Cover

SHC ECOM6064   Community Initiative – Expert

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

Structural View: Module Variation

<Community Header>

<Community Global navigation>

**Module A
(# of columns)**
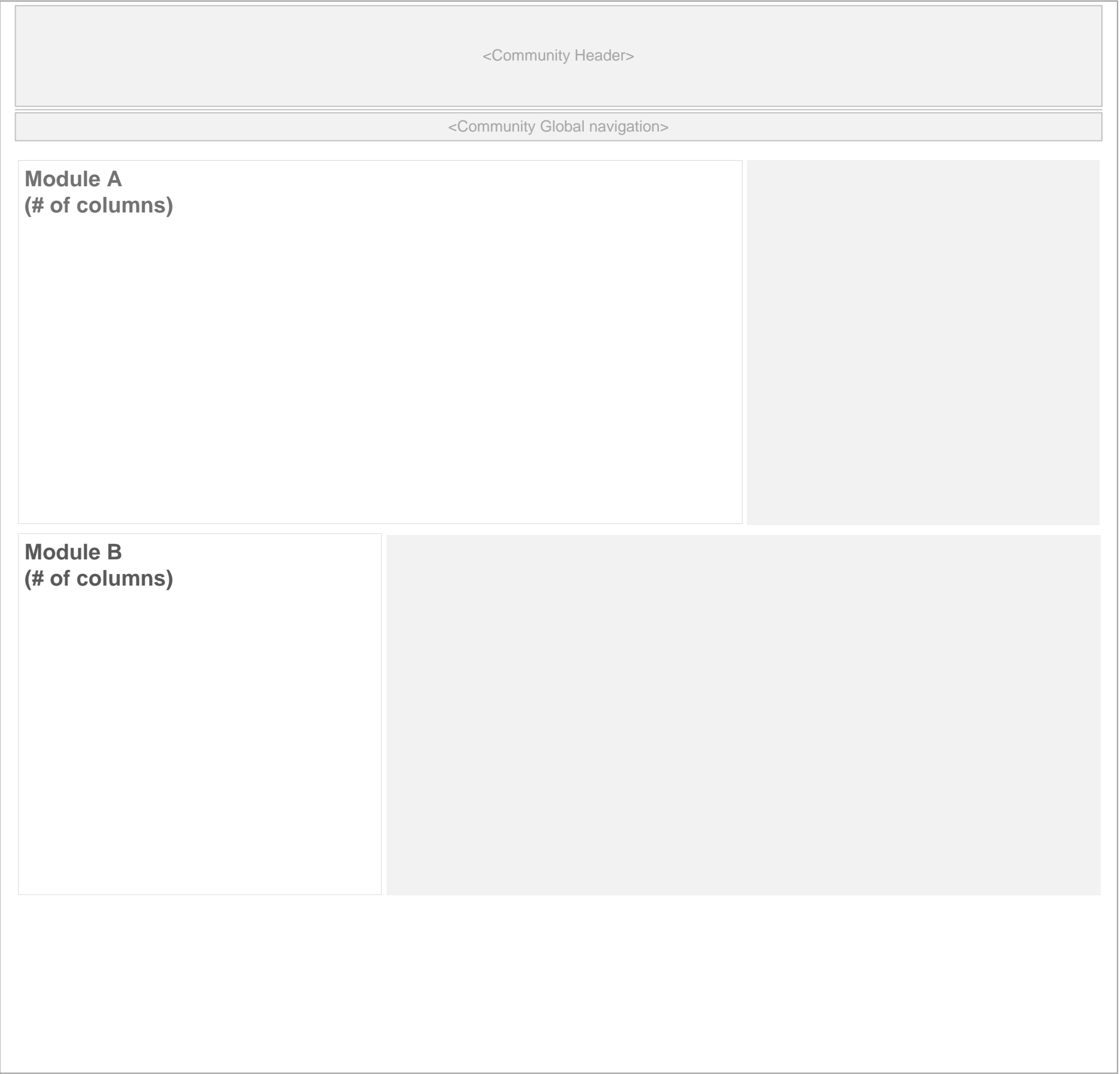
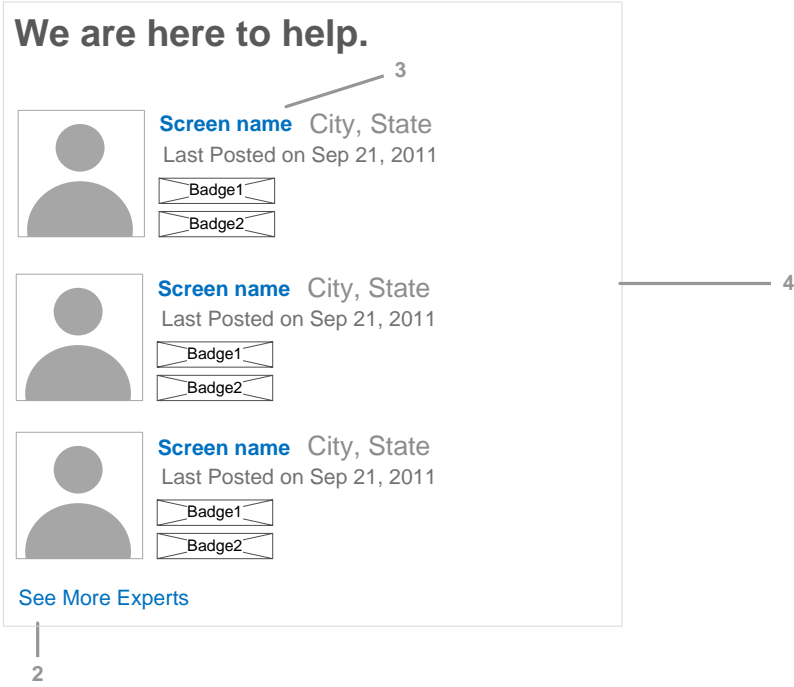**Module B
(# of columns)**

