

Natasha Chernavska's Macy's Design Test

Thought Process

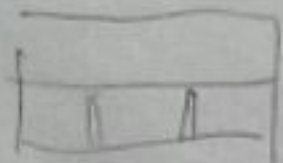
① Slides / 1st. slide

brand
mike

② Short menu

③ Floating banner
with offer

④ Full width



Checker board

⑤ Influencers blog

⑥ Current deals block carousel

Deal calendar

signup

bestsellers

Wish you
ADD \$699

Beauty / women / men / kids / beauty name / all dept

menu

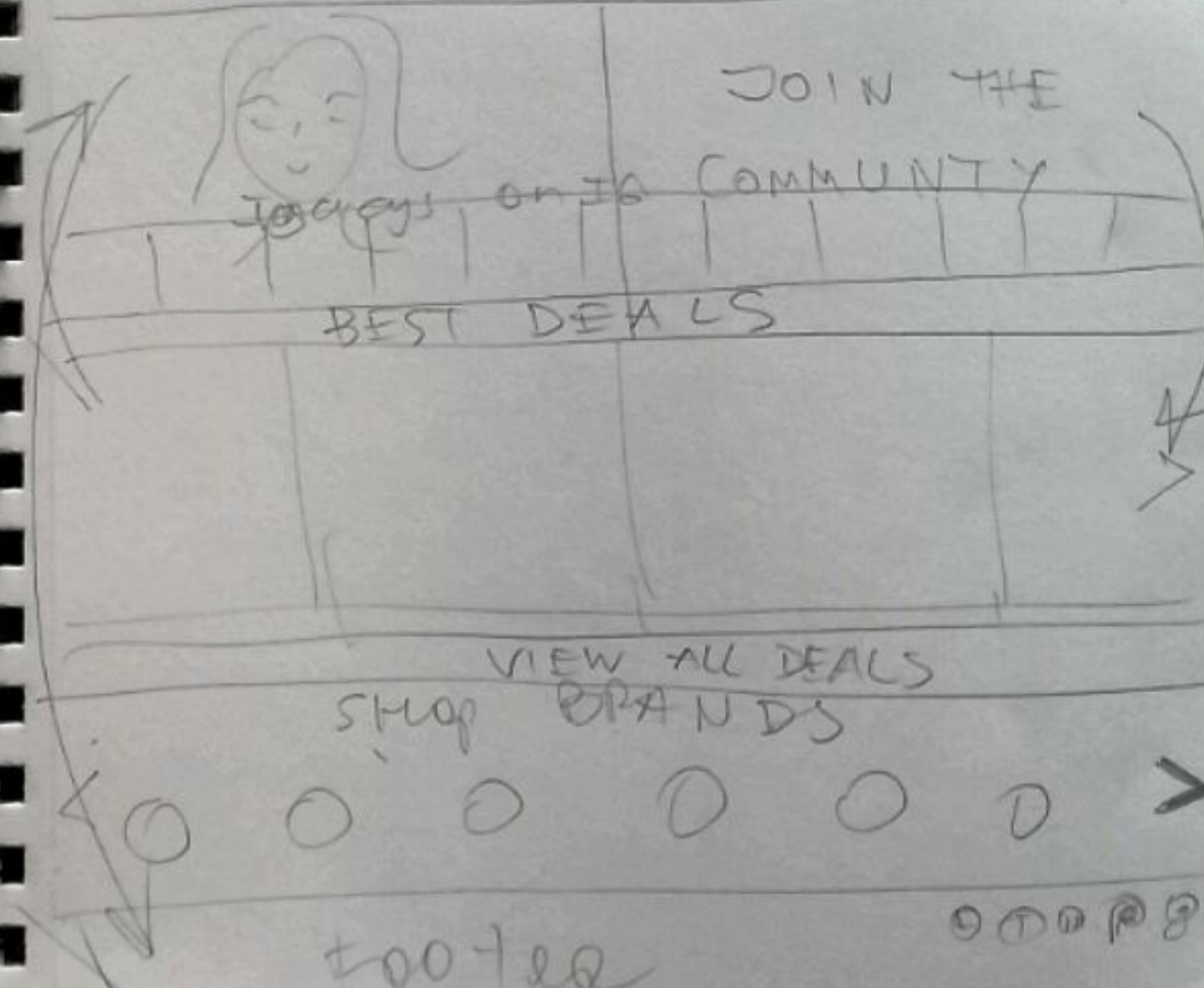
① Shop all best

② My Macys → Have unique shopping experience
New my Macys personalized

③ New Collections

Shop Beauty!

