SHC ECOM6064 Community Initiative - Expert

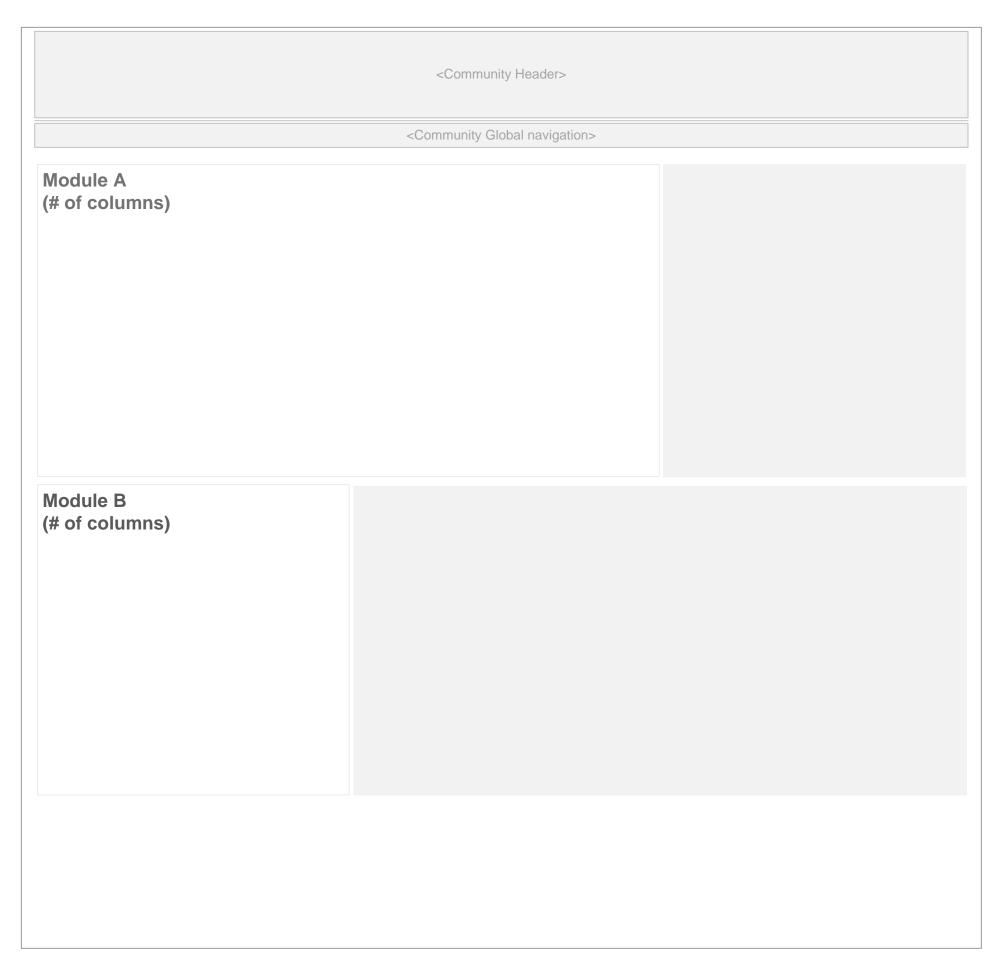
Document Summary

Description	Name	
Wireframe Scope	Wireframe Scope SHC	
Brands Covered	Sears and Kmart Communities	
Screen ID	ECOM6064	
Screen Name	Community Initiative – Expert	

Revision History

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Version	Date	Author	Notes	
1.0	05/20/2012	J. Silverman	Initial draft for the concept wire	
2.0	05/30/2012	J. Silverman	Minor fixes on View Experts page	
3.0	06/01/2012	J. Silverman	Minor fixes on whole document	
4.0	06/05/2012	J. Silverman	Copy change to whole document, added in categories	

