

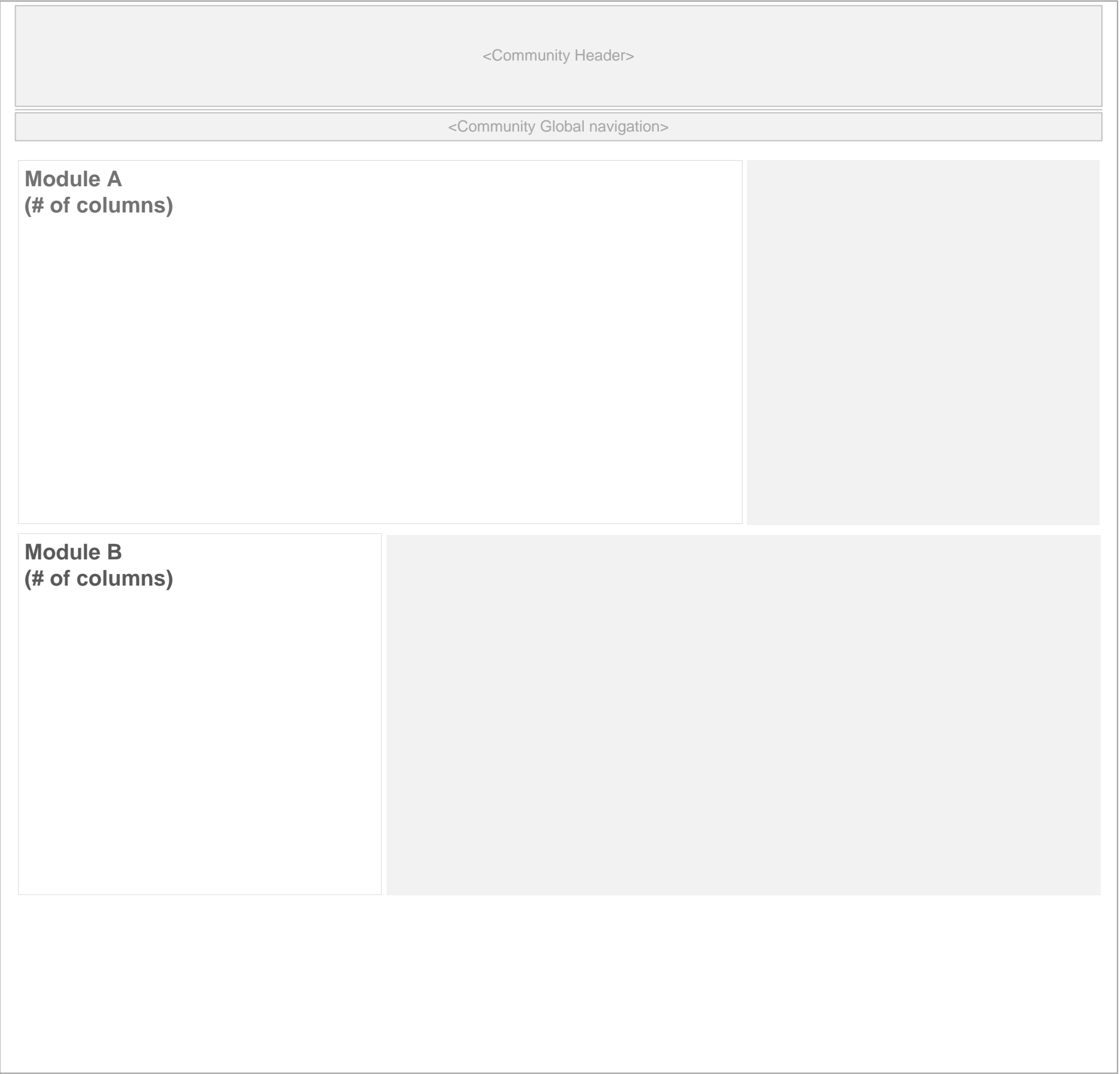
Document Summary

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

Revision History

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

