

Navigational Wireframes

Client: Macy's

Project: Star Rewards Benefit Pages Refresh

Version: 2.0

Client Signature	
_____/	_____ Date
Signature	
_____/	_____ Date
Signature	

Page Name	Presentation For Today
Macy's Credit Card Landing Page	<ul style="list-style-type: none"> • Wireframe included here
Macy's Star Rewards Program	<ul style="list-style-type: none"> • Wireframe with multiple states of a Flash Movie element included here
Elite Star Rewards Platinum Star Rewards Gold Star Rewards Red Star Rewards	<ul style="list-style-type: none"> • Not included, pages to be removed
Star Rewards Plus (2 pages)	<ul style="list-style-type: none"> • Not included, as these pages will only inherit global changes and some minor copy additions
Star Rewards Plus Featured Offers	<ul style="list-style-type: none"> • Not included, as these pages will only inherit global changes
Star Rewards Plus About the Program	<ul style="list-style-type: none"> • Not included – out of scope
View Your Credit Account	<ul style="list-style-type: none"> • Not included – out of scope
Pay Your Bill	<ul style="list-style-type: none"> • Wireframe included here
Manage Your Credit Account	<ul style="list-style-type: none"> • Not included as these changes are only image updates, not layout.
Macy's Card Benefits and Details	<ul style="list-style-type: none"> • Not Included, page to be removed
Apply for a Macy's Card	<ul style="list-style-type: none"> • Wireframe included here
Contact Credit Services	<ul style="list-style-type: none"> • Wireframes included here for each customer state
Department Store National Bank	<ul style="list-style-type: none"> • Not included, as this page will only get a copy refresh and inherit global changes
<i>Flash-disable page</i>	<ul style="list-style-type: none"> • Not included, this document defines the ideal user experience. Alternate content will be designed in the Creative phase




The top wireframe shows the Macy's website header with the logo and navigation menu. Below the header is a search bar and a 'Go' button. The main content area is titled 'macy's credit card' and features a navigation menu on the left with items like 'Star Rewards Program', 'Apply for a Macy's Card', and 'Activate Your Card'. A callout bubble '2' is next to 'Apply for a Macy's Card'. The main content includes a banner for '10% off Today and Tomorrow', a 'Have a Card? / Need a Card?' section with a dropdown menu, and a 'Macy's Card Benefit Highlights' section with four bullet points. A 'Compare Star Rewards Levels' button is at the bottom left, and 'Star Rewards Program Overview' and 'Open a Macy's Card' buttons are on the right. A footer banner for 'Star Rewards Plus' is at the bottom.

The bottom wireframe is identical to the top one but includes a callout bubble '1' next to the '10% off' banner and a callout bubble '2' next to the 'Apply for a Macy's Card' link in the navigation menu. The dropdown menu under 'Need a Card?' is expanded, showing options like 'Apply for a Macy's Credit Card', 'Replacement Card', and 'Learn More about Card Rewards'. The 'Elite' card image is also visible.

Business Rules, Functional Descriptions & Notes:

- 1 New drop down flash navigation elements takes links from the Have a Card and Need a Card sections on the current home page and adds additional links to Activate Your Card and Replacement Card which are not currently part of the navigation.
- 2 Individual card pages have been rolled up into the Star Rewards Program section and Apply for a Macy's card is suggested to move up and add Activate Your Card links to the left navigation.



shopping bag: 0
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stores gifts & gift cards wedding registry

macy's credit card [Customer Service >](#) [Macy's Credit Card >](#)

Star Rewards Program

Star Rewards Plus

[Apply for a Macy's Card](#)

[Activate Your Card](#)

[View Your Credit Account](#)

[Manage Your Credit Account](#)

[Pay Your Bill](#)

[Contact Credit Services](#)

[Department Store National Bank Privacy Policy](#)

[FDS Bank Services - Mortgages](#)

Open a Macy's Card and Receive **10% off** Today and Tomorrow - [Apply Now](#)

Click a card to view details

Red

Gold

Platinum

Elite

Macy's Card

Benefit Highlights

- Bullet Point 1
- Bullet Point 2
- Bullet Point 3
- Bullet Point 4

Compare Star Rewards Levels

Welcome to Macy's **STAR REWARDS**

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Star Rewards Program Overview

Open a Macy's Card


Star Rewards Plus - Additional dining, travel and entertainment offers for Macy's Visa Cardholders >>

ACTIVATE YOUR MACY'S STAR REWARDS CARD!


