my★macy's mobile

User Experience Design

My Macy's Portal Case Studies

Macy's Systems and Technology
Enterprise Portal Team

November, 2015

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Why Mobile?

Leveraging Personal Devices

The driving force behind BYOD is a new IT self-sufficiency among company employees who already own and use personal laptops, tablets and smartphones.

Within Macy's, BYOD stats show an accelerating paradigm shift from desktop portal usage to mobile. We've gone from only six new signups for BYOD in February FY13 to over 1,700 in September FY14.

As of September 2014 the BYOD program has yielded a total of 8,284 new signups, showing a significant growth trend in mobile device adoption.

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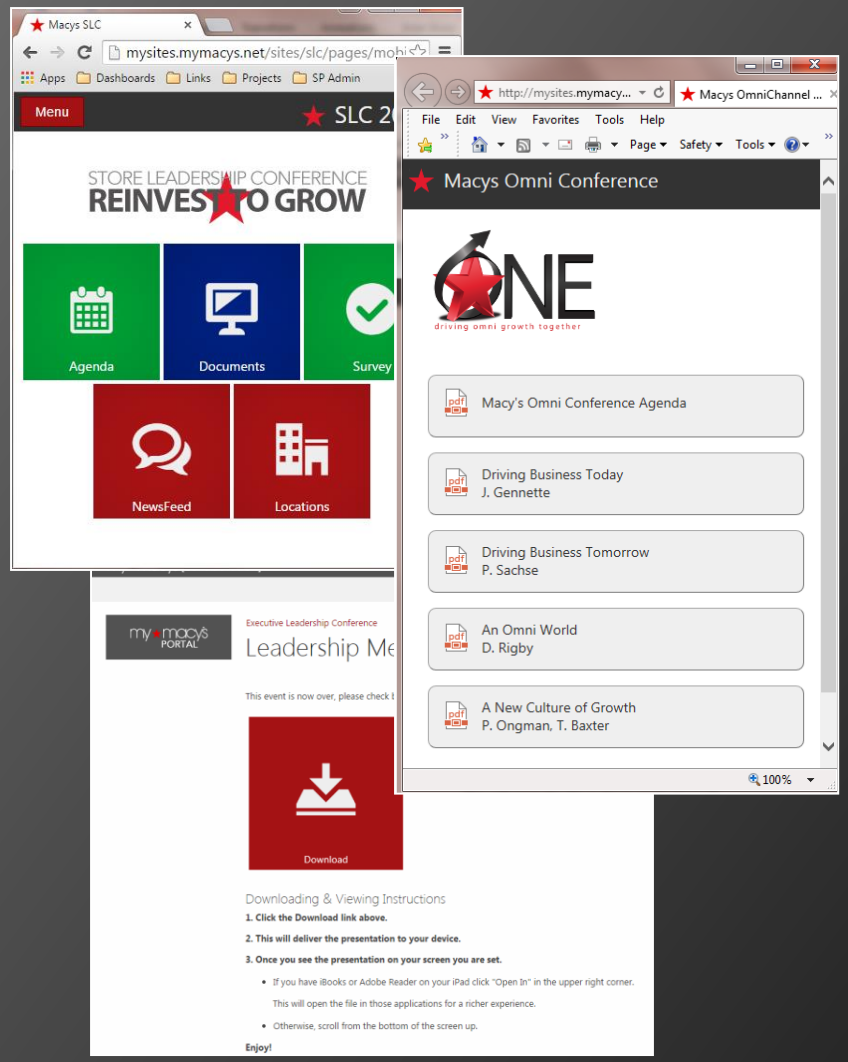
Three Test Runs



Conference Sites

The Portal Team developed a mobile site to support the **Stores Leadership Conference**. This was a good test run to try out early mobile designs. The site was a big hit. It provided users with the ability to collaborate without needing to access the federated domain. Key functionality included: Agenda, Documents, Locations, Newsfeed and Survey.

We built our next two functional mobile sites to support the **Executive Leadership Conference** and the **Merchant Omnisync Conference**. Both provided users with the ability to access a business critical document for an off-site conference.

