



Best Macy's Experience

Strategic Narrative for Mobile App Reinvention

Presented by Thomas Misner to the Macy's Board of Directors and Macys.com Senior Leadership on April 6, 2016

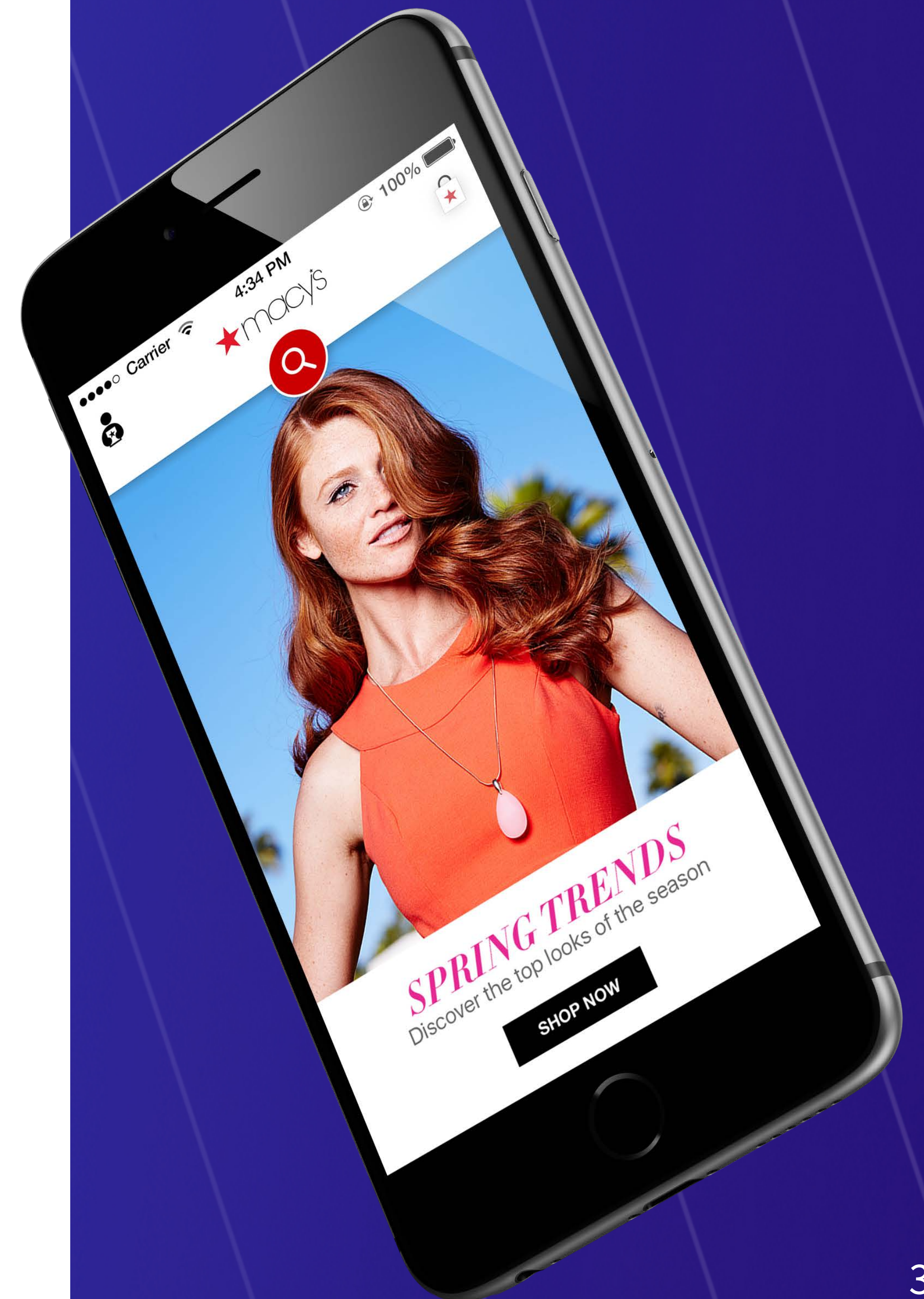
With over 170 years of history **Macy's is one of the world's most iconic retail brands.** Long a destination for shoppers the world over, its flagship Herald Square location in addition to its over 500 stores nationwide represent physical shopping opportunities to millions of customers daily. Moreover, the Macys.com website and other digital properties see over 50m monthly visitors. In 2016, the key demographic of female shoppers aged 30-49 represented the “Best Macy's Customer.” These customers began their journey online, statistically spent more, and were motivated to download the Macy's app. Leadership asked Creative, User Experience and Product Management to create an experience deserving of these most engaged customers.

From this direction, the “Best Macy's Experience,” or BME, was born.

