

Macy's DiS CORE

Note: This document is for placement only and is NOT final. All design and style guidelines should be derived from the Style Guideline document.

Under NO circumstances should final design be derived from this document.

Project: Macy's DiS CORE

Device: iPad and Kiosk

Date: Thu Aug 06 2015

Version: DIS-Core_Wireframes_20150728.graffle

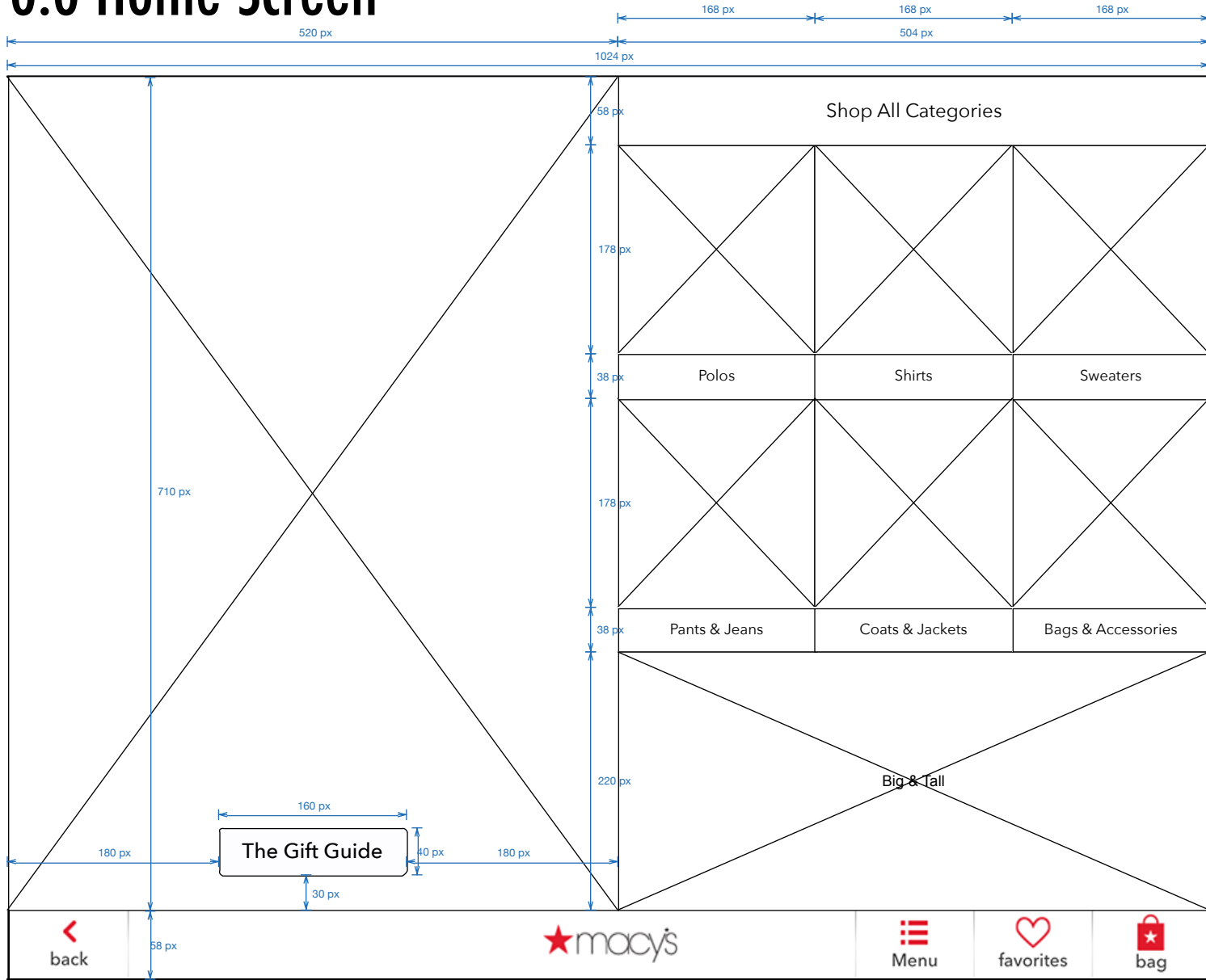


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LANDINGS, GUIDES, ETC. (AUTHORED)

0.0 Home Screen



1

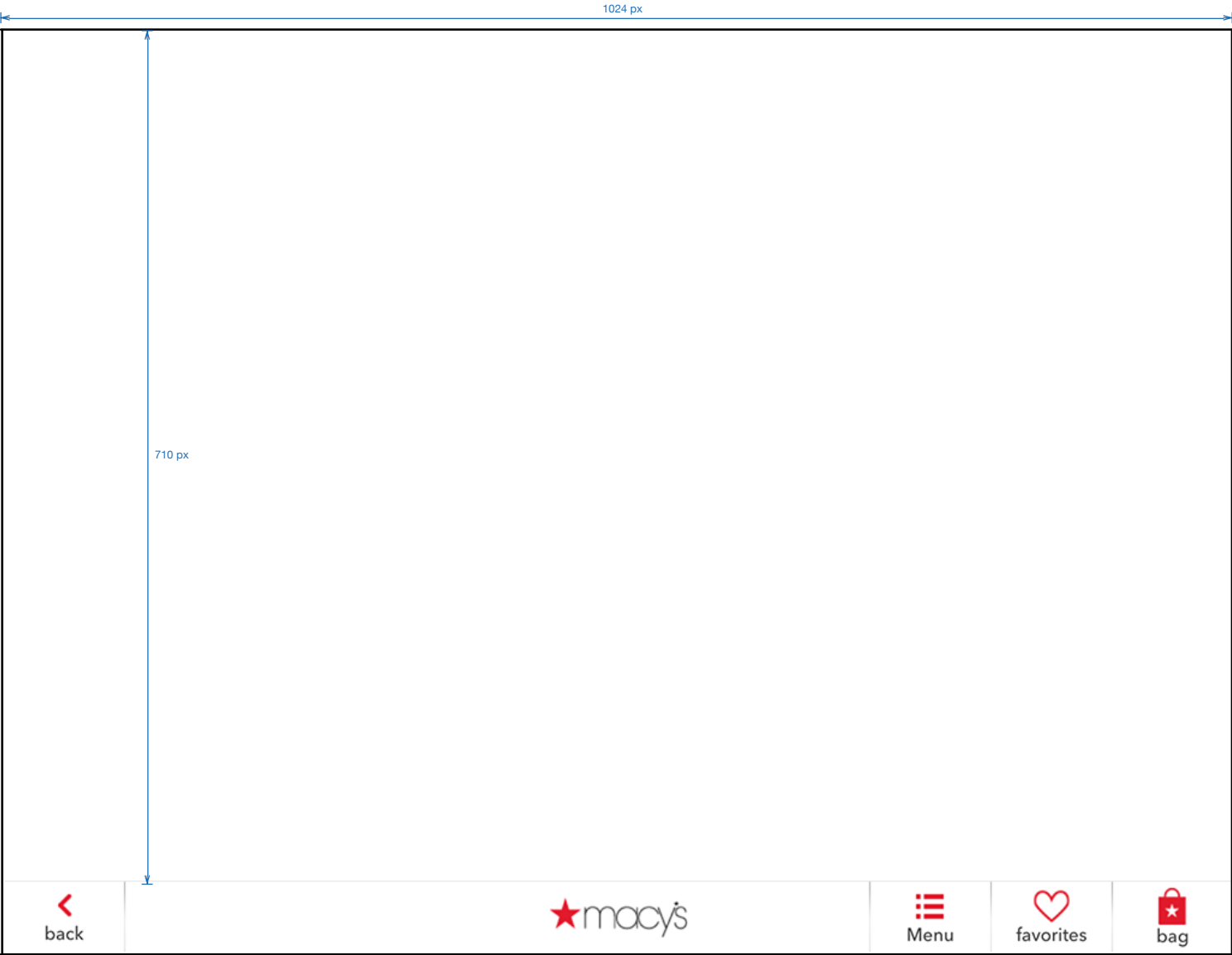
Page Title		
0.0 Home Screen		
Page Context		
lorem ipsum		
Page Notes		
#	Interface Description	Interaction
1	lorem	ipsum

iPad

Scale: 1pt = 1.836134px

5.0 Lookbook Style Sub-landing

1



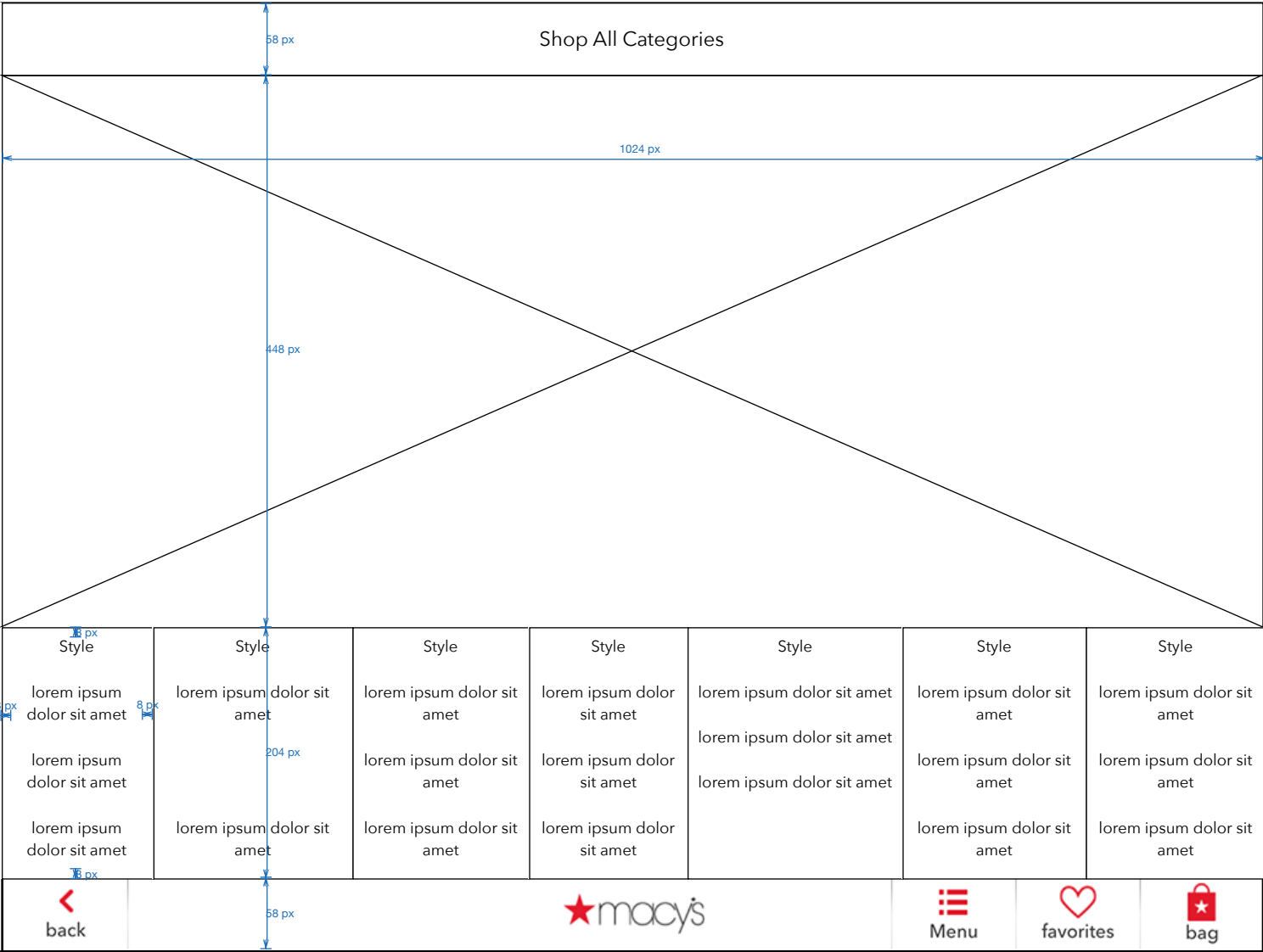
Page Title		
5.0 Lookbook Style Sub-landing		
Page Context		
lorem ipsum		
Page Notes		
#	Interface Description	Interaction
1	lorem	ipsum

iPad

Scale: 1pt = 1.836134px

6.0 Fit Guide Style Sub-landing

1



Page Title		
6.0 Fit Guide Style Sub-landing		
Page Context		
lorem ipsum		
Page Notes		
#	Interface Description	Interaction
1	lorem	ipsum

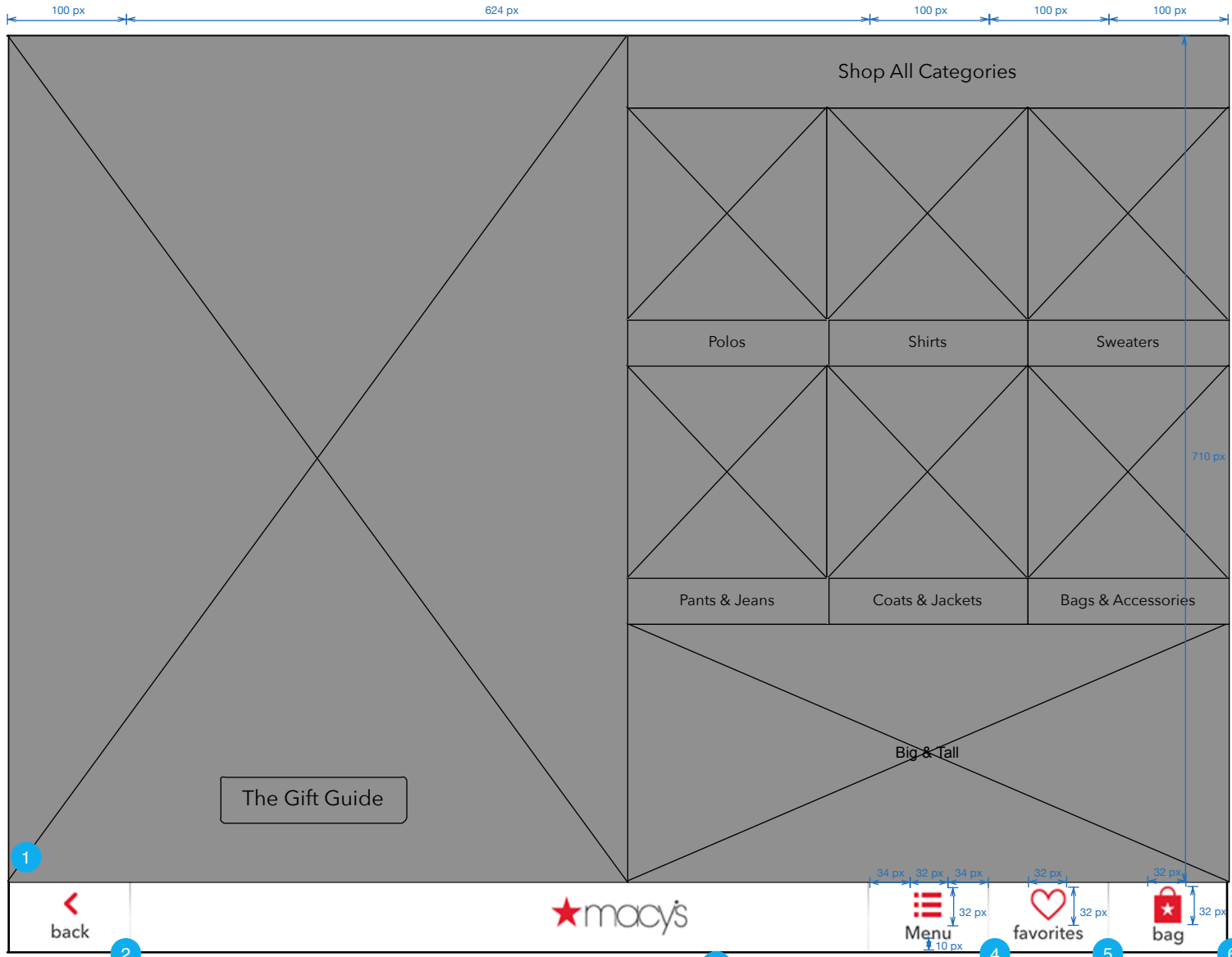
iPad

Scale: 1pt = 1.836134px

NAVIGATION

Navigation - Navbar

1

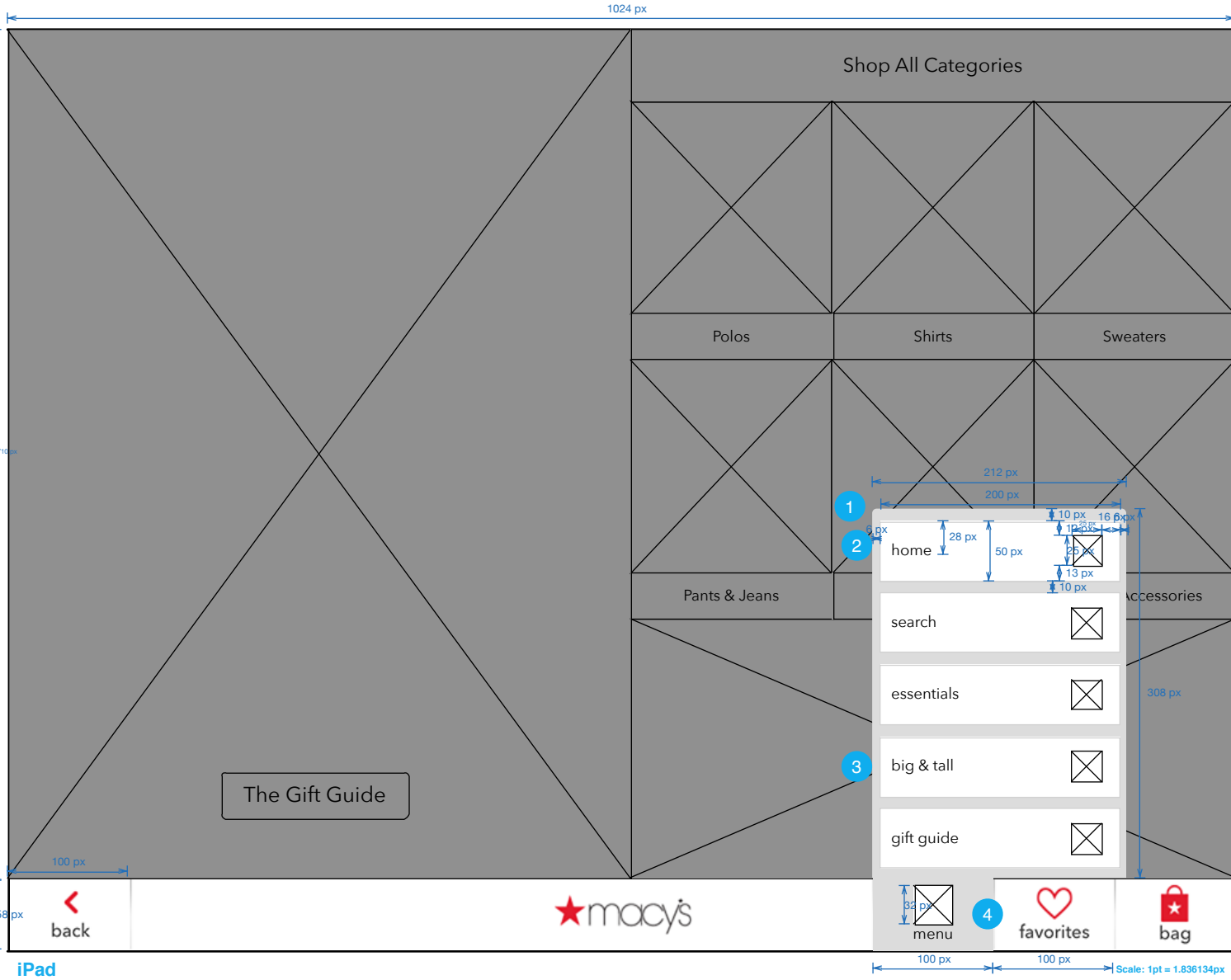


Page Title		
Navigation - Navbar		
Page Context		
This diagram shows the navbar which is visible on all screens unless noted.		
Page Notes		
#	Interface Description	Interaction
1	Navbar	The navbar is shown on all screens unless specified.
2	Back button	On press, user goes back to the previous screen. This button is NOT shown on the home page.
3	Macy's Logo	On press, user returns to 0.0 Home Page
4	Menu button	On press, the navigation menus is shown.
5	Favorites	On press, the user goes to 30.0 Favorites.
6	Bag	On press, user goes to 25.0 Bag

iPad

Scale: 1pt = 1.836134px

Navigation - Menu expanded

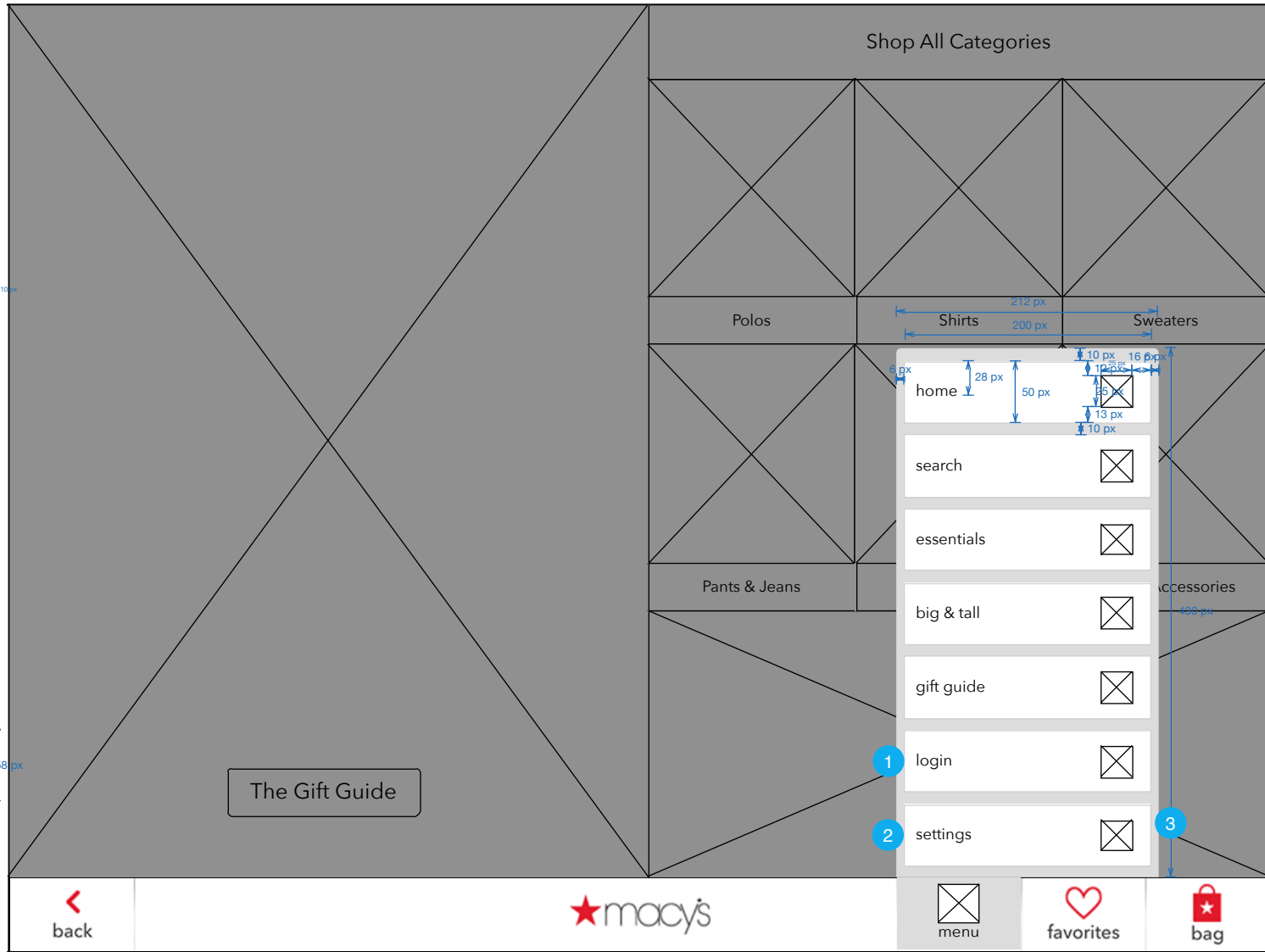


Page Title		
Navigation - Menu expanded		
Page Context		
The user has tapped on the "menu" button and the navigation menu is shown.		
Page Notes		
#	Interface Description	Interaction
1	Menu Tray	A tray that holds all buttons in the navigation (which can vary). It does not respond to press or swipe. Pressing outside of the buttons and tray will close the navigation menu.
2	Button	On press, user goes to the represented page. The navigation menu then closes.
3	Standard Buttons	Each version of the application will include the home, search and setting buttons (login and settings not shown on this page.) Optional buttons will be displayed below the "search" button.
4	Menu Button	On press, the menu button will toggle open/close the navigation menu.

iPad Scale: 1pt = 1.836134px

Navigation - "Hidden" Associate Login & Settings

1



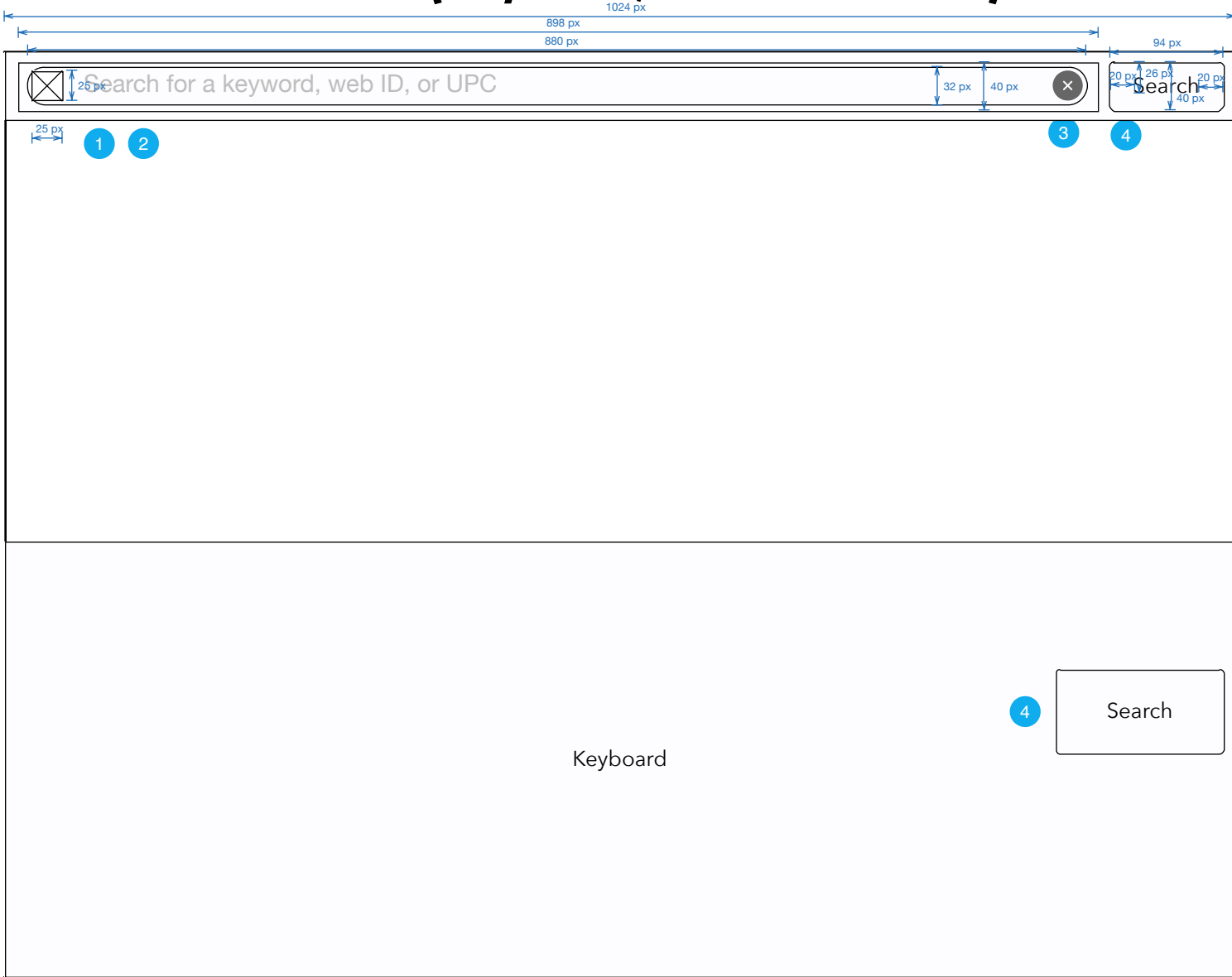
Page Title		
Navigation - "Hidden" Associate Login & Settings		
Page Context		
The user has 'swiped up' - moving their finger rapidly in a vertical direction - on the menu, revealing the Login and Settings buttons.		
Page Notes		
#	Interface Description	Interaction
1	Login	On press, user goes to Associate Login
2	Settings	On press, user goes to Settings.
3	Menu	On swipe up, the Login and Settings buttons are shown. On swipe down, the Login and Settings buttons are hidden.

iPad

Scale: 1pt = 1.836134px

SEARCH

10.0 Search - start (Keyword, Web ID or UPC)

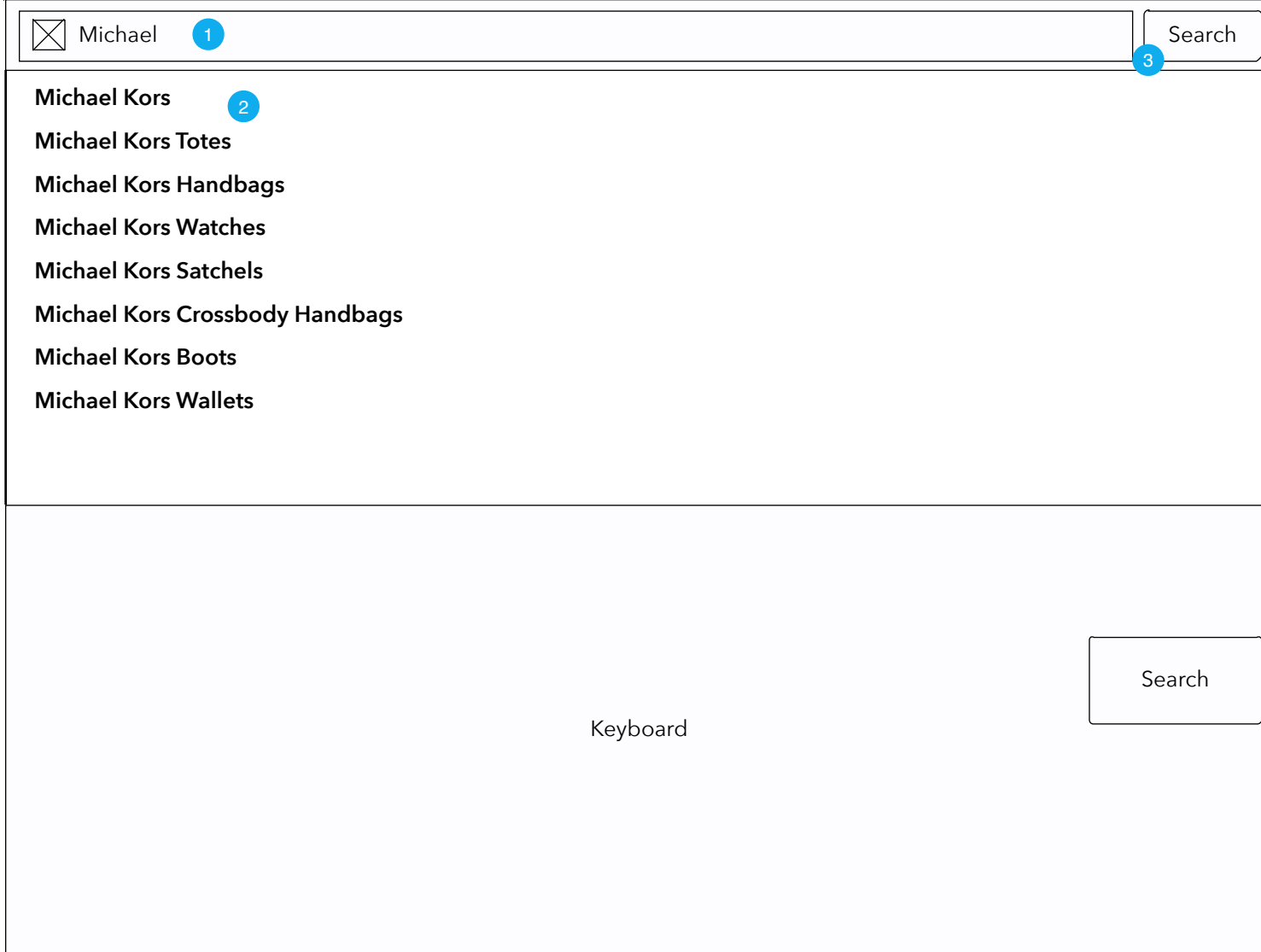


iPad

Scale: 1pt = 1.836134px

Page Title		
10.0 Search - start (Keyword, Web ID or UPC)		
Page Context		
This is the search interface prior to use. The user has pressed the Search button on the navbar.		
Page Notes		
#	Interface Description	Interaction
1	Search icon	No interaction.
2	Search field	On load, focus is on the search field. User typing is shown in the search field. On press of first letter, stand-in text is removed.
3	Clear x	The clear x (circle with an x in it) is if there is user created text in the search field. If the user leaves search and returns to it, any text entered should be retained. If the user leaves this view but the search box is empty, text should return to the original label (shown) On press of Clear X, all text in the search box is removed and any current search suggestions are removed as well.
4	Search button	On press, search is performed with text is in the search box. Returned search results are shown below the search field.

10.0 Search - suggestions



1

Page Title		
10.0 Search - suggestions		
Page Context		
This is the search interface as it is being used. As the user types in their search query, suggestions are shown below in relevance order.		
Page Notes		
#	Interface Description	Interaction
1	Entered term	As the user types using the keyboard below, the term they are searching is reflected in the search field. As they type, suggestions are shown below in search relevance order.
2	Suggested item	On press of suggested item, the category or facet that matches that category is shown (in search results page).
2	Search button	On press, a search is conducted, using the term the user has entered.

iPad

Scale: 1pt = 1.836134px

10.1 No Search Results

1 We found 0 results for [search term]
Please enter another keyword, UPC or Web ID.
For further assistance, please ask an associate.



Page Title		
10.1 No Search Results		
Page Context		
The user has performed a search that had 0 results.		
Page Notes		
#	Interface Description	Interaction
1	Message	This message includes a reiteration of the user's search term.
2	Back button	On press, user goes back to 10.0 Search.

<
back

★ macy's

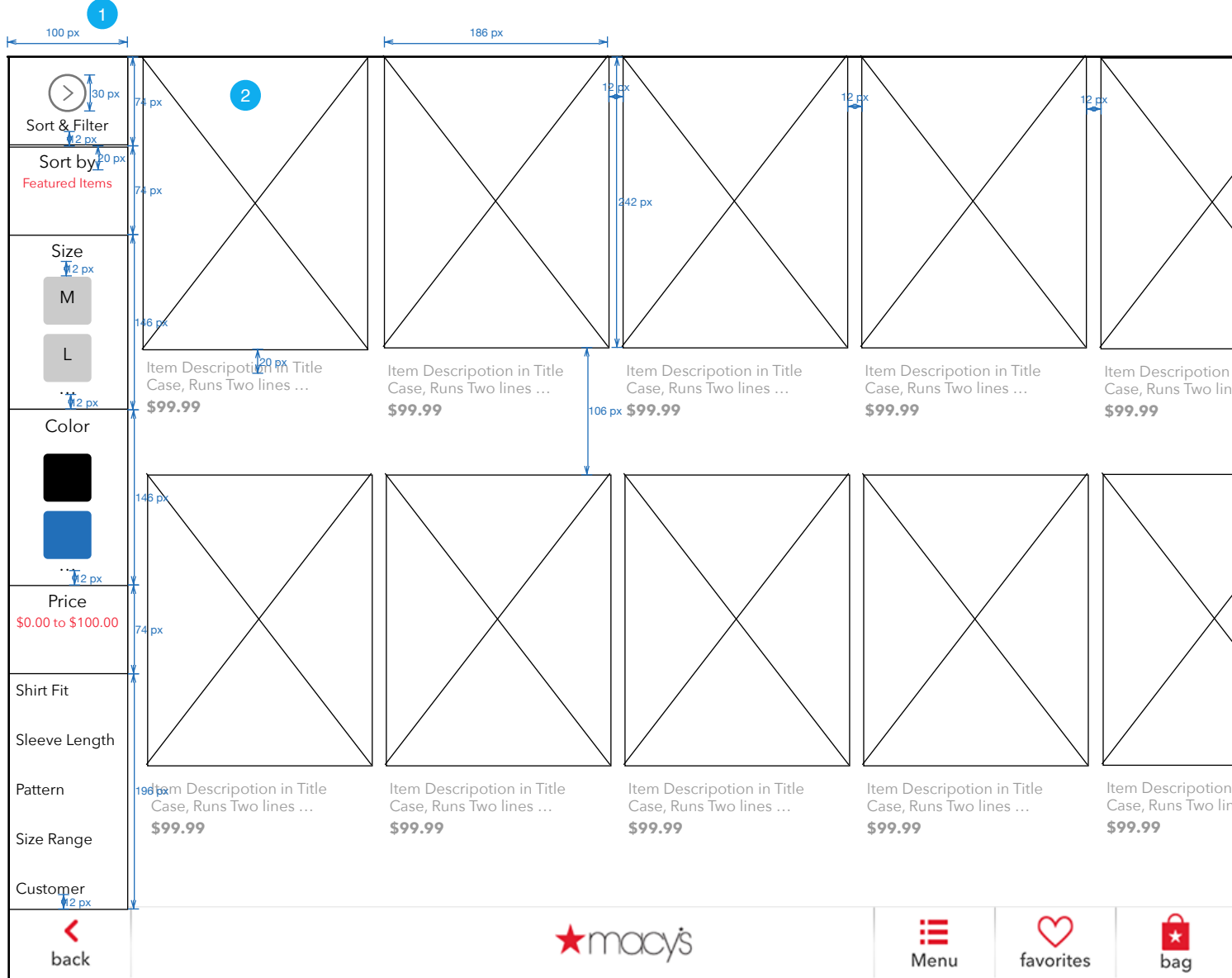
☰
Menu

♥
favorites

🛒
bag

RESULTS (BROWSE & SEACH)

11.0 Results



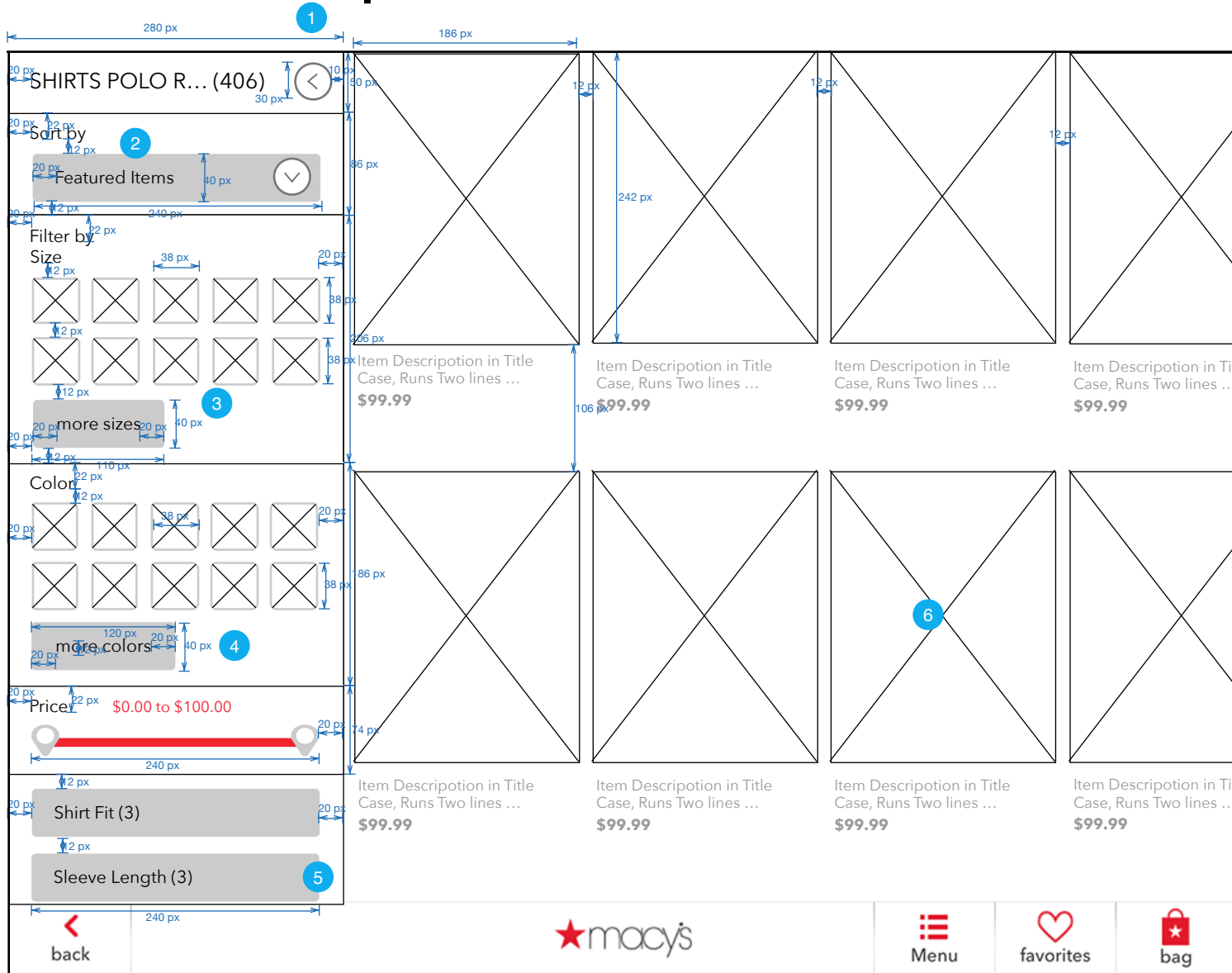
Page Title		
11.0 Results		
Page Context		
On successful completion of a search, the user is shown this page, which is identical to the browse page. Items are shown from left to right, running off the page.		
Page Notes		
#	Interface Description	Interaction
1	Filters	On press of any of the filters, the filters expand to allow editing of the settings. See 11.1 Results - expanded filter column.
2	Products	Products are listed in chosen or default order, top to bottom then left to right. On press of product image, user goes to the PDP for that product.

