My approach and suggestions on current Macy’s design:

* Current app not looks like native, like web app. And it looks very old fashioned.
* Looks like you are not caching images, requesting server for images everytime. Instead of that, you can request periodically like hourly or daily, etc.
* And buttons on home page, is very old fashioned. Instead, you can move all home page buttons to slide view, like in Facebook or LinkedIn. So that you can use home page for coupons or featured items, etc.

And found a crash with stores, here is the scenario:

* Stores
* Select a store
* Hit back button twice, it’s crashing here.