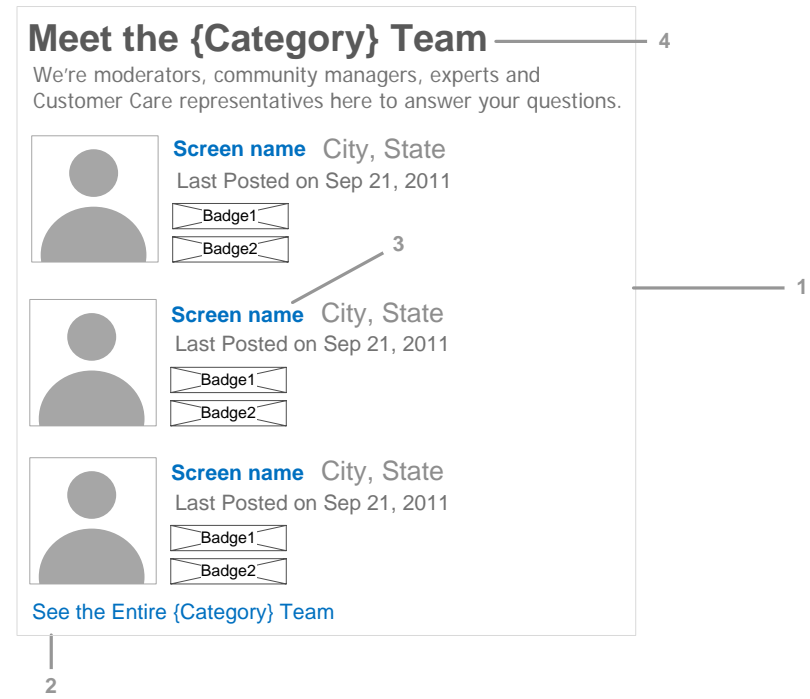


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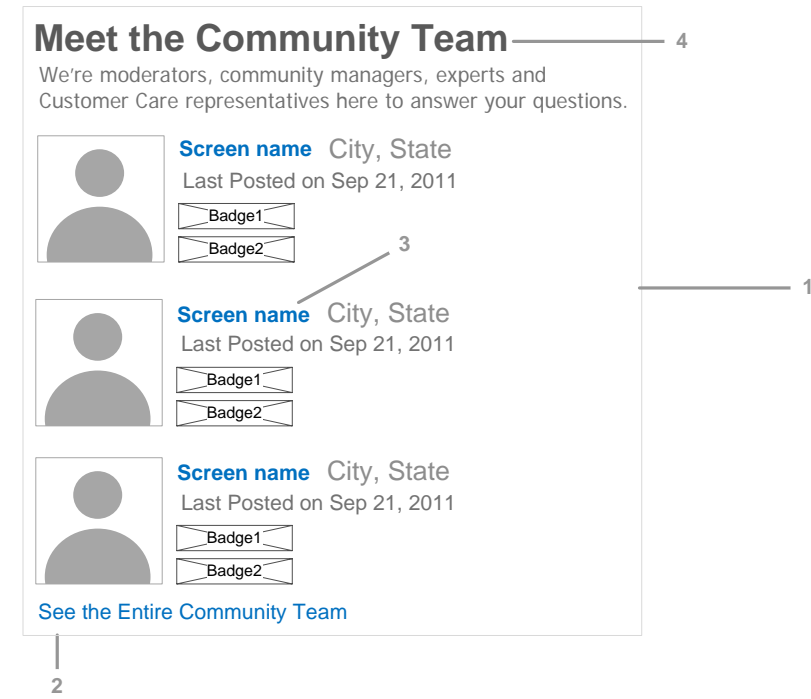
Component View 10: Featured Communitiy Team Module