In the event a photo is not available, a standard "photo not available" image will be substituted.

iPad

Scale: 1pt = 1.836134px

11.1 Results - expanded filter column

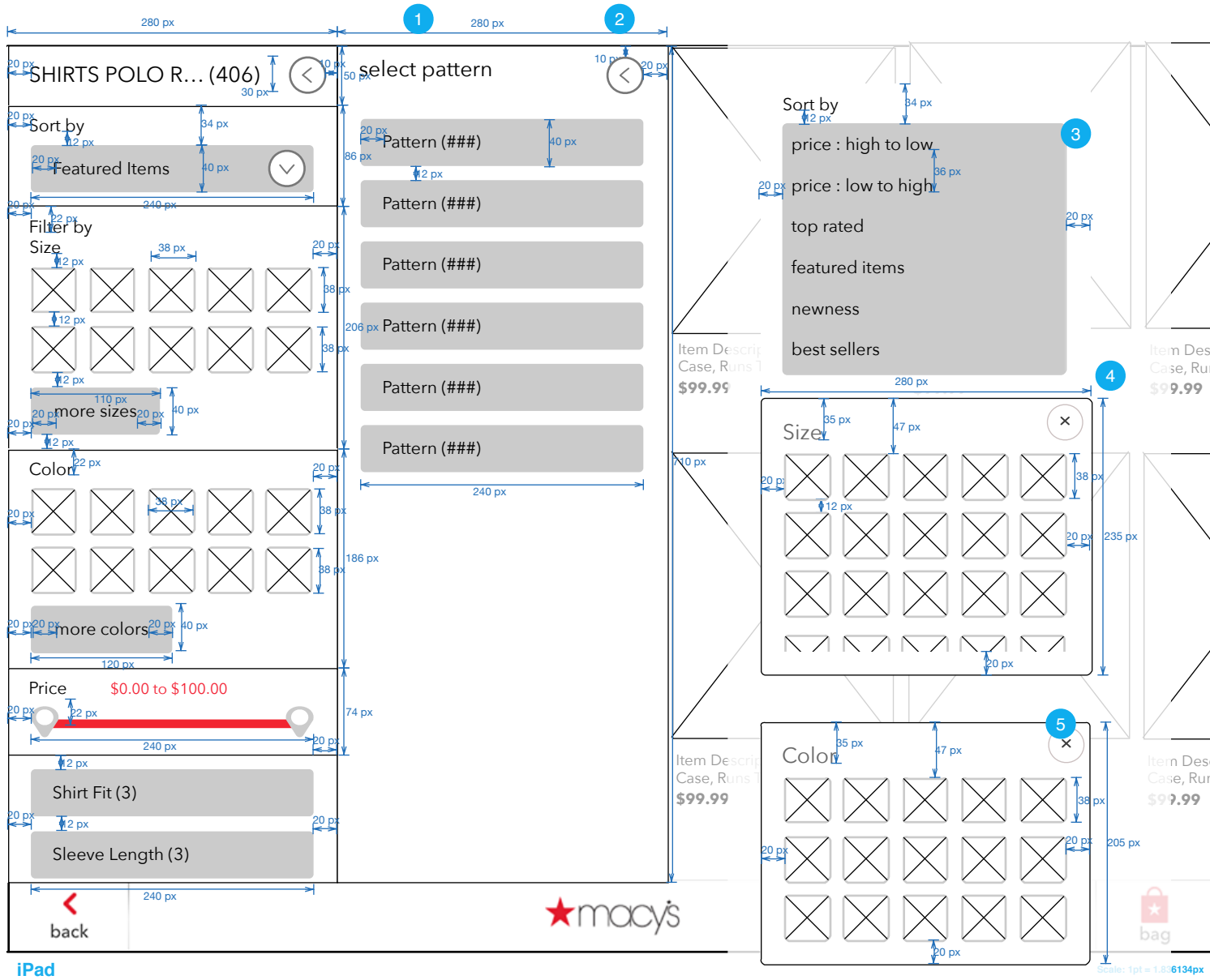


Page Title		
11.1 Results - expanded filter column		
Page Context		
The user has expanded the filter column by tapping on it. The products shift to the right (they are not covered up by the filter column).		
Page Notes		
#	Interface Description	Interaction
1	< button	On press, filters close by collapsing (see 11.0)
2	Featured Items	On press, the sort options are shown in a dropdown menu.
3	more sizes	On press, the sizes overlay appears (see next page)
4	more colors	On press, the colors overlay appears over the interface (see next page)
5	Filters	On press, the secondary filters column opens to the right with selected filter populated.
6	Products	Products are shown top to bottom left to right. On press, user goes to the appropriate PDP.

iPad

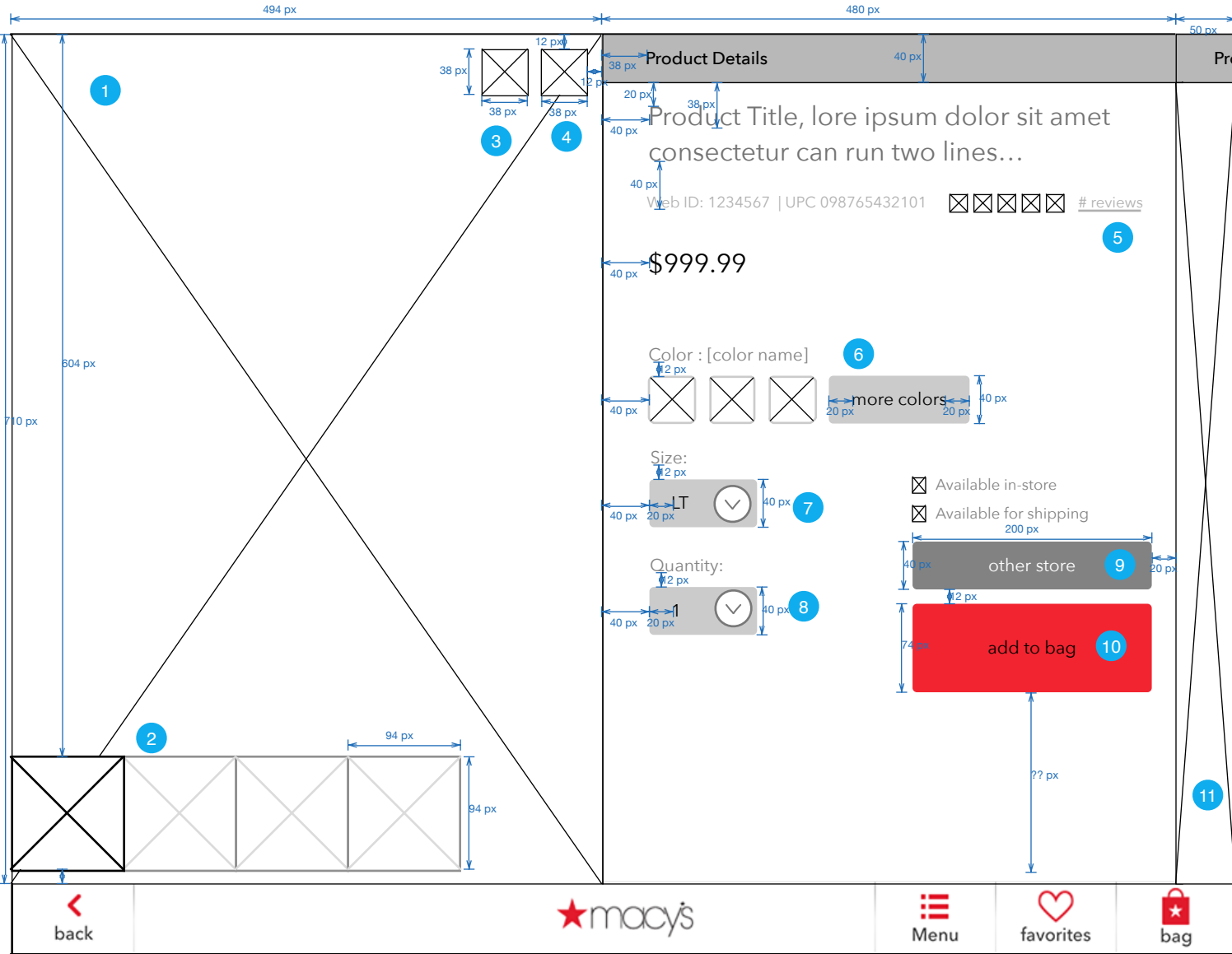
Scale: 1pt = 1.836134px

11.2 Results - expanded filter column & sub-filters



Page Title		
11.2 Results - expanded filter column & sub-filters		
Page Context		
The user has tapped on a secondary filter (pattern) and the expanded second column is shown.		
This page also shows the overlays and dropdown boxes of the primary filter/sorts.		
Page Notes		
#	Interface Description	Interaction
1	Secondary Filters	On press of filter, the products to the right are filtered accordingly.
2	Close	On press of <, the secondary filter collapses left and returns the user to filter1.
3	Sort menu	On press of item in menu, products are sorted top to bottom, left to right by the chosen criteria. The menu then closes.
4	Size	On press, products are filtered by chosen size(s). On press of x, overlay closes. If needed the size area of this overlay can scroll vertically.
5	Colors	On press, products are filtered by chosen color(s). On press of x, overlay closes. If needed the size area of this overlay can scroll vertically.

15.0 PDP

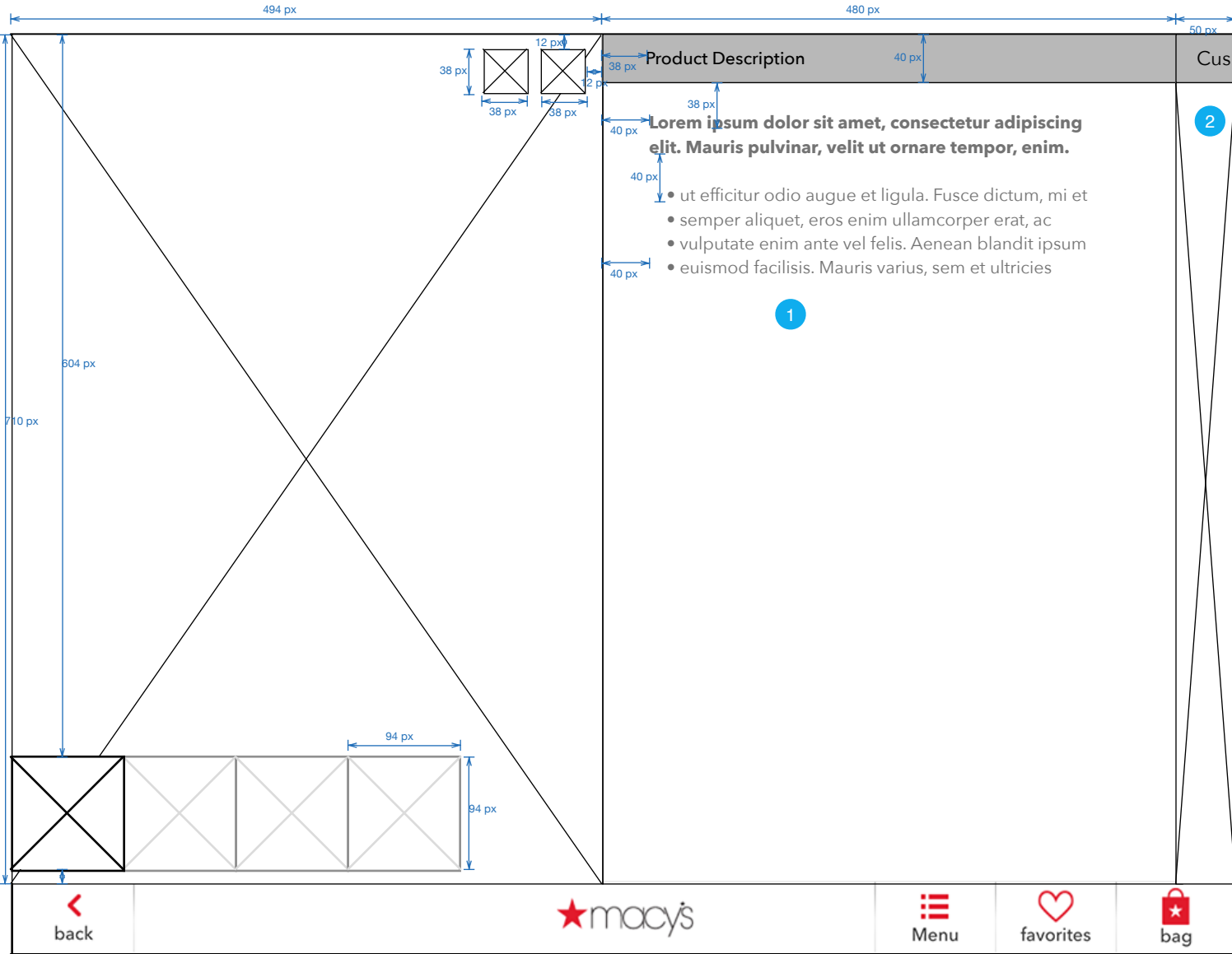


Page Title		
15.0 PDP		
Page Context		
This is the Product Detail Page (PDP) which is a slideshow (left) and a series of panels (right) showing the details of a product.		
Page Notes		
#	Interface Description	Interaction
1	Image	Product Image. No interaction.
2	Preview Images	On press, preview image becomes the main image above.
3	Favorite	On press, item is favorited and favorites icon in nav is highlighted (red).
4	Share	On press, the share overlay is shown.
5	Reviews	On press, user scrolls to the Review section.
6	more colors	On press, more colors palette is shown.
7	Size	On press, size menu is shown.
8	Quantity	On press, quantity menu is shown.
9	other store	On press, other stores overlay is shown.
10	add to bag	On press, the current product is added to bag (there is animation for this)
11	next panel	On press, the product details panel slides behind the image and the next panel slides into place.

iPad

Scale: 1pt = 1.836134px

15.1 PDP - Product Description

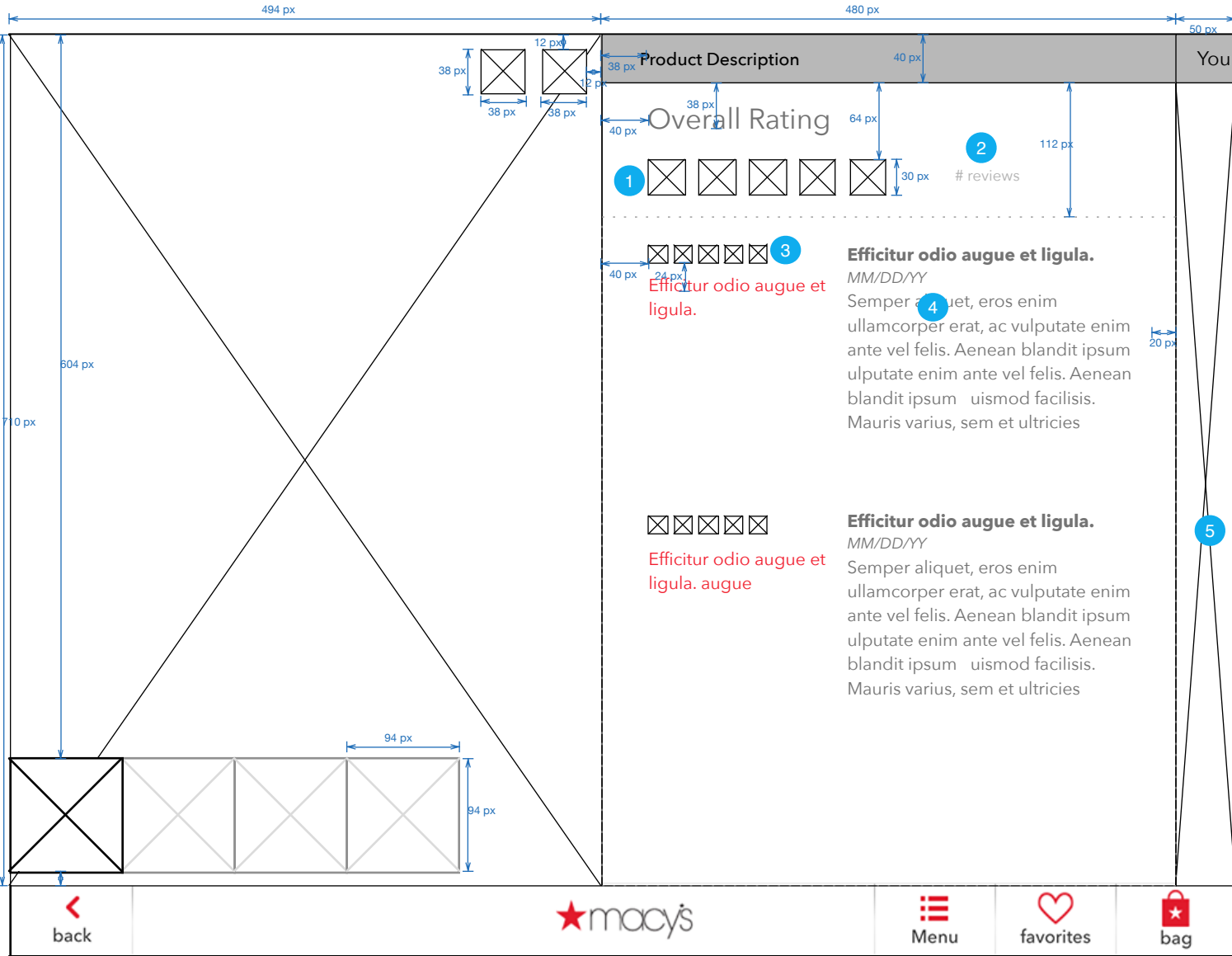


Page Title		
15.1 PDP - Product Description		
Page Context		
In general, this is the second panel of the PDP. It has a text description of the product and key attributes in an unordered list.		
Page Notes		
#	Interface Description	Interaction
1	Description	No interaction.
2	next panel	On press, the product description panel slides behind the image and the next panel slides into place.

iPad

Scale: 1pt = 1.836134px

15.2 PDP - Customer Reviews

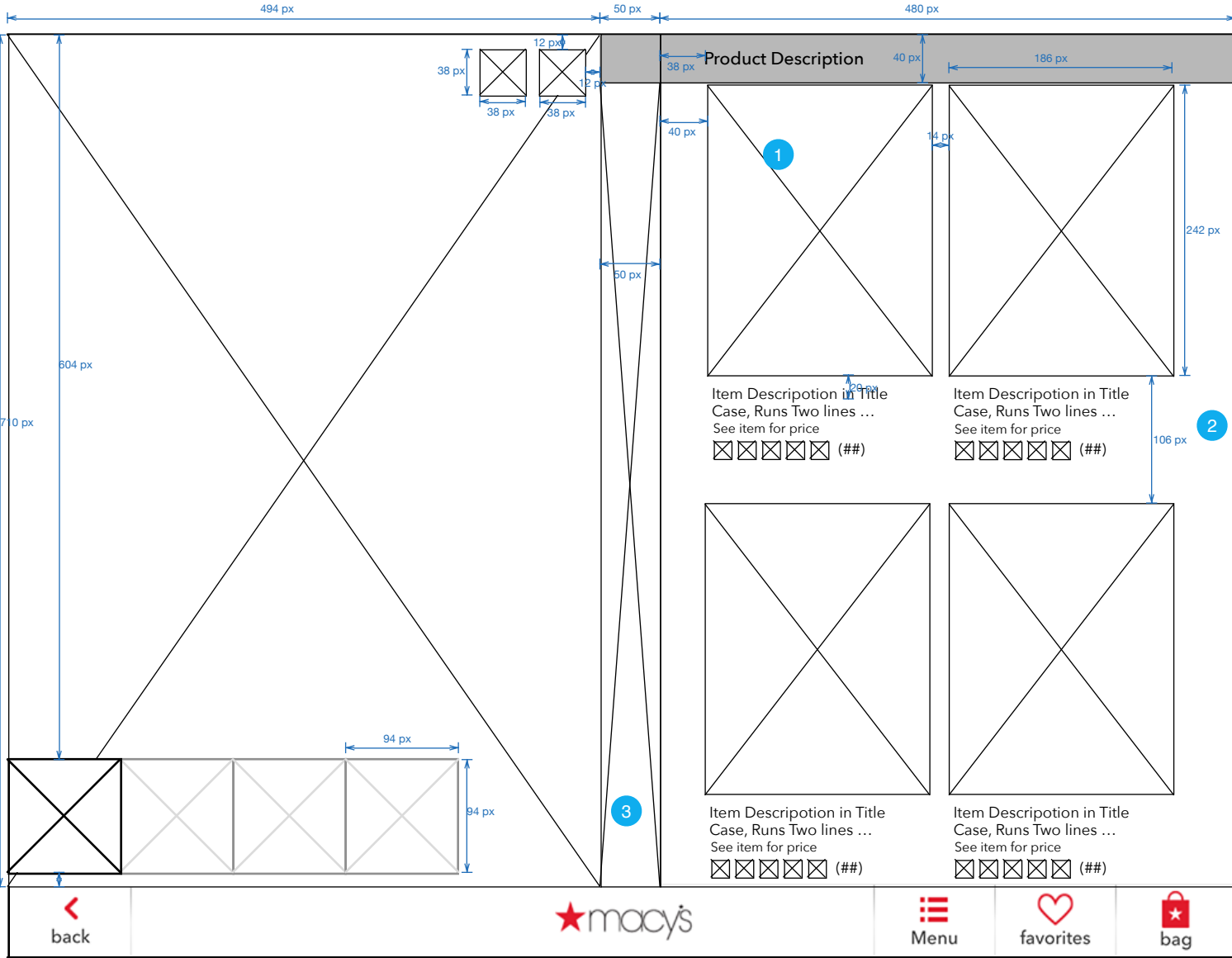


Page Title		
15.2 PDP - Customer Reviews		
Page Context		
This section gives the user reviews of this product as stars and a scrollable series of capsule reviews.		
Page Notes		
#	Interface Description	Interaction
1	Stars	No direct interaction, but the data will be 'live' in that it is coming from database.
2	# Reviews	No interaction, but # is replaced by number of current reviews.
3	Stars and review snippet	No interaction. Elements is made up of red and white stars. Review snippet is a sentence or phrase captured from the review.
4	Reviews	Each review is shown as a paragraph(s) block with title, date (MM/DD/YY) and the text review. The box that holds all of the reviews is a vertically scrollable list of published reviews.
5	Next Panel	On Press, the user review panel slides under the photo and the next panel slides in from the right.

iPad

Scale: 1pt = 1.836134px

15.3 PDP - You Might Also Like

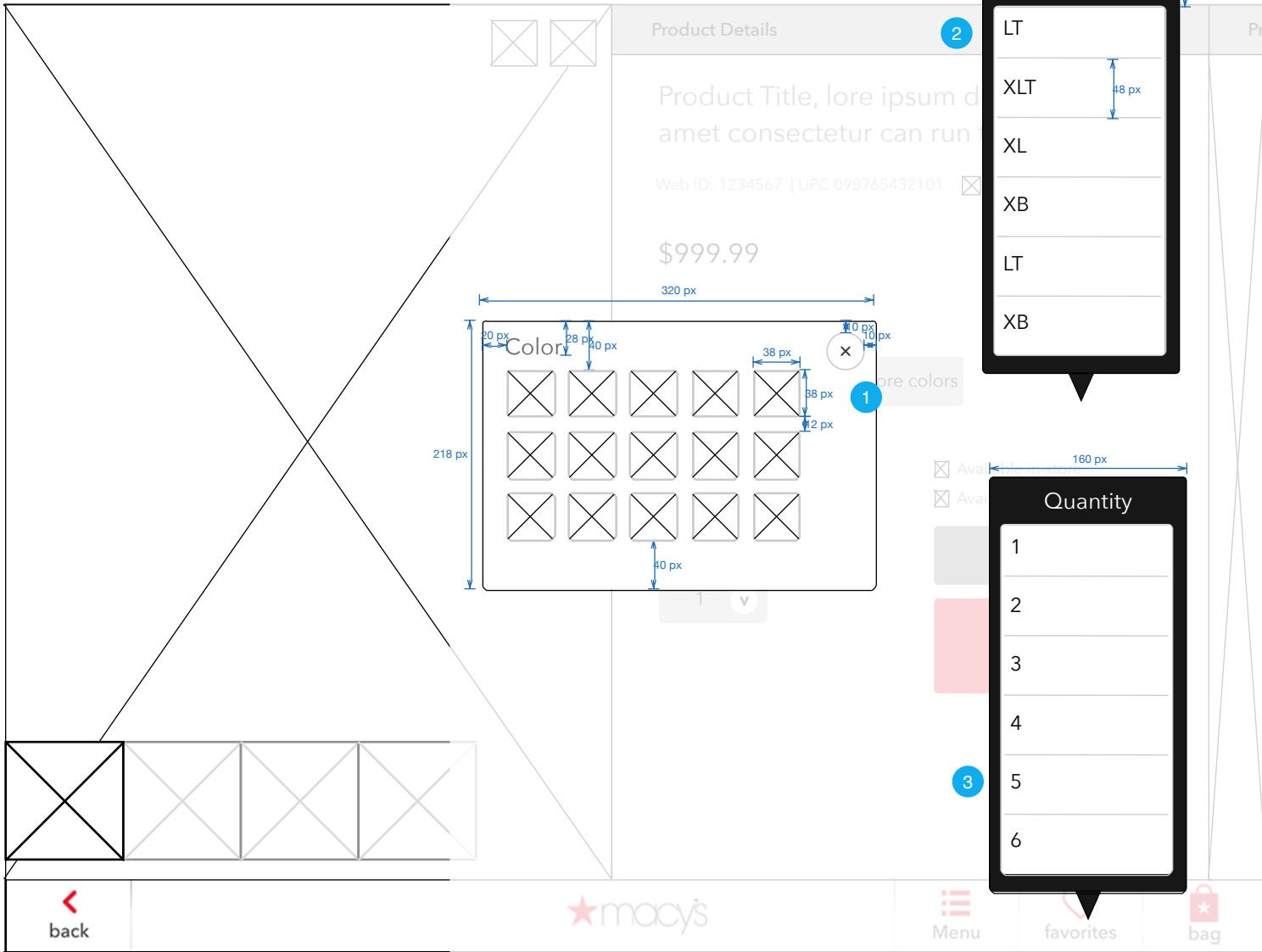


Page Title		
15.3 PDP - You Might Also Like		
Page Context		
You Might Also Like shows a number of similar items in a scrollable panel. The panel will show 4 Macy's products at a time; if more than that are in the page, then the page will scroll vertically.		
Page Notes		
#	Interface Description	Interaction
1	Product preview	On press, user goes to the product detail page (PDP) of the product.
2	Product preview	On press, user goes to the product detail page (PDP) of the product.
3	Last panel	Since this is the last panel the user will see (usually), the previous panel 'peeks' over the left side. On press, user 'slides back to the previous panel.

iPad

Scale: 1pt = 1.836134px

15.0 S1, S2, S3 PDP - Color, Size & Quantity selectors

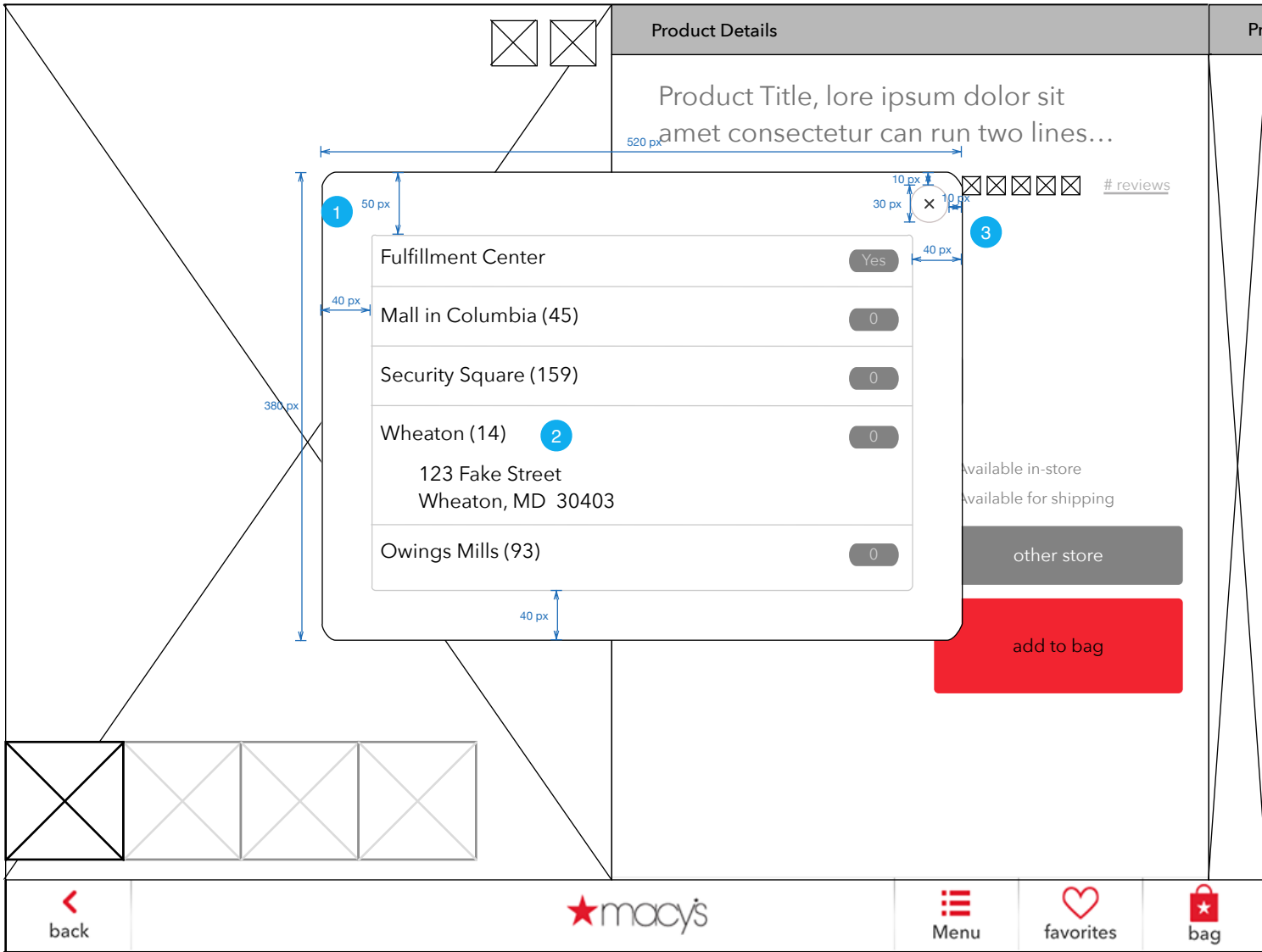


1		
Page Title		
15.0 S1, S2, S3 PDP - Color, Size & Quantity selectors		
Page Context		
These are the overlays for 15.x pages, in addition to the standard overlays and menus available to all pages.		
Page Notes		
#	Interface Description	Interaction
1	Color	On press of 'more colors' this overlay is shown. On selection of a color, the selected color is highlighted and on completion (close x), the color(s) chosen are communicated to the slideshow to the left.
2	Size	On press of a size, that size is put into the size menu label and the selector is closed.
3	Quantity	On press of a quantity, that quantity is put into the size menu label and the quantity selector is closed.

iPad

Scale: 1pt = 1.836134px

15.0 S4 PDP - Other Stores selector

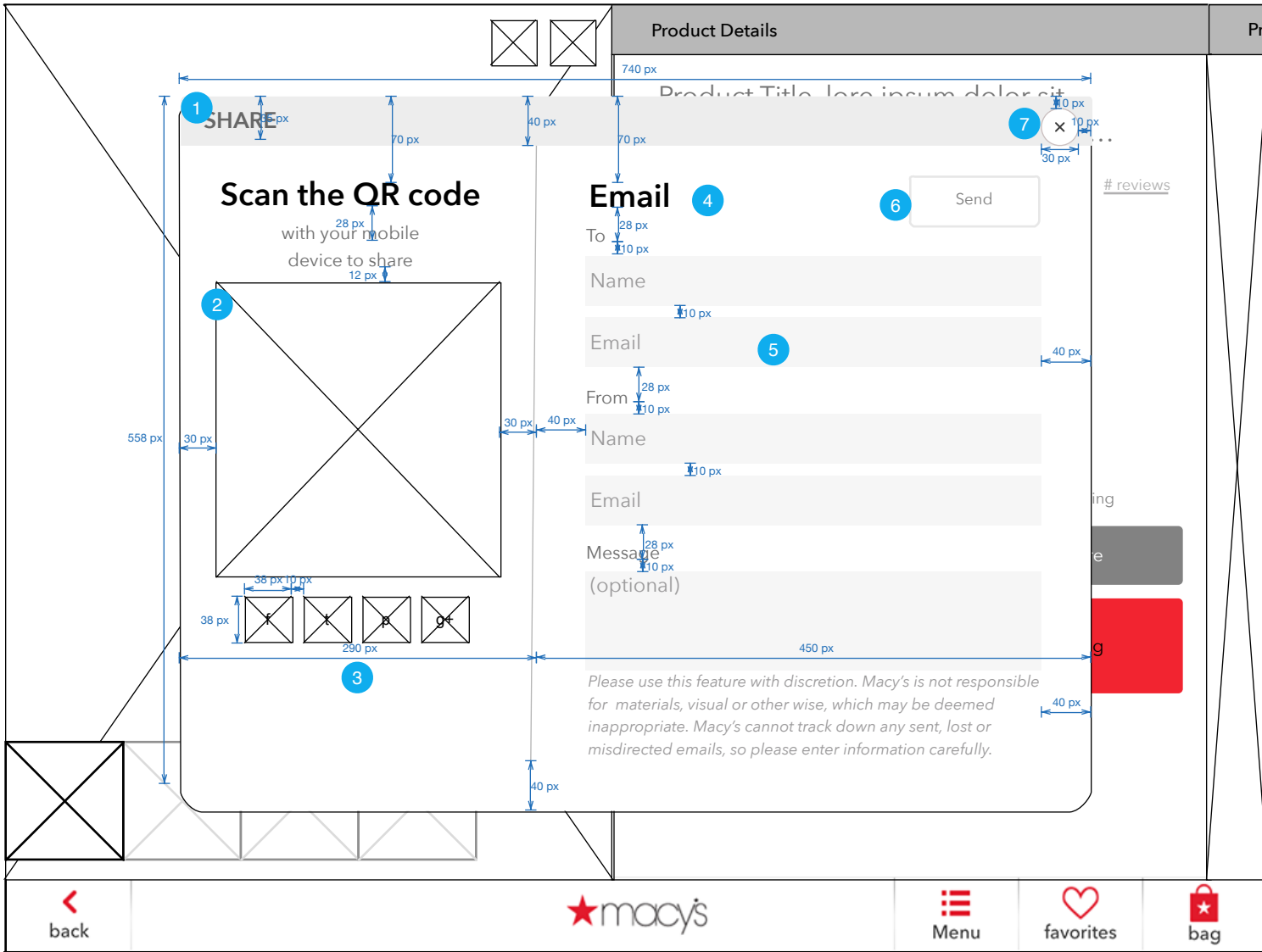


Page Title		
15.0 S4 PDP - Other Stores selector		
Page Context		
This is the other stores overlay, showing what stores carry the item in the PDP in the background. The user has pressed the 'other store' button.		
Page Notes		
#	Interface Description	Interaction
1	Overlay	On press of 'other store,' this overlay is shown, listing nearby stores and the number of this item that is available at that store/center.
1	Store item	Each store is represented by a name and the number of chosen items it has in inventory (number in gray). On press of store name, the box expands downward and displays the address of the store.
1	close x	On press, the overlay is removed.

