

Document Summary

Description	Name
Wireframe Scope	SHC
Brands Covered	Sears and Kmart Communities
Screen ID	ECOM6064
Screen Name	Community – Global Components

Revision History

Version	Date	Author	Notes
Version 1.0	12/30/2011	A. Jordan	Initial draft of all the components
Version 2.0	02/06/2012	A. Jordan	Made adjustments to contact us and concern components based on internal feedback
Version 3.0	05/22/2012	J. Cisneros	Renamed file; addition of Q&A Components to file.
Version 4.0	06/18/2012	S. McClain	Commenting UX
Version 5.0	06/19/2012	D. Sanders	Copy updated
Version 6.0	07/18/2012	S. McClain	Added Error 404 and 500 pages (p. 17 and 18)
Version 7.0	07/18/2012	D. Sanders	Copy updated for Error 404 and 500 pages (p. 17 and 18)
8.0	08/15/2012	S. McClain	Added comments/answers notification setting (Page 6)

# Component 10.07: Screen Name

## Condition 10 – Screen Name doesn’t exist

- Once the user successfully logs in or registers without a screen name, they are directed to the ‘Create a Review’ form with the screen name field shown and required

### Screen Name Required

1

## Condition 20 – Screen Name exists

- Once the user successfully logs in and already has an existing screen name, they are directed to the ‘Create a Review’ form with the screen name field hidden
- No space is left available for this control

## Condition 20B – Screen Name exists. Q&A

- If the user successfully logs in and already has an existing screen name, the screen name field should not be displayed
- No space is left available for this control

## Condition 30 – On-Focus Screen Name field

- Once the user places focus on the screen name field, text appears indicating to the user the guidelines to creating a screen name
- When the user loses focus on the field, the guideline text is hidden (Condition 10)

### Screen Name Required

Love it because you can’t change it. This is how you will be known on the site.

#### Screen Name Guidelines

- 2 – 18 characters
- Letters, numbers, underscores, dashes & periods only
- No spaces or profanity

## Condition 40 – Screen Name exists (error)

- If the user attempts to submit or preview the form and have selected a screen name that currently exists and error is thrown asking the user to select another screen name

### Screen Name Required

That screen name has already been taken. Please select a new one.

## Condition 50 – Screen Name violates guidelines (not on-focus)

- If the user attempts to submit or preview the form and have selected a screen name that violates screen name guidelines specified.

### Screen Name Required

## Condition 60 – Screen Name violates guidelines (on-focus)

- If the user attempts to submit or preview the form and have selected a screen name that violates screen name guidelines specified.
- When the user has focus on the control, the guideline text appears below the error message.

### Screen Name Required

Please follow the screen name guidelines.

Love it because you can’t change it. This is how you will be known on the site.

#### Screen Name Guidelines

- 2 – 18 characters
- Letters, numbers, underscores, dashes & periods only
- No spaces or profanity

## Condition 70 – Screen Name not entered, Q&As (on-focus)

- If the user attempts to submit a question without entering a screen name. the guideline text appears to the right of the text field.

### Screen Name Required

Please follow the screen name guidelines.

Love it because you can’t change it. This is how you will be known on the site.

Screen Name Guidelines

- 2 – 18 characters
- Letters, numbers, underscores, dashes & periods only
- No spaces or profanity

## FUNCTIONAL SPECIFICATIONS

### 1 – Screen Name

Type:	textfield
Functionality:	Doesn’t allow users to input more than 18 characters. If the user types more than 18 characters, the remaining characters will not appear.
Validation:	Must be at least 2 characters but less than 18 characters Can only include alpha, numerical, dashes, underscores and periods No use of profanity (BU provided profanity list)
Default Cond:	enabled
Max Chars:	18



# Page View 10: Add an Answer and Commenting on Q&A

## Condition 10 – Default View

## FUNCTIONAL SPECIFICATIONS

## FUNCTIONAL SPECIFICATIONS

- 1 – Satisfied Icon

Type:icon

Condition:appears on page once a user indicates satisfaction with expert answer via sears generated email.

- 2 – Order of Answers

Description:all expert answers should be surfaced before community answers. Comments to answers will be nested.

- 3 – Share

Type:hyperlink

Reference:Share\_Progressive Disclosure\_and\_Inline\_v1.1 wires

Condition:for questions only

- 4 – Related Question

Type:hyperlink

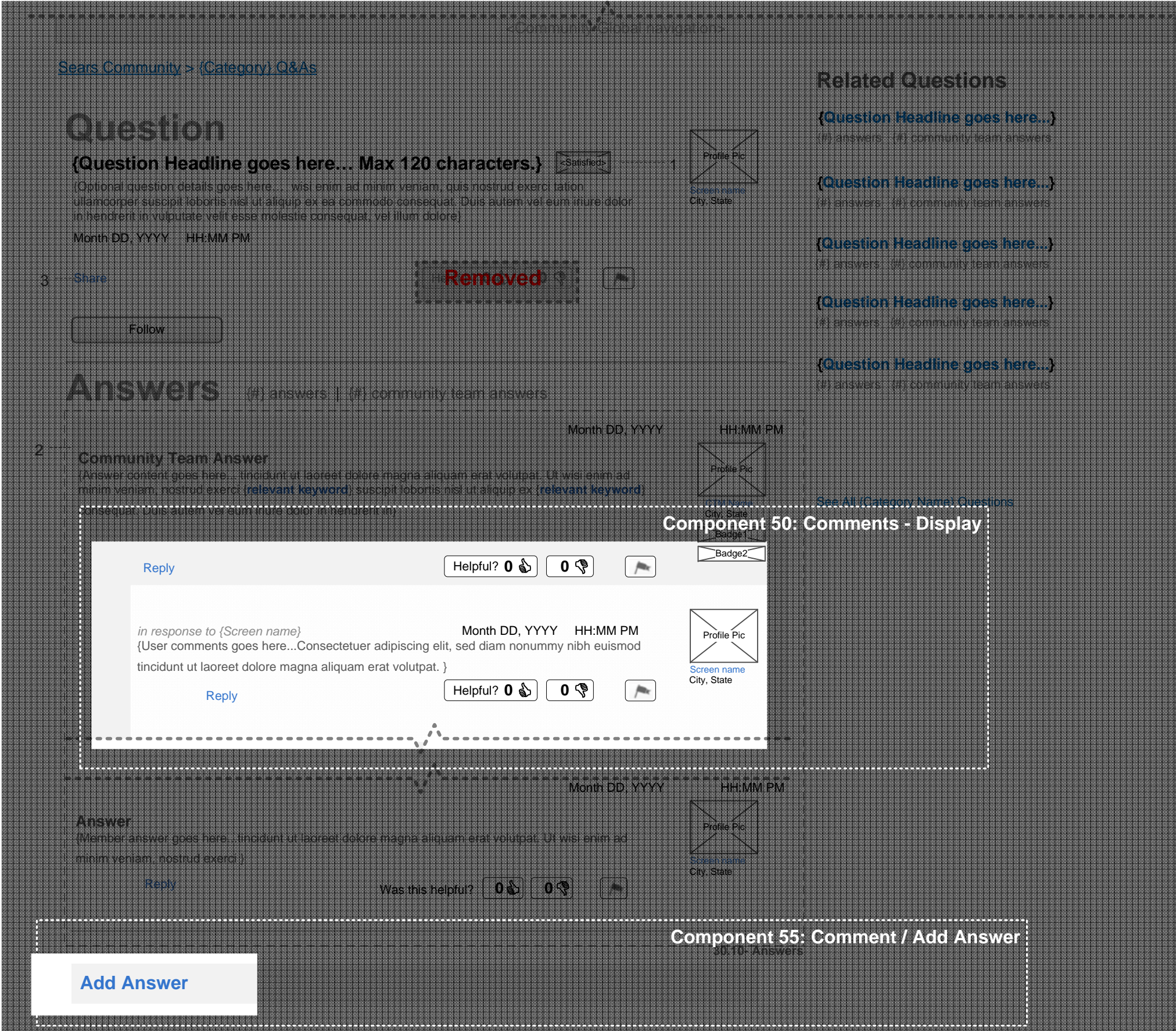
Description:these questions should be related to the question. The order should be from most popular to least popular.