—Top fold—

Component View 10: Featured Expert Module

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

Condition 10 – View At least 1 Experts

We are here to help.

Screen name City, State
Last Posted on Sep 21, 2011
Badge1
Badge2

— 1

Condition 20 – Maximum of 3 Experts

We are here to help.

3

Screen name City, State
Last Posted on Sep 21, 2011
Badge1
Badge2

Screen name City, State
Last Posted on Sep 21, 2011
Badge1
Badge2

Screen name City, State
Last Posted on Sep 21, 2011
Badge1
Badge2

See More Experts
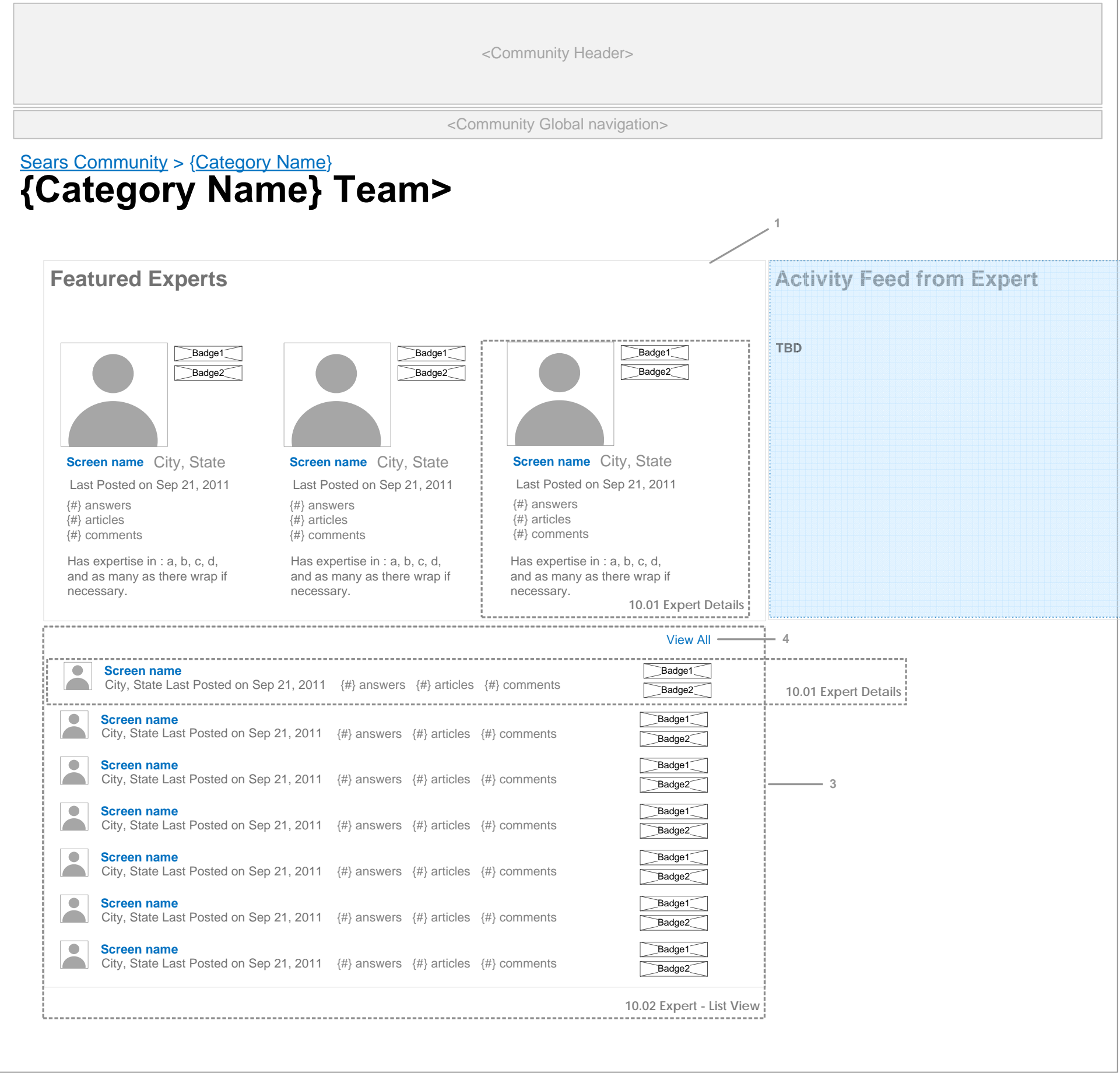
4

2

MODULE CONDITIONS

1 – Expert
Type: Module A (Contractible)
Functionality: Must show at least 1 expert. If no expert is available
                 do not display module. Maximum of 3. Module is
                 contractible if there is only 1 contact.

2– See more experts
Type: Hyperlink
Functionality: Display only if there is > then 3. nClick, system will take
                 user to Page View 10: See All Experts.

3– Screen name
Type: Hyperlink
Functionality: onClick, system will take user to profile page

4– Expert Module Block
Dislpay: If on homepage display experts from all categories/topics
                 If on topic page display experts from the associated topic

MODULE CONDITIONS

Condition 10 – Default View (from specific landing page)

<Community Header>

<Community Global navigation>

Sears Community > {Category Name}

{Category Name} Team>

1

Featured Experts

Activity Feed from Expert

TBD

Badge1
Badge2

Screen name City, State
Last Posted on Sep 21, 2011
{#} answers
