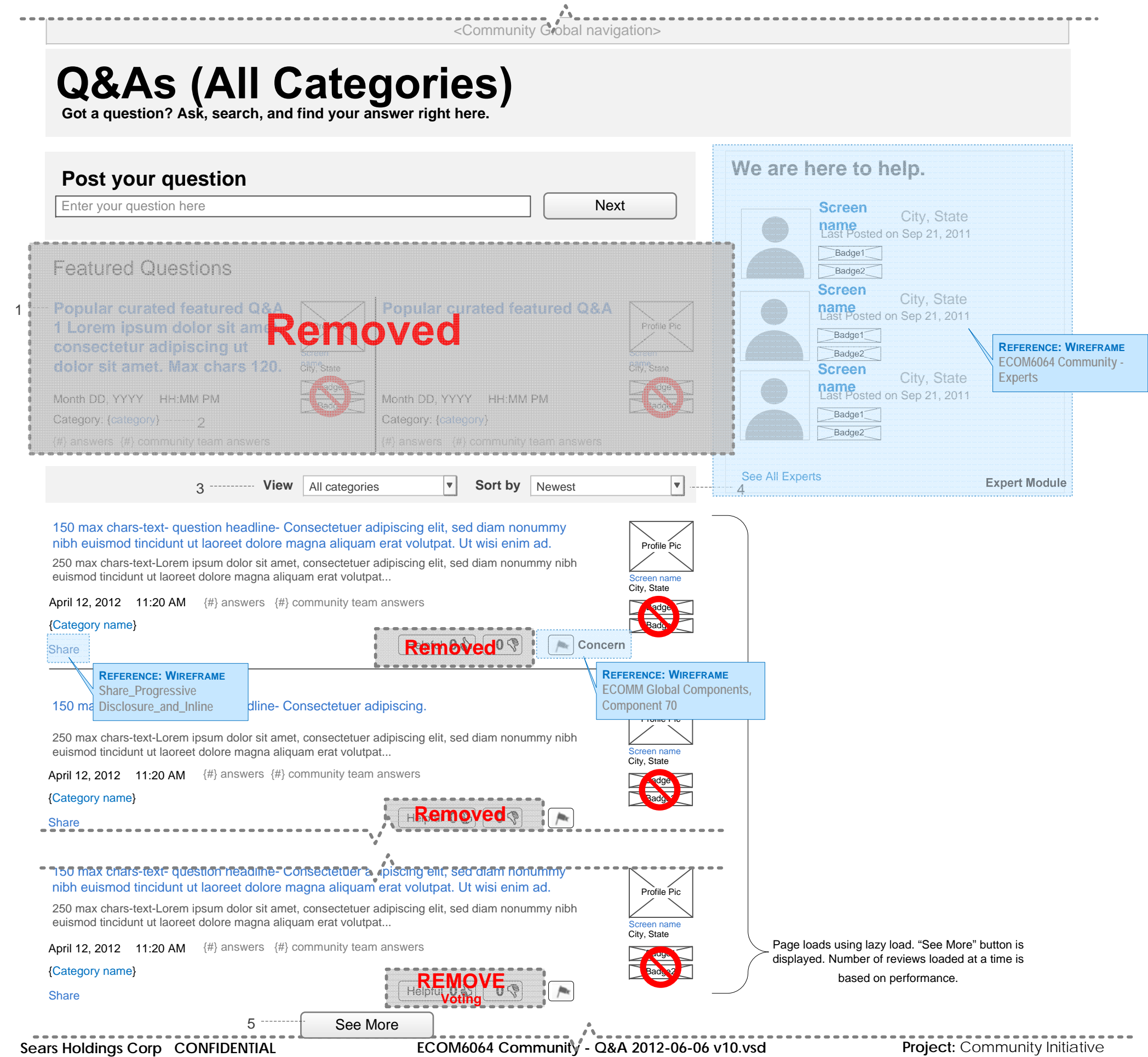


Document Summary

Description	Name
Wireframe Scope	SHC
Brands Covered	Sears Core Sites
Screen ID	
Screen Name	Community Initiative – Q&A

