

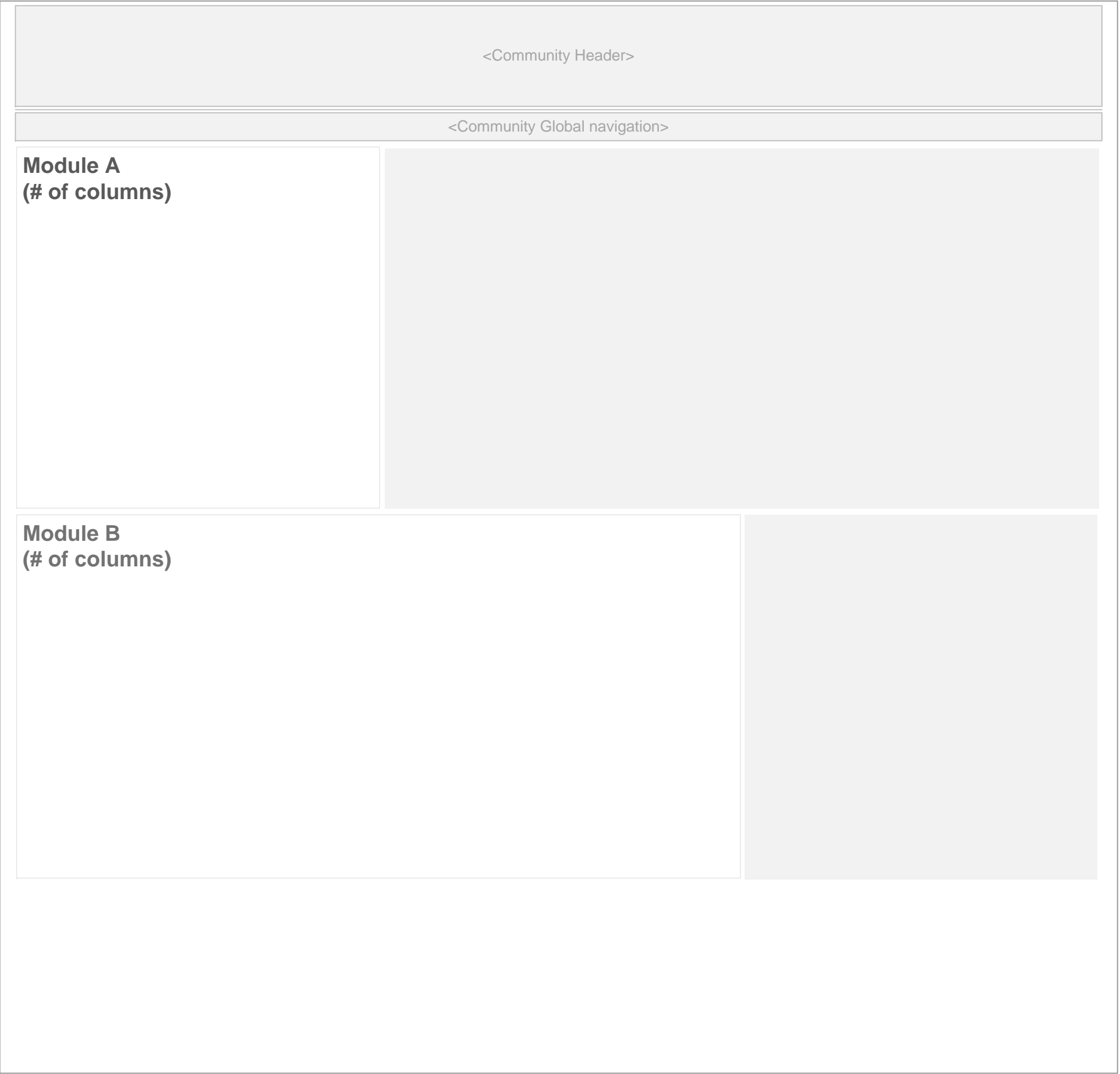
Document Summary

Description	Name
Wireframe Scope	SHC
Brands Covered	Sears and Kmart Communities
Screen ID	ECOM6064
Screen Name	Community Initiative – Featured Q&A Module

