

The MyMacys.net Idea Center Mockups

WITH SCREEN CAPTURES OF LIVE SITE



Nick Zedlar, UX Designer

Enterprise Portal Team

July - August, 2016

 M Lab

My Stats

22 Magic Ideas
Ideas Submitted

13 Magic Votes
Ideas Liked

05 Magic Score
Ideas Not Liked

19 Comments
Posts Discussed

Community Stats

89 Magic Ideas
Ideas Submitted

77 Magic Votes
Ideas Liked

26 Avg Magic Score
Ideas Not Liked

Magic Score Leaders

59  **Chuck Thompson**

42  **Travis Crittenden**

33  **Gary Storey**

Most Liked Ideas [See more](#)

 Benjamin Sisko <small>System Specialist</small> View profile	 Benjamin Sisko <small>System Specialist</small> View profile	 Benjamin Sisko <small>System Specialist</small> View profile
Integer ut turpis iaculis una molestie tristique sed tincidunt massa. Curabitur faucibus magna vel nunc imperdiet, ut congue enim vestibulum.		
 	22 13 <small>Magic Votes Comments</small>	 
<input type="checkbox"/> You've Voted	<input type="checkbox"/> Comment	<input type="checkbox"/> You've Voted

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<input type="checkbox"/> You've Voted	<input type="checkbox"/> Comment	<input type="checkbox"/> You've Voted

MST Idea Center



Score 3597 Ideas 25 Votes 66 Comments 17

Submit Magic Idea

View Statistics

Most Comments

See more

Grid of four idea cards with titles like 'Lorem Ipsum Dolor Sit Amet' and 'Proin Auctor Sagittis Primis', each showing a user profile and engagement metrics (votes, comments, shares).

Most Votes

See more

Grid of four idea cards with titles like 'Lorem Ipsum Dolor Sit Amet' and 'Vestibulum Posuere', each showing a user profile and engagement metrics.


Recommended

See more

Grid of four idea cards with titles like 'Lorem Ipsum Dolor Sit Amet' and 'Proin Auctor Sagittis Primis', each showing a user profile and engagement metrics.

MST Idea Center

Dashboard






Jonathan Reed

139
magic score

44 votes | 36 comments


[Submit Magic Idea](#)


Leaderboard

-  **255**
80 votes | 79 comments
-  **231**
44 votes | 36 comments
-  **218**
44 votes | 36 comments

Community

68 avg magic score

 **703** magic ideas

 **1264** magic votes

Most Comments

[See more](#)

Proin Auctor Sagittis Primis [View](#)

Nullam luctus porta mi, quis rutrum nulla tempus nec.

Præ eros scelerisque finibus. Donec id suscipit porta neque nec tellus libero, laoreet.

Proin auctor velit in ipsum auctor, ac malesuada erat dapibus. Ut tincidunt fringilla leo. Aliquam dui sapien, sagittis at fringilla vel, laoreet at leo.



71

Vote

12

Comment

75

Share

Proin Auctor Sagittis Primis [View](#)

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Vestibulum Posuere [View](#)

In eu risus quam. Consectetur adipiscing elit. Phasellus imperdiet luctus ullamcorper. Nullam luctus porta mi, quis rutrum nulla tempus nec. Praesent porta neque nec tellus libero, laoreet. Proin auctor velit in ipsum auctor, ac malesuada erat dapibus. Ut tincidunt fringilla leo. Aliquam dui sapien, sagittis at fringilla vel, laoreet at leo. Vestibulum ante ipsum...



11

Vote

59

Comment

17

Share

Most Votes

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37

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16

Comment

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Recommended

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37

Vote

16

Comment

22

Share

M Lab

Overview

See more

Personal Stats: Gary Storey, Overall Score 44, 71 votes, 12 comments, 75 shares

Leaderboard Stats: Top ID, Overall Score 98, 71 votes, 12 comments, 75 shares

Average User Stats: Average, Overall Score 21, 11 votes, 59 comments, 17 shares

Most Comments

See more

Most Comments: Terry Lundgren, 37 votes, 16 comments, 22 shares

Most Comments: Gary Storey, 71 votes, 12 comments, 75 shares

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Most Comments: J David Mitchell, 11 votes, 59 comments, 17 shares

Most Votes

See more

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[New Magic Idea](#)

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- 33 Gary Storey

With Most Votes

[See more](#)

<p>Benjamin Sisko System Specialist View profile</p> <p>Integer ut turpis iaculis urna molestie tristique sed tincidunt massa. Curabitur faucibus magna vel nunc imperdiet, ut congue enim vestibulum.</p> <p>22 13 42 Votes Comments Shares</p>	<p>Benjamin Sisko System Specialist View profile</p> <p>Integer ut turpis iaculis urna molestie tristique sed tincidunt massa. Curabitur faucibus magna vel nunc imperdiet, ut congue enim vestibulum.</p> <p>22 13 42 Votes Comments Shares</p>	<p>Benjamin Sisko System Specialist View profile</p> <p>Integer ut turpis iaculis urna molestie tristique sed tincidunt massa. Curabitur faucibus magna vel nunc imperdiet, ut congue enim vestibulum.</p> <p>22 13 42 Votes Comments Shares</p>
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With Most Comments