Revision History

Version	Date	Author	Notes
...			
0.0	04/10/12	J. Cisneros	Initial draft for feature list.
1.0	04/18/12	J. Cisneros	Continued modification of page features.
2.0	04/23/12	J. Cisneros	Continued modification of page features.
3.0	05/10/12	J. Cisneros	Continued modification of page features; inclusion of Global Header.
4.0	05/14/12	J. Cisneros	Continued modification of features.
5.0	05/18/12	J. Cisneros	Updated wires based on stakeholder feedback. Copy changes and annotations included.
6.0	05/21/12	J. Cisneros	Updates to annotations. Updates to UGC error condition.
7.0	05/23/12	J. Cisneros	Extracted components from wires into Global Component Wires
8.0	06/04/2012	S. McClain	Moved Header wires out of this wire
9.0	06/06/2012	J.Silverman	Updated wires based on stakeholder feedback. Copy changes included.
10.0	06/06/2012	S. McClain	Cleaned up.



FUNCTIONAL SPECIFICATIONS

1 – Curated Featured Questions
Type: hyperlink
Description: content team curated questions can be from any category. The most popular from specific category will be displayed.
Action: on click
Functionality: On click, page turn to the Q&A detail page for that question.
Condition: Featured content only appears if two popular curated questions are available. If two are unavailable, please refer to View 20.
Max Chars: 120

2 – Category
Type: hyperlink
Description: informs user of question's associated category
Action: on click
Functionality: On click, page turn to the category interest page.

3 – View Filter
Type: drop down
Display Default: All categories questions displayed chronologically
Action: on click
Functionality: On click, menu is displayed showing available category values. Categories are determined by content team.
Condition: View filter is only displayed on Q&A all categories landing page; filter is not needed when user is already within a particular category

View

All categories

All categories
Only categories I follow
Category 1
Category 2
Category 3
Category 4

4 – Sort by Filter
Type: drop down
Default: Newest
Action: on click
Functionality: On click, menu is displayed showing available sort values.

Sort

Newest

Newest
Oldest
Most answered
Expert answered

5 – See More
Type: button, infinite scroll
Action: on click
Functionality: On click, will display more questions

Sears Community > {Category} Q&As

Question

{Question Headline goes here... Max 120 characters.}

{Optional question details goes 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}

Month DD, YYYY HH:MM PM

REFERENCE: WIREFRAME
ECOMM Global Components,
Component 110

Removed

<Satisfied>

1

Profile Pic

Username

City, State

Age

Gender

Related Questions

- [{Related Question 1}](#)
{#} answers {#} community team answers
- [{Related Question 2}](#)
{#} answers {#} community team answers
- [{Related Question 3}](#)
{#} answers {#} community team answers

No answers have been submitted... yet.

Post an answer and be the first to show off your big brain.

Add Answer

Comments

REFERENCE: WIREFRAME
ECOMM Global Components,
Component 50.10.10

FUNCTIONAL SPECIFICATIONS

- 1 – Share
- Type: hyperlink
- Reference: Share_Progressive Disclosure_and_Inline_v1.1 wires
- Condition: both question and answer is shared

Component 30.10 - Answers

Condition 10 – User Answer

Member Answer

{Member answer goes here...tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, nostrud exerci }

Month DD, YYYY

HH:MM PM

Profile Pic

Username

City, State

Badge

Badge

Share

Reply

Helpful 0

0

Condition 20 – Expert Answer

- expert answers are first in priority order (before user answers) within thread listed. If more than 1 expert answer list them chronologically
- expert answers should be visually distinct from user answers
- due to their moderation tool, experts have ability to include additional media/resources

Expert Answer

{Answer content goes here... tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, nostrud exerci {relevant keyword} suscipit lobortis nisl ut aliquip ex {relevant keyword} consequat. Duis autem vel