{#} articles
{#} comments

Has expertise in : a, b, c, d, and as many as there wrap if necessary.

Badge1
Badge2

Screen name City, State
Last Posted on Sep 21, 2011
{#} answers
{#} articles
{#} comments

Has expertise in : a, b, c, d, and as many as there wrap if necessary.

Badge1
Badge2

Screen name City, State
Last Posted on Sep 21, 2011
{#} answers
{#} articles
{#} comments

Has expertise in : a, b, c, d, and as many as there wrap if necessary.

10.01 Expert Details

2

View All — **4**

Screen name
City, State Last Posted on Sep 21, 2011   {#} answers   {#} articles   {#} comments   Badge1   Badge2

10.01 Expert Details

—Top fold—

Screen name
City, State Last Posted on Sep 21, 2011   {#} answers   {#} articles   {#} comments   Badge1   Badge2

Screen name
City, State Last Posted on Sep 21, 2011   {#} answers   {#} articles   {#} comments   Badge1   Badge2

3

Screen name
City, State Last Posted on Sep 21, 2011   {#} answers   {#} articles   {#} comments   Badge1   Badge2

Screen name
City, State Last Posted on Sep 21, 2011   {#} answers   {#} articles   {#} comments   Badge1   Badge2

Screen name
City, State Last Posted on Sep 21, 2011   {#} answers   {#} articles   {#} comments   Badge1   Badge2

Screen name
City, State Last Posted on Sep 21, 2011   {#} answers   {#} articles   {#} comments   Badge1   Badge2

10.02 Expert - List View

1 – Featured Experts
Type: Module A Display
Functionality: Will display 3 experts that have the most activity.

2 – Activity Feed
Type: Most recent activity of experts will be displayed.
Functionality: TBD
.