Action:on click

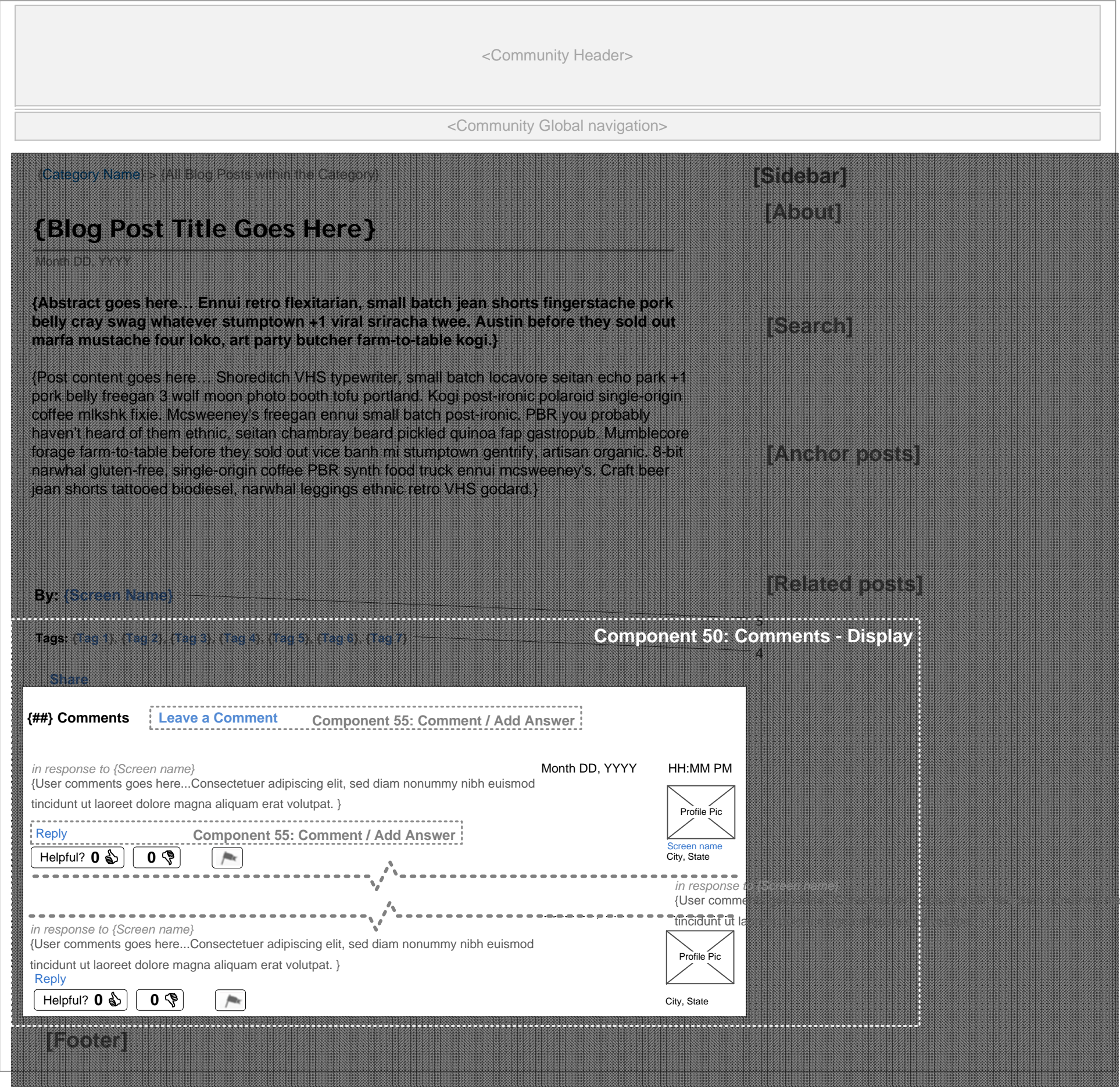
Functionality:On click, page turn to the Q&A detail page for that question.

Condition:only display if there are related questions.