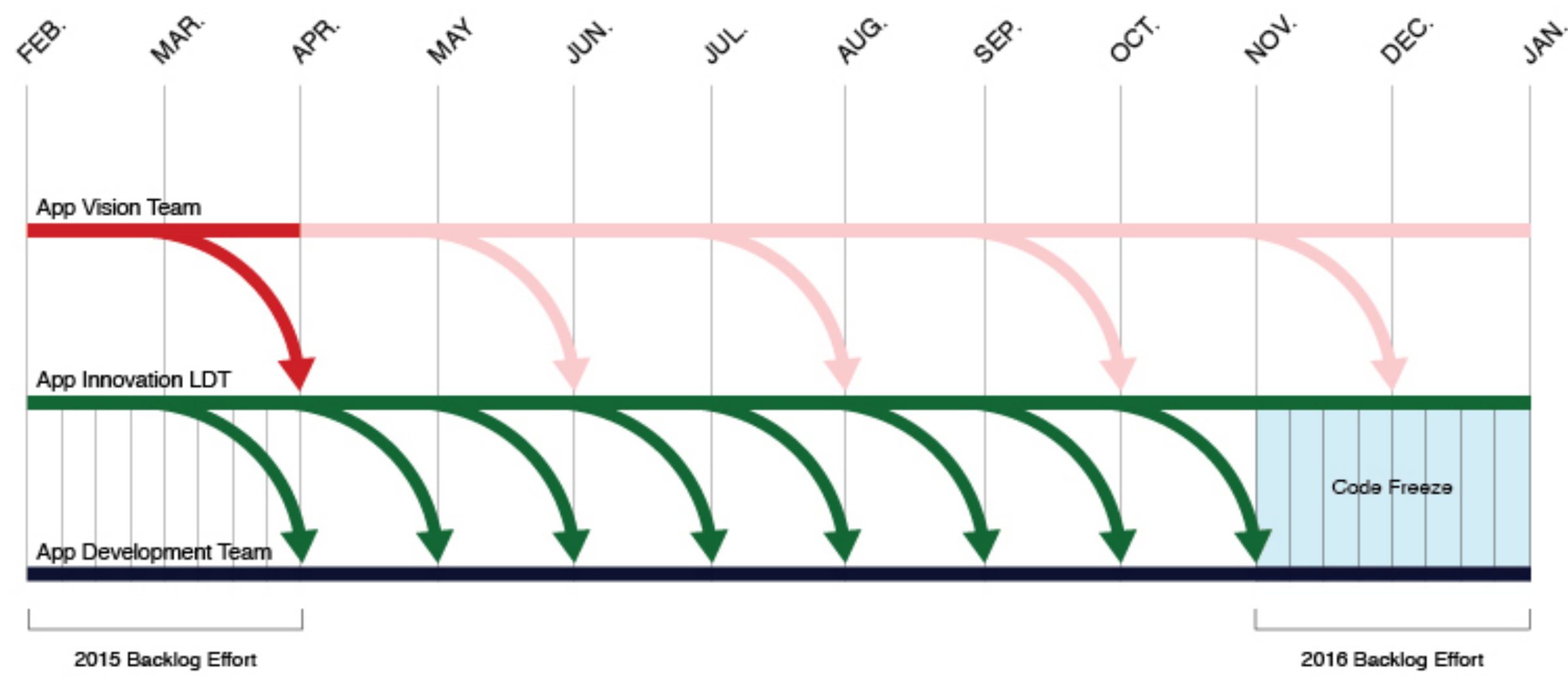


OBJECTIVES

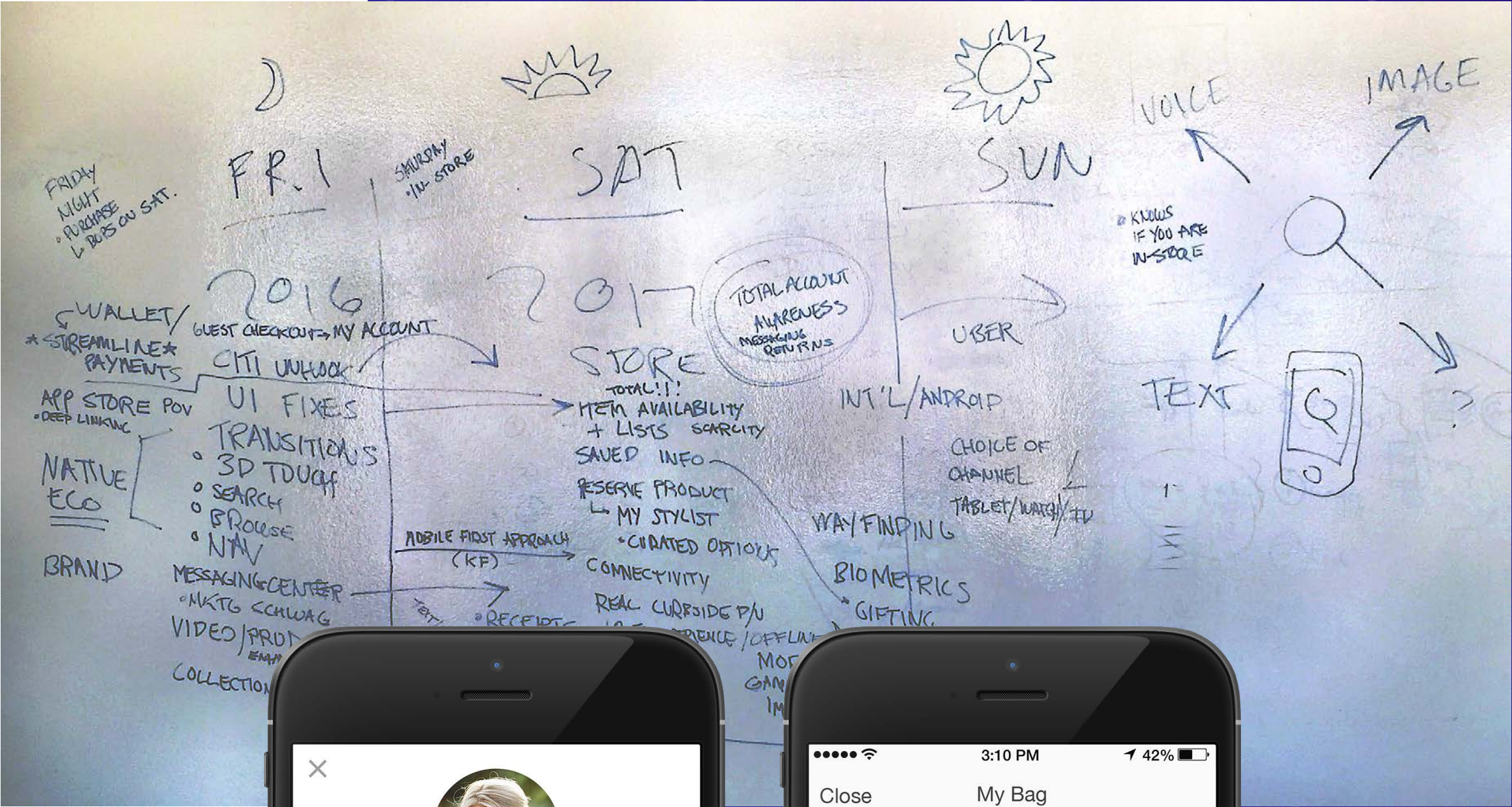
- **Set the Stage:** Produce a proper foundation with aligned features, roadmap, and future state vision to achieve results today while accelerating innovations of tomorrow
- **Revitalize the App:** Deliver the *Best Macy's Experience* for our most engaged customers across all channels on the device closest to them at all times
 - In store
 - Near store
 - In the customer's daily life
- **Build a Roadmap:** Tie together efforts with meaningful builds and enhancements that deliver now but also work towards the future
- **Get Results for 2016:** Sheer off scope, foundation, and features that don't deliver on customer needs
- **Unify Ideals & Build Efficiently:** Unify the efforts of the team around a common vision with a plan for achievement supported by executive direction and buy-in



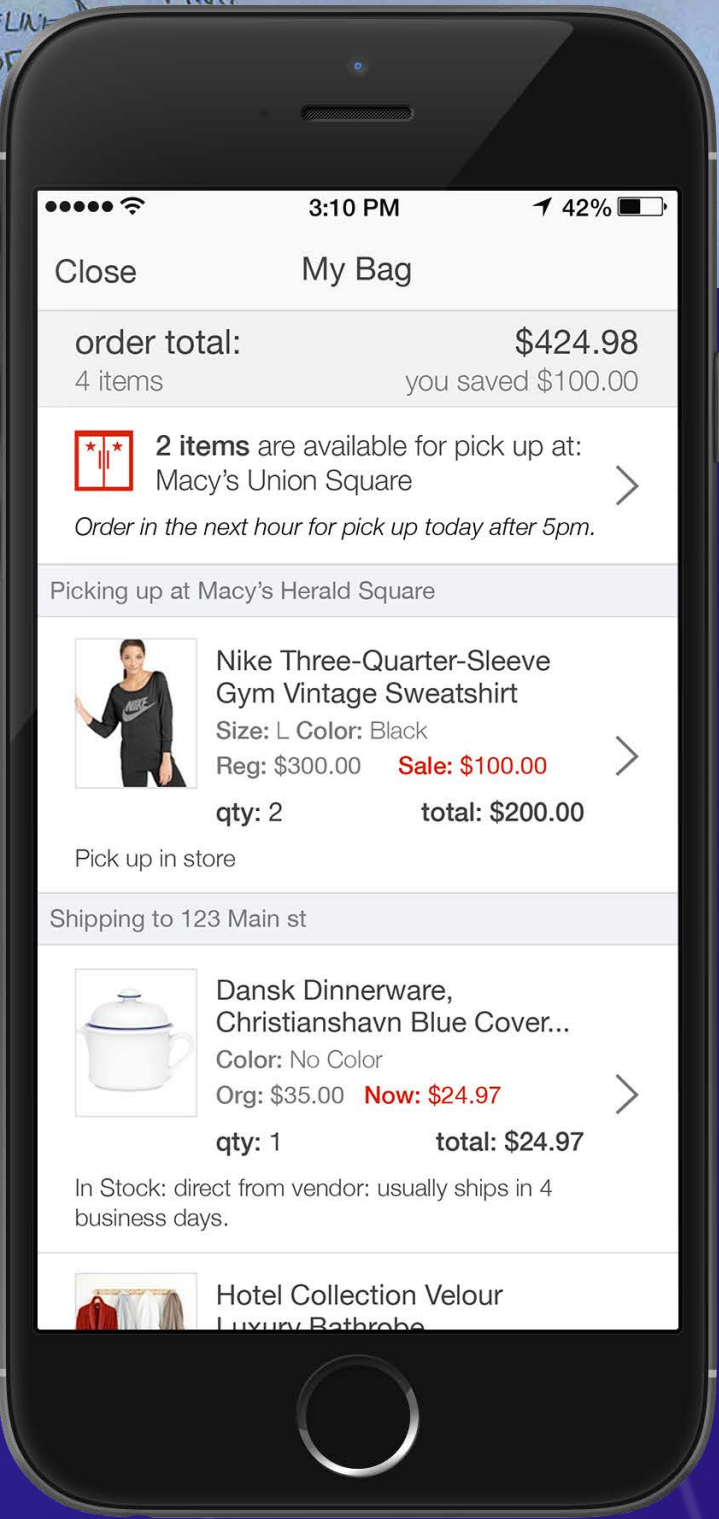
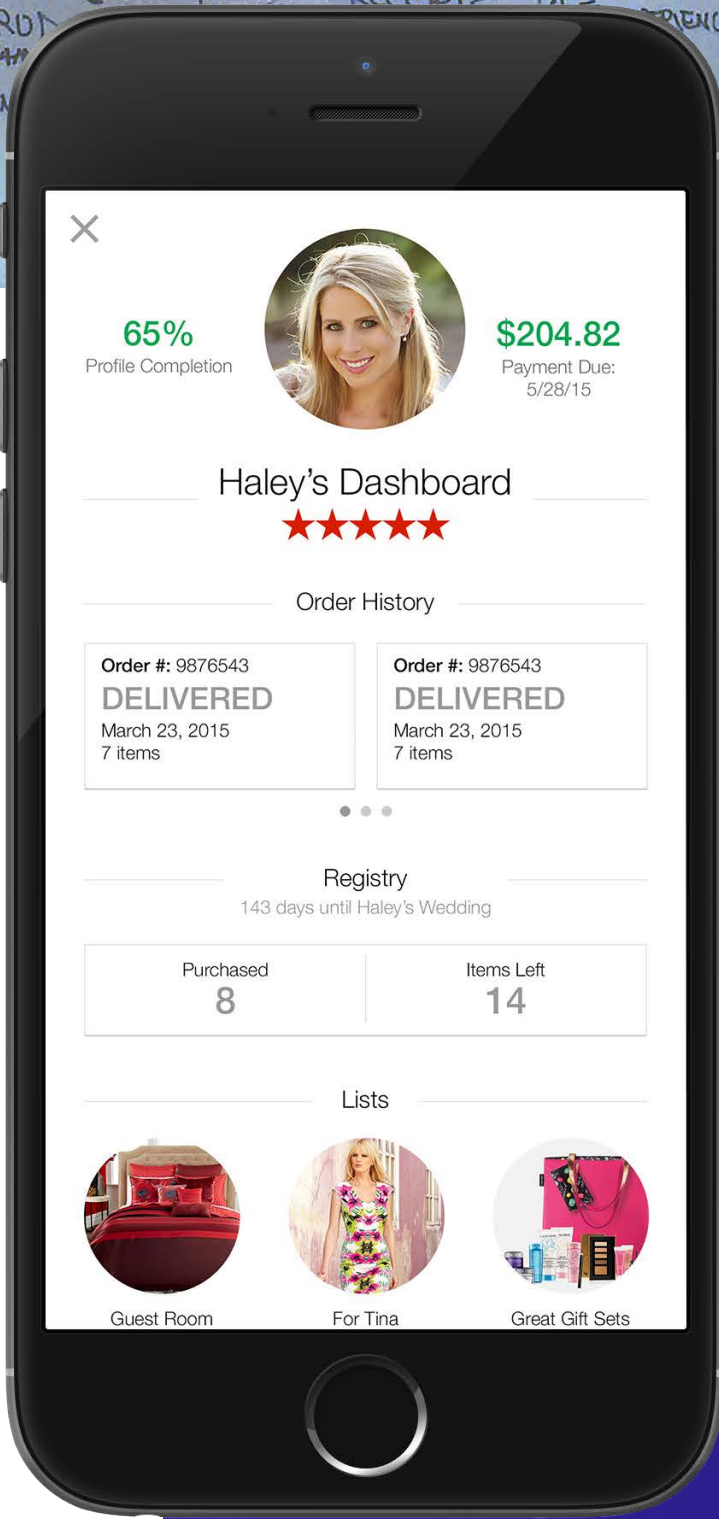
PLANNING