Month DD, YYYY

HH:MM PM

Profile Pic

Expert name

City, State

Badge1

Badge2

Share

Reply

Helpful 0

0

REFERENCE: WIREFRAME

ECOMM Global Components, Component 50.10

Condition 30 – Add a comment

- when user reply's to a comment there should be an indentation to distinguish the threaded conversation
- all nested comments should begin with “in response to {Username}”

in response to {Screen rname}

{User comments goes here...Consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. }

Month DD, YYYY

HH:MM PM

Profile Pic

Screen name

City, State

Badge1

Badge2

Share

Reply

Helpful 0

0

Condition 40 – User's Own Answer

- when a logged in user views his or her own comment, the comment has a “Delete Comment” link
- report a concern icon will not be displayed

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 suscipit lobortis nisl ut aliquip ex 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

Profile Pic

Username

City, State

Badge1

Badge2

Share

Reply

Delete Comment

40.10.10-Deleting Answer

Helpful 0

0

FUNCTIONAL SPECIFICATIONS

1 – Expert Answer

Description: all expert answers should be grouped together in chronological order and surfaced before community answers.

2 – Relevant Keywords

Type: hyperlink
Description: these hyperlinked key terms will be generated by experts via the expert moderation tool. Experts can include resources, information to services, or products via these links in their responses.
Action: on click
Functionality: On click, information layer appears- brings user to new browser window

Future Phase

Sears Holdings Corp CONFIDENTIAL

ECOM6064 Community - Q&A 2012-06-06 v10.vsd

Project: Community Initiative

Author: S. McClain

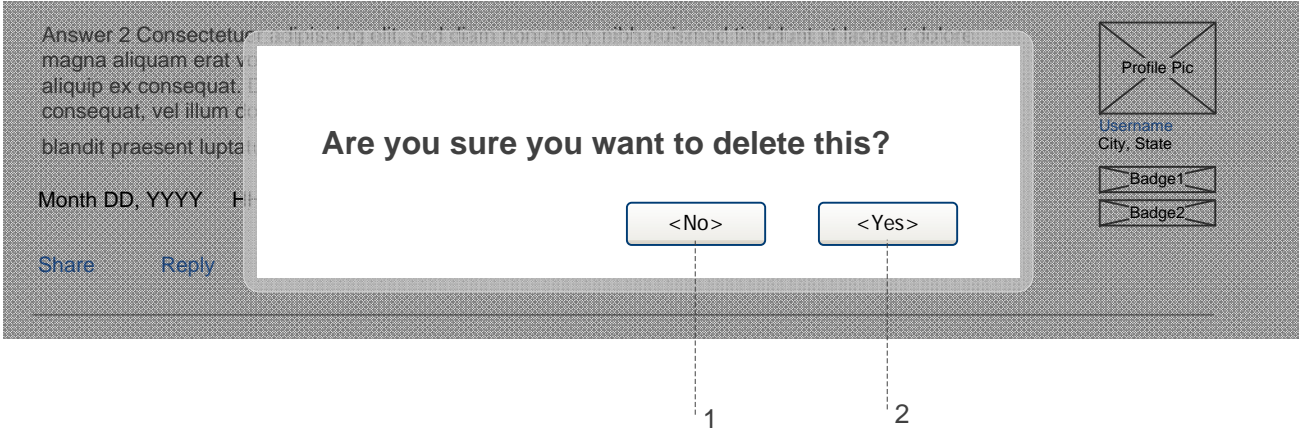
Last edited: 06/06/12 5:33 PM

Page 6 of 15

Component 40.10.10 - Deleting Answer

Condition 10 – User’s Deletes Own Answer

- After a logged in user views clicks on “Delete Comment” link, the user is prompted to confirm deletion of answer via a modal.



