

Document Summary

Description	Name
Brand	Sears and Kmart
Product	SYWR
Area	Local Ad
ID	Project ID
Name	SYWR_Local Ad_V.01

This project will impact the following core components:

- Sears Local Ad
- Kmart Local Ad

Revision History

Version	Date	Author	Notes
0.01	02/03/12	E. Sanchez	Created initial wireframes.
0.01.1	02/07/12	E. Sanchez	Added Sign-in conditions 6
0.02	02/08/12	E. Sanchez	Revisions based on IA review
0.03	02/10/12	E. Sanchez	Revised flows based on review by Michelle and Jim
0.04	02/10/12	E. Sanchez	Updated wires based on final review
0.05	02/13/12	Ilee	Updated the login layers on pages 21-40
0.06	02/13/12	Ilee	Updated pages 22,25,33 with the correct updated login layers

6 -SYWR Sign In - No SYWR Member # or not a Bonus Member

Condition 10

- Modal shown is displayed when the user signs in to the Local Ad and they do not have a SYWR Member # saved to their profile
- The user can sign in from a variety of places. Examples: from login layer on View 50, through Social network on View 50, when adding a SYWR Exclusive Item to their cart, etc.

You logged in successfully, but we did not find a Shop Your Way Rewards Member number saved to your profile. Enter your Member number or Phone Number and we will save it to your profile.

Member number:

Help me find my number

Phone number:

Cancel

Save

Not a member?

Join Now

Condition 20

- Success layer shown when the user successfully saves a Member number to their profile OR successfully becomes a Bonus member

Member Number Saved

Close X

Your member number has been saved to your profile. Thank you! Enjoy shopping the Local Ad.

You're a Bonus Member!

Close X

Congratulations, you are now a Bonus member. Enjoy shopping the LocalAd.

Condition 30a

- This modal is accessed in two different scenarios: 1- User signs in and is not a bonus member, but being a bonus member is required for the feature the user is trying to interact with. 2- User enters their Membership # in Condition 10 and is not a Bonus member.

Thank you for signing in! We just noticed you are not a Bonus Member. Only Bonus Members are offered special perks such as viewing the future ads and buying Members Only offers. It is free to become a Bonus Member.

Opt in with your email address and start getting all the great benefits of being a Bonus Member.

Email address: EmailID@domain.com

Email field is editable.

No Thanks

Sign Me Up!

Condition 30b

- This modal is accessed when a customer enters an invalid email in Condition 30a.

Sorry! You need to sign up because your email address came back as invalid.

Opt in and confirm your email address and start getting all the great benefits of being a Bonus Member.

Email address:

Confirm email address:

No Thanks

Sign Me Up!

Functional Specifications

1 – Help me find my number

Element: Hyperlink

Functionality: On-click, displays SYWR View 2130 –Where to find SYWR Number Layer.

2 – Save

Element: Button

Functionality: On-click, if Member # matches email on file for that member number and the user is a bonus member save the member # to their profile. Close this layer and show the first success layer in Condition 20 on top of the Local Ad

3 – Join Now

Element: Hyperlink

Functionality: On-click, close this modal and display the revised (shortened) Join form.

4– Close

Element: Hyperlink

Functionality: On-click, close layer.

If the user accessed this flow as a part of the ATC flow when attempting to buy a Member Exclusive offer, the “item added to Cart” layer will be displayed next as shown on flow Ex. SYWR Member Exclusive Offers – ATC flow

5 – Sign Me Up/No Thanks

Element: Buttons

Functionality: Sign Me Up: On click, save the email address to the user's profile. The user is now a Bonus member. Close this modal and display the second success layer defined in Condition 20.

No Thanks – Close this modal. User is not a bonus member.

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6 - SYWR Sign In -No SYWR Member # or not a Bonus Member, con't

Condition 40

- This modal is accessed in two different scenarios: 1 – User signs in and is not a Bonus member. 2 – User enters their membership # in Condition 10 and is not a Bonus member

We're having a little trouble locating your account. The information below should help us clear things up.

First Name:

ZIP Code

OR

Phone Number:

Cancel

Continue

Condition 50

- Success layer accessed from Condition 40, when we locate the user's Member number

Close X

Membership Number Found

Good News! We have found your membership number and have saved it to your profile.

Membership #: <show number here>

Enjoy shopping the LocalAd

Condition 60

- Error layer accessed from Condition 40 if we still can't locate the user's member number

Close X

Membership Number Not Found

We're still having a hard time locating your member number. Please call our customer support team so we can get this issue resolved. 1- 800 – XXX- XXXX

Functional Specifications

6– Continue/Cancel

Element: Buttons

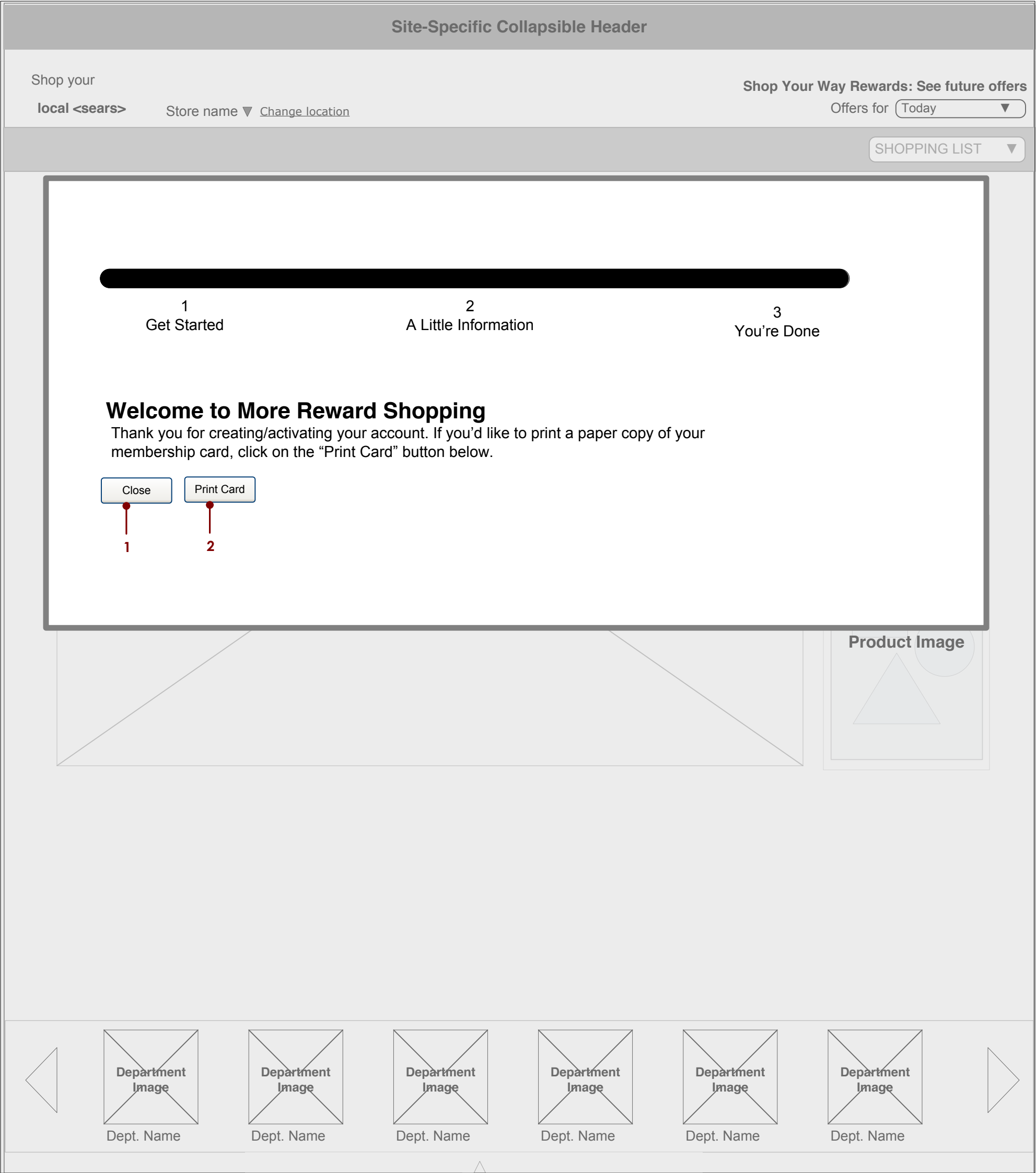
Functionality: Continue – If membership number is found: Save member # to the user's profile. Display the success screen defined in condition 50
If membership number is not found: Show error layer in Condition 60

Cancel – Close this modal. User is not logged in.

7– Close

Element: Actionable text

Functionality: Close/dismiss this modal



Interaction Specifications:

- The join/register/sign in flows are presented as **modals** throughout the experience.
- This success screen can be seen after 3 flows 1 & 2 – Join from Login Layer flow OR Member Exclusive flow (View 2010) 2 – Join from Future Offers flow (View 2020)
- This screen serves as the success confirmation and allows the customer to print a membership card and view future the future ad.

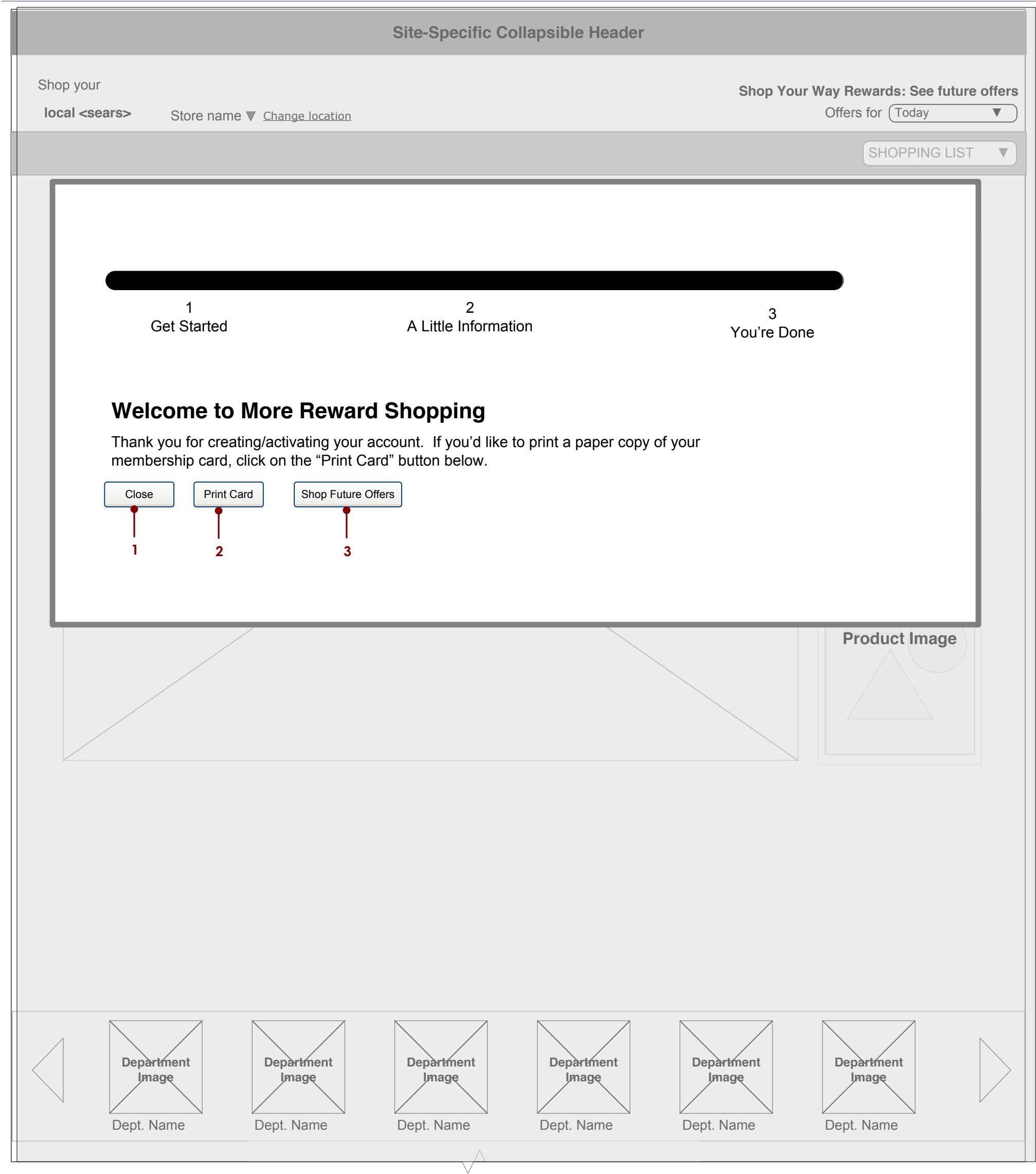
Functional Specifications

1 - Close

Element: Button
Functionality: On-click, close this layer.

2 - Print Card

Element: Button
Functionality: On-click, display the layer defined on View 2255



Interaction Specifications:

- The join/register/sign in flows are presented as **modals** throughout the experience.
- This success screen can be seen after 3 flows 1 – Join from Future Ad flow (View 2010) 2 – Join from Login Layer View 50 (View 2020) 3- Join from Member Exclusive page (View 2030)
- This screen serves as the success confirmation and allows the customer to print a membership card and view future the future ad.

Functional Specifications

- 1 - Close**
Element: Button
Functionality: On-click, closes modal
- 2 - Print Card**
Element: Button
Functionality: On-click, display the layer defined on View 2255
- 3 – Shop Future Offers**
Element: Button
Functionality: On-click validate the customer is a bonus member.
If the customer is a bonus member perform a page turn to the cover page of the selected future ad.
- If the customer is not a bonus member display Condition 10 from 6 – Sign in – no SWYR member # or not a Bonus Member
- Display Condition 30 from 6 – Sign in – no SWYR member # or not a Bonus member If the customer signs in and has a SYWR member # saved to their profile, but they are not a bonus member

Site-Specific Collapsible Header

Shop your

local <sears>

Store name ▼ [Change location](#)

Shop Your Way Rewards: See future offers

Offers for Today ▼

SHOPPING LIST ▼

1
Get Started

2
A Little Information

3
You're Done

You Have a Membership Number

CONGRATS, YOU'RE HALFWAY THERE!