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

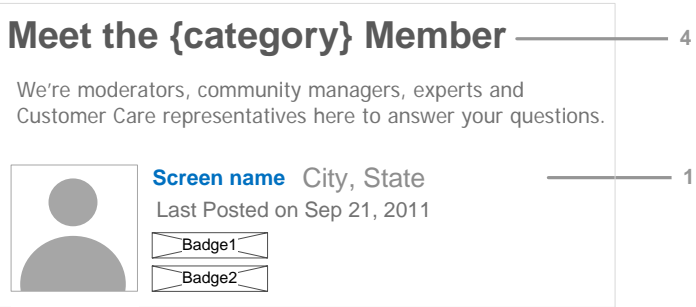
Condition 10 – When on category specific page, with a maximum of 3 community specific team members



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

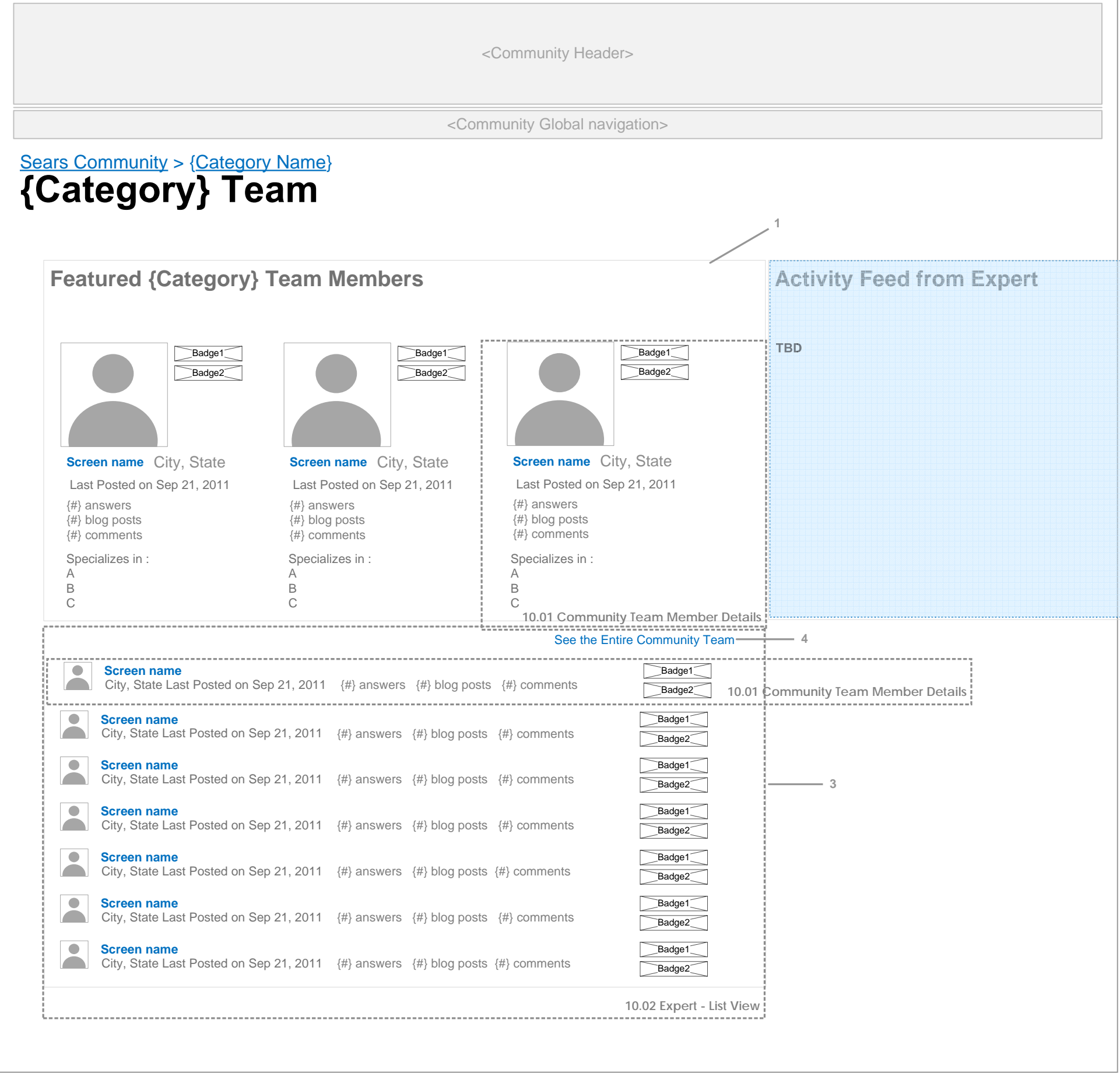
Functionality: onClick, system will take user to profile page
- 4– Title ‘Meet Community Team’ or ‘Meet {Category} Team’**