Max chars:120





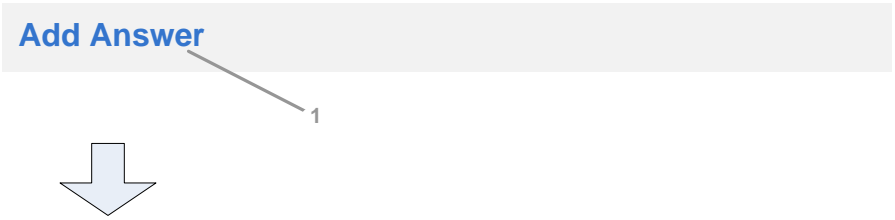






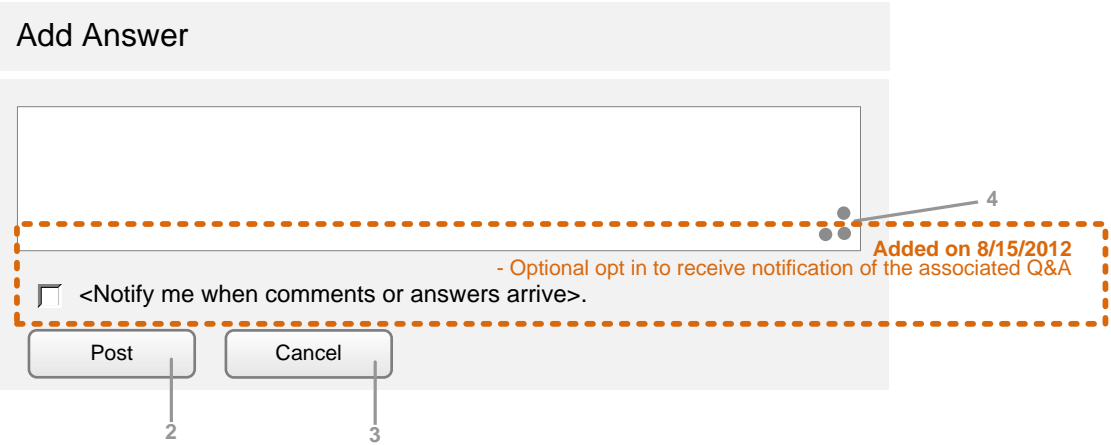
# Component 55: Comment / Add Answer

## Condition 10 – Default View – Add Answer



## Condition 20 – Add Answer Form

- This condition applies when signed in user clicks on “Add answer” link on the Question page.
- For guest user, s/he must signed in before proceed.



## Condition 30 – Default View – Leave a Comment in Blog Post and/or Buying Guide

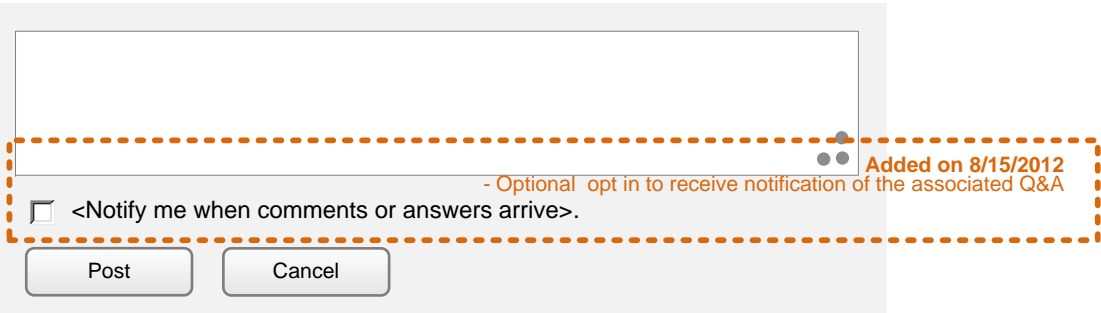
### Leave a Comment



## Condition 40 – Leave a Comment Form

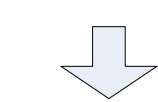
- This condition applies when signed in user clicks on “Leave a Comment” link on the blog post and/or buying guide page.
- For guest user, s/he must signed in before proceed.

### Leave a Comment



## Condition 50 – Default View – Reply a Comment

### Reply



## Condition 60 – Reply a Comment Form

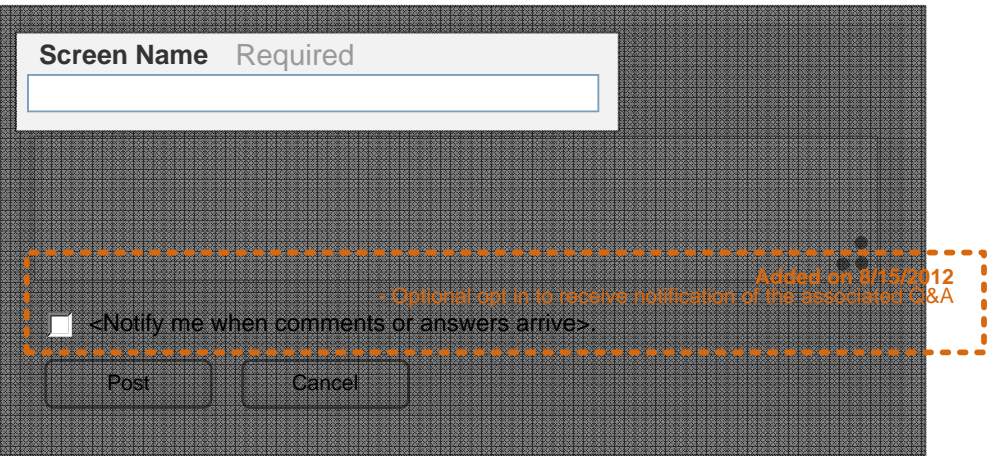
- This condition applies when signed in user clicks on “Reply” link on the blog post, Answer and/or buying guide page.
- For guest user, s/he must signed in before proceed.

### Reply



## Condition 70 – User without Screen Name

- This condition applies when user doesn’t have a screen name in the system
- User will only need to go through this process once. Once screen name is created, it can’t be changed.

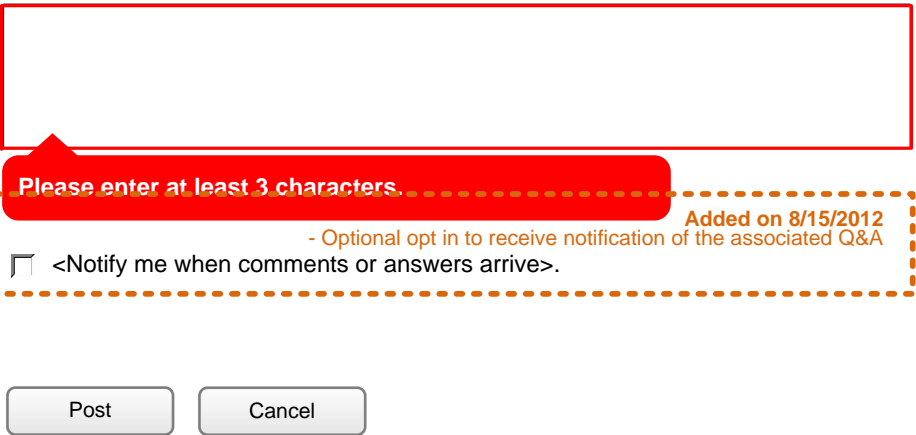


## FUNCTIONAL SPECIFICATIONS

- 1 – Add answer  
Type: hyperlink  
Functionality: On click, system will expand the form (condition 20)
- 2 – Post  
Type: Call to action  
Functionality: On click, system submit the form. Confirmation will be displayed once submission is completed successfully. (Condition 70)
- 3 – Cancel  
Type: Cancel button  
Functionality: On click, the inline form will collapse.
- 4 – Expandable Textfield icon  
Type: image  
Functionality: User can drag the icon in order to expand the HEIGHT of the textfield ONLY. textfield should also be expanded VERTICALLY only when user writes more than the original field size can hold.
- 5 – Leave a Comment  
Type: hyperlink  
Functionality: On click, system will expand the form (condition 40)

## Condition 80 – Error

- error should be thrown if user tries to click on post without entering a response.