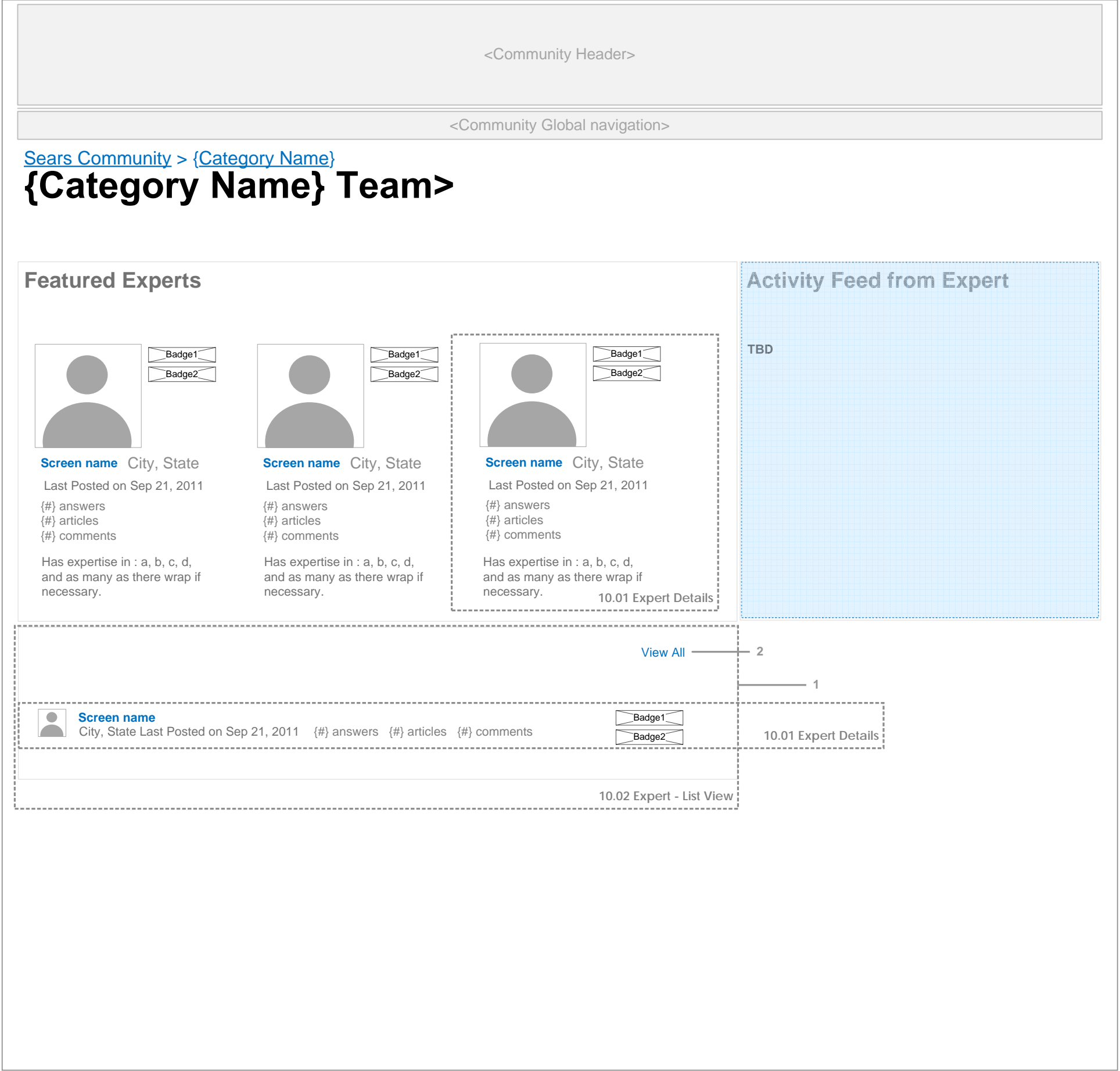**3 – Expert List View**
Type: Module A Display
Functionality: Will display a list of all experts within the specific category. Minimum is 1 expert. If there is a total of 4 experts for a category, display first 3 within the Featured Experts and the remaining one in View All Experts.