Structural View: Module Variation

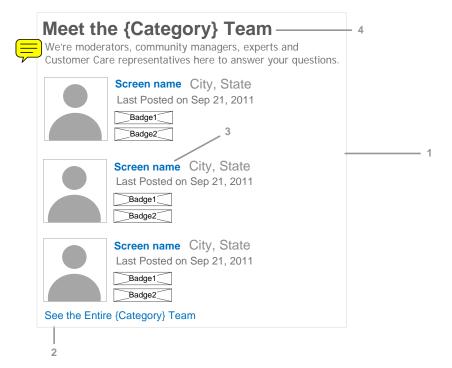


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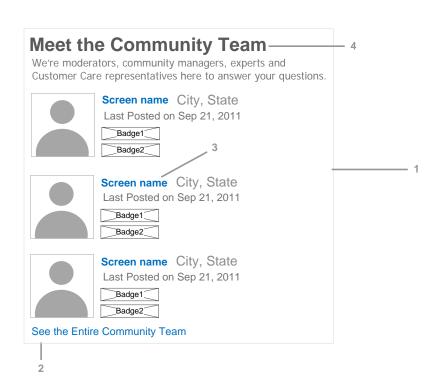
Component View 10: Featured Community Team Module

This module displays on homepage, and specific category landing pages.

Condition 10 – When on category specific page, with a maximum of 3 community specific team members



Condition 20 – When on the homepage with a maximum of 3 community team members



Condition 30 – At least 1 Community Team Member



MODULE CONDITIONS

1 - Community Team Member Module

Type: Module A (Contractible)

Functionality: Must show at least 1 community team member. If no

members are available do not display module. Maximum of 3. Module is contractible if there is only 1 member.

Display: If on homepage display community members from all

categories/topics

If on topic page display community members from the

associated topic

2- See the Entire Community Team

Type: Hyperlink

Functionality: Will change to 'See the {Category} Team' when on specific

category page. Display only if there is > then 3. nClick, system will take user to Page View 10: See Entire

Community Team.

3- Screen name

Type: Hyperlink

Functionality: onClick, system will take user to profile page

4– Title 'Meet Community Team' or 'Meet {Category} Team'

Display: If on homepage display 'Meet Community Team' from all

categories/topics

If on topic page display 'Meet {Category} Team from the

associated topic

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5 - {Category]} listed below

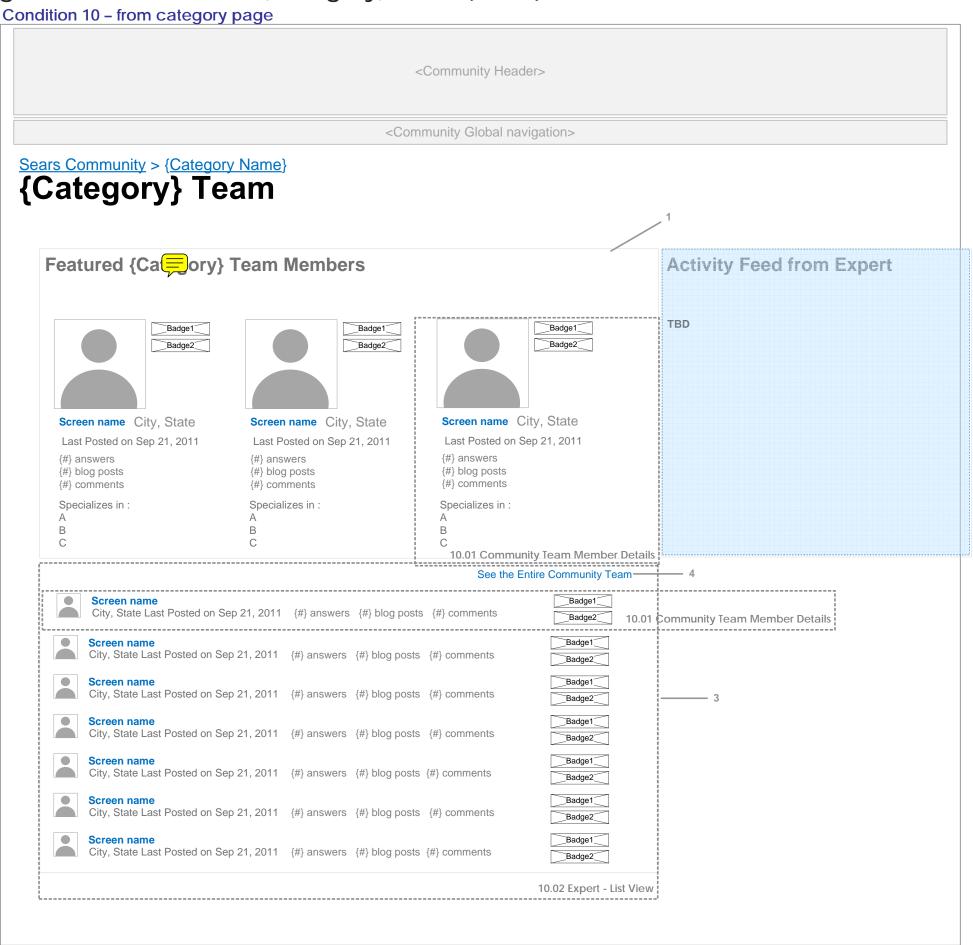
Display: Home Appliances, Home Electronics, Lawn and Garden

