

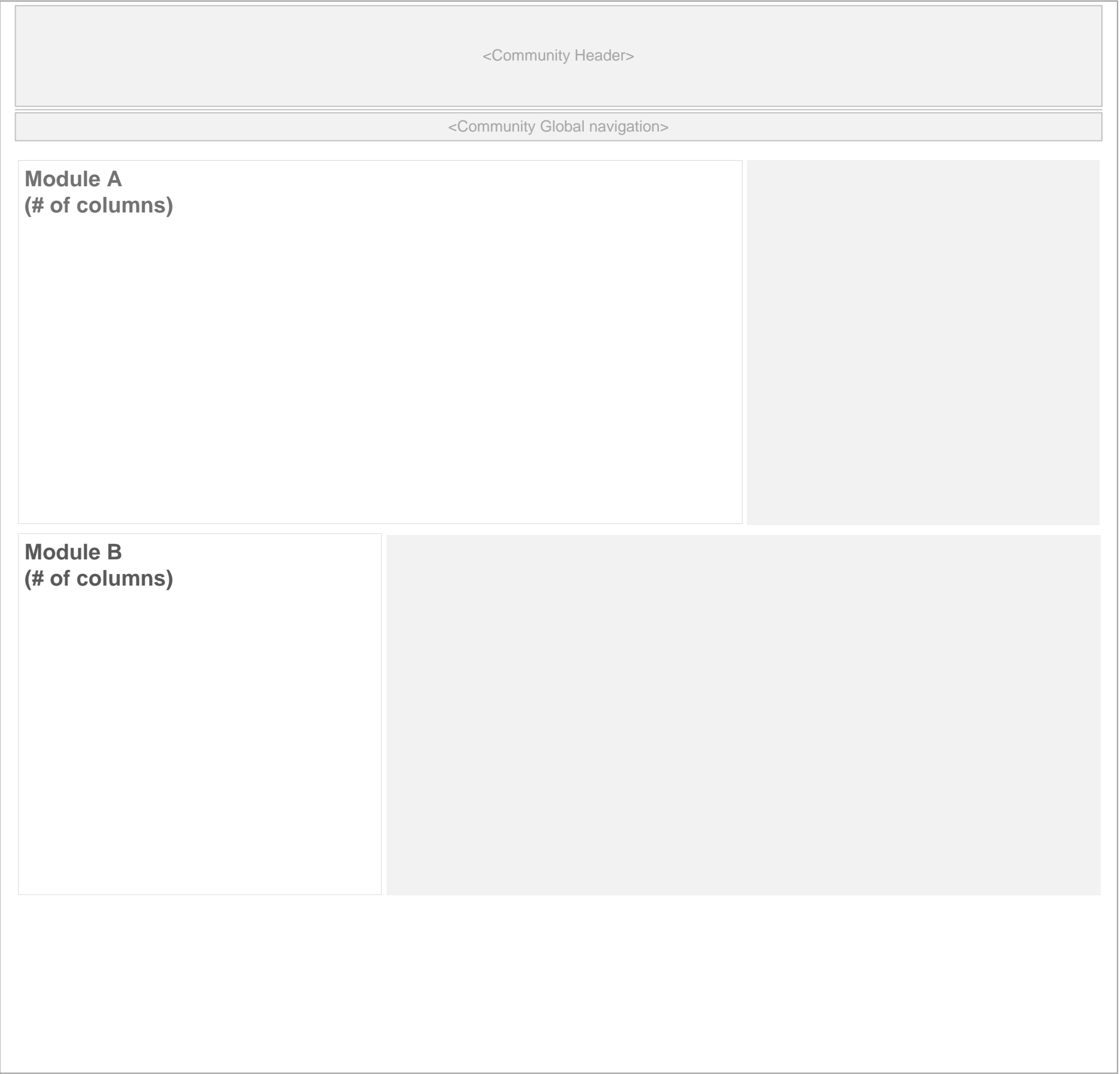
Document Summary

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
5.0	06/06/2012	J. Silverman	Removed page 4, copy change to whole document, added in sub-categories

