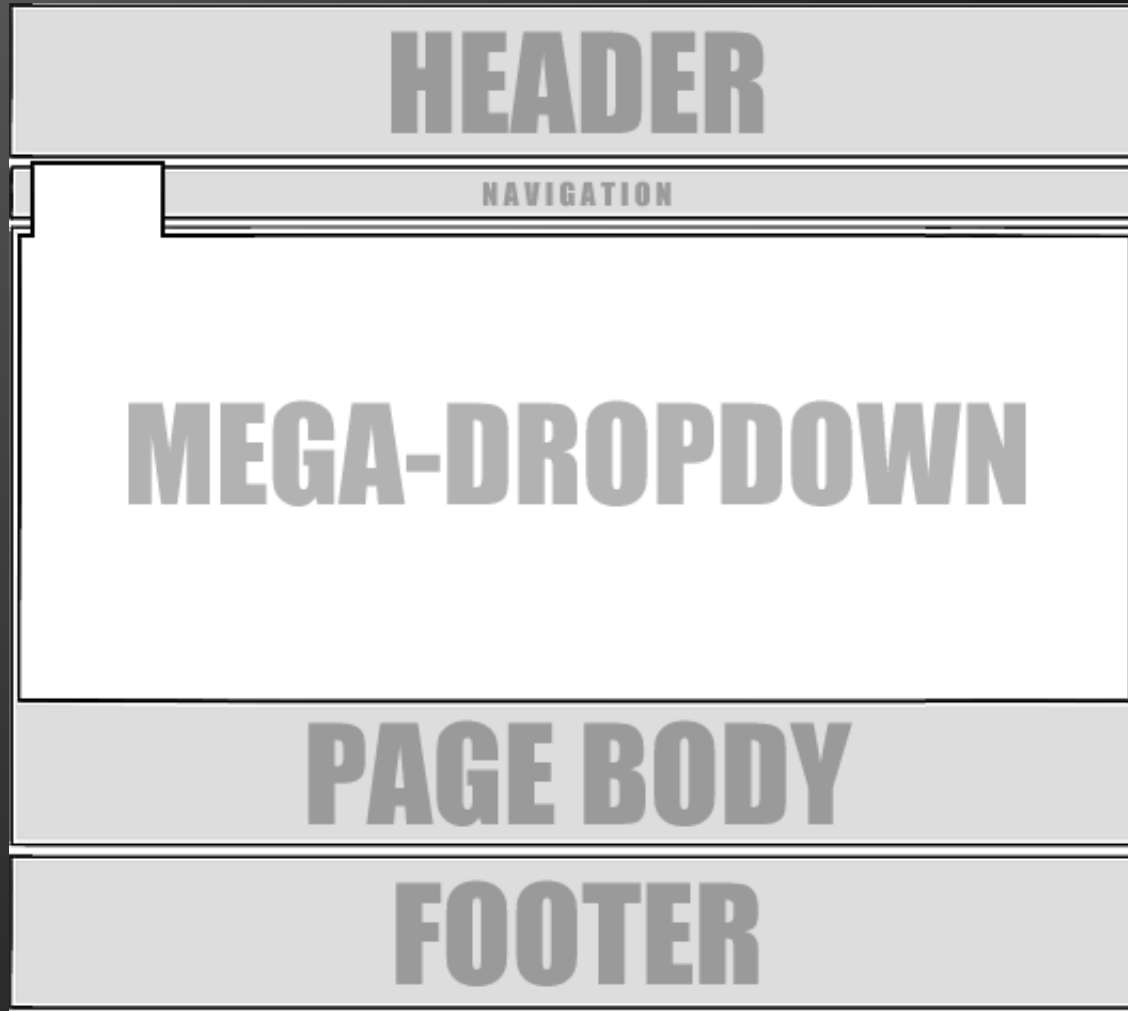
Add Page to Favorites

Same as today's functionality for My Links.

Search

In the same basic location for continuity, Search now returns better results, and features a custom touch-friendly graphical scope selection system.

Search defaults to Portal (all sites) on the enterprise home page. On all others, it defaults to This Site. In addition, the user can scope via Conversations and People. The former may be deleted.