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Design Premise

What MyMacy's Mobile Is Not

The mobile experience won't be and shouldn't be a desktop UI crammed into a smaller viewport.

Or, put another way, **it is not a scaled-down desktop version**.

That is a fruitless approach.

Mobile users have fundamentally different needs and expect the UI to be appropriate to how they consume information on the go.

It's our mission to meet those expectations.

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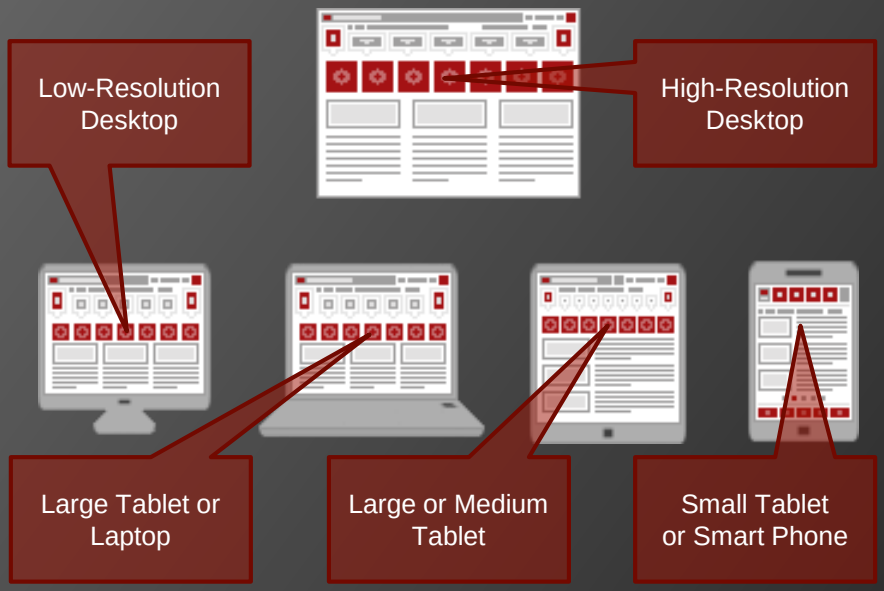
Design Premise



What MyMacy's Mobile Is

There is no single mobile design.

There are similarities that ensure consistency in functionality and appearance, but the experience is appropriately different across platforms, due to browser, hardware and OS considerations.

Think of Mobile as a family of experiences tailored to quite different use cases. The interface should be branded similarly and use the same icons, colors, fonts, etc.

Metaphorically speaking, consuming data in different ways is like consuming food and drink in different contexts, for example, in a vehicle versus in a dining room versus on a picnic vs. in a spacesuit.

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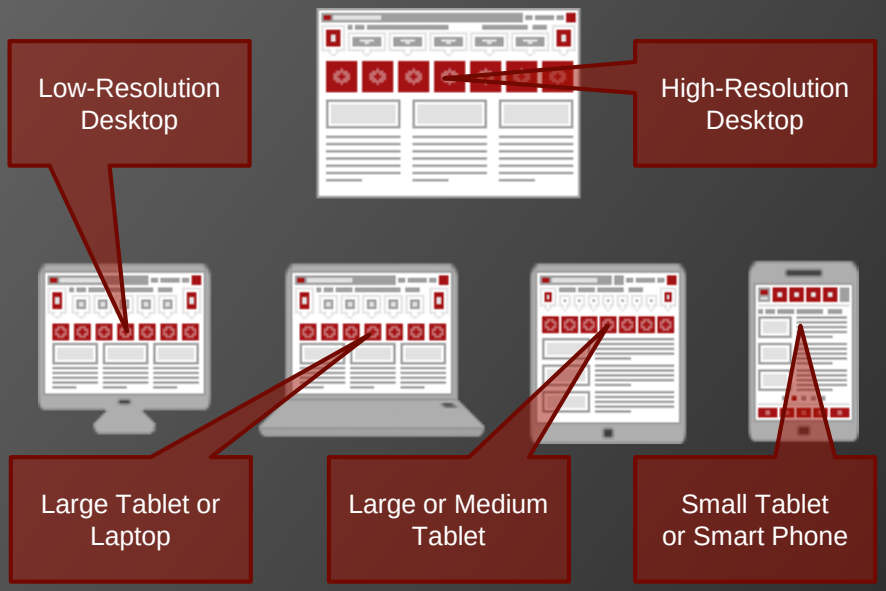
Mobile Challenges



How Mobile Is Different…

Purpose determines design.