Click on the appropriate link to activate the card you just received. Once activated, you can take advantage of all the benefits and convenience of **Star Rewards**.



[Replacement card for your existing Macy's account](#)



[Replacement card for your existing Macy's Visa account](#)



[Just opened a new Macy's account? Click here.](#)

* For free services, which are not available at all Macy's stores, purchases must be made at Macy's with your Macy's Card. Gift wrap includes Macy's American Greetings Star Rewards Collection sets and Macy's custom gift wrap where available.

† Excludes Macy's Gift Cards and cash advances. Rewards Certificates cannot be redeemed for cash, Gift Cards, Gift Certificates or used as payment on any Macy's account. Rewards Certificates are redeemable in store only.

**Except as otherwise posted in certain departments. See your local Macy's store for return policy details. Purchases must be made at Macy's with your Macy's Card.

***Subject to credit approval.

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Business Rules, Functional Descriptions & Notes:

- 1 Flash area is approximately 625x550 px.
- 2 Current Activation banner can be redesigned and/or moved to left navigation and top flash Have a Card sub navigation and a new page created to combine the two current pages, eliminating the pop up phone number by adding it to the proposed new Activate My Card page.

Navigational Wireframes Ver. 2.0
Star Rewards Benefit Pages Refresh
Last Update: Apr 15, 2009

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macy's credit card [Customer Service > Macy's Credit Card >](#)

Star Rewards Program
Star Rewards Plus
Apply for a Macy's Card
Activate Your Card
View Your Credit Account
Manage Your Credit Account
Pay Your Bill
Contact Credit Services
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Open a Macy's Card and Receive **10% off** Today and Tomorrow - [Apply Now](#)

[Have a Card?](#)

[Need a Card?](#)

STAR REWARDS Program Levels Overview

Click a card to view details

Red

Gold

Platinum

Elite

Star Rewards Benefits Overview

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Macy's Card
Benefit Highlights


- Bullet Point 1
- Bullet Point 2
- Bullet Point 3
- Bullet Point 4


[Compare Star Rewards Levels](#)


Star Rewards Plus - Additional dining, travel and entertainment offers for Macy's Visa Cardholders >>

ACTIVATE YOUR MACY'S STAR REWARDS CARD!

Click on the appropriate link to activate the card you just received. Once activated, you can take advantage of all the benefits and convenience of **Star Rewards**.


[Replacement card for your existing Macy's account](#)


[Replacement card for your existing Macy's Visa account](#)


[Just opened a new Macy's account? Click here.](#)

* For free services, which are not available at all Macy's stores, purchases must be made at Macy's with your Macy's Card. Gift wrap includes Macy's American Greetings Star Rewards Collection sets and Macy's custom gift wrap where available.

† Excludes Macy's Gift Cards and cash advances. Rewards Certificates cannot be redeemed for cash, Gift Cards, Gift Certificates or used as payment on any Macy's account. Rewards Certificates are redeemable in store only.

**Except as otherwise posted in certain departments. See your local Macy's store for return policy details. Purchases must be made at Macy's with your Macy's Card.