# Component 60: Contact Us

## Condition 10 – Pageload (before user clicks link)

- Users have the option of clicking the contact us link. On display of the message to contact us, the link is always active.

### Contact Us — 1

## Condition 20 – On-click contact us

- A free form 3 lined textfield is displayed inline allowing users to input the body of their message.
- Due to the user having to be signed in before they are able to contact, the customer's name and email should be submitted with the text as well.

### Contact Us

Close X — 2

Message

Submit — 3

## Condition 30 – Post submitted

- A confirmation message is displayed. This message will remain on the screen until the user either presses the close link, refreshes the page or leaves the page and returns.

### Contact Us

Close X

Thanks for contacting us. We'll be in touch shortly.

## FUNCTIONAL SPECIFICATIONS

### 1 – Contact Us

Type: Link  
Functionality: Opens the “Contact Us” drawer  
Default Cond: enabled  
Target: Condition 20

### 2 – Close link

Type: Link  
Functionality: On-click, closes the drawer

### 3 – Submit

Type: Button  
Functionality: Submits the message, the signed in user's email address and name to the moderator.



# Component 70: Report a Concern

## Condition 10 – Report a concern link

- The “Report a concern” link exists so users (logged in or not) can report inappropriate reviews.
- The “Report a concern” link does not appear when a logged in user views their own review.

Report a Concern

## Condition 20 – Report a concern layer

- Upon clicking the ‘Report a concern’ link, the layer opens.

Report a Concern

Close X

Please describe the issue

Report

Cancel

## Condition 30 – Report submitted

- The text that used to say “Report a concern” now says the confirmation message. (the report flag changes to another color)

Report a Concern

Close X

Thanks for your concern. We’ll look into it as soon as possible.

## FUNCTIONAL SPECIFICATIONS

### 1 – Report a concern (Review)

Type: Link  
Functionality: Opens the “Report a concern” layer  
Default Cond: Always displayed for non-logged-in users. If signed in, it is displayed unless the current user has previously flagged this review. Hidden when a logged-in user is viewing his or her own review. This information is saved to a user’s site cookie.  
Target: Condition 20

### 2 – Close link

Type: Link  
Functionality: On-click, closes the layer

### 3 – Cancel

Type: Button  
Functionality: Close the layer without submitting any information

### 4 – Report

Type: Button  
Functionality: Submits the textfield text to the moderator. The user is not required to be signed in to click on this link, however if the user is signed in, their email address and name should be submitted with the form as well.



Component 80: Media (1 of 4)

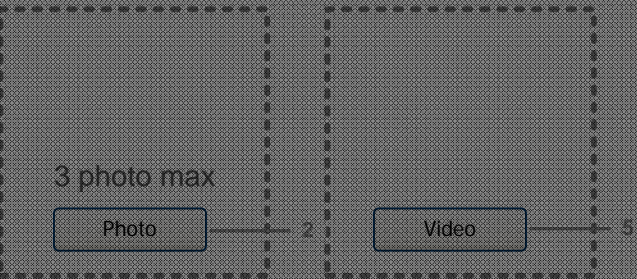
Condition 10 – Default View

- On pageload users have the ability to upload a photo or a video. Each button triggers a different restricted. For photos, users are only able to upload JPG, PNG & GIF file formats. For video, which is being handled by ExpoTV, restricts files to be uploaded in MOV, AVI, MP4, WMV, MP3 file formats.

Upload Media ({0}) Optional — 1

Video 100MB max - MOV, AVI, MP4, WMV, MP3

Photo 3MB max - JPG, PNG, GIF



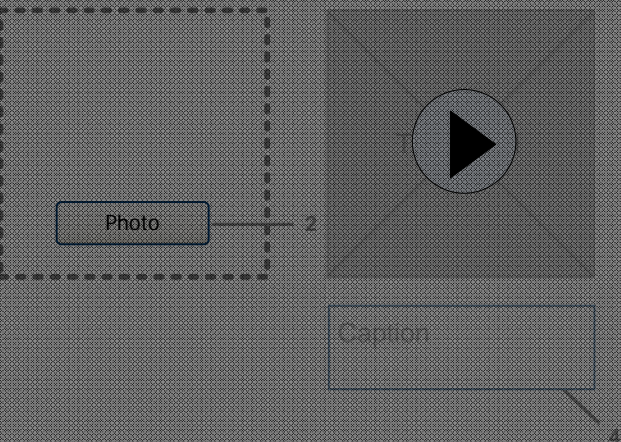
Condition 20 – Video Upload

- Upload and interaction controlled by ExpoTV in frame
- Once the user has uploaded a video, the button to upload a video is hidden, preventing the user from attempting to upload multiple video files
- Each uploaded file is has a caption and the ability to delete
- A counter next to the section header displays the total number of file successfully uploaded and will be attached to the review

Upload Media ({0}) Optional — 1

Video 100MB max - MOV, AVI, MP4, WMV, MP3

Photo 3MB max - JPG, PNG, GIF



Descoped

FUNCTIONAL SPECIFICATIONS

1 – Uploaded photo counter

Type: text / counter  
Format: alpha  
Functionality: As the user adds photos / videos to the review the counter reflects the number of successful files uploaded  
Max Value: 3

2 - Choose Photo File

Type: button  
Functionality: Displays the browser upload file dialog box, with the ability to upload a image. The dialog box should restrict users from uploading a file that isn't one of the following file types: JPEG, PNG or GIF

Default Cond: Enabled

3 – Delete

Type: graphical button  
Functionality: When clicked the uploaded media is removed from the review. The user is not promoted with a confirmation prior to removing the media. But a confirmation is shown to confirm the photo is deleted.  
Default Cond: enabled  
Target: Condition 50

