SYW: Gives user the look and field of Facebook and enables them to import products from any site and add it to cart. It’s staged on CASS platform and shortly it will enable developers to call back the CASS to add different features (ex. Wish list). Once you have registered, it will show you all the Apps. Installed.

* Forums are featured as App. Walls (doesn’t have threading, you can relate to anything)
* Profile Integration are presented as Catalogs (being integrated into gift registry)
* You can friend request others and shop with your friends via chatting
* User can post comments and products and like items posted by other users
* Once you view a product on SYW, it’ll show you similar products on your wall

Sign Up: Once you create an account on SYW you can use it on Sears, Kmart and etc. Three different approaches to signing up:

1. Create your own landing page

* There is no restrictions on what you can have, but need URL to drop iframe

1. Two different white label

* User signs up for SYW and SYWR (you can add additional step in the sign up (ex. Benefits of KGC)
* User signs up for SYW but is not forced to create a SYWR but will get alerts of why it’s important to sign up for SYWR (encourage to register)

Standards:

1. Left rail cannot be manipulated for a particular App.
2. Header and footer will always be the same for any App. (can’t use Kmart Header)
3. Wall will be right in the middle just as Facebook has it
4. URL App. are standard up to a point (ex. shopyourway.com/app)

Reward Points:

1. You need to call SYWR API because its different than SYW API
2. For every 1,000 points in your account its worth $1.00

Issues:

1. Product with my App.

* Need to create an App. Wall for every product to make an API call

1. Integration with checkout

* It’ll show Sears products, but not Kmart when you checkout