Communities Overview:

viewpoints is bloging platform and we are converting and migrating the data.

rewriting and puting it on wordpress

on ch4. Its php

kmart.com/communities

sears.com/communities

stakeoverflow (example of communities)

* comment
* follow
* flag
* q/a

The purpose of the communities site is to Provide online social support for customers to access information, get customers service and expert advice from SHC associates, vendors and member, awhile also getting customer feedback

SSO

Blogs and buying guides (different feel than blogs)

Profile

Q&A

Badging

* + Expert – Manually added through Admin/Moderation tool
    - Different look/feel to public profile page
  + Associate – appears for anyone who has an employee ID in membership profile
    - ***Functional requirement***: integrate with LDAP for automatic add/removal of associate badge BUT also need to badge associates that interact on the site without using admin tool.
  + Customer Care Network – tied to CCN employees working within the communities
    - ***Functional requirement***: integrate with LDAP for automatic add/removal of associate badge
  + Moderator Badge – Assigned to anyone with Admin/Moderator tool access; manually added
  + Vendors – Manually added through Admin/Moderation tool

Ads Units

Polls

* Consistent Template includes:
* Question creation using text, image or video
* Multiple answer types: multiple choice, ratings, etc.
* Title and tags
* Crawlable
* Created and published through the Admin tool, results pulled though Admin tool or Business Objects
* Select location to publish (home page, category page, other site pages)

Emails- welcome message, weekly feed, discusiion

Videos

Topic centric taxonomy

1. Viewpoint content

2. connect content to ecomerse site

Have the same tagging system as MML or SYW

Need:

Example of contents topics covered.

* Customer service (parts direct, installion and repair)
* Categories (Appliances and L&G, Fitness)
* Interest page

Next step:

Kathryn schedule meeting : sebas and Shirley and jenny, judy, hamid