A touch interface requires more economical and contextual content delivery and navigation than its desktop counterpart. Items must be larger and spaced out more to avoid “fat finger” problems.

There are no hover effects to cue users, but there are touch nuances that are equivalent to scrolling and paging, right- and left-clicking, zooming in and zooming out, etc.

There are bandwidth considerations and integrated GPS, camera, telephone and multimedia functionality.

Data consumption is mostly read-only with the exception of form interaction.

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Task Distillation

Just the Essentials

Distilling the mobile UX to its essence strips out unnecessary remnants of the desktop version.

What's left are the mobile users' essential stories, specific tasks that answer the question "What do users want to accomplish?"

In general, most user stories in SharePoint involve interacting with OOB and custom web parts.

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Task Distillation

Support Core Tasks, Lose the Rest

For instance, a user may want to:

- view news items in a carousel
- search for docs by author name
- step through an approval workflow
- submit a work request via a form
- read through a sales report
- monitor a dashboard
- save a URL as a Favorite
- find a user's status and contact info
- share a large multimedia file
- get help on a SharePoint issue

The interface must contain all the vectors above and more to support these activities.

The next slide describes the project scope.

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Project Scope

What's In for Initial Release

1. **Out-of-Box and Custom Web Parts**
    - calendars
    - list views
    - content queries
    - tiles
    - weather/stocks
    - tabs

2. **Header**
    - Disappears when scrolling down
    - Reappears when scrolling up

3. **Navigation**
    - Global
    - Left Left-Hand In-Page Navigation
    - Favorites

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Project Scope

What's In for Initial Release (cont.)

4. **Footer**
   - security statement
   - copyright notice
   - links

5. **Search**
   - results
   - scopes
   - best bets
   - refiners
   - tap icon to go to the Search page

6. **Content/Page Body**
   - read-only
   - shareable
   - "Back to Top" link
   - "View Desktop Version" link

7. **Forms**

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Project Scope

What's Out for Initial Release

- custom error pages
- messaging
- equivalent of the gray tabs
- equivalent of "My Nav"
- social features
- tour of the interface
- editing capability
- sliders

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Branding

Red #a41214 R:164 G:18 B:20	Light Gray #e6e6e6 R:230 G:230 B:230	Medium Gray #999999 R:153 G:153 B:153
Dark Gray #4d4d4d R:77 G:77 B:77	Black #000000 R:0 G:0 B:0	Macy's Red* #e11a2b R:255 G:26 B:43

Palette

Colors are the same as the desktop version's.

- **Red**
  #a41214
- **Light Gray**
  #e6e6e6
- **Medium Gray**
  #999999
- **Dark Gray**
  #4d4d4d
- **Black**
  #000000
- **Macy's Red**
- #e11a2b

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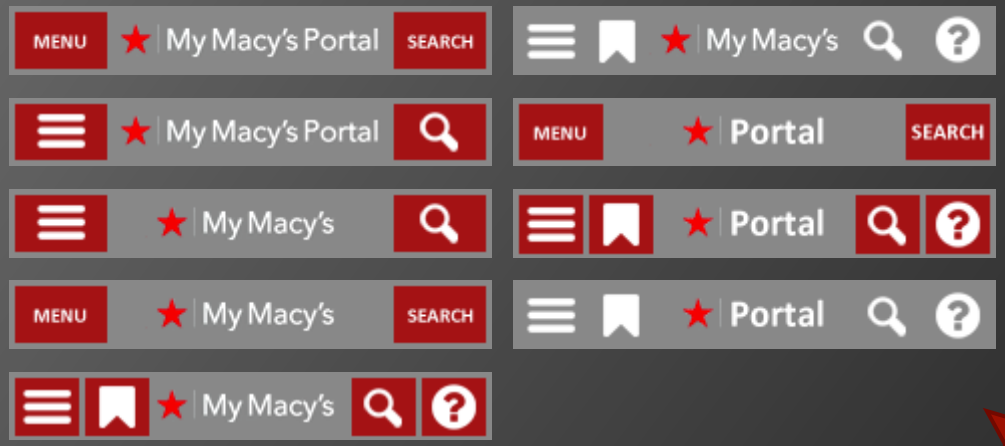
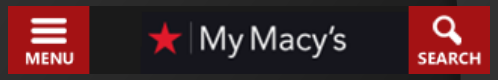
Layout - Header