④ Created for ... Macy's



Design Strategy:

- Macy's logo in the middle of the page persistent across site
- Prefer engaging and warm Macy's Red as a main color
- Start with enticing image in warm colors with an attractive call to action
- Slider with focus on customer experience and key trends with airy images full of light
- Out of the way but persistent flyout menus
- Accent on immediate products, not categories
- Focus on community
- Engaging interaction


Wireframing



1ST SLIDER LEAD

CALL TO ACTION


BESTSELLERS BLOCK HEADER

		 <p>PRODUCT NAME</p> <p>♥ Wishlist View Product</p> <p>ADD \$PRICE</p>	
			<p>ALL BESTSELLERS BUTTON</p>

BRANDS BLOCK HEADER

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MACY'S COMMUNITY BLOCK HEADER

<p>INFLUENCER CTA</p> <p>FIND OUT MORE ></p>	<p>INFLUENCER VIDEO SNIPPET</p>
<p>INFLUENCERS' INSTAGRAM IMAGES</p> 	

DEALS BLOCK HEADER

DEAL	DEAL	DEAL	VIEW ALL DEALS
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EMAIL SIGNUP LEAD

YOUR EMAIL	SIGN UP
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Customer Service
 Help & FAQs
 Order Tracking
 Shipping & Delivery
 Returns
 Contact Us
 Para Ayuda
 US Change Country


Macy's Credit Card
 Macy's Card Services
 Pay Your Credit Card Bill
 Cardholder Benefits
 Apply for Macy's Credit Card

Macy's Stores
 Stores & Services
 Locations & Hours
 Store Events
 Catalogs
 Tell Us What You Think
 Macy's Backstage
 My Stylist Personal Shopping

Macy's Inc
 Corporate Site
 MacysJOBS
 Press Room
 Investors

Stay Connected



Get The Macy's App Today
 Learn More

PRODUCT IMAGE SLIDER



Brand name
Product Name
Product Category
Product Info.

★★★★★ Reviews count

Special
Special



Complete Design



SUMMER COLLECTION IS IN!

SHOP ALL SUMMER

BESTSELLERS

COCO CHANEL 3.4 FL OZ
Wishlist COC View Product
ADD \$89.90

SHOP ALL
★ macy's
BESTSELLERS

BRANDS



MACY'S COMMUNITY

BECOME A
★ macy's
INFLUENCER
FIND OUT MORE >

MACY'S DEALS

FREE SHIPPING ON ALL ORDERS!
Applies to select merchandise.
View details & exclusions.
No promo code
Ends: 07/17/2018

ESTÉE LAUDER GIFT WITH PURCHASE
FREE 7-Pc. gift with any \$35 Estée Lauder purchase
SHOP NOW

5 FOR \$30 DKNY PANTIES
No promo code
Ends: 07/17/2018
SHOP NOW

VIEW ALL
★ macy's
DEALS

SIGN UP FOR MACY'S DEALS EMAIL AND **GET 20%** OFF YOUR NEXT PURCHASE

YOUR EMAIL

SIGN UP

Customer Service
Help & FAQs
Order Tracking
Shipping & Delivery
Returns
Contact Us
Para Ayuda
US Change Country

Macy's Credit Card
Macy's Card Services
Pay Your Credit Card Bill
Cardholder Benefits
Apply for Macy's Credit Card

Macy's Stores
Stores & Services
Locations & Hours
Store Events
Catalogs
Tell Us What You Think
Macy's Backstage
My Stylist Personal Shopping