4 – View All
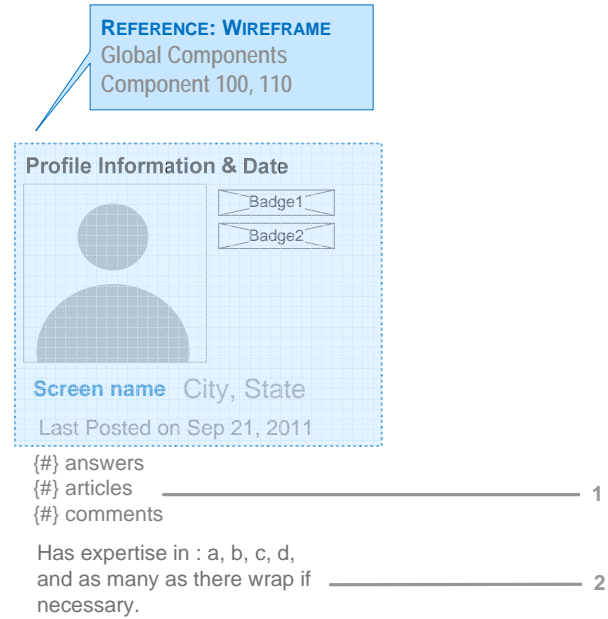Type: Hyperlink
Functionality: On-click, page turn will take user to (10.02 Expert List View -Structural View)

Condition 20 – Specific landing page with total of 4 experts

<Community Header>

<Community Global navigation>

Sears Community > {Category Name}

{Category Name} Team>

Featured Experts

Screen name City, State

Last Posted on Sep 21, 2011

{#} answers
{#} articles
{#} comments

Has expertise in : a, b, c, d, and as many as there wrap if necessary.

Screen name City, State

Last Posted on Sep 21, 2011

{#} answers
{#} articles
{#} comments

Has expertise in : a, b, c, d, and as many as there wrap if necessary.

Badge1
Badge2

Screen name City, State

Last Posted on Sep 21, 2011

{#} answers
{#} articles
{#} comments

Has expertise in : a, b, c, d, and as many as there wrap if necessary.

10.01 Expert Details

Activity Feed from Expert

TBD

View All —— 2

1

Screen name
City, State Last Posted on Sep 21, 2011   {#} answers   {#} articles   {#} comments

Badge1
Badge2

10.01 Expert Details

10.02 Expert - List View

——Top fold——

10.01 Expert Details

Condition 10 – Featured Expert View

REFERENCE: WIREFRAME
Global Components
Component 100, 110

Profile Information & Date

Badge1
Badge2

Screen name City, State
Last Posted on Sep 21, 2011

{#} answers
{#} articles ——————————— 1
{#} comments

Has expertise in : a, b, c, d,
and as many as there wrap if ——————— 2
necessary.

1 – Counter
Type: Display
Functionality: Shows the total # of answer, questions 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+

Note (06/01/2012)

Need copy to finalize content.