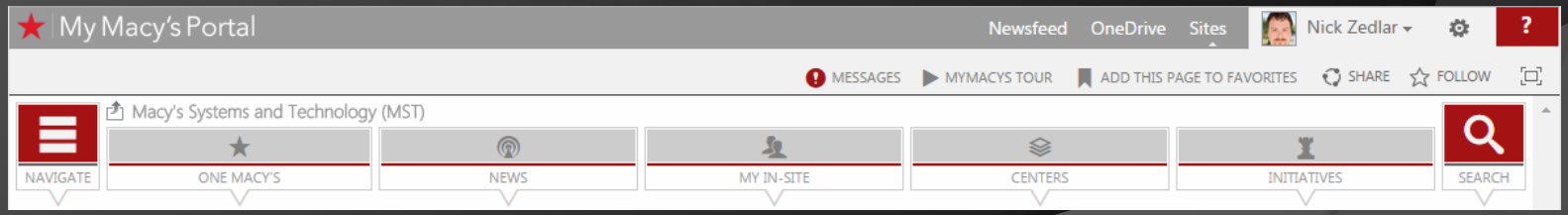


Alternative Headers

- Text labels, icons or both?
- Gray or black background?
- "My Macy's Portal," "Portal" or "My Macy's"
- Two or four buttons?
- Settled on this design in the end:



Compare to Desktop Version



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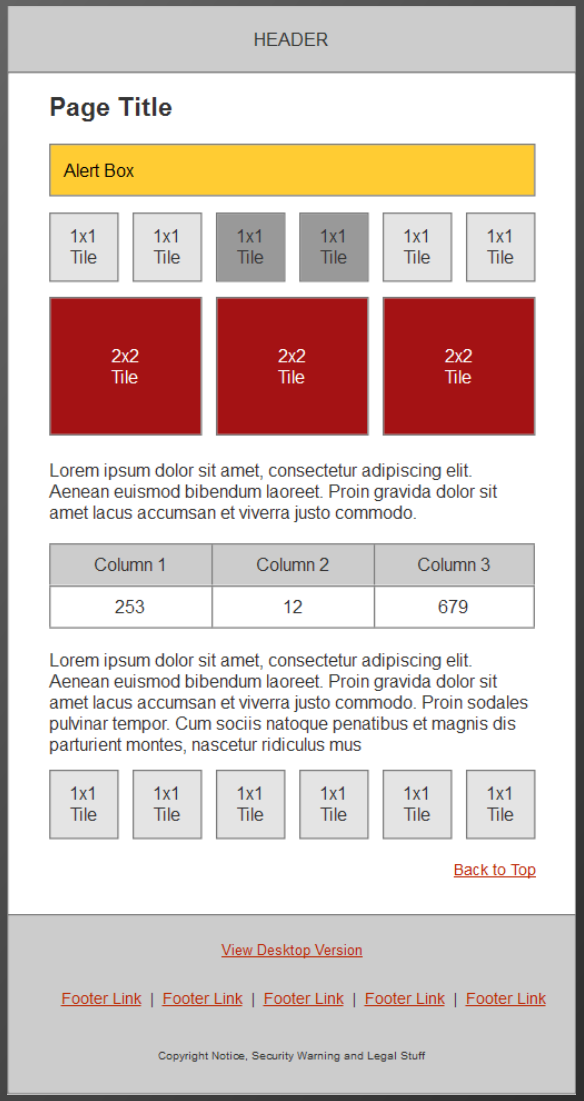
Layout - Page