Equipment and Fitness Equipment.

Project: Community Initiative

Author: J.Sllverman

Page View 10: See Entire (Category) Team (1 of 3)



MODULE CONDITIONS

1 – Featured Community Team Members

Type: Module A Display

Functionality: Will display 3 community team members that have the

most activity. If coming from home page will display most

active members within all categories.

2 - Activity Feed

Type: Most recent activity of community team members will be

displayed.

Functionality: TBD

iotionanty.

3 - Community Team List View

Type: Module A Display

Functionality: Will display a list of all community members within the specific category. Minimum is 1 member. If there is a total

of 4 members for a category, display first 3 within the

Featured Community Team Members and the remaining one in the list view.

4 – See the Entire Community Team

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Type: Hyperlink

Functionality: On-click, page turn will take user to (page view 10: See the

Entire Community Team.) On next page.

—Top fold—

Author: J.Sllverman

Project: Community Initiative

Page View 10: See the Entire Community Team (2 of 3)

Condition 10 – from the homepage <Community Header> <Community Global navigation> **Sears Community The Community Team** Featured Comn ity Team Members **Activity Feed from Expert** TBD _Badge1 _Badge1 Badge1 Badge2 Badge2 Badge2 Screen name City, State Screen name City, State Screen name City, State Last Posted on Sep 21, 2011 Last Posted on Sep 21, 2011 Last Posted on Sep 21, 2011 {#} answers {#} answers {#} blog posts {#} blog posts {#} blog posts {#} comments {#} comments {#} comments Specializes in : Specializes in Specializes in В В 10.01 Community Team Member Details View Category 1 {Category Name} Member Member Member {Category Name} Member Member Member Member

1 - Featured Community Team Members

Type: Module A Display

Functionality: Module is flexible and will expand or contract depending on

of categories & community members

2 - Category Name

Type: Hyperlink

Functionality: Display category when there is at least one member. Do

not display category if there are no members.

Arrangement: Categories are displayed in alphabetical order-

Suggestion UX:

Order from "Most Popular" or "Most Contributed" category.

How feasible is it?

3 - Community Members

Type: List View

Functionality: Will display a list of all community team members within

each the categories.

Arrangement: Experts are displayed in alphabetical order within

categories.