iPad

Scale: 1pt = 1.836134px

15.0 S5 PDP - Share

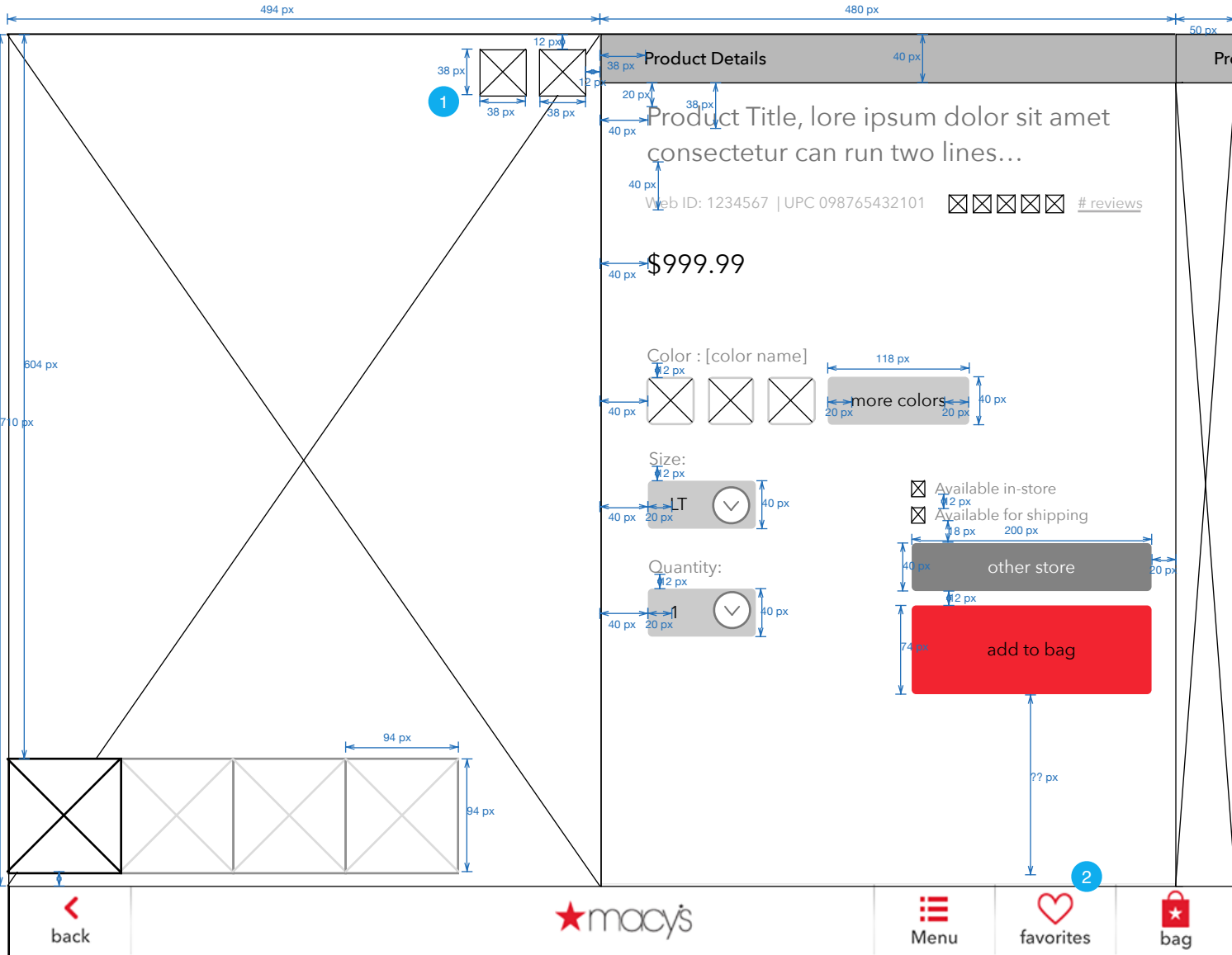


Page Title		
15.0 S5 PDP - Share		
Page Context		
The user has pressed the share button, top center of the PDP and this overlay is displayed, letting them either scan a QR code to get product into their phone to share or by direct e-mail..		
Page Notes		
#	Interface Description	Interaction
1	Overlay	On press of share, this overlay is shown.
2	QR Code	QR code image is displayed. No interaction.
3	Share buttons	Sharing Service icons. No interaction.
4	Email Form	The email form is active and allows users to share an item.
5	Text Entry Fields	On focus, text begins to the right of label. 30 character limit for each name field. 40 character limit for email. Email must include @ symbol and end in top level domain.
6	Send	On press, email form is validated and, if valid, sent.
6	Close X	On press, overlay is removed.

iPad

Scale: 1pt = 1.836134px

15.0 (Detail) PDP - Favorited

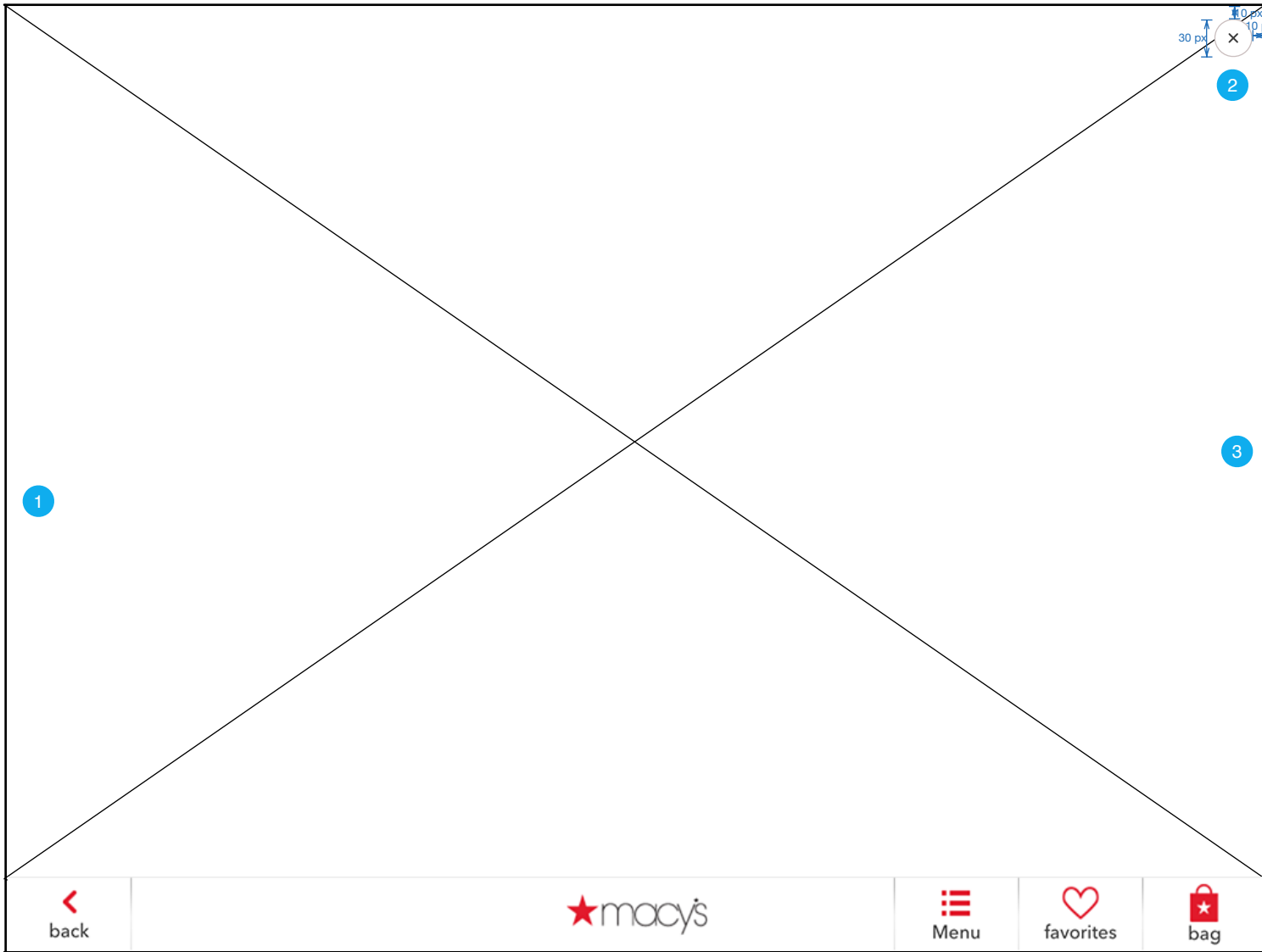


Page Title		
15.0 (Detail) PDP - Favorited		
Page Context		
User has pressed the favorite heart on the product slideshow.		
Page Notes		
#	Interface Description	Interaction
1	favorite button	On press of favorite button (heart), the heart animates toward the favorites list button below. The favorites list button then turns red if this is the first thing favorited.
1	favorites list button	By default, the heart in the button is gray. On selection of a favorite item, the heart turns red and remains red as long as there are items in the favorites list. On press, user goes to the favorites list.

iPad

Scale: 1pt = 1.836134px

15.0.1 PDP - image enlargement

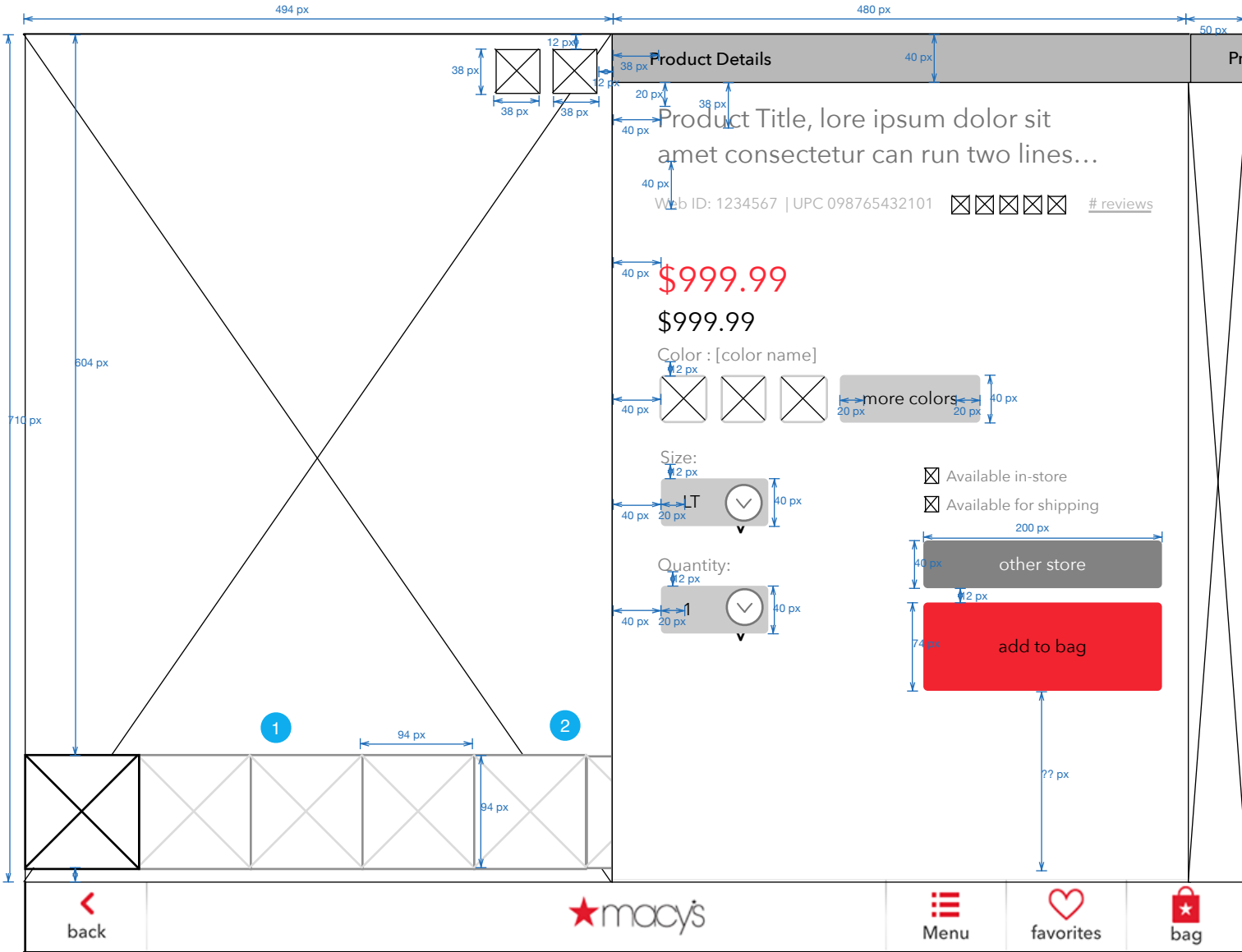


Page Title		
15.0.1 PDP - image enlargement		
Page Context		
The user has pressed on an image in the slideshow. That image is now the entire screen (zoomed).		
Page Notes		
#	Interface Description	Interaction
1	far left	On press, previous image is shown, if any.
1	close x	Onpress, user returns to state in 15.0 PDP.
1	far right	On press, next image is shown, if any.

iPad

Scale: 1pt = 1.836134px

15.0 (Detail) PDP - Sale price & multiple alt images

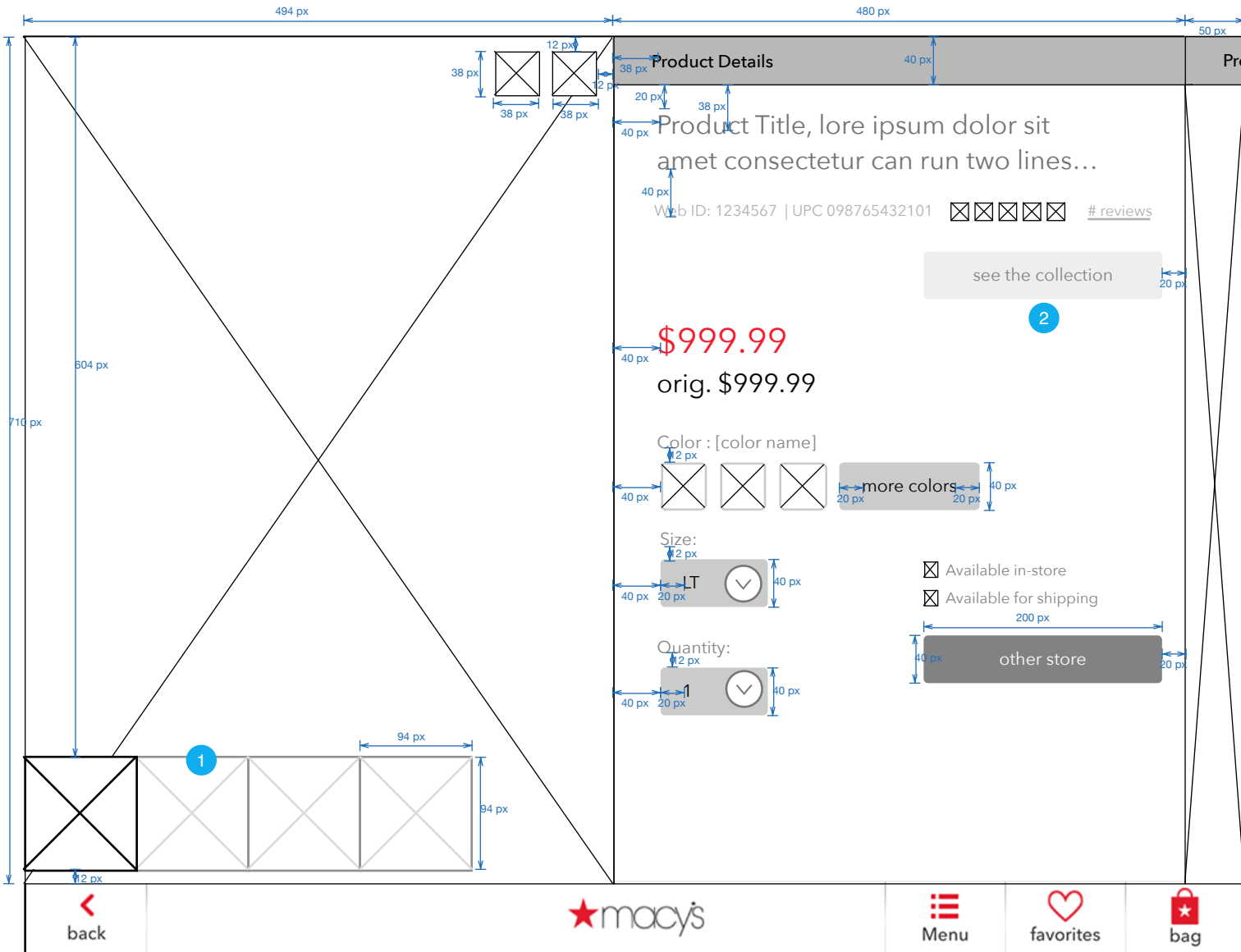


Page Title		
15.0 (Detail) PDP - Sale price & multiple alt images		
Page Context		
There are more than 5 images for this product slideshow.		
Page Notes		
#	Interface Description	Interaction
1	preview image	On press of preview image, the image selected is shown as larger image (background).
1	scrolling previews	On swipe to the left, further images are shown. Note preview image carousel does NOT repeat. i.e. you can only swipe one way to the final image, then the carousel stops. It does not 'circle' to the first image again.

iPad

Scale: 1pt = 1.836134px

15.5 PDP - Member ("see the collection")



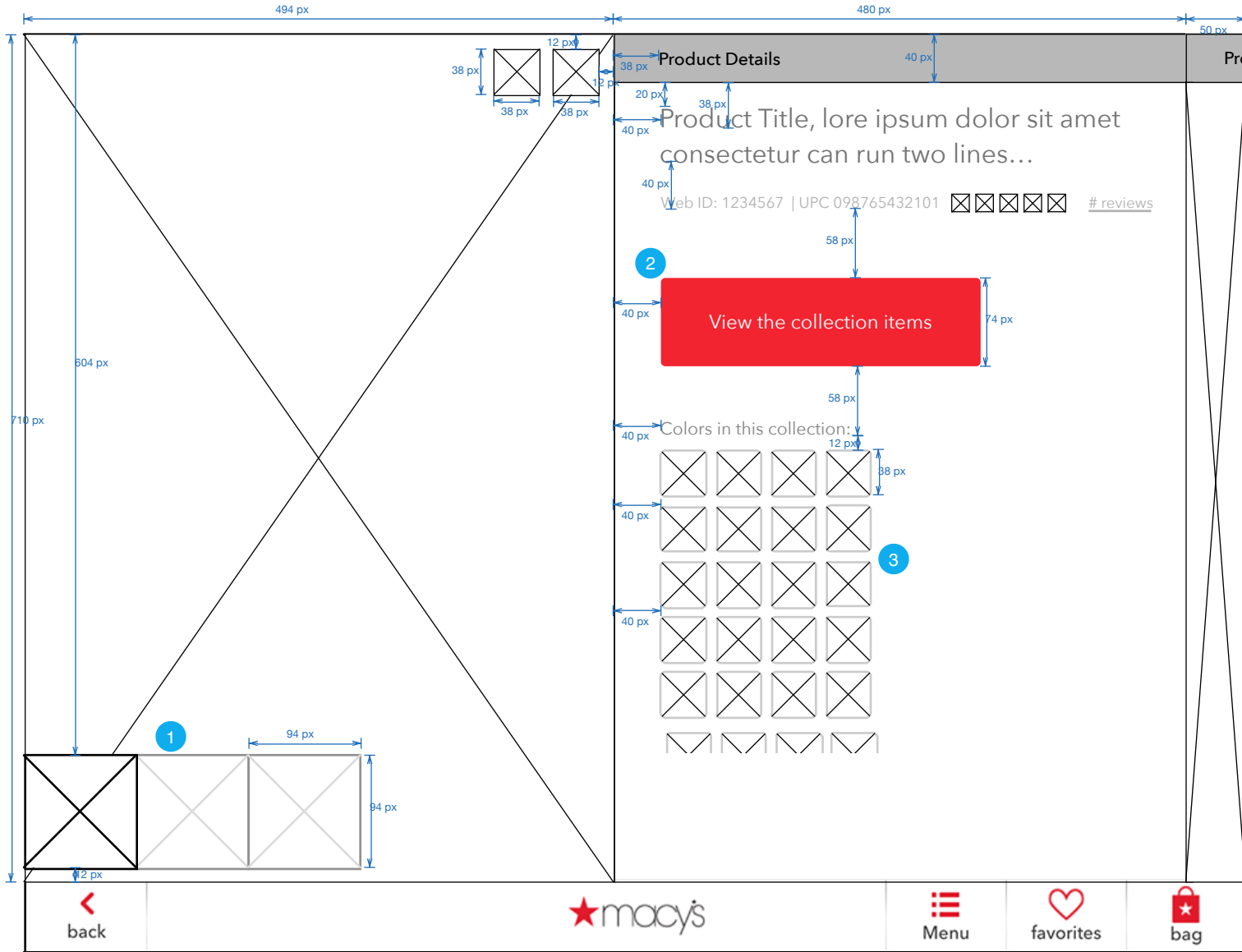
Page Title		
15.5 PDP - Member ("see the collection")		
Page Context		
This is the primary interface for "Collections" - items in a designer or business set which are displayed together. This is a "Member" interface, a member is an item within a collection.		
Page Notes		
#	Interface Description	Interaction
1	images	Images may be of variations of this item or may be other items in the collection.
2	see the collection	On press, the collection is shown in a 20.0 S1 Master Overlay.

iPad

Scale: 1pt = 1.836134px

MASTER / MEMBER

20.0 Master

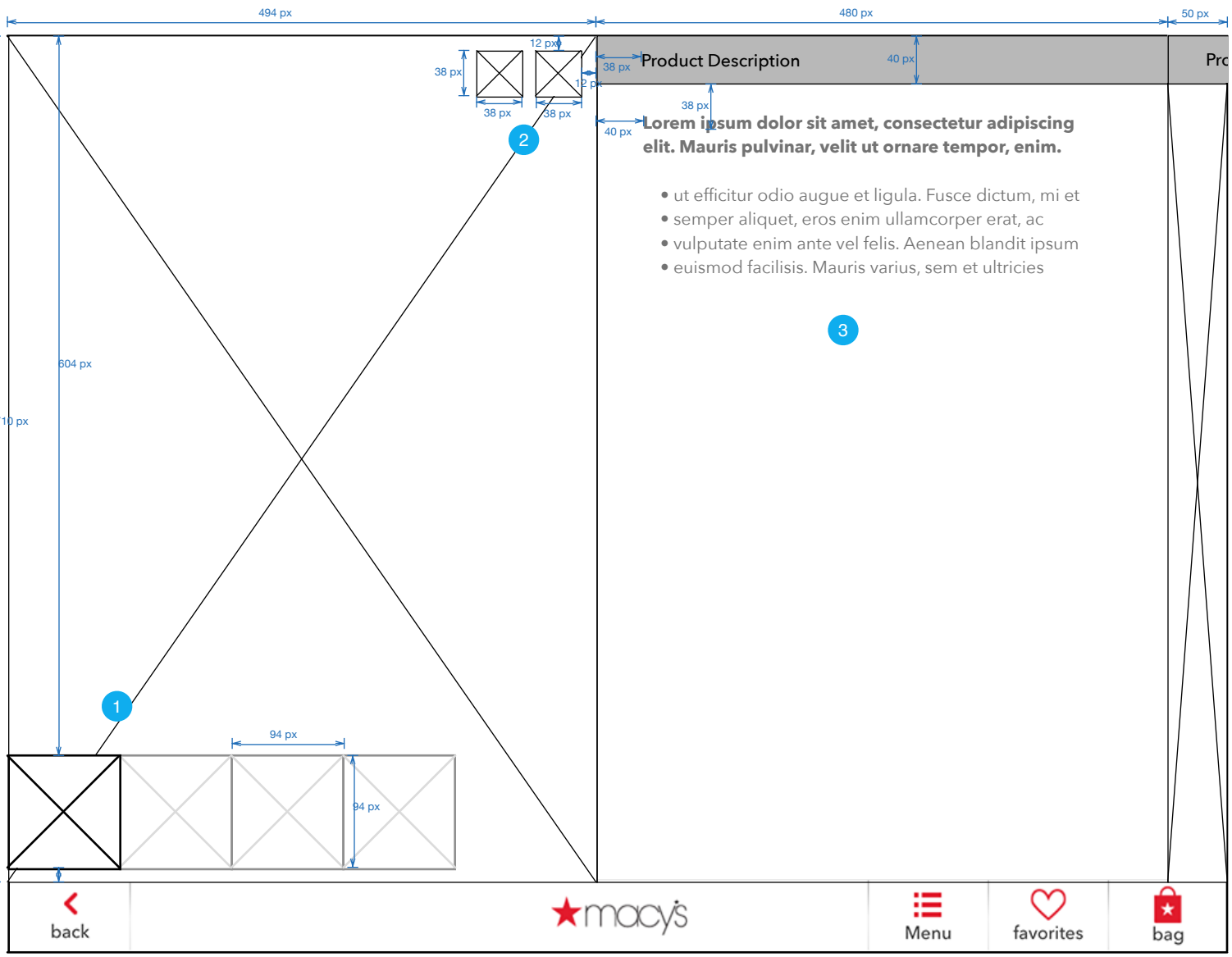


Page Title		
20.0 Master		
Page Context		
This is a variation of the PDP for showing items in a collection. Users can share or favorite a collection.		
Page Notes		
#	Interface Description	Interaction
1	preview images	On press, image is shown as the primary image of the page. Images for 20.0 Master can include individual product shots or shots of the entire collection.
2	view the collection items	On press, the user is shown the collection as a 20.0 S1 Collection Overlay.
3	Colors in this collection	No interaction, but the colors may scroll up and down in the space provided.

iPad

Scale: 1pt = 1.836134px

20.1 Master - Product Description

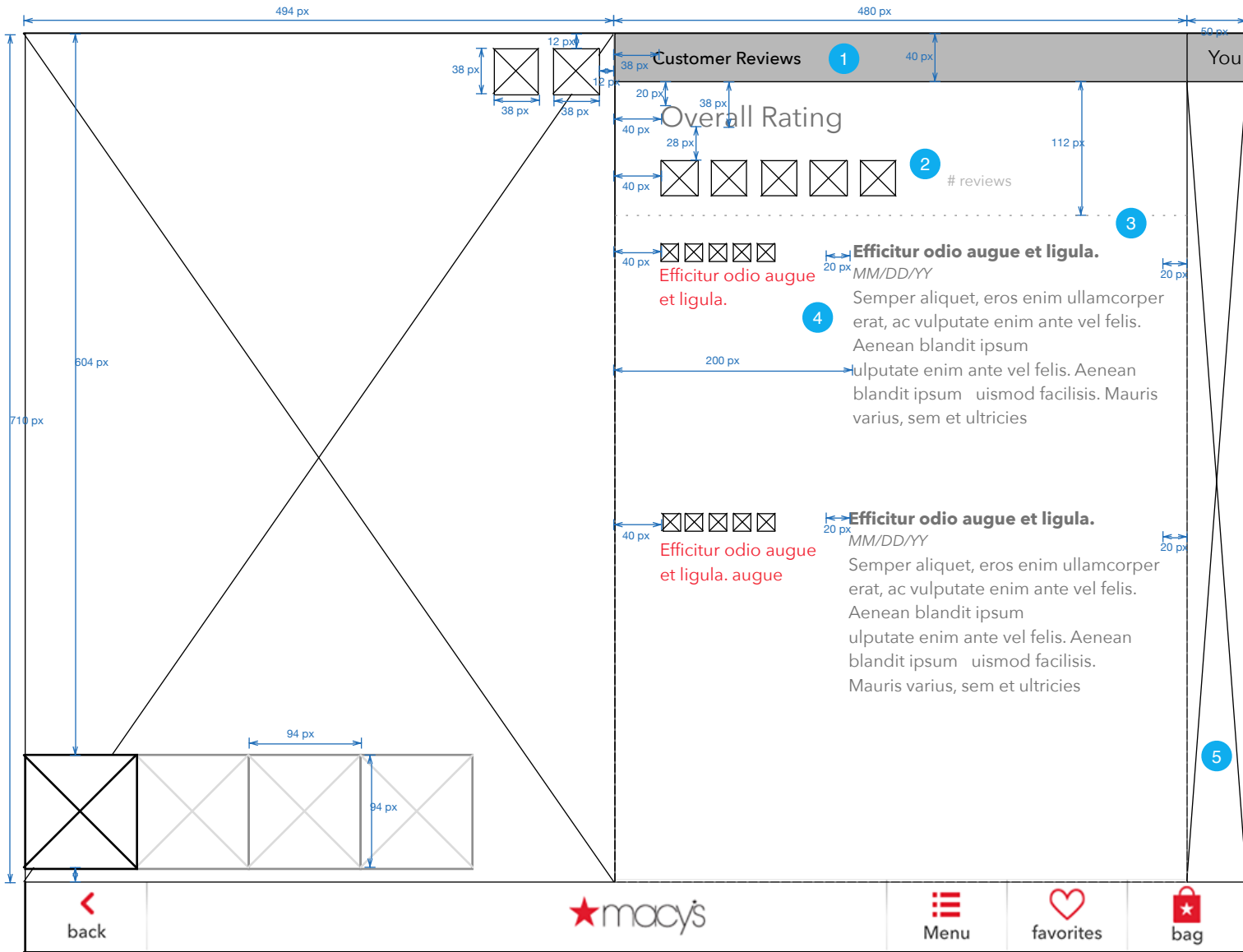


Page Title		
20.1 Master - Product Description		
Page Context		
This is nearly identical to the individual item Product Description. In this case the description, pictures and such are of the collection.		
Page Notes		
#	Interface Description	Interaction
1	preview images	on press, selected image is shown as main page image.
2	share and favorite	both items work on the collection rather than product.
3	product description	this description is of the collection. This description does not include any interactive elements.

iPad

Scale: 1pt = 1.836134px

20.2 Master - Customer Reviews

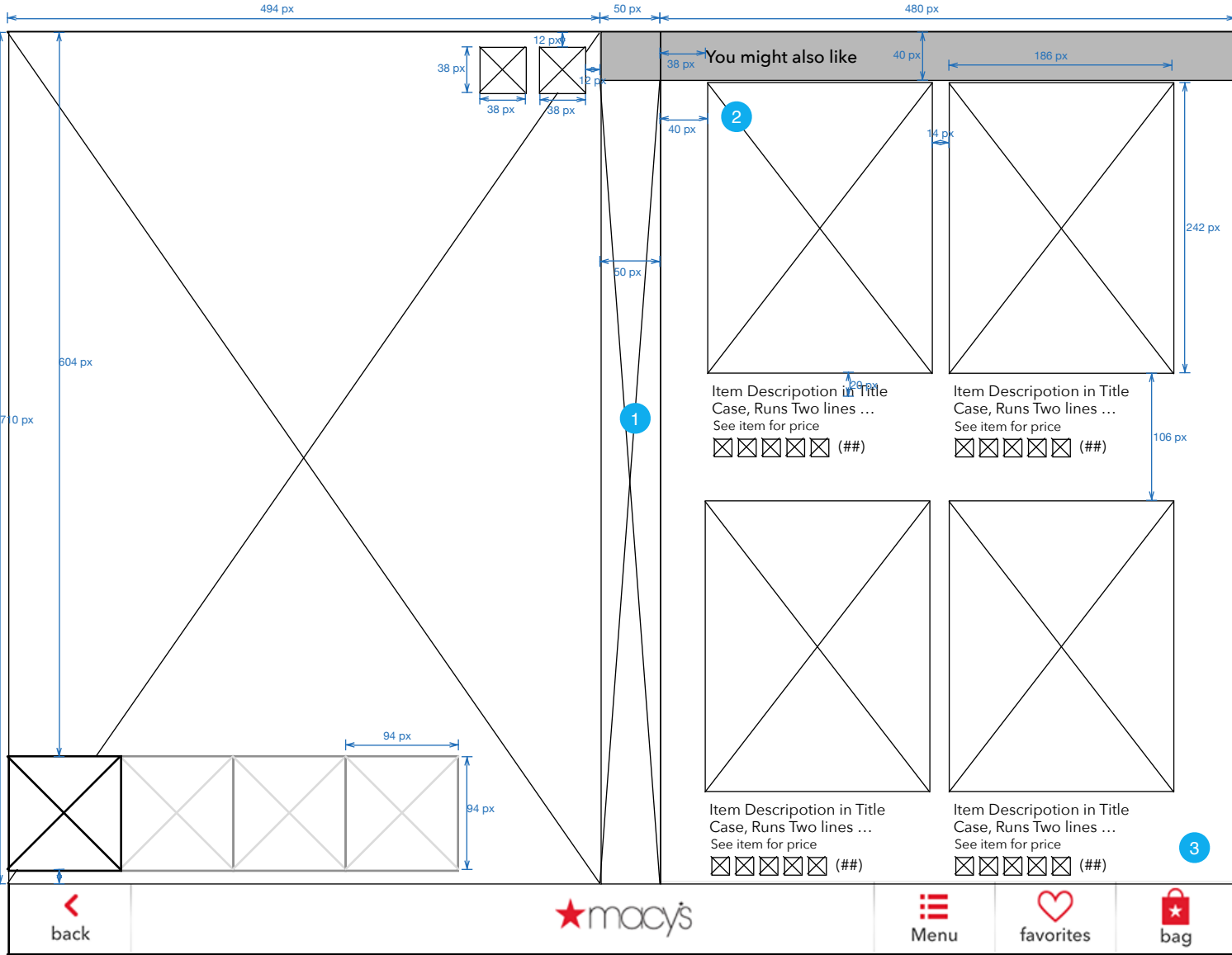


Page Title		
20.2 Master - Customer Reviews		
Page Context		
This page is the ratings page for the Collection (not individual items in the collection). It includes a scrollable area (below dotted line)		
Page Notes		
#	Interface Description	Interaction
1	Customer Reviews	No interaction
2	five stars	Five stars are shown to express the rating of the product from 1 to 5 stars. Stars are either empty (white) or 1/2 or all full (red)
3	Scrollable Area	The area below the dotted line is scrollable vertically.
4	Review	Each review is listed in reverse chronological order. Each review includes that review star rating (1 to 5 stars), a title, a pull quote and the date the review went live.
5	Next Pane	A small portion of the next page peeks over the side. On press or drag, the user goes to the next page.

iPad

Scale: 1pt = 1.836134px

20.3 Master - You Might Also Like

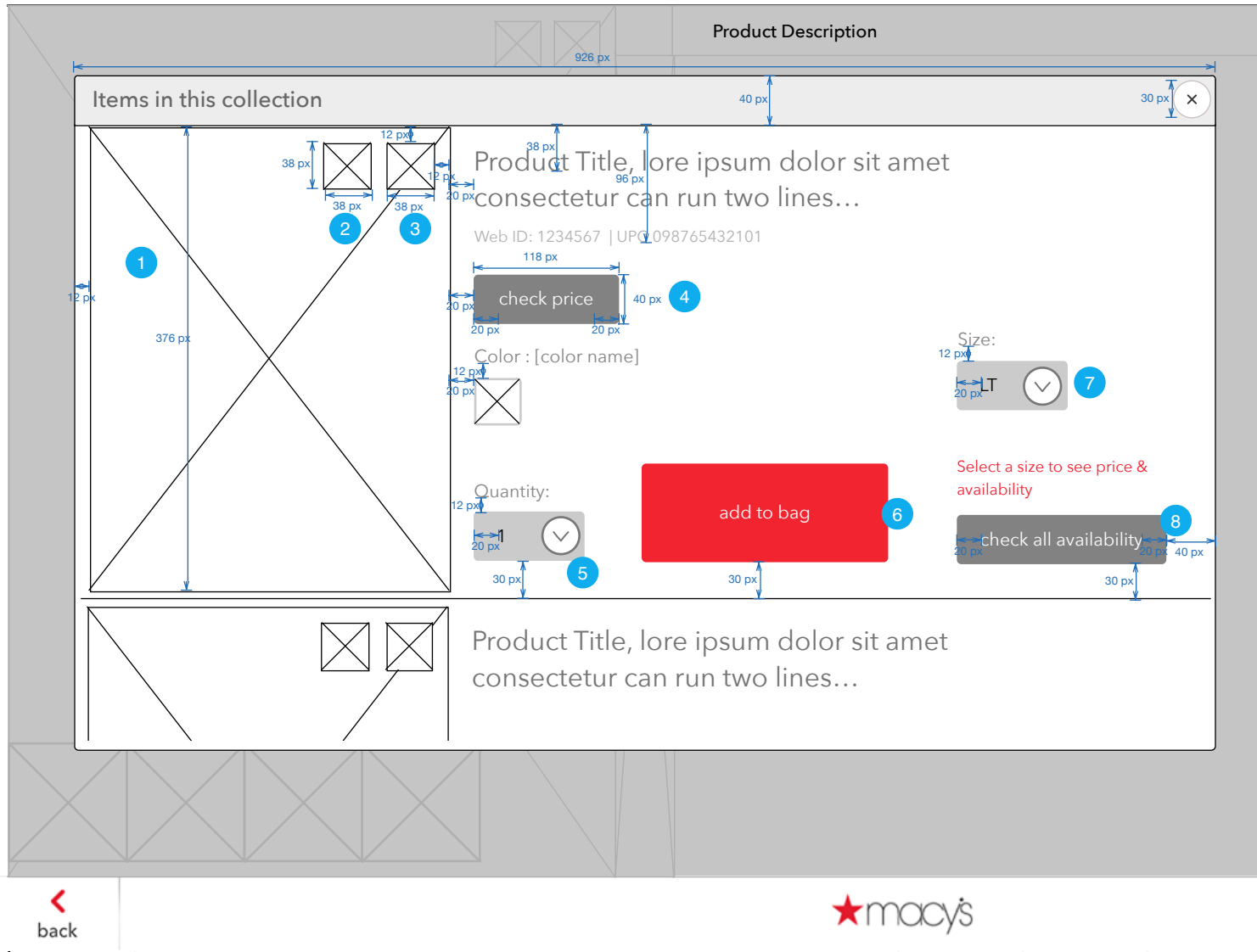


Page Title		
20.3 Master - You Might Also Like		
Page Context		
<p>This is typically the last panel in the Master PDP, and is drawn up as such. The last panel in a set includes the 'peek' of the previous panel on the left, to imply that the user is going "back" to see a page.</p>		
Page Notes		
#	Interface Description	Interaction
1	Previous Panel	On press or scroll, the user goes to the previous panel
2	Products	Products are displayed with the same style as in Browse pages, with an image, title, review.
3	Scrollable	The panel (below the gray title) is scrollable vertically to accommodate more products.

iPad

Scale: 1pt = 1.836134px

20.0 S1 Master - Member Overlay



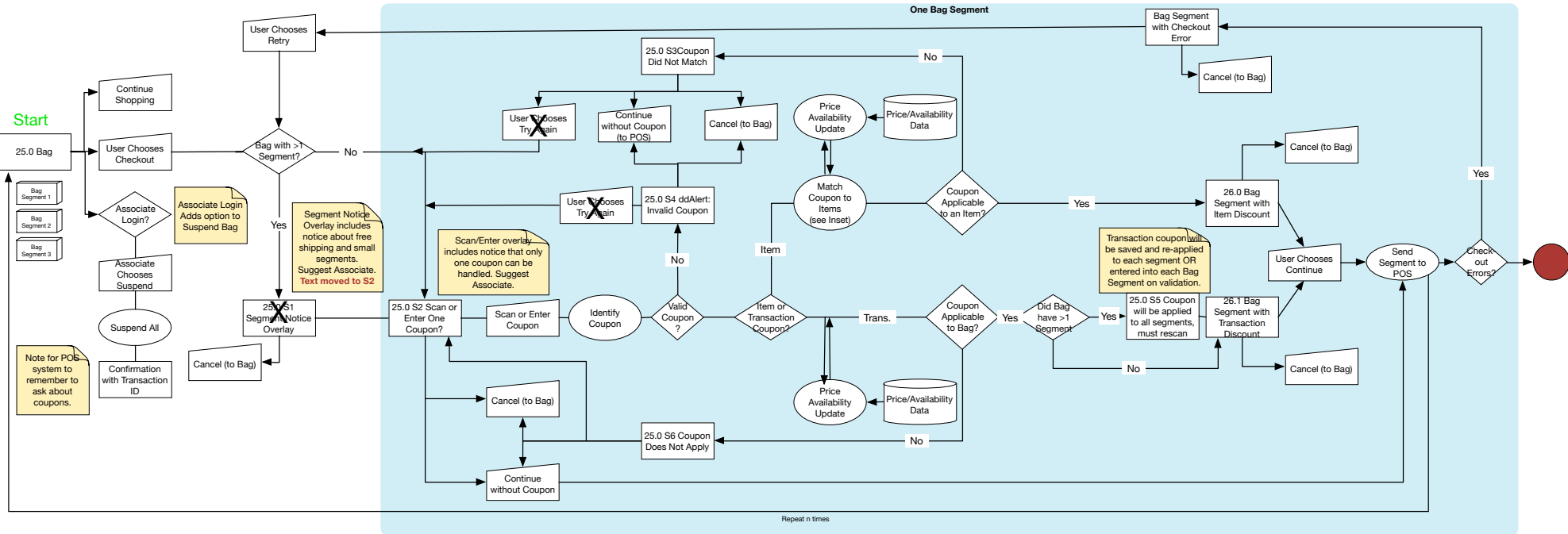
Page Title		
20.0 S1 Master - Member Overlay		
Page Context		
This overlay is shown when a user has pressed the "See Items in this Collection" button on a Master page.		
Page Notes		
#	Interface Description	Interaction
1	Product Image	On press, user goes to the Member PDP for that product.
2	Favorite	On press, this item is favorited for this user.
3	Share	On press, this item is transferred to the single item share overlay.
4	check price	On press, price is filled in in the area and button removed.
5	Quantity	On press, the quantity menu is shown.
6	add to bag	On press, this item is added to bag.
7	Size	On press, the size menu is shown.
8	check all availability	On press, an availability check is done and the availability overlay is shown.

iPad

Scale: 1pt = 1.836134px

BAG

Checkout User Flow



Match Coupon to Items

Item #1 \$40	Item #1 \$40	Item #6 \$50	Item #1 \$40
Item #2 \$10	Item #2 \$10	Item #1 \$40	Item #2 \$10
Item #3 \$5	Item #3 Not Available	Item #4 \$30✓	Item #3 Not Available
Item #4 \$30	Item #4 \$30	Item #5 \$20	Item #4 \$30 - \$5✓
Item #5 \$20	Item #5 \$20	Item #2 \$10	Item #5 \$20
Item #6 \$50	Item #6 \$50	Item #3 Not Available	Item #6 \$50

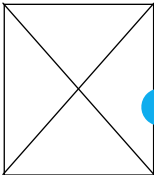
1) Items are entered as in Bag
2) Items are checked for availability.
3) Items are sorted by Price, highest first, and UPC checked against coupon.
4) Items are returned to user with coupon match and unavailable items highlighted.