- **Work Stream 1:** App Vision Team
 - Build app prototype and supporting narrative
 - Theme: “A Magic Weekend”
- **Work Stream 2:** App Innovation Lean Development Team
 - Analysis of current state/sheer off scope/gain alignment
- **April Presentation:** Socializing for feedback
- **Next:** Tweak prototype/lock down roadmap for 2016–2017
- **Q2-Q4:** Product enhancements based on roadmap
- **Beyond:** Iterate based on roadmap and learning from testing



Enhanced Customer Dashboard



Mixed Bag (In-store & Online Items)

PRESENTATION STAGING

Designed to be immersive, the presentation was comprised of the following elements:

- **Presenter**

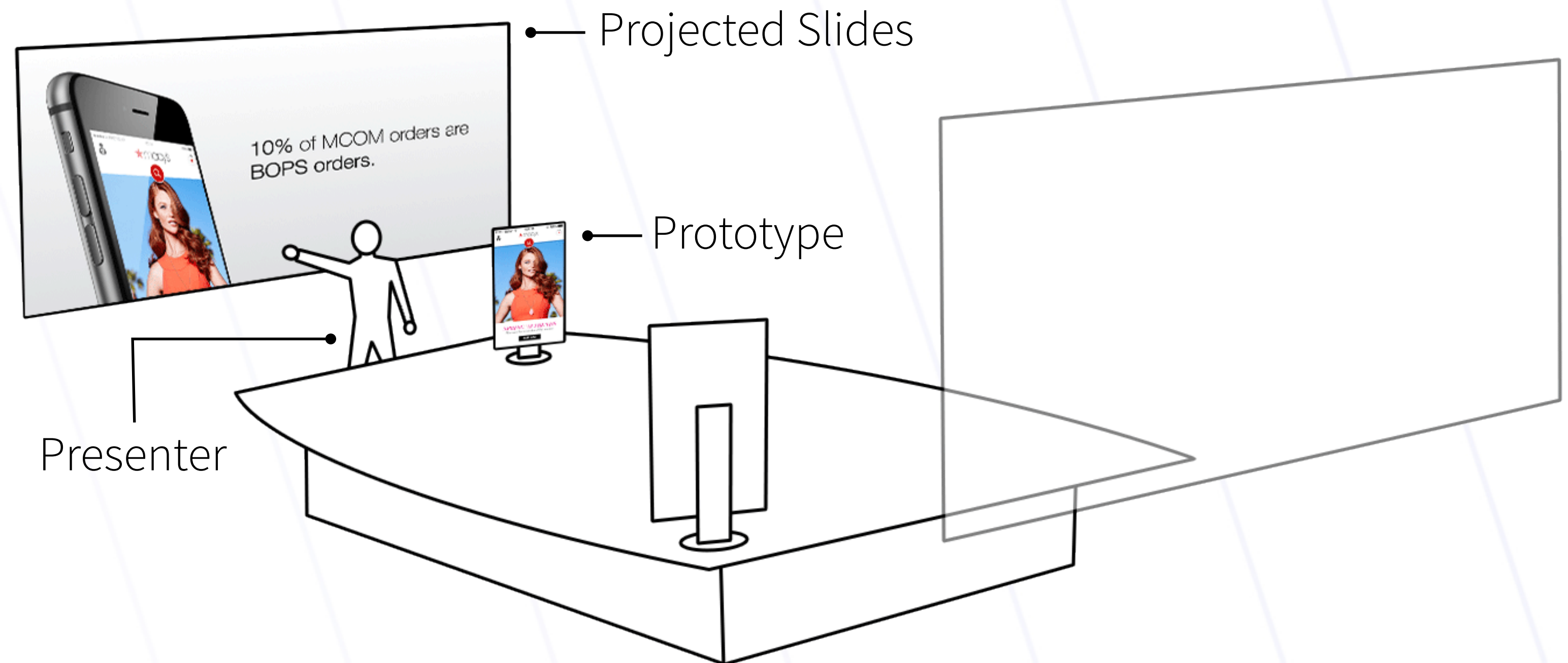
- Shared the narrative, gave voice to the slides, and detailed the activities on screen

- **Prototype**

- Built internally, displayed in portrait mode, and interacted with in real-time to illustrate the narrative

