Cover

SHC   Community Initiative – Community Experience POC

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.

Share   {#} answers | {#} views | {#} expert answers

Username City, State   Month DD, YYYY   HH:MM PM

A: Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat...See Details

Ask a question about Installation

[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
	Badge1
	Badge2

See All Experts

Delivery

From the Editor
Where to check the status?

Username City, State   Month DD, YYYY   HH:MM PM

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Share   Add Comment   Helpful **0**   **0**   ⚑

Ask a question about Delivery

[Enter your question here...] [Ask]

Parts Direct

Buying Guide
Short term vs long term need

#11
on diagram

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Share   Add Comment   Helpful **0**   **0**   ⚑

Ask a question about Parts Direct

[Enter your question here...] [Ask]

Contact Us

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

appliance
MEASUREMENT
GUIDES

Most Popular Questions

General
How to earn 500 Shop Your Way Rewards Points!

Share   {#} answers | {#} views | {#} expert answers

Most Viewed Articles

Customer Service
Where to check the status?

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| Enter your question here... | Ask | | Enter your question here... | Ask |

Customer Service FAQ

Most Popular Questions

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Customer Service
Problems with Customer Service & Refund
Share   {#} answers | {#} views | {#} expert answers

Another questions asked by member in Customer Service Section?
Share   {#} answers | {#} views | {#} expert answers

Delivery
Where to check the status?
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appliance
MEASUREMENT GUIDES

Cooktops   Ranges
Dishwashers   Range Hoods
Washers & Dryers Refrigerators
Microwaves   Wall Ovens

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

Delivery
Why is it that Kmart seems like more fun?
Share   {#} answers | {#} views | {#} expert answers

See All Customer Service Questions

See All Editorial Blogs

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<Community Header>

<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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Share   Add Comment

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

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Badge2

See All Experts

Featured Q&A

Category: Appliances

Q: After warranty help

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Username City, State   Month DD, YYYY   HH:MM PM

A: Loreuismod tincidunt ut laoreet dolore magna aliquam erat volutpat...See Details

Share   Add Comment

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.

Share   See Poll Results

Share   Add Comment

Recent Activity

Username   Month DD, YYYY   HH:MM PM
just followed the following question:
This is the headline of the question.

appliance
MEASUREMENT
GUIDES

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Sears Holdings Corp   CONFIDENTIAL   Community Phase 1 POC 2012-05-12 v02.vsd   **Project:** Community Initiative   **Author:** S. McClain   Last edited: 05/12/12 2:48 PM   Page 4 of 6

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

Loreuismod tincidunt ut laoreet dolore
magna aliquam erat volutpat...See Details

Share   Add Comment

Share   See Poll Results

Recent Activity

Username   Month DD, YYYY   HH:MM PM
just followed the following question:
This is the headline of the question.
Category: Customer Service

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just followed the following question:
This is the headline of the question.
Category: Lawn and Garden

Username   Month DD, YYYY   HH:MM PM
just followed the following question:
This is the headline of the question.
Category: Customer Service

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INNOVATIONS
Relentlessly improving to keep you one step ahead

Measurement Guides
appliance MEASUREMENT GUIDES

Cooktops   Ranges
Dishwashers   Range Hoods
Washers & Dryers Refrigerators
Microwaves   Wall Ovens

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

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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.}

Profile Pic

Username
City, State

Badge1
Badge2

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.

Share

Helpful 0   0

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

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.

Profile Pic

Expert name
City, State

Badge1
Badge2

Month DD, YYYY   HH:MM PM

Share   Reply

Helpful 0   0

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.

Profile Pic

Username
City, State

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Month DD, YYYY   HH:MM PM

Share   Reply

Helpful 0   0

Add Answer   **Add Comment**

We are here to help.

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Badge1
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Badge1
Badge2

See All Experts

Featured Questions

Customer Service
Problems with Customer Service & Refund

Share   {#} answers | {#} views | {#} expert answers

Another questions asked by member in Customer Service Section?

Share   {#} answers | {#} views | {#} expert answers

Yet another question also about Customer service.

Share   {#} answers | {#} views | {#} expert answers

Delivery
Why is it that Kmart seems like more fun?
Share   {#} answers | {#} views | {#} expert answers

See All Customer Service Questions

——Top fold——

sears

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

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

Contextual relevant

Engage with customers

Respectful & responsive

Exclusive

User Engagement in Community Setting

Align with customers' expectations

Relate → **Guide** → **Decide**

Relate

Align ourselves with customers' expectations, especially customers who might potentially need some guidance before and/or after purchase.

Encourage customers to dive into one of the topics based on their interests or objectives. Relevant products/content will be populated based on their needs.

Guide

Product recommendations and expert guidance will be provided based on customer's engagement.

Provide and embrace reviews, rating, and other interactions from both SME and general customers.

Decide

Allow customers to ask general questions beyond the product level

Go to related product/service details page

Share with others such as their friends if they need further suggestions.

Continue to follow topic of interest.

Workflow – Relate ⟹ Guide

Homepage

Customer Service
(Interest Page)

↑ **YES**

User has a task to accomplish

↓

Seasonal/ popular?

NO ⟹ Need customer service? ↑

Search by user's task/need ⟹

YES ↓

Show seasonal and/or popular topics

↓

Go to next step – "Guide"…

Search Results:

Related Topics
(Interest Page)

Q&As

Articles
(blogs)

Experts
(Q&A)

Buying Guides
(blogs)

⟹ Go to next step – "Guide"…

Workflow – Guide

Topic Centric Page
Note: **Customer Service** will be on of the "Topic Centric Page**"**

Desired Topic
(Interest Page)

Helpful?

NO

Search again

YES

Follow

Future Phase

Most popular
Q&As

Featured article
(Blog)

Experts
(Q&A)

Top rated
products

Promotions

Relevant
to user?

NO

YES

**Go to next step –
"Decide"…**

Related Topic Content:

Q&As

Articles
(Blogs)

Buying Guides
(blogs)

**Go to next step –
"Decide"…**

Workflow – Guide ⟹ Decide

Q&A

Q&A

Question answered?

NO ⟶ **Further engagement:**
- Add Comment
- Ask a new question

YES

Display related top rated products

Go to eCommerce site

Helpful? — **NO** ⟶ Vote down

YES

Vote up · Share · Follow

Workflow – Guide ⇒ Decide

Workflow – Guide ⟹ Decide

Buying Guide (Blog)

Buying Guide
(Blog)

↓

Need more
guidance? — **YES** ⟶

Further engagement:

Add Comment

Ask a new question

Related Q&As

Ask an Expert(s)

NO ↓

Display related top
rated products

↓

Go to
eCommerce site

Helpful? — **NO** ⟶ Vote down

YES ↓

Vote up

Share

Follow

Workflow – Guide ⟹ Decide

Expert Page

Expert Page (Q&A)	⟹	Helpful?	⟹ **NO**	Search again

YES ⟱

Follow

Future Phase

Q&As

Reference: Q&A workflow map

-- The End --