Assumptions:
No coupon invalidation
Only one (1) coupon
POS can return match on UPC
Item Coupons can match just one unique UPC, not line item.



25.0 Bag (One Segment)

My Bag (3 items)



kate spade new york Malmö 5-Piece Place Setting

1

Add to Favorites

Color: Cocoa Silver Size: XL

2

3

4

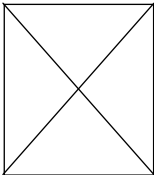
2

Remove

Available for Shipment

Reg. \$200.00

Sale \$139.99



kate spade new york Malmö 5-Piece Place Setting

Add to Favorites

Color: Cocoa Silver Size: XL

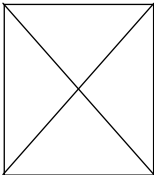
2

Remove

Available for Shipment

Reg. \$200.00

Sale \$139.99



kate spade new york Malmö 5-Piece Place Setting

Add to Favorites

Color: Cocoa Silver Size: XL

2

Remove

Available for Shipment

Reg. \$200.00

Sale \$139.99

6

♥ All

📦 All

7


FREE SHIPPING with \$50 purchase

Total \$139.99

Checkout

8

back



Menu

favorites

bag

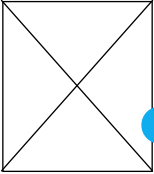
Page Title		
25.0 Bag (One Segment)		
Page Context		
The user has pressed "bag" and is now in the checkout flow. NOTE there are a number of business rules for checkout that may be set via configuration (e.g. requiring assisted checkout, not allowing checkout, etc.)		
Page Notes		
#	Interface Description	Interaction
1	Item	On press, user goes back to PDP for that item.
2	color and size	No interaction but data is filled in dynamically.
3	Price	No interaction but data is filled dynamically.
4	quantity	No interaction
5	Remove All	On press, a confirmation overlay is shown. On confirmation, all items are removed from bag.
6	(share) All	On press, the share overlay is shown.
7	Suspend	Appearance of Suspend button is subject to Associate Login. On press, this bag or bags are suspended to the POS system.
8	Checkout (Primary)	Appearance of Checkout button is subject to instance configuration. On press, this bag or bags are sent to checkout.

iPad

Scale: 1pt = 1.836134px

25.0 Divided Bag

My Bag (2 items) 5



1

kate spade new york Malmö 5-Piece Place Setting

Add to Favorites

Color: Cocoa Silver Size: XL

2

3

Reg. \$200.00 Sale \$139.99

2

4

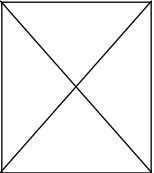
Remove

Available for Shipment

6

FREE SHIPPING with \$50 purchase Total \$139.99

Checkout



kate spade new york Malmö 5-Piece Place Setting

Add to Favorites

Color: Cocoa Silver Size: XL

2

Remove

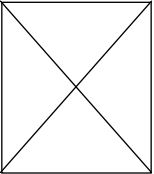
Available for Shipment

6

FREE SHIPPING with \$50 purchase Total \$139.99

Checkout

FOR Namey and Name (1 item)



kate spade new york Malmö 5-Piece Place Setting

Add to Favorites

Color: Cocoa Silver Size: XL

2

Remove

Available for Shipment


7

8

FREE SHIPPING with \$50 purchase Total \$139.99

Checkout

back



Menu

favorites

bag

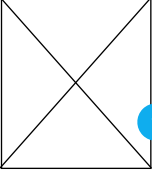
Page Title		
25.0 Divided Bag		
Page Context		
The shopper has items in their own bag and items from a registry. Each bag segment must go through checkout individually, so each has their own Suspend and Checkout bag.		
Page Notes		
#	Interface Description	Interaction
1	Item	On press, user goes back to PDP for that item.
2	color and size	No interaction but data is filled in dynamically.
3	Price	No interaction but data is filled dynamically.
4	quantity	No interaction
5	Remove All	On press, a confirmation overlay is shown. On confirmation, all items are removed from bag.
6	(share) All	On press, the share overlay is shown.
7	Suspend	Appearance of Suspend button is subject to Associate Login. In this case, Associate is NOT logged in.
8	Checkout	Appearance of Checkout button is subject to instance configuration. On press, this bag or bags are sent to checkout.

iPad

Scale: 1pt = 1.836134px

25.0 Divided Bag (Tablet, Associate, Checkout)

My Bag (2 items) 3



kate spade new york Malmö 5-Piece Place Setting

Color: Cocoa Silver Size: XL

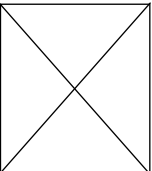
Reg. \$200.00
Sale \$139.99

2 Available for Shipment

1 2

Add to Favorites Remove

Remove



kate spade new york Malmö 5-Piece Place Setting

Color: Cocoa Silver Size: XL

Reg. \$200.00
Sale \$139.99

2 Available for Shipment

Add to Favorites Remove

Remove

♥ All

📦 All

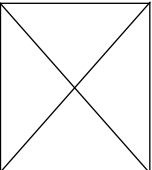
5 Suspend

FREE SHIPPING with \$50 purchase

Total \$139.99

Checkout 6

☒ FOR Namey and Name (1 item)



kate spade new york Malmö 5-Piece Place Setting

Color: Cocoa Silver Size: XL

Reg. \$200.00
Sale \$139.99

2 Available for Shipment

Add to Favorites Remove

Remove

♥ All

📦 All


7 Suspend

FREE SHIPPING with \$50 purchase

Total \$139.99

Checkout

← back



☰ Menu

♥ favorites

🛍 bag

Page Title		
25.0 Divided Bag (Tablet, Associate, Checkout)		
Page Context		
Shopper has two bag segments, Associate is signed in and Checkout is enabled.		
Page Notes		
#	Interface Description	Interaction
1	Item	On press, user goes back to PDP for that item.
2	Add item to favorites	On press, item is added to shopper's favorite list.
3	Sort by	On press, options to sort items in bag segment(s) are shown.
4	Remove	On press, item is removed from bag segment.
5	Suspend (Secondary Button)	Since Associate is logged in, Suspend button appears. On press, the chosen bag segment is suspended to the POS/MPOS system.
6	Checkout (Primary Button)	On press, this bag segment goes to checkout.
7	Favorite All	On press, all items in the current bag segment are sent to the shopper's favorite list.
	Next Page	The next page shows the same diagram, but for the kiosk rather than for the iPad.

iPad

Scale: 1pt = 1.836134px

25.0 Divided Bag (Kiosk, Associate, Checkout)

(3 items)
My Bag
Subtotal
\$299.00

My Bag (2 items)

	kate spade new york Malmö 5-Piece Place Setting Add to Favorites	Color: Cocoa Silver 	Size: XL 	Reg. \$200.00 Sale \$139.99	2 	Remove 	Available for Shipment
	kate spade new york Malmö 5-Piece Place Setting Add to Favorites	Color: Cocoa Silver 	Size: XL 	Reg. \$200.00 Sale \$139.99	2 	Remove 	Available for Shipment

All All Coupon Suspend Checkout

FREE SHIPPING with \$50 purchase **Total \$139.99**

FOR Namey and Name (1 item)

	kate spade new york Malmö 5-Piece Place Setting Add to Favorites	Color: Cocoa Silver 	Size: XL 	Reg. \$200.00 Sale \$139.99	2 	Remove 	Available for Shipment
--	--	-------------------------	--------------	---------------------------------------	-------	------------	------------------------

All All Coupon Suspend Checkout

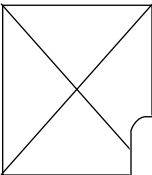
FREE SHIPPING with \$50 purchase **Total \$139.99**

[back](#) Menu favorites bag

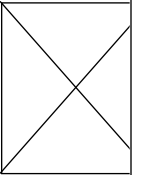
25.0 S2 Scan or Enter Coupon

(2 items)
My Bag
Subtotal
\$299.00

My Bag (2 items)



kate spade new york Malmö 5-Piece Place Setting
Color: Cocoa Silver Size: XL
Reg. \$200.00
Sale \$139.99
2 Available for Shipment
Remove



Reg. \$200.00
Sale \$139.99
2 Available for Shipment
Remove

FREE SHIPPING with \$50 purchase **Total \$139.99**

[Suspend](#) [Checkout](#)


Cancel Continue

Coupon, must be scanned for each segment, lore ipsum scan coupon or enter number here, lore ipsum dolor sit amet.

Enter Coupon Number

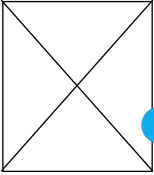
Lorem ipsum dolor scanning instructions for use of coupon scanner on kiosk, ipsum dolor.

For best results with coupon or other discount, please see an associate for assistance.

back  Menu favorites bag

25.0 Divided Bag (Associate, No Checkout)

My Bag (2 items)



kate spade new york Malmö 5-Piece Place Setting

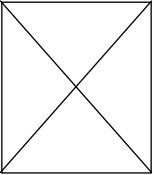
Color: Cocoa Silver Size: XL

Reg. \$200.00
Sale \$139.99

2 Available for Shipment

Remove

2



kate spade new york Malmö 5-Piece Place Setting

Color: Cocoa Silver Size: XL

Reg. \$200.00
Sale \$139.99

2 Available for Shipment

Remove

2

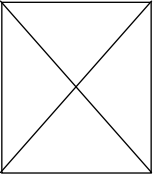
♥ All

📦 All

FREE SHIPPING with \$50 purchase

Total \$139.99

6 Suspend



kate spade new york Malmö 5-Piece Place Setting

Color: Cocoa Silver Size: XL

Reg. \$200.00
Sale \$139.99

2 Available for Shipment

Remove

2

♥ All


📦 All

FREE SHIPPING with \$50 purchase

Total \$139.99

Suspend

← back



☰ Menu

♥ favorites

🛒 bag

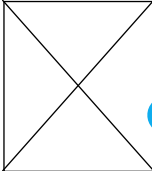
Page Title		
25.0 Divided Bag (Associate, No Checkout)		
Page Context		
This shows the bag version when the Associate is signed in but checkout is not enabled. Suspend is the only option.		
Page Notes		
#	Interface Description	Interaction
1	Item	On press, user goes back to PDP for that item.
2	item desc.	Item description can run up to three lines.
3	Color	No interaction
4	Size	No interaction
5	Remove Item	On press, item is removed from bag segment.
6	Suspend (Primary)	Appearance of Suspend button is subject to Associate Login. In this case, since there is no checkout, Suspend is a Primary button (style). On press, this bag or bags are suspended to the POS system.

iPad

Scale: 1pt = 1.836134px

25.0 Divided Bag (Tablet, No Associate, Checkout)

My Bag (2 items) 2



1

Add to Favorites

kate spade new york Malmö 5-Piece Place Setting

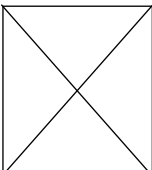
Color: Cocoa Silver Size: XL

Reg. \$200.00
Sale \$139.99

2 Available for Shipment

3

4 Remove



Add to Favorites

kate spade new york Malmö 5-Piece Place Setting

Color: Cocoa Silver Size: XL

Reg. \$200.00
Sale \$139.99

2 Available for Shipment

Remove

♥ All

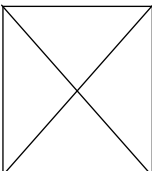
📦 All

FREE SHIPPING with \$50 purchase

Total \$139.99

Checkout

FOR Namey and Name (1 item)



Add to Favorites

kate spade new york Malmö 5-Piece Place Setting

Color: Cocoa Silver Size: XL

Reg. \$200.00
Sale \$139.99

2 Available for Shipment

Remove

♥ All


📦 All

FREE SHIPPING with \$50 purchase

Total \$139.99

Checkout

← back



☰ Menu

♥ favorites

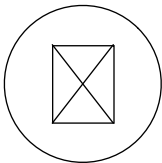
📦 bag

Page Title		
25.0 Divided Bag (Tablet, No Associate, Checkout)		
Page Context		
The user has clicked on their bag and is checking out. The Associate has not logged in and checkout is enabled.		
Page Notes		
#	Interface Description	Interaction
1	Item	On press, user goes back to PDP for that item.
2	# items	No interaction, # of items in segments is shown.
3	Price	No interaction but data is filled dynamically.
4	quantity	No interaction
	Next Page	The next page shows the same interface for the kiosk.

iPad

Scale: 1pt = 1.836134px

25.0 Divided Bag (Kiosk, One scrolling box for segments)



(2 items)

My Bag

Subtotal
\$299.00

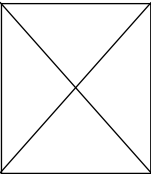
My Bag is 18px
Clarendon LT Std
Light.

All other text is
Avenir Next.

Smaller (label)
text is 12px

Price is 14px

My Bag (2 items)



kate spade new york Malmö 5-Piece
Place Setting

Add to Favorites

Color: Cocoa Silver Size:



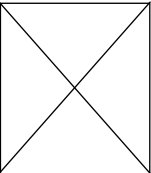
XL

Reg. \$200.00
Sale \$139.99

2

Available for Shipment

Remove



kate spade new york Malmö 5-Piece
Place Setting

Add to Favorites

Color: Cocoa Silver Size:



XL

Reg. \$200.00
Sale \$139.99

2

Available for Shipment

Remove



All



All

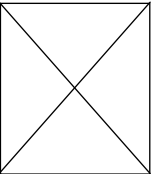
FREE SHIPPING
with \$50 purchase

Total \$139.99

Checkout



FOR Namey and Name (1 item)



kate spade new york Malmö 5-Piece
Place Setting

Add to Favorites

Color: Cocoa Silver Size:



XL

Reg. \$200.00
Sale \$139.99

2

Available for Shipment

Remove



All



All

FREE SHIPPING
with \$50 purchase

Total \$139.99

Checkout



back



Menu



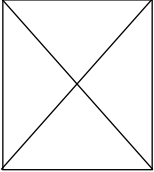
favorites



bag

25.0 Divided Bag (Tablet, No Associate, No Checkout)

My Bag (2 items)



kate spade new york Malmö 5-Piece Place Setting

Add to Favorites

Color: Cocoa Silver

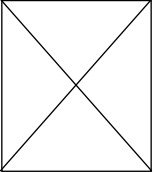
Size: XL

Reg. \$200.00
Sale \$139.99

2

Remove

Available for Shipment



kate spade new york Malmö 5-Piece Place Setting

Add to Favorites

Color: Cocoa Silver

Size: XL

Reg. \$200.00
Sale \$139.99

2


Remove

Available for Shipment

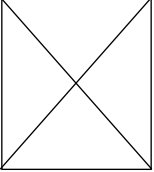
♥ All

📦 All

1 Please see an associate for assistance with these items



FOR Namey and Name (1 item)



kate spade new york Malmö 5-Piece Place Setting

Add to Favorites

Color: Cocoa Silver

Size: XL

Reg. \$200.00
Sale \$139.99

2

Remove


Available for Shipment

♥ All

📦 All

Please see an associate for assistance with these items

⬅️
back



☰
Menu

♥
favorites

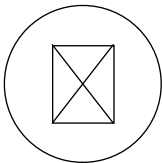
🛒
bag

Page Title		
25.0 Divided Bag (Tablet, No Associate, No Checkout)		
Page Context		
This is the unusual instance where checkout is not enabled and the Associate has not logged in on a tablet. The main call to action is removed and replaced by a suggestion to get an associate.		
Page Notes		
#	Interface Description	Interaction
1	Notice	User is told to continue they should see an associate.
	Next Page	The next page is the same thing but for the kiosk.

iPad

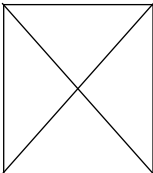
Scale: 1pt = 1.836134px

25.0 Divided Bag (Kiosk, No Associate, No Checkout)



(2 items)
My Bag
Subtotal
\$299.00

My Bag (2 items)



kate spade new york Malmö 5-Piece Place Setting

Add to Favorites

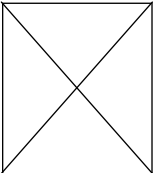
Color: Cocoa Silver Size: XL

Reg. \$200.00
Sale \$139.99

2

Available for Shipment

Remove



kate spade new york Malmö 5-Piece Place Setting

Add to Favorites

Color: Cocoa Silver Size: XL

Reg. \$200.00
Sale \$139.99

2

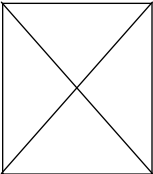
Available for Shipment

Remove

♥ All 🛒 All

Please see an associate for assistance with these items

☒ FOR Namey and Name (1 item)



kate spade new york Malmö 5-Piece Place Setting

Add to Favorites

Color: Cocoa Silver Size: XL

Reg. \$200.00
Sale \$139.99

2

Available for Shipment

Remove

♥ All 🛒 All

Please see an associate for assistance with these items

back

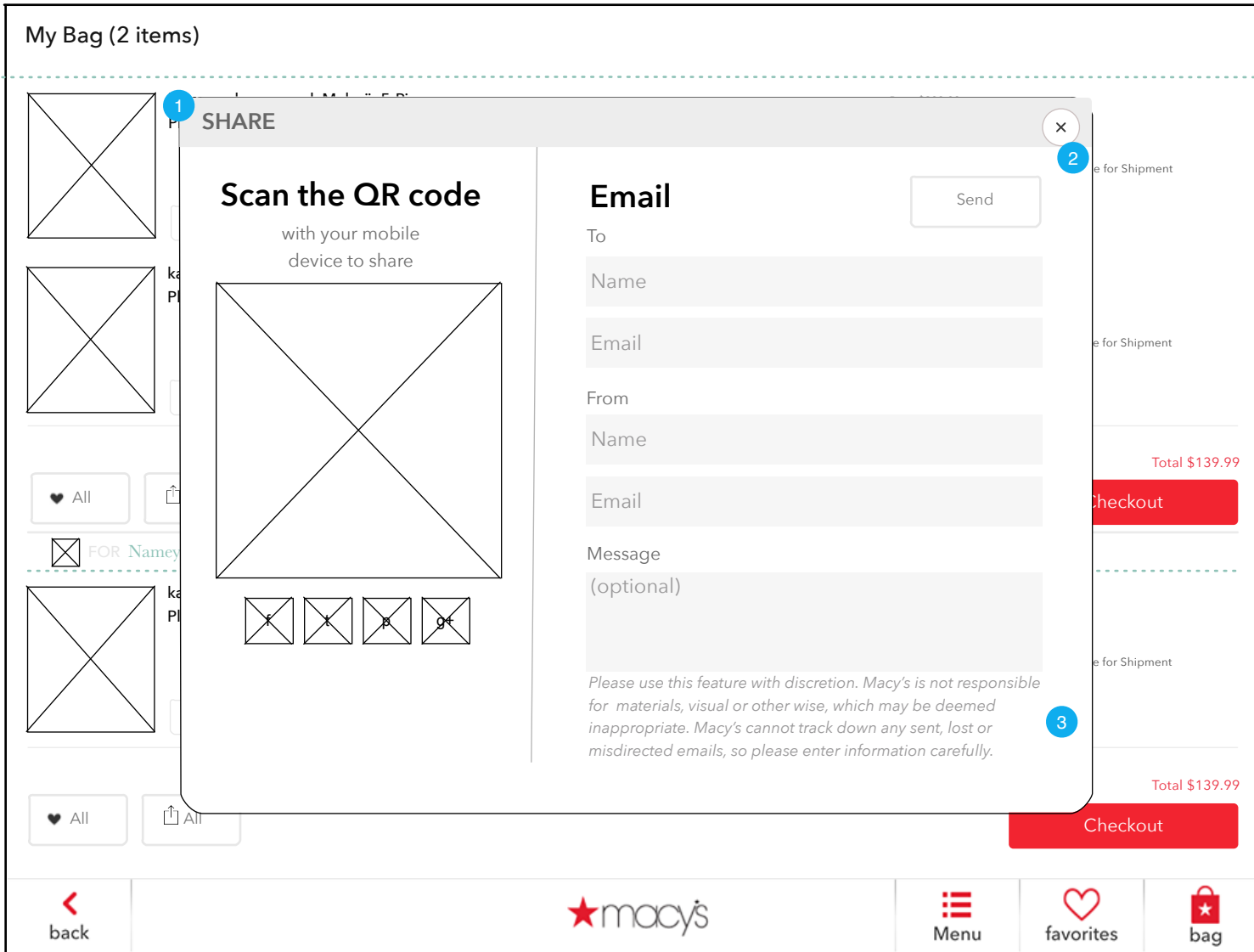


Menu

favorites

bag

25.0 S1 Share All



Page Title		
25.0 S1 Share All		
Page Context		
This overlay is called when the user presses the (share)all button.		
Page Notes		
#	Interface Description	Interaction
1	Share form	This form operates identically to other share forms in this document.
2	Close X	On press, this form is removed and user returns to page.
3	form	Message is limited to 500 characters.

iPad

Scale: 1pt = 1.836134px

25.1 Confirmation (Associate Suspend)

1 Lorem ipsum dolor
 The bag has been suspended and transferred to the register.

The Bag ID is: XXXX-XX-XX-XX

Please remember to ask the customer about coupons.

Kiosk will reset in XX seconds.



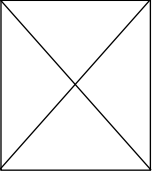
iPad

Scale: 1pt = 1.836134px

Page Title		
25.1 Confirmation (Associate Suspend)		
Page Context		
When the associate suspends a bag, this view is shown.		
Page Notes		
#	Interface Description	Interaction
1	message	Please see copy deck for final text. Note that the kiosk will reset its contents (i.e. wipe favorites, bag etc.) and be ready for next user in 30 seconds.

25.0 S1 Choose Bag Segment

My Bag (2 items)



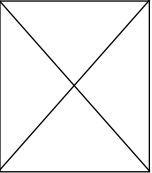
kate spade new york Malmö 5-Piece Place Setting

Color: Cocoa Silver Size: XL 2

Reg. \$200.00 Sale \$139.99

1

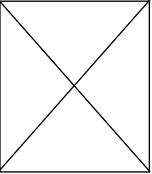
Add to Favorites



kate spade new york Place Setting

Add to Favorites

FOR Namey and Name (1 item)



kate spade new york Place Setting

Add to Favorites

2

Available for

Available for

Available for

FREE SHIPPING with \$50 purchase

Checkout

Cancel Continue

4 5

XL 2

Available for

Remove

FREE SHIPPING with \$50 purchase

Total \$139.99

Checkout

back

★ macy's

Menu favorites bag

Page Title
25.0 S1 Choose Bag Segment
Page Context
This overlay is a response to the user pressing checkout on a multi-segment bag.
a
lay
d ng it
rn
es user
flow in this section).

This screen has been rendered unnecessary by moving the coupon/checkout/suspend buttons into each bag segment. (June 2015)

iPad

Scale: 1pt = 1.836134px

25.0 S2 Scan or Enter One Coupon

My Bag (2 items)

kate spade new york Malmö 5-Piece Place Setting

Color: Cocoa Silver Size: XL 2

Reg. \$200.00 Sale \$139.99

Available for Shipment

Add to Favorites

kate spade new york Malmö 5-Piece Place Setting

Color: Cocoa Silver Size: XL 2

Reg. \$200.00 Sale \$139.99

Available for Shipment

Add to Favorites

Available for Shipment

Available for Shipment

FREE SHIPPING with \$50 purchase Total \$139.99

Checkout

X

Coupon, must be scanned for each segment, lore ipsum scan coupon or enter number here, lore ipsum dolor sit amet.

Enter Coupon Number

Lorem ipsum dolor scanning instructions for use of coupon scanner on kiosk, ipsum dolor.

For best results with coupon or other discount, please see an associate for assistance.

Cancel
Continue

kate spade new york Malmö 5-Piece Place Setting

Color: Cocoa Silver Size: XL 2

Reg. \$200.00 Sale \$139.99

Available for Shipment

Add to Favorites

kate spade new york Malmö 5-Piece Place Setting

Color: Cocoa Silver Size: XL 2

Reg. \$200.00 Sale \$139.99

Available for Shipment

Add to Favorites

Available for Shipment

Available for Shipment

FREE SHIPPING with \$50 purchase Total \$139.99

Checkout

back

★ macy's

Menu

favorites

bag

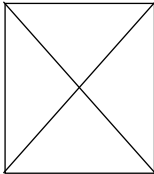
Page Title		
25.0 S2 Scan or Enter One Coupon		
Page Context		
On begin of segment checkout, the user is asked if they have coupons and if they have that		
Page Notes		
1	Overlay	This is a standard overlay with two buttons
2	Close X	On press, overlay is removed.
3	Image	Image instructions for scanning a coupon go here. On successful scan of a coupon, the coupon number is shown in the blank above.
4	Cancel	On press, overlay is removed and user returns to bag.
5	Continue	On press, user continues toward checkout (see user flow in this section).

iPad

Scale: 1pt = 1.836134px

25.0 S3 Coupon Did Not Match


My Bag (2 items)



kate spade new york Malmö 5-Piece Place Setting

Add to Favorites

Color: Cocoa Silver



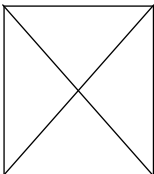
Size: XL

Reg. \$200.00
Sale \$139.99

2

Remove


Available for Shipment



kate spade new york Malmö 5-Piece Place Setting

Add to Favorites

Color: Cocoa Silver



Size: XL

Reg. \$200.00
Sale \$139.99

2

Remove

Available for Shipment

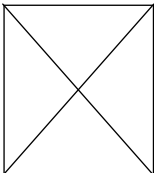
♥ All

🛒 All

FREE SHIPPING with \$50 purchase

Total \$139.99


Checkout



kate spade new york Malmö 5-Piece Place Setting

Add to Favorites

Color: Cocoa Silver



Size: XL

Reg. \$200.00
Sale \$139.99

2

Remove

Available for Shipment

♥ All


🛒 All

FREE SHIPPING with \$50 purchase

Total \$139.99

Checkout

⬅ back



☰ Menu

♥ favorites

🛒 bag

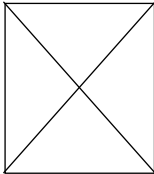
Page Title		
25.0 S3 Coupon Did Not Match		
Page Context		
If the user presents a coupon that does not match any item in their bag or is not applicable for other reasons, this overlay is shown.		
Page Notes		
1	Overlay	This is a standard Toast overlay with no buttons.
2	Close X	On press, overlay is removed.
3	Cancel	On press, user returns to 25.0 Bag
4	Continue	On press, overlay is removed and shopper continues checkout without coupon.

iPad

Scale: 1pt = 1.836134px

25.0 S4 Invalid Coupon

My Bag (2 items)



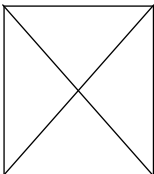
kate spade new york Malmö 5-Piece Place Setting

Color: Cocoa Silver Size: XL

2 Available for Shipment

Remove

Reg. \$200.00
Sale \$139.99



kate spade new york Malmö 5-Piece Place Setting

Color: Cocoa Silver Size: XL

2 Available for Shipment

Remove

Reg. \$200.00
Sale \$139.99

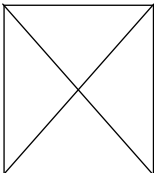
♥ All

🛒 All

FREE SHIPPING with \$50 purchase Total \$139.99

Checkout

FOR Namey and Name (1 item)



kate spade new york Malmö 5-Piece Place Setting

Color: Cocoa Silver Size: XL

2 Available for Shipment

Remove

Reg. \$200.00
Sale \$139.99


♥ All

🛒 All

FREE SHIPPING with \$50 purchase Total \$139.99

Checkout

⬅ back



☰ Menu

♥ favorites

🛒 bag

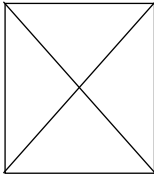
Page Title		
25.0 S4 Invalid Coupon		
Page Context		
The user has entered or scanned a coupon that doesn't match any known coupon.		
Page Notes		
1	Overlay	This is a standard overlay with two buttons
2	Close X	On press, overlay is removed.
3	Cancel	On press, shopper returns to 25.0 Bag
4	Continue	On press, shopper continues with checkout without coupon.

iPad

Scale: 1pt = 1.836134px

25.0 S5 Coupon Will be Applied to All Segments



My Bag (2 items)



kate spade new york Malmö 5-Piece Place Setting

Add to Favorites

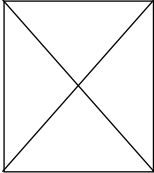
Color: Cocoa Silver Size: XL

Reg. \$200.00
Sale \$139.99

2 Available for Shipment



Remove



kate spade new york Malmö 5-Piece Place Setting

Add to Favorites

Color: Cocoa Silver Size: XL

Reg. \$200.00
Sale \$139.99

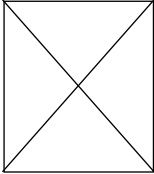
2 Available for Shipment

Remove

FREE SHIPPING with \$50 purchase Total \$139.99

Checkout



FOR Namey and Name (1 item)



kate spade new york Malmö 5-Piece Place Setting

Add to Favorites

Color: Cocoa Silver Size: XL

Reg. \$200.00
Sale \$139.99


2 Available for Shipment

Remove


FREE SHIPPING with \$50 purchase Total \$139.99

Checkout


back



Menu



favorites



bag

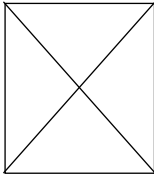
Page Title	
25.0 S5 Coupon Will be Applied to All Segments	
Page Context	
The user has entered a valid coupon that applies to more than one segment. The user is told the coupon will be applied, but will need to re-enter coupon within second segment.	
NOTE this overlay will automatically fade to 0 opacity over xx seconds.	
Page Notes	
1	1 This is a standard Toast overlay with no buttons

iPad

Scale: 1pt = 1.836134px

25.0 S6 Coupon Does Not Apply


My Bag (2 items)



kate spade new york Malmö 5-Piece Place Setting

Add to Favorites

Color: Cocoa Silver



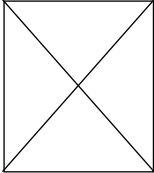
Size: XL

Reg. \$200.00
Sale \$139.99

2

Remove


Available for Shipment



kate spade new york Malmö 5-Piece Place Setting

Add to Favorites

Color: Cocoa Silver



Size: XL

Reg. \$200.00
Sale \$139.99

2

Remove

Available for Shipment

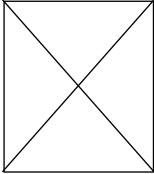
♥ All

🛒 All

FREE SHIPPING with \$50 purchase

Total \$139.99


Checkout



kate spade new york Malmö 5-Piece Place Setting

Add to Favorites

Color: Cocoa Silver



Size: XL

Reg. \$200.00
Sale \$139.99

2

Remove

Available for Shipment

♥ All


🛒 All

FREE SHIPPING with \$50 purchase

Total \$139.99

Checkout

⏪ back



☰ Menu

♥ favorites

🛒 bag

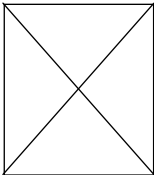
Page Title		
25.0 S6 Coupon Does Not Apply		
Page Context		
The user has entered or scanned an item coupon that does not match any items in the bag.		
Page Notes		
1	Overlay	This is a standard Toast overlay with no buttons
2	Close X	On press, overlay is removed.
3	Cancel	On press, user returns to 25.0 Bag
4	Continue	On press, user continues checkout without coupon

iPad

Scale: 1pt = 1.836134px

26.0 Bag Segment with Item Discount


My Bag (2 items)



kate spade new york Malmö 5-Piece Place Setting

Add to Favorites

Color: Cocoa Silver



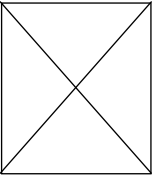
Size: XL

Reg. \$200.00
Sale \$139.99

2

Remove


Available for Shipment



kate spade new york Malmö 5-Piece Place Setting

Add to Favorites

Color: Cocoa Silver



Size: XL

Reg. \$200.00
Sale \$139.99

2

Remove

Available for Shipment

You Saved \$13.90

FREE SHIPPING with \$50 purchase Total \$139.99


Checkout

1

♥ All

📦 All

back



Menu

favorites

bag

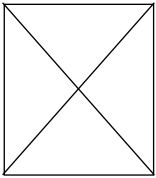
Page Title		
26.0 Bag Segment with Item Discount		
Page Context		
The user is checking out and has entered a coupon that matched an item in their bag. This interface confirms the discount.		
Page Notes		
#	Interface Description	Interaction
1	list item	Item discount is listed in the totals area. It is not interactive.

iPad

Scale: 1pt = 1.836134px

26.1 Bag Segment with Transaction Discount



My Bag (2 items)



kate spade new york Malmö 5-Piece Place Setting

Add to Favorites

Color: Cocoa Silver Size: XL

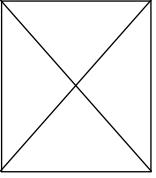



Reg. \$200.00
Sale \$139.99

2

Remove



Available for Shipment



kate spade new york Malmö 5-Piece Place Setting

Add to Favorites

Color: Cocoa Silver Size: XL

Reg. \$200.00
Sale \$139.99

2

Remove

Available for Shipment

FREE SHIPPING with \$50 purchase


You Saved \$13.90
Total \$139.99

Checkout

♥ All

🛒 All

back



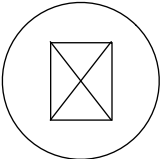
Menu

favorites

bag

Page Title		
26.1 Bag Segment with Transaction Discount		
Page Context		
The user has presented a transaction coupon (% discount on entire transaction) and this interface confirms that discount.		
Page Notes		
#	Interface Description	Interaction
1	coupon list item	This item reflects the \$ discount on the order. This line is not interactive.