Have you already created an online account for any of the following websites:

☒ Sears.com, Kmart.com, thegreatindoors.com, mygofer.com, Kenmore.com

☐ I do not have an online account for any of the websites above

Cancel

Next Step

Department Image

Dept. Name

Department Image

Dept. Name

Department Image

Dept. Name

Department Image

Dept. Name

Department Image

Dept. Name

Department Image

Dept. Name

- Interaction Specifications:**
- The join/register/sign in flows are presented as **modals** throughout the experience.
 - This modal is accessed from 1- The Future Ad login 2 – Login layer View 50 and View 55 in Local Ad wires and 3- Member Exclusives
 - The purpose of this screen is to understand if the user already has an online universal profile or if they need to create one (last radio button option)

- Functional Specifications**
- 1 - ‘Next Step’ button and radio button for any of the following is selected: **Sears.com, Kmart.com, TGI.com, MyGofer.com, Landsend.com.**
Element: Radio Button / Button
Functionality: On-click perform a page turn to *View 2110 – Register: Link an Existing Account.*
- 2 - ‘Next Step’ and radio button for ‘I do not have an online account for any of the websites above’ is selected
Element: Radio Button / Button
Functionality: On-click, Display View 2010/2015/2020 Success

Site-Specific Collapsible Header

Shop your

local <sears>

Store name ▼ [Change location](#)

Shop Your Way Rewards: See future offers

Offers for Today ▼

COUPONS ▼

SHOPPING LIST ▼

Go to

1

Get Started

2

A Little Information

3

You're Done

Link an Existing Account

Want to save time? Link your SHOP YOUR WAY REWARDS Membership to one of your existing Sears Holding Corporation online accounts and get on the fast track. Just a few easy questions and you'll be ready to go.

Your SHOP YOUR WAY REWARDS Member number goes here

[Where to find this](#)

Type in your email address you use at [SHC store] here.

[Help](#)

Finally, your password you use at [SHC store]. We promise not to tell.

[Help](#)

Cancel

Back

Next Step

Automatically prepopulated on page load if user comes from View 50 (New Login Layer)

Department Image

Dept. Name

Department Image

Dept. Name

Department Image

Dept. Name

Department Image

Dept. Name

Department Image

Dept. Name

Department Image

Dept. Name

- Interaction Specifications:
- The join/register/sign in flows are presented as **modals** throughout the experience.
 - This modal is accessed from *View 2100 Register: Link or Create New Profile* when the customer selects Sears.com, Kmart.com, TGI.com, MyGofer.com or Lands End.com
 - The purpose of this screen is for the user to log in & provide their membership number so we can save their member number to their profile.

Functional Specifications Continued

- 1 - Where to Find This
- Element: Hyperlink
- Functionality: On-click show View 2130
- 2 - Help
- Element: Hyperlink
- Functionality: On-click show the layer SYWR uses today for this case.
- 3 – Next Step
- Element: Hyperlink
- Functionality: If the user name, zip code & member number match on-click View 2010/2015/2020 Success

Site-Specific Collapsible Header

Shop your

local <sears>

Store name ▼ [Change location](#)

Shop Your Way Rewards: See future offers

Offers for Today ▼

COUPONS ▼

SHOPPING LIST ▼

1
Get Started

2
A Little Information

3
You're Done

Sorry. . .

We're having a little trouble locating your account. The information below should help clear things up.

First Name

ZIP code

- OR -

Phone Number

Cancel

Back

Next Step 1

Department Image

Dept. Name

Department Image

Dept. Name

Department Image

Dept. Name

Department Image

Dept. Name

Department Image

Dept. Name

Department Image

Dept. Name

- Interaction Specifications:**
- The join/register/sign in flows are presented as **modals** throughout the experience.
 - This modal is accessed from *View 2110 – Register: Link an Existing Account* when the customer enters their username, password and member # but something doesn't match up.
 - The purpose of this screen is for the user to provide a bit more information so we can find their account.

Functional Specifications

1 - Next Step

Element: Button

Functionality: On-click, if the account has been located, Display View 2010/2015/2020 Success

Site-Specific Collapsible Header

Shop your

local <sears>

Store name ▼ [Change location](#)

Shop Your Way Rewards: See future offers

Offers for Today ▼

COUPONS ▼

SHOPPING LIST ▼

Go to

1

Get Started

2

A Little Information

3

You're Done

DON'T HAVE AN ACCOUNT?
THAT'S FINE

Answer a few questions and get one!

What's your SHOP YOUR WAY REWARDS Member number?

[Where to find this](#)

Your email address you use to sign in?

Your password?

Your password one more time?

Your 5-digit zip code?

Cancel

Back

Next Step

Department Image

Dept. Name

Department Image

Dept. Name

Department Image

Dept. Name

Department Image

Dept. Name

Department Image

Dept. Name

Department Image

Dept. Name

Interaction Specifications:

- The join/register/sign in flows are presented as **modals** throughout the experience.
- This modal is accessed from View 2100 Register: Link or Create New Profile when the customer selects “I do not have an online account for any of the above websites”.
- In this case the customer is a SYWR member, but they do not have online access to their account and they do not have a universal profile.
- The purpose of this screen is to create a profile for the user and save their SYWR member # to their profile.

Functional Specifications Continued

1 – Where to find this
Element: Hyperlink
Functionality: On-click, display the layer defined on:
SYWR View 2130 - Where to Find SYWR
Number Layer

1 - Next Step
Element: Button
Functionality: On-click, create a profile for the user and save their SYWR member # to the profile.
Display View 2010/2015/2020 Success

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Find Your SYWR Number

How would you like to recover your Member Number?

Send it to the email address I provided when I joined.

E-mail address

Send Email

Send it to the mobile phone number I provided when I joined.

Mobile number

Send Text

Notice: MSG & Data rates may apply

Interaction Specifications:

- The join/register/sign in flows are presented as **modals** throughout the experience
- This modal is accessed from when the customer clicks the ‘Where to find this’ link on: *View 2120 Register: Create New Profile*, and *2110 Register: Link and Existing Account*
- This screen will function & behave the same way it does on SYWR today.

Site-Specific Collapsible Header

Shop your

local <sears>

Store name ▼ [Change location](#)

Shop Your Way Rewards: See future offers

Offers for Today ▼

COUPONS ▼

SHOPPING LIST ▼

Go to

1

Get Started

2

A Little Information

3

You're Done

Join Now

Glad to have your aboard! Shopping is about to get more rewarding. We've got a couple ways to join Shop Your Wall Rewards.

Choose one and we'll get things rolling.

☒

Join with the email address and password you already use at Sears.com, Kmart.com, TheGreatIndoors.com, or MyGopher.com

1

☐

Use my AOL, Facebook, Google, MySpace, Twitter, or Yahoo account to join.

2

☐

Fill out a short (we promise it's short) form.

3

Cancel

Next Step

Department Image

Dept. Name

Department Image

Dept. Name

Department Image

Dept. Name

Department Image

Dept. Name

Department Image

Dept. Name

Department Image

Dept. Name

Interaction Specifications

- The join/register/sign in flows are presented as **modals** throughout the experience
- This modal is accessed from 1 - viewing the Future Ad 2- Login layer View 50 and 55 in the Local Ad wires
- The purpose of this screen is to determine how the user wants to go about starting the SYWR Join process.

Functional Specifications Continued

1 – Join with an existing email address (1st radio button)

Element: Radio button
Functionality: On-click perform a page turn to View 2210 Join Use an Existing Account

2 – Use my AOL, FB, Google, etc., account

Element: Radio button
Functionality: On-click perform a page turn to View 2220 Join: Using 3rd party

3 – Fill out a Form

Element: Radio button
Functionality: On-click perform a page turn to View 2240 Join: Create Profile + Join

Site-Specific Collapsible Header

Shop your

local <sears>

Store name ▼ [Change location](#)

Shop Your Way Rewards: See future offers

Offers for Today ▼

COUPONS ▼

SHOPPING LIST ▼

Go to

1

Get Started

2

A Little Information

3

You're Done

Join with an Existing Account

Type in your email address you use at <SHC store> here.

[Help](#)

Finally, your password you use at <SHC store>. We promise to keep it secret.

[Help](#)

Cancel

Back

Next Step

1

Department Image

Dept. Name

Department Image

Dept. Name

Department Image

Dept. Name

Department Image

Dept. Name

Department Image

Dept. Name

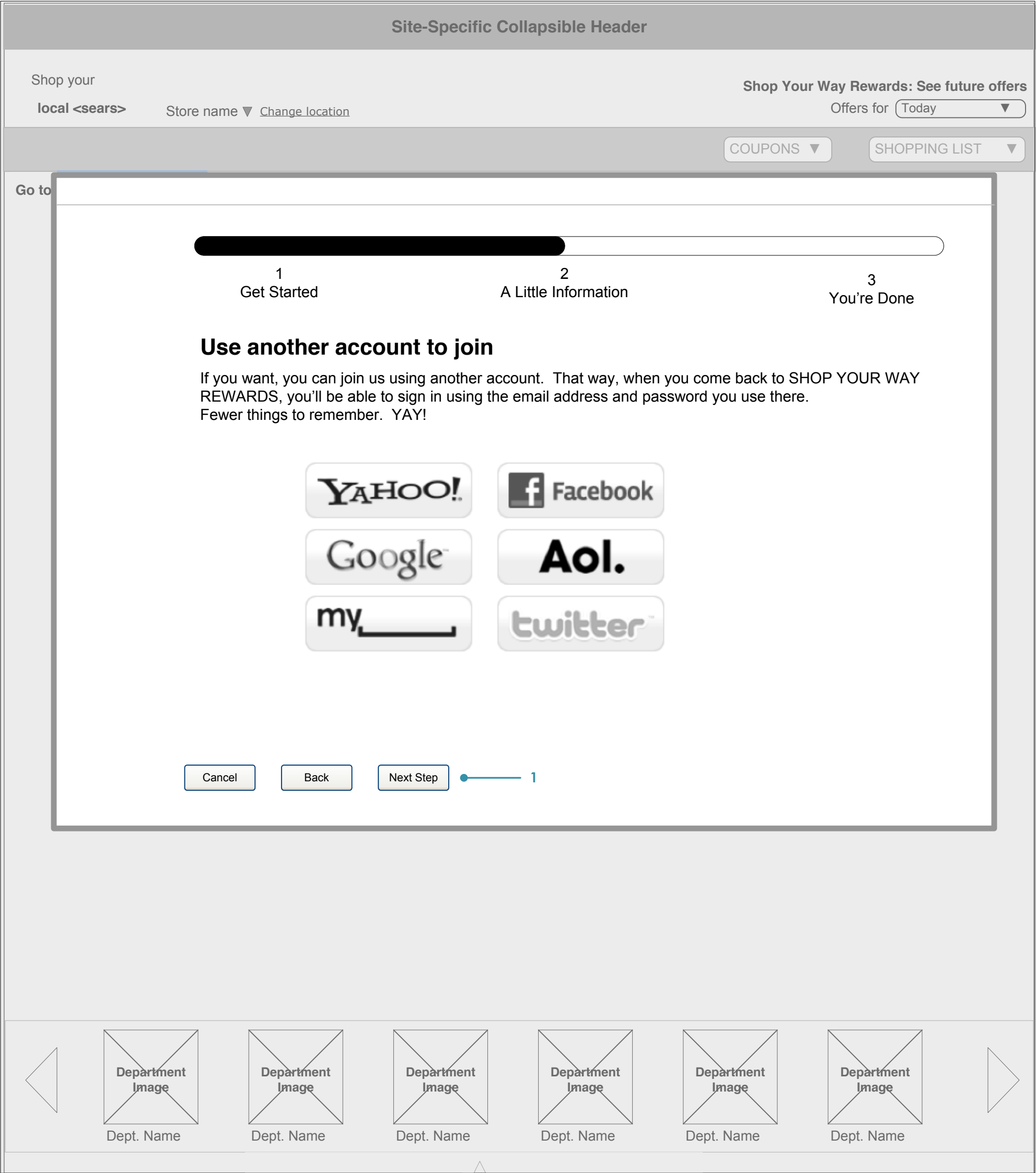
Department Image

Dept. Name

- Interaction Specifications:
- The join/register/sign in flows are presented as **modals** throughout the experience
 - This modal is accessed from View 2200 Join: Join Now Method Selection when the customer selects the ‘Join with the email address and password you already use at Sears.com, Kmart.com, TGI.com, or MyGopher.com” radio button.
 - This screen asks the user to log in. We will then pre-fill any information we have in the users profile in the next form and create a SYWR member # which will be saved to this profile.

Functional Specifications Continued

1 – Next Step
Element: Button
Functionality: On-click log the user in and perform a page turn to View 2230 Join: SYWR Supplemental Form. Any information needed on the Join Form, that is already in the users profile, must be pre-filled on the form.



Interaction Specifications:

- The join/register/sign in flows are presented as **modals** throughout the experience
- This modal is accessed from View 2200 Join: Join Now Method Selection when the customer selects the 'Use my AOL, FB, Google, MySpace, twitter or Yanoo account to join" radio button.
- This screen asks the user which account they would like to log in through.

Functional Specifications

1 – Next Step

Element: Button

Functionality: On-click take the user to the login page designed for the selected service. This is the same screen used on SYWR today, no changes are being made through this project.

Site-Specific Collapsible Header

Shop your

local <sears>

Store name ▼ [Change location](#)

Shop Your Way Rewards: See future offers

Offers for Today ▼

COUPONS ▼

SHOPPING LIST ▼

Go to

Departments

1

Get Started

2

A Little Information

3

You're Done

We've Almost Got It

Please help us out with a bit more information

Email address

Please re-enter your email address

First name

Last name

Five-digit ZIP code

Primary Phone Number

☐

I agree to receive offers and other related communications via text message to my mobile number from SHOP YOUR WAY REWARDS participating merchants from 595959. Message and Data Rates May Apply. Text STOP to quit or HELP for info. You may receive up to eight messages per month.

To Subscribe to SHOP YOUR WAY REWARDS mobile alerts:

Mobile Phone Number**

** Message & data rates apply. Text STOP to quit or HELP for more information. You will receive 3 messages a month.

Get special offers and program information from SHOP YOUR WAY REWARDS!