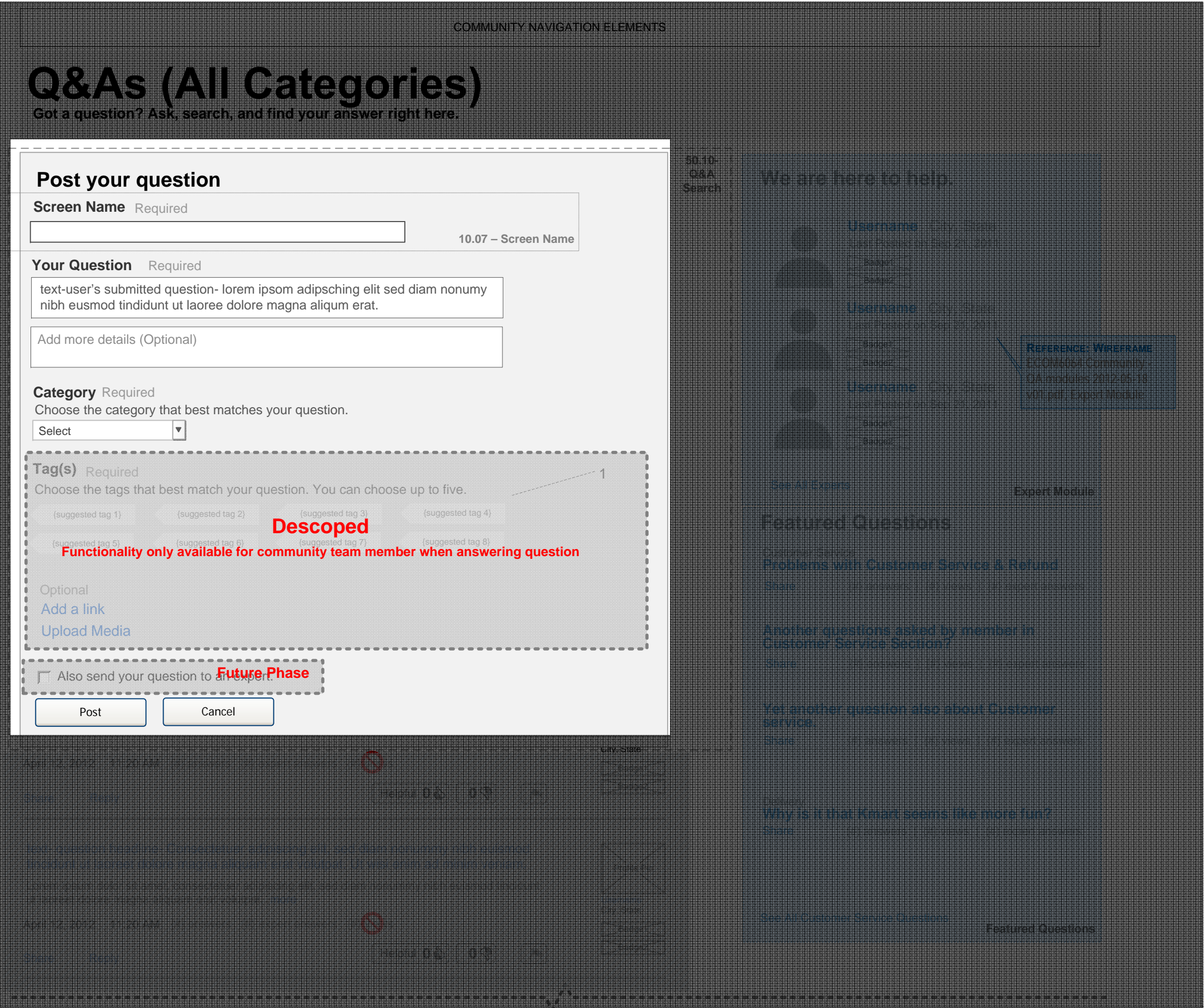
FUNCTIONAL SPECIFICATIONS

1 – No
Type: html button
Action: on click
Functionality: On click, modal closes.

2 – Yes
Type: html button
Action: on click
Functionality: On click, user's comment is removed from the thread and modal closes.