***Subject to credit approval.

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macy's credit card

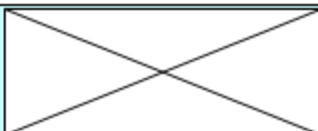
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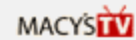
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[jewelry & watches](#)
[sale](#)

search [stores](#) [gifts & gift cards](#) [wedding registry](#)

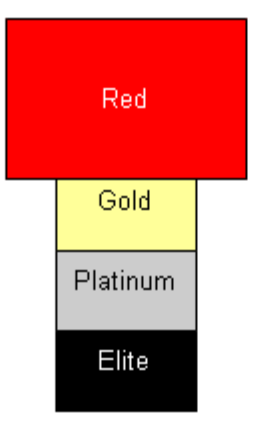
macy's credit card

- Star Rewards Program
- Star Rewards Plus
- Apply for a Macy's Card
- Activate Your Card
- View Your Credit Account
- Manage Your Credit Account
- Pay Your Bill
- Contact Credit Services
- Department Store National Bank
- Privacy Policy
- FDS Bank Services - Mortgages

Customer Service > [Macy's Credit Card](#) >

Open a Macy's Card and Receive **10% off** Today and Tomorrow - [Apply Now](#)

Have a Card?
Need a Card?




STAR REWARDS Red Card Detail

Red	Gold	Platinum	Elite
Red Star Rewards Benefits			
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Star Rewards Plus - Additional dining, travel and entertainment offers for Macy's Visa Cardholders >>

ACTIVATE YOUR MACY'S STAR REWARDS CARD!


Click on the appropriate link to activate the card you just received. Once activated, you can take advantage of all the benefits and convenience of **Star Rewards**.



Replacement card for your existing Macy's account



Replacement card for your existing Macy's Visa account



Just opened a new Macy's account? [Click here.](#)

* For free services, which are not available at all Macy's stores, purchases must be made at Macy's with your Macy's Card. Gift wrap includes Macy's American Greetings Star Rewards Collection sets and Macy's custom gift wrap where available.

† Excludes Macy's Gift Cards and cash advances. Rewards Certificates cannot be redeemed for cash, Gift Cards, Gift Certificates or used as payment on any Macy's account. Rewards Certificates are redeemable in store only.

**Except as otherwise posted in certain departments. See your local Macy's store for return policy details. Purchases must be made at Macy's with your Macy's Card.

***Subject to credit approval.

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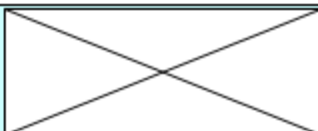
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Open a Macy's Card and Receive **10% off** Today and Tomorrow - [Apply Now](#)

Have a Card?
Need a Card?

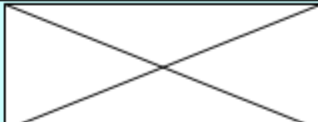
Re-designed STAR REWARDS Comparison Chart

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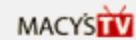
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Business Rules, Functional Descriptions & Notes:

- 1 This chart will be redesigned in Flash. The rows can highlight when hovered over or clicked to indicate that the row is linked. If the Close button is chosen the flash will load the previous state.
- 2 If a row or card is clicked the flash will load the Card Detail page.

the magic of **macy's** shopping bag: 0
sign in | register | my account

- for the home
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- beauty & fragrance
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- jewelry & watches
- sale

search stores gifts & gift cards wedding registry

- macy's credit card**
- Star Rewards Program
 - Star Rewards Plus
 - Activate Your Card
 - Apply for a Macy's Card
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Customer Service > Macy's Credit Card >

Activate Your Macy's Card or Macy's Visa Card

To activate your **NEW** Macy's Visa Card only, call **1-877-493-9048** from your home phone.

If you've just received your very first Macy's Card, you may be asked to show identification when making your first purchase.

