

Document Summary

Description	Name
Wireframe Scope	SHC
Brands Covered	Sears and Kmart Communities
Screen ID	
Screen Name	Community Initiative – Community Experience POC

Revision History

Version	Date	Author	Notes
...			
1.0	04/27/12	S. McClain	Initial draft for the concept wire
2.0	05/12/12	S. McClain	UI modification after internal review with R. Lutterbach and K. Czyrka on 05/11/2012.

<Community Header>


<Community Global navigation>

Sears Community

Customer Service

Featured Q&A

Category: [Installation](#)



Q: After warranty help

Does anyone have a good repair company information in Macomb county (Michigan). My appliances are expiring in June 2012.

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Username

City, State

Month DD, YYYY HH:MM PM

A:

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Ask a question about [Installation](#)

Enter your question here...

Ask

Delivery

From the Editor

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Parts Direct

Buying Guide

Short term vs long term need



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Where to check the status?

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We are here to help.

Username

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Last Posted on Sep 21, 2011

Badge1

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Username

City, State

Last Posted on Sep 21, 2011

Badge1

Badge2

Username

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Last Posted on Sep 21, 2011

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Badge2

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Sears Stores

1-800-549-4505

[Email Us](#)

Sears.com

1-800-697-3277

[Email Us](#)

Delivery

1-800-732-7747

Installation

1-800-326-8738


Parts

1-800-366-7278

Repair

1-800-469-4663

Customer Service FAQ



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Community Phase 1 POC 2012-05-12 v02.vsd

Project: Community Initiative

Author: S. McClain

Last edited: 05/12/12 2:48 PM

Page 2 of 6

View 10: Customer Service Landing Page (2 of 2)

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Customer Service

Problems with Customer Service & Refund

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Another questions asked by member in Customer Service Section?

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Delivery

Why is it that Kmart seems like more fun?

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Where to check the status?

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Delivery

Where to check the status?

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[See All Editorial Blogs](#)

Customer Service FAQ



appliance  
MEASUREMENT  
GUIDES

Cooktops

Dishwashers

Washers & Dryers

Microwaves

Ranges

Range Hoods

Refrigerators

Wall Ovens

Measurement Guides

Make sure you know what will fit, before you get the biggest and best appliance at Sears.

<Community Footer>

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<Community Global navigation>

Marketing Tagline Goes Here...

Member counter  
1,209,897

Featured Editorial Blog

Category: Customer Service



From the Editor

Where to check the status?

Username City, State

Month DD, YYYY HH:MM PM

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Ask a question about Customer Service

Enter your question here...

Ask

We are here to help.




Username

City, State

Last Posted on Sep 21, 2011

Badge1

Badge2




Username

City, State

Last Posted on Sep 21, 2011

Badge1

Badge2



Username

City, State

Last Posted on Sep 21, 2011

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Featured Q&A

Category: Appliances

Q: After warranty help

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Username City, State


Month DD, YYYY HH:MM PM

A: Loreuismod tincidunt ut laoreet dolore magna aliquam erat volutpat...[See Details](#)

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Poll of the Week



How do you clear away the leaves on your lawn?

☐ Haul all the kids to help out

☐ Let the nature takes care of it


☐ Hire somebody

☐ Ask my husband to do it.

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appliance

MEASUREMENT

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Project: Community Initiative

Author: S. McClain

Last edited: 05/12/12 2:48 PM

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View 20: Homepage - Sears Community (2 of 2)

2012 Craftsman Innovations

Relentlessly improving to keep you one step ahead

appliance MEASUREMENT GUIDES

Cooktops

Dishwashers

Washers & Dryers

Microwaves

Ranges

Range Hoods

Refrigerators

Wall Ovens

Measurement Guides

Make sure you know what will fit, before you get the biggest and best appliance at Sears.

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Project: Community Initiative

Author: S. McClain

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# Customer Service

{text- question headline- Consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam.}

Month DD, YYYY    HH:MM PM    {#} answers   {#} views   {1} expert answers

Related topic: {topic}

Text- question details go here, wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Nam liber tempor cum sol.

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{#} answers | {#} views | {1} expert answers

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**Expert Answer 1** Consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum.