Augue Mattis

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- Id scelerisque dui rhoncus
- Proin non nisi orci, vitae

Proin Placerat dui Non

- Adipiscing eu laoreet elit
- Pellentesque augue massa
- Lobortis non pretium non

Cras at Nisl a Justo

- Scelerisque sit amet eget
- Integer elit ligula, varius
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Lorem Ipsum Dolor Sit

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At Ligula Libero

- In scelerisque consectetur
- Id scelerisque dui rhoncus
- Proin non nisi orci, vitae

Categorized links, similar to what we do in SP2010 today, should mirror in general the navigation in the header.

Left Navigation – Sample

Left
navigation
EXPANDED

MY ★ MACY'S PORTAL

BROWSE PAGE PUBLISH

NEWS EMPLOYEE RESOURCES

OPSUM → VOLUMITAT ENSITATUS → FELIGRAMA

FOB MAP FAVORITES

Lorem Ipsum Sit Dolor A

Login as Another User

Lists

- Test M Users
- Macys Users SP2013
- Test

Recent

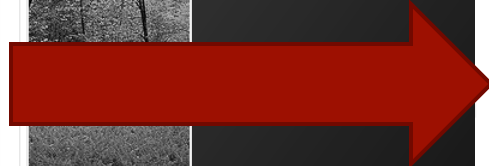
- Contacts
- Reports
- Test Sites
- JyotsnaTest
- MananTest
- Ryan Test
- Sree Test
- Jim Rice
- Jonathan Reed
- Scott Byrge
- Jeff Travis

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Left
navigation
COLLAPSED

MY ★ MACY'S PORTAL

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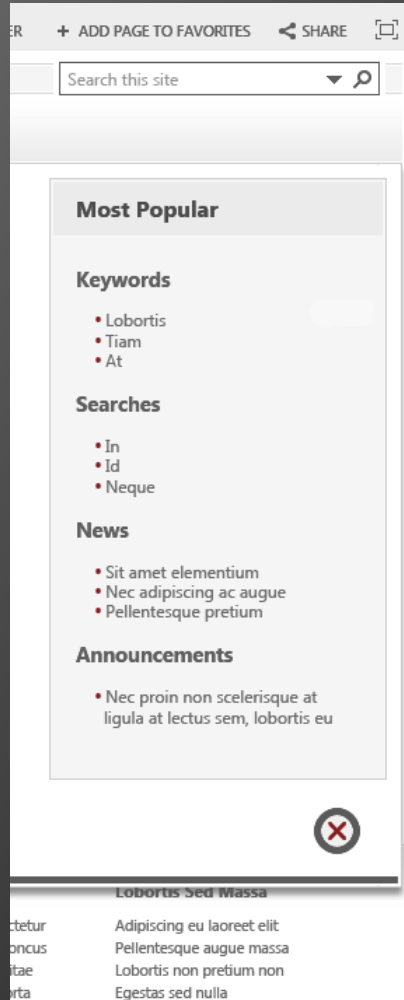
The Interface

Microsoft's out-of-the-box (OOB) header lacks space efficiency. It is also fairly uninteresting visually, because it reflects the software giant's attempt to propagate the minimalist, "lowest-common-denominator-across-platforms" Windows 8 design aesthetic. Whereas harmonizing the look and feel of desktop and mobile interfaces is laudable, it doesn't have to be bland. Not everyone is sold on the Windows 8 UI. Its long-term impact remains to be seen.

My Macy's users deserve an experience tailored to them, but we need not reinvent the wheel. The proposed designs in this document use the OOB SharePoint look as a starting point, then reverse-engineer it to contain recognizable elements from the SP2010 interface, while introducing innovation. Familiar elements will foster a sense of continuity that will help users transition from the old to the new. It'll also leave a more sophisticated impression, one worthy of Macy's and the enterprise portal legacy.

Left Navigation

Proposed left navigation is mostly unchanged from the OOB look and feel. This keeps it clean and requires no special work. That said, it might be nice for a future enhancement to give the user the ability to expand and collapse the content similar to a "tree" view. However, this is not expected or suggested for initial release. We should continue to offer our custom expand/collapse control from SP2010, but in a pinch this too can be deferred to a later phase.



The Footer

Categorized links, similar to what we do today in SP2010, should mirror in general the navigation in the header.

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Most Popular

Potentially a Phase 2 release, the “Most Popular” box (shown at left) can appear on the right side of the Bus. Units mega-dropdown. This box would allow the gatekeeper to designate key information that could “bubble up” to the MDD. Possible candidates include the site’s top keywords (metadata), searches, news and announcements.