Display: If on homepage display ‘Meet Community Team’ from all categories/topics
If on topic page display ‘Meet {Category} Team from the associated topic
- 5 – {Category}} listed below**

Display: Home Appliances, Home Electronics, Lawn and Garden Equipment and Fitness Equipment.

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

Condition 10 – from category page



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.

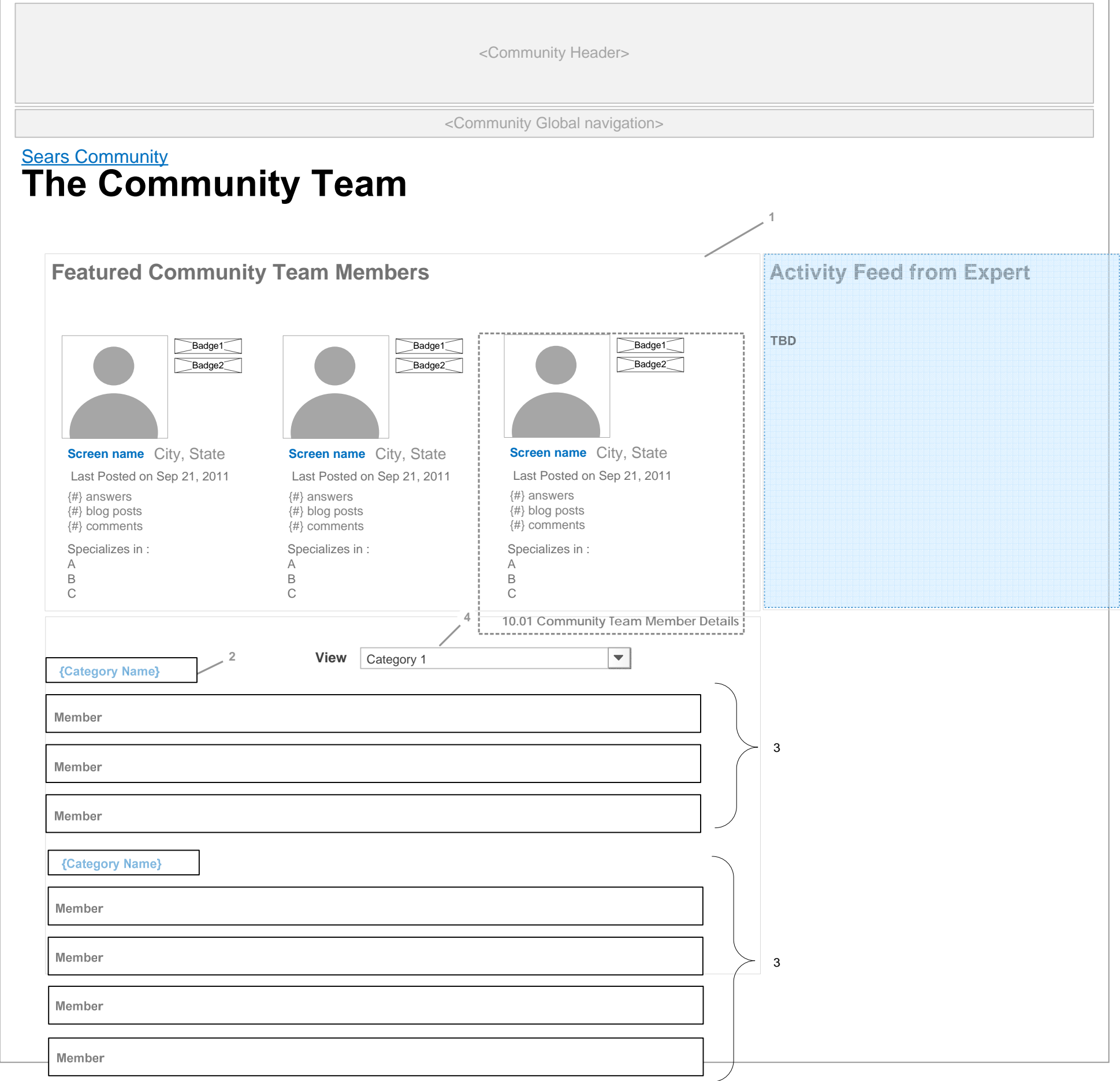
Functionality:TBD
- 3 – Community Team List View