Month DD, YYYY    HH:MM PM

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Answer 2 Consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci {**relevant keyword**} suscipit lobortis nisl ut aliquip ex {**relevant keyword**} consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum.

Month DD, YYYY    HH:MM PM

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Add Answer    Add Comment

Profile Pic

Username  
City, State

Badge1

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## We are here to help.

Profile Pic

**Username**    City, State  
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Customer Service  
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**Yet another question also about Customer service.**  
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Delivery  
**Why is it that Kmart seems like more fun?**  
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—Top fold—



# **Community Initiative Phase 1**

## **User Experience Strategic Framework**

Prepared by  
**Shirley McClain**

# Vision

---

**Not just win one sale, but win one's heart.**

**Build their Trusts;  
Win their Hearts**



# Goals – Phase 1

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Retain existing community members

Increase purchase confidence

Bridge the gap between community knowledge and shopping experience contextually.

Increase Brand Loyalty

# Target Audience Value Propositions

---

Group 1

**Pre-Purchase**



**After Customer had identified a product, s/he needs validations to increase purchase confidence**

Group 2

**Pre-Purchase**



**Customer needs guidance to find a suitable product(s) for a specific need and/or task**

Group 3

**Post- Purchase**



**Customer service and product support**

# Guiding Principles

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**Contextual relevant**

**Engage with customers**

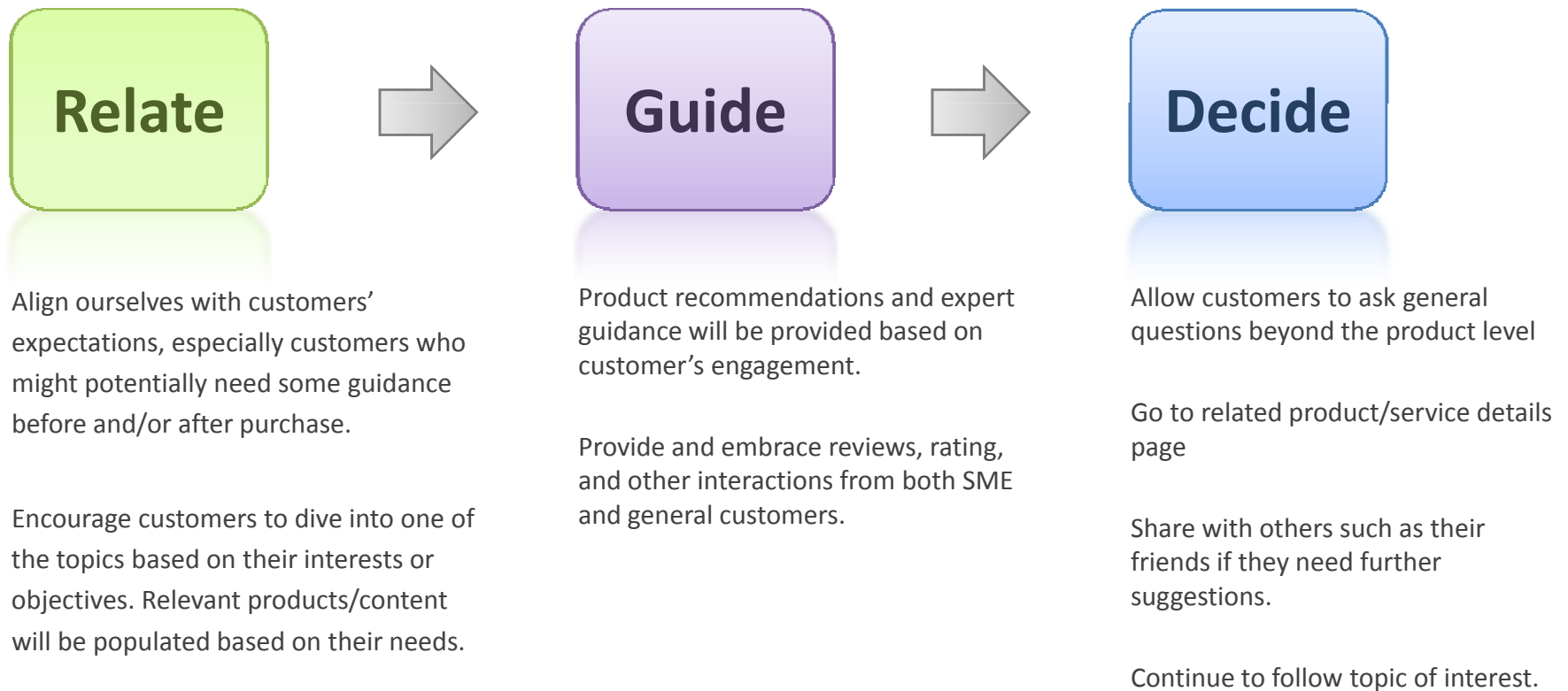
**Respectful & responsive**

**Exclusive**

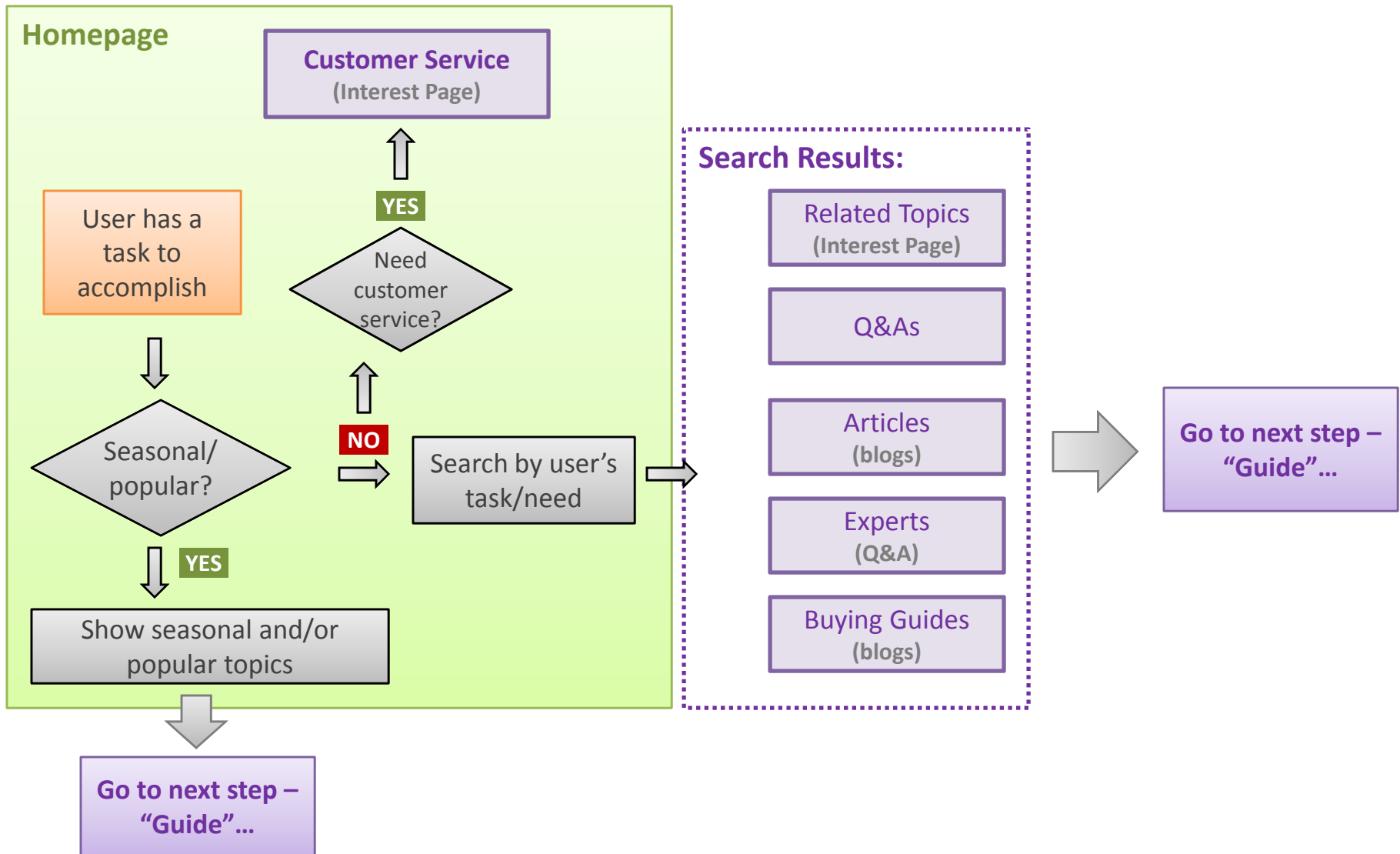
# User Engagement in Community Setting

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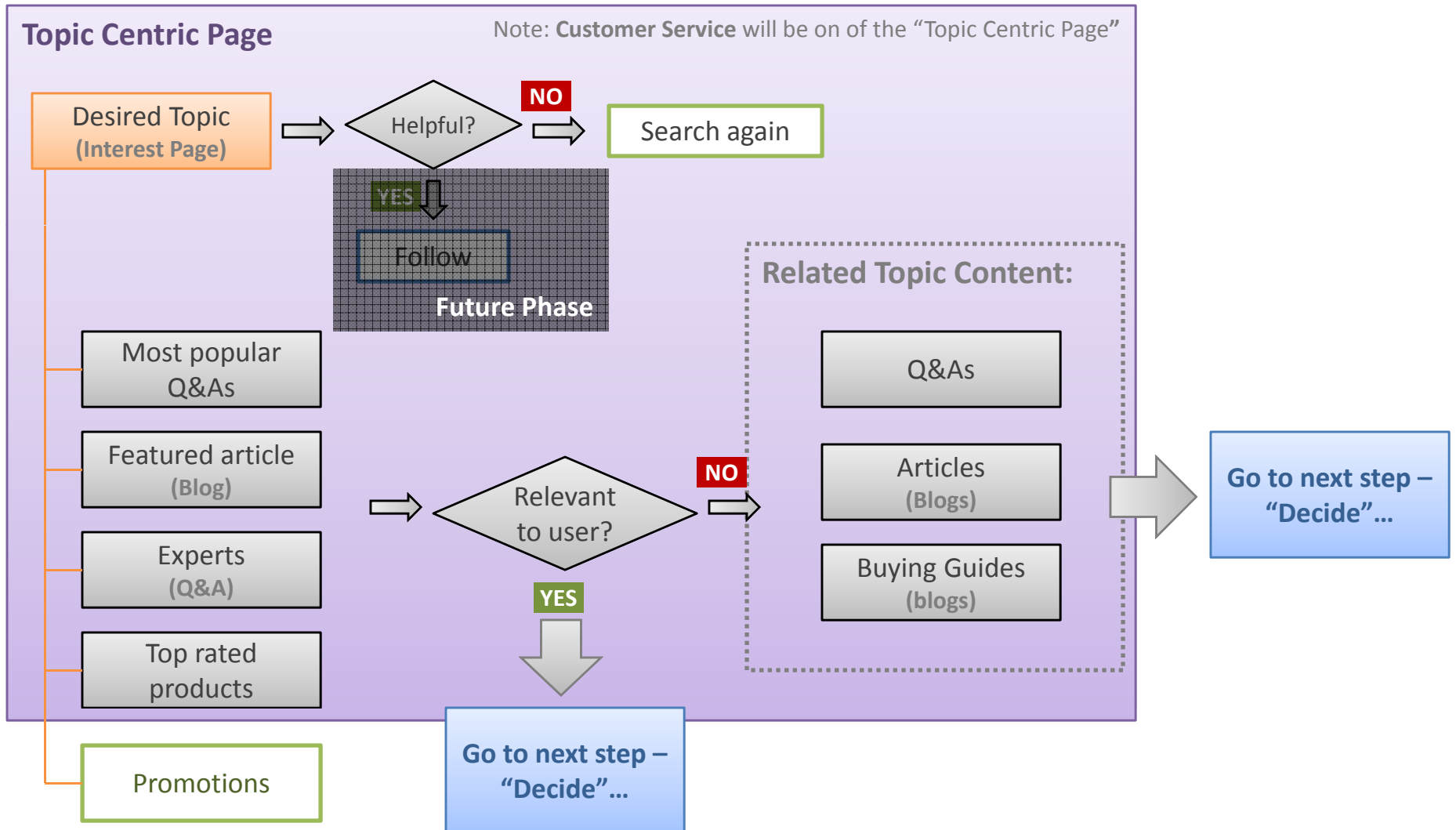
## Align with customers' expectations