- **Projected Slides**

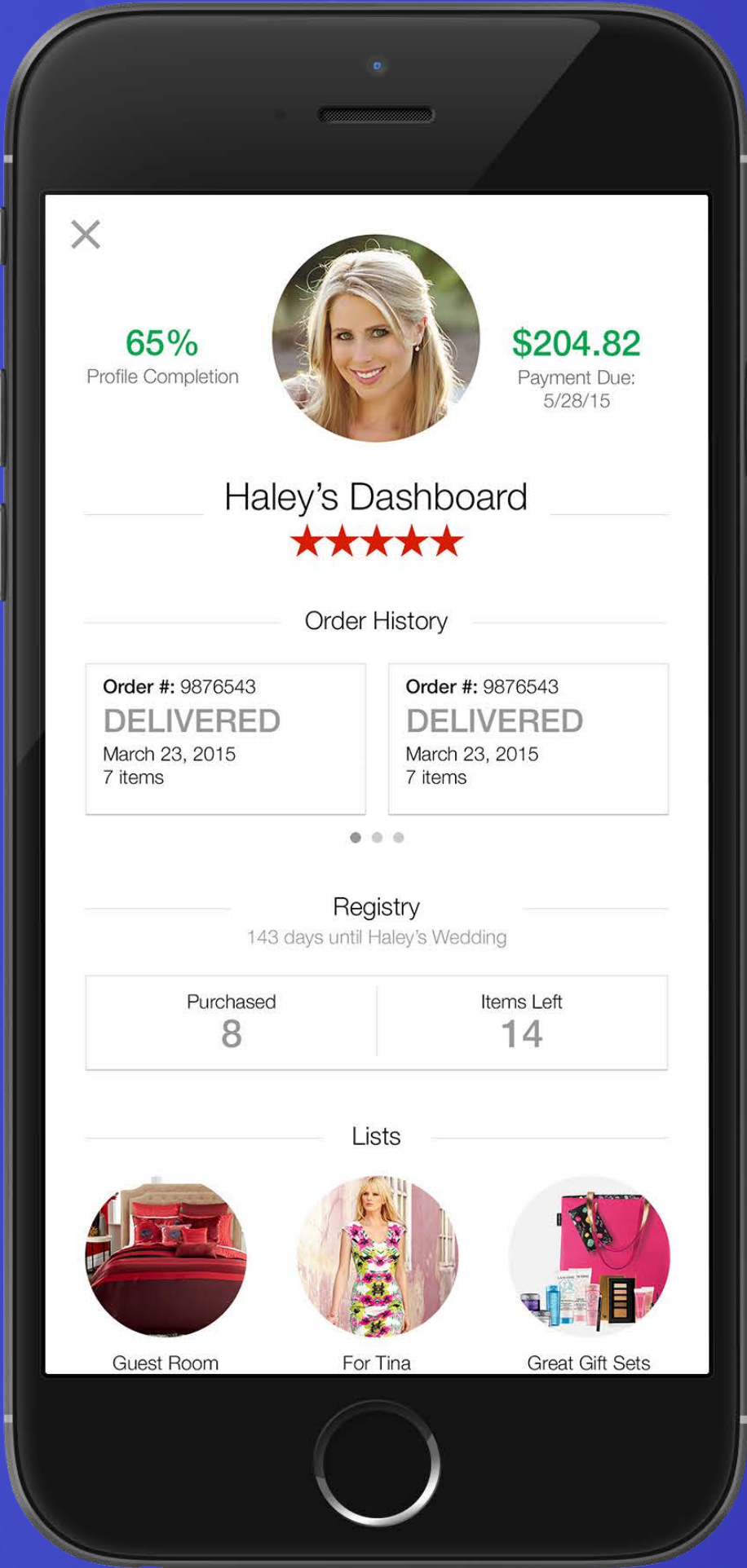
- Sourced from the User Experience Research Team, provided data supporting our recommendations



STRATEGIC NARRATIVE FRAMEWORK

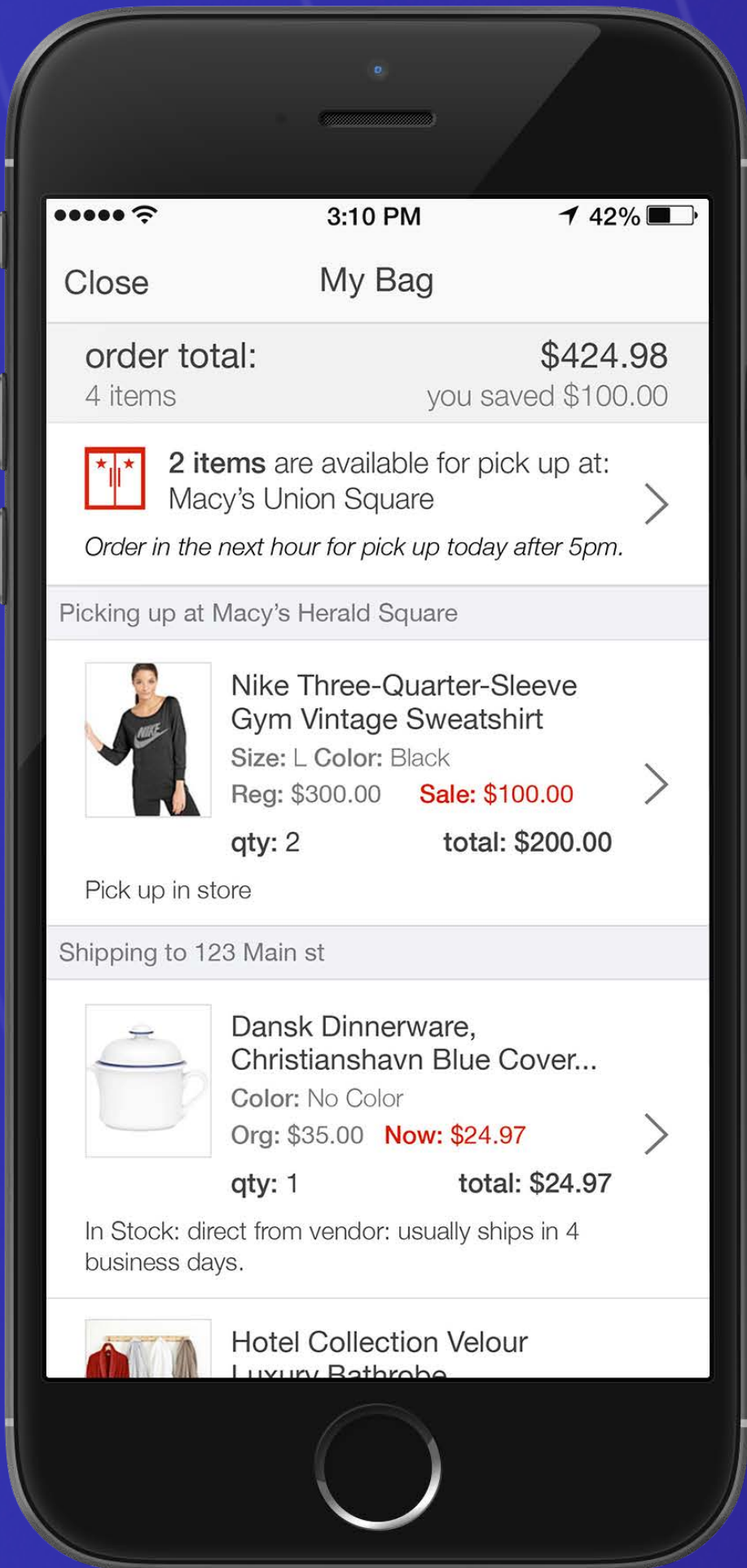
Friday Night (2016)

The Best Customer Experience:
Foundational Improvements



Saturday Afternoon (2017)

Rediscovering the Store Experience:
Strategic Enhancements



Sunday Morning (2020)