FUNCTIONAL SPECIFICATIONS

- 1 – Tags
- Type:choose a tag
- Action:on click
- Functionality:On click, tags are added to your question. The community team member who is answering question will do the tagging.



COMMUNITY NAVIGATION ELEMENTS

FUNCTIONAL SPECIFICATIONS

1 – Question Error In Focus
Description: when in focus, the follow error message should be displayed

<Your Question> Required

Please enter your question. (Must be at least 3 characters.)

Please enter your question.

2 – Category Error In Focus
Description: when in focus, the follow error message should be displayed

Category Required
Choose the category that best matches your question.

Please choose a category.

2 – Tag Error In Focus
Description: when in focus, the follow error message should be displayed

Descoped tags
Functionality only available for community team member when answering question

Please choose at least one tag.

Q&As (All Categories)

Got a question? Ask, search, and find your answer right here.

Post your question

Screen Name Required 10.07 – Screen Name

<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

Your Question Required

Add more details (Optional)

Category Required

Choose the category that best matches your question.

Tag(s) Required

Choose the tags that best match your question. You can choose up to five.

(suggested tag 1)

(suggested tag 2)

(suggested tag 3)

(suggested tag 4)

(suggested tag 5)

(suggested tag 6)

(suggested tag 7)

(suggested tag 8)

Optional

Add a link

Upload Media

☐ Also send your question to an expert.

Post

Cancel

We are here to help.

Username

First Name Last Name

Subject

Subject

Username

First Name Last Name

Subject

Subject

Username

First Name Last Name

Subject

Subject

See All Experts

Expert Module

Featured Questions

Problems with Customer Service & Refund

Share

Another questions asked by member in Customer Service Section?

Share

Yet another question also about customer service

Share

Why is it that Kmart seems like more fun?

Share

See All Customer Service Questions

Featured Questions

REFERENCE: WIREFRAME
ECOM6064 Community
QA modules 2012-05-18
v01.pdf Expert Module

REFERENCE: WIREFRAME
ECOM6064 Community
QA modules 2012-05-18
v01.pdf Featured
Questions Module

Component 50.10- Q&A Search (1 of 3)

Condition 10 – Default View

- user is able to enter a question within the search box
- 250 chars max.

Post your question

Enter your question here

Next

Condition 20 – User Begins to Type Question from All Q&As Landing Page

- as user types question, the system should begin commence auto suggesting similar questions
- auto suggestion will commence on the second char entered in the search box (same as sears.com)
- the suggested questions can be from any category

Post your question

{how do I redee}

Next

<how do I redeem rewards points>

<how do I redeem bonus points> 1

<how do I redeem member rewards>

<how do I redeem electronic gift cards>

<how do I redeem shop your way rewards points>

Condition 30 – User Begins to Type Question from a Category Page

- as user types question, the system should begin commence auto suggesting similar questions
- if user is interacting with the Q&A search from within a particular category, suggested questions from that particular category should be suggested first.

Post your question

{how do I redee}

Next

Questions in {category}

<how do I redeem rewards points>

<how do I redeem bonus points>

Questions in other categories

<how do I redeem rewards points> 1

<how do I redeem bonus points>

<how do I redeem member rewards>

<how do I redeem electronic gift cards>

<how do I redeem shop your way rewards points>

FUNCTIONAL SPECIFICATIONS

1 – Auto suggested questions

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

2 – Next button

Type: html button
Action: on click
Functionality: On click, system accepts user’s entered question and begins the posting a question process. The search section extends downward on page.
Condition: the next button will no longer appear on the UI when user submitting question information for posting.