SHOP YOUR WAY REWARDS

2

Terms and Conditions

Privacy Policy

3

Cancel

Back

RULE:

Any information we have must be pre-filled for the user

1

1a

NOTE:

SYWR team confirm the correct for SHC account Join via 3rd

Interaction Specifications:

- The join/register/sign in flows are presented as **modals** throughout the experience
- This modal is accessed from View 2210 Join: Using an Existing Account

OR

- After the 3rd party log-in screen that is shown when the user selects a 3rd party to join from View 2220 Join: Using 3rd Party
- The purpose of this screen is collect the remaining information needed to allow the customer to join SYWR
- Note: Form fields will be pre-populated with any information that can be pulled from either the users SHC profile OR the 3rd party account.

Functional Specifications

1 - Mobile opt-in

Element: Checkbox

Functionality: Unchecked by default, If user checks box, screen expands to display opt-in 4a.

1a - Mobile opt-in

Element: Expanded module

Functionality: Displays only if Mobile opt-in box is checked.

2 - Terms and Conditions

Element: Hyperlink

Functionality: On click, displays existing SYWR T&C in separate browser window

3 - Privacy Policy

Element: Hyperlink

Functionality: On click, displays existing SYWR Privacy Policy in separate browser window

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Site-Specific Collapsible Header

Shop your

local <sears>

Store name ▼ [Change location](#)

Shop Your Way Rewards: See future offers

Offers for Today ▼

COUPONS ▼

SHOPPING LIST ▼

Go to

1

Get Started

2

A Little Information

3

You're Done

Join us and Let's Get Shopping

No biggie. Just a few blanks to fill in. But the rewards are well worth it.

Email address

Please re-enter your email address

Password

Please confirm password

First name

Last name

Five-digit ZIP code

Primary Phone Number


☐ I agree to receive offers and other related communications via text message to my mobile number from SHOP YOUR WAY REWARDS participating merchants from 595959. Message and Data Rates May Apply. Text STOP to quit or HELP for info. You may receive up to eight messages per month.

To Subscribe to SHOP YOUR WAY REWARDS mobile alerts:

Mobile Phone Number**

** Message & data rates apply. Text STOP to quit or HELP for more information. You will receive 8 messages a month.

Get special offers and program information from SHOP YOUR WAY REWARDS!



SHOP YOUR WAY REWARDS

2

[Terms and Conditions](#)

[Privacy Policy](#)

3

Cancel

Back

Next Step

4

Interaction Specifications:

- The join/register/sign in flows are presented as **modals** throughout the experience
- This modal is accessed from View 2200 – Join: Join Now Method Selection when the user has selected “Fill out a short form.”
- The purpose of this screen is to sign the user up for SYWR and create a SHC profile.

Functional Specifications

1 - Mobile opt-in

Element: Checkbox

Functionality: Unchecked by default, If user checks box, screen expands to display opt-in 4a.

1a - Mobile opt-in

Element: Expanded module

Functionality: Displays only if Mobile opt-in box is checked.

2 - Terms and Conditions

Element: Hyperlink

Functionality: On click, displays existing SYWR T&C in separate browser window

3 - Privacy Policy

Element: Hyperlink

Functionality: On click, displays existing SYWR Privacy Policy in separate browser window

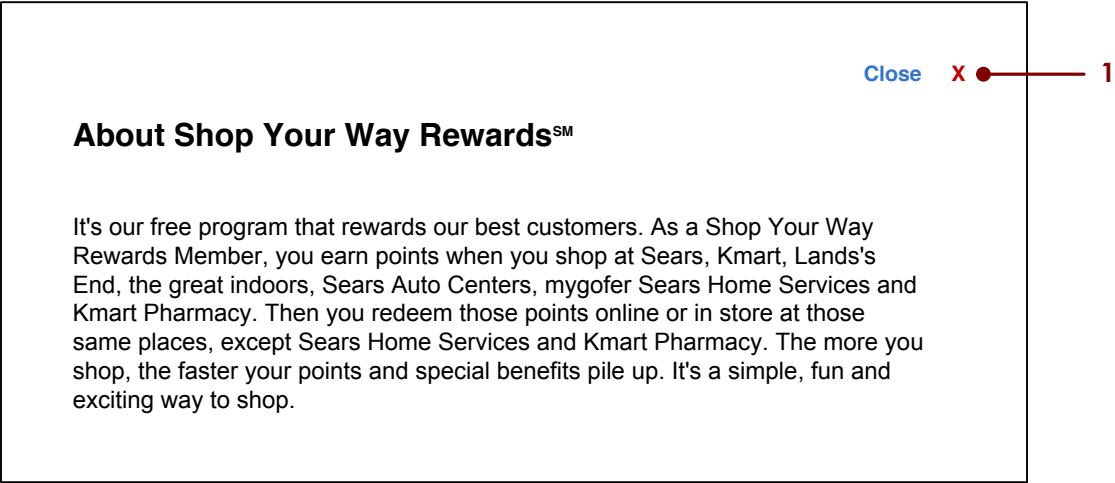
4 – Next Step

Element: Button

Functionality: On-click take the user to the login page designed for the selected service. This is the same screen used on SYWR today, no changes are being made through this project.

Condition 40 – About SYWR

- This layer is displayed when the customer clicks the “Learn about SYWR” link in the enrollment section.



Interaction Specifications

- Accessed from View 2020 (Join SYWR)

Functional Specifications

1 – Close X

Element: Actionable text

Functionality: On click, close layer

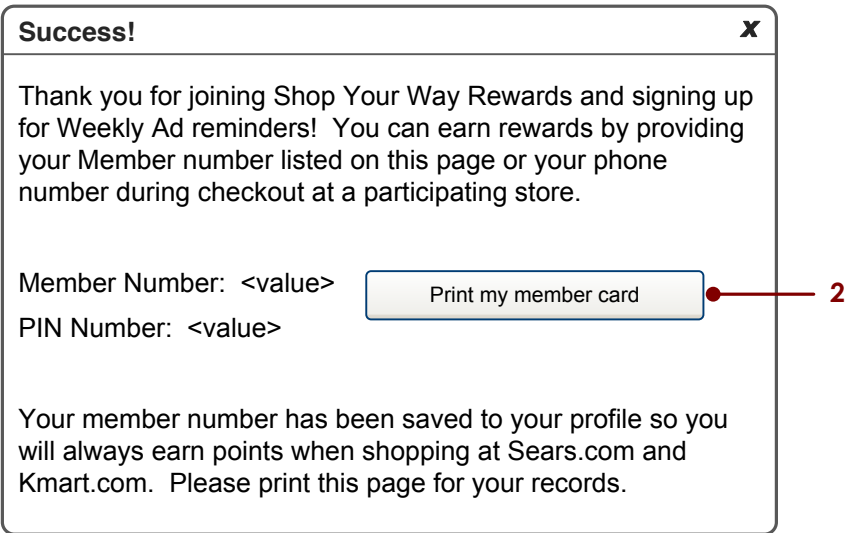
2 – Print member card

Element: Button

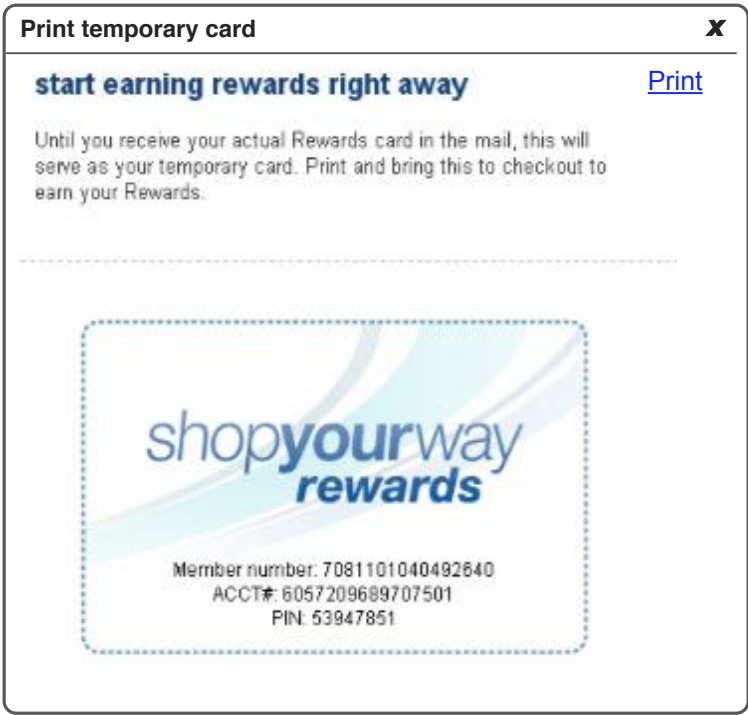
Functionality: On-click display the layer defined in condition 55 Close this layer & collapse module to its original state

Condition 50 -

- This layer is displayed when the customer successfully joins SYWR from View 2020



Condition 55 – Print Temporary Card



NOTE:
Use existing SYWR layer for this

Site-Specific Collapsible Header

Shop your

local <sears>

Store name ▼ [Change location](#)

Shop Your Way Rewards: See future offers

Offers for Today ▼

COUPONS ▼

SHOPPING LIST ▼

Go to

SIGN IN

WELCOME BACK!

Sign in with the email address and password you used when you set up your account.

Your email address

Your password

NEED HELP? →

CANCEL →

SIGN IN →

1

Or with the outside account you used to join.

YAHOO!

Google

my

Facebook

Aol.

twitter

Product image

Department Image

Dept. Name

Department Image

Dept. Name

Department Image

Dept. Name

Department Image

Dept. Name

Department Image

Dept. Name

Department Image

Dept. Name

Left-align these controls to the text fields

Interaction Specifications:

- The join/register/sign in flows are presented as **modals** throughout the experience
- This modal is only accessed from the Member Exclusive page flow
- The purpose of this screen is to sign-in via the SHC single sign-in process

Functional Specifications

1 – Sign-In

Element: Button

Functionality: On-click validate the customer is a bonus member.

If the customer is a bonus member perform a page turn to the cover page of the selected future ad

If the customer is not a bonus member display View 2310 Bonus Member Layer from Local Ad wires (condition 10 or 20 depending on the error)

- This layer is shown when the customers email address is invalid.
- The user must provide their updated email address to view the future ad.

Condition 20 – User is not a bonus member because they are not opted in to receive emails

- This layer is shown when the customer has not opted in to receive emails.
- The user must provide their email address as a way of opting in so that they can see the future ad.

Interaction Specifications:

These layers are displayed when the user attempts to view the future ad but they are not a bonus member .These layers is not shown as part of the future ad flow (yet).

They are JUST USED in the Bonus Member Flow.

- Note: Only bonus members can view the future ad. Bonus Members have their email address on file and have opted in to receive email messages.
- In order to see the future ad the user must provide their email address and opt in to receive email offers.

Functional Specifications

1 – No Thanks

Element: Hyperlink

Destination: On-click closer the layer. Do not open the future ad. The user will remain on the same page of the current local ad they were on when they clicked the 'see future ad' control.

2 – Confirm

Element: Button

Functionality: On-click:

If the email addresses are valid and both entered email addresses match each other close the layer and display the cover page of the future ad.

If the email addresses entered do not match or if the email address an error message will be displayed. The text the user entered will not be cleared from the field.

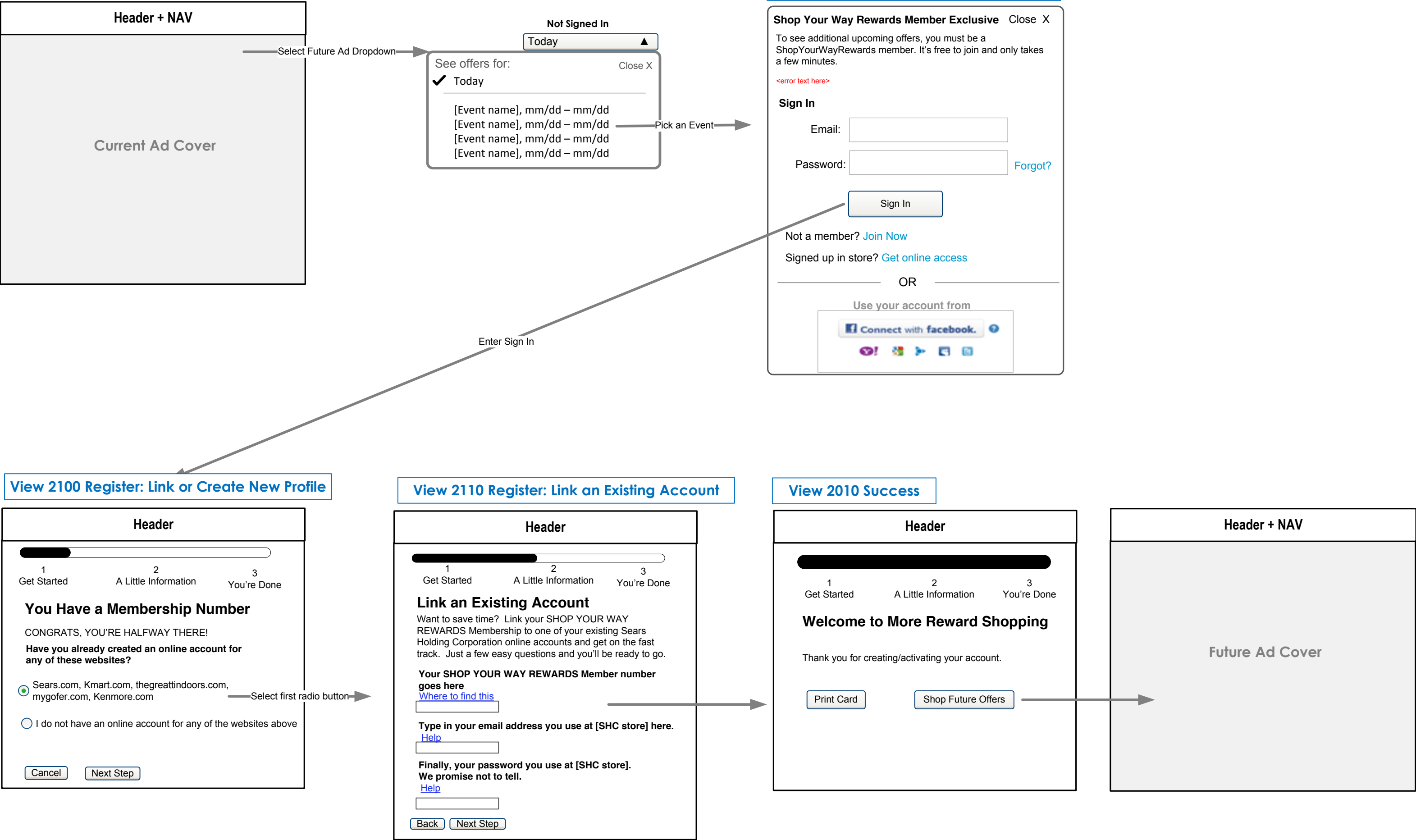
Error Message: Enter a valid email address.

