



my★macy's
portal

The Enterprise Navigation Bar

Analysis and Proposals for “Strategic Initiatives” Tab

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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.

THANK YOU
for your support
of United Way!

My Links

Merchandising Applications

01. a3
02. Landing Page : Allocation - a3
03. Affinity/PO Comparison Report
04. Pool Stock DC Worksheet
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

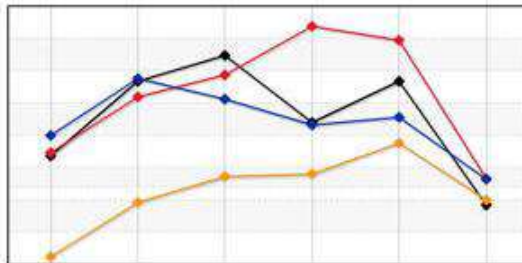
>> Portal Home > Strategic Initiatives



Strategic Initiatives

My Customer

Merchant Omnisync
Stores
MCOM
Success Stories



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Omnichannel

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Omnichannel Merchant Omnisync Stores MCOM Success Stories

>> Portal Home > Strategic Initiatives > Omnichannel

Omnichannel

Overview



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The screenshot shows the my★macy's portal interface. At the top left is the logo "my★macy's PORTAL". To the right of the logo are links for "My Site", "Links", and "Help & Support". A search bar with the placeholder text "Search this site..." and a "Search" button is located on the right side. Below the search bar is a navigation menu with the following items: Home, Communications & News, IFS, Systems Development, Tools & Apps, Departments, Human Resources, and Strategic Initiatives. A secondary navigation bar below this contains: Omnichannel, Merchant Omnisync (highlighted), Stores, MCOM, and Success Stories. Below the navigation bars is a breadcrumb trail: "» Portal Home > Strategic Initiatives > Omnichannel > Merchant Omnisync". To the right of the breadcrumb trail are social media icons for Facebook and Twitter. The main content area below the breadcrumb trail has the heading "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.