Condition 40 – User Enters Question

- user continues with their specific question

Post your question

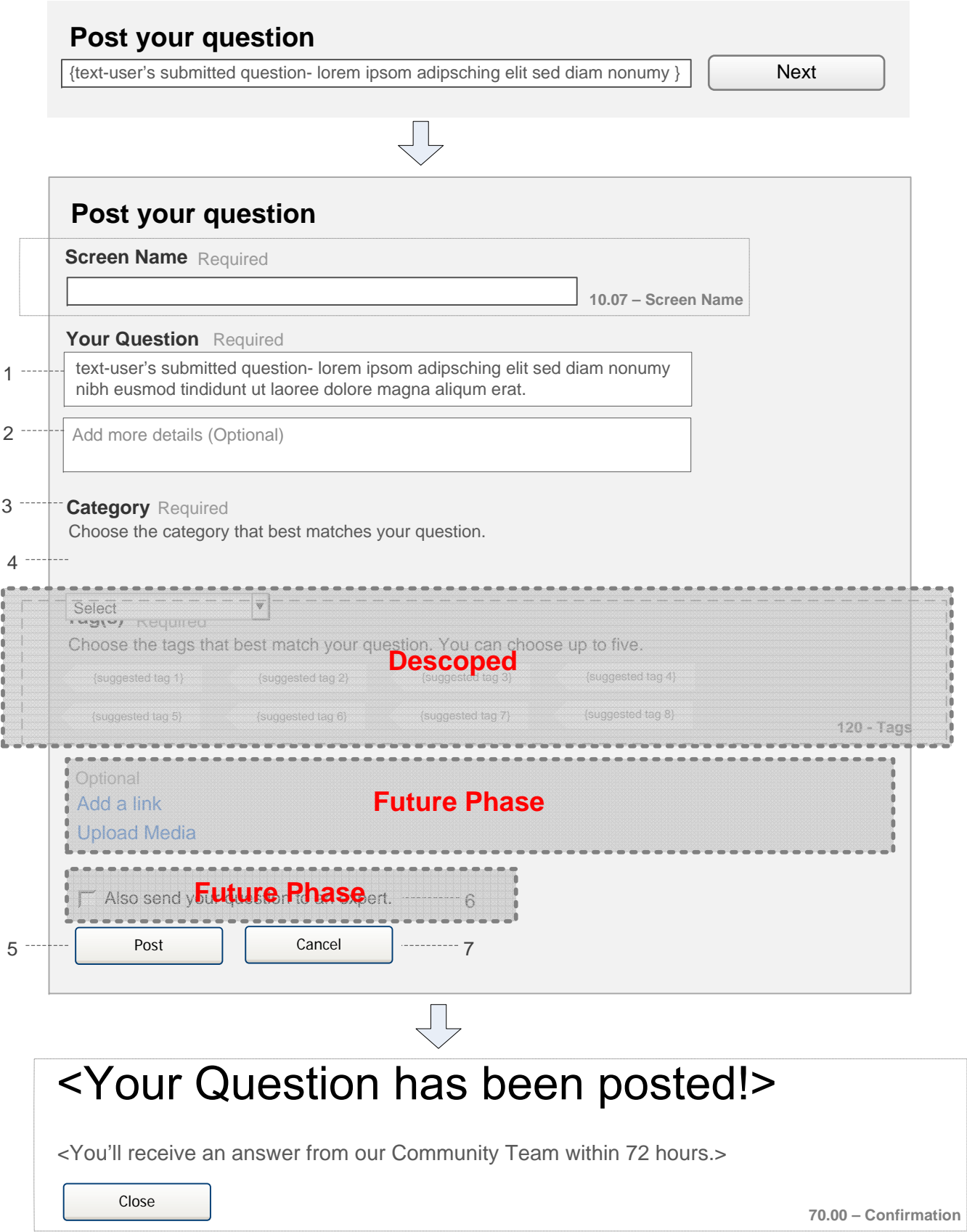
{text-user’s submitted question- lorem ipsum adipsching elit sed diam nonumy }

Next

Component 50.10- Q&A Search (2 of 3)

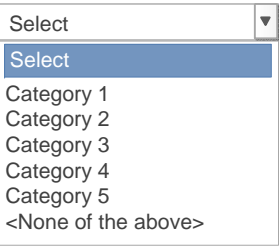
Condition 50 – User Clicks on Next

- on click, animation occurs expanding the search section downward and inline
- as downward animation occurs, components are revealed to user



