

Macys DiS CORE

User Flow Documentation

App Type	Digital In-Store Platform
Users	Admin, Associate, Customer
Devices	iPad (tablet) & Kiosk (Windows)
Date	August 6, 2015

CUSTOMER USER FLOW

Step	Screen	Description	Interactions
1	Home (0.0)	Landing page with categories	Menu, Search, Bag, Favorites
2	Search (10.0)	Enter keyword, Web ID, or UPC	Real-time suggestions
3	Results (11.0)	Browse/search results grid	Filter, Sort, Tap to view
4	PDP (15.0)	Product Detail Page	Color/Size/Qty, Add to Bag, Share, Favorite
5	Favorites (30.0)	View favorited items	Share, Remove, Add to Bag
6	Bag (25.0)	Shopping cart	View, Adjust qty, Remove
7	Checkout	Payment via POS	If enabled
8	Registry (37.0)	Browse registries	View items, Add to Bag
9	Confirmation	Order complete	Return to home

Limitations: No Associate Login, No Settings, No Suspend, Registry view-only

ASSOCIATE USER FLOW

Step	Action	Description
1	Hidden Swipe-Up	Swipe UP on menu to reveal Login & Settings
2	Login (40.0)	Enter Associate ID + PIN
3	Settings (41.0)	Configure device settings
4-7	Shopping Flow	Same as Customer: Search → Results → PDP
8	Bag (25.0)	Enhanced cart with SUSPEND button
9	Coupon (25.0 S2)	Scan/enter coupon codes
10	Checkout/Suspend	Send to POS or suspend for later
11	Registry (35.2)	Create & manage registries
12	Confirmation	Print/email confirmation

ADMIN USER FLOW

Note: Wireframes show user-facing screens only. Admin functions are backend/dashboard-based.

Admin Function	Purpose
Device Management	Register/configure iPad & Kiosk devices, monitor health
User Management	Create/manage Associate accounts, reset PINs
Content Management	Upload products, images, descriptions, pricing
Inventory Sync	Push real-time stock levels from POS
Coupon Management	Create, activate, disable coupon codes
Registry Management	Create/approve/delete registries, gift tracking
Reporting & Analytics	Sales, transactions, errors, device logs, troubleshooting
System Configuration	Set global device behavior, checkout rules, currency

FEATURE ACCESS MATRIX

Feature	Customer	Associate	Admin
Home/Search/Browse	✓	✓	✓
Add to Favorites	✓	✓	✓
Add to Bag	✓	✓	✓
Checkout	✓	✓	✓
Scan/Apply Coupons	✗	✓	✓
Suspend Bag to POS	✗	✓	✓
Browse Registries	✓	✓	✓
Create/Manage Registry	✗	✓	✓
Associate Login	✗	✓	✓
Device Management	✗	✗	✓
Content Management	✗	✗	✓
Reporting & Analytics	✗	✗	✓