26.1 Bag Segment with Transaction Discount (Kiosk)

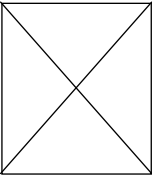


(2 items)
My Bag
Subtotal
\$169.00

My Bag is 18px
Clarendon LT Std
Light.
All other text is
Avenir Next.
Smaller (label)
text is 12px
Price is 14px

240 px

My Bag (2 items)

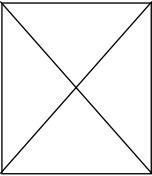


kate spade new york Malmö 5-Piece Place Setting

Add to Favorites

Color: Cocoa Silver Size: **XL** Reg. \$200.00 Sale **\$139.99** 2 Available for Shipment

Remove



kate spade new york Malmö 5-Piece Place Setting





Add to Favorites

Color: Cocoa Silver Size: **XL** Reg. \$200.00 Sale **\$139.99** 2 Available for Shipment

Remove

♥ All 📄 All **Coupon** Suspend **Checkout**

FREE SHIPPING with \$50 purchase You Saved \$13.90 24 px Total \$139.99

back   Menu  favorites  bag

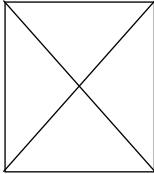
macy's bloomingdales

CONFIDENTIAL | WIREFRAMES REPRESENT FUNCTIONALITY & ELEMENTS, NOT FINAL DESIGN

Thu Aug 06 2015 | Pg 58

26.0 S1 Bag Segment Checkout Error

My Bag (2 items)



kate spade new york Malmö 5-Piece Place Setting

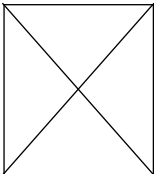
Add to Favorites

Color: Cocoa Silver Size: XL

2 Available for Shipment

Remove

Reg. \$200.00 Sale \$139.99



kate spade new york Malmö 5-Piece Place Setting

Add to Favorites

2 Available for Shipment

Remove

Reg. \$200.00 Sale \$139.99

FREE SHIPPING with \$50 purchase Total \$139.99

Checkout

Checkout Error

Lorem ipsum dolor sit amet consectetur
lorem adipiscing elit, see an Associate

Cancel

1

2

4

X

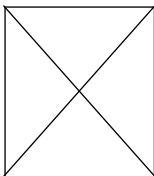
Page Title		
26.0 S1 Bag Segment Checkout Error		
Page Context		
An error has occurred in the POS system and has returned to this system to report the error. Users can retry or cancel the transaction.		
Page Notes		
#	Interface Description	Interaction
1	Overlay	This is a standard overlay with one button
2	Close X	On press, overlay is removed.
3	Retry	On press, user returns to Scan or Enter Coupon
4	Cancel	The text makes this clear, that if the user choses Cancel, they are canceling this transaction. On press, overlay is removed and user returns to 25.0 Bag.

iPad

Scale: 1pt = 1.836134px

26.0 S2 Segment Checked Out

My Bag (2 items)



kate spade new york Malmö 5-Piece Place Setting

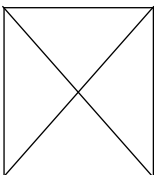
Add to Favorites

Color: Cocoa Silver Size: XL

2 Available for Shipment

Remove

Reg. \$200.00 Sale \$139.99



kate spade new york Malmö 5-Piece Place Setting

Add to Favorites

2 Available for Shipment

Remove

Reg. \$200.00 Sale \$139.99

FREE SHIPPING with \$50 purchase Total \$139.99

Checkout


Checkout Complete ✕

Lorem ipsum dolor sit amet consectetur
lorem adipiscing elit, Continue with next
bag segment.

♥ All

🛒 All

← back



☰ Menu

♥ favorites

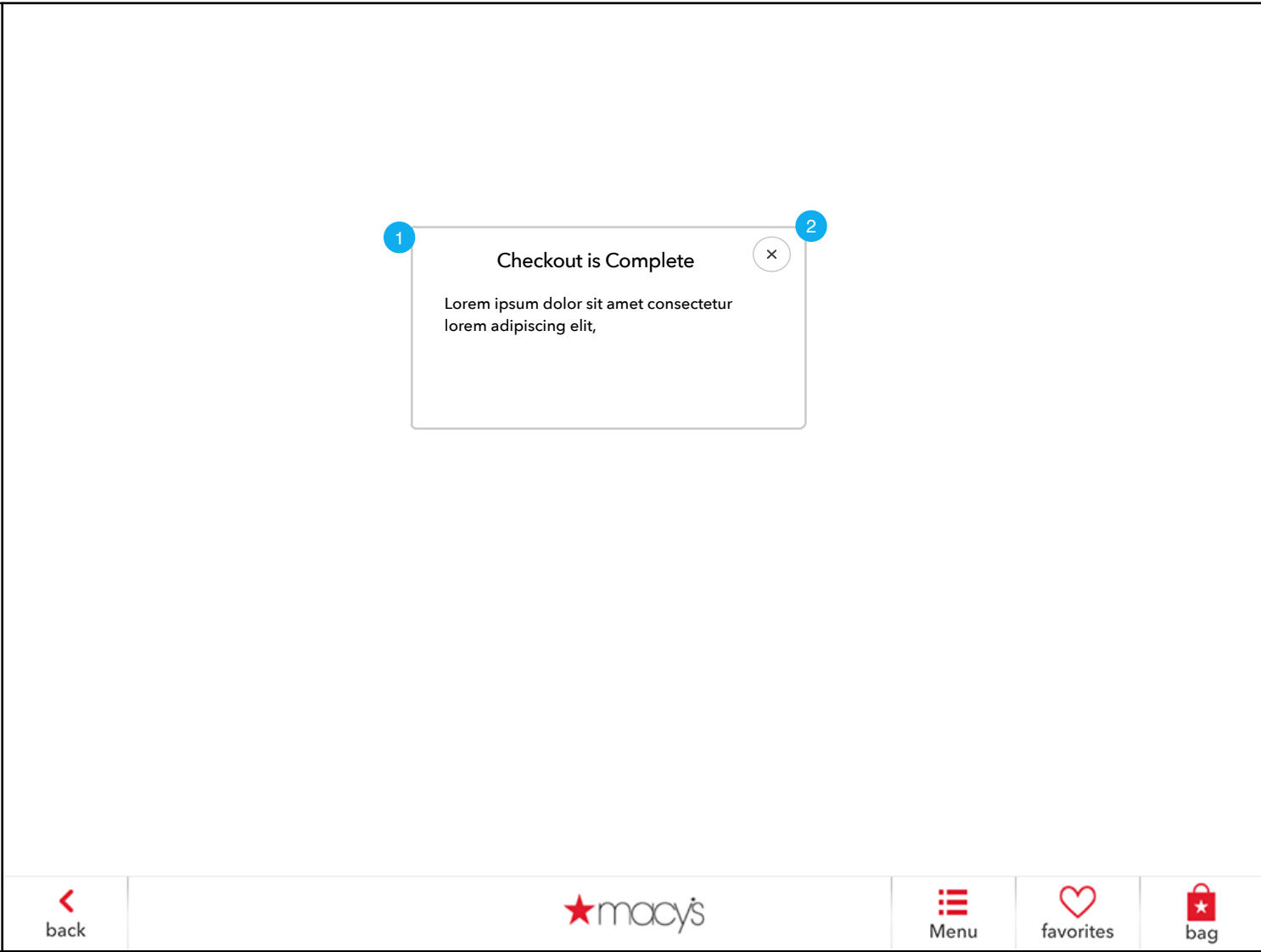
🛒 bag

Page Title		
26.0 S2 Segment Checked Out		
Page Context		
The user had more than one bag segment and successfully sent one segment to POS. They now have to prep and send their next segment.		
Page Notes		
#	Interface Description	Interaction
1	Overlay	This overlay should fade out after time to read it, or if the user presses Close x.
2	close x	On press, the overlay is removed and user continues with segment selection (if needed).d

iPad

Scale: 1pt = 1.836134px

29.0 Checkout Done



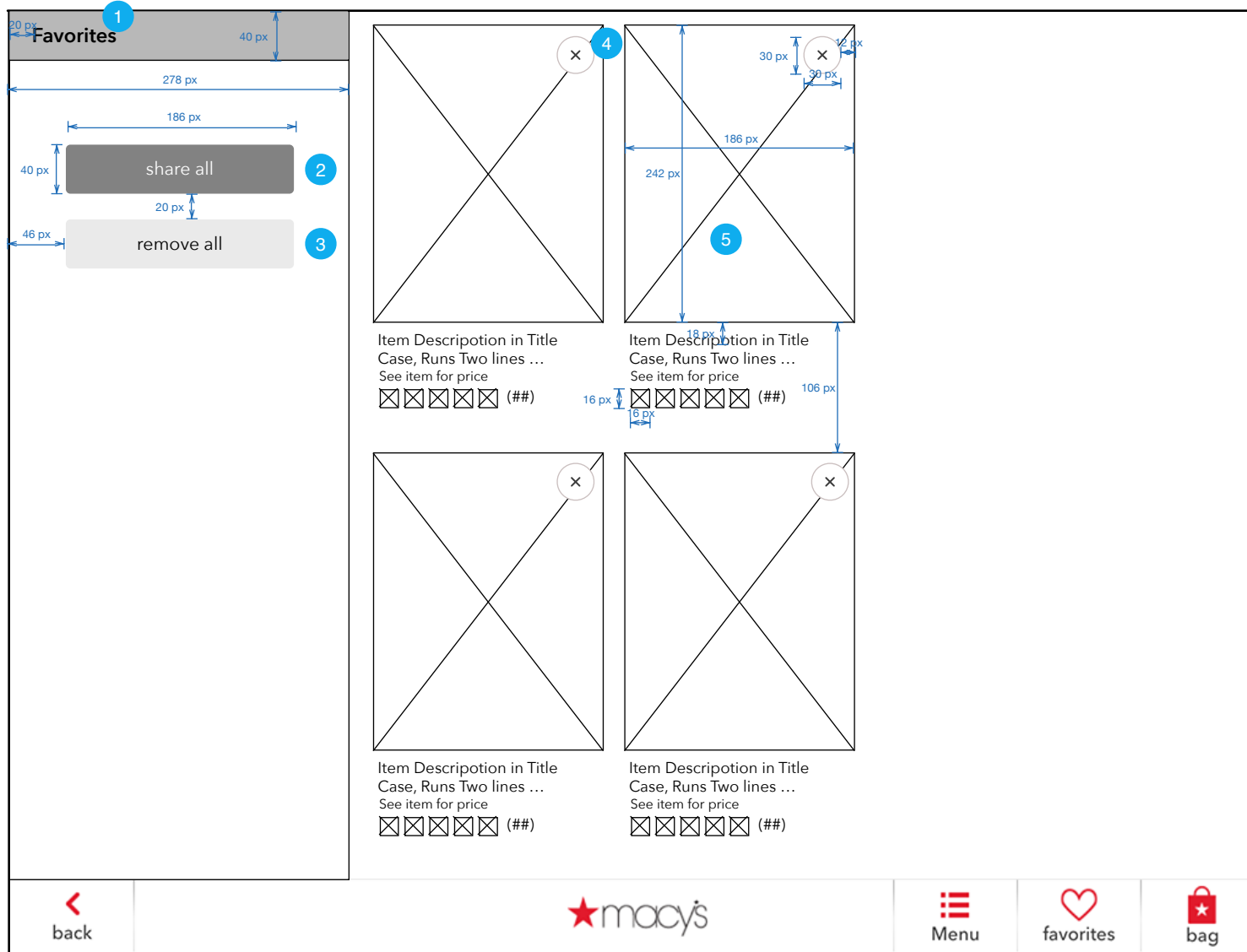
Page Title		
29.0 Checkout Done		
Page Context		
All user bag segments have been sent through POS and paid for.		
Page Notes		
#	Interface Description	Interaction
1	Overlay	An overlay is shown that explains checkout is complete. Overlay is removed after 12 seconds and kiosk or tablet returns to 0.0,Home.
2	Close x	On press, overlay is removed, user proceeds to 00 Home.

iPad

Scale: 1pt = 1.836134px

FAVORITES

30.0 Favorites

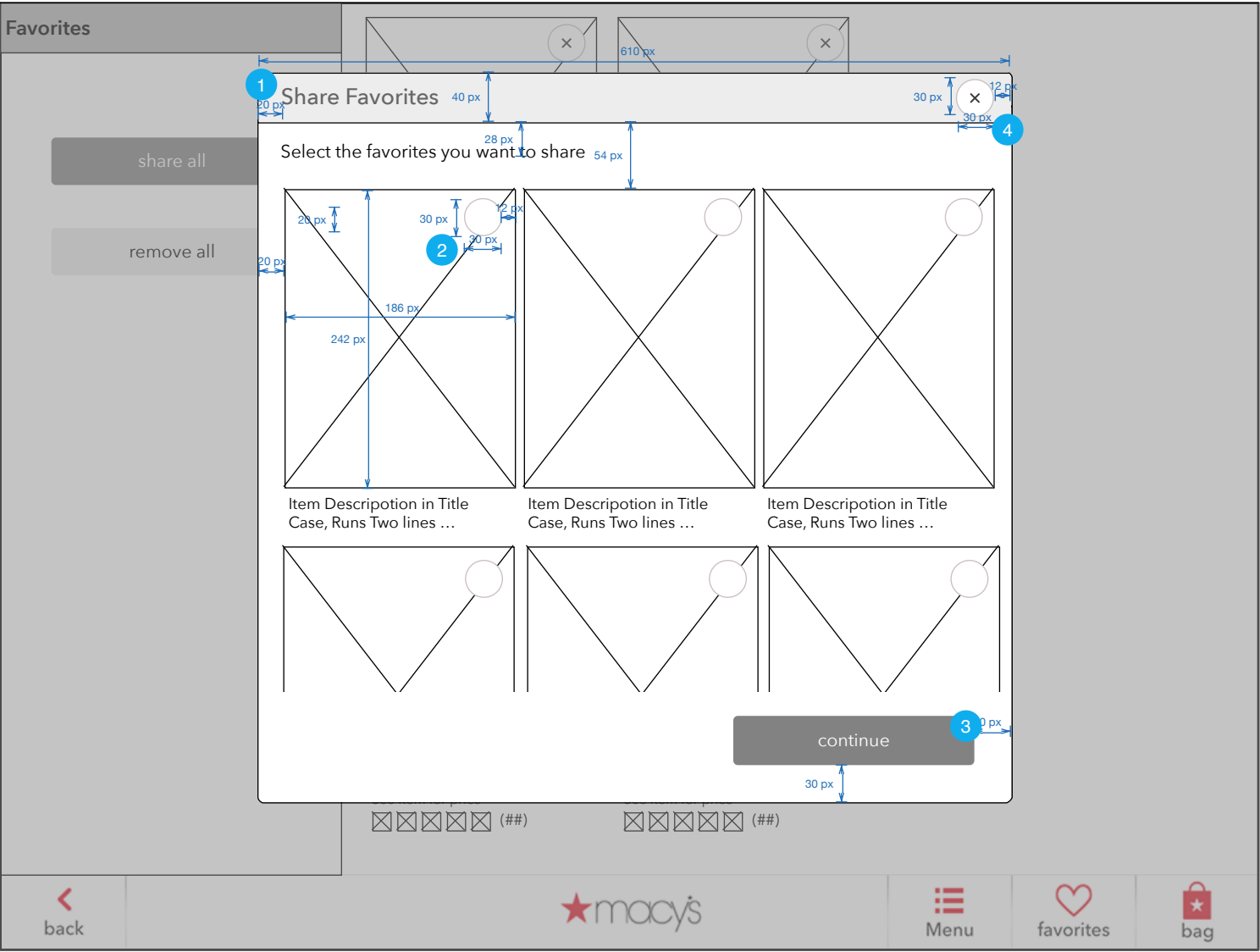


Page Title		
30.0 Favorites		
Page Context		
On press of the Favorites button in the main nav, the user comes to this page. It lists the items the user has selected as "Favorites."		
Page Notes		
#	Interface Description	Interaction
1	column	The column on the left hand is marked "Favorites"
2	share all button	On press, the share overlay is shown and everything is selected.
3	remove all	After a confirmation overlay, all products are deleted from Favorites.
4	delete x	On press of x, product is removed from favorites.
5	Product image and description	On press, user goes to the PDP for that product.

iPad

Scale: 1pt = 1.836134px

30.0 S1 Favorites - Share Selection

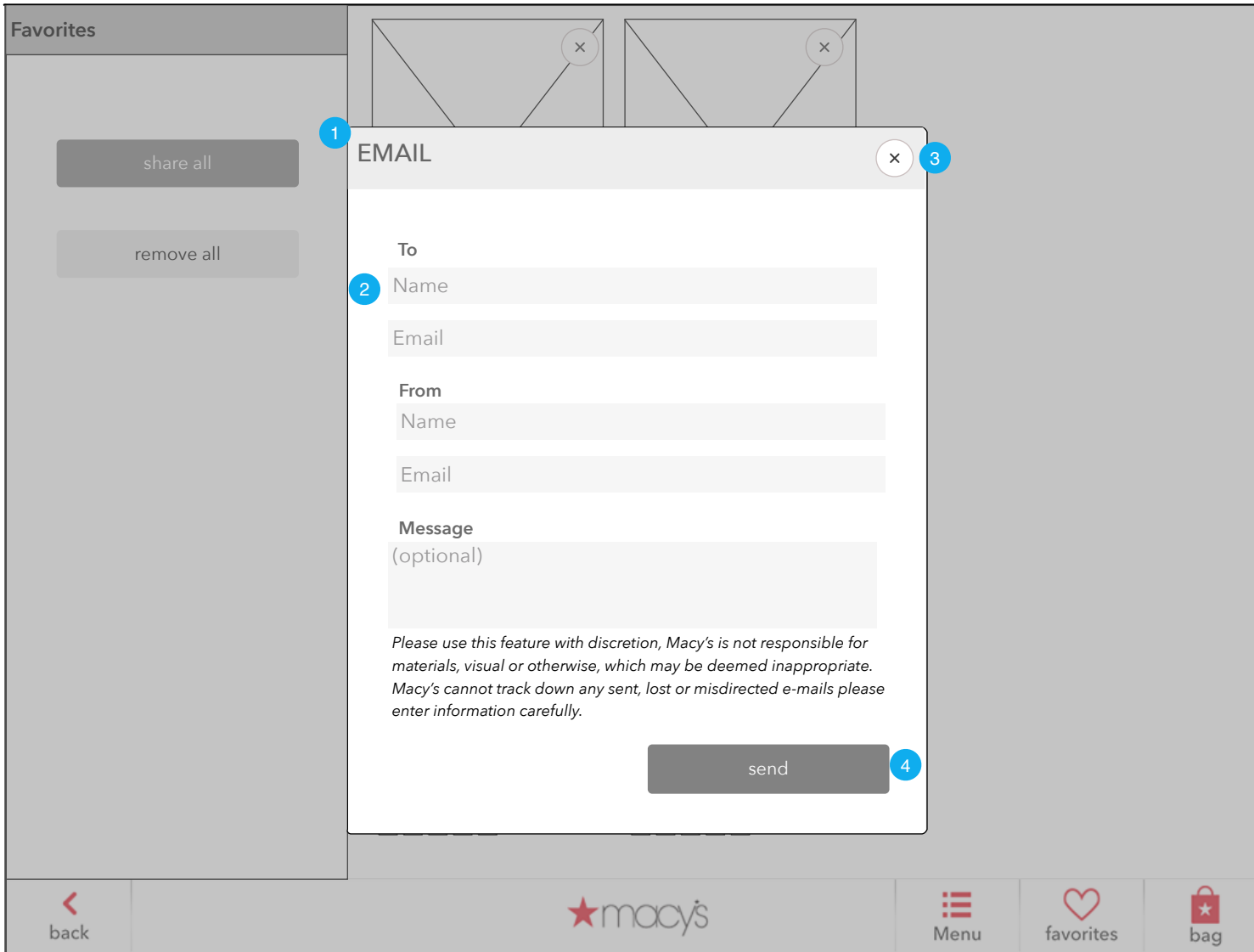


Page Title		
30.0 S1 Favorites - Share Selection		
Page Context		
On press of "Share All" the user is shown this overlay which shows all items in his/her favorites list with a checkbox (circle) to choose each item.		
Page Notes		
#	Interface Description	Interaction
1	Overlay	This is a large overlay and has one button to continue.
2	Select circle	On press of the circle, the item is selected / unselected. In addition, on press of the product image, the product is selected.
1	Continue button	On press, the user continues to the next overlay with items selected.
1	Close X	On press of close x, the operation is canceled and overlay is removed.

iPad

Scale: 1pt = 1.836134px

30.0 S2 Favorites - Multiple Share (Email)

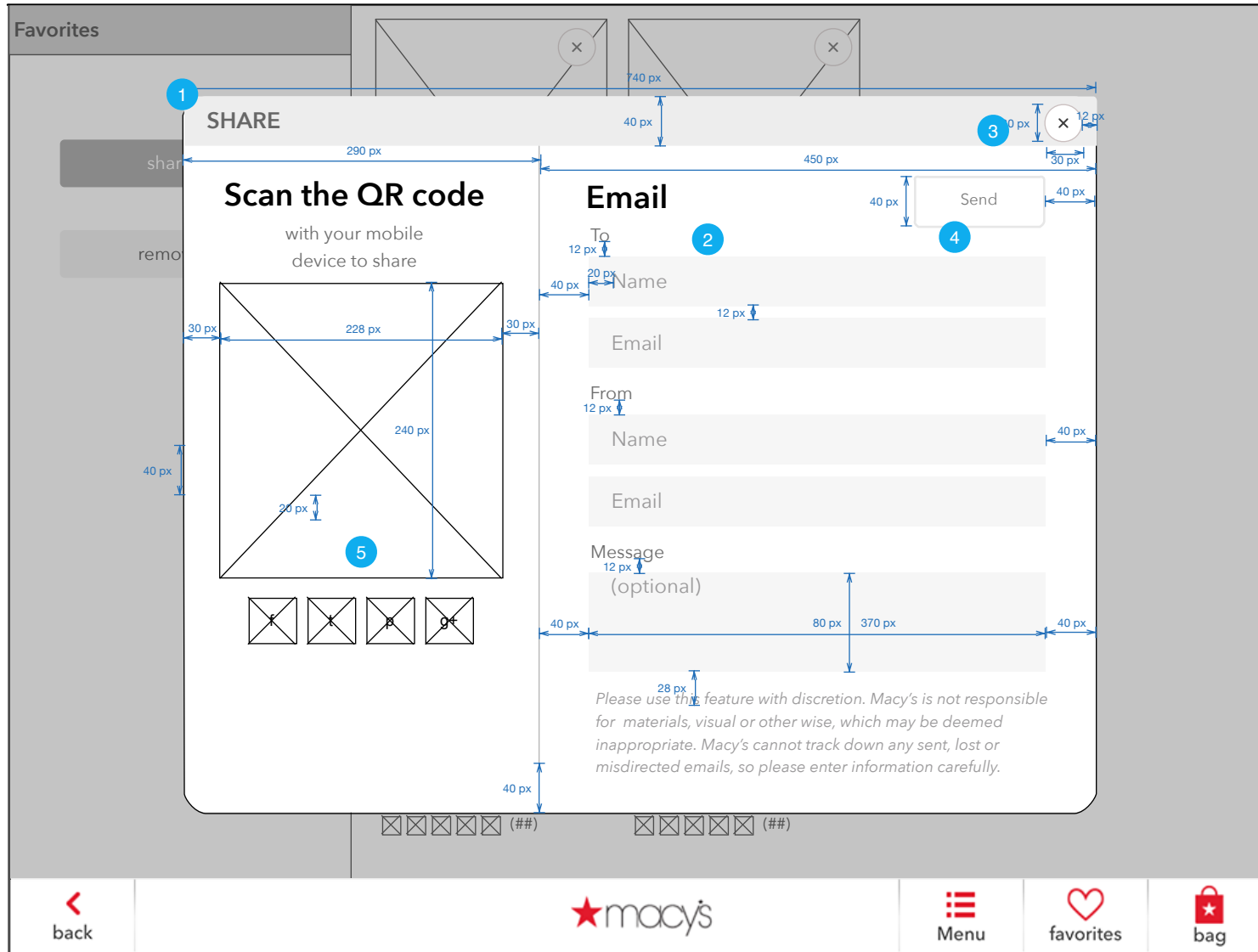


iPad

Scale: 1pt = 1.836134px

Page Title		
30.0 S2 Favorites - Multiple Share (Email)		
Page Context		
On press of Continue in the previous overlay, the user is shown this form to complete the share.		
Page Notes		
#	Interface Description	Interaction
1	Overlay	Overlay is shown over the Favorites page.
2	form	The form is the standard email form. Name fields get a max of 30 characters, the email fields max of 50 characters.
3	close x	On press, the user returns to the Share page having not shared anything.
4	send button	On press, the shared items are sent as well as any note the user has written to their designated recipient(s).

30.0 S3 Favorites - Single Share (QR & Email)



Page Title		
30.0 S3 Favorites - Single Share (QR & Email)		
Page Context		
Page Notes		
#	Interface Description	Interaction
1	Standard Overlay	Overlay is shown over the Favorites page.
2	form	The form is the standard email form. Name fields get a max of 30 characters, the email fields max of 50 characters.
3	close x	On press, the user returns to the Share page having not shared anything.
4	send button	On press, the shared items are sent as well as any note the user has written to their designated recipient(s).
5	QR Code	A QR Code for the item is generated and shown. The image itself (and the images of the various social sites below) are not interactive.

iPad

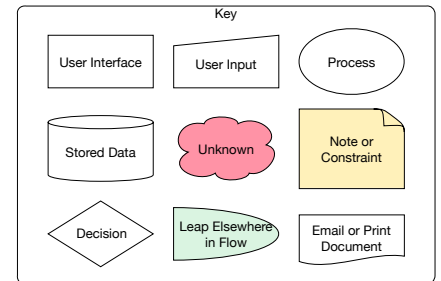
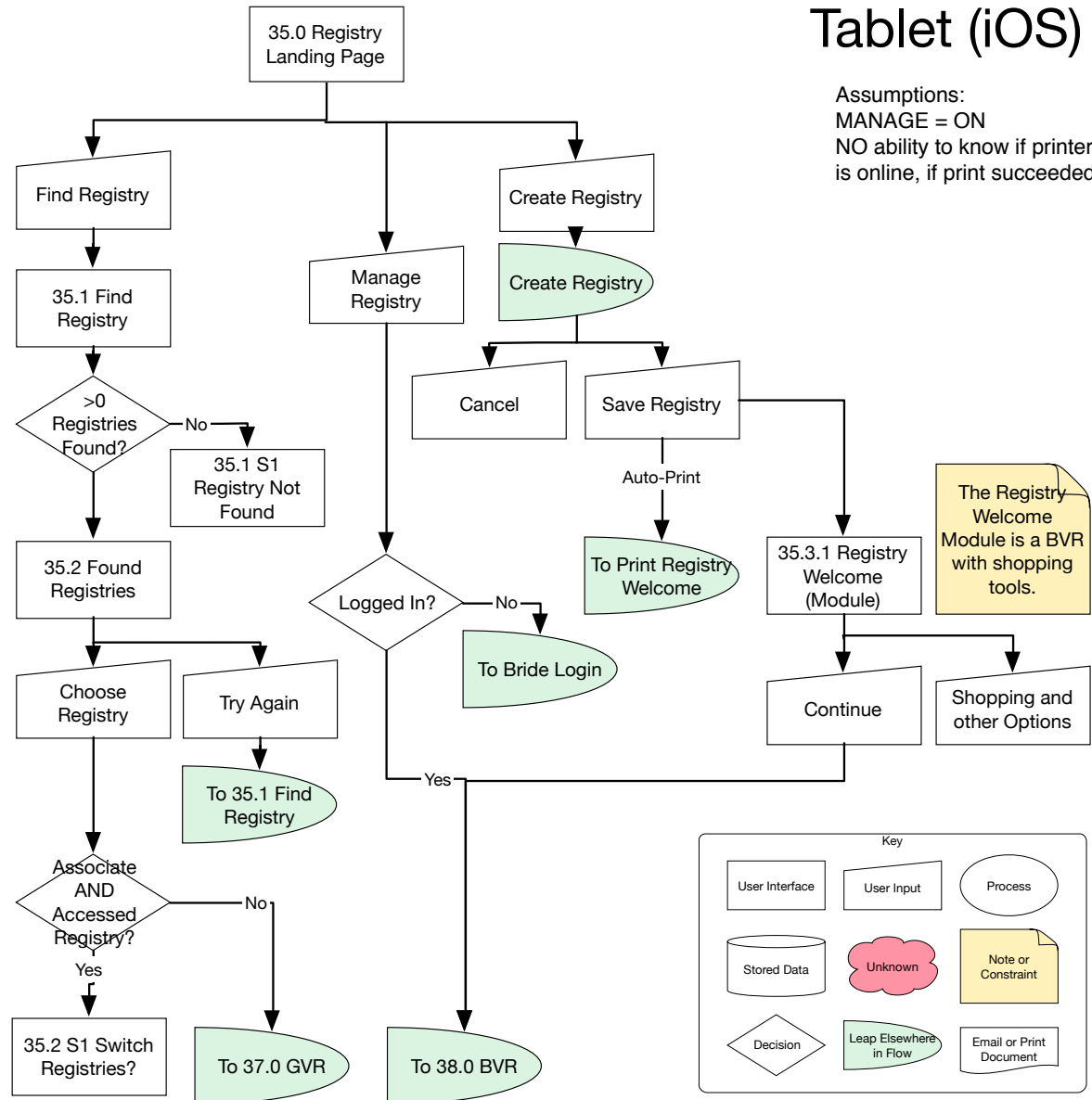
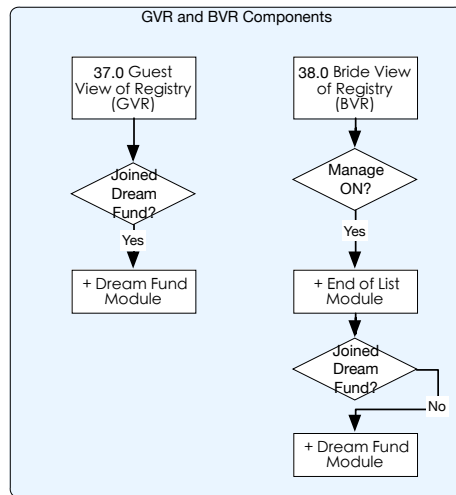
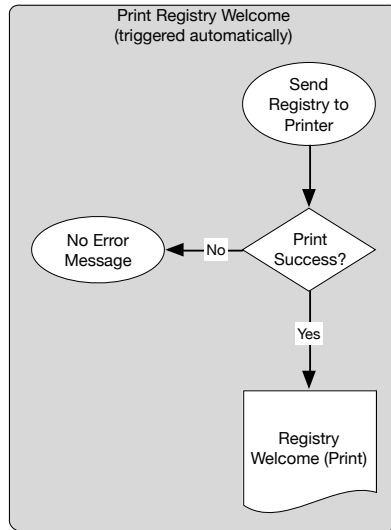
Scale: 1pt = 1.836134px

REGISTRY

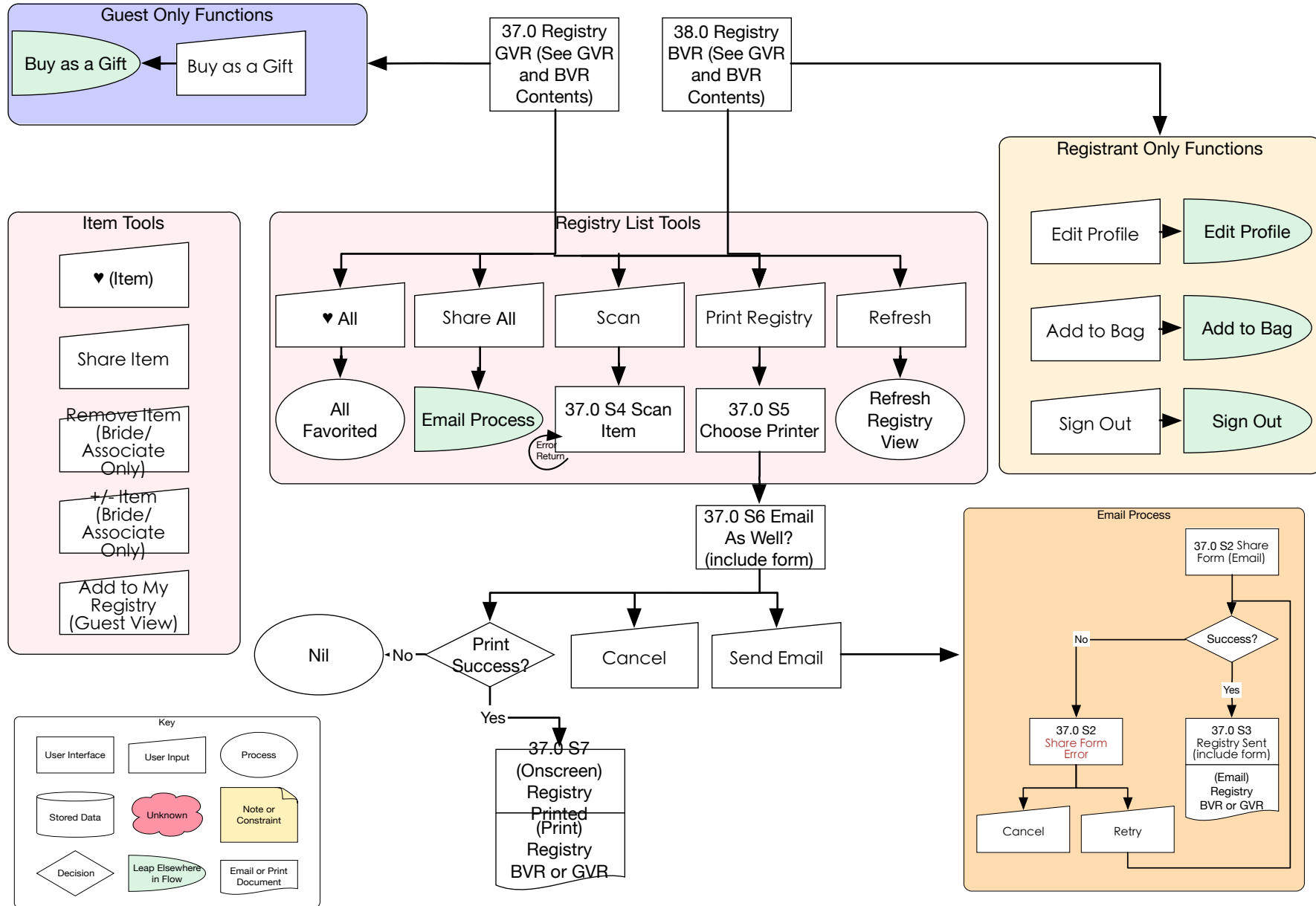
Registry Tablet User Flow

Tablet (iOS)

Assumptions:
 MANAGE = ON
 NO ability to know if printer is online, if print succeeded



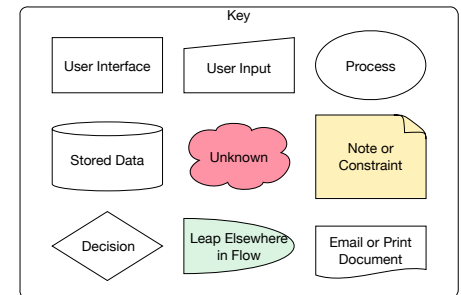
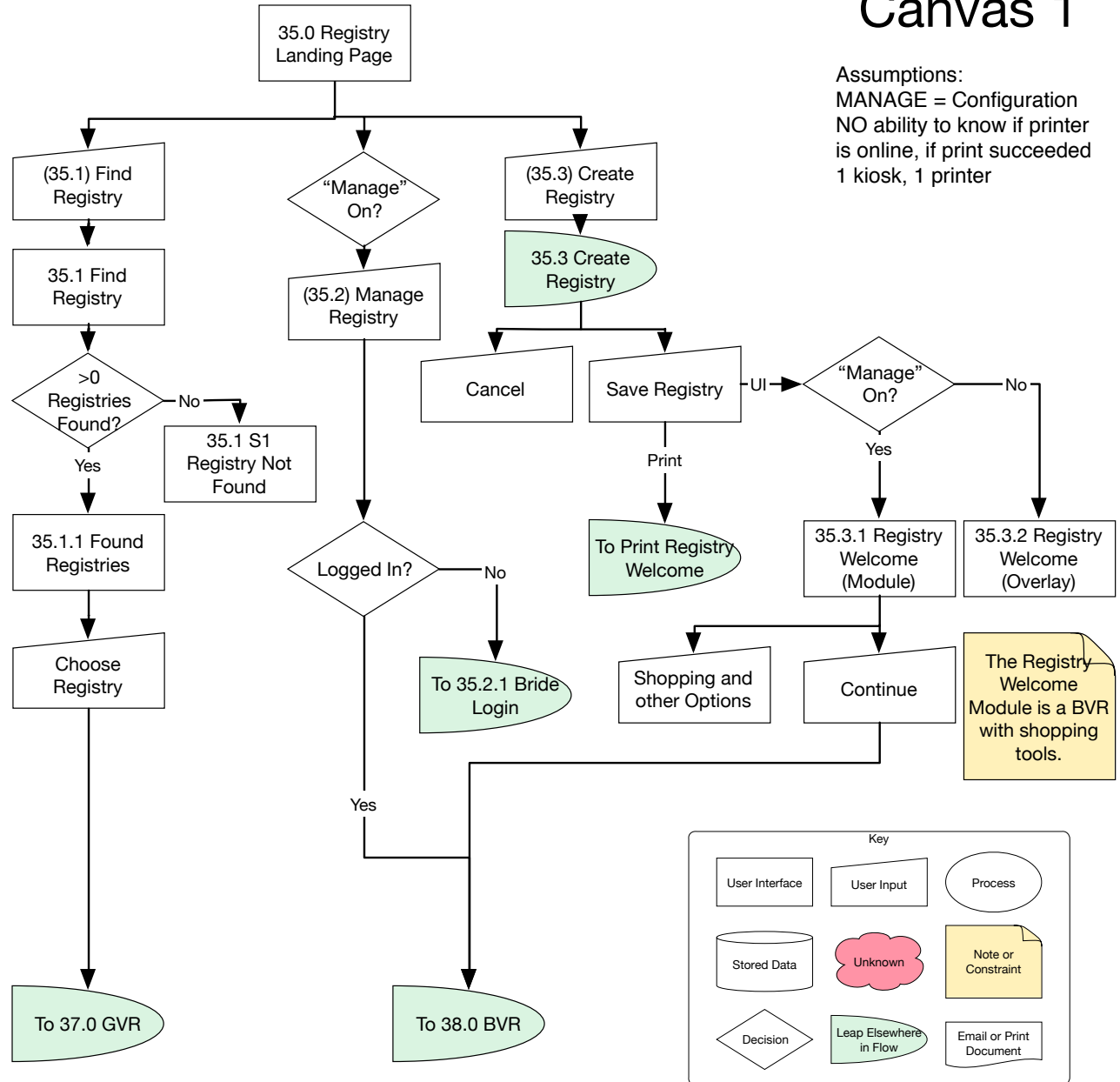
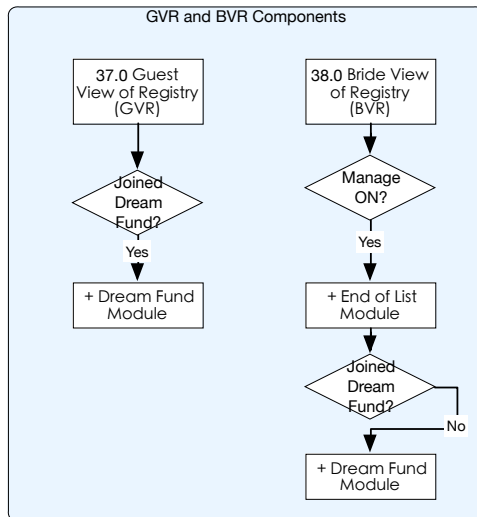
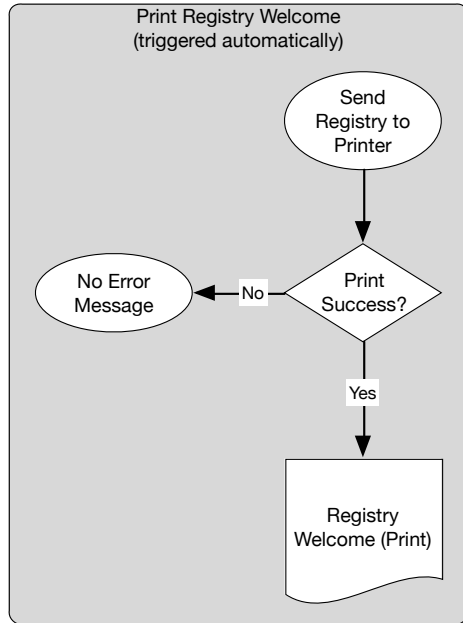
Registry Tablet User Flow (continued)