“We’re a part of your life”:
Vision of the Future

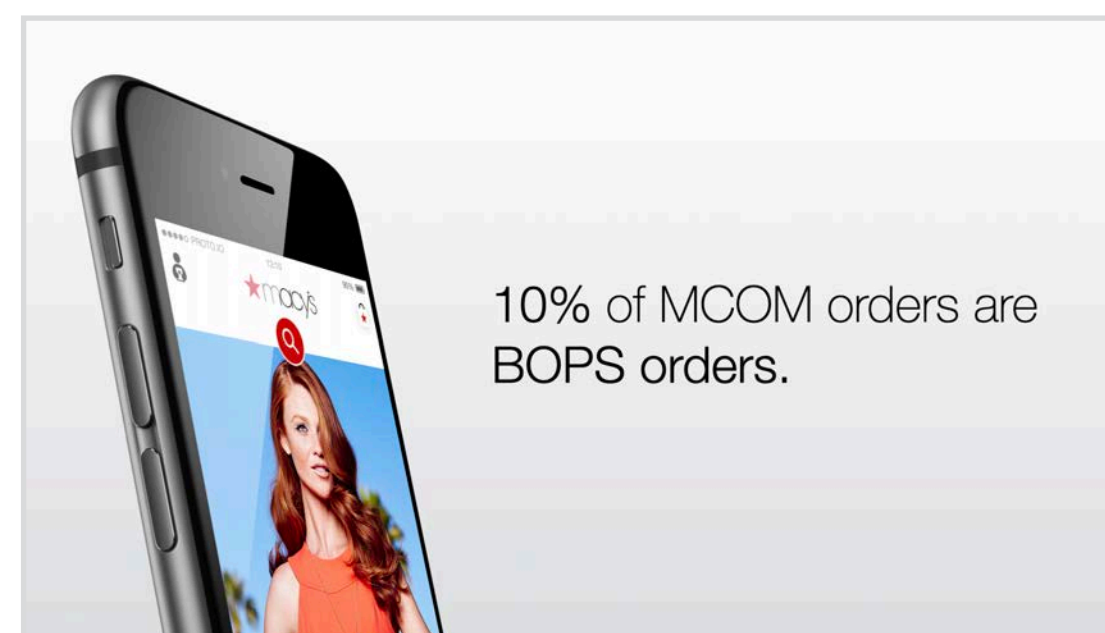
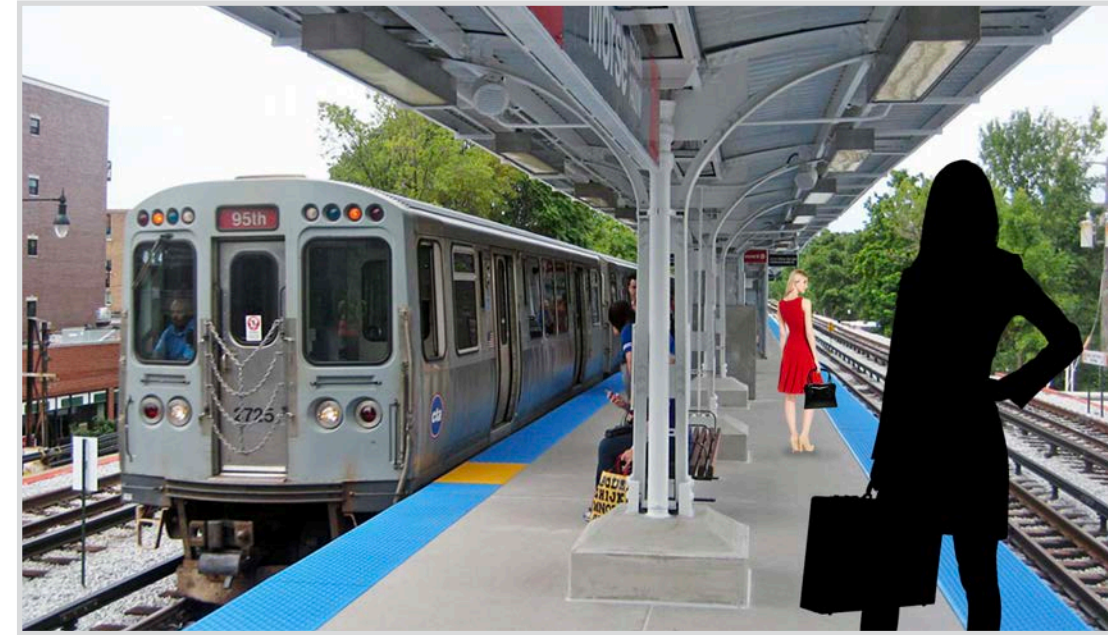


FRIDAY NIGHT - 2016

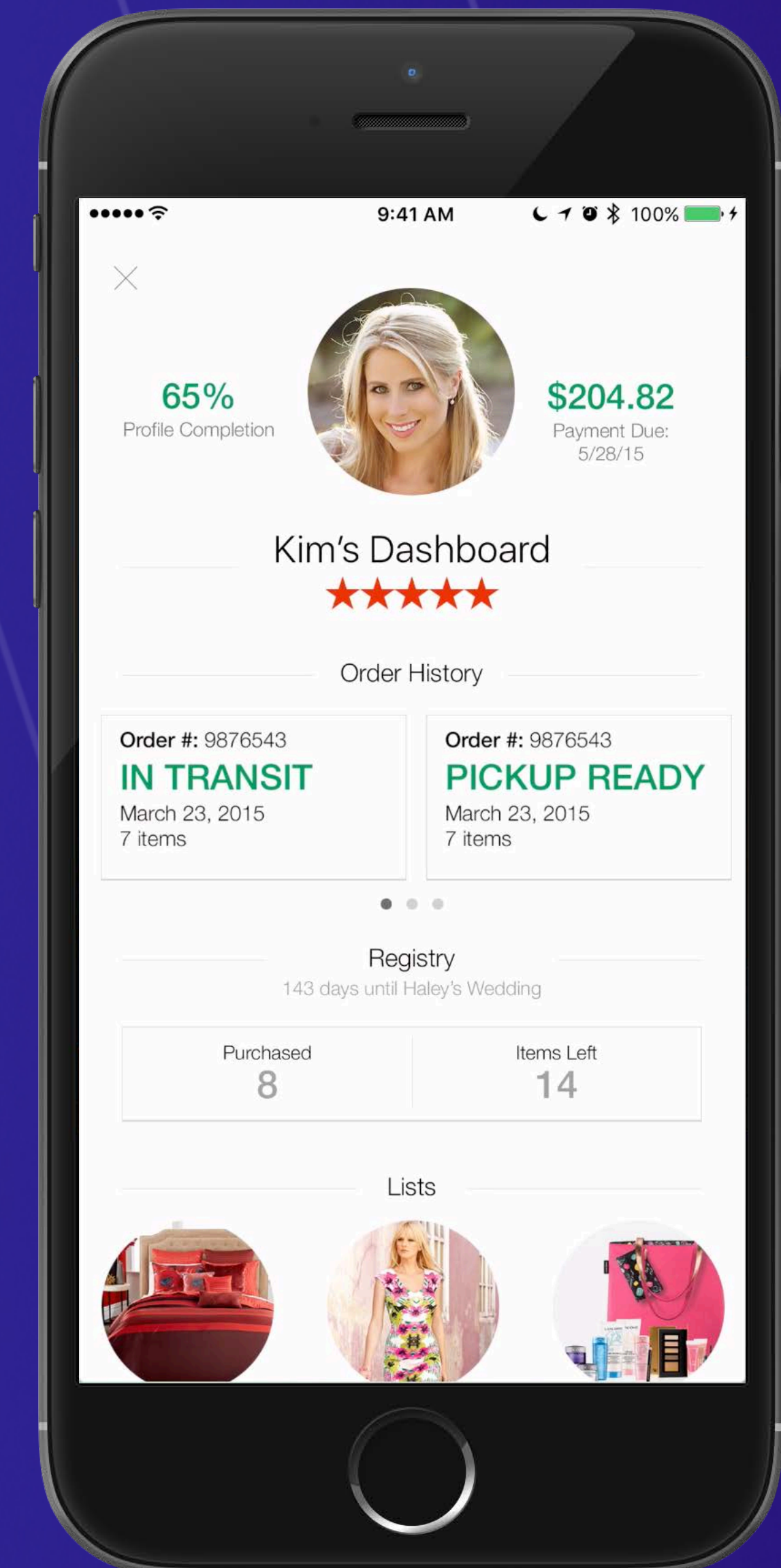
Beginning with our narrative for “Friday Night, 2016,” we intended to deliver on immediate foundational improvements to the Macy’s App. These included:

- **Image Search**
 - Easily find items in our catalog just by snapping a picture
- **My Account**
 - Swipe up to view updates via an always-available dashboard
- **Touch ID**
 - Pay your bill with the touch of a finger
- **Product Display Page**
 - Rich, detailed and shareable
- **Buy Online Pickup in Store (BOPS)**
 - Convenient and flexible fulfillment