Ex. SYWR Already Signed Up + Signed In

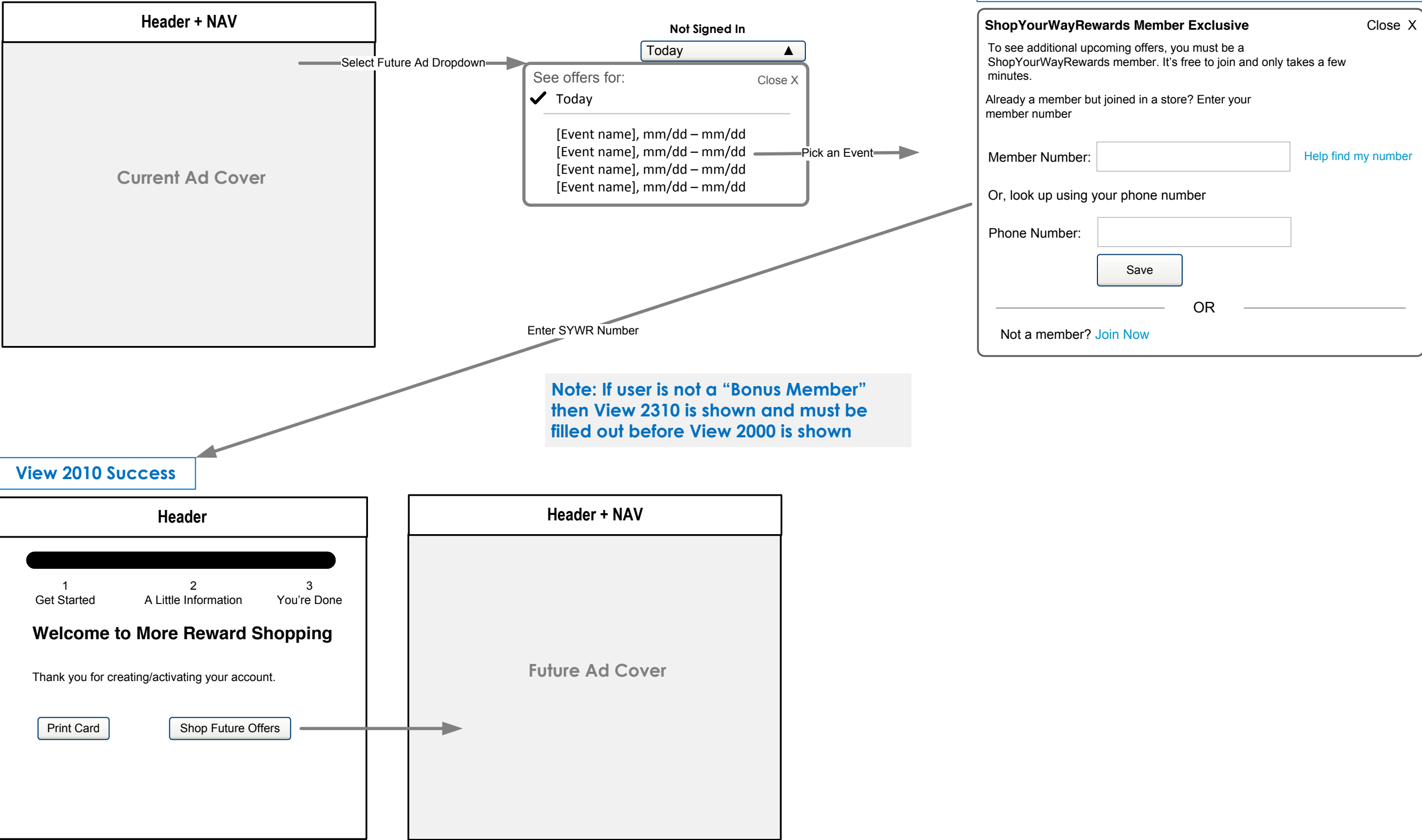
Scenario: Customer has a .com profile, is signed in, and has a SYWR member number saved to their profile



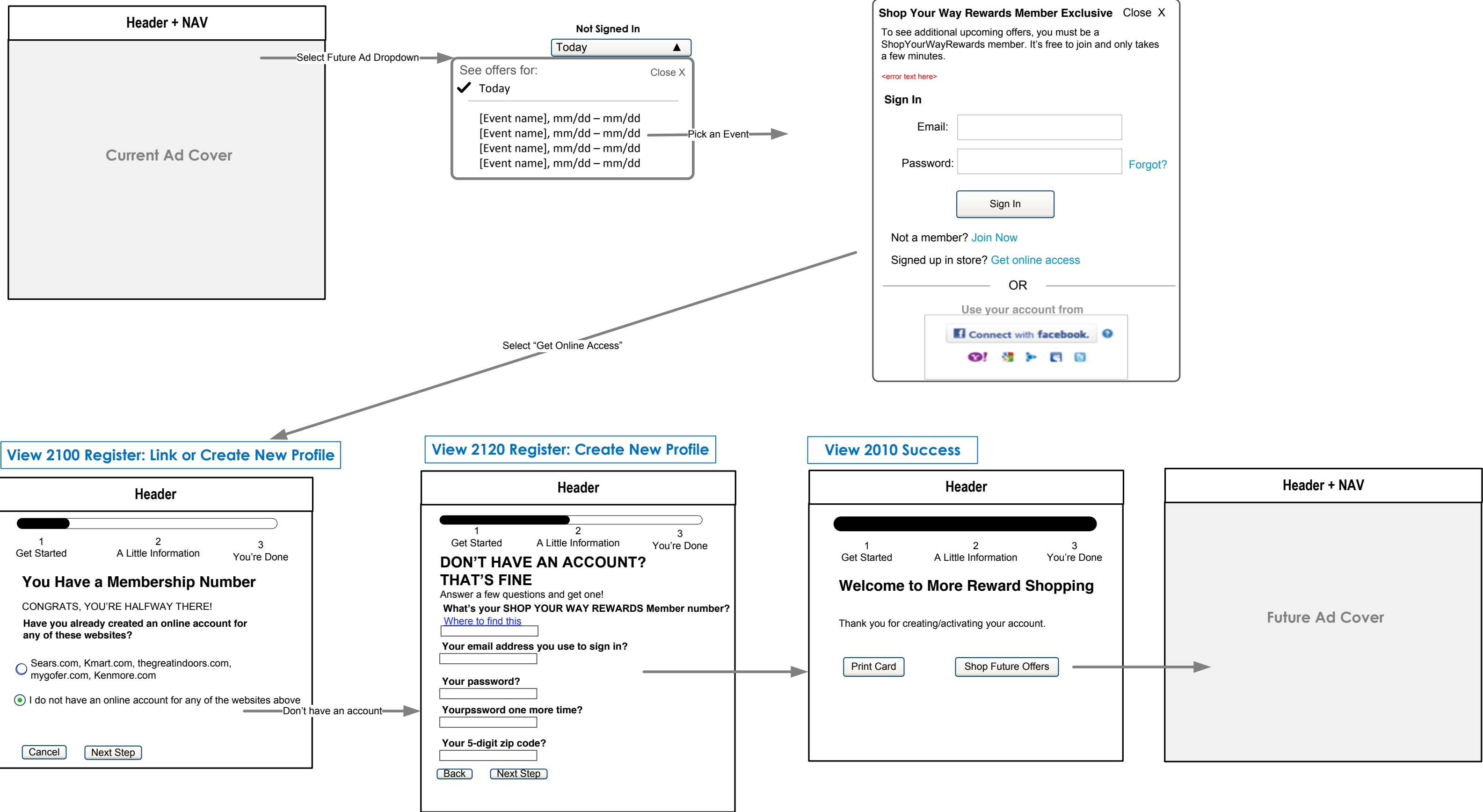
Scenario: Customer wants to register their SYWR member number to an existing account



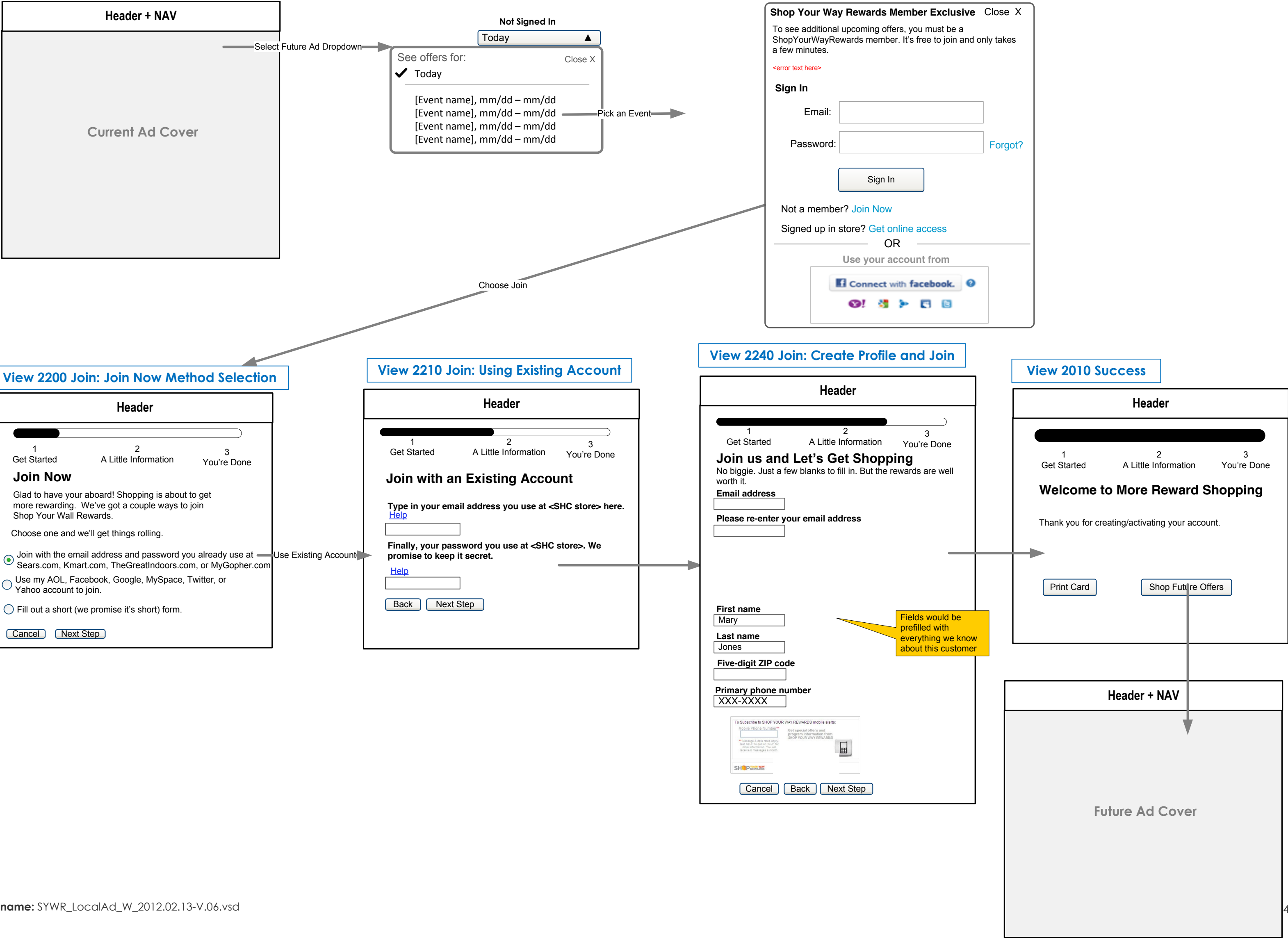
Scenario: Customer is already signed in but needs to register their SYWR membership number



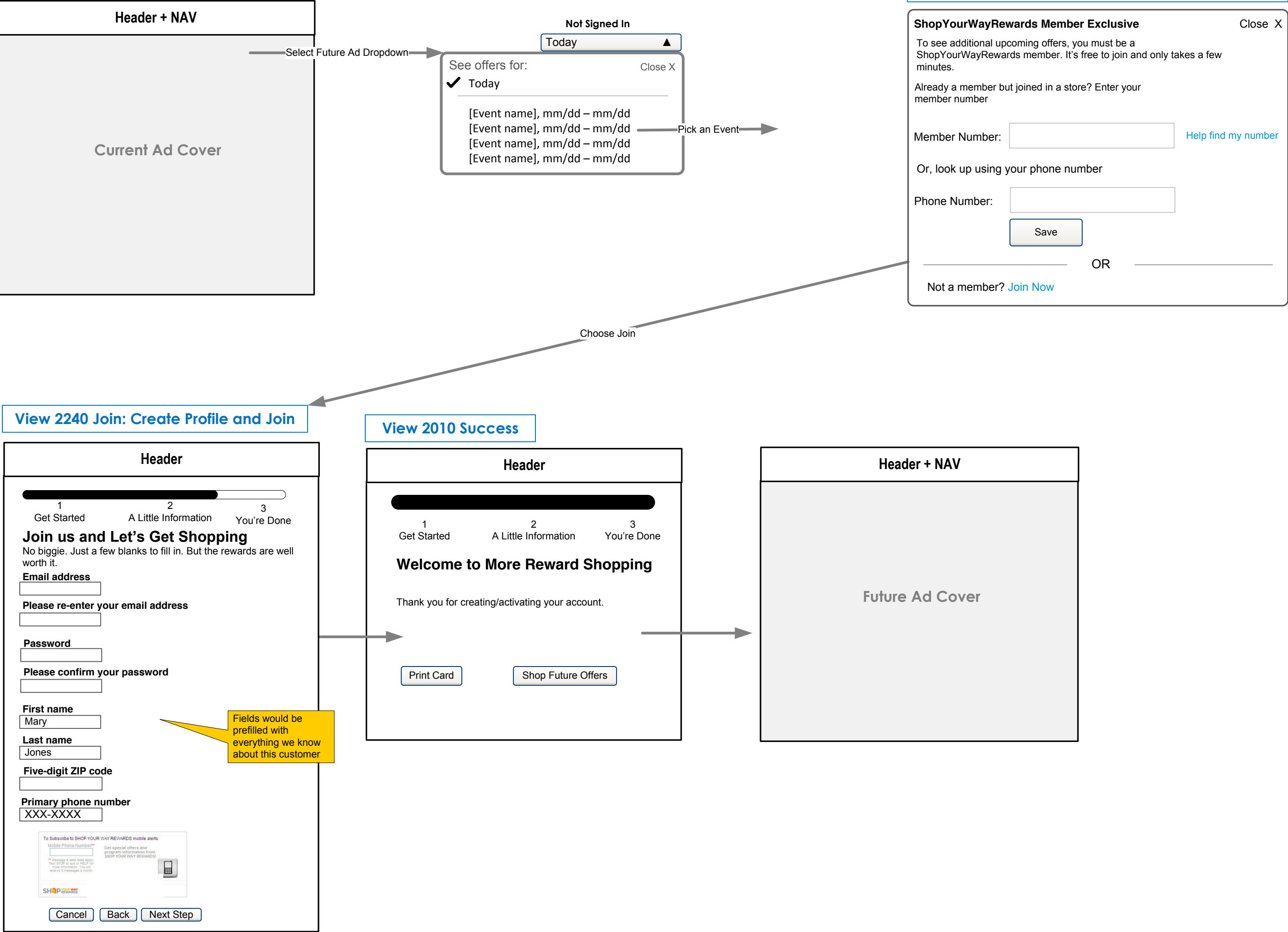
Scenario: Customer wants to register their SYWR membership and create a new SHC profile