4 – Caption

Type: expandable body text  
Functionality: Once the user reaches the max viewable, an additional line appears. No scrollbar appears within the text field, however the user should be able to view all content within the allowable area  
Default Cond: enabled; with an initial line height of 2  
Default Val: Ghost text: Caption  
Max Chars: 75

5 - Choose Video File

Type: button  
Functionality: Owned by ExpoTV (Displays the browser upload file dialog box, with the ability to upload a video.)  
Default Cond: enabled



Component 80: Media (2 of 4)

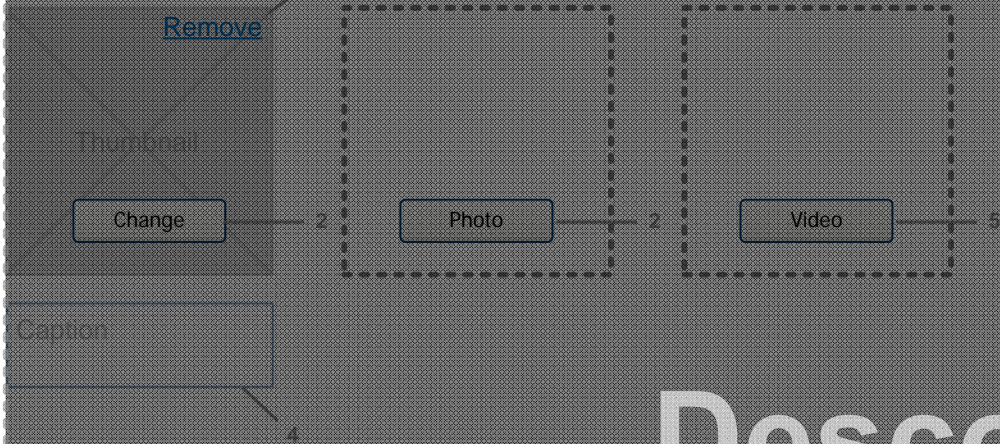
Condition 25 – Photo Upload

- Customers are restricted from being able to upload more than 3 photos per review
- Each uploaded file is has a caption and the ability to delete
- A counter next to the section header displays the total number of file successfully uploaded and will be attached to the review

Upload Media ({0}) Optional — 1

Video 100MB max - MOV, AVI, MP4, WMV, MP3

Photo 3MB max - JPG, PNG, GIF



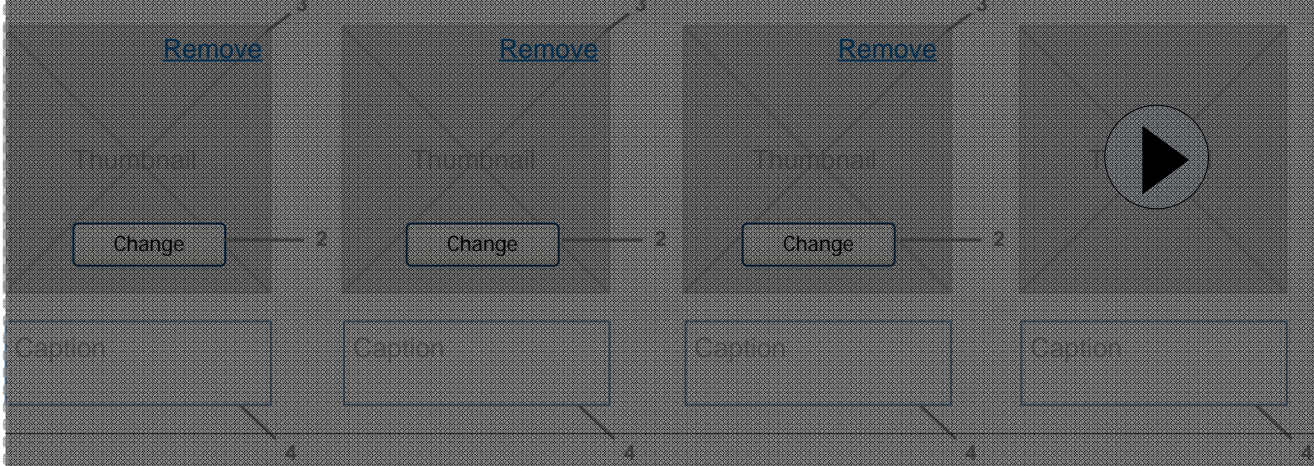
Condition 30 – Max Upload Met

- Once the user has successfully uploaded the maximum number of files (3), the Photo and/or Video upload buttons are hidden to prevent the user from uploading more then the allowable number of files

Upload Media ({0}) Optional — 1

Video 100MB max - MOV, AVI, MP4, WMV, MP3

Photo 3MB max - JPG, PNG, GIF



FUNCTIONAL SPECIFICATIONS

1 – Uploaded photo counter

Type: text / counter  
Format: alpha  
Functionality: As the user adds photos / videos to the review the counter reflects the number of successful files uploaded  
Max Value: 3

2 - Choose Photo File

Type: button  
Functionality: Displays the browser upload file dialog box, with the ability to upload a image. The dialog box should restrict users from uploading a file that isn't one of the following file types: JPEG, PNG or GIF  
Default Cond: Enabled

3 – Delete

Type: graphical button  
Functionality: When clicked the uploaded media is removed from the review. The user is not promoted with a confirmation prior to removing the media. But a confirmation is shown to confirm the photo is deleted.  
Default Cond: enabled  
Target: Condition 50

4 – Caption

Type: expandable body text  
Functionality: Once the user reaches the max viewable, an additional line appears. No scrollbar appears within the text field, however the user should be able to view all content within the allowable area  
Default Cond: enabled; with an initial line height of 2  
Default Val: Ghost text: Caption  
Max Chars: 75

5 - Choose Video File

Type: button  
Functionality: Owned by ExpoTV (Displays the browser upload file dialog box, with the ability to upload a video.)  
Default Cond: enabled