Slides



Prototype



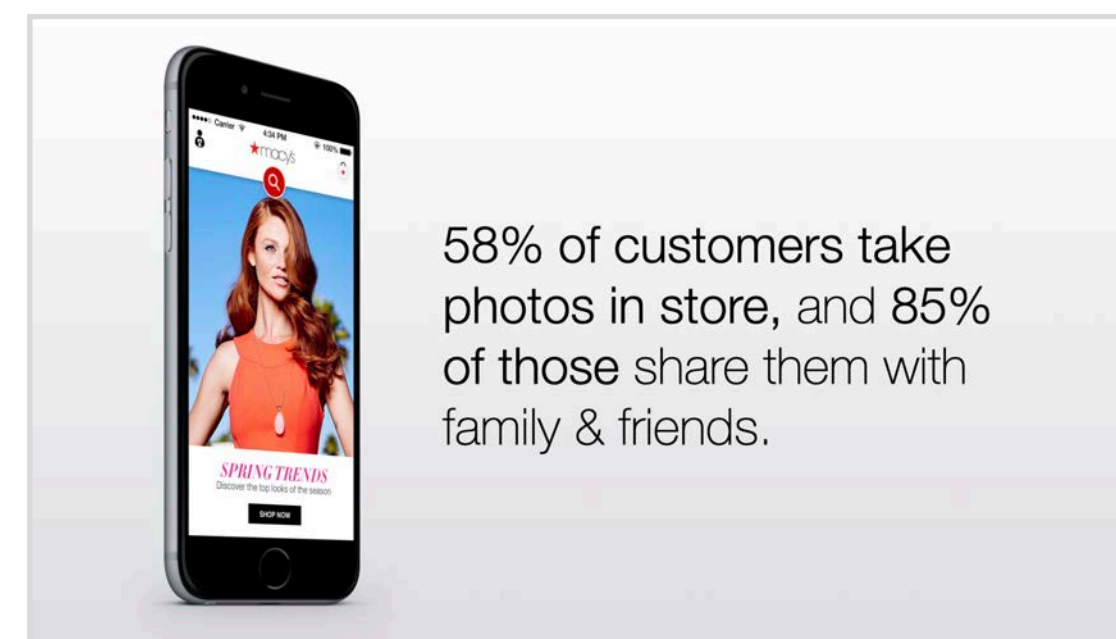
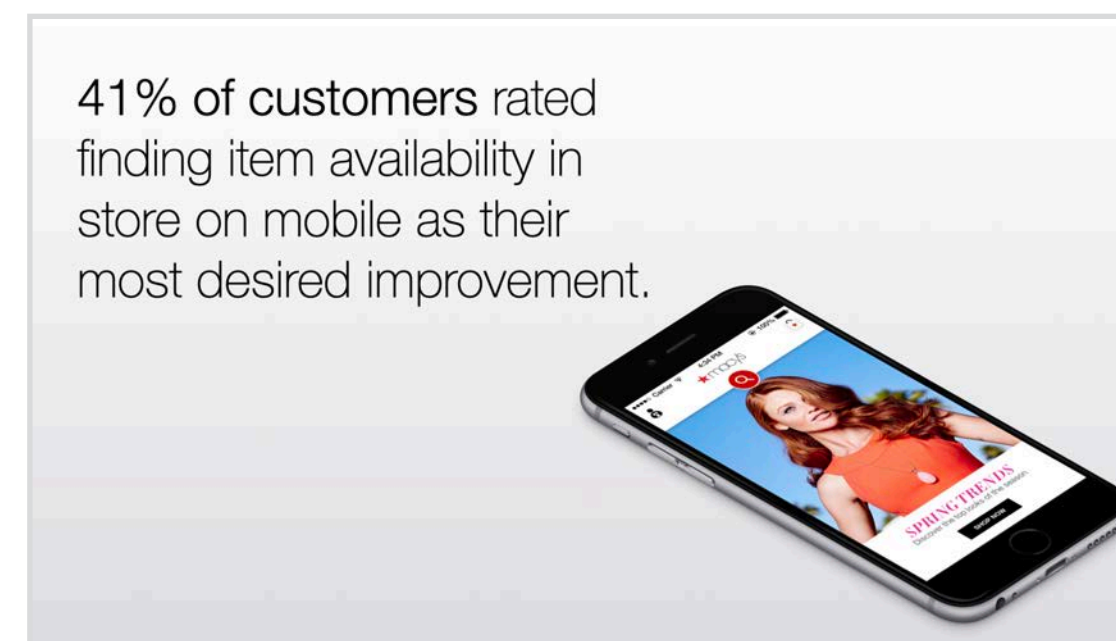
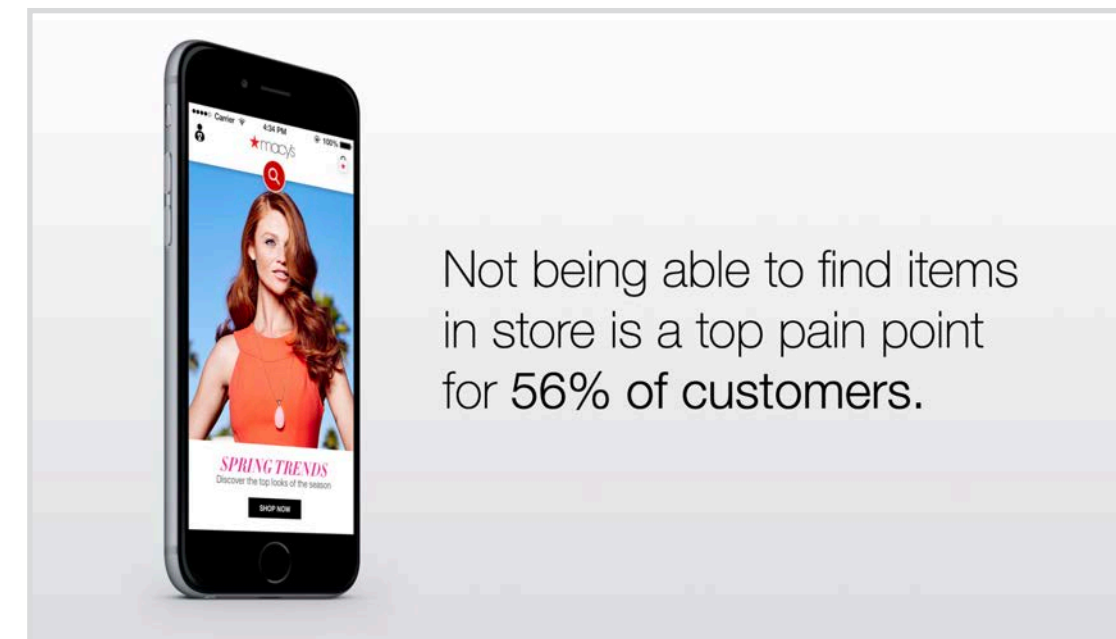
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SATURDAY AFTERNOON - 2017

