



my★macy's
portal

The Enterprise Navigation Bar

Analysis and Proposals for “Strategic Initiatives” Tab

Nick Zedlar & Chuck Thompson
Macy's Systems and Technology
Enterprise Portal Team

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my★macy's
PORTAL

Charles Thompson

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News

- 12/20/12 Macy's Celebrates the "Week of Wonderful" December 26 – January 1
- 12/10/12 Macy's National Believe Day Honors The Spirit Of Giving This December 14
- 12/07/12 Macy's, Inc. Board Increases Share Repurchase Authorization by \$1.5 Billion
- 12/06/12 Macy's Opens for 48-Hours Straight Nationwide for Last-Minute Shoppers the Weekend Before Christmas

★macy's presents
What's in Store?
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Macy's fall commercials feature Macy's Herald Square manager "Harold" colliding with many stars and wacky situations in the World's Largest Store.

THE WORLD'S LARGEST STORE

THANK YOU
for your support of United Way!

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03. Affinity/PO Comparison Report
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05. Pool Stock Status
06. Affinity
07. Landing Page : Assortment Planning affinity
08. Purchase Guideline Upload
09. Purchase Guideline Upload Set-up Part2

Note "Strategic Initiatives" tab on far right of gray bar

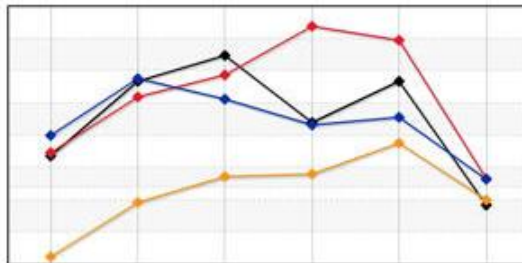
>> Portal Home > Strategic Initiatives

Merchant Omnisync
Stores
MCOM
Success Stories



Strategic Initiatives

My Customer



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Omnichannel

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Omnichannel Merchant Omnisync Stores MCOM Success Stories

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Omnichannel

Overview



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The screenshot shows the 'my★macy's PORTAL' interface. At the top right, the user 'Charles Thompson' is logged in. Below the logo, there are links for 'My Site', 'Links', and 'Help & Support', along with a search bar containing the text 'Search this site...'. A navigation menu includes 'Home', 'Communications & News', 'IFS', 'Systems Development', 'Tools & Apps', 'Departments', 'Human Resources', and 'Strategic Initiatives'. A secondary menu highlights 'Omnichannel', 'Merchant Omnisync', 'Stores', 'MCOM', and 'Success Stories'. The breadcrumb trail reads '» Portal Home > Strategic Initiatives > Omnichannel > Merchant Omnisync'. The main content area is titled 'Merchant Omnisync' and is currently empty.

A “Strategic Initiatives” tab makes sense, because:

- It adheres to the user experience best practice of limiting top-level navigation options to as few as possible. This declutters the page, and allows users to take in the interface more quickly.
- It is a logical one-stop category for important corporate strategy topics.
- It benefits from high visibility on the gray enterprise navigation bar.
- It remains constant as a tab, meaning it does not change the composition of the gray bar when items are added or removed from the tab.
- Its top-level consistency ensures that users aren't confused by initiatives appearing and disappearing over time.
- It reduces the likelihood that the gray bar will wrap, pushing down page content. This is especially true of lower resolutions and smaller browser window sizes.