Features

- Simple flat design
- Large text and objects
- Good spacing
- Important links in footer
- Option to view desktop version instead
- “Back to Top” link
- Header recedes as user scrolls down

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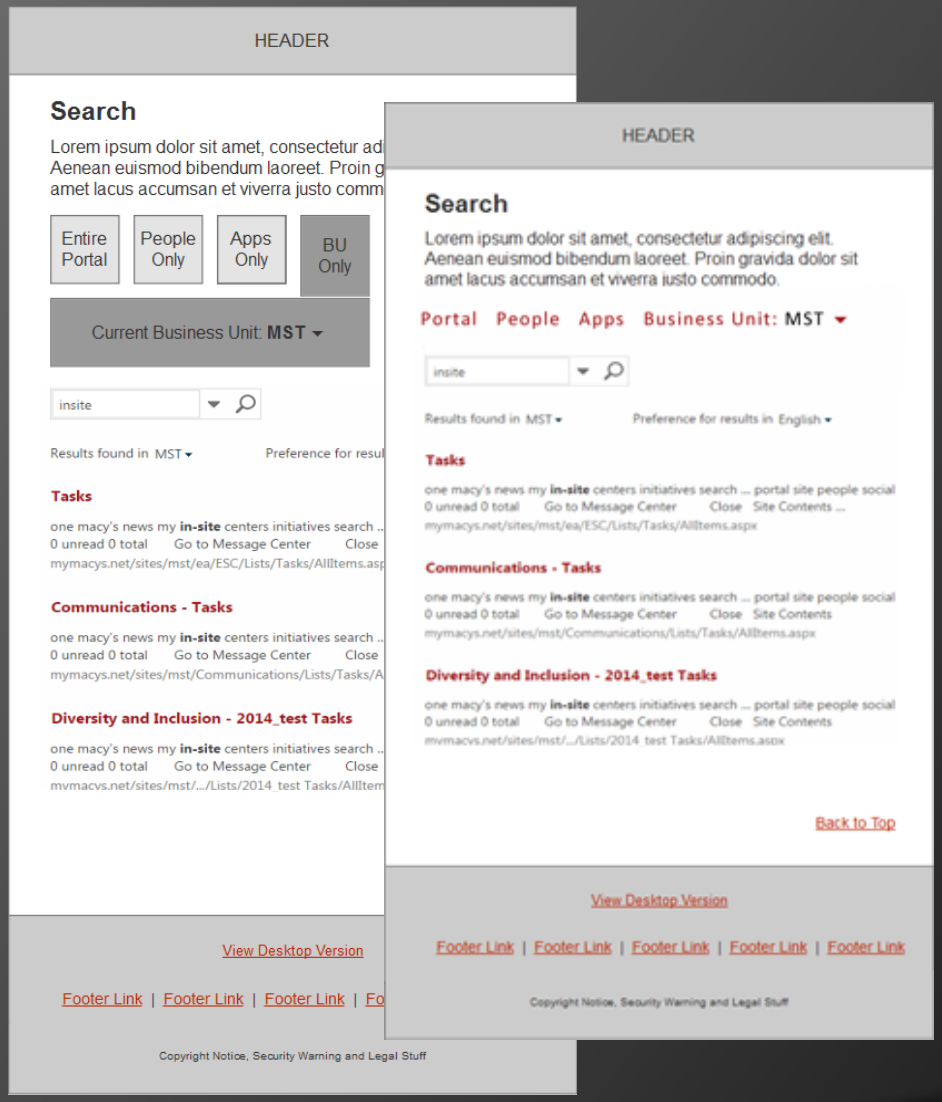
Layout - Search



Features

- Large scope selectors
- Description of selected scope
- Results under Search field/scope tiles
- Scroll only results?