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

Type:Hyperlink

Functionality:On-click, page turn will take user to (page view 10: See the Entire Community Team.) On next page.



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

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-Down

Arrangement: Categories are displayed in alphabetical order

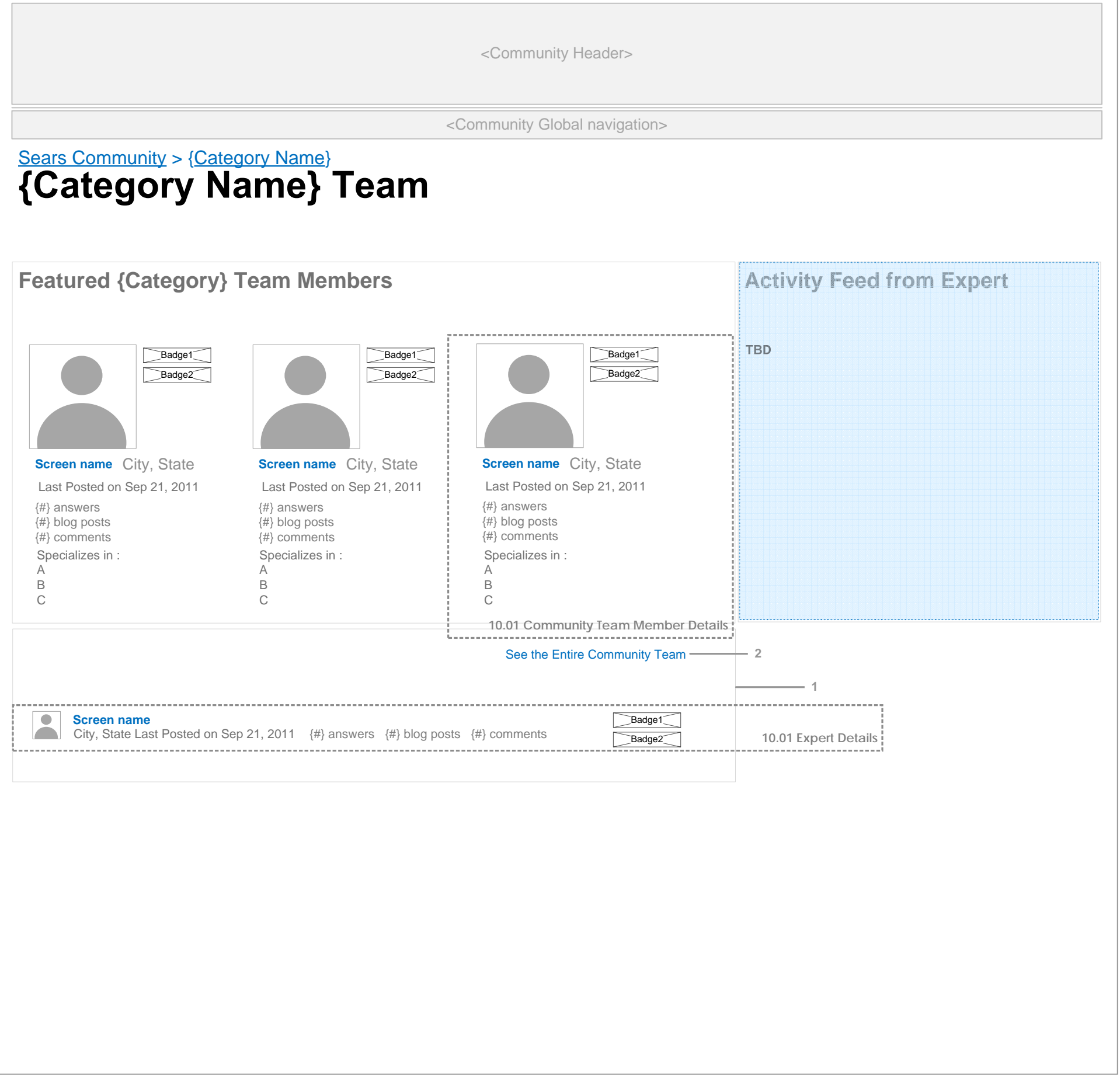
View All Categories

- Equipment
- Fitness Equipment
- Home Appliance
- Home Electronics