# Workflow – Relate → Guide



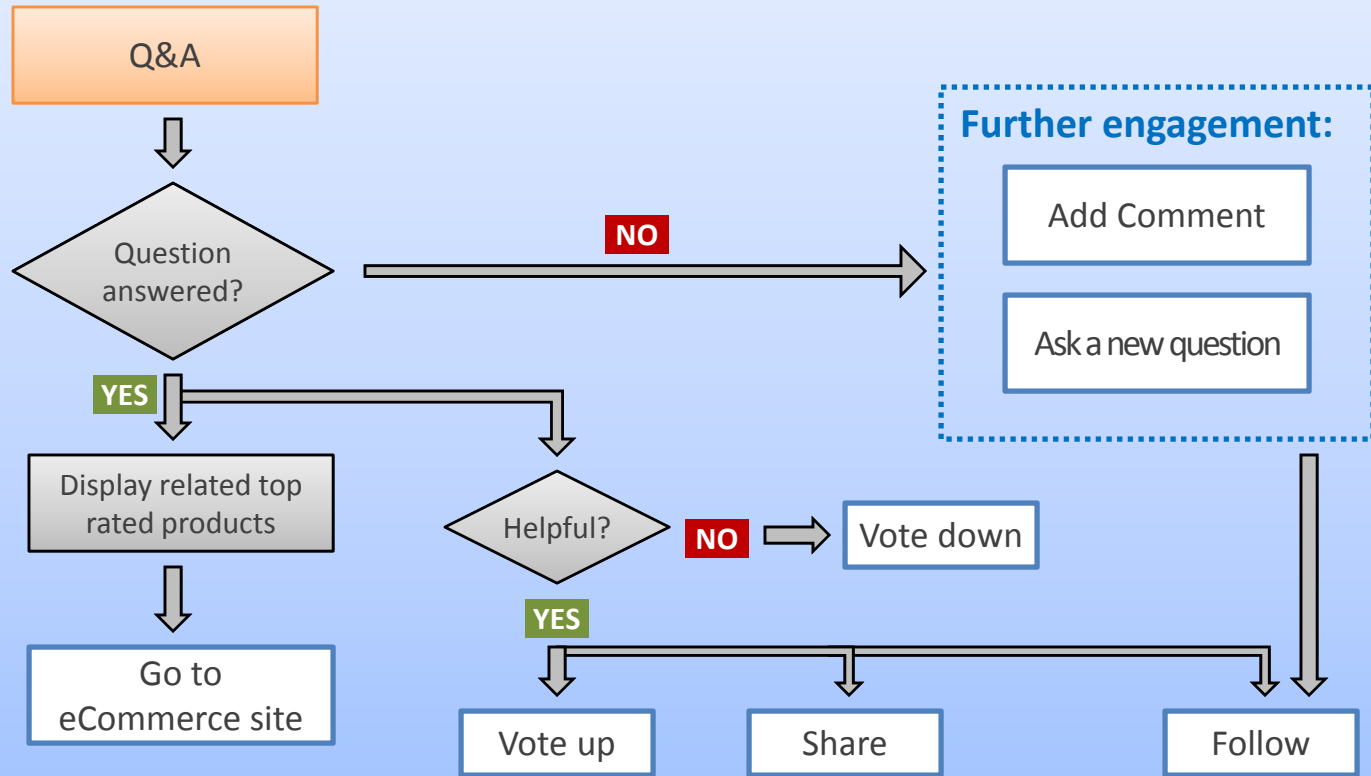
# Workflow – Guide





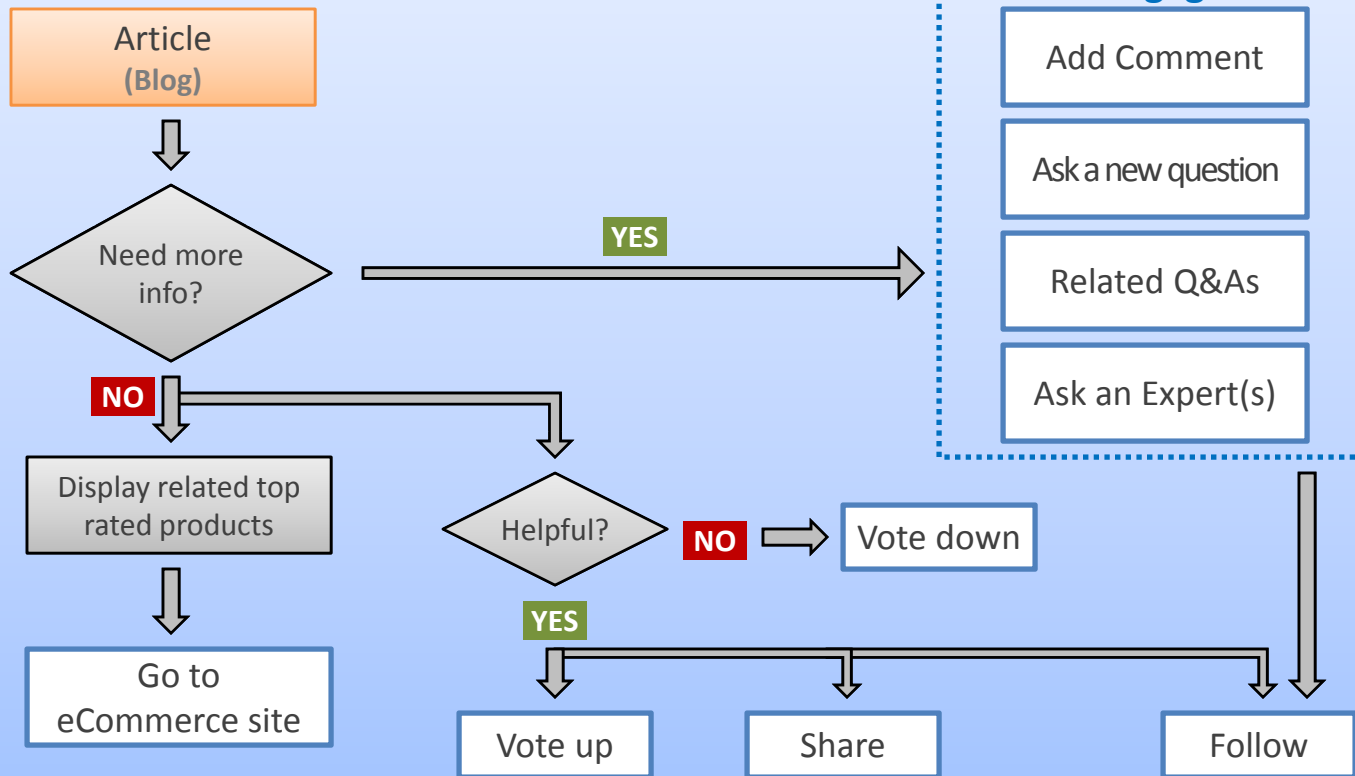