- [Activate a Macy's replacement card](#)
- [Activate a replacement Macy's Visa Card](#)

Activate Your **MACY's Card** by filling out the form below

- 1. Activate Your Card >
- 2. Confirmation >
- 3. Add Card To Your Profile >
- 4. Receive Promo Code

STEP 1: ACTIVATE YOUR CARD

Enter your credit card information as it appears on your Macy's Visa Card without any spaces. Once we verify your account information, you may be prompted to answer some additional questions for added security. (* Indicates required fields)

* Your Account Number:

* Last 4 Digits Of Your Social Security Number:

* Macy's VISA Card Protection # from **DLD** Card:

* Macy's VISA Card Protection # from **NFW** Card:

Macy's Card Protection #



The Protection # is a 3-digit number listed on the back of your Macy's Visa Card immediately following your card number.

Activate Your **MACY's Visa Card** by filling out the form below

- 1. Activate Your Card >
- 2. Confirmation >
- 3. Add Card To Your Profile >
- 4. Receive Promo Code

STEP 1: ACTIVATE YOUR CARD

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* Your Account Number:

* Last 4 Digits Of Your Social Security Number:

* Macy's VISA Card Protection # from **DLD** Card:

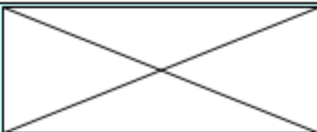
* Macy's VISA Card Protection # from **NFW** Card:

Macy's Card Protection #



The Protection # is a 3-digit number listed on the back of your Macy's Visa Card immediately following your card number.

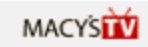
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Star Rewards Plus

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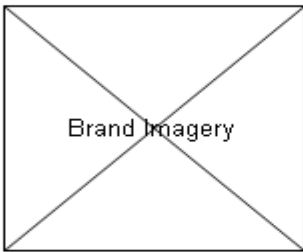
Department Store National Bank

Privacy Policy

FDS Bank Services - Mortgages

Apply Now For a Macy's Card

At Macy's, we value your privacy. Use this secure form to apply is for the Macy's store credit card only. To apply for the Macy's Visa credit card, visit your local Macy's store.



Brand Imagery

Open a Macy's Card and receive **10%OFF** * today and tomorrow

RED CARD

STAR REWARDS

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus volutpat mattis tortor. Fusce quis neque non felis vestibulum facilisis.

[Find out more](#)

*Subject to credit approval. New account isocount does not apply to Gift Card or virtual Gift Card purchases, tax, shipping, gift wrap, electronics, prior purchases or payments on credit accounts. On furniture, mattresses and floor coverings, the new account savings is limited to \$100 in each department.

1. Personal Information (* Indicates required field)

* First Name: Initial: Last/Paternal Name:

* Date of Birth (mm/dd/yyyy): * Social Security Number:

* Street Address (no P.O. Box):

* City:

* State/Territory:

* Zip/Postal Code:

* Home phone number:
Please provide your phone number without dashes or spaces: 9999999999

* Business phone number:
Please provide your phone number without dashes or spaces: 9999999999

* Mother's Maiden Name:

2. Verification (* Indicates required field)

FOR VERIFICATION PURPOSES, ENTER A VALID CREDIT CARD

Disclosures Info: Your card information will only be used to verify your identity. Please note that Debit/ATM cards cannot be accepted as 3rd party credit cards.

* 3rd party credit card type:

* 3rd party credit card number:

* Your Email address:

* Verify Email Address:

If your application is approved, Macy's will send information via email regarding offers we feel may be of interest to you.

[Print Terms and Conditions](#)

IMPORTANT CREDIT DISCLOSURES

DSNBCOMTC0309

ANNUAL PERCENTAGE RATE (APR)	23.99%
Other APRs	Late Payment APR 26.99%* <small>(see explanation below)</small>
Minimum FINANCE CHARGE	\$2.00
Method of Computing the Balance	Average Daily Balance (Including New Purchases)
Grace Period for Repayment of the Balance	Not less than 25 days
Annual Fee	None

A Late Payment Fee of \$15.00 for balances less than \$50.00; \$29.00 for balances of \$50.00 but less than \$300.00; and \$39.00 for balances \$300.00 and above per Account Type, with a maximum of two late payment fees each monthly billing period. To find out about changes in the information in the table above, write us at P.O. Box 8051, Mason, Ohio 45040.