Condition 40 – On-click delete

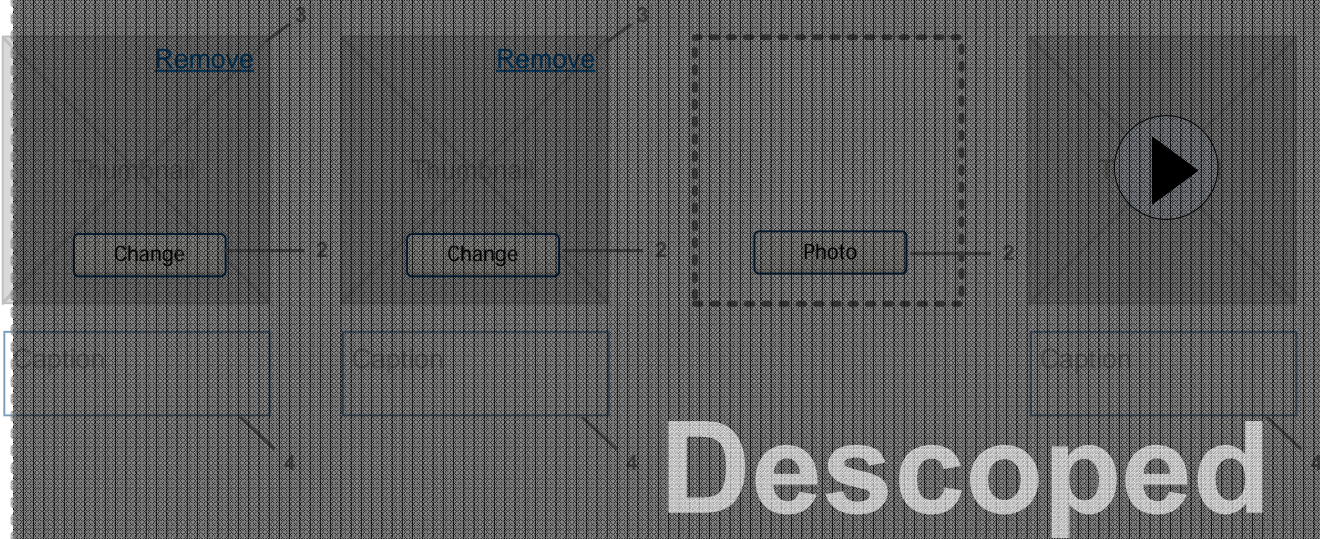
- When the user clicks on the graphical button to delete, the button(s) are shown again to allow the user to upload another file if needed. If the video file remains uploaded, the video button remains hidden, otherwise its shown.
- A confirmation message is displayed in orange and goes away once the user places focus on another control

Upload Media ({0}) Optional — 1

Video 100MB max - MOV, AVI, MP4, WMV, MP3

Photo 3MB max - JPG, PNG, GIF

➡ Your media has been removed.



Condition 50 – Uploaded file exceeds max allowed

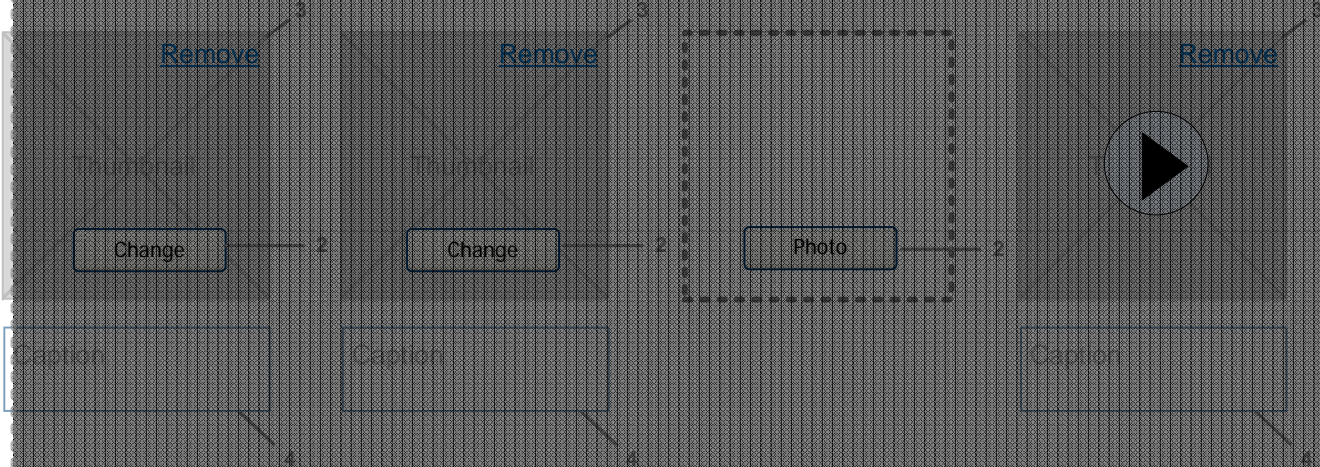
- When the user tries to upload a file that exceeds the denoted file max, a notification is displayed above the uploaded file area to indicate to the user why the media isn't uploaded
- Notification is displayed in real-time (once the file uploads unsuccessfully)
- The notification is displayed in red and goes away once the user places focus on another control

Upload Media ({0}) Optional — 1

Video 100MB max - MOV, AVI, MP4, WMV, MP3

Photo 3MB max - JPG, PNG, GIF

➡ Your file exceeds (#)MB. Please upload a smaller one.

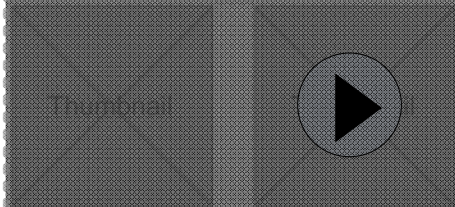




# Component 80: Media (4 of 4)

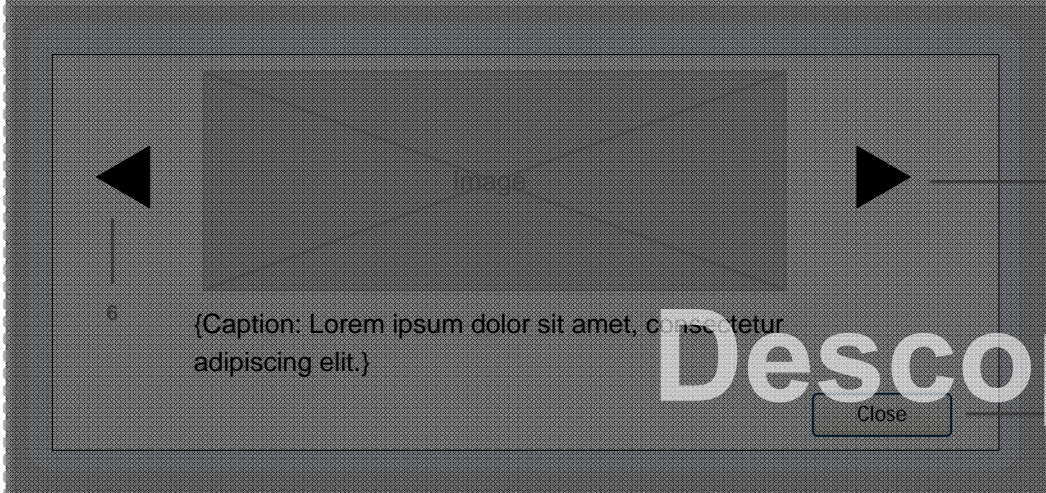
## Condition 60 – Photo(s) / Video Uploaded (View Only)

- Default view; once a review is posted, the photos and videos are read only
- On the preview page, photos and videos at this point can no longer be “played back” or viewed.