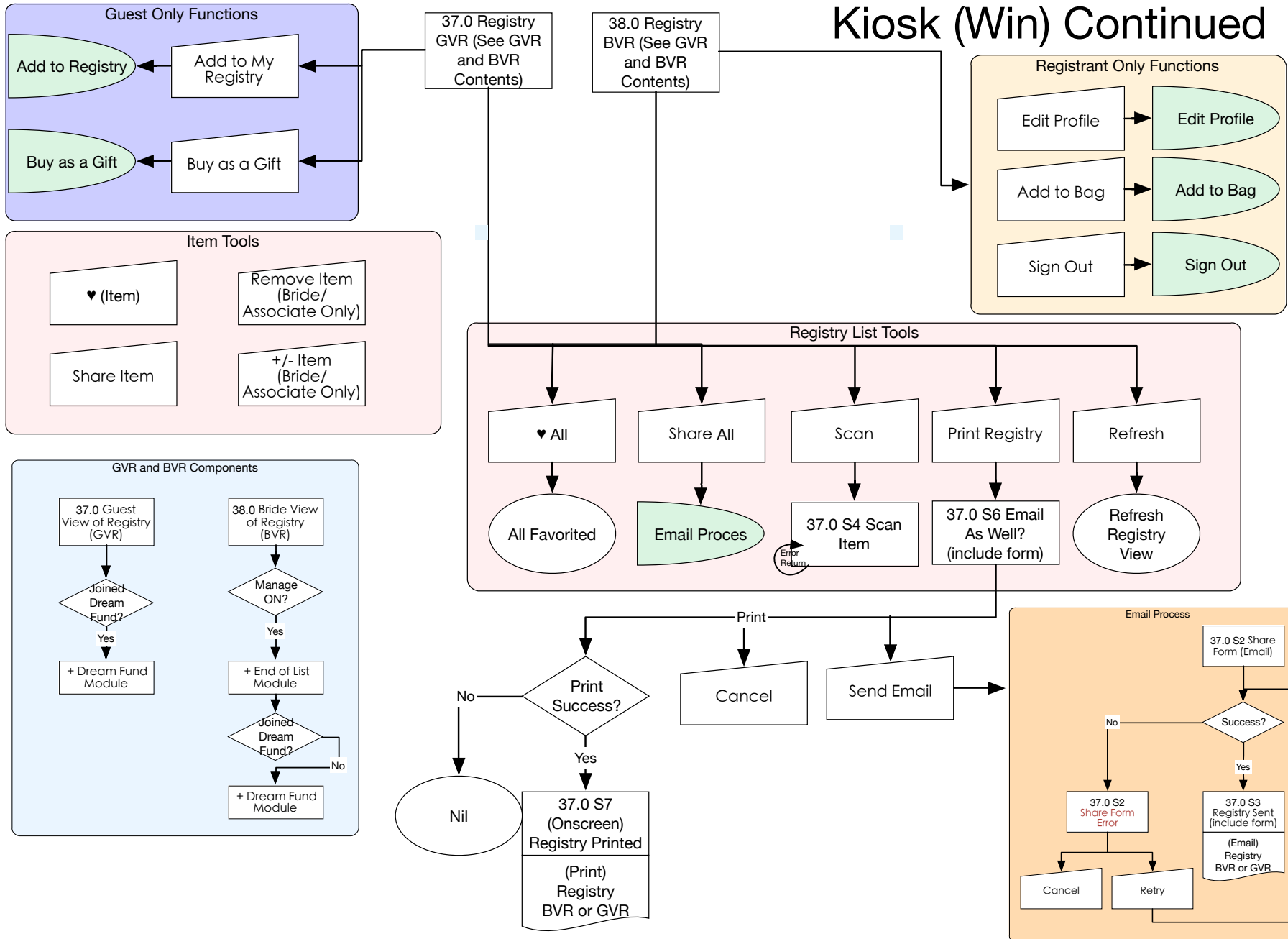
Registry Kiosk User Flow

Canvas 1

Assumptions:
 MANAGE = Configuration
 NO ability to know if printer is online, if print succeeded
 1 kiosk, 1 printer

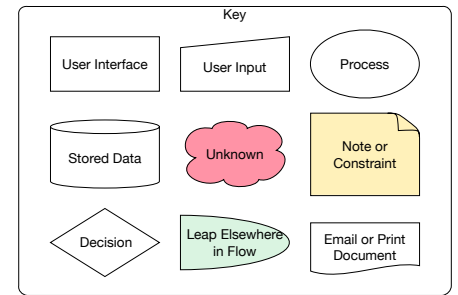
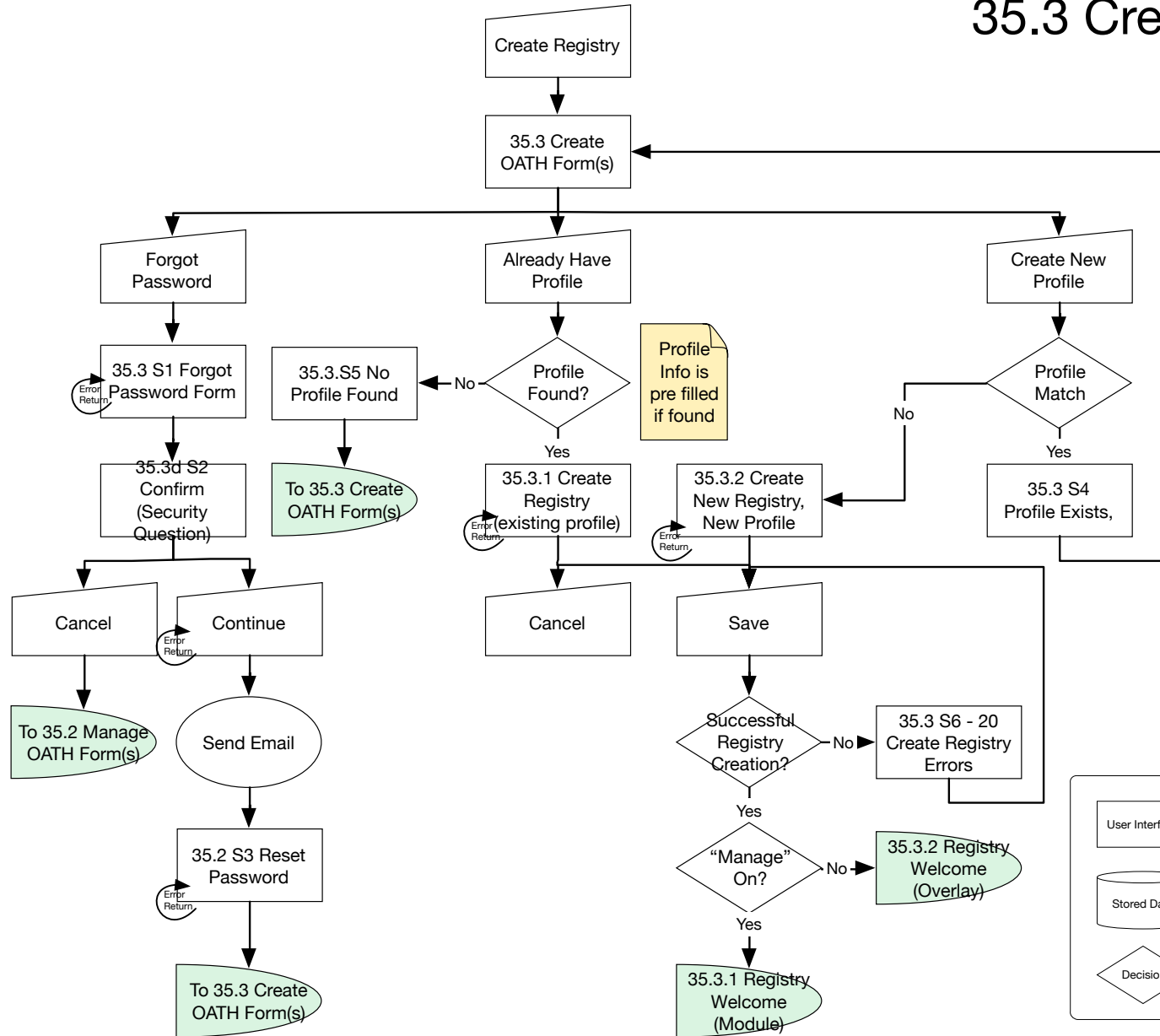


Registry Kiosk User Flow (continued)

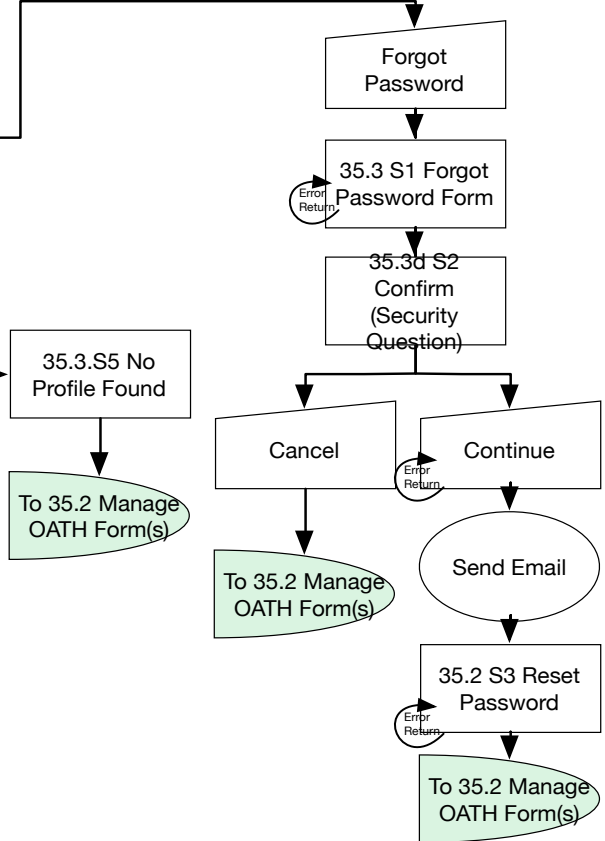
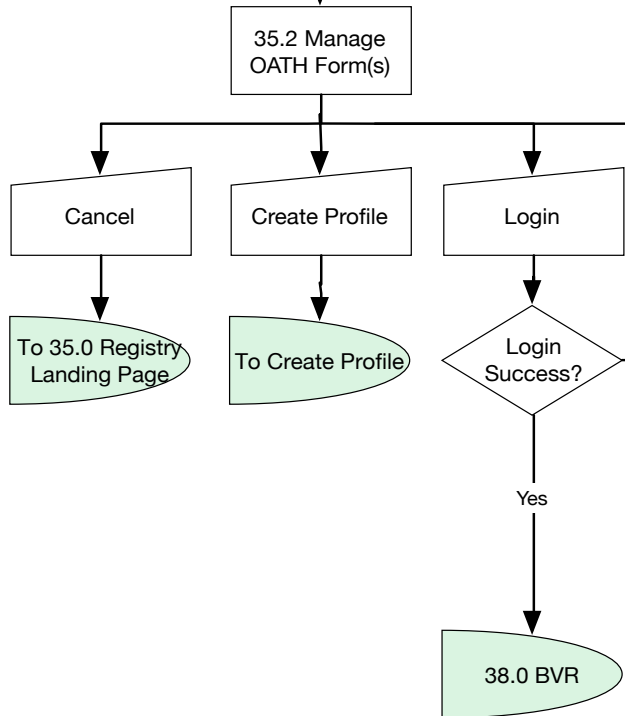
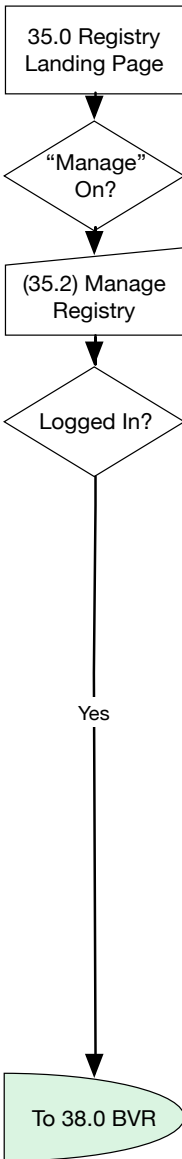


Create Registry Flow

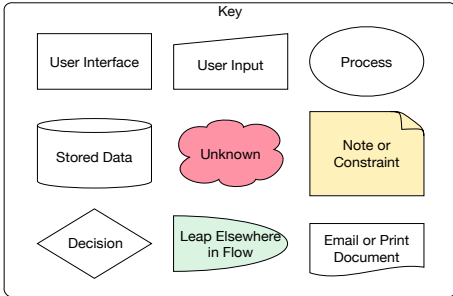
35.3 Create Registry



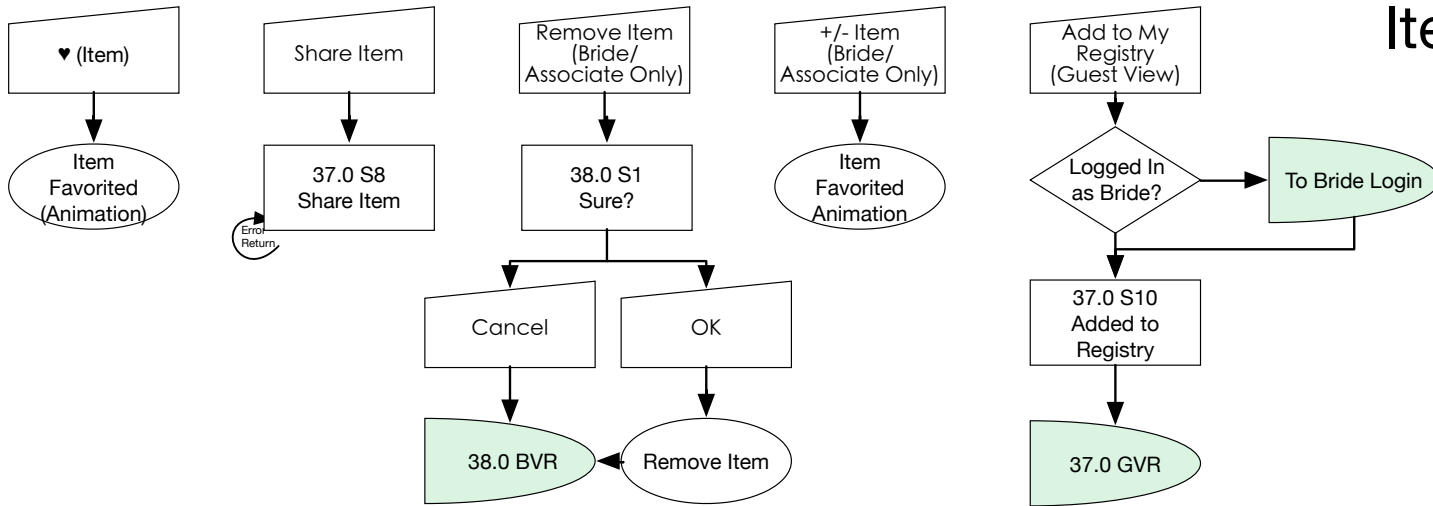
Manage Registry Flow



35.2 Manage Registry



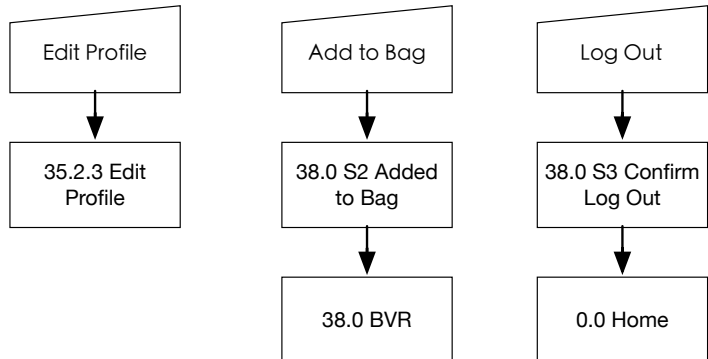
Registry Tools



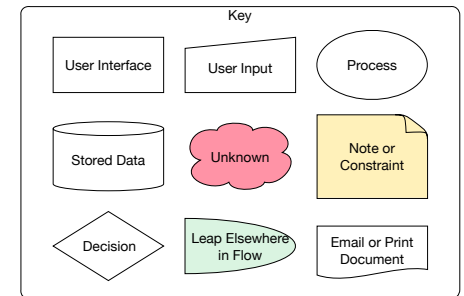
Item Tools



Guest Only Tools



Registrant Only Tools



35.0 Registry Landing Page

1



Page Title		
35.0 Registry Landing Page		
Page Context		
lorem ipsum		
Page Notes		
#	Interface Description	Interaction
1	lorem	ipsum

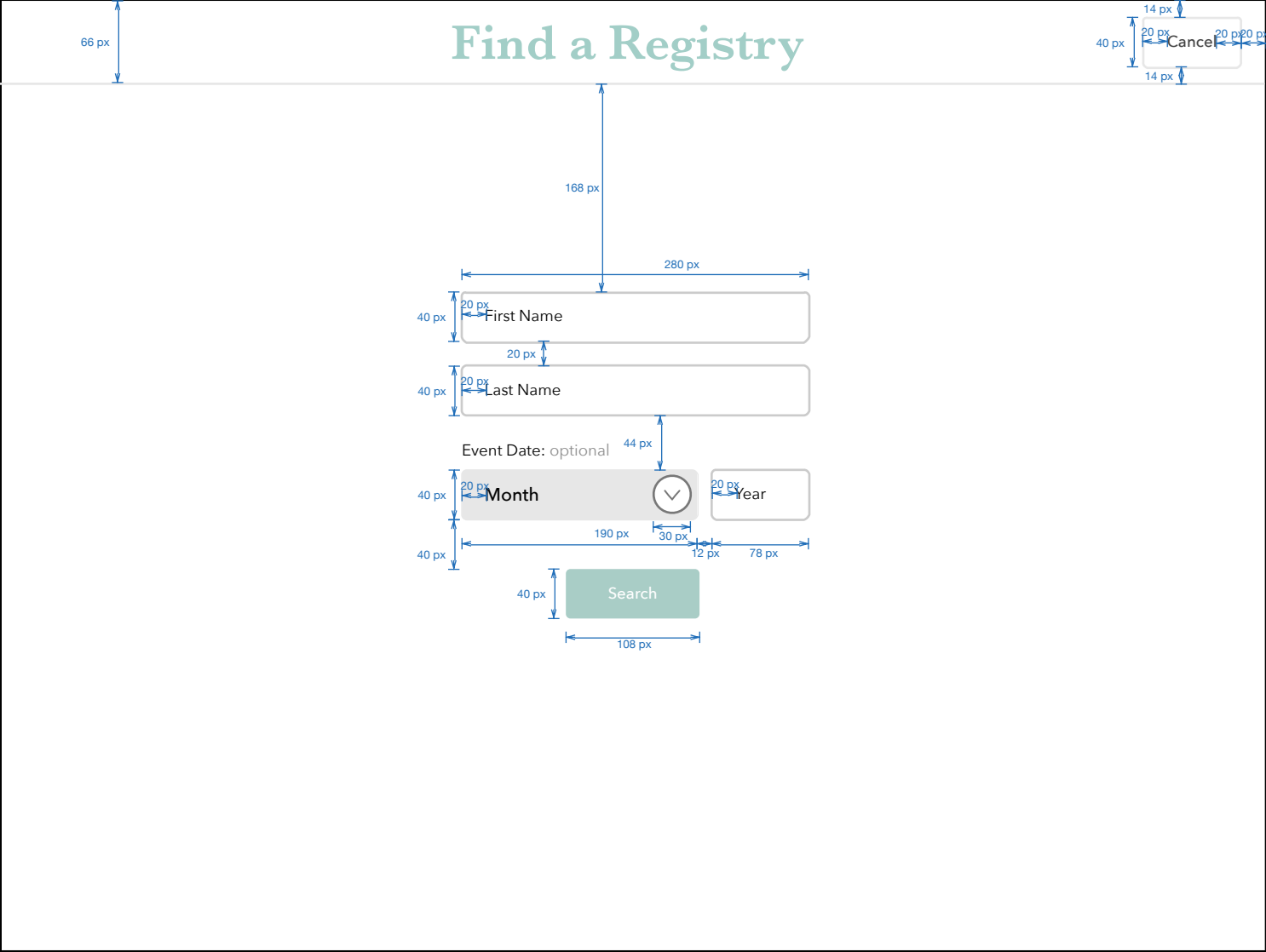


iPad

Scale: 1pt = 1.836134px

35.1 Find Registry

1



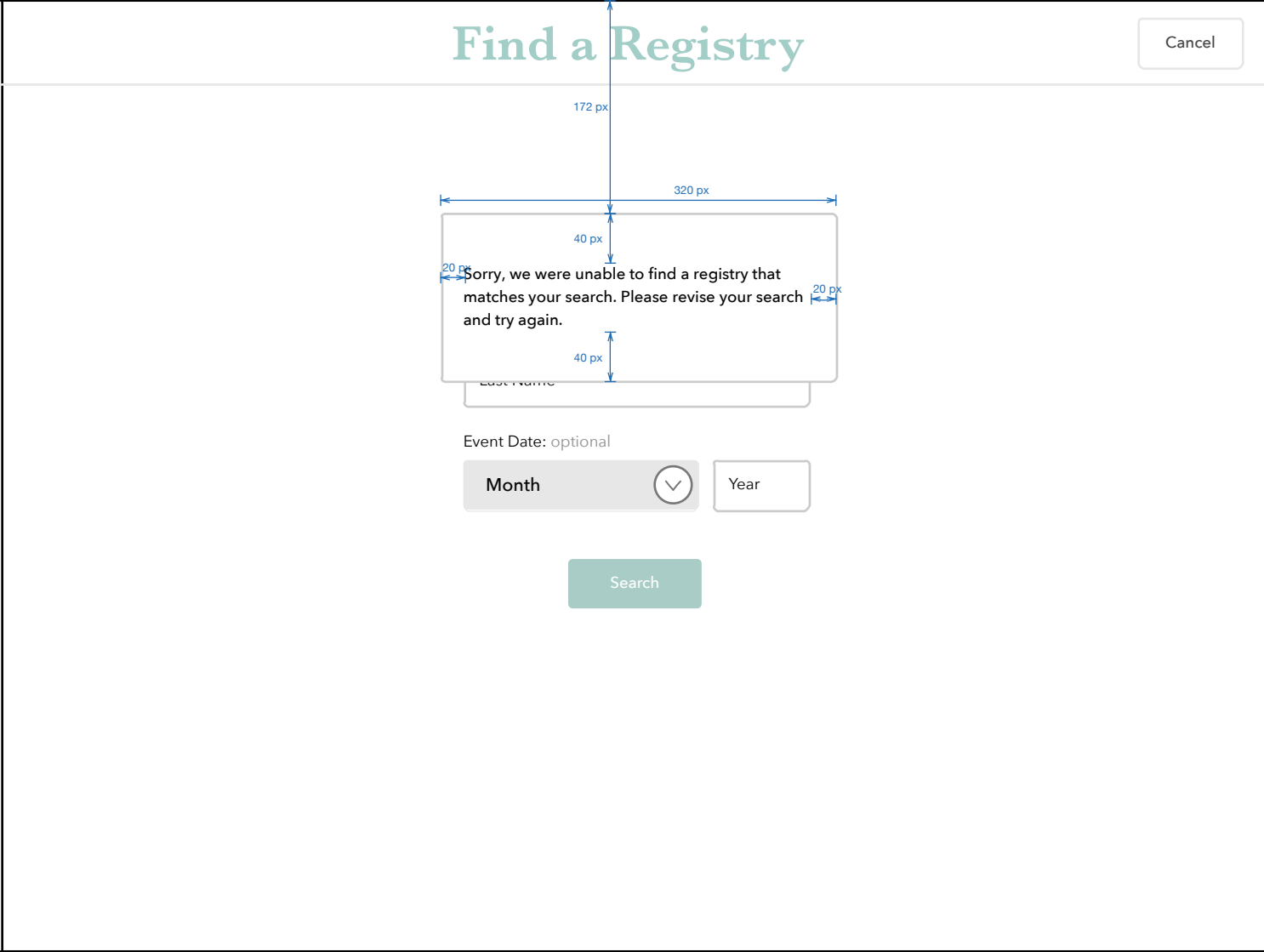
Page Title		
35.1 Find Registry		
Page Context		
lorem ipsum		
Page Notes		
#	Interface Description	Interaction
1	lorem	ipsum

iPad

Scale: 1pt = 1.836134px

35.1 S1 Registry Not Found

1



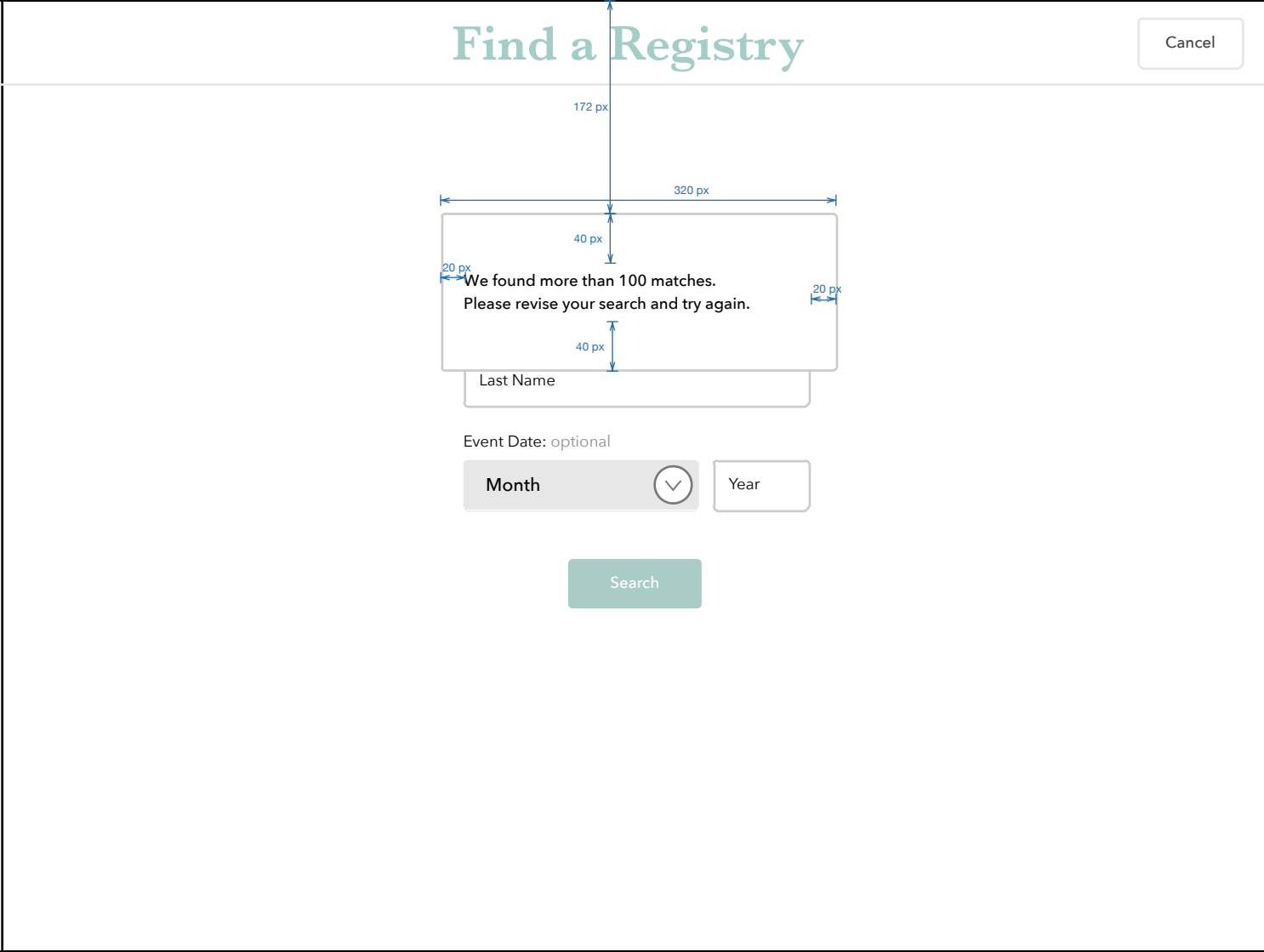
Page Title		
35.1 S1 Registry Not Found		
Page Context		
lorem ipsum		
Page Notes		
#	Interface Description	Interaction
1	lorem	ipsum

iPad

Scale: 1pt = 1.836134px

35.1 S2 More than 100 Registries Found

1



Page Title		
35.1 S2 More than 100 Registries Found		
Page Context		
lorem ipsum		
Page Notes		
#	Interface Description	Interaction
1	lorem	ipsum

iPad

Scale: 1pt = 1.836134px

35.2.1 Edit Profile

1

Edit Your Registry Profile

Save 40 px Cancel 20 px 20 px 14 px 14 px

Registrant

280 px

40 px

20 px

100 px

First Name Namie

20 px

Last Name McNameson

40 px

20 px

Address 123 Fake Street

20 px

Address Optional

40 px

20 px

ZIP Code 12345

190 px

40 px

20 px

City Fauxville

30 px

20 px

State XY

80 px

Phone 212-555-1212

Co-Registrant

back

First Name Name

Menu

My Registry

favorites

bag

Page Title		
35.2.1 Edit Profile		
Page Context		
lorem ipsum		
Page Notes		
#	Interface Description	Interaction
1	lorem	ipsum

iPad

Scale: 1pt = 1.836134px

35.3 Create OATH Form(s)

1

Create Your Registry

Cancel

Already have a Macy's profile?

Sign in using your Macy's profile to quickly create your registry using existing information.

Email

Password

[forgot your password?](#)


Sign In

Don't have a Macy's profile?

Enter your info below to create a Macy's profile and registry that you can access anytime!

Email

Password

Security Question 

Answer

Continue

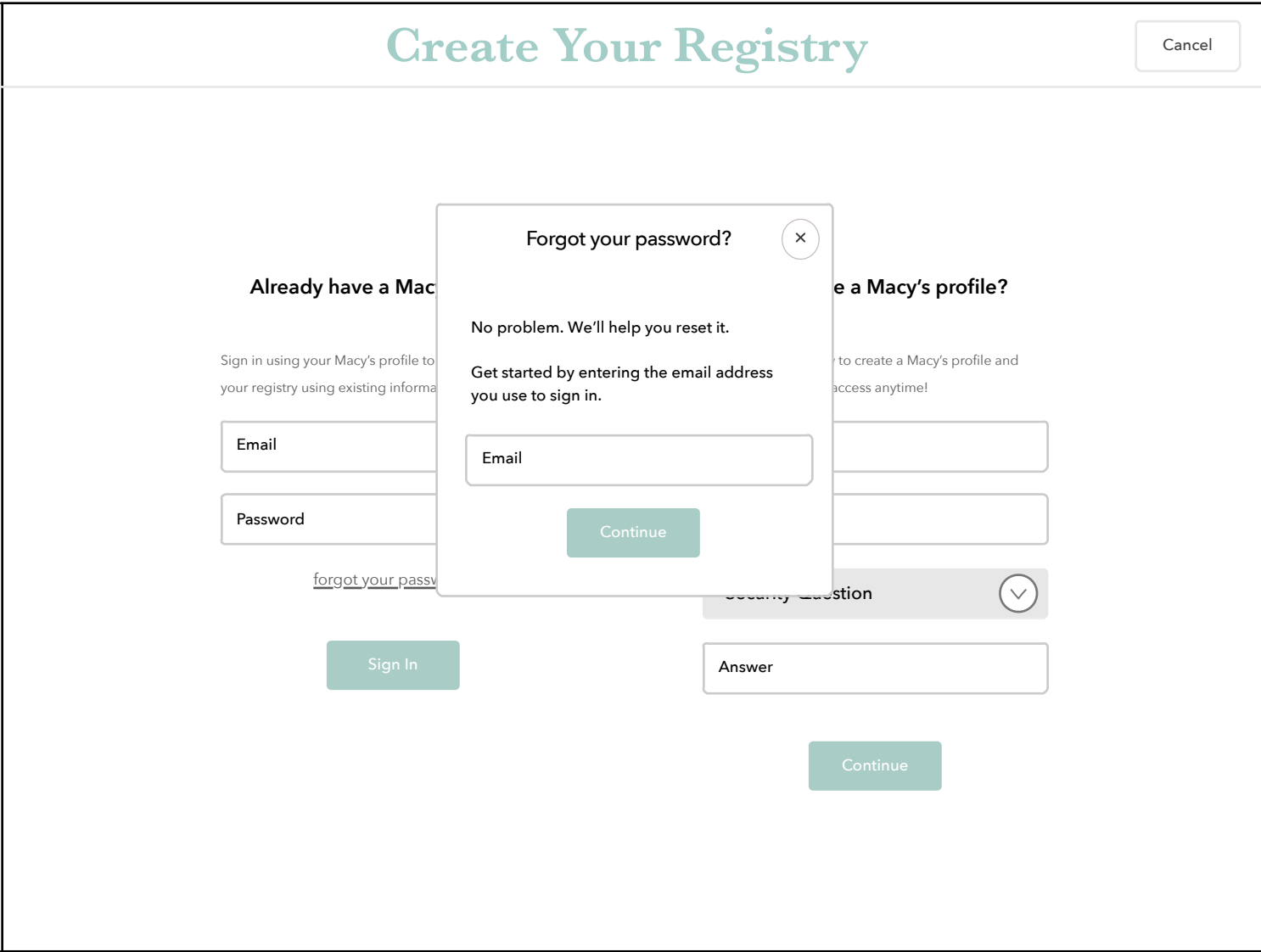
Page Title		
35.3 Create OATH Form(s)		
Page Context		
lorem ipsum		
Page Notes		
#	Interface Description	Interaction
1	lorem	ipsum

iPad

Scale: 1pt = 1.836134px

35.3 S1 Forgot Password

1



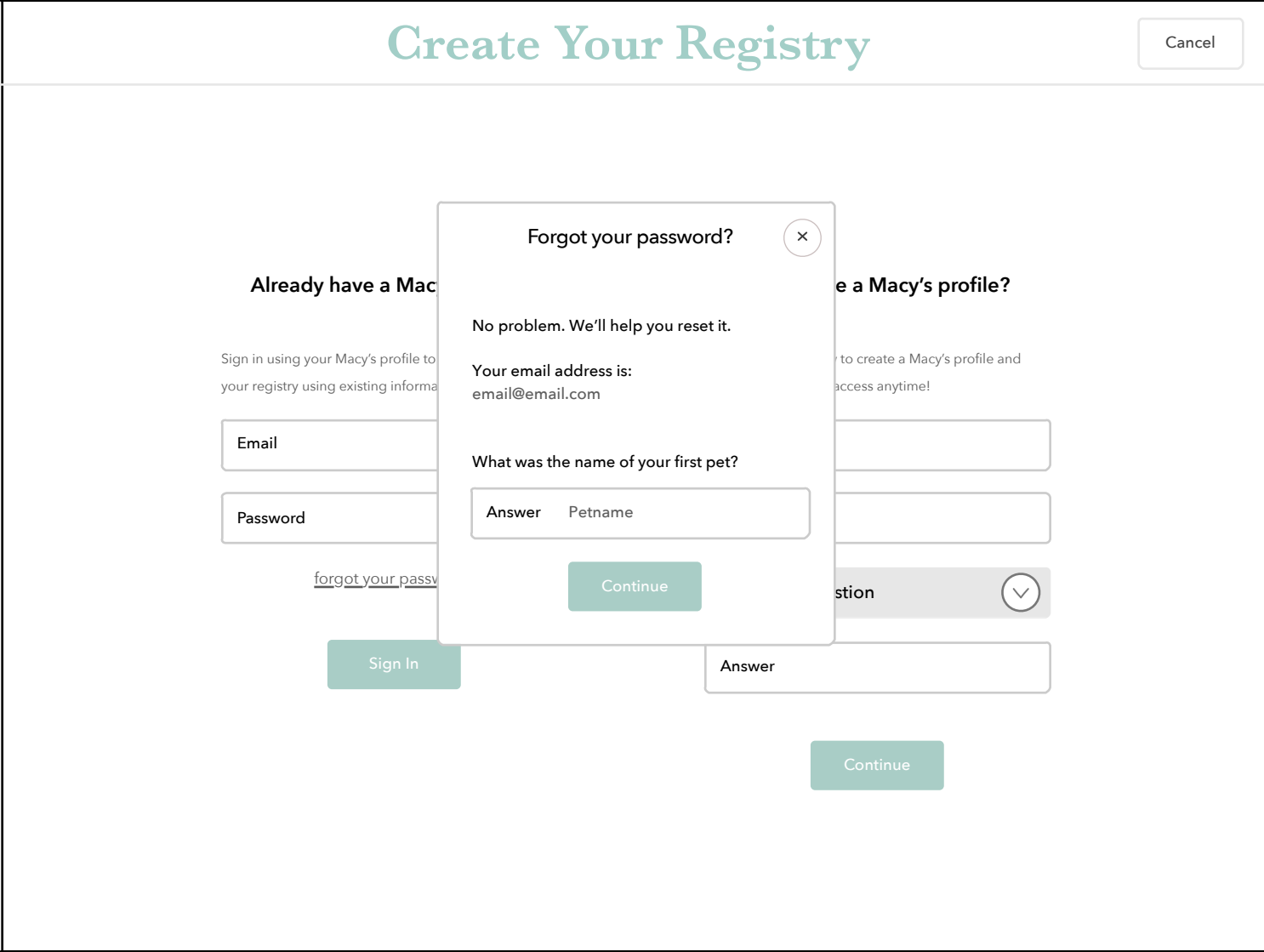
Page Title		
35.3 S1 Forgot Password		
Page Context		
lorem ipsum		
Page Notes		
#	Interface Description	Interaction
1	lorem	ipsum