[See more](#)

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With Most Shares

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M Lab

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- 05** Magic Score Ideas Not Liked
- 19** Comments Posts Discussed

[View My Ideas](#)

[Submit an Idea](#)

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Most Liked Ideas See more

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Vote Comment **22** Magic Votes **13** Comments

Benjamin Sisko
System Specialist
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You've Voted Comment **22** Magic Votes **13** Comments

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Most Discussed Ideas See more

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You've Voted Comment **22** Magic Votes **13** Comments

Lorem Ipsum Dolor Sit Amet

Consectetur adipisicing elit. Phasellus imperdiet luctus ullamcorper. Nullam luctus porta mi, quis rutrum nulla tempus nec. Praesent porta neque nec tellus suscipit feugiat. Duis eu nunc sit amet neque iaculis condimentum. In eu risus quam. Sed et tincidunt mauris, nec tincidunt massa. Etiam mollis volutpat pharetra. Proin a aliquet mi, a dignissim nisl. Mauris sit amet velit eget eros scelerisque finibus. Donec id suscipit porta neque nec tellus libero, laoreet. Proin auctor velit in ipsum auctor, ac malesuada erat dapibus. Ut tincidunt fringilla leo. Aliquam dui sapien, sagittis at fringilla vel, laoreet at leo. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae, vestibulum...

Vote **37**

Comment **16**

Share **22**

Vestibulum Posuere

In eu risus quam. Consectetur adipisicing elit. Phasellus imperdiet luctus ullamcorper. Nullam luctus porta mi, quis rutrum nulla tempus nec. Praesent porta neque nec tellus suscipit feugiat. Duis eu nunc sit amet neque iaculis condimentum. In eu risus quam.

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Vote **11**

Comment **59**

Share **17**

Proin Auctor Sagittis Primis

Nullam luctus porta mi, quis rutrum nulla tempus nec.

Praesent porta neque nec tellus suscipit feugiat. Duis eu nunc sit amet neque iaculis condimentum. In eu risus quam. Sed et tincidunt mauris, nec tincidunt massa. Etiam mollis volutpat pharetra. Proin a aliquet mi, a dignissim nisl. Mauris sit amet velit eget eros scelerisque finibus. Donec id suscipit porta neque nec tellus libero, laoreet.

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Vote **71**

Comment **12**

Share **75**



GameChangers 2017

Sponsor: The Herald's ERG
Start Date: 4/17/2017 **End Date:** 4/28/2017

What innovative ideas could help Macy's become a more agile company? 'Agility' is defined as the ability to move quickly and easily. In the constantly changing world we live in, it is becoming increasingly more important for businesses to be agile. How can we utilize all of Macy's resources to more quickly adapt to our customers' or our employees' wants and needs?



Macy's Cognitive Analytics Hackathon

Sponsor: Macys and IBM
Start Date: 4/10/2017 **End Date:** 4/23/2017

Macy's Cognitive Analytics Hackathon is being organized in partnership with IBM on **May 2nd** and **May 3rd**. This is about realizing your idea through creativity, passion and collaboration. IBM Bluemix and Watson together provide the platform and framework with a flexible compute options and API's.

Do you have an idea that can be an enabler for business in the areas of Cognitive Analytics or enriching the shopping experience of a customer online or in store, please submit your ideas before 4/29.



GameChangers 2017

Sponsor: The Herald's ERG

2 1 1

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Expires In:

13 Days 19 Hours 35 Min 35 Secs

Ideas

Filter Sort Newest

Submit Your Idea

mobile enhancement

According to a recent article posted in the Innovation Yammer group, it is all about the experience and being able to share that experience. Connect users to an experience with our mobile app that is engaging through a visual interactive option for selecting items and we can increase mobile purchasing powerEnhancement Idea for Mobile App: 1.

Maita Winick

LIKES 0 COMMENTS 1

TEST

[[Description]]

Kristen McDonald

LIKES 1 COMMENTS 0



BROWSE

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mobile enhancement

According to a recent article posted in the Innovation Yammer group, it is all about the experience and being able to share that experience. Connect users to an experience with our mobile app that is engaging through a visual interactive option for selecting items and we can increase mobile purchasing power

Enhancement Idea for Mobile App:

1. Dress a virtual maniquin with items that you are considering for purchase

Allow the user to create a Avatar with their size dimensions and than they can select clothing from Macy's assortments online to dress their Avatar. This will allow them to instantly see their purchases.

2. Instant share

Allow the user to instantly share their Dressed to Impress Avatar on Instagram and other social media - this will not only drive engagement with the user, but promote Macy's brand across social media and drive more traffic back to our mobile app.

3 3D Store - Virtual My Stylist

drive users who do not want to go to the brick and mortar into the stores through virtual store technology. Can be used to highlight key assortments and accessories. good example: virtualshopping.com

by Marta Wilmoth at

Like Comment ...

1 comment



Marta Wilmoth Looks like great minds are thinking this same thing. Found similar idea won idea of the year :) Hope that the AR idea makes it to market

Thursday, April 13, 2017 Edit

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Title *

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Attachment

Please upload pictures, documents or videos that may relate to your idea.

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