2 – Expertise
Type: Display
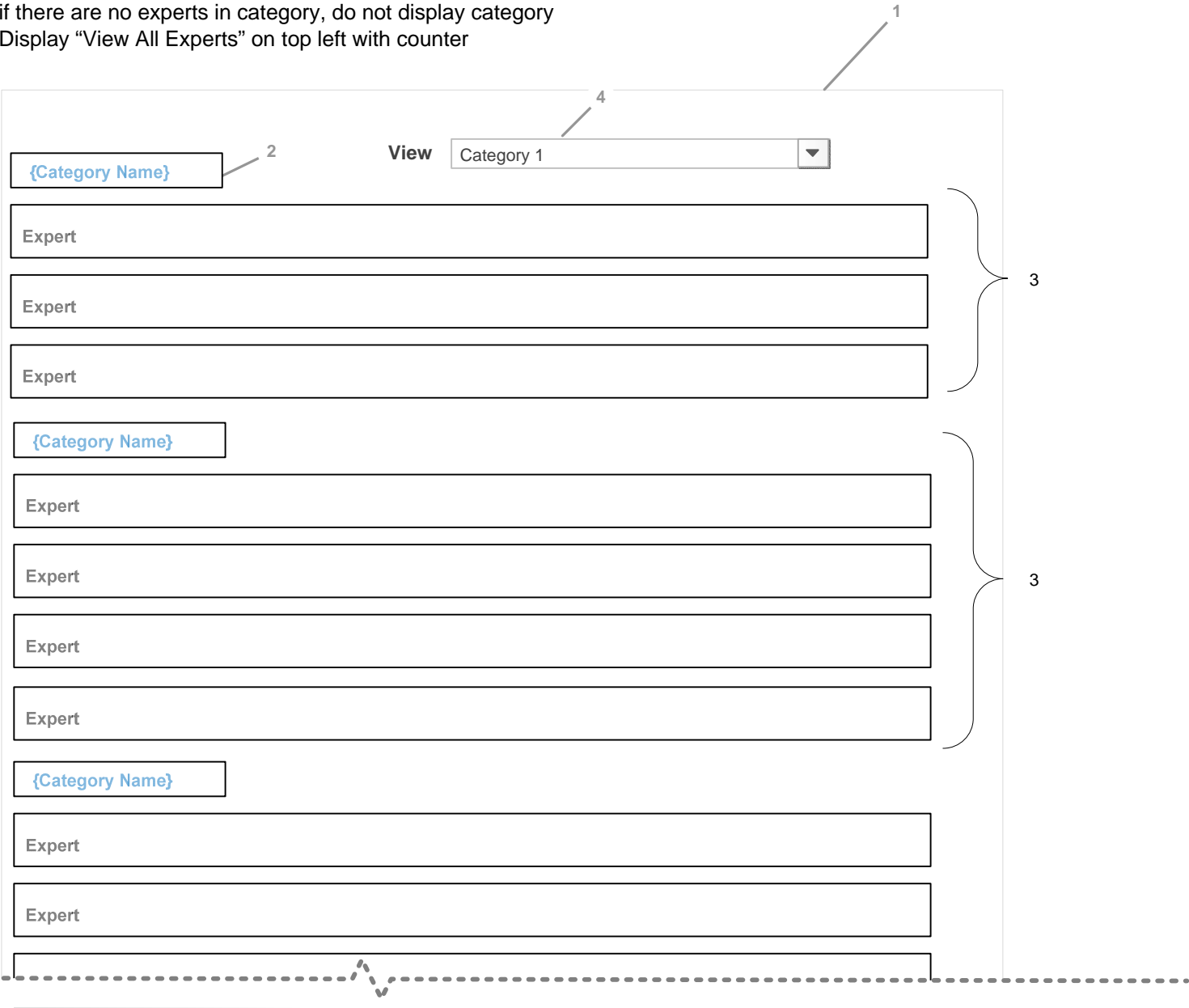Functionality: Shows the area they are an expert in.
Values: -List all expertise areas and wrap around to two lines or
                 if necessary

Condition 20 – "All Expert" View

REFERENCE: WIREFRAME
Global Components Component 100, 110

Profile Information & Date

Screen name
City, State Last Posted on Sep 21, 2011

{#} answers   {#} articles   {#} comments   1

Profile Information

Badge1
Badge2

10.02 Expert List View- Structual View

This display of "View all Experts" occurs on-click from module on homepage
(Component View 10: Featured Expert Module)

Condition 10 – View All (display all experts from all categories/topics)

- if there are no experts in category, do not display category
- Display "View All Experts" on top left with counter

```
                                        4              1
              View    [ Category 1          ▼ ]
  2
[{Category Name}]

[ Expert                                    ]
                                                  }  3
[ Expert                                    ]

[ Expert                                    ]

[{Category Name}]

[ Expert                                    ]

[ Expert                                    ]
                                                  }  3
[ Expert                                    ]

[ Expert                                    ]

[{Category Name}]

[ Expert                                    ]

[ Expert                                    ]
```

Condition 60 – List View

- Displays all categories Minimum of one expert,
- if there are no experts in category, do not display
- Will display starting with most active experts first
- Display "View All Experts" on top left with counter

1 – View All Experts
Type: Module A Display
Functionality: Module is flexible and will expand or contract depending on # of categories & experts

2 – Category Name
Type: Hyperlink
Functionality: Only displays if user is coming from a non-specific category landing page. Display all categories when there is at least one expert. Do not display category if there is no experts.
Arrangement: Categories are displayed in alphabetical order

Suggestion UX:

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

How feasible is it?

3 – Experts
Type: List View
Functionality: Will display a list of all experts within the categories.
Arrangement: Experts are displayed in alphabetical order within categories

4 – Filter Categories
Type: Drop-Down
Functionality: Only displays if user is coming from a non-specific category landing page.
Arrangement: Categories are displayed in alphabetical order

```
View    [ All Categories        ▼ ]

          Category 1
          Category 2
          Category 3
          Category 4
```