# Workflow – Guide → Decide

## Q&A



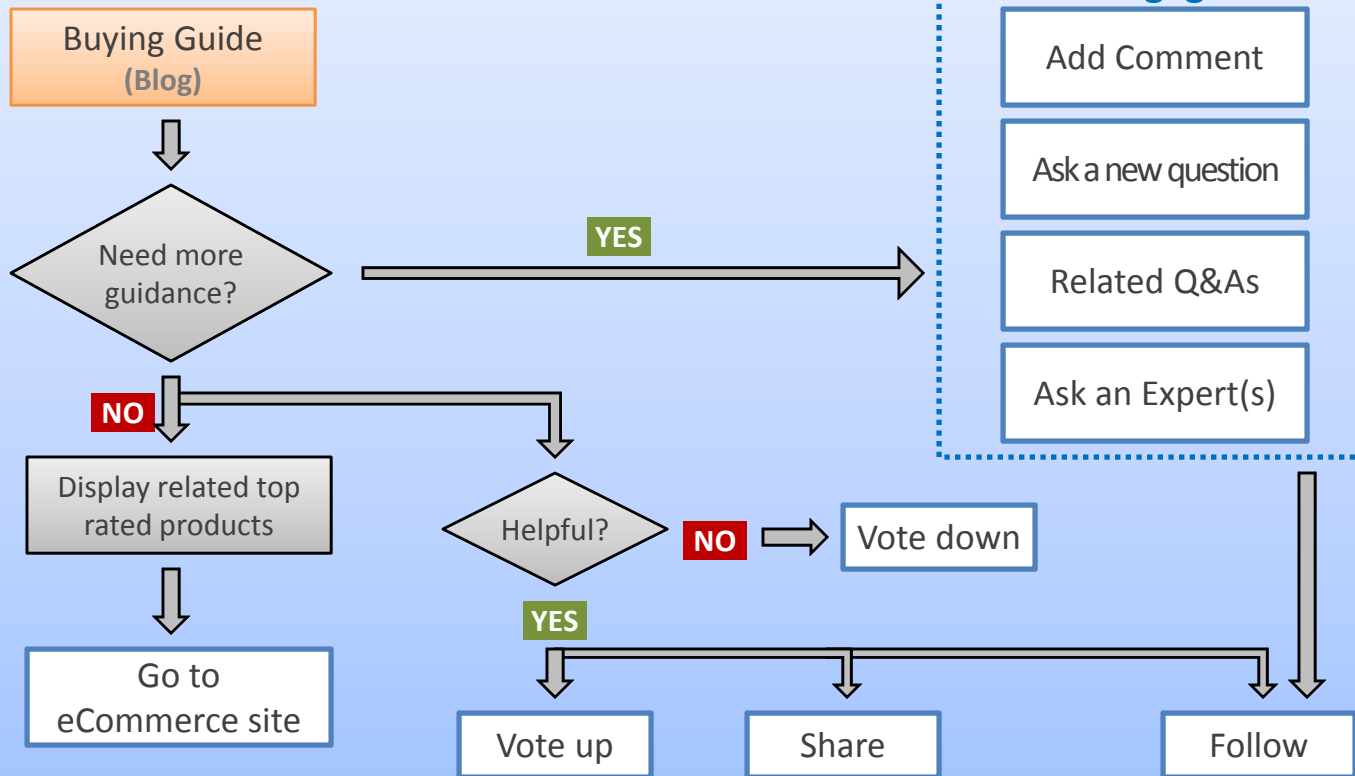
# Workflow – Guide → Decide

## Blog



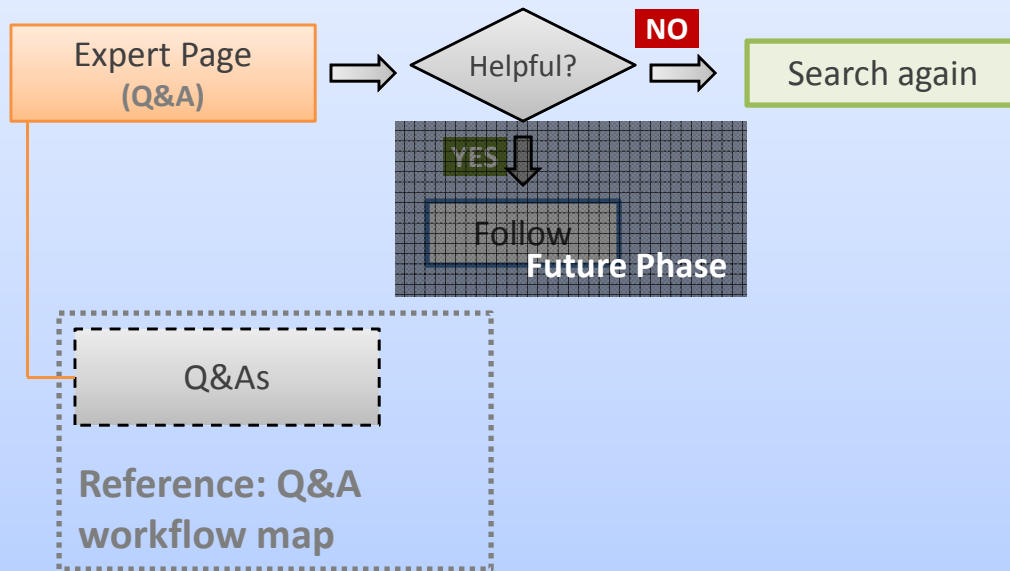
# Workflow – Guide → Decide

## Buying Guide (Blog)



# Workflow – Guide → Decide

## Expert Page



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**-- The End --**