*If at any time you fail to pay the Minimum Payment Due by the Payment Due Date for two consecutive billing cycles or twice in any twelve month period, the APR will increase to 26.99%.

approved to receive the Discount, applications resulting further processing will not receive the Discount. Employees of Macy's, Inc. are not eligible. The Discount percentage may differ on store purchases. For your convenience and record keeping, the Discount will appear on your statement. It will not appear on your register receipts or during checkout on macy's.com.

NOTICES TO CREDIT CARD APPLICANT(S)

Federal and state laws require the following notices:

IMPORTANT INFORMATION ABOUT PROCEDURES FOR OPENING A NEW ACCOUNT-To help the government fight the funding of terrorism and money laundering activities, Federal law requires all financial institutions to obtain, verify, and record information that identifies each person who opens an account. What this means for you: When you open an account, we will ask for your name, address, date of birth, and other information that will allow us to identify you.

Minimum system requirements to apply online for a Macy's Card and receive the account opening disclosure electronically: Internet Explorer 5.0+ or Netscape 6.2+ or a browser with at least 128-bit encryption and internet access.

If you wish to store or print a copy of the account opening disclosure, you will need either a printer or data storage capacity. By applying for a Macy's Card online, you affirmatively consent to receive your account opening disclosure electronically, or acknowledge receiving such disclosure electronically. Your consent applies only to the account opening disclosure displayed below.

If your application is approved, you will receive a paper copy of your Cardholder Agreement, which includes the account opening disclosures, when you receive your new Macy's card. If you have insufficient system resources to apply online or do not consent to receive your account opening disclosure electronically, you may apply for a Macy's account in person at any Macy's store.

* I have read and accepted the Terms & Conditions

SUBMIT

RESET

The online application is for the Macy's store credit card only. To apply for the Macy's Visa credit card, visit your local Macy's store.

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macy's credit card

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view credit card account

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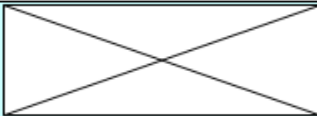
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Pay Your Bill Your Way

To make shopping at Macy's even more convenient, we offer several ways for you to pay your statement each month.

<p style="text-align: center;">Quick Pay Graphic</p> <p>Pay your bill now with Macy's Quick Pay.</p> <p>Online, Fast, Secure. Post a single payment to your account by the next day.</p> <p style="text-align: center;"><input type="button" value="Pay Now"/></p>	<p style="text-align: center;">Online Statements & Payments</p> <p>Convenient Free Service</p> <p>Make payments and receive your statements online. Payments will post to your account within three business days of receipt.</p> <p style="text-align: center;">Already Enrolled? <input type="button" value="Make a Payment"/></p>
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<p style="text-align: center;">By Phone</p> <p>Simply call one of our Star Rewards Specialists with your Macy's account number and a valid checking account at a U.S. bank. A fee will apply.</p> <p style="text-align: center; color: red;">1-888-434-6229</p>	<p style="text-align: center;">At Your Store</p> <p>Cash, check, and money order payments are accepted at any Macy's and are posted immediately to your account.</p> <p style="text-align: center;"><input type="button" value="Store Locator"/></p>	<p style="text-align: center;">By Mail</p> <p>Send check or money order with your account number and account type to:</p> <p>Macy's PO Box 183083 Columbus, OH 43218-3083</p> <p>Visa Payments PO Box 183084 Columbus, OH 43218-3084</p>
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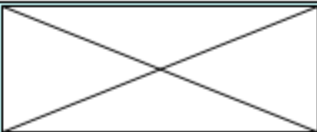
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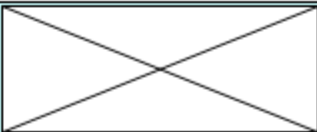
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