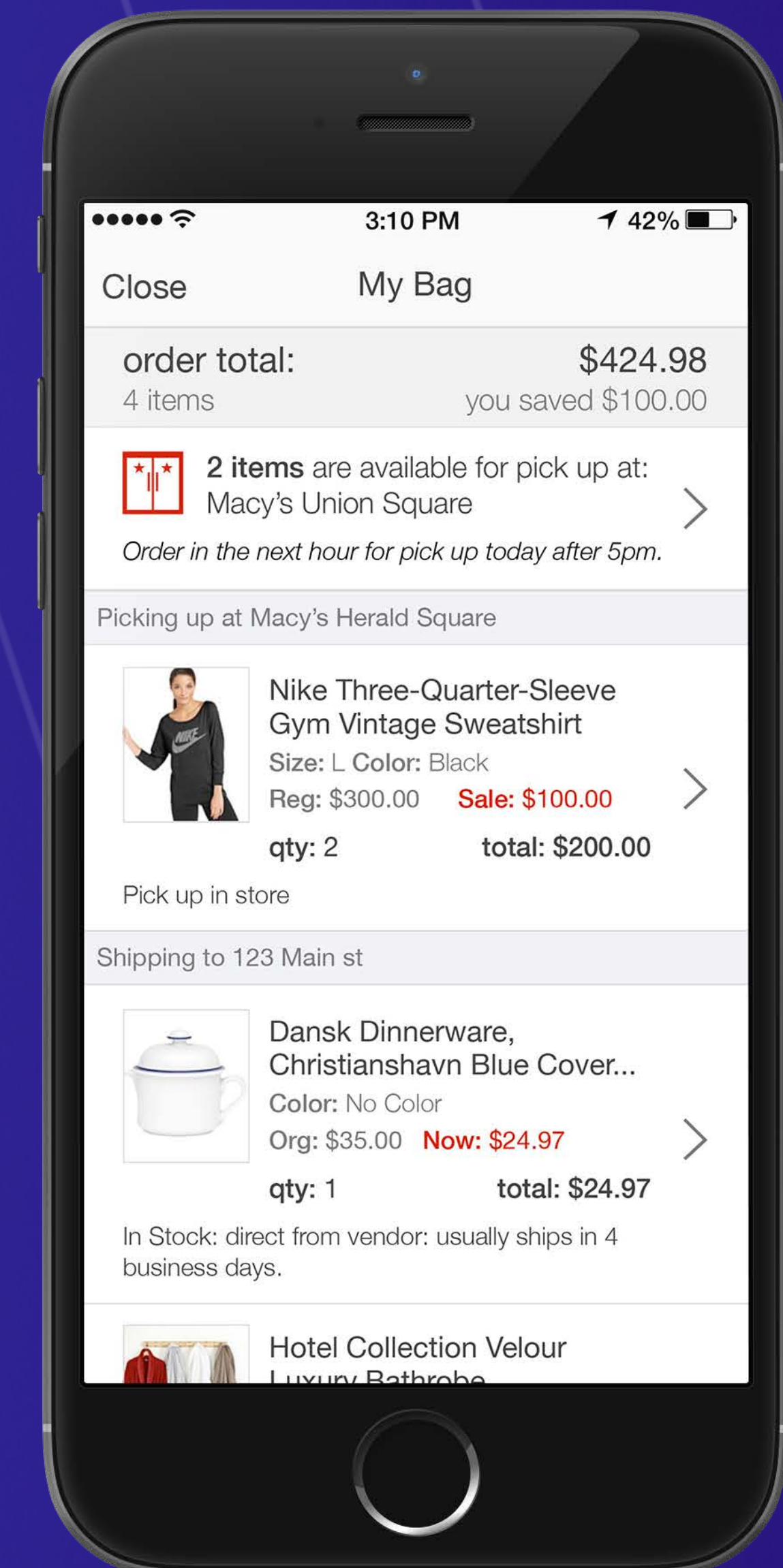
In “Saturday Afternoon, 2017,” our plan was to create the ultimate app to bridge the gap between online and in-store shopping experiences. Highlights included:

- **Geo-Location**
 - In-store, near store, or away from store
- **Enhanced Search**
 - Search by keyword, photo or voice
- **Notifications**
 - Rich, contextual and actionable
- **Social Shopping**
 - Share products easily
- **Even More Flexible Fulfillment**
 - BOPS and now buy in-store and deliver to home

Slides



Prototype



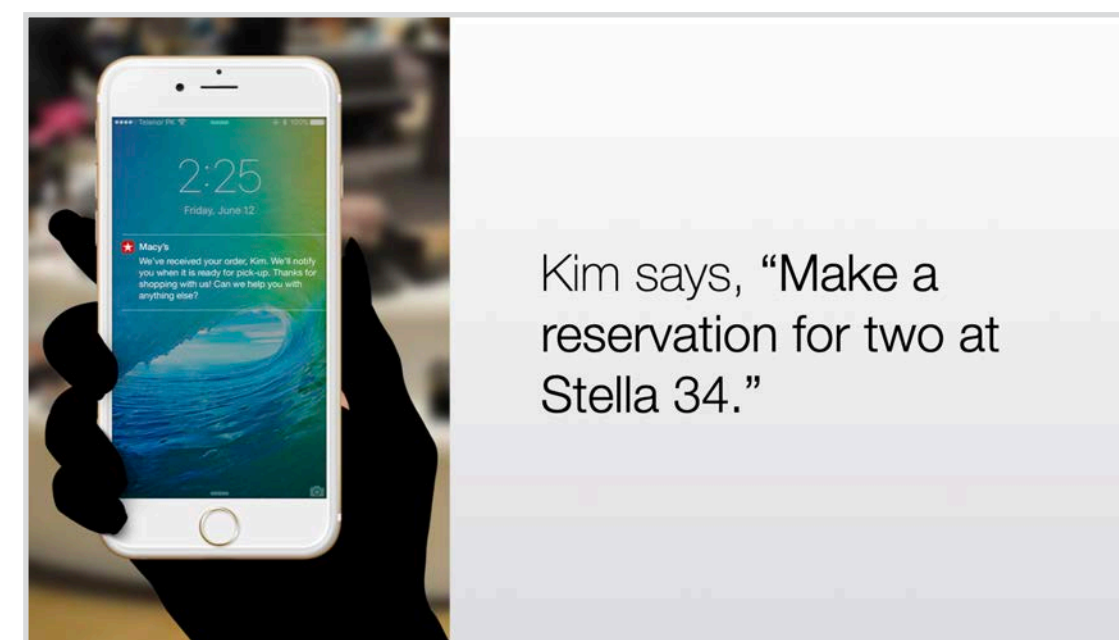
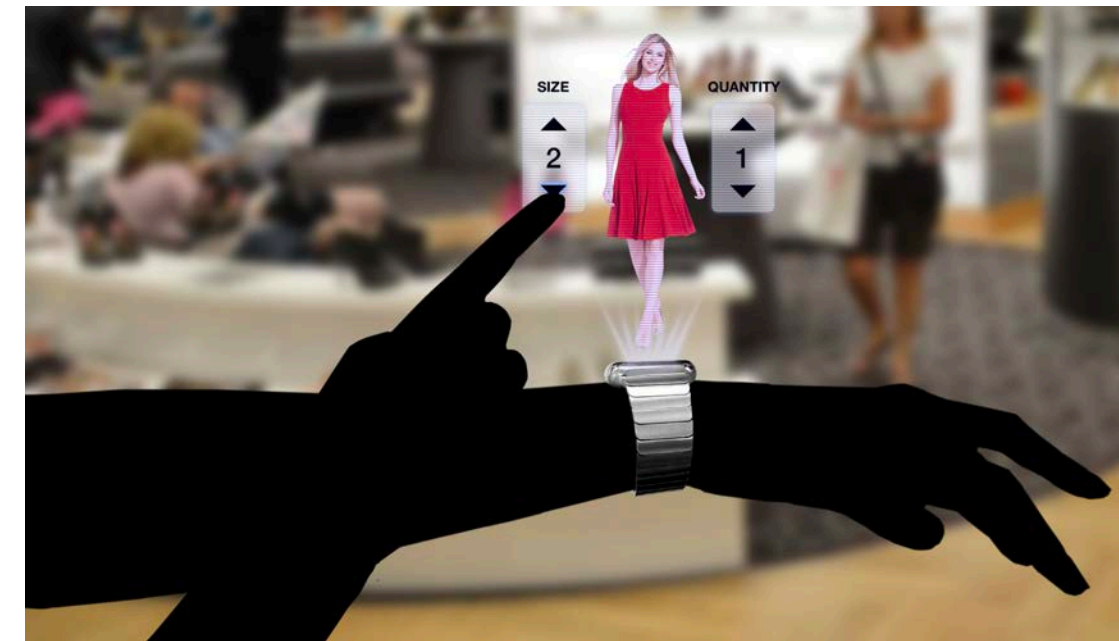
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SUNDAY MORNING - 2020

Rounding out our trilogy of narratives, we fast forward several years to share our vision of what's next. This was our opportunity to put our imagination on display and challenge our leadership to think big. Ideas included:

- **Enhanced Geo-Location**
 - Let Macy's share deals on the items you want wherever you are
- **Interactive Store Displays**
 - Transition between your phone and kiosk
- **Holographic Product Display**
 - View product in three dimensions
- **One Touch Payment**
 - Check-out using stored preferences
- **Voice Control**
 - Talk to the app naturally like you would an assistant