FUNCTIONAL SPECIFICATIONS

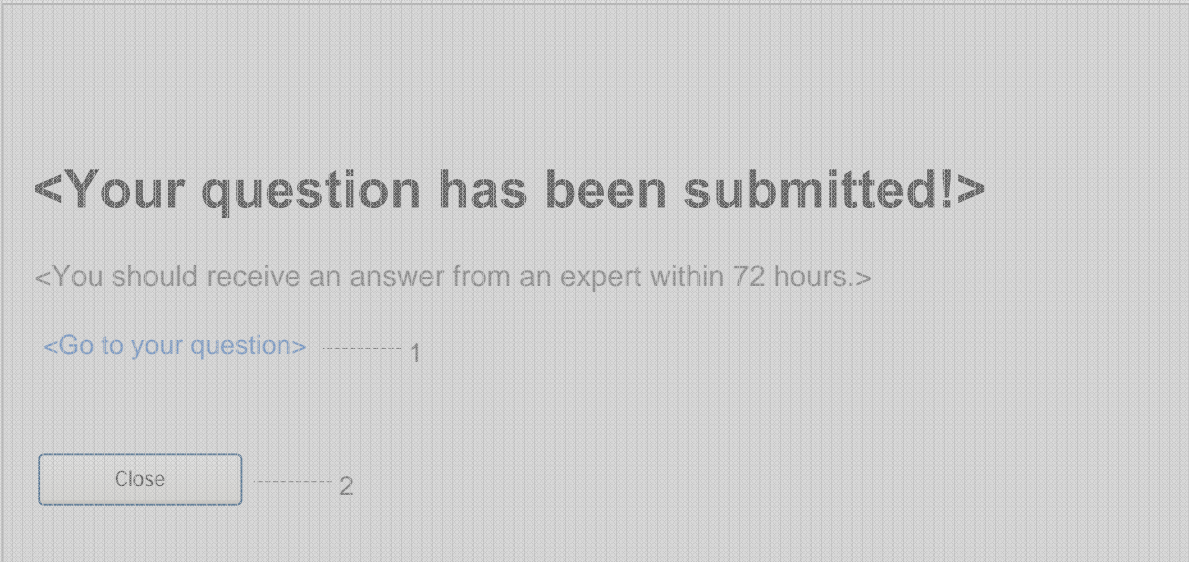
- 1 – User question**
Type: textbox
Description: user can edit submitted question within this textbox. If user adds text to the question, the textbox should expand downward to accommodate chars.
- 2 – Ad more details (Optional)**
Type: textbox
Description: user can add supplemental information about their question
Functionality: when user clicks within the textbox, the grey text will disappear.
- 3 – Category question**
Type: text
Condition: category question is only displayed if user is submitting question from the Q&A all categories landing page; the category question is not needed when user is already within a particular category page.
- 4– Category dropdown**
Type: drop down
Default: Select
Action: on click
Functionality: On click, menu is displayed showing available category values. Categories are determined by content team.
- 5 – Post**
Type: html button
Action: on click
Functionality: On click, section reloads to show confirmation message (Component 50.10 – Q&A Search 3 of 3)
Targets: Component 50.10 – Q&A Search Condition 60 or 70
- 6 – Expert Option**
Type: checkbox **REMOVE**
Action: on click **Later phase.**
Functionality: when a user clicks post, an expert will be notified via email to help answer the user's question.
- 7 – Cancel**
Type: hyperlink
Action: on click
Functionality: collapses the extended section and reverts UI to state prior to clicking the Next button (Component 50.01 Condition 40).