Structural View: Module Variation

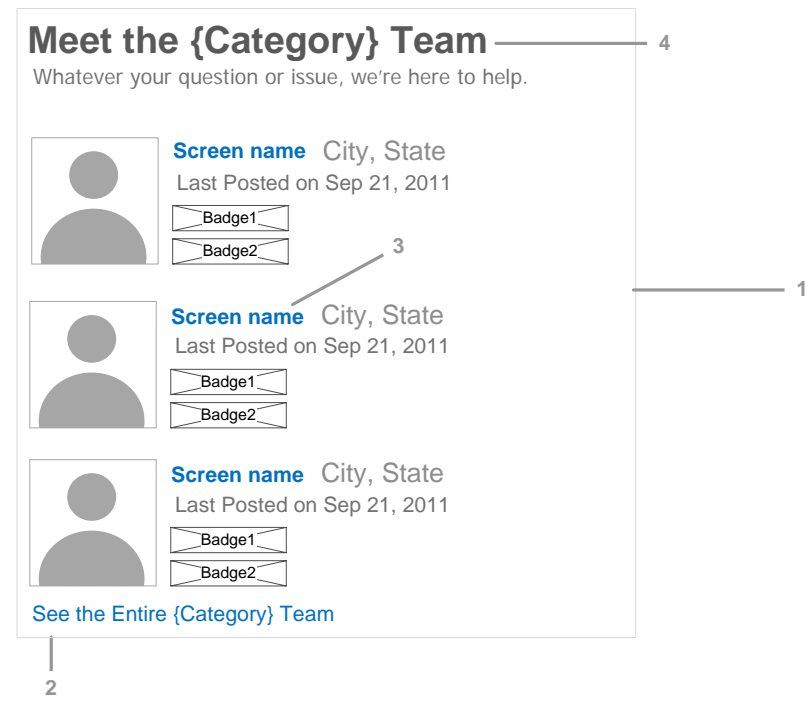


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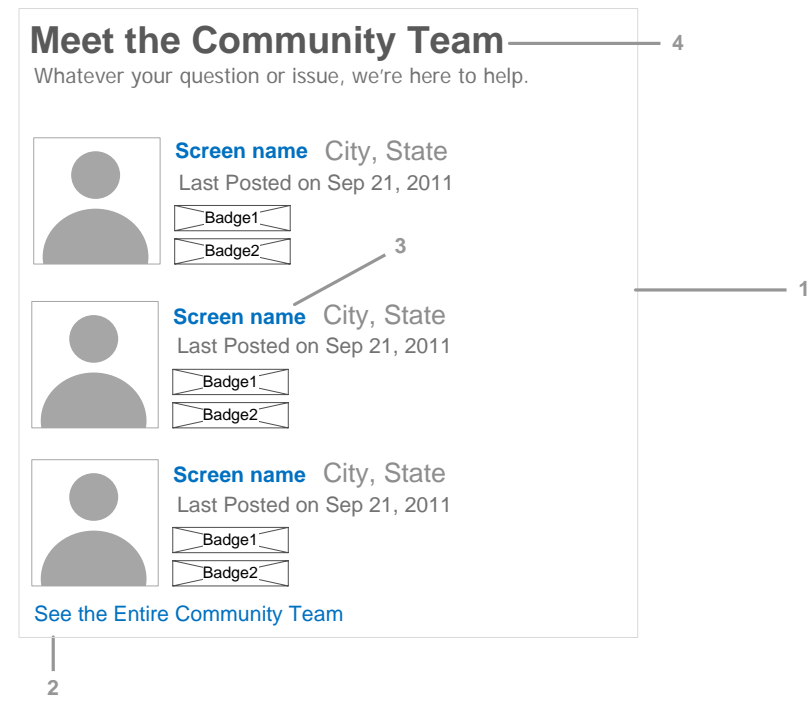
Component View 10: Featured Communitiy Team Module

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

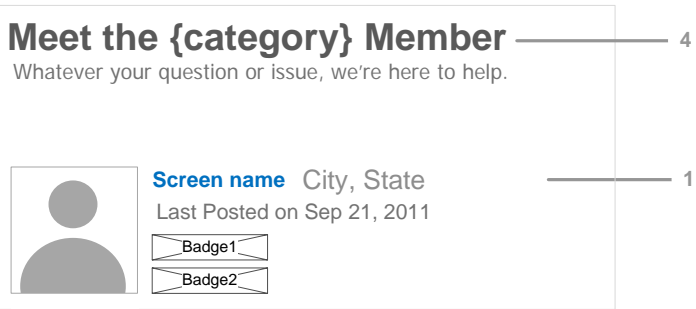


MODULE CONDITIONS

- 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.