Revision History

Version	Date	Author	Notes
...			
1.0	05/18/12	S. McClain	Initial draft

Structural View: Module Variation

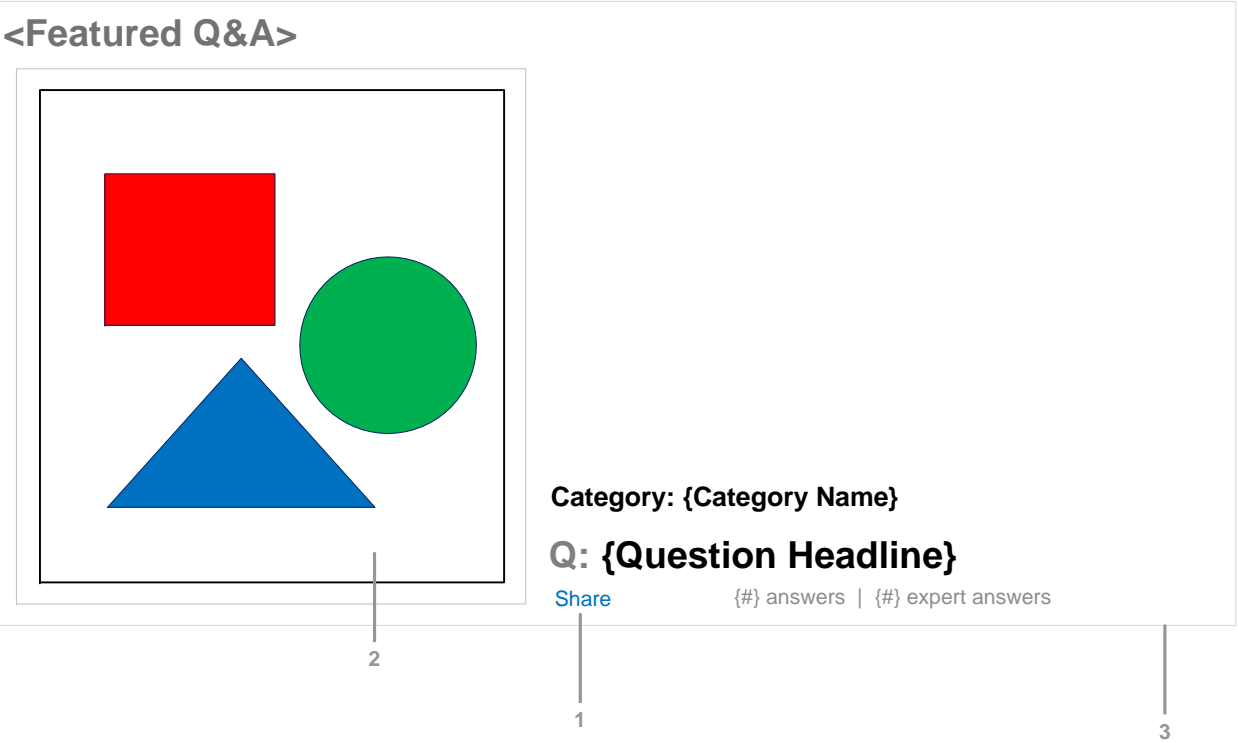


—Top fold—

Component View 10: Q&A Progressive disclosure Flow

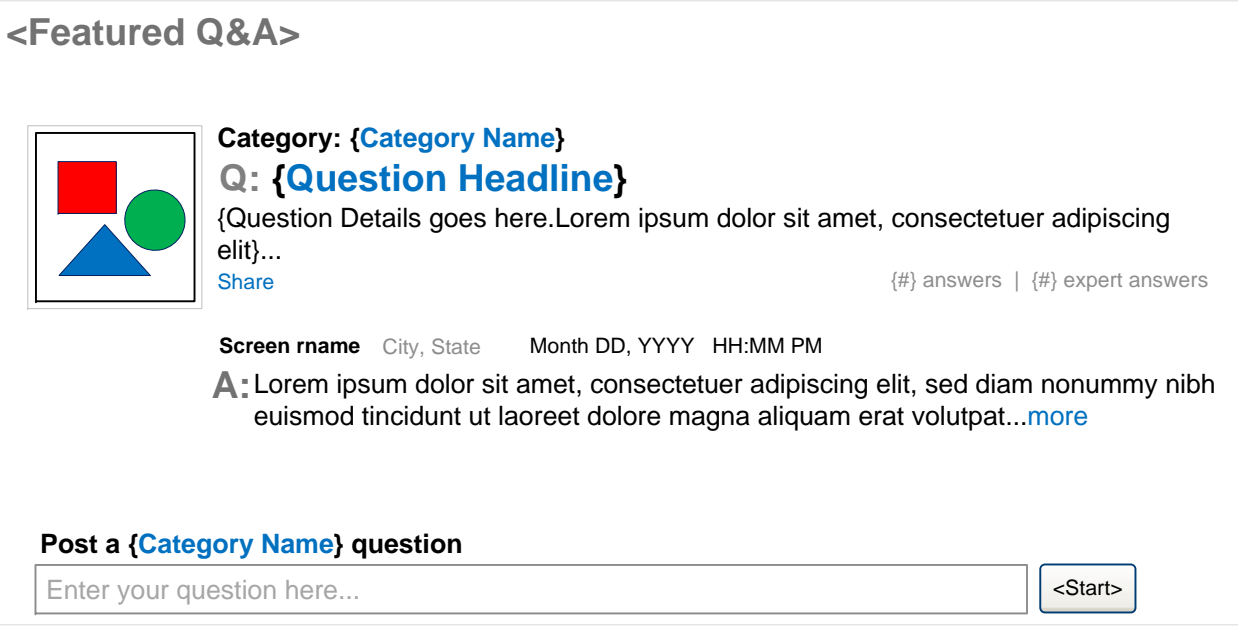
Condition 10 – Default View (Module A)