- Lawn & Garden

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

Condition 20 – Specific category page with total of 4 experts



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

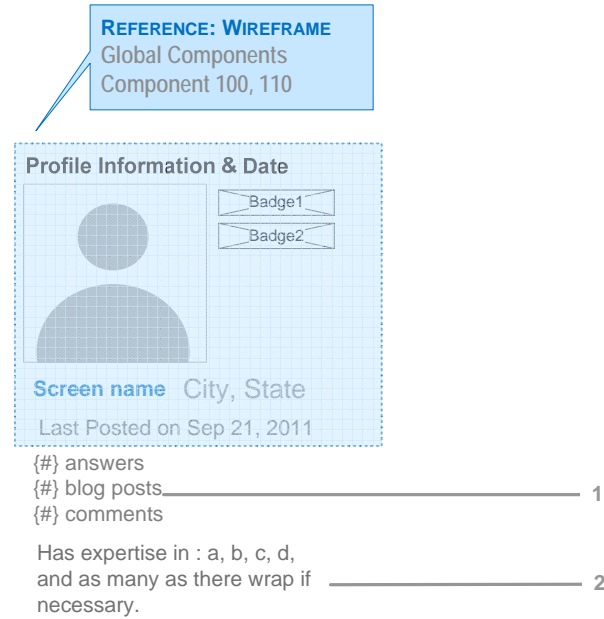
Type:Hyperlink

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

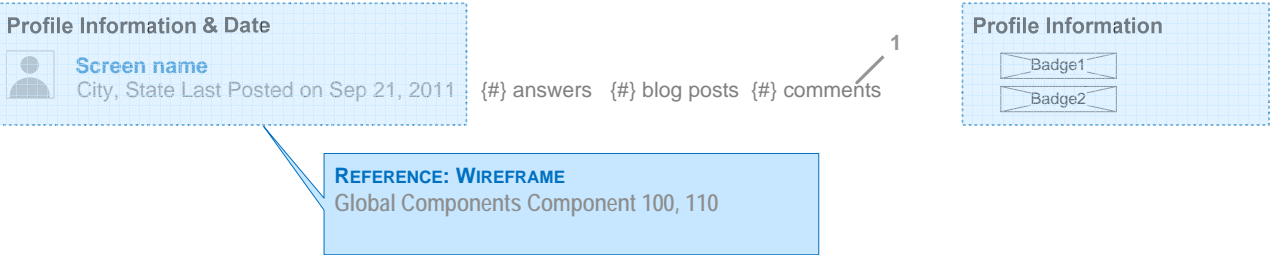
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10.01 Community Team Member Details

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.