## Condition 70 – On-click Photo(s) Uploaded (View Only)

- When a user clicks on a thumbnail a modal opens to display the full image with the caption if applicable



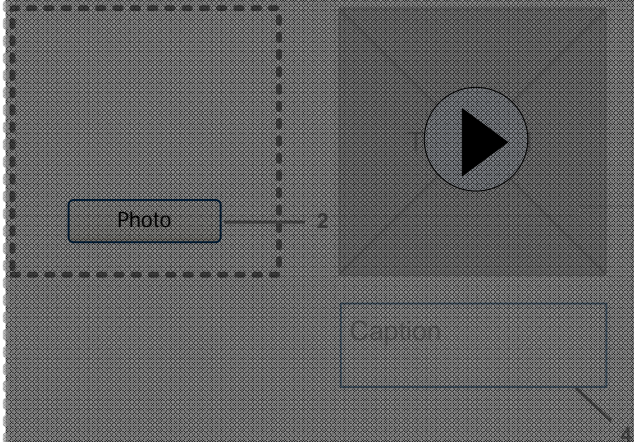
## Condition 80 – On-click Video Upload (Play)

- Customers have the ability to review and uploaded video prior to submitting the form.
- When users click the play button, the ExpoTV interface would handle the playback / preview. (This is also true when the video is being played from the review.)

## Upload Media ({0}) Optional 1

Video 100MB max - MOV, AVI, MP4, WMV, MP3

Photo 3MB max - JPG, PNG, GIF



## FUNCTIONAL SPECIFICATIONS

### 1 – Uploaded photo counter

Type: text / counter

Format: alpha

Functionality: As the user adds photos to the review the counter reflects the number of successful files uploaded

Max Value: 3

### 2 - Choose Photo File

Type: button

Functionality: Displays the browser upload file dialog box, with the ability to upload a image. The dialog box should restrict users from uploading a file that isn't one of the following file types: JPEG, PNG or GIF

Default Cond: Enabled

### 4 – Caption

Type: expandable body text

Functionality: Once the user reaches the max viewable, an additional line appears. No scrollbar appears within the text field, however the user should be able to view all content within the allowable area

Default Cond: enabled; with an initial line height of 2

Default Val: Ghost text: Caption

Max Chars: 75

### 5 – Close

Type: button

Functionality: Closes the photo modal

Default Cond: enabled

### 6 – Next / Previous

Type: graphical button

Functionality: The button on the right navigates to the next picture, while the button on the left navigates to the previous picture

Default Cond: enabled; buttons only appear if there are multiple pictures. Pictures are on a carousel so there isn't an “end”



# Component 90: Voting

## Condition 10 – Default View (No vote has submitted)

- Both the thumbs up and thumbs down ratings are in normal state.



## Condition 20 – User selects a vote

- Associated call to action will be marked as selected.
- Once user had selected a “Thumb up” option, the associate counter will increase its number accordingly.



## Condition 30 – User switches from one vote to another during the same session.

- Associated call to action will be marked as selected. Meanwhile the other vote will be deselected automatically.
- Once user had switched his voting, the newly selected counter will increase its number accordingly. Meanwhile the “deselected” vote counter will decrease its number as well.



## Condition 40 – User deselects his vote

- By clicking on the selected vote again, system will void its vote accordingly. Hense, it will go back to “Condition 10 – Default View (No vote has submitted)” State
- Once this action is performed, its counter will adjust accordingly as well.



## FUNCTIONAL SPECIFICATIONS

### 1 – Number of upvotes

Type:	Text
Format:	Numeric
Source:	Database: upvotes associated with the review
Content:	End user

### 2 – Thumbs up

Type:	Link
Format:	Image
Functionality:	On-click, activates the Thumbs Up icon and increments the number of upvotes by 1
Default Cond:	Unactivated, unless the current user has previously upvoted this review. This information is saved to a user’s site cookie.

### 3 – Number of downvotes

Type:	Text
Format:	Numeric
Source:	Database: downvotes associated with the review
Content:	End user

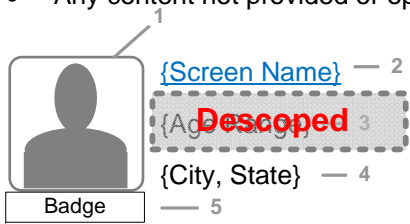
### 4 – Thumbs up

Type:	Link
Format:	Image
Functionality:	On-click, activates the Thumbs Up icon and increments the number of upvotes by 1
Default Cond:	Unactivated, unless the current user has previously upvoted this review. This information is saved to a user’s site cookie.

Component 100: Profile Information

Condition 10 – Reviewer public profile information

- Customers have the ability to provide certain demographic information about themselves that is displayed along with their profile per their digression.
- Any content not provided or opt out of by the user is not displayed



Component 110: Date

Condition 10 – Date Displayed

- Each review has a corresponding date
- The date displayed is the date the customer submitted their review
- The date is formatted as: Month DD, YYYY

{Month DD, YYYY} — 6

Condition 20 – Syndicated reviews date

- Each review has a corresponding date
- The date displayed is based on the source of the review
- The date is formatted as: Month DD, YYYY
- Additional text is included the indicate the source of the review

{Month DD, YYYY} via {Site} — 7

FUNCTIONAL SPECIFICATIONS

**1 – Profile image**  
Type: image  
Functionality: The corresponding user’s profile image is displayed. If the user has not uploaded an image to their profile, a default image is used.  
Source: User’s profile

**2 – Screen Name**  
Type: Link  
Functionality: Page turn to the corresponding users public profile page. Not a link on the preview modal.  
Default Cond: enabled  
Target: Public Profile

**3 –Age range**  
Type: text  
Functionality: Displays the corresponding age range based on the user’s birthday (including the year). If the year / birthday isn’t available, the age range is not displayed. No space is left.  
Source: User’s profile

**4 – City, State**  
Type: text  
Functionality: Displays the corresponding city, state based on the user’s zip code.  
Source: User’s profile

**5 – Badges**  
Type: icon  
Format: Image  
Functionality: Displays the highest level badge earned or the badge that is most relevant to the review. The rules for this will be determined by the BU.  
Condition: max number of badges displayed is 2  
Source: User’s profile

**6 – Date**  
Format: Date: Month DD, YYYY  
Values: Displays the date the review was submitted by the reviewer  
Source: Moderation tool

**7 – Source**  
Type: Text  
Functionality: Displays only when the user wrote a review in another SHC site then what the user is currently reviewing the review in



# Component 110: Follow

## Condition 10 – Default View

- View regardless of log-in status, button is enabled.