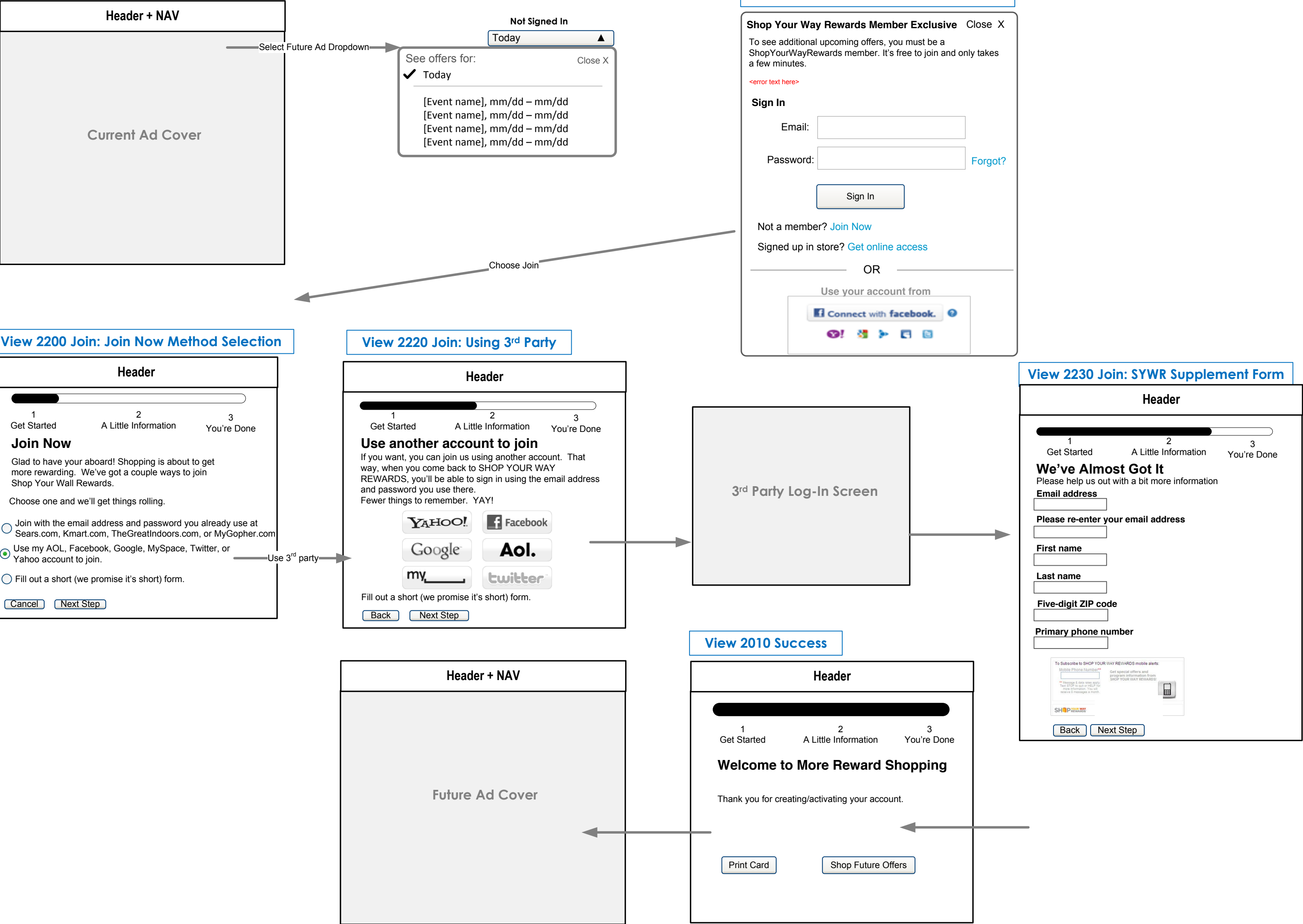
Scenario: Customer wants to join SYWR and link to an existing account



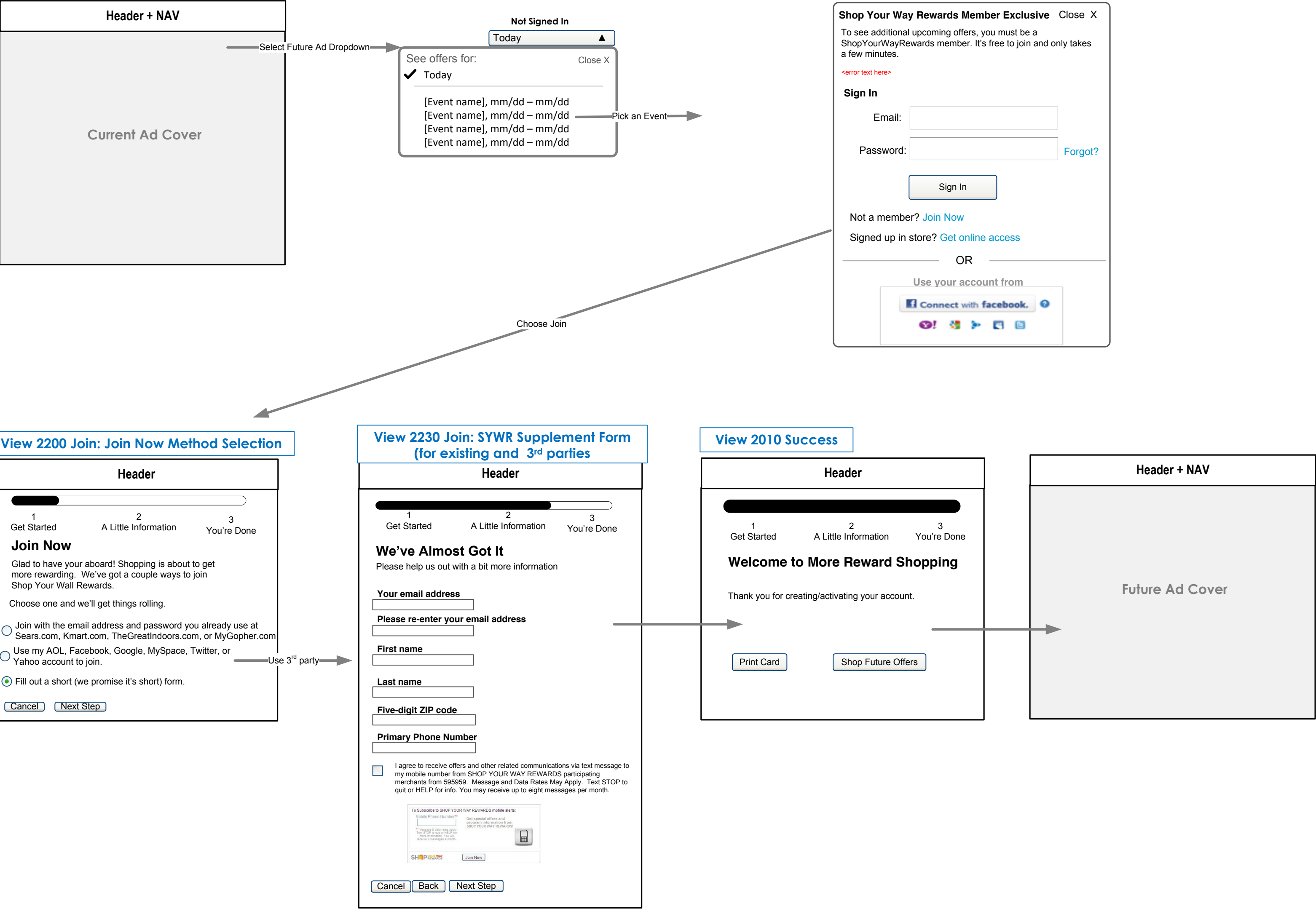
Scenario: Customer wants to join SYWR and link to an existing account



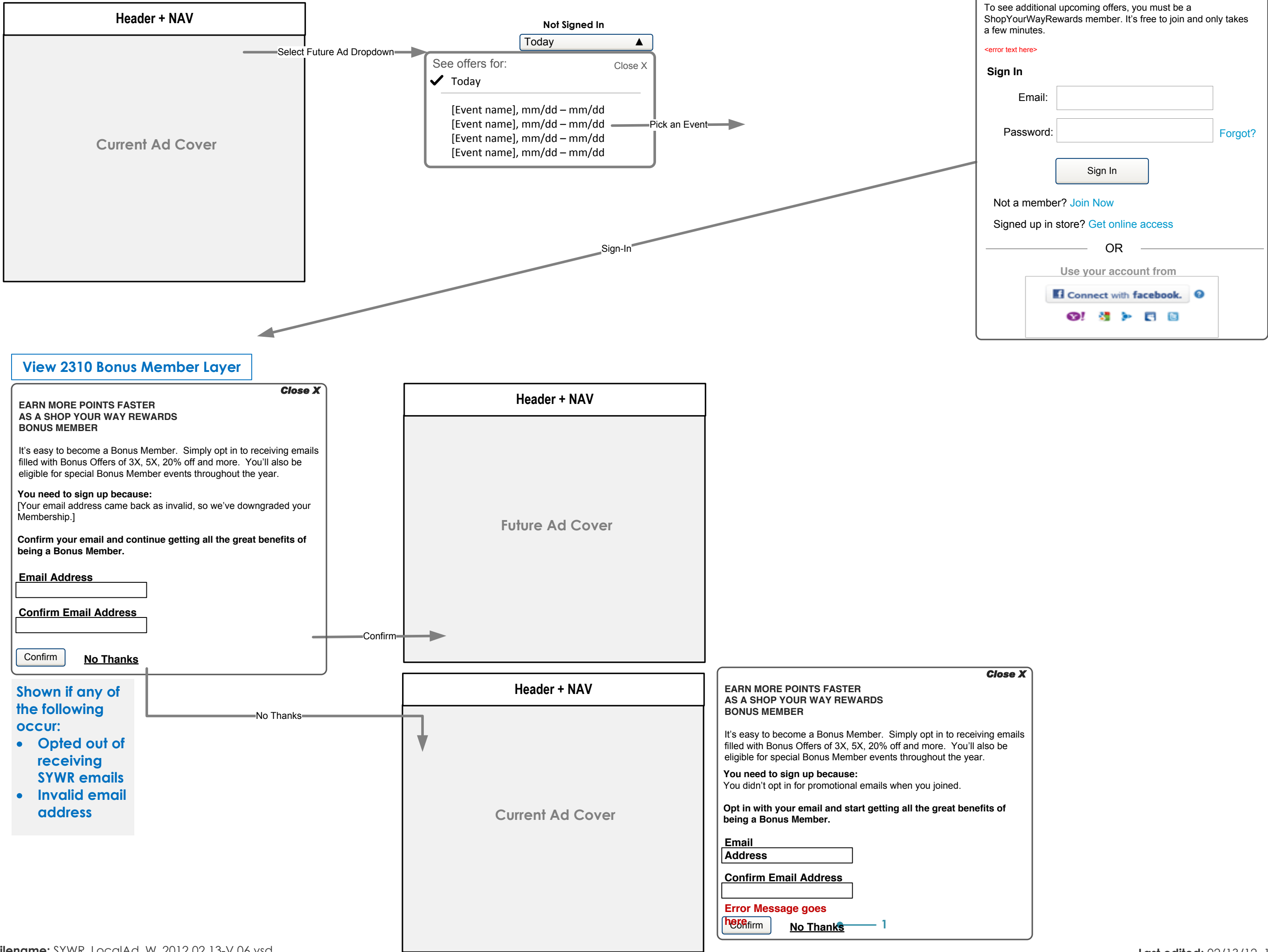
Scenario: Customer wants to join SYWR using a 3rd party account