Featured Slides



Concept

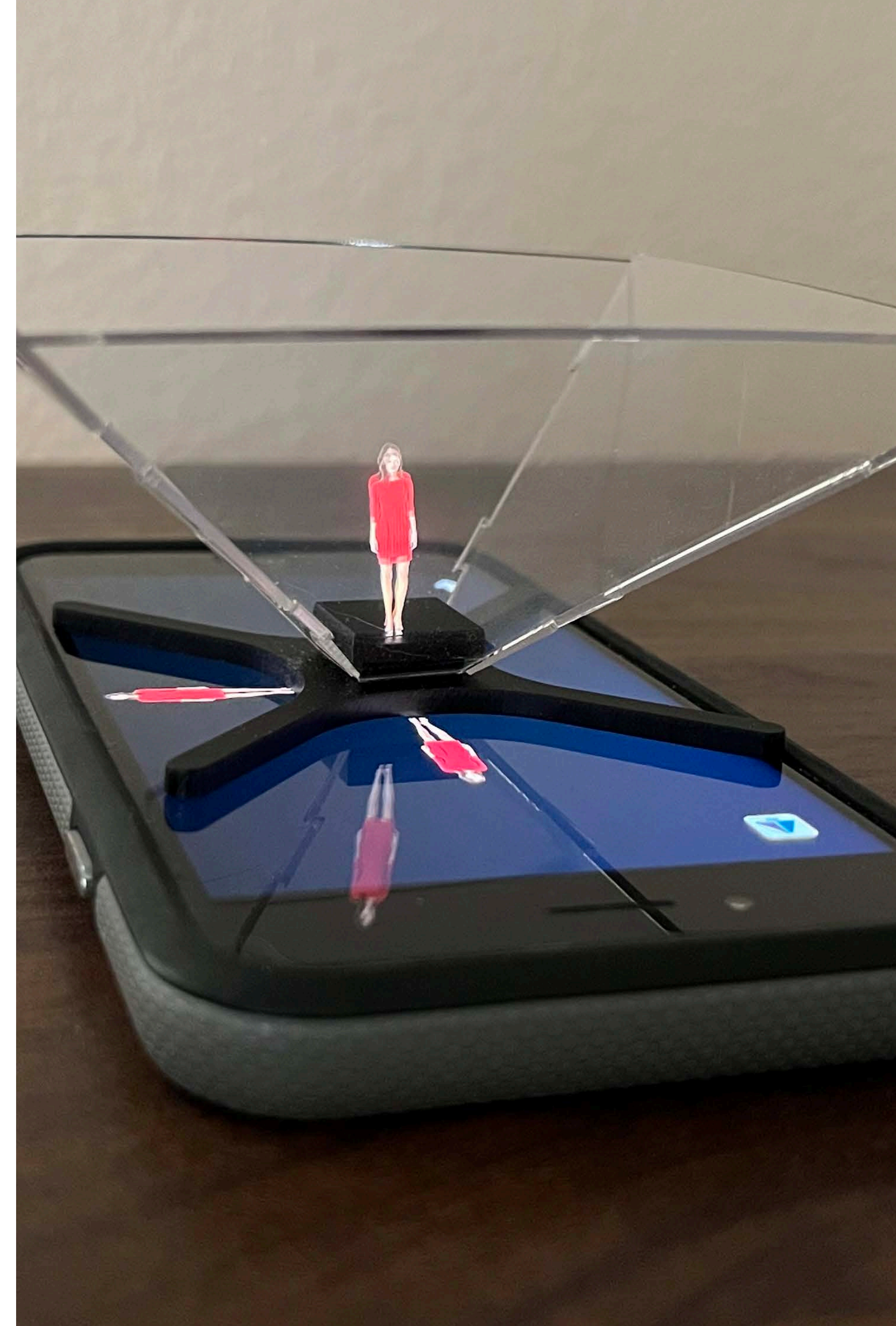


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SUNDAY MORNING - 2020

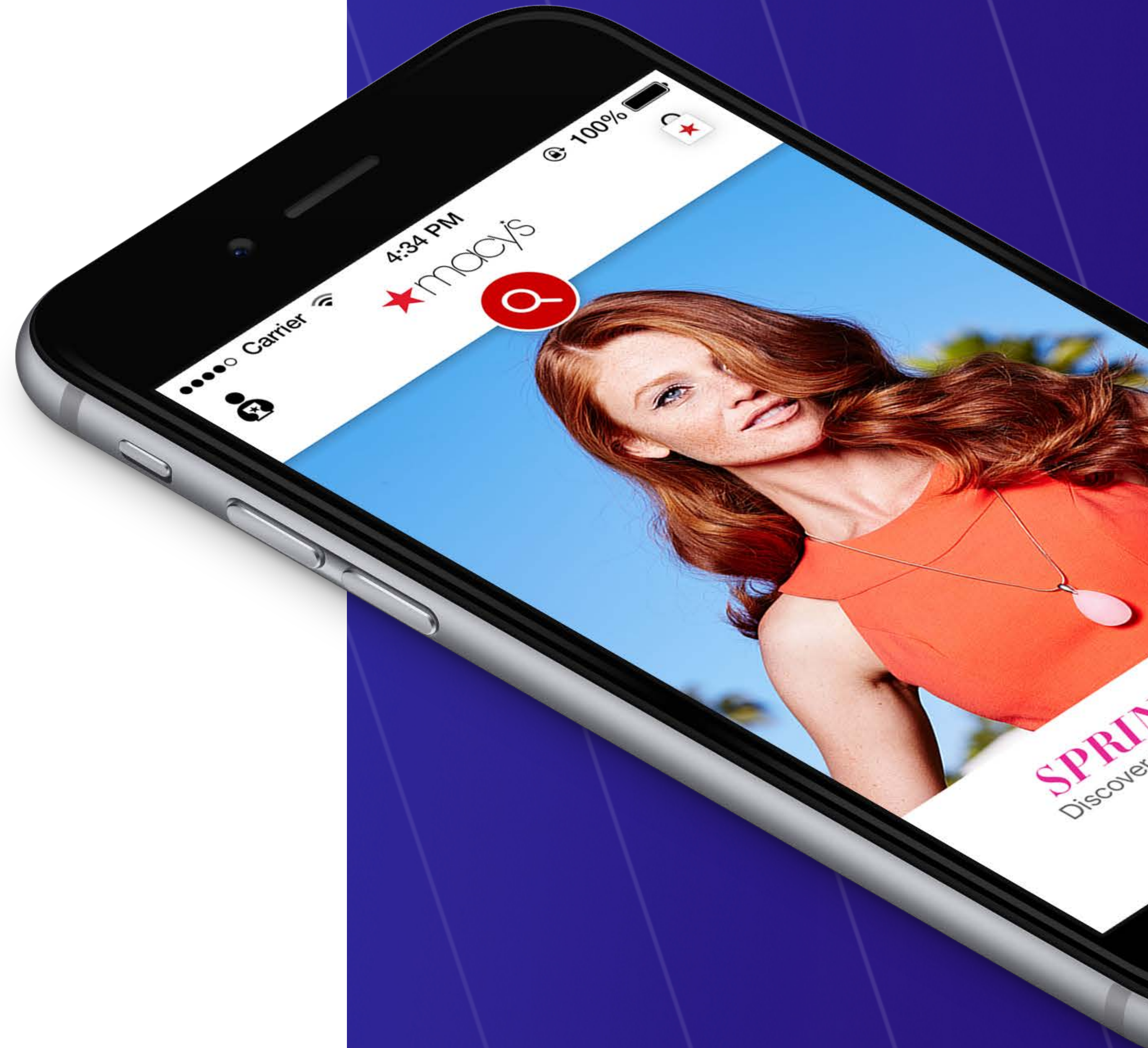
One more thing...

Using the Holapex App and Pyramid, we demonstrated that the future is not as far off as it seems.



OUTCOMES

- **2016 Foundational Alignment Achieved**
 - Implemented proposed feature set
 - Unnecessary product offerings deprioritized
- **2017 Roadmap Delivered**
 - Enhancements for the following year were slotted into the App Team's release schedule
- **Strategic Narrative Ideation was well received**
 - Leadership including members of the Board of Directors applauded the concept and featured our narrative in internal communications
- **And In 2018, the Macy's App was the fastest-growing channel, responsible for more than \$1b in sales***



*<https://www.bizjournals.com/cincinnati/news/2019/03/06/macys-fastest-growing-sales-channel-responsible.html>

ACKNOWLEDGEMENTS

The following thought leaders made this presentation possible:

- **SF Creative**

- Mike Saia, Senior Designer
- Thomas Misner, Director of Design

- **User Experience**

- Ben Buja, Director of User Experience
- Nancy Bell, User Experience Research Manager
- Cameron Craig, Vice President of User Experience

- **Product Management**

- Kelly Kuhn, Product Manager
- Becky Jorgenson, Director of Product Management

Thank you!

Questions or comments? Please contact [Thomas Misner](#) for more information.