Macy's Inc
Corporate Site
MacysJOBS
Press Room
Investors

Stay Connected



Get The Macy's App Today
Learn More



MYMACY'S SHOPPING - SET UP YOUR UNIQUE EXPERIENCE

FIND OUT MORE ABOUT MYMACY'S





CREATED EXCLUSIVELY FOR
MACY'S

VIEW ALL MACY'S COLLECTIONS

- DEALS & SALE
- BACK TO SCHOOL
- TRENDS
- WOMEN**
- MEN
- KIDS
- SHOES
- BEAUTY
- HANDBAGS
- JEWELRY
- WATCHES
- HOME
- PLUS&PETITE
- JUNIORS
- BABY

Women's Clothing

- New Arrivals
- Activewear
- Basics
- Blazers
- Bras, Panties & Lingerie
- Coats
- Contemporary Clothing
- Designer Clothing
- Dresses
- Jackets
- Jeans
- Jumpsuits & Rompers
- Leggings
- Maternity
- Pajamas, Robes & Loungewear
- Pants & Capris
- Shorts
- Skirts
- Suits & Suit Separates
- Sweaters
- Swimwear
- Tights, Socks & Hosiery
- Tops
- Vests
- Wear To Work
- All Women's Clothing

Beauty

- Makeup
- Perfume
- Skin Care
- All Beauty

Jewelry & Watches

- Fashion Jewelry
- Fine Jewelry
- Watches
- All Jewelry & Watches

Handbags & Accessories

- Belts
- Handbags
- Scarves & Wraps
- Sunglasses By Sunglass Hut
- Tights, Socks, & Hosiery
- All Handbags & Accessories

Women's Shoes

- Athletic Shoes
- Boots
- Flats
- Heels
- Sandals
- All Women's Shoes

Bras, Panties & Lingerie

- Bras
- Panties
- Shapewear
- All Bras, Panties & Lingerie

Women's Brands

- Alfani
- Calvin Klein
- Free People
- INC International Concepts
- Lauren Ralph Lauren
- MICHAEL Michael Kors
- Nike
- Style & Co
- Tommy Hilfiger
- Vince Camuto
- See All Brands

Special Sizes

- Juniors
- Maternity
- Plus Sizes
- Petites
- Petite Plus Sizes

New & Noteworthy

- Adidas
- Back To School
- It List - Trends

Featured Shops

- #Macyslove Photo Gallery
- Dress Destination
- Sports Fan Shop By Lids
- Swimwear Style Guide
- The Fur Vault
- The Wedding Shop
- The Workshop At Macy's
- Wear What Works
- What To Wear Underneath

Services

- Bridal Salon By Demetrios
- LensCrafters
- Beauty Services
- My Stylist

WINTER COLLECTION IS IN!

SHOP ALL SUMMER

BESTSELLERS



Your cart is empty

MENU

SUMMER COLLECTION IS IN!

SHOP ALL SUMMER

BESTSELLERS



COCO CHANEL 3.4 FL OZ

Wishlist View Product



SEARCH MACY'S

MENU

SUMMER COLLECTION IS IN!

SHOP ALL SUMMER

BESTSELLERS



YOUR EMAIL

PASSWORD

SIGN IN TO MYMACY'S

Forgot Password?

Sign Up

SUMMER COLLECTION IS IN!

SHOP ALL SUMMER

BESTSELLERS



COCO CHANEL 3.4 FL OZ

Wishlist View Product

Charter Club Damask Designs

Watercolor Medallion Bedding Collection

Created for Macy's

Transform any bedroom into a tranquil retreat with the beautiful medallion motif and bracing hues of this Damask Designs bedding collection from Charter Club.

- Sets include: comforter or duvet and one or two shams
- Colors: white ground with glacier accents
- Select specific item for fabrication, size and dimensions details.
 - Comforter sets: cotton; polyester fill Duvet sets and shams: all cotton Thread count: 300 Decorative pillow: cotton; polyester decoration and insert Thread count: 110
 - Wash in commercial washer. Machine wash cold, gentle cycle with like colors. Only non-chlorine bleach when needed. Tumble dry low. Warm iron when needed.
 - Imported
 - Savings Based On Offering Prices, Not Actual Sales
 - Web ID: 5476182

★★★★★ 64 Reviews

Free ship at \$0

Bonus Value \$200

SHOP COLLECTION ▾