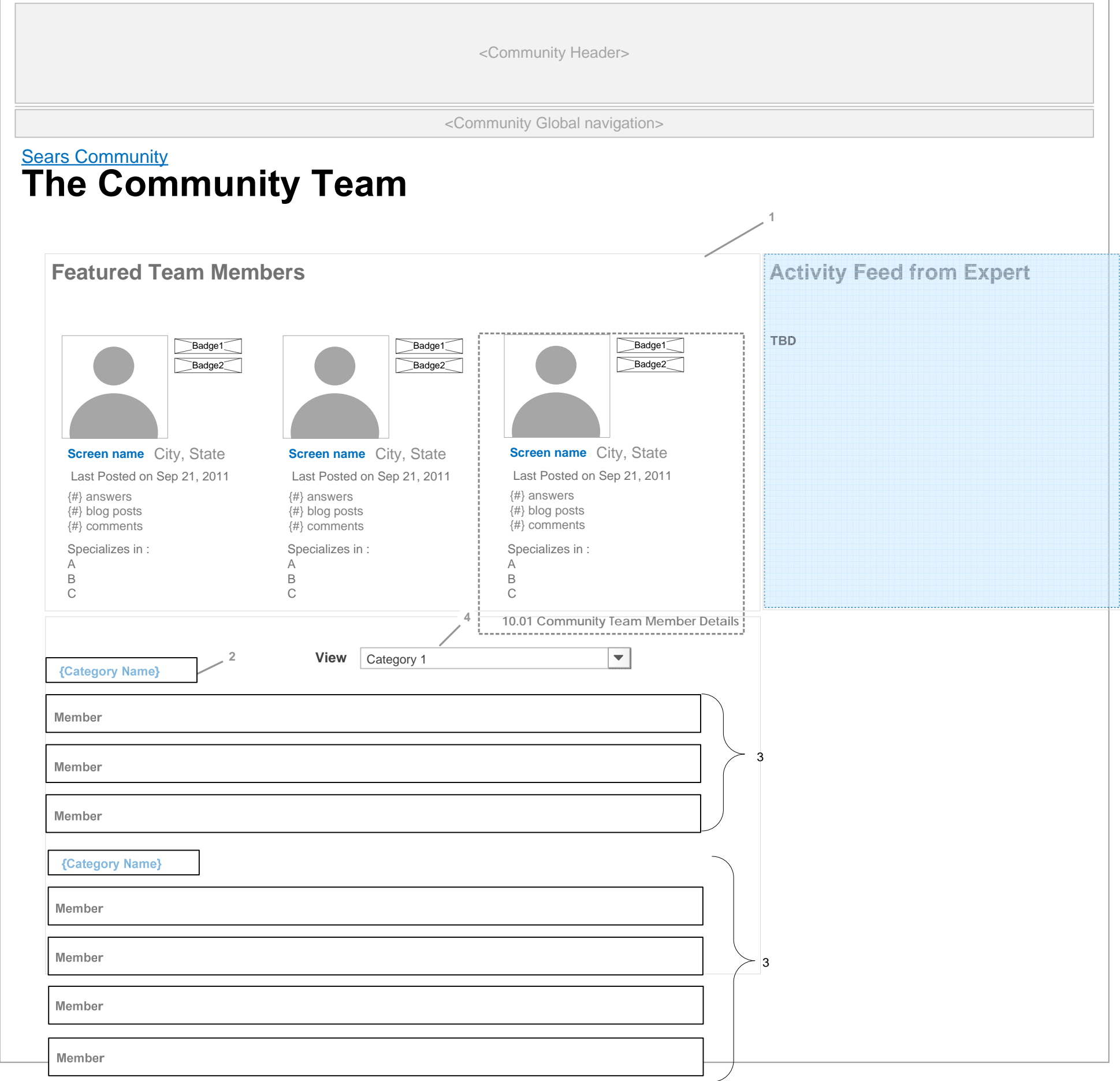
Display: If on homepage display community members from all categories/topics
If on topic page display community members from the associated topic
- 2– See the Entire Community Team**
Type: Hyperlink
Functionality: Will change to ‘See the {Category} Team’ when on specific category page. Display only if 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.

Condition 30 – At least 1 Community Team Member



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

Condition 10 – from the homepage



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.