This condition applies during onLoad state



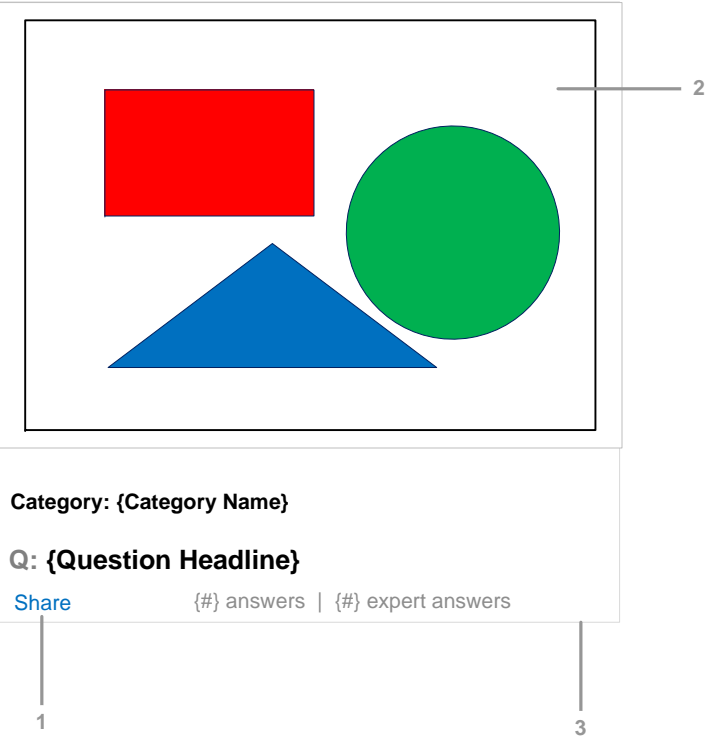
Condition 20 – onClick View (Module A)

This condition applies after onClick



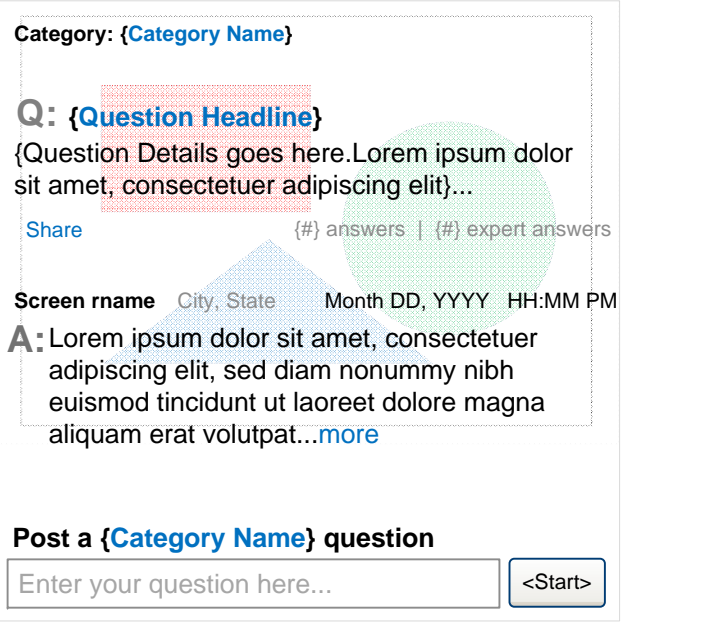
Condition 30 – Default View (Module B)

This condition applies during onLoad state



Condition 40 – onClick View (Module B)

This condition applies after onClick



MODULE CONDITIONS

- 1 – Share

Type: Hyperlink

Functionality: onClick system will populate the global “Share” capability in a layer format.
- 2 – Feature Q&A Graphic

Type: Display only image