## Condition 20 – On-Click, Signed In

- if user is signed in, on-click the button should convey that action has taken place
- button continues to be enabled to give user opportunity to unfollow the discussion.



## Condition 30 – On-Click, Not Signed In

- if user is not signed in, on-click the user will be presented with the sign/registration modal
- refer to wire frames: Sign-In & Registration

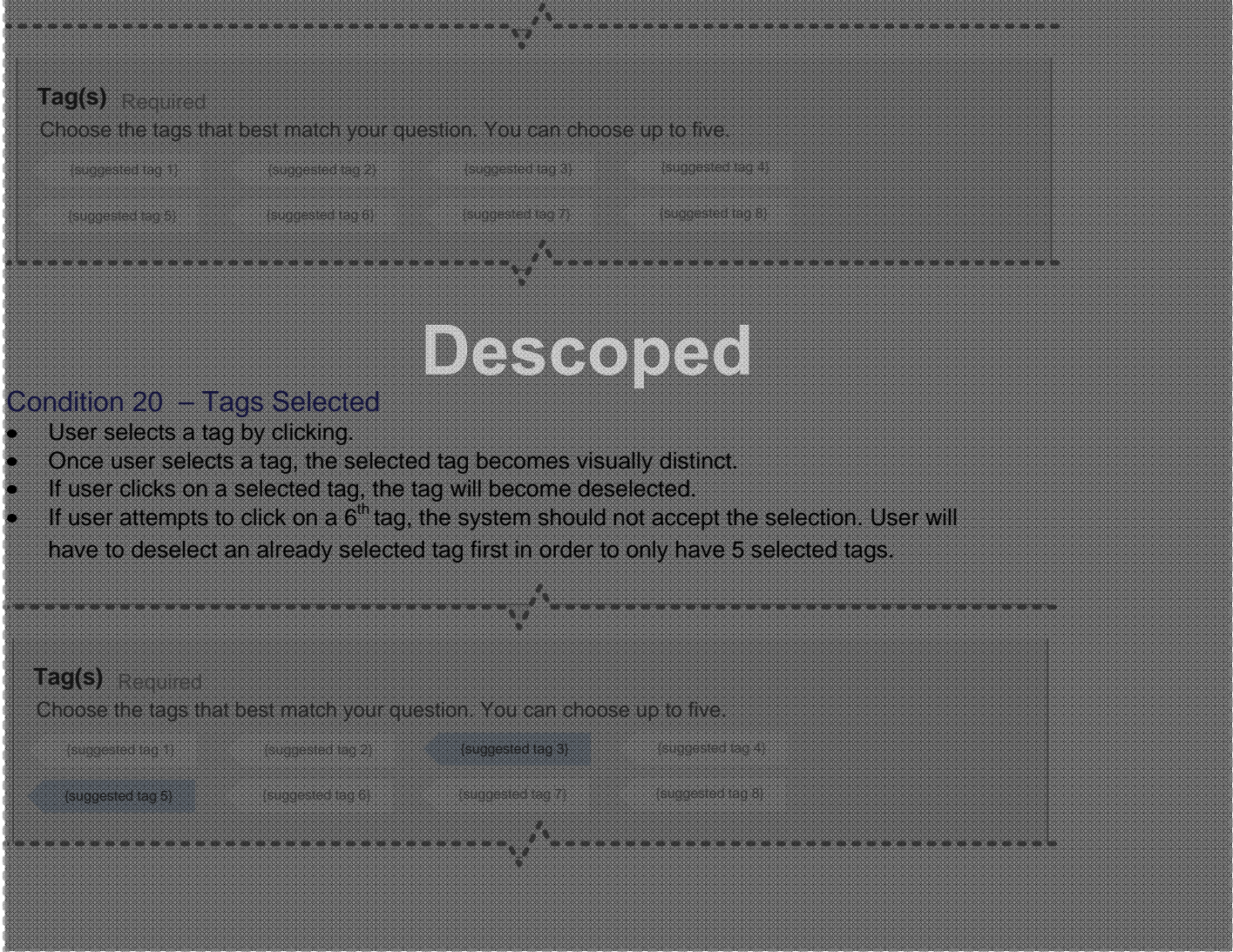
## FUNCTIONAL SPECIFICATIONS

# Component 120: Tags

## FUNCTIONAL SPECIFICATIONS

### Condition 10 – Default View

- Tags are automatically generated and suggested for the user based on the question submitted.
- Tags are pre defined by the content team



### Condition 20 – Tags Selected

- User selects a tag by clicking.
- Once user selects a tag, the selected tag becomes visually distinct.
- If user clicks on a selected tag, the tag will become deselected.
- If user attempts to click on a 6<sup>th</sup> tag, the system should not accept the selection. User will have to deselect an already selected tag first in order to only have 5 selected tags.



<Community Header>

<Community Global navigation>

**Yikes! We're sorry but that page is no longer available.**

Here's why:

The page may no longer exist.  
Your session may have timed out.  
Or worse, evil trolls have stolen the page. (Not again!)

Evil trolls or not, we're here to help you find just what you need.

Community Customer Care — 1  
or  
Community Home — 2

<Community Footer>

## FUNCTIONAL SPECIFICATIONS

## 1 – Customer Service

Type: Hyprlink

**Functionality:** OnClick, system will bring user to the Customer Service main landing page. Page turn.

## 2 – Homepage

Type: Hyprlink

**Functionality:** OnClick, system will bring user to the community homepage. Page turn.

—Top fold—

<Community Logo>

We’re sorry, {MySears/MyKmart} Community is temporarily closed for site enhancements.

For your immediate convenience, you can visit the following sites:

[Sears](#) | [Kmart](#) | [MyGofer](#) | [Craftsman](#) | [Kenmore](#) | [PartsDirect](#) | [Lands’ End](#) | [Sears Home Services](#) | [Sears Outlet](#)

For Sears Holdings Investor Information, [click here](#).

—Top fold—