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-Down
Display: These categories **MUST** be used consistently throughout the Sears Community (or Kmart Community site) whether on the category tab of the global navigation, interest pages, Q&A pages or Community Team pages.

Sears Filter Categories

View All Categories

Customer Service

Repairs, Maintenance & Parts

Product Issues & Questions

Protection Agreements

In-Store Orders

Marketplace Orders

Online Orders

Shop Your Way Rewards

Auto

Home Improvement

Corporate News & Press

Credit

Optical, Photo & Other Sears Businesses

Sub-categories for Customer service

Kmart Filter Categories

View All Categories

Customer Service

Product Issues & Questions

In-Store Orders

Online Orders

Corporate News & Press

Sub-categories for Customer service

Condition 20 – Specific category page with total of 4 experts

<Community Header>

<Community Global navigation>

[Sears Community](#) > {Category Name}

The Community Team

Featured Team Members

Badge1

Badge2

Screen name

City, State

Last Posted on Sep 21, 2011

{#} answers

{#} blog posts

{#} comments

Specializes in :

A

B

C

Badge1

Badge2

Screen name

City, State

Last Posted on Sep 21, 2011

{#} answers

{#} blog posts

{#} comments

Specializes in :

A

B

C

Badge1

Badge2

Screen name

City, State

Last Posted on Sep 21, 2011

{#} answers

{#} blog posts

{#} comments

Specializes in :

A

B

C

10.01 Community Team Member Details

See the Entire Community Team

2

Badge1

Badge2

Screen name

City, State

Last Posted on Sep 21, 2011

{#} answers

{#} blog posts

{#} comments

10.01 Expert Details

Activity Feed from Expert

TBD

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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Sears Holdings Corp CONFIDENTIAL

ECOM6064 Community -Experts 2012-06-06 v05.vsd

Project: Community Initiative

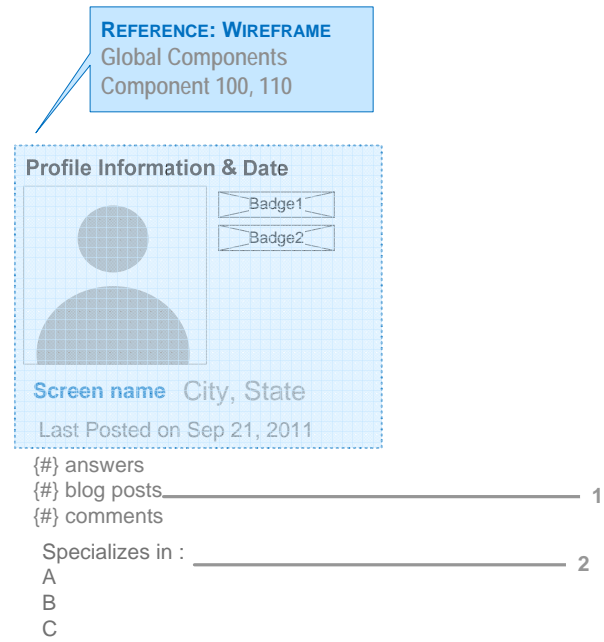
Author: J.Silverman

Last edited: 06/06/12 5:20 PM

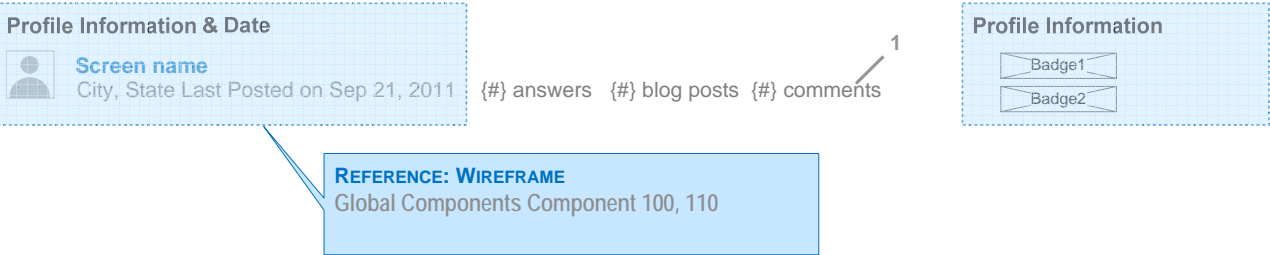
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10.01 Community Team Member Details

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.