iPad

Scale: 1pt = 1.836134px

35.3 S2 Confirm Security Question

1



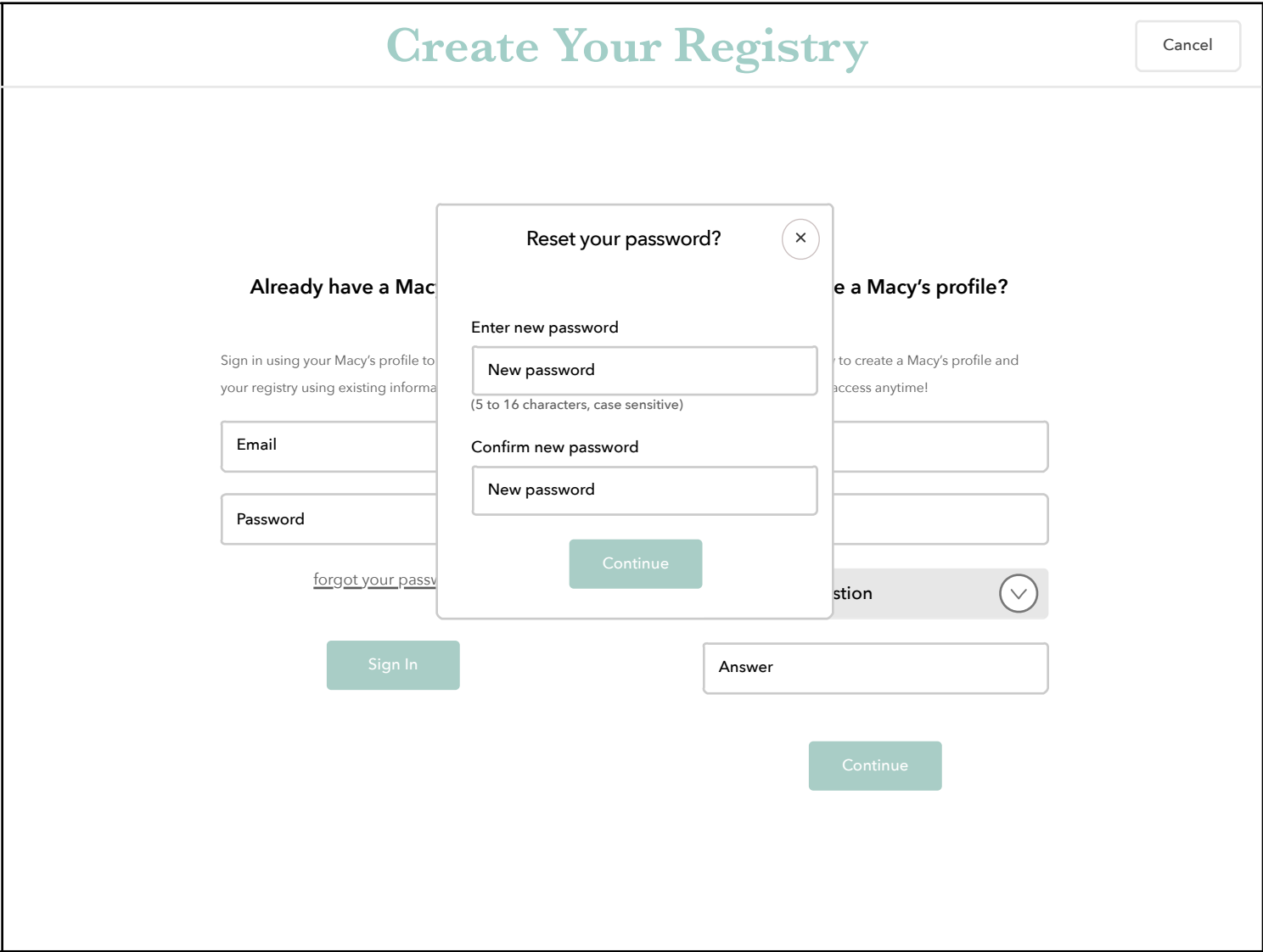
Page Title		
35.3 S2 Confirm Security Question		
Page Context		
lorem ipsum		
Page Notes		
#	Interface Description	Interaction
1	lorem	ipsum

iPad

Scale: 1pt = 1.836134px

35.3 S3 Reset Password

1

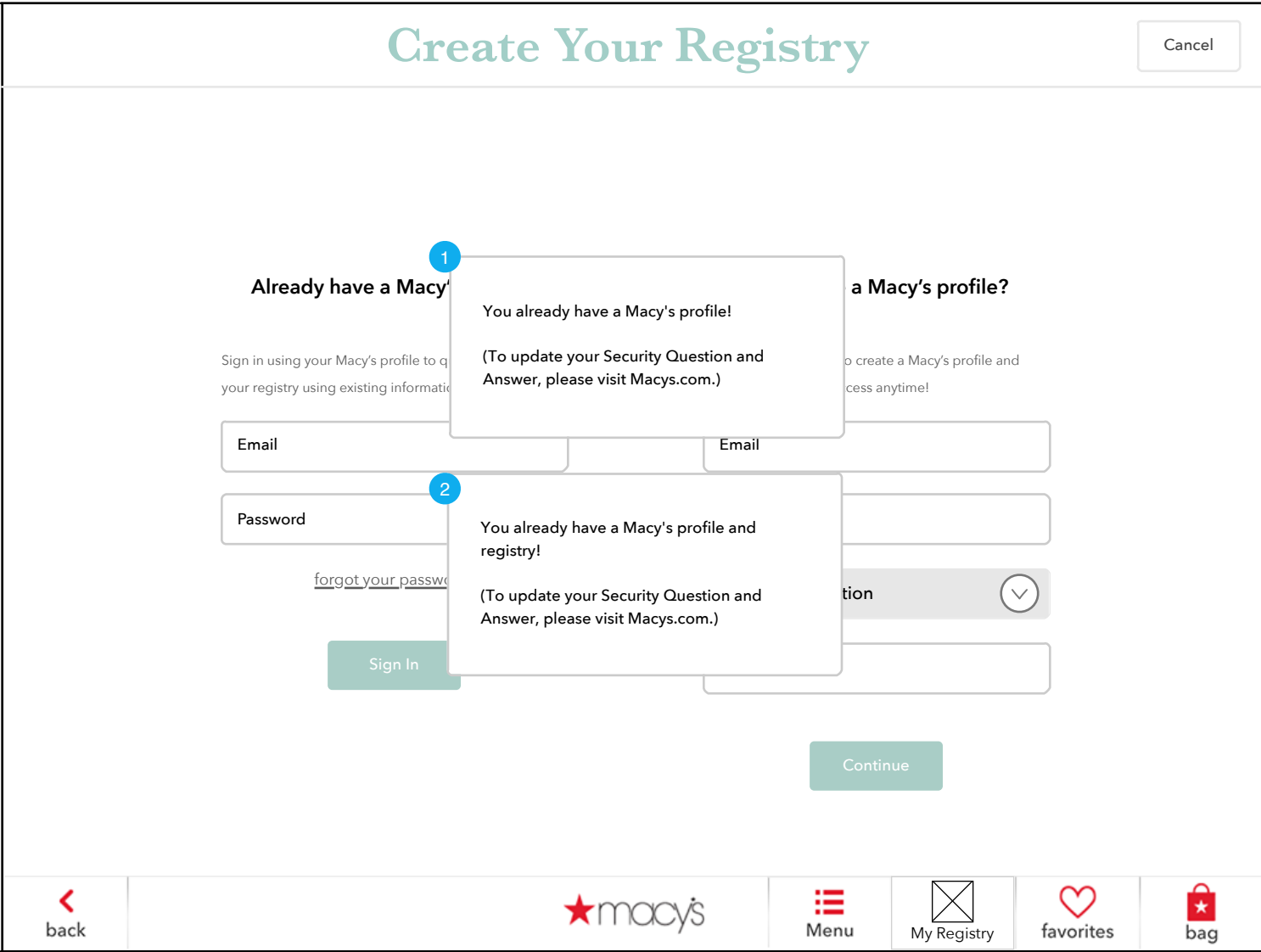


Page Title		
35.3 S3 Reset Password		
Page Context		
lorem ipsum		
Page Notes		
#	Interface Description	Interaction
1	lorem	ipsum

iPad

Scale: 1pt = 1.836134px

35.3 S4 Profile Exists



Page Title		
35.3 S4 Profile Exists		
Page Context		
The user has entered a CORRECT Email and password in "Don't have a Macy's profile?"		
Page Notes		
#	Interface Description	Interaction
1	User has profile but no registry	Show this toast message and then continue on to 35.3.1 Create Registry (Existing Profile)
1	User has profile and Registry	Show this toast message and then continue on to BVR.

iPad

Scale: 1pt = 1.836134px

35.3 S5 No Profile Found

1

Create Your Registry

Cancel

Already have a Macy's profile?

Sign in using your Macy's profile to quickly create your registry using existing information.

Email

Password

[forgot your password?](#)

Don't have a Macy's profile?

Sign up to create a Macy's profile and start your registry anytime!

Password

Security Question

Answer

Sorry, we weren't able to find the email address and password combination you entered.

Remember: your password is case sensitive and must be between 5-16 characters.

Page Title		
35.3 S5 No Profile Found		
Page Context		
lorem ipsum		
Page Notes		
#	Interface Description	Interaction
1	lorem	ipsum

iPad

Scale: 1pt = 1.836134px

35.3 S6 OATH Errors

1

Create Your Registry

Cancel

Already have a Macy's profile?

Sign in using your Macy's profile to quickly create your registry using existing information.

Email

Password

[forgot your password](#)

Sign In

Do you have a Macy's profile?

Sign in to create a Macy's profile and access anytime!

or create a new profile

First Name

Last Name

Address

City

State

Zip

Phone

Sign Up

Email Address must be entered in this format: jane@company.com

Passwords may contain only letters (case sensitive) and numbers and must be between 5-16 characters.

Your answer must be between 2 and 20 characters.

Page Title		
35.3 S6 OATH Errors		
Page Context		
lorem ipsum		
Page Notes		
#	Interface Description	Interaction
1	lorem	ipsum

iPad

Scale: 1pt = 1.836134px

35.3.1 Create Registry (Existing Profile)

1

Page Title		
35.3.1 Create Registry (Existing Profile)		
Page Context		
lorem ipsum		
Page Notes		
#	Interface Description	Interaction
1	lorem	ipsum

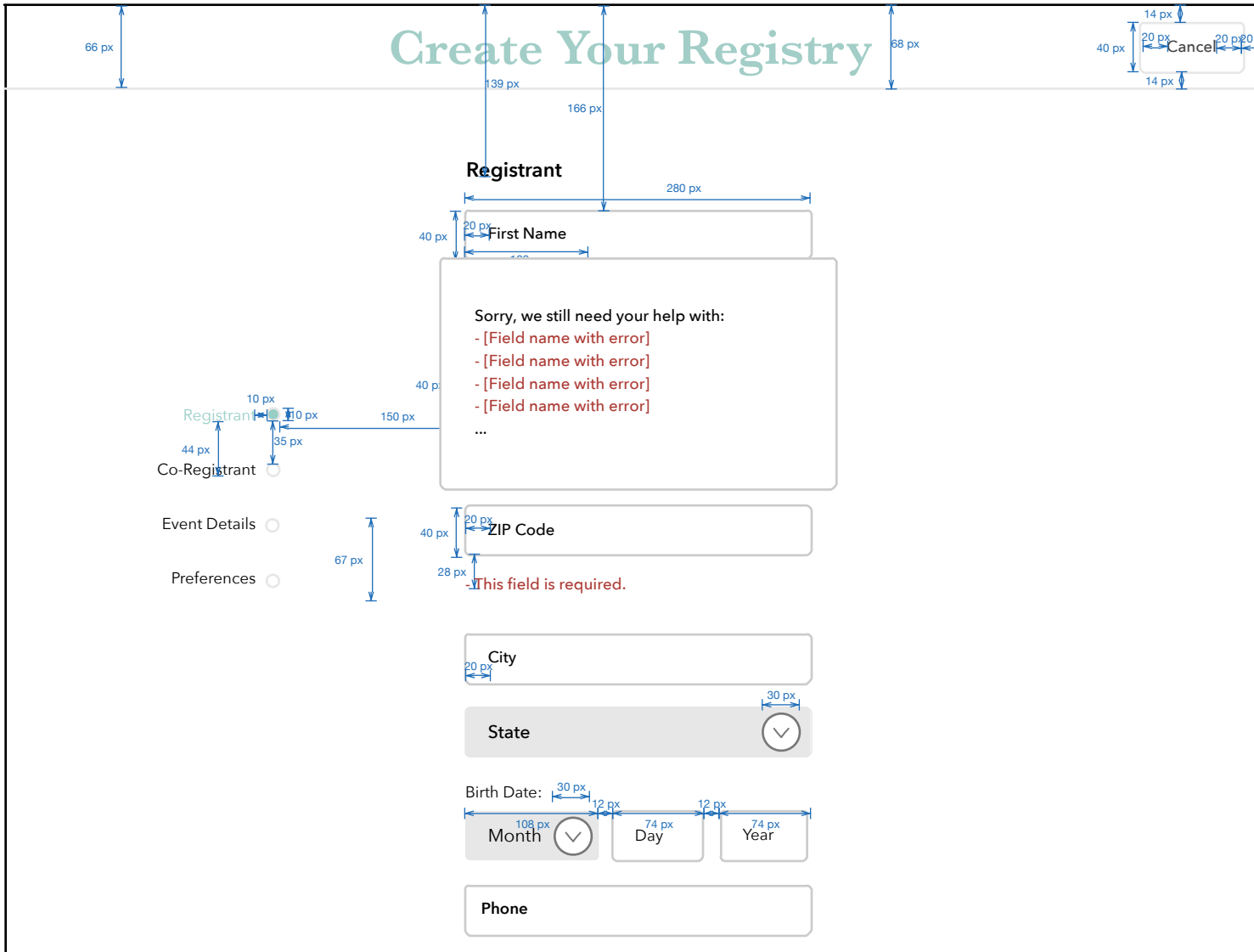
iPad

Scale: 1pt = 1.836134px

Create Registry Fields

35.3.1 S1 Registry Form Errors

1



Page Title		
35.3.1 S1 Registry Form Errors		
Page Context		
lorem ipsum		
Page Notes		
#	Interface Description	Interaction
1	lorem	ipsum

iPad

Scale: 1pt = 1.836134px

Registry Form Error Text

For Field Validations, display error messages **NONE** after fields has left focus (next / another field in focus) where ever possible (i.e. rather than after screen submission). Continue displaying inline error message until error is corrected.
 If select "Create Registry" while there are still errors (for if other types of errors only available after submission), show a toast style overlay, with summary of all errors in popover (will be redundant with errors on screen - since inline errors are retained until fixed).

Field	Condition	Message	Notes	REG/Manage Registry Error Message	MCOM Field Requirements	Field Requirements
ALL REQUIRED FIELDS	Missing	This field is required.	APPLICABLE REQUIRED FIELDS WHEN THERE IS NO INPUT	This field is required.	via	n/a
First Name	Invalid	First Name may only contain letters and hyphen (30 character maximum including spaces).	Applies to "First Name" for Registrant & Co-Registrant	First Name may only contain letters and hyphens (30 characters maximum including spaces).	ALPHASPACE0123456789- Allowed characters: ALPHASPACE0123456789- Max length: 30	POWERCHARACTERS: ALPHAKOPIQRSTUWXYZ 123456789
Last Name	Invalid	Last Name may only contain letters and hyphen (30 character maximum including spaces).	Applies to "Last Name" for Registrant & Co-Registrant	Last Name may only contain letters and hyphens (30 characters maximum including spaces).	ALPHASPACE0123456789- Allowed characters: ALPHASPACE0123456789- Max length: 30	POWERCHARACTERS: ALPHAKOPIQRSTUWXYZ 123456789
Attn	Invalid	This field may only contain letters, numbers and hyphen (30 character maximum including spaces).	Applies to Attn for Shipping Now & Shipping Future - Other			?
Address 1	Invalid	Address may only contain letters, numbers and hyphen (25 character maximum including spaces).	Applies to "Address" for Registrant, Co-Registrant, Where to Send My Gifts Now, Other, Where to Send My Gifts in the Future, Other	Street Address may only contain letters, numbers and hyphen (25 characters maximum including spaces).	ALPHANUMERICSPACE0123456789- Allowed characters: ALPHANUMERICSPACE0123456789- Max length: 35	?
Address 2	Invalid	Address may only contain letters, numbers and hyphen (25 character maximum including spaces).	Applies to "Address 2" for Registrant, Co-Registrant, Where to Send My Gifts Now, Other, Where to Send My Gifts in the Future, Other	Address may only contain letters, numbers and hyphen (25 characters maximum including spaces).	ALPHANUMERICSPACE0123456789- Allowed characters: ALPHANUMERICSPACE0123456789- Max length: 35	?
City	Invalid	City may only contain letters, numbers and hyphen (25 character maximum including spaces).	Applies to City for Registrant, Co-Registrant, Where to Send My Gifts in the Future, Other	City may contain only letters, numbers and hyphen (25 characters maximum including spaces).	ALPHANUMERICSPACE0123456789- Allowed characters: ALPHANUMERICSPACE0123456789- Max length: 35	?
Zip Code	Invalid	Zip Code must be 5 digits and may only contain numbers.	Applies to "Zip Code" for Registrant, Co-Registrant, Where to Send My Gifts in the Future, Other	Zip Code must be 5 digits.	NUMERIC0123456789- Allowed characters: NUMERIC0123456789- Max length: 5	5 digit required
Phone	Invalid	Phone Number must include area code and may not all be the same number.	Single field entry with "United States" focus.	Phone Number must be entered in this format: 800-555-1212 and may not contain dashes, parentheses, or spaces (parentheses) for the area code.	NUMERIC0123456789- Allowed characters: NUMERIC0123456789- Max length: 25	
Birth Date	Invalid	Customer does not meet 13 year old age requirement.		Registrant must be at least 13 years old to register with macy.com.	NUMERIC0123456789- Allowed characters: NUMERIC0123456789- Max length: 10	Month/Day/Year (optional in FEIGIT)
Birth Date	Invalid	Birth date must be in the past.		Birth date must be in the past.	NUMERIC0123456789- Allowed characters: NUMERIC0123456789- Max length: 10	
Start Date	Invalid	Start date must be in the future.		Start date must be in the future.	NUMERIC0123456789- Allowed characters: NUMERIC0123456789- Max length: 10	
Event Date	Invalid	Event date must be in the future.		Event date must be in the future.	NUMERIC0123456789- Allowed characters: NUMERIC0123456789- Max length: 10	
Birth Date, Start Date & Event Date	Invalid	Event date must be between 1-31 (depending on the month).		Event date must be between 1-31 (depending on the month).	NUMERIC0123456789- Allowed characters: NUMERIC0123456789- Max length: 10	
Estimated Number of Guests	Invalid	Estimated Number of Guests may only be between 1-9999.		Estimated Number of Guests field must contain numeric value between 1-9999.	NUMERIC0123456789- Allowed characters: NUMERIC0123456789- Max length: 5	Jan 99

Trigger Screen	Alert Style	Alert Text	Notes
ALL OATH ALL REGISTRY FORMS	No buttons	Sorry, we still need your help with: - If field name with error - If field name with error - Field name with error ...	"Correct fields" List all fields that still have errors Displayed over the OATH screen (don't move forward) (same as on OATH form)
Create Registry Form	Two buttons	You haven't finished creating your registry. Your information will not be saved if you cancel now. Do you want to cancel? YES NO	Yes: goes to where ever selected and deletes entered data (no MCOM profile or Registry created) No: stays on the Create form
Manage Registry Form	No buttons	Registry account information has been updated.	Displayed over the Manage Form (THEN move to selected screen)
Individual Registry Screen	Two buttons	Do you want to remove this item from the registry? YES NO	Displayed over individual Registry screen.
Individual Registry Screen	No buttons	The registry is printing.	NEEDS EXPLORATION / CONFIRMATION Not sure what the app will "know" about the printer. (If can know when the printing started, show this kind of message)
Individual Registry Screen	No buttons	Your registry printout is ready! If you have any questions, contact an Associate for assistance.	NEEDS EXPLORATION / CONFIRMATION If I can know when the printer is completed, show this kind of message. Include more directions (like "below this screen" or something similar)
Individual Registry Screen	No buttons	There was a problem printing. Please try again or contact an Associate for assistance.	NEEDS EXPLORATION / CONFIRMATION Not sure what the app will "know" about the printer. (If I can know when the printer has problems, show this kind of message)
ANYWHERE Customer Signed into a Registry	One Button	This Registry session will end in 5 minutes. Please be prepared to find the registry again. OK	NEEDS EXPLORATION / CONFIRMATION Do we still need this message? Has the session timing changed to that the message needs to change (ie: if changed from 1 hour to 2 hours, the message needs to display for 1 hour and 55 minutes instead of 59 minutes)
ANYWHERE Associate Signed in to a Registry	One Button	This Registry session will end in 5 minutes. Please be prepared to have the customer sign back in to access the registry account. OK	NEEDS EXPLORATION / CONFIRMATION Do we still need this message? Has the session timing changed to that the message needs to change? If I can know when the printer is completed, show this kind of message. Include more directions (like "below this screen" or something similar)

See Phase1_Scope_Review_v9.xlsx for details

35.3.2 Create New Registry, New Profile

1

Create Your Registry

Registrant

First Name (280 px wide, 40 px high)

Last Name (280 px wide, 40 px high)

Address (280 px wide, 40 px high)

Address (280 px wide, 40 px high)

ZIP Code (280 px wide, 40 px high)

City (280 px wide, 40 px high)

State (280 px wide, 40 px high)

Birth Date: (30 px wide)

Month (108 px wide, 30 px high)

Day (74 px wide, 30 px high)

Year (74 px wide, 30 px high)

Phone (280 px wide, 40 px high)

Cancel (14 px wide, 14 px high)

Co-Registrant (radio button)

Event Details (radio button)

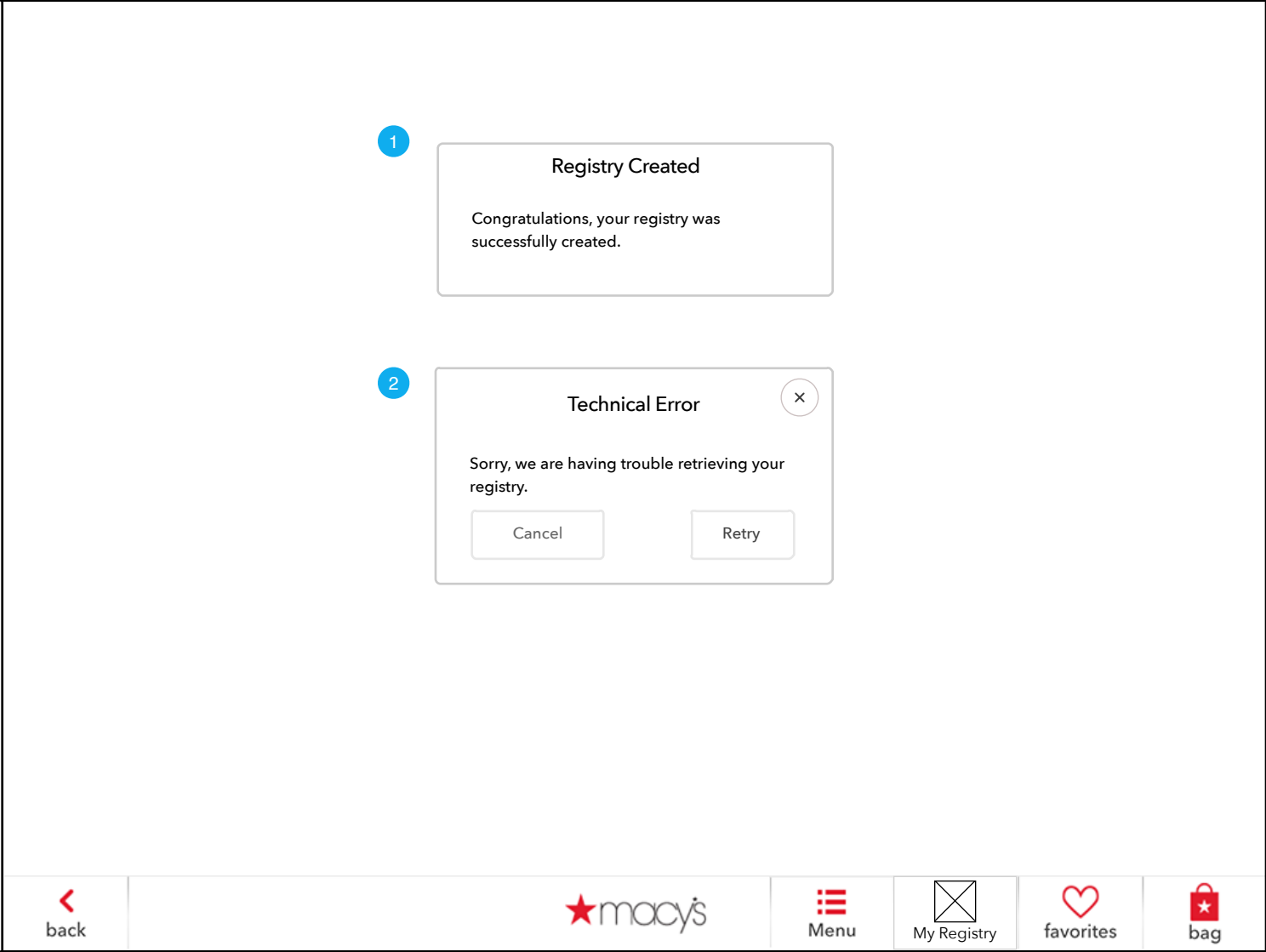
Preferences (radio button)

Page Title		
35.3.2 Create New Registry, New Profile		
Page Context		
lorem ipsum		
Page Notes		
#	Interface Description	Interaction
1	lorem	ipsum

iPad

Scale: 1pt = 1.836134px

35.3.3 S1 Registry Conclusion (Overlays)




Page Title		
35.3.3 S1 Registry Conclusion (Overlays)		
Page Context		
If registry is created, the user is either given a success message. If the registry is created but there is a problem retrieving it, they are given an error message.		
Page Notes		
#	Interface Description	Interaction
1	Success	On success, this toast message is shown and user proceeds as normal.
1	Error retrieving registry	If there is an error retrieving the registry then the error message is shown. On press of Cancel, user is logged in and sent to the Registry Home page. On press of Retry, system retries retrieving Registry.

iPad

Scale: 1pt = 1.836134px

35.3.4 Registry Welcome (Module)

1



<Registrant & Co-Registrant> Registry

99 days until <Month, Day YYYY>

Edit Profile

Congrats

ON YOUR ^{40 px} BIG DAY!

Lorem Ipsum

lorem ipsum dolor sit amet

Check it Out

Lorem Ipsum

lorem ipsum dolor sit amet

Learn More

Add a gift to your registry

X

Dining & Entertaining

X

Kitchen

X

Bed & Bath

X

Home Decor

X

Luggage

X

Cleaning & Organizing

X


Scan

Lorem ipsum dolor sita amet consectetur sol umlaut for ignot. Haltre magni magna

Ask

Lorem ipsum dolor sita amet consectetur sol umlaut for ignot. Haltre magni magna

< back



☰
Menu

♥
favorites

🛍
bag

Page Title		
35.3.4 Registry Welcome (Module)		
Page Context		
lorem ipsum		
Page Notes		
#	Interface Description	Interaction
1	lorem	ipsum

iPad

Scale: 1pt = 1.836134px


★macy's bloomingdales

CONFIDENTIAL | WIREFRAMES REPRESENT FUNCTIONALITY & ELEMENTS, NOT FINAL DESIGN

Thu Aug 06 2015 | Pg 93


37.0 Guest View Registry

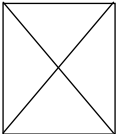
1



<Registrant & Co-Registrant> Registry

99 days until <Month, Day YYYY>

Sort by 




Item Name that can go to three lines lore ipsum dolor sit amet consectetur

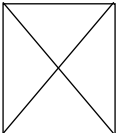
Would Love: **6**

Still need: **4**

Reg \$99.99
Sale \$99.99

2 

Available for shipment




Item Name that can go to three lines lore ipsum dolor sit amet consectetur

Would Love: **6**

Still need: **4**

Reg \$99.99
Sale \$99.99

2 


Available for shipment


Dream Fund Module

♥ All


📦 All

📄


Refresh 


Print 

Buy as a Gift




back






Menu



favorites



bag


Page Title		
37.0 Guest View Registry		
Page Context		
lorem ipsum		
Page Notes		
#	Interface Description	Interaction
1	lorem	ipsum

iPad

Scale: 1pt = 1.836134px


37.0 S2 Share Form

1

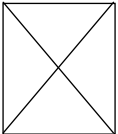


<Registrant & Co-Registrant> Registry

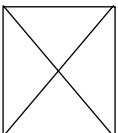
99 days until <Month, Day YYYY>

Sort by 

Item line
com



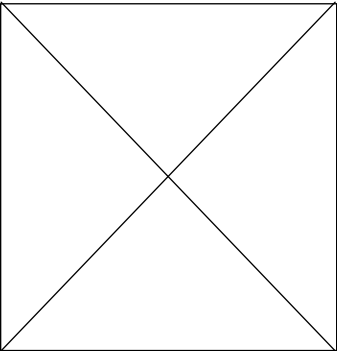
Item line
com







SHARE ✕

Scan the QR code

with your mobile device to share



Email Send

To

Name

Email

From

Name


Email


Message (optional)


Please use this feature with discretion. Macy's is not responsible for materials, visual or other wise, which may be deemed inappropriate. Macy's cannot track down any sent, lost or misdirected emails, so please enter information carefully.

♥ All


📦 All





Refresh 


Print 


Buy as a Gift


back




Menu



favorites


bag

Page Title		
37.0 S2 Share Form		
Page Context		
lorem ipsum		
Page Notes		
#	Interface Description	Interaction
1	lorem	ipsum

iPad

Scale: 1pt = 1.836134px


 bloomingdales

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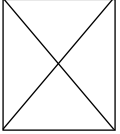
37.0 S3 Registry Sent

1



<Registrant & Co-Registrant> Registry
99 days until <Month, Day YYYY>

Sort by ▼



Item Name that can go to three lines
lore ipsum dolor sit amet
consectetur

Add to Favorites

Add to My Registry

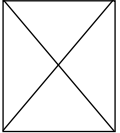
Would Love: 6 Still need: 4 2 ▼

Registry sent (lore ipsum lookup actual text)

Reg \$99.99
Sale \$99.99

Available for shipment

See All Available



Item Name that can go to three lines
lore ipsum dolor sit amet
consectetur

Add to Favorites

Add to My Registry

Would Love: 6 Still need: 4 2 ▼

Available for shipment

See All Available

Dream Fund Module

♥ All

📦 All


📄

Refresh ↻

Print 🖨

Buy as a Gift

←
back



☰
Menu

♥
favorites

🛒
bag

Page Title		
37.0 S3 Registry Sent		
Page Context		
lorem ipsum		
Page Notes		
#	Interface Description	Interaction
1	lorem	ipsum

iPad

Scale: 1pt = 1.836134px

★ macy's bloomingdale's

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37.0 S4 Registry QR Code

1

<Registrant & Co-Registrant> Registry

99 days until <Month, Day YYYY>

Sort by

Item Name that can go to three lines
lorem ipsum dolor sit amet
consectetur

Add to Favorites
Add to My Registry

Item Name that can go to three lines
lorem ipsum dolor sit amet
consectetur

Add to Favorites
Add to My Registry

Registry QR Code

Lorem ipsum dolor sit amet consectetur
lorem adipiscing elit, sed do eiusmod
temporLorem ipsum dolor sit amet
consectetur lorem adipiscing elit, sed do
eiusmod temporLorem ipsum dolor sit amet
consectetur lorem adipiscing elit, sed do
eiusmod temporLorem ipsum dolor sit amet
consectetur lorem

Close

9.99
~~9.99~~

Available for shipment

See All Available

9.99
~~9.99~~

Available for shipment

See All Available

Dress

Dress rule

♥ All
📦 All
📄

Refresh

Print

Buy as a Gift

back

Menu

favorites

bag

Page Title		
37.0 S4 Registry QR Code		
Page Context		
lorem ipsum		
Page Notes		
#	Interface Description	Interaction
1	lorem	ipsum

iPad

Scale: 1pt = 1.836134px


★ macy's bloomingdales

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37.0 S5 Choose Printer

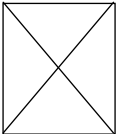
1



<Registrant & Co-Registrant> Registry

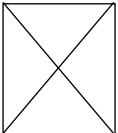
99 days until <Month, Day YYYY>

Sort by 



Item Name that can go to three lines
lore ipsum dolor sit amet consectetur

Add to Favorites
Add to My Registry



Item Name that can go to three lines
lore ipsum dolor sit amet consectetur

Add to Favorites
Add to My Registry

9.99
~~9.99~~

Available for shipment

See All Available

9.99
~~9.99~~

Available for shipment

See All Available

Choose Printer

✕

Lorem ipsum dolor sit amet consectetur
 lorem adipiscing elit, sed do eiusmod
 temporLorem ipsum dolor sit amet
 consectetur lorem adipiscing elit, sed do
 eiusmod temporLorem ipsum dolor sit amet
 consectetur lorem adipiscing elit, sed do
 eiusmod temporLorem ipsum dolor sit amet
 consectetur lorem

Close


Page Title		
37.0 S5 Choose Printer		
Page Context		
lorem ipsum		
Page Notes		
#	Interface Description	Interaction
1	lorem	ipsum


Dream Fund Module

♥ All


📦 All

📄

Refresh 

Print 

Buy as a Gift

⬅ back


☰
Menu

♥
favorites


🛒
bag

iPad

Scale: 1pt = 1.836134px


37.0 S6 Email As Well

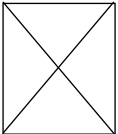
1



<Registrant & Co-Registrant> Registry

99 days until <Month, Day YYYY>

Sort by 



Item Name that can go to three lines
lore ipsum dolor sit amet
consectetur

Add to Favorites
Add to My Registry

Email ✕

9.99
~~9.99~~

Available for shipment

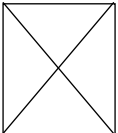
See All Available

9.99
~~9.99~~

Available for shipment

See All Available

Close



Item Name that can go to three lines
lore ipsum dolor sit amet
consectetur


Add to Favorites
Add to My Registry

Page Title		
37.0 S6 Email As Well		
Page Context		
lorem ipsum		
Page Notes		
#	Interface Description	Interaction
1	lorem	ipsum

Dream Fund Module

♥ All
📦 All
📄
Refresh ↻
Print 🖨


Buy as a Gift

⬅ back

☰ Menu
♥ favorites
🛒 bag

iPad Scale: 1pt = 1.836134px


37.0 S7 Regsitry Printed

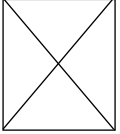
1



<Registrant & Co-Registrant> Registry

99 days until <Month, Day YYYY>

Sort by 




Item Name that can go to three lines
lore ipsum dolor sit amet
consectetur

Add to Favorites
Add to My Registry

Would Love: Still need:

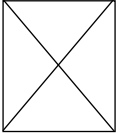
6 4

Reg \$99.99
Sale \$99.99

2 
Available for shipment

See All Available

Your registry has printed lorem ipsum dolor sit amet.