4 - Filter Categories

Type: Drop-Dow

Arrangement: Categories are displayed in alphabetical order

Suggestion UX:

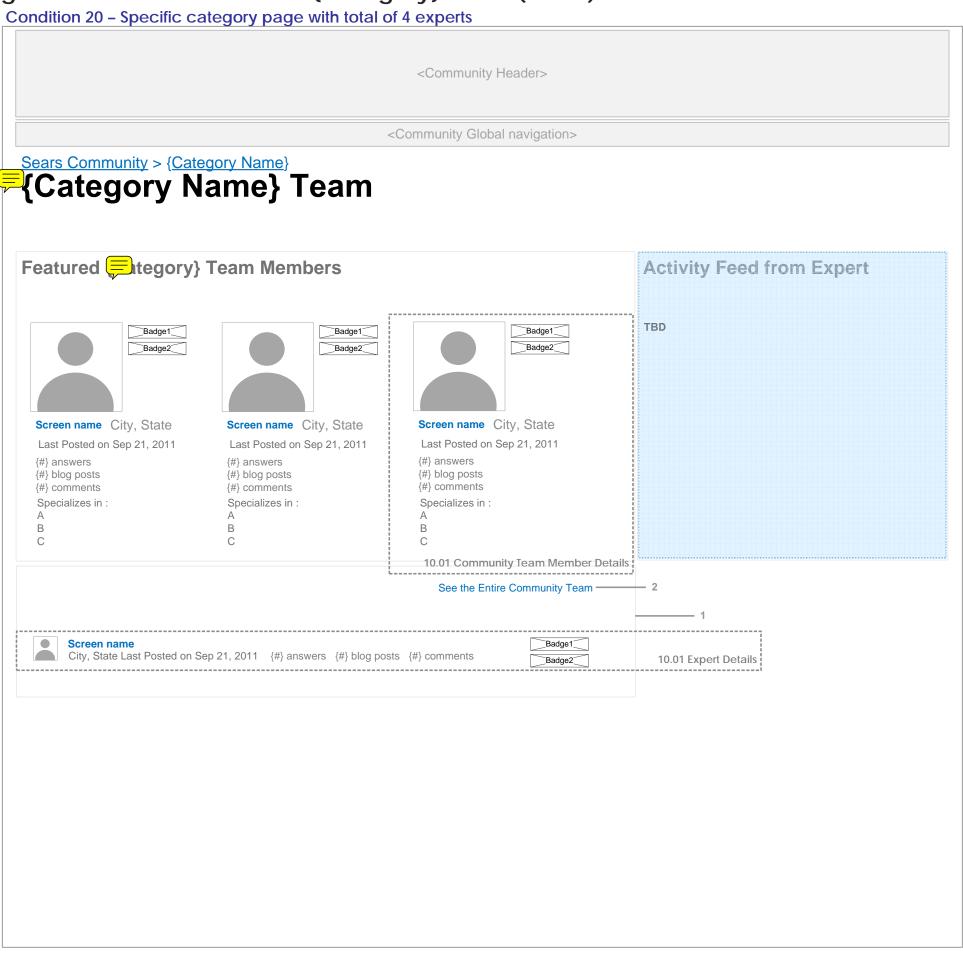
If there are more community experts then what we can fit on a scrolling page add in filter by category..

How feasible is it?



-Top fold-

Page View 10: See the Entire (Category) Team (3 of 3)



MODULE CONDITIONS

1 – View All Experts

Type: Module A Display

Functionality: Module is flexible and will expand or contract depending on

of experts

2 - View All

Type: Hyperlink

Functionality: On-click, page turn will take user to (10.02 Expert List View

-Structural View)

-Top fold-

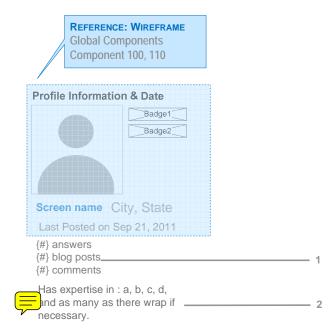
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Project: Community Initiative Author: J.Sllverman

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10.01 Community Team Member Details

Condition 10 - Featured Community Team Member View



Condition 20 - Community Team Member List View



MODULE CONDITIONS

1 – Counter

Type: Display

Functionality: Shows the total # of answer, blog posts and comments

from experts. Show the field only if relevant content exists.

Values: - If less than 500, it will display the actual number

- if more than 500, it will display 500+

2 – Specialize

Type: Display

Functionality: Shows the area they specialize in.

Display: Display all specialized areas in a list view.

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