- THIS IS OUT OF SCOPE FOR INITIAL RELEASE

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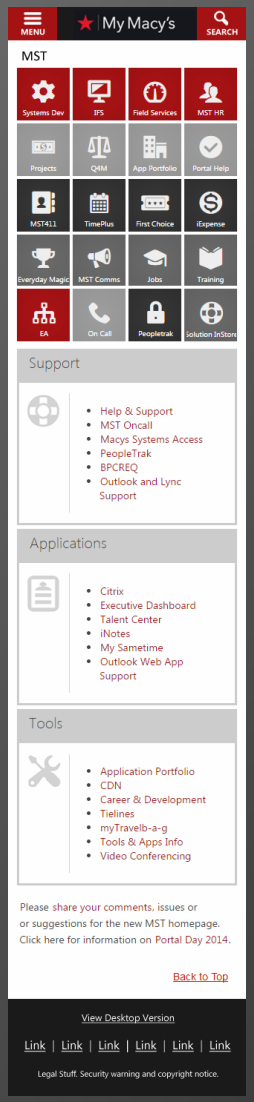
Styles – C-clamp



MST Landing Page Example

- ½ scale shown
- 12-pixel gutter
- Page title is 19

White 11px, Bold, all caps
Same for "search"

Portal Red
#a41214
Height: 45px
Width: 65px
Same for "Menu"

MENU | My Macy's | SEARCH

White 13px, **underlined**

Dark Gray
#1a1a1a
Height
130px

View Desktop Version

Link | Link | Link | Link | Link | Link

Legal Stuff. Security warning and copyright notice.

Dark Gray #1a1a1a
Same as header BG

White 11px, **normal**

White 16px
normal

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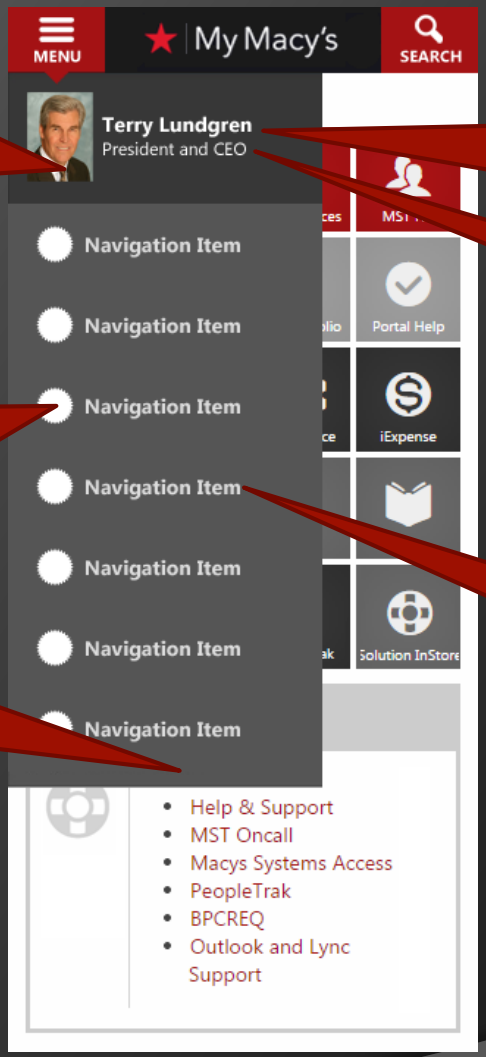
Styles – Nav Menu