Item Name that can go to three lines
lore ipsum dolor sit amet
consectetur

Add to Favorites
Add to My Registry

Would Love: Still need:

6 4

Reg \$99.99
Sale \$99.99


2 
Available for shipment

See All Available

Dream Fund Module

♥ All
📦 All
📄
Refresh ↻
Print 🖨

Buy as a Gift

⬅ back


☰ Menu
♥ favorites
🛒 bag

Page Title		
37.0 S7 Regsitry Printed		
Page Context		
lorem ipsum		
Page Notes		
#	Interface Description	Interaction
1	lorem	ipsum

iPad

Scale: 1pt = 1.836134px

37.0 S8 Share Item

1



Page Title		
37.0 S8 Share Item		
Page Context		
lorem ipsum		
Page Notes		
#	Interface Description	Interaction
1	lorem	ipsum

Does not exist




iPad

Scale: 1pt = 1.836134px


37.0 S10 Added to Registry

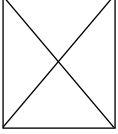
1




<Registrant & Co-Registrant> Registry

99 days until <Month, Day YYYY>

Sort by 



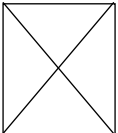
Item Name that can go to three lines
lore ipsum dolor sit amet consectetur

Would Love: 6 Still need: 4  2

Reg \$99.99
Sale \$99.99

Available for shipment

Add to Favorites Add to My Registry See All Available



Item Name that can go to three lines
lore ipsum dolor sit amet consectetur



Reg \$99.99
Sale \$99.99






Available for shipment

Add to Favorites Add to My Registry See All Available

The item(s) was added to your registry.
lore ipsum

Dream Fund Module

♥ All 📦 All 📄 Refresh  Print  Buy as a Gift

 back   Menu  favorites  bag

Page Title		
37.0 S10 Added to Registry		
Page Context		
lorem ipsum		
Page Notes		
#	Interface Description	Interaction
1	lorem	ipsum

iPad

Scale: 1pt = 1.836134px

38.0 Bride View Registry

1

<Registrant & Co-Registrant> Registry

99 days until <Month, Day YYYY>

Edit Profile

Sort by v

Item Name that can go to three lines
lore ipsum dolor sit amet
consectetur

Color: <color>

v

Size

LT

Reg \$99.99
Sale \$99.99

2

Available for shipment

Add to Favorites

Remove

See All Available

Item Name that can go to three lines
lore ipsum dolor sit amet
consectetur

Color: <color>

v

Size

LT

Reg \$99.99
Sale \$99.99

2

Available for shipment

Add to Favorites

Remove

See All Available

Item Name that can go to three lines
lore ipsum dolor sit amet
consectetur

Color: <color>

v

Size

LT

Reg \$99.99
Sale \$99.99

2

Available for shipment

Add to Favorites

Remove

See All Available

♥ All

📦 All

📄

Refresh ↻

Print 🖨

Add to Bag

⬅
back

☰
Menu

☒
My Registry

♥
favorites

🛒
bag

Page Title		
38.0 Bride View Registry		
Page Context		
lorem ipsum		
Page Notes		
#	Interface Description	Interaction
1	lorem	ipsum

iPad

Scale: 1pt = 1.836134px

38.0 S1 Certain? (Remove Item)

1

<Registrant & Co-Registrant> Registry
 99 days until <Month, Day YYYY>

Edit Profile | Sort by

Item Name that can go to three lines
 lore ipsum dolor sit amet
 consectetur

Color: <color> Size: LT 2
 Reg \$99.99 Sale \$99.99

Add to Favorites | Remove | See All Available

Available for shipment

Item Name that can go to three lines
 lore ipsum dolor sit amet
 consectetur

Add to Favorites | Remove | See All Available

Available for shipment

Item Name that can go to three lines
 lore ipsum dolor sit amet
 consectetur

Add to Favorites | Remove | See All Available

Available for shipment

Navigation Bar:
 All | Refresh | Print | Add to Bag | back | Macy's | Menu | My Registry | favorites | bag

Page Title		
38.0 S1 Certain? (Remove Item)		
Page Context		
lorem ipsum		
Page Notes		
#	Interface Description	Interaction
1	lorem	ipsum

iPad

Scale: 1pt = 1.836134px

38.0 S2 Added to Bag

1

<Registrant & Co-Registrant> Registry 99 days until <Month, Day YYYY>

Edit Profile Sort by

Item Name that can go to three lines
lore ipsum dolor sit amet
consectetur

Color: <color> Size Reg \$99.99 Sale \$99.99

Available for shipment

Add to Favorites Remove See All Available

Item Name that can go to three lines
lore ipsum dolor sit amet
consectetur

Color: <color> Size Reg \$99.99 Sale \$99.99

Available for shipment

Add to Favorites Remove See All Available

Item Name that can go to three lines
lore ipsum dolor sit amet
consectetur

Color: <color> Size Reg \$99.99 Sale \$99.99

Available for shipment

Add to Favorites Remove See All Available

♥ All 🛒 All 📄 Refresh 🖨️ Print

back Menu My Registry favorites bag

Add to Bag

Page Title		
38.0 S2 Added to Bag		
Page Context		
lorem ipsum		
Page Notes		
#	Interface Description	Interaction
1	lorem	ipsum

iPad

Scale: 1pt = 1.836134px

38.0 S3 Confirm Logout

1

<Registrant & Co-Registrant> Registry

99 days until <Month, Day YYYY>

Edit Profile

Sort by ▼

Item Name that can go to three lines
lore ipsum dolor sit amet
consectetur

Add to Favorites

Remove

See All Available

Item Name that can go to three lines
lore ipsum dolor sit amet
consectetur

Add to Favorites

Remove

See All Available

Item Name that can go to three lines
lore ipsum dolor sit amet
consectetur

Add to Favorites

Remove

See All Available

♥ All

📦 All

📄

Refresh

Print

Add to Bag

←
back

☰
Menu

☒
My Registry

♥
favorites

🛒
bag

Page Title		
38.0 S3 Confirm Logout		
Page Context		
lorem ipsum		
Page Notes		
#	Interface Description	Interaction
1	lorem	ipsum

iPad

Scale: 1pt = 1.836134px

★ macy's bloomingdales

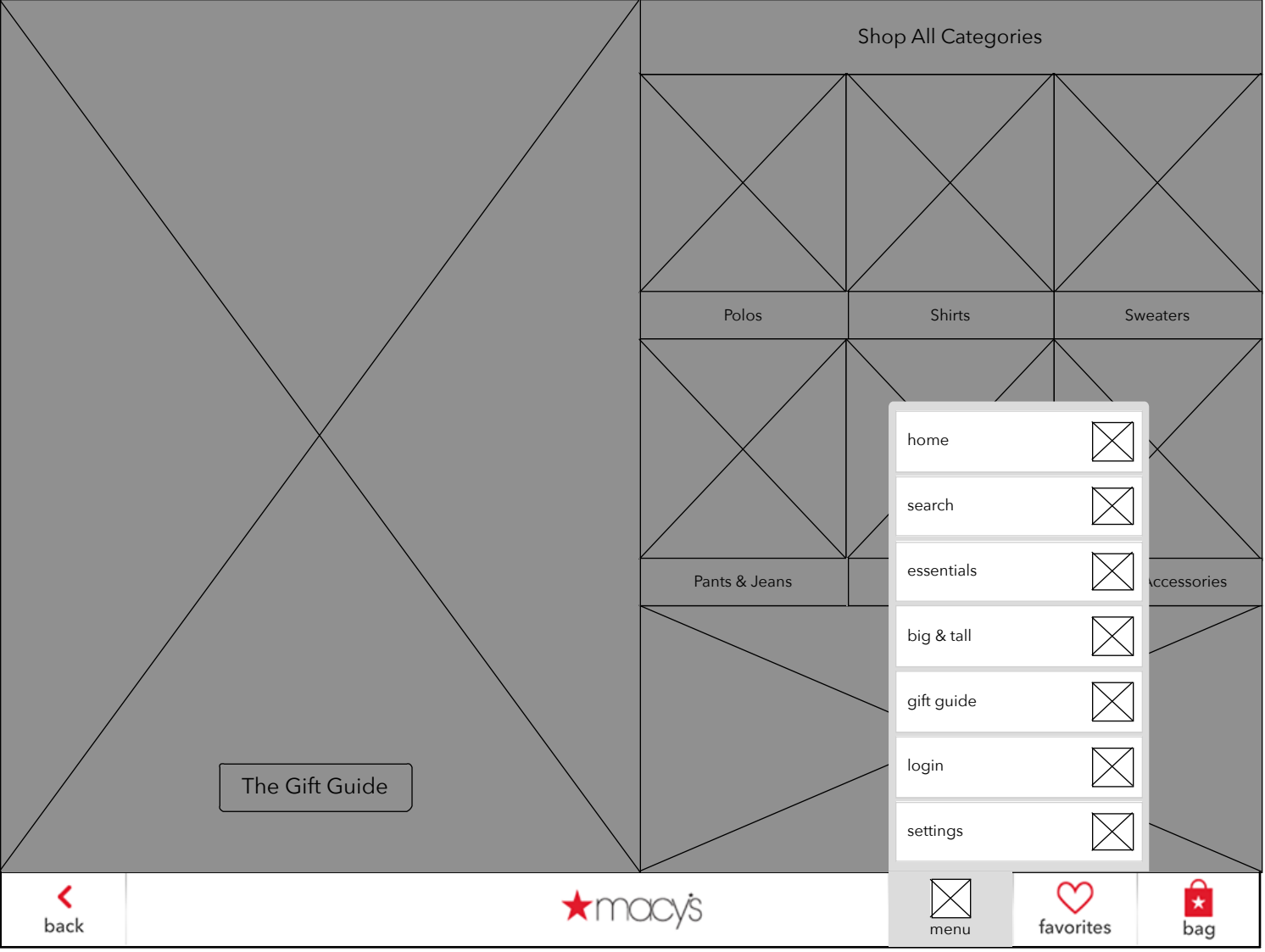
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FOR ASSOCIATES

Navigation - "Hidden" Associate Login & Settings

1



Page Title		
Navigation - "Hidden" Associate Login & Settings		
Page Context		
lorem ipsum		
Page Notes		
#	Interface Description	Interaction
1	lorem	ipsum

iPad

Scale: 1pt = 1.836134px

40.0 Associate LogIn

1

Associate Log In

Associate Number

PIN

suspend

login

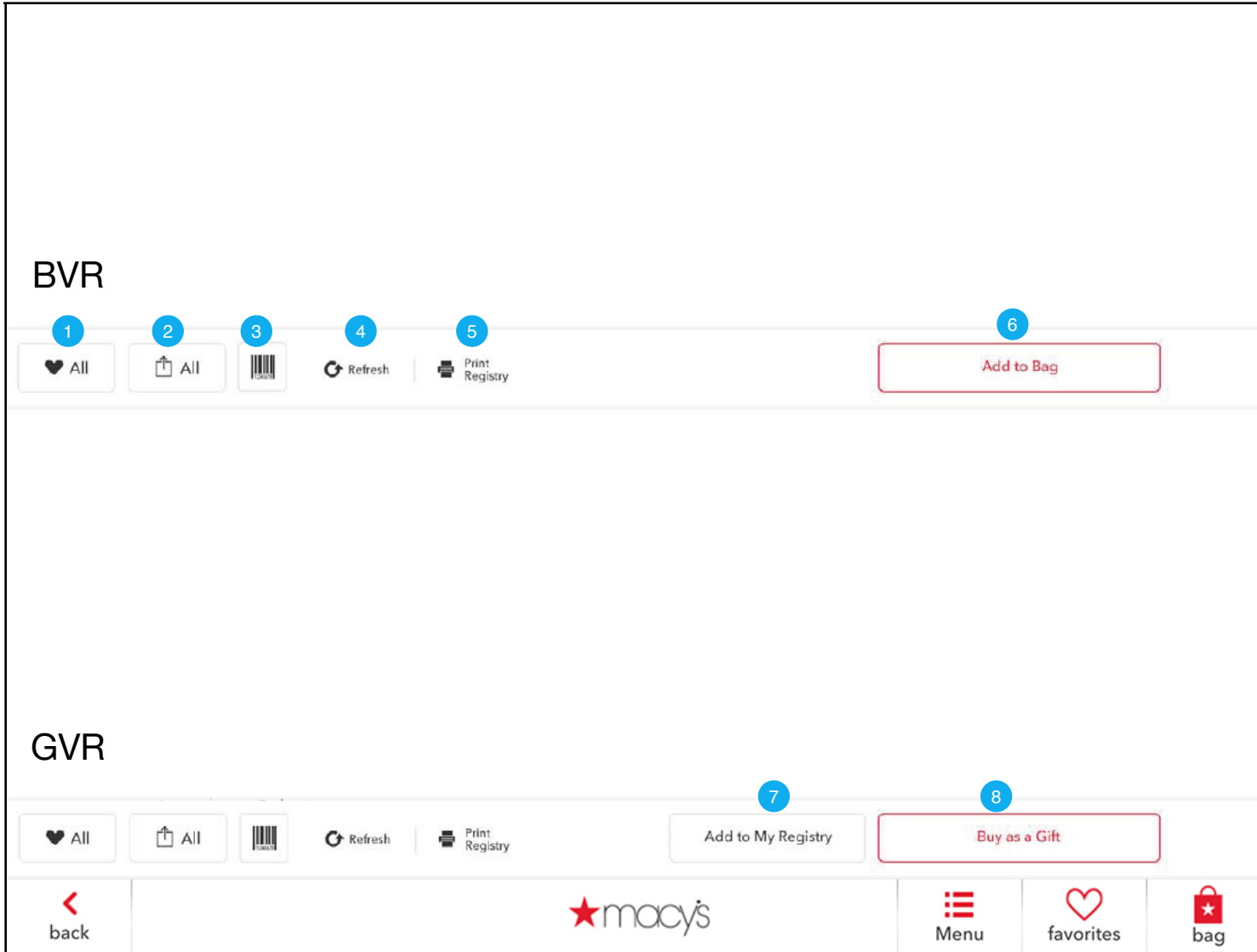
Page Title		
40.0 Associate LogIn		
Page Context		
lorem ipsum		
Page Notes		
#	Interface Description	Interaction
1	lorem	ipsum

back  Menu favorites bag

iPad

Scale: 1pt = 1.836134px

Registry - Footers



iPad

Scale: 1pt = 1.836134px

Page Title		
Registry - Footers		
Page Context		
These final modules for the Bride View Registry (BVR) List and the Guest View Registry (GVR) List.		
Page Notes		
#	Interface Description	Interaction
1	♥ All	On press, all items in the current registry are added to the Favorites list.
2	(share) All	On press, the share overlay is shown and items in the registry are shared.
3	(Scan)	On press, the scan overlay is shown. A resulting PDP will include an "Add to Registry" button.
4	Refresh	On press, the current registry is refreshed (re-queried to data source)
5	Print Registry	On press, registry is printed (see further documentation for details).
6	Add to Bag	On press, items selected in list above (not shown) in quantities selected, are added to the registrant's bag.
7	Add to My Registry	On press, if user logged in and registered, the items are added to her registry. If not, user is asked to login.
8	Buy as a Gift	On press, items selected in list above (not shown) in quantities selected, are added to the user's bag as a Registry bag segment. (See Checkout for Multiple Bag Segment checkout).

REFERENCE

Notes on Authored Screens

FLEXIBLE LAYOUT & DESIGN

Skava Studio supports a wide range of custom options for application-specific screen design. For current implementation, these screens are not templated.

The application-specific screen designs can be whatever meets the content and strategy needs for the specific application (Designer/Brand, selling area, etc.).

Structurally:

- Design can all be on one screen or some off-screen
- Can have scrollable cells and/or rows
- Can scroll up/down or right/left
- Can be panel-stop (w/indicators) or endless scroll
- Can be a single cell or many smaller cells
- Can be on a regular grid or free form
- If using a grid, must use whole # pixel dimensions

Links / Hotspots

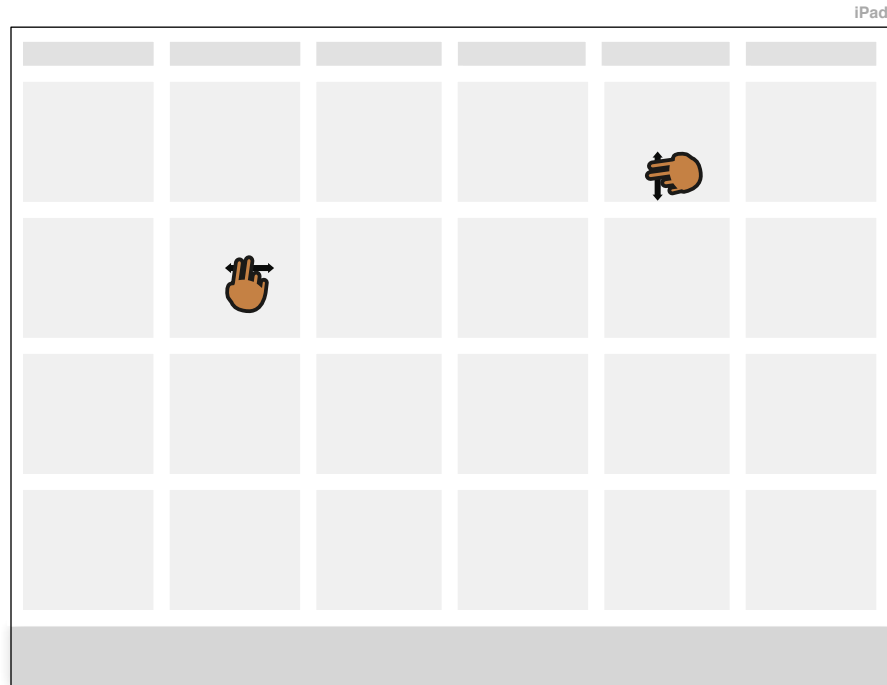
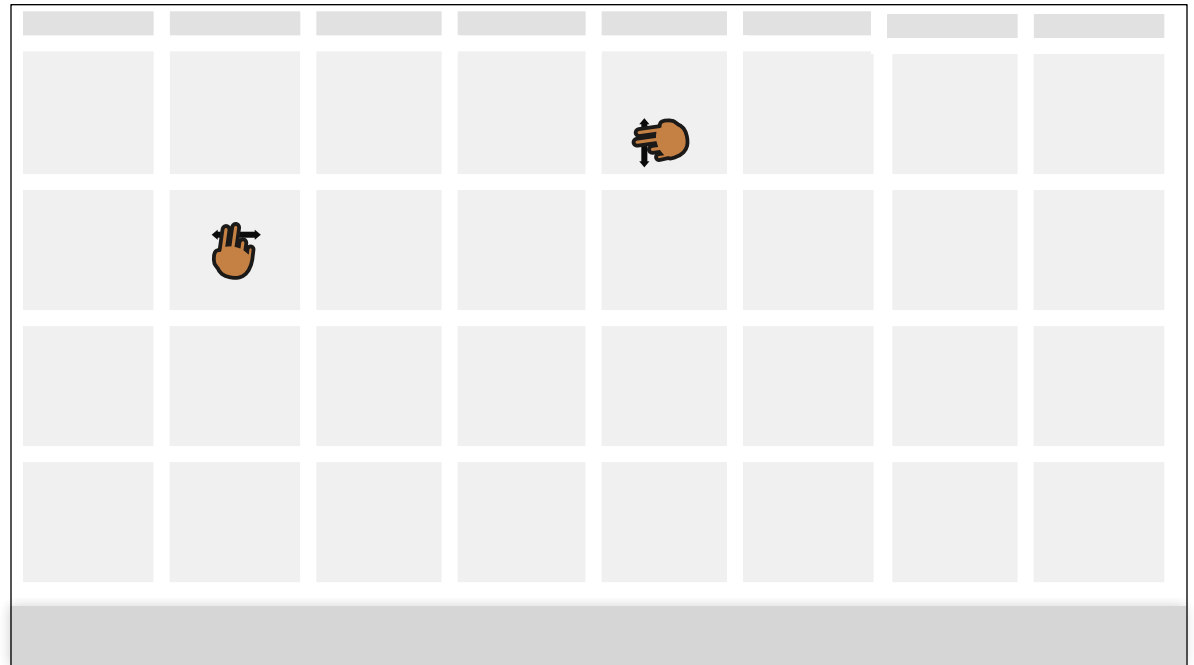
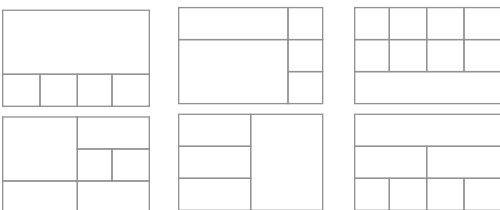
Using hotspots, these screens can link to any screen in the application, including:

- Landing
- Sub-landings / Lookbooks / Fit Guides
- Pre-filtered browse
- Quickview
- PDP
- Master PDP

Assets / Designs:

- These screens can have any designs, but need to be designed for these touch screens.
- If an area has more than one link, there should be visual indication of the different links (vs. entire area / cell = one link, do not necessarily need additional indication).
- If area scrolls, design should account for the full visual display (what happen with borders, ends, peaks)
- Skava studio supports virtually all image formats (JPG, GIF, PNG, etc). If single device targeted, optimize for that device (like PNG for iOS).
- Each individual asset is limited to 5mb in size.

Example grid layouts:



ALL ON-SCREEN (BOTH) OR ON ELO ONLY

Designs can fit full width on both screens, in other words, the designs are similar for both screens but slightly differently sized to be optimized for the different screen widths (i.e. requires different assets). Alternatively, could be a single design, with all of the content visible on the ELO screen, but some offscreen on the iPad (needs to be scrolled).

Devices / Screen Sizes

DEVICES

There are two current and one near future target device types for Digital In-Store applications (More@Macy's & Tap Into Bloomingdale's):

1) Tablet = iPad 2

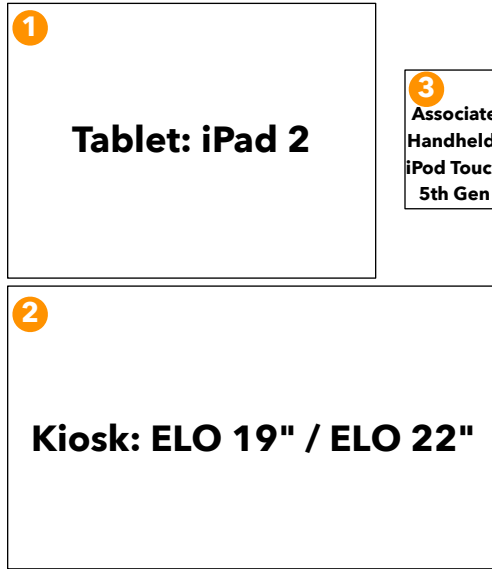
4:3 aspect ratio
1024 x 768 screen
1024 x 710 "working" (- nav bar)

2) Kiosk = ELO 19" & ELO 22"

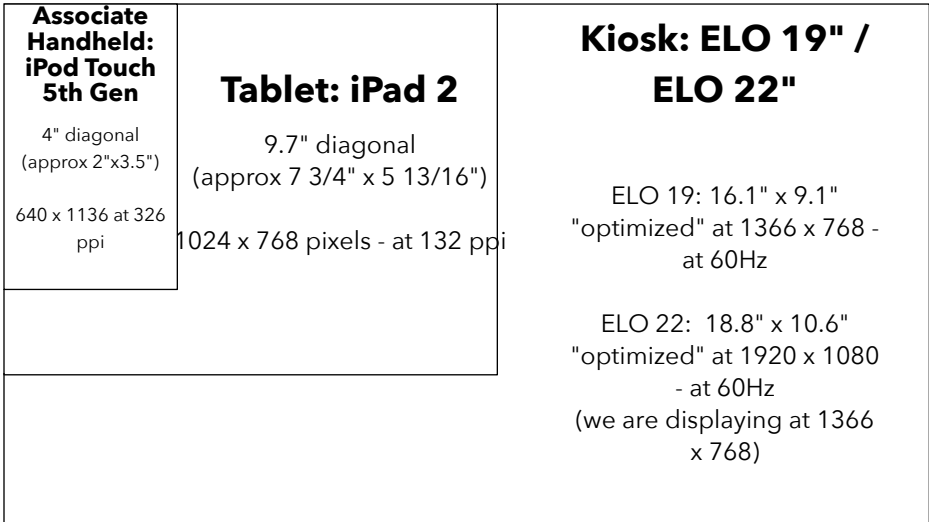
16:9 aspect ratio
1366 x 768 screen
1366 x 710 "working" (- nav bar)

3) Associate Handheld = iPod Touch 5th Generation

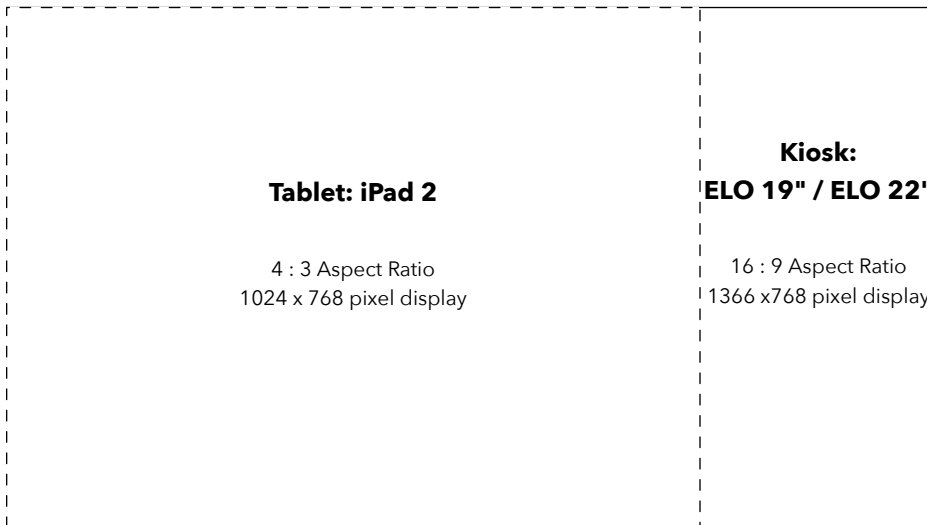
9:16 aspect ratio
640 x 1136 screen
640 x ##### "working" (- nav bar)



SCREEN SIZES / DIMENSIONS



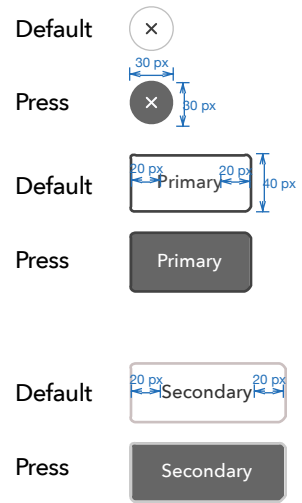
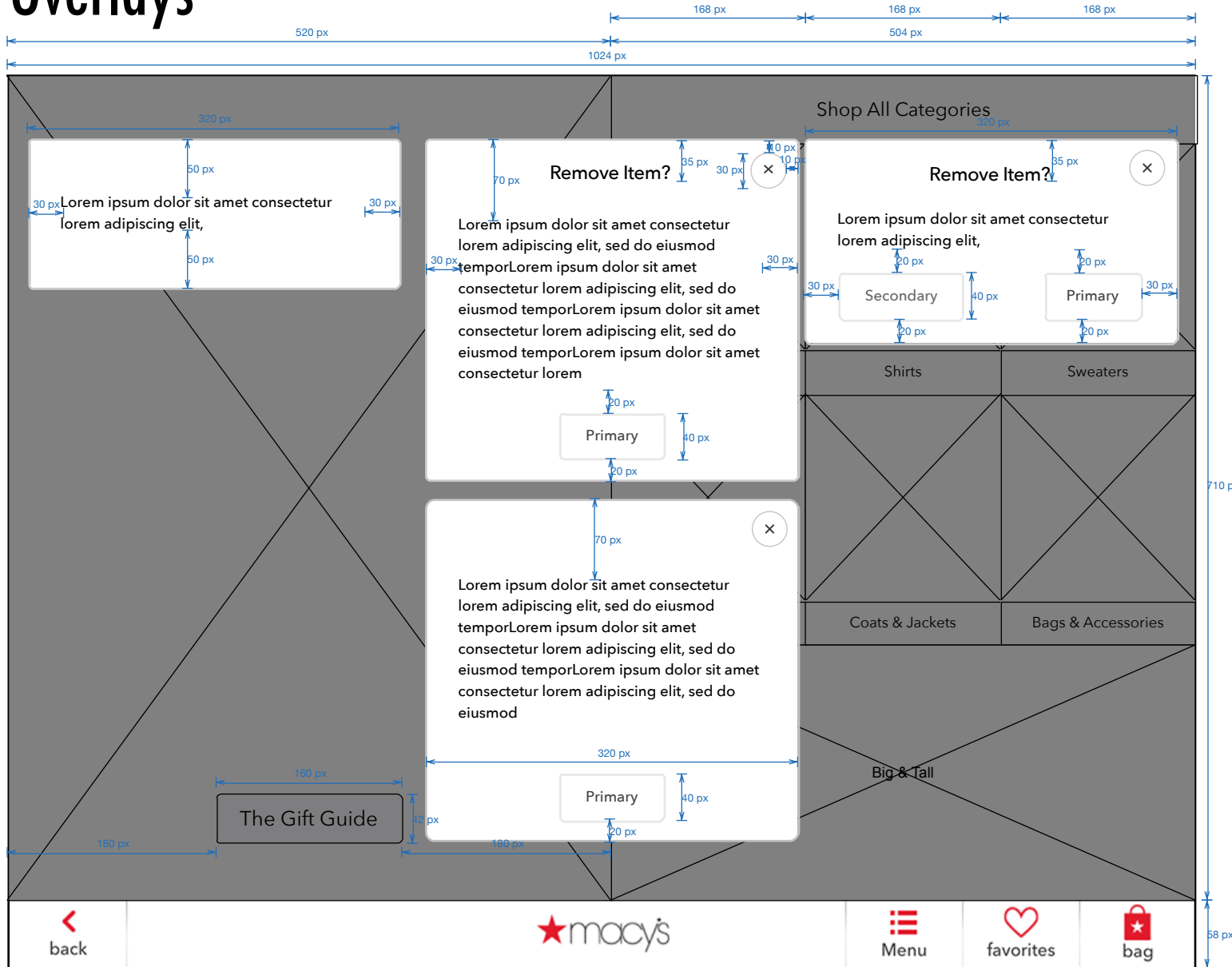
ASPECT RATIOS / DISPLAY DIMENSIONS



PIXEL DISPLAY COMPARISON

IPAD 2	ELO 19	ELO 22
1024 (7.76") x 768 (5.82")	1366 (16.1") x 768 (9.1")	1366 (18.8") x 768 (10.6")
1024 / 7.76 = 131.9	1366 / 16.1 = 84.84	1366 / 18.8 = 72.66
768 / 5.82 = 131.9	768 / 9.1 = 84.39	768 / 10.6 = 72.45
132 pixels = approx 1"	85.5 pixels = approx 1"	72.5 pixels = approx 1"
share	share	share
Example: 193 px X 61 px 1.5" x .5"	Example: 193 px X 61 px 2.25" x .7" (relative to iPad 132/85.5 = 1.54 1.54 x 193 = 298 1.54 x 61 = 94)	Example: 193 px X 61 px 2.66" x .84 (relative to iPad 132/72.5 = 1.82 1.82 x 193 = 351 1.82 x 61 = 111)

Overlays



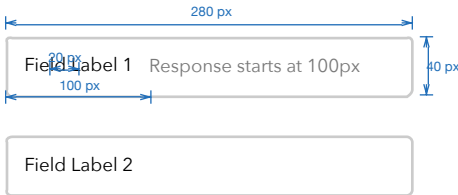
Pixel measurements are for a 1024x768 iPad screen

iPad

Scale: 1pt = 1.836134px

Buttons and Fields (Registry)

Text Fields & Buttons



Close button



More Info



Radio Buttons



Less Info



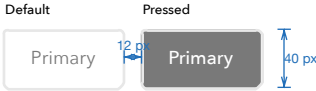
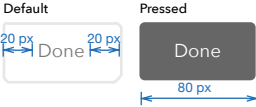
Check box



Cancel Button



Done Button

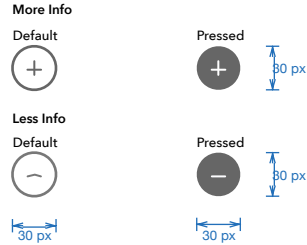
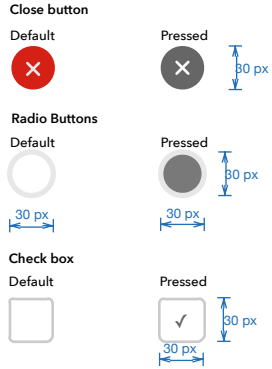


Registry

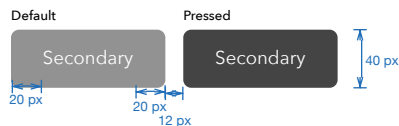
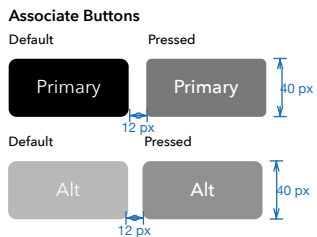
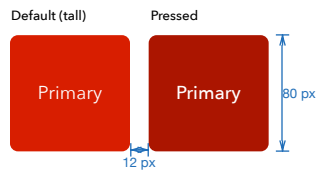
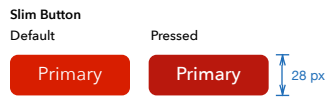
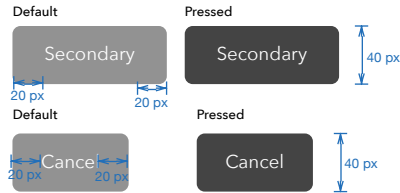
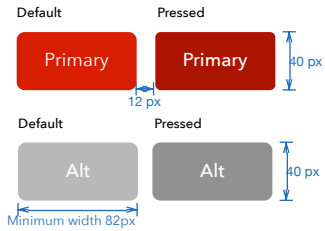


Pixel measurements are for a 1024x768 iPad screen

Buttons



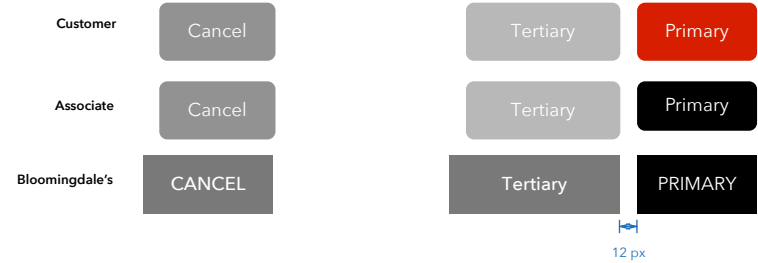
Macy's Customer Button



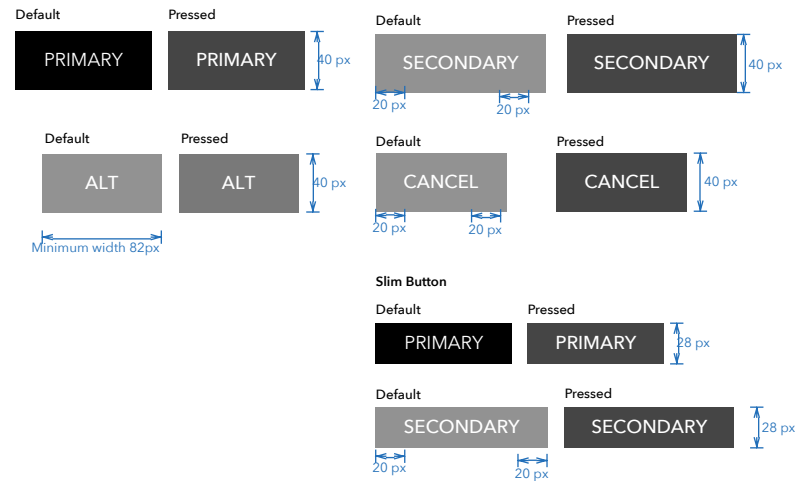
Placement

Whenever practical, the Cancel button should be separated from the action buttons.

Primary button should be to the right of the secondary option.



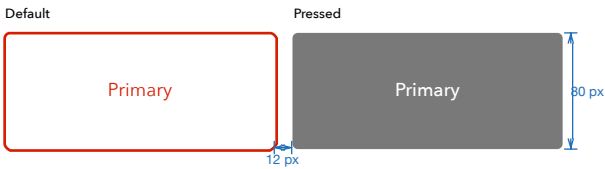
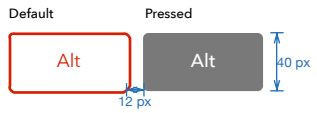
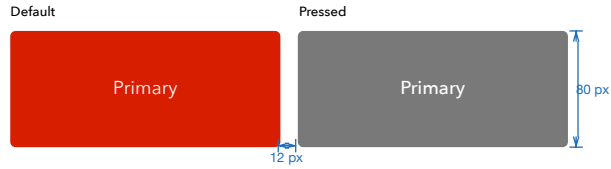
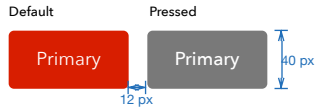
Bloomingdale's Button



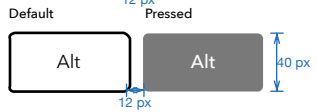
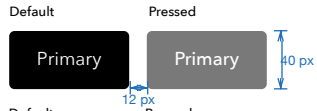
Pixel measurements are for a 1024x768 iPad screen

Buttons

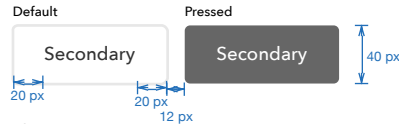
Macy's Customer Button



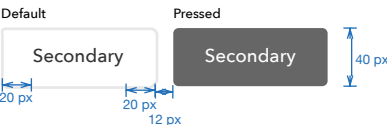
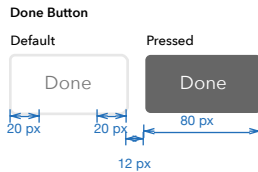
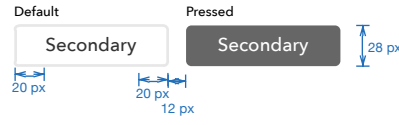
Associate Button



Cancel Button



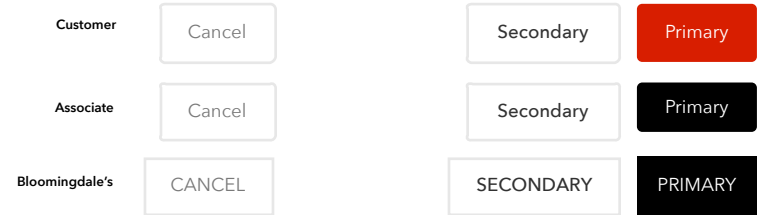
Slim Button



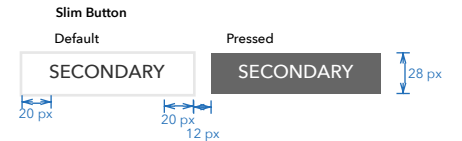
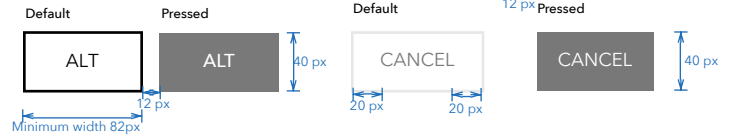
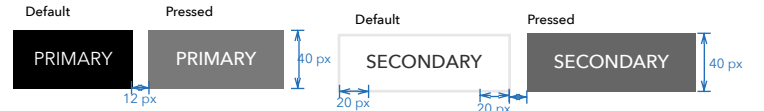
Placement

Whenever practical, the Cancel button should be separated from the action buttons.

Primary button should be to the right of the secondary option.

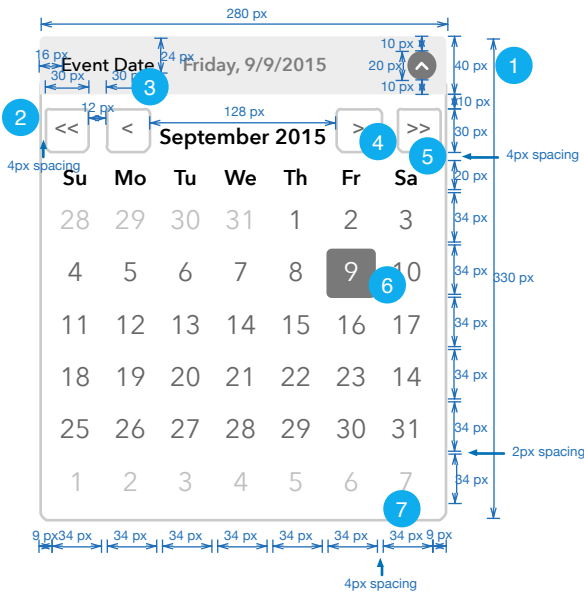


Bloomingdale's Button



Pixel measurements are for a 1024x768 iPad screen

Calendar Date Picker



Page Title		
Calendar Date Picker		
Page Context		
The Registrant is choosing a date for his/her event.		
Page Notes		
#	Interface Description	Interaction
1	Open caret	On press, the calendar closes/opens (toggle).
2	<< Previous Year	On press, the calendar displays the previous year with the same month.
3	< Previous Month	On press, the calendar displays the previous month with the same year.
4	> Next Month	On press, the calendar displays the next month with the same year.
5	>> Next Year	On press, the calendar displays the next year with the same month.
6	Date	On press, the button is highlighted, the date is filled in the bar above and the calendar closes.
7	Next and previous month dates	These light gray dates are non-functional. On press, nothing happens.
8	Outside calendar box	On press outside calendar box, the calendar box closes.



iPad

Scale: 1pt = 1.836134px