Component 50.10 - Q&A Search (3 of3)

Condition 60 – Answer Confirmation with Expert Checkbox selected

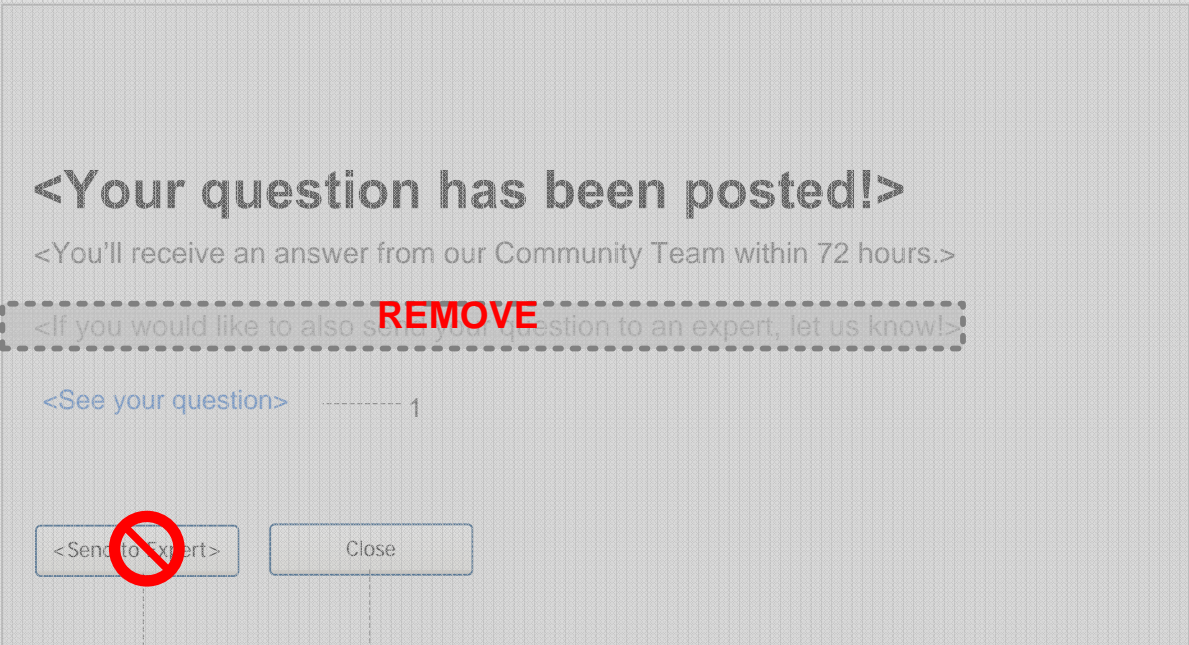
- after user clicks “post” button, expanded area will reload and show confirmation message
- this message displays if user previously opted to send question to an expert.



Descoped

Condition 70 – Answer Confirmation w Opportunity to Send to Expert

- after user clicks “post” button, expanded area will reload and show confirmation message
- this message displays if user previously DID NOT opt to send question to an expert.
- user has final opportunity to notify expert of the question



FUNCTIONAL SPECIFICATIONS

1 – See Your Question

Type: hyperlink
Action: on click
Functionality: On click, page turn to the Q&A detail page.

2 – Close

Type: html button
Action: on click
Functionality: On click, closes the expanded section and reverts UI back to Condition 10.

3 – Send to Expert

Type: html button
Action: on click
Functionality: on click, an expert will be notified via email to help answer the user's question.
Target: condition 60

REMOVE

Question: Add a Link

Descoped

Question: Upload Media

Ask your question.

Cancel X

text-user's submitted question- lorem ipsum adipsching elit sed diam nonumy nibh eusmod tindidunt ut laoree dolore magna aliquum erat.

Add more details (Optional)

Topic Required

<Please select the topic associated to your question.>

Tag(s) Required

Choose the tags that best match your question. You can choose up to five.

{suggested tag 1}

{suggested tag 2}

{suggested tag 3}

{suggested tag 4}

{suggested tag 5}

{suggested tag 6}

{suggested tag 7}

{suggested tag 8}

Optional

Add a link

{http://www.sears.com} X

Add another link

Upload Media ({0})

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

Photo 3MB max - JPG, PNG, GIF

3 photo max

Photo

Video

Post

☐ Also send your question to an expert.

Descoped