User Photo

Item Icon
White

Background
#555555



White Name Text
14px bold Segoe UI

White Title Text
12px norm Segoe UI

White Name Text
14px bold Segoe UI

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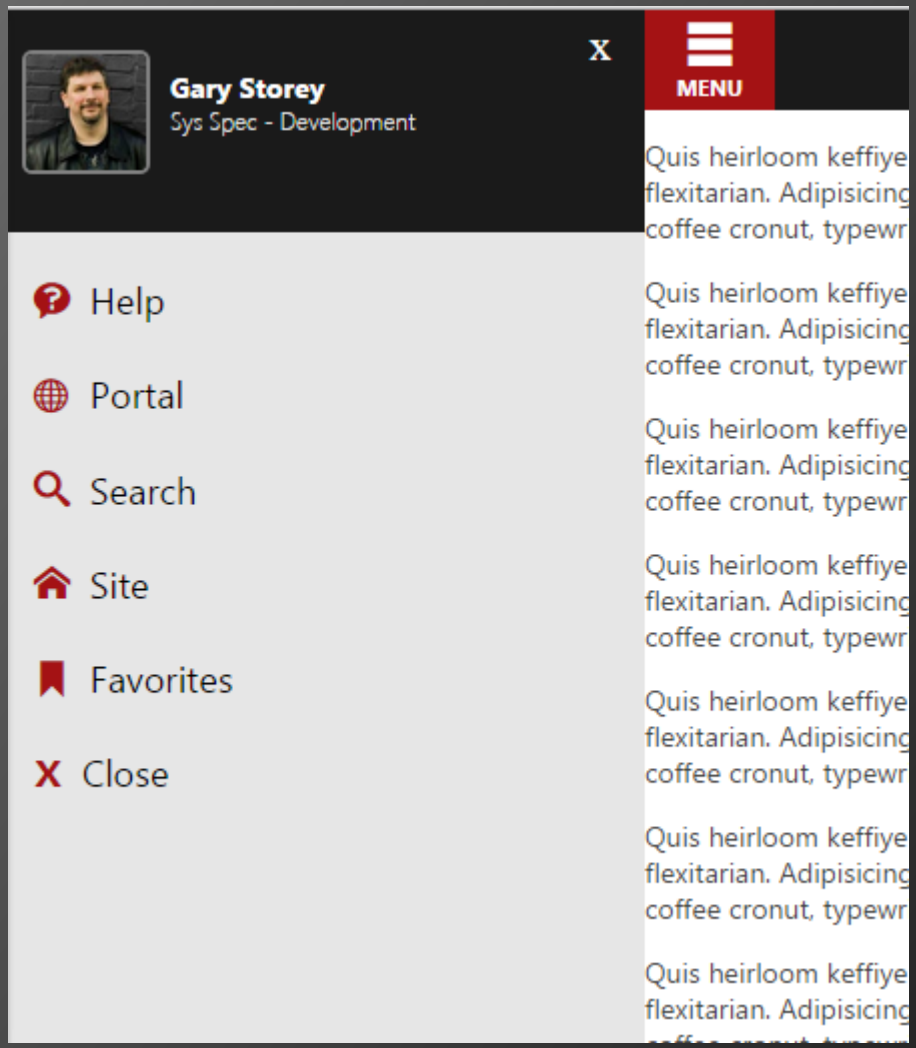
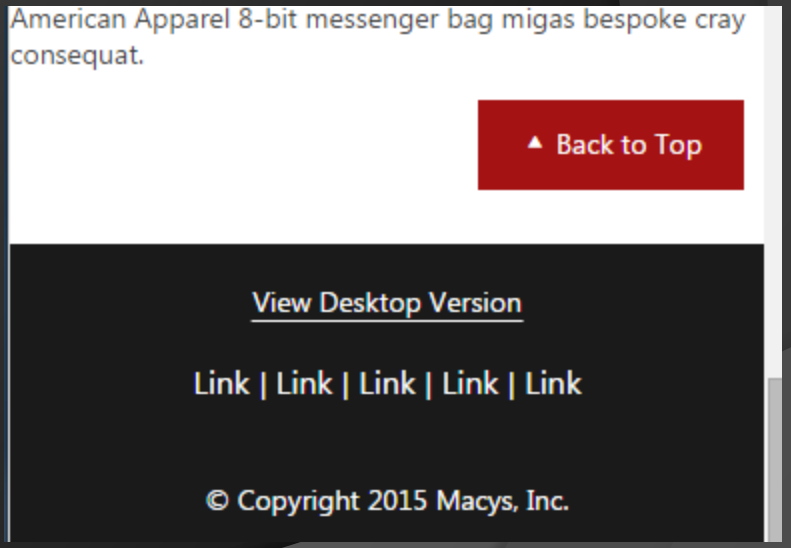
Development





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Roadmap

Three Connectivity Options

Users can experience the Portal and its content while using a mobile device if they have:

- LAN/VPN (available today, but not easy)
- An event site (available today for only certain sites)
- Connected to a cloud presence for SharePoint (potentially available in the future)

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