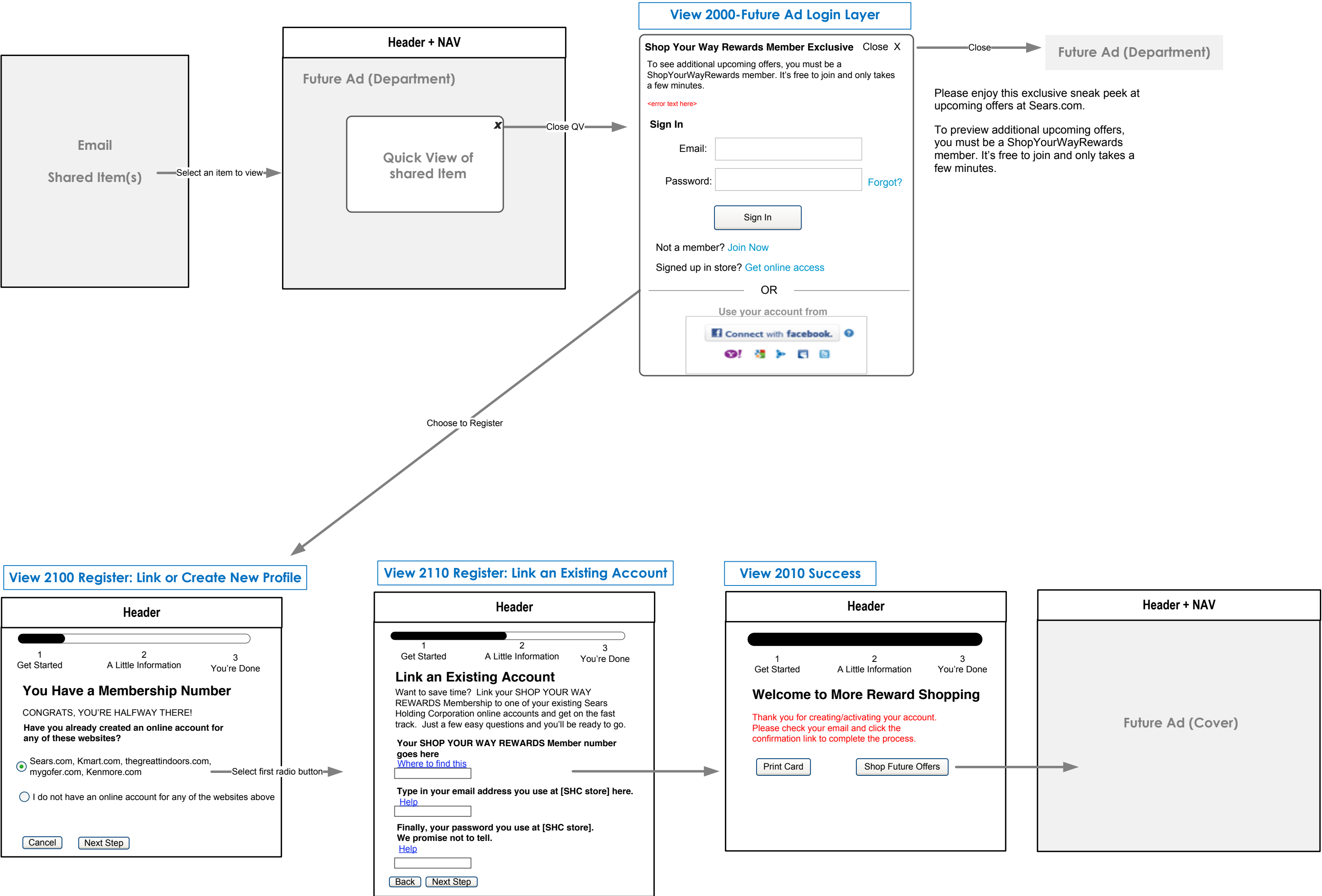
Scenario: Customer wants to join SYWR and create a profile



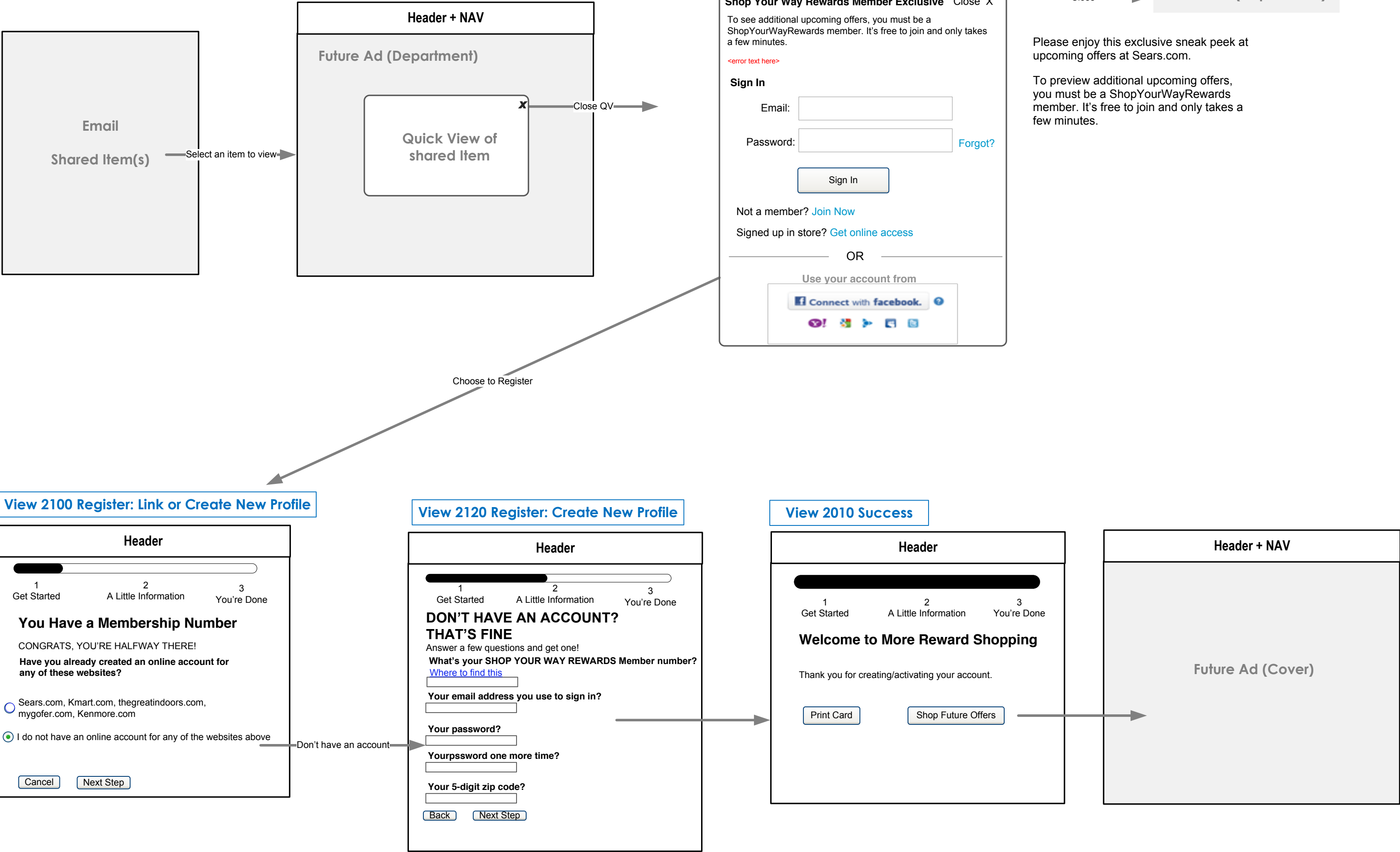
Scenario: Customer has a .com profile and has a SYWR account registered online but needs to sign-in



Scenario: Customer receives and email sharing an item. This is their first time viewing the Future Ad. Customer decides to register their SYWR member number to an existing account



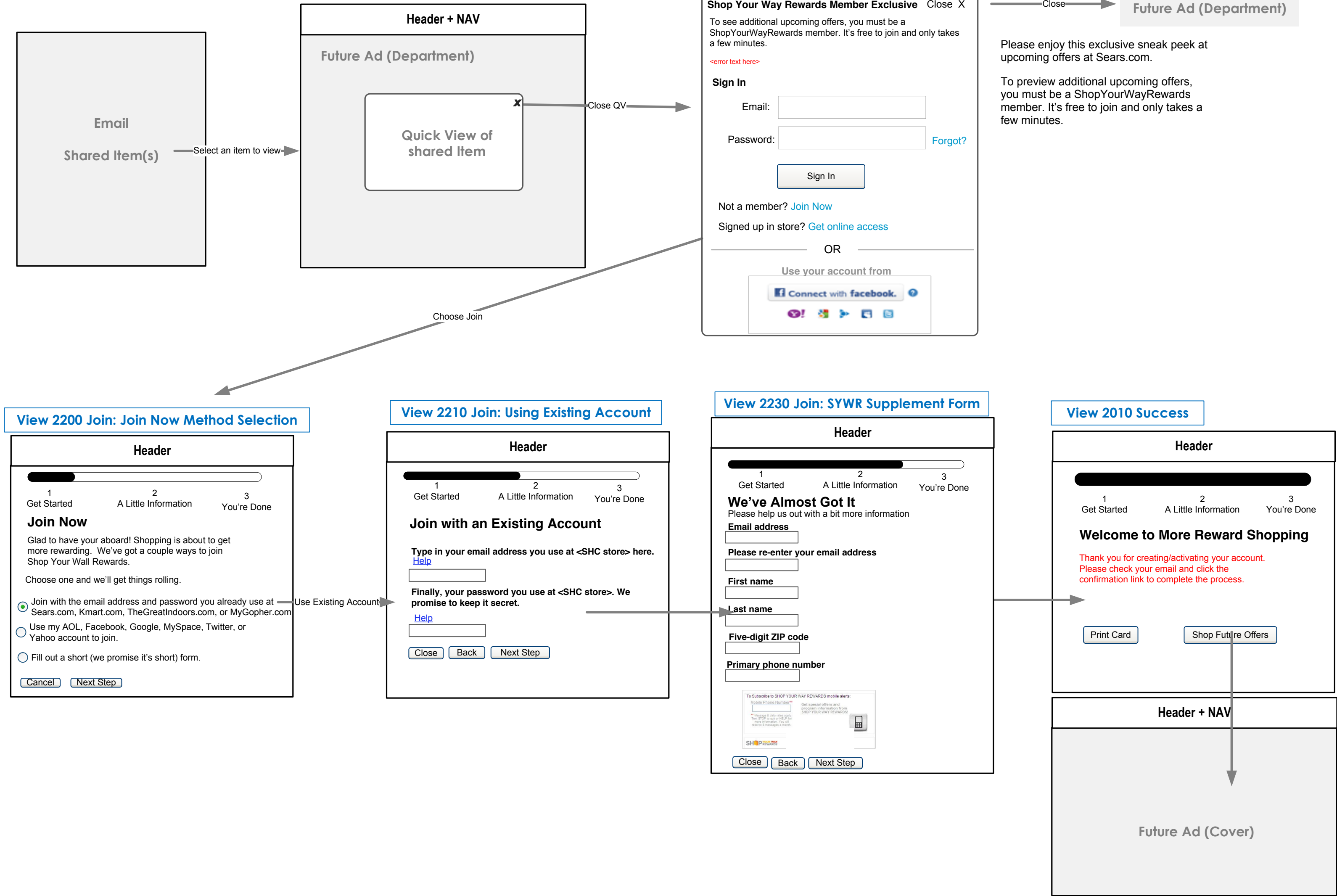
Scenario: Customer receives and email sharing an item. This is their first time viewing the Future Ad. Customer decides to register their SYWR membership and create a new SHC profile



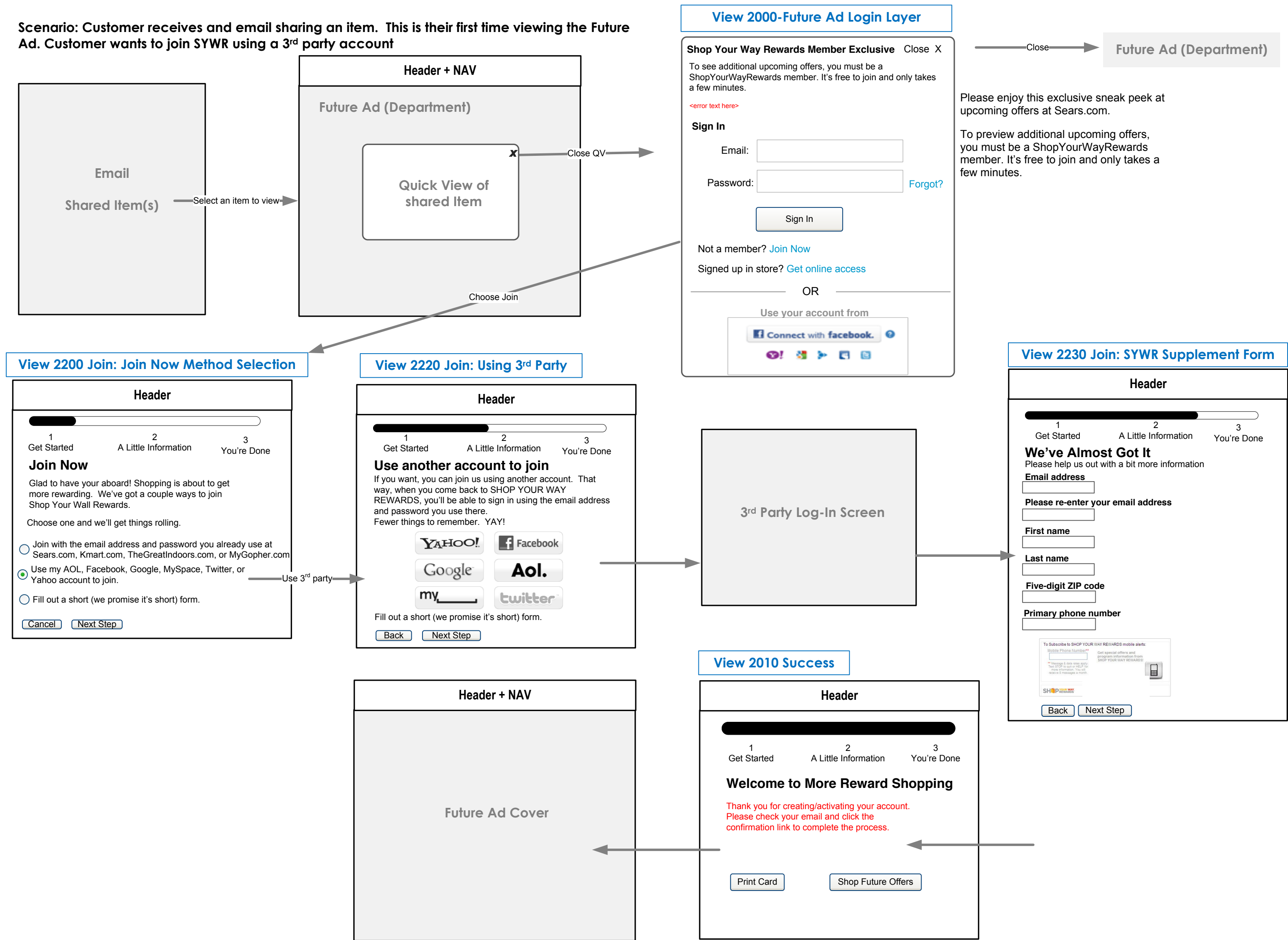
Ex. SYWR Future Ad View Shared item 1st Time - Join: Using Existing Account

New for Local Ad 2.0

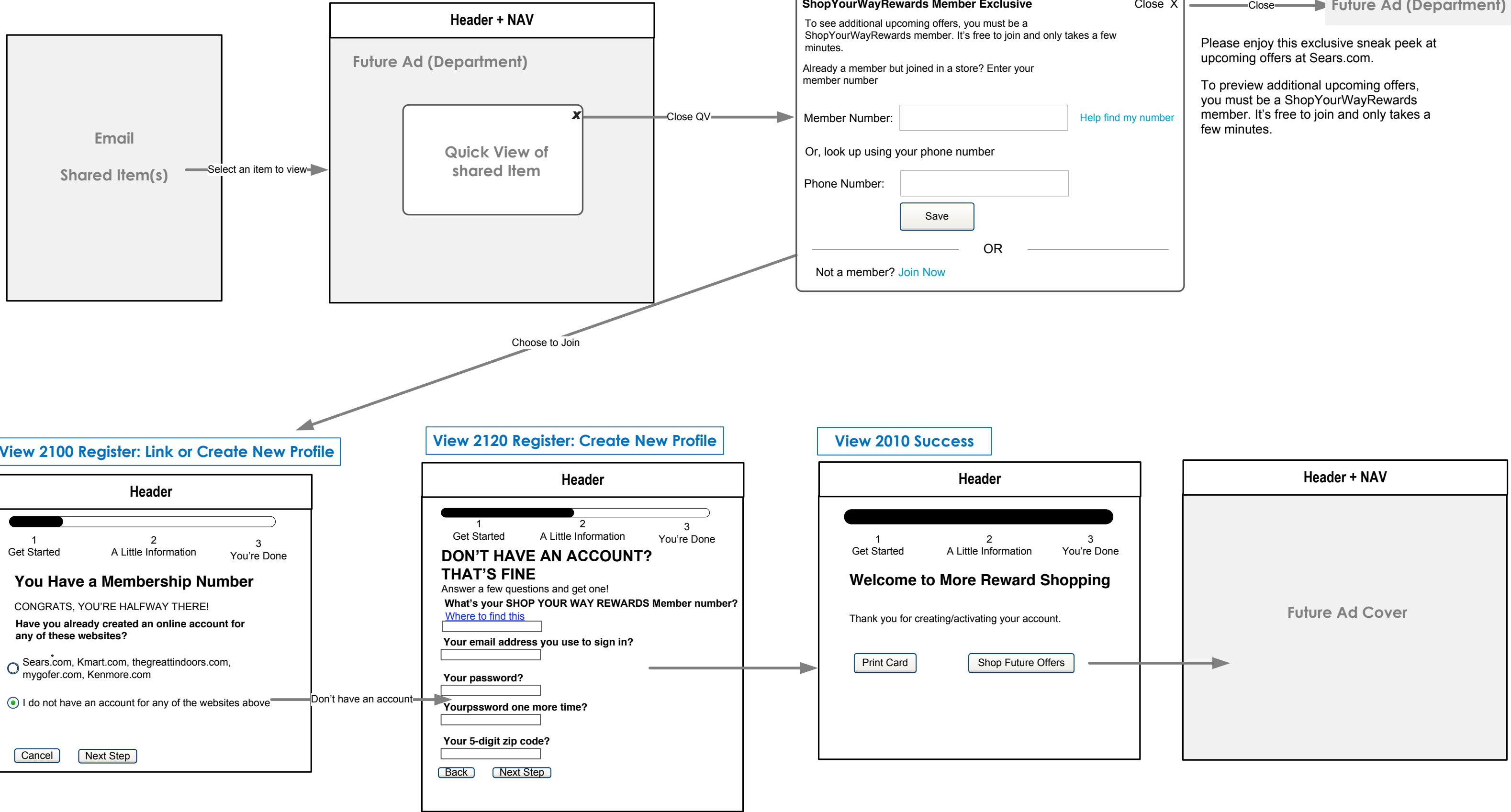
Scenario: Customer receives and email sharing an item. This is their first time viewing the Future Ad. Customer wants to join SYWR and link to an existing account



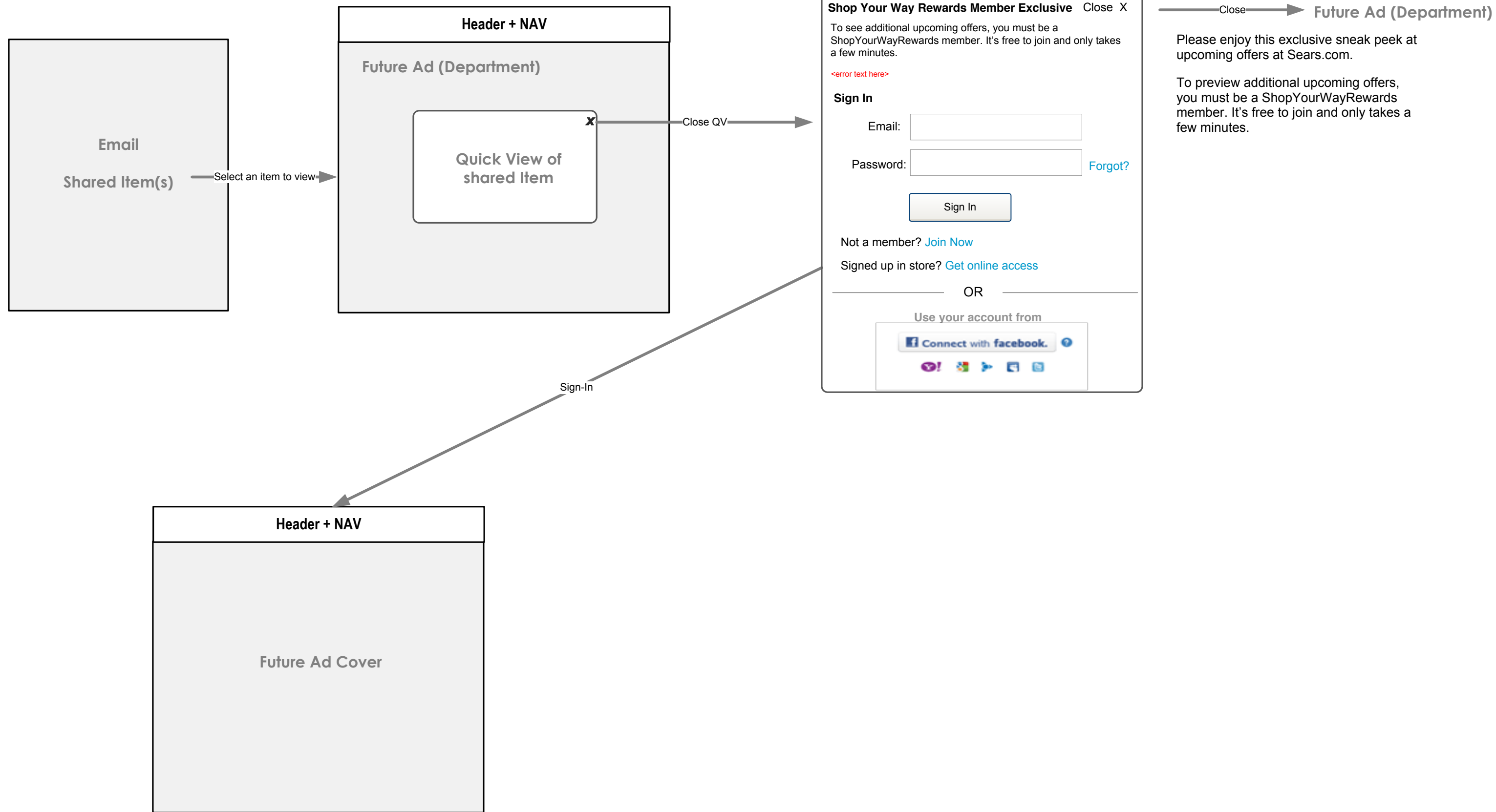
Scenario: Customer receives and email sharing an item. This is their first time viewing the Future Ad. Customer wants to join SYWR using a 3rd party account



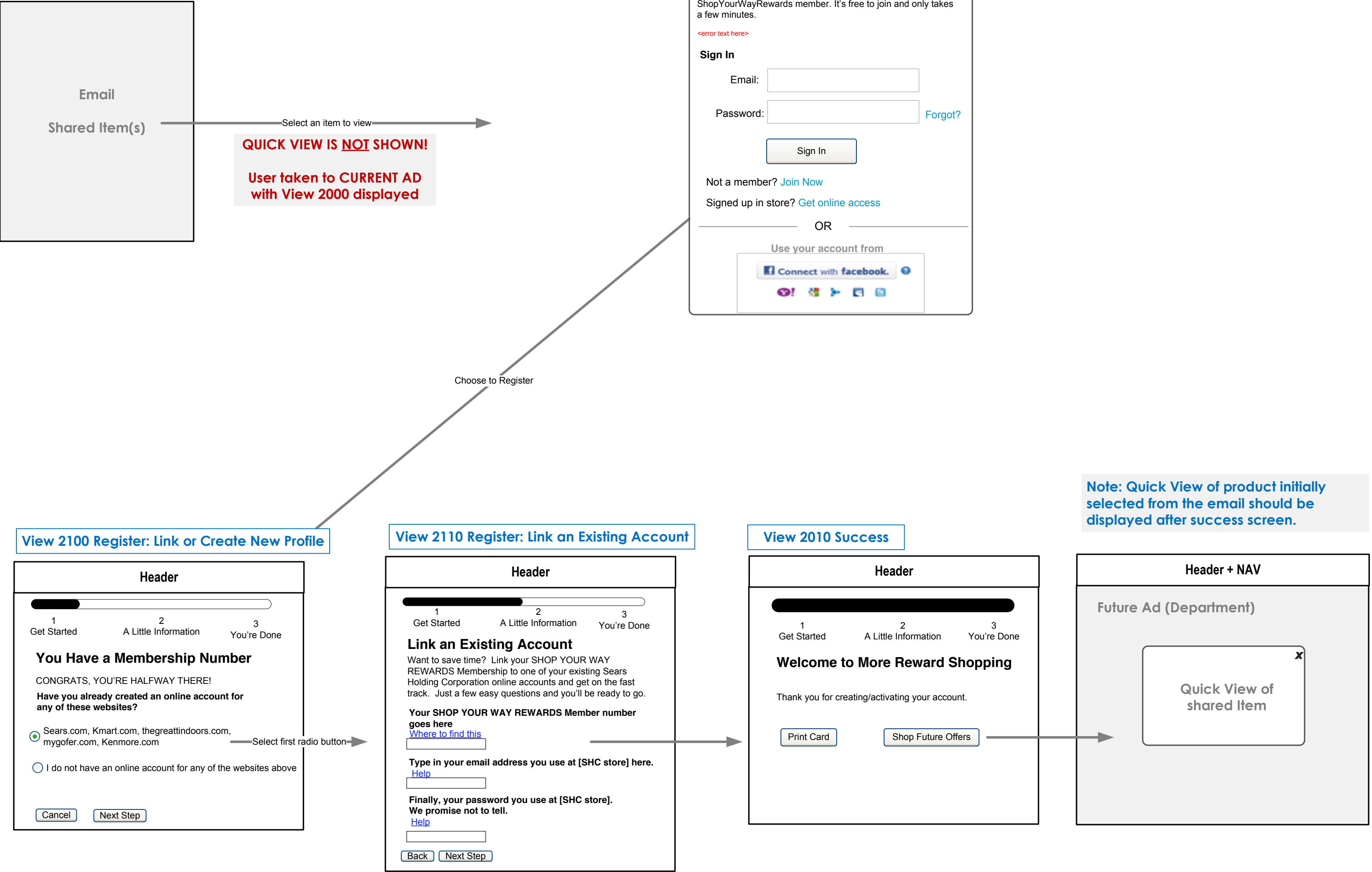
Scenario: Customer receives and email sharing an item. This is their first time viewing the Future Ad. Customer wants to join SYWR and create a profile



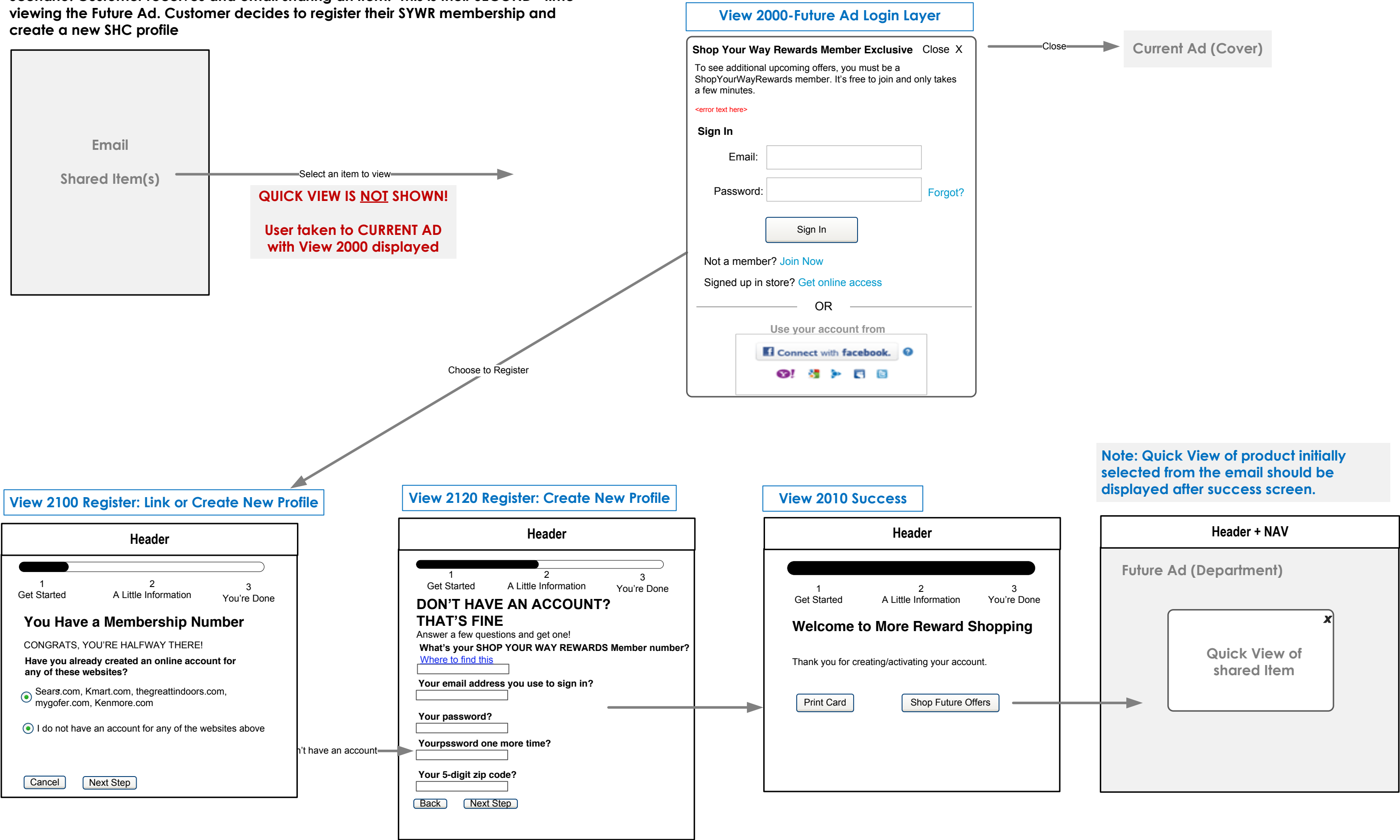
Scenario: Customer receives and email sharing an item. This is their first time viewing the Future Ad. Customer has a .com profile and has a SYWR account registered online but needs to sign-in



Scenario: Customer receives and email sharing an item. This is their SECOND+ time viewing the Future Ad. Customer decides to register their SYWR member number to an existing account

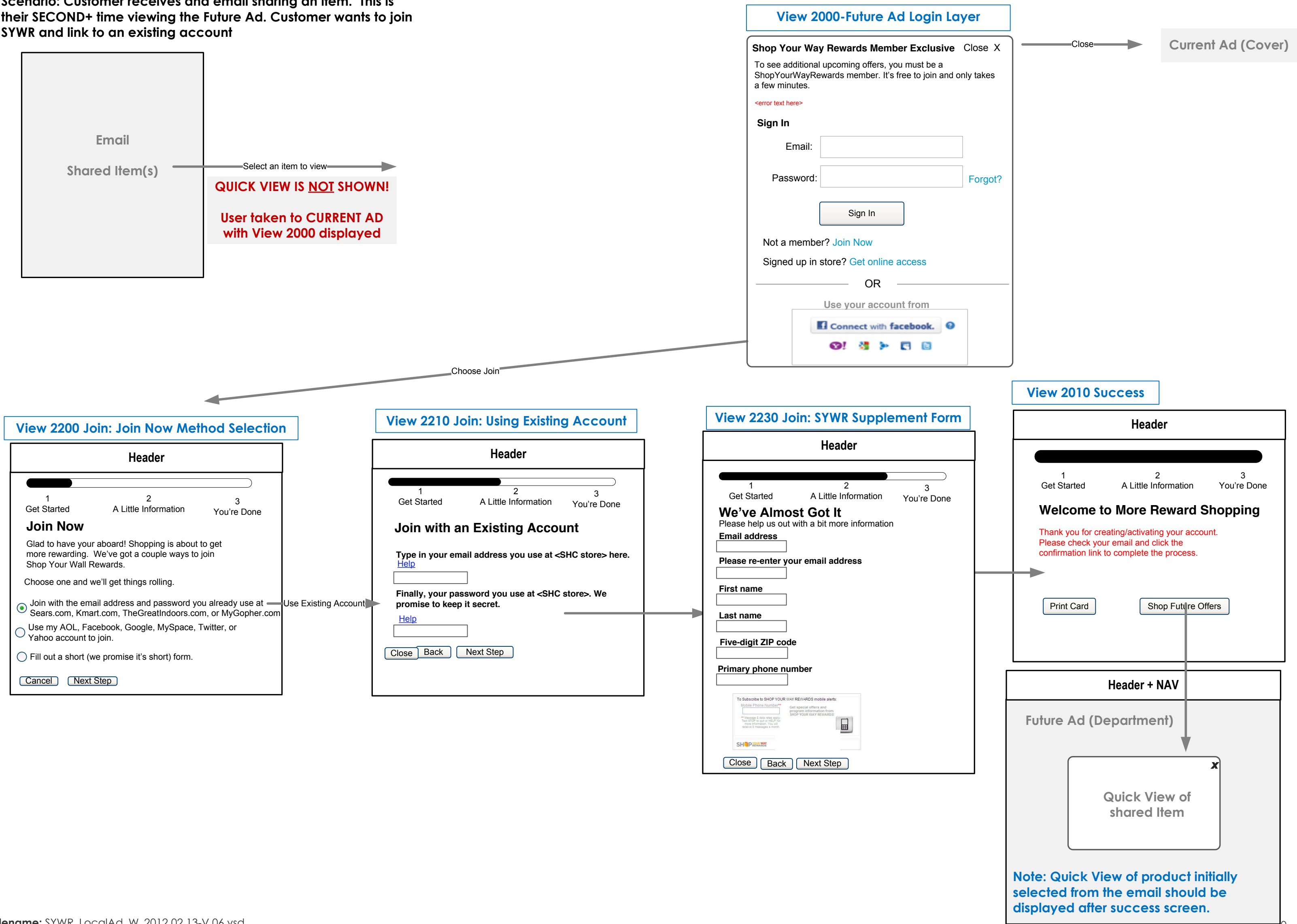


Scenario: Customer receives and email sharing an item. This is their SECOND+ time viewing the Future Ad. Customer decides to register their SYWR membership and create a new SHC profile

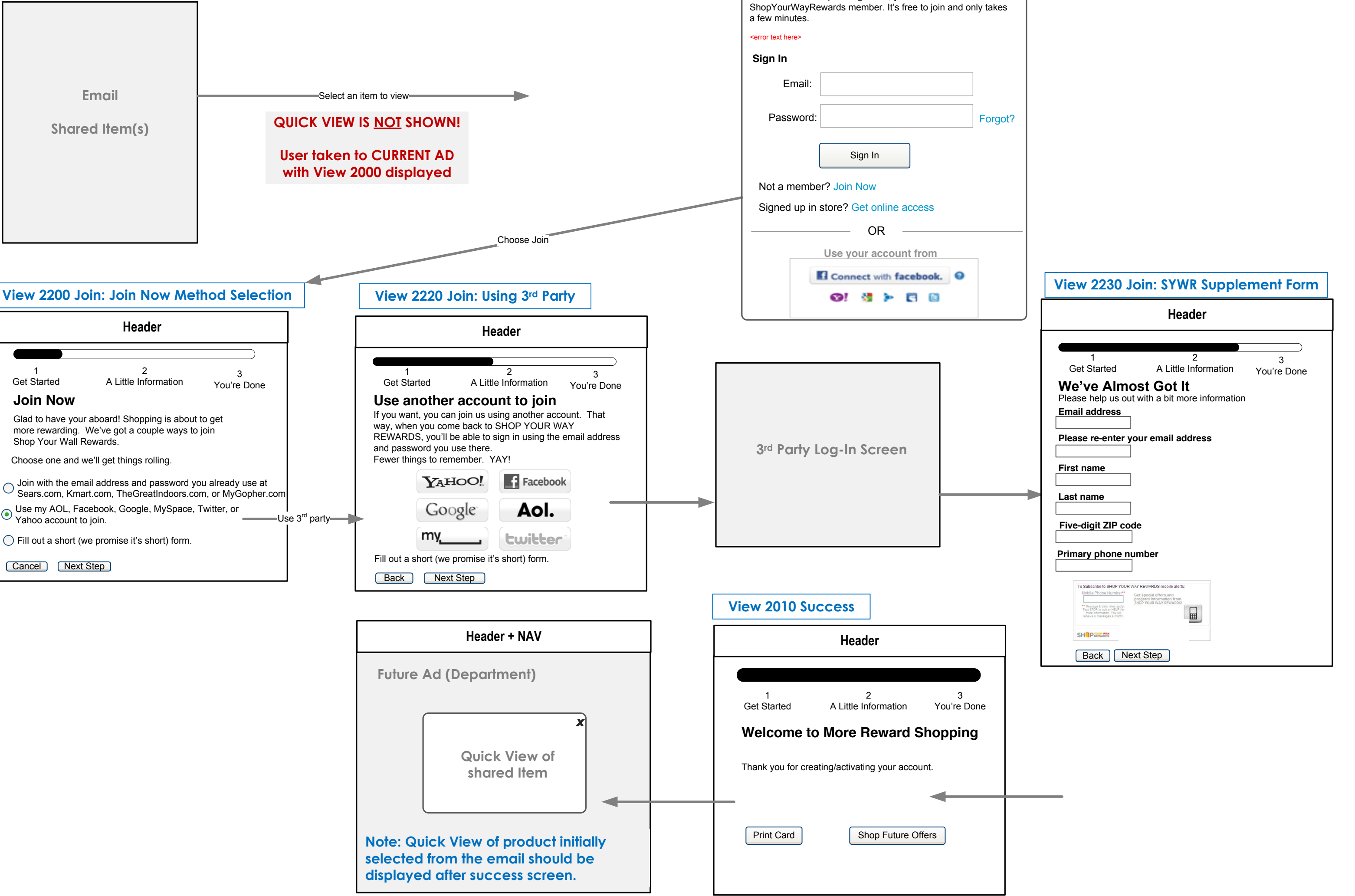


Ex. SYWR Future Ad View Shared Item Repeat Visit - Join: Using Existing Acct

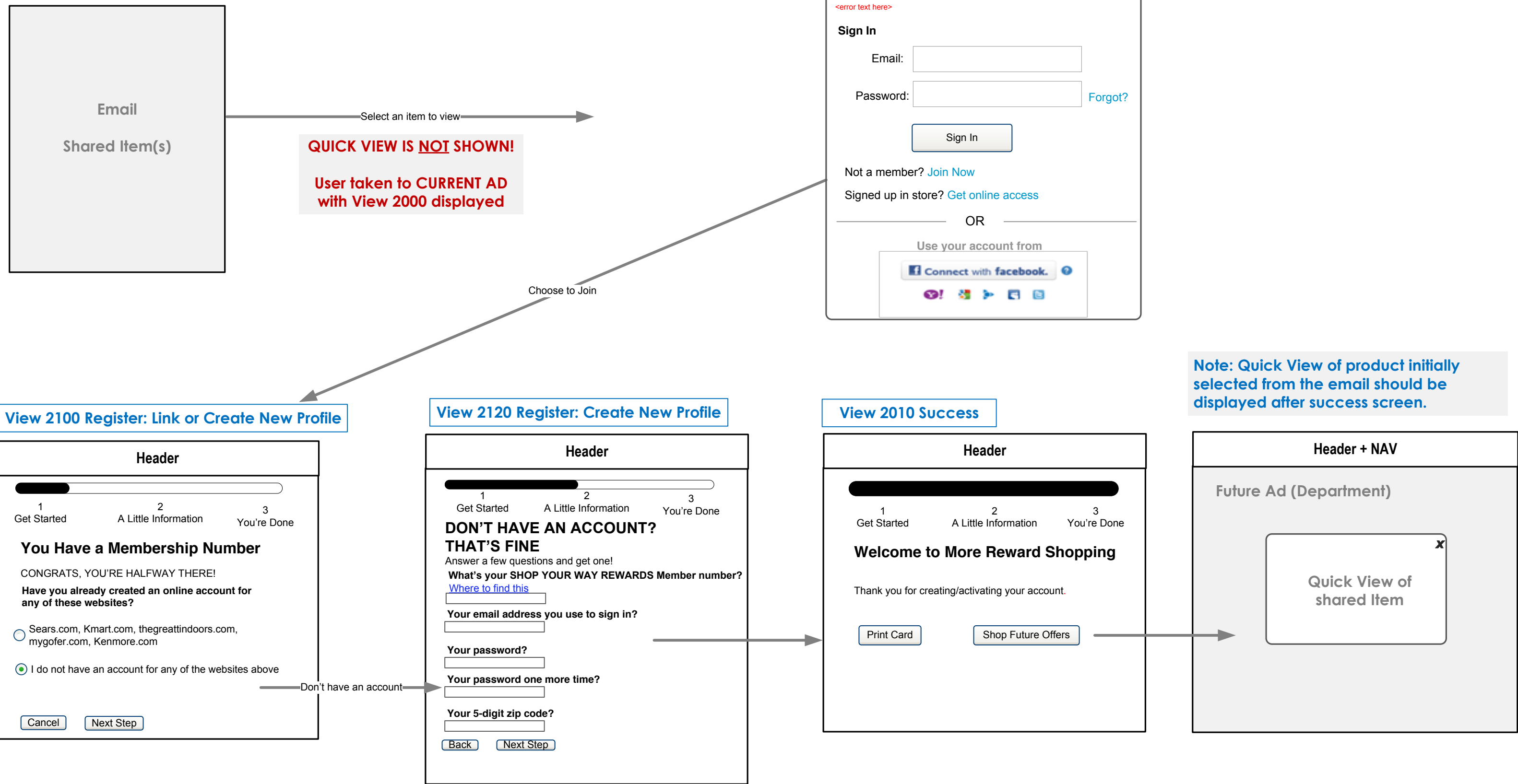
Scenario: Customer receives and email sharing an item. This is their SECOND+ time viewing the Future Ad. Customer wants to join SYWR and link to an existing account



Scenario: Customer receives and email sharing an item. This is their SECOND+ time viewing the Future Ad. Customer wants to join SYWR using a 3rd party account



Scenario: Customer receives and email sharing an item. This is their SECOND+ time viewing the Future Ad. Customer wants to join and create a profile.



Scenario: Customer receives and email sharing an item. This is their SECOND+ time viewing the Future Ad. Customer has a .com profile and has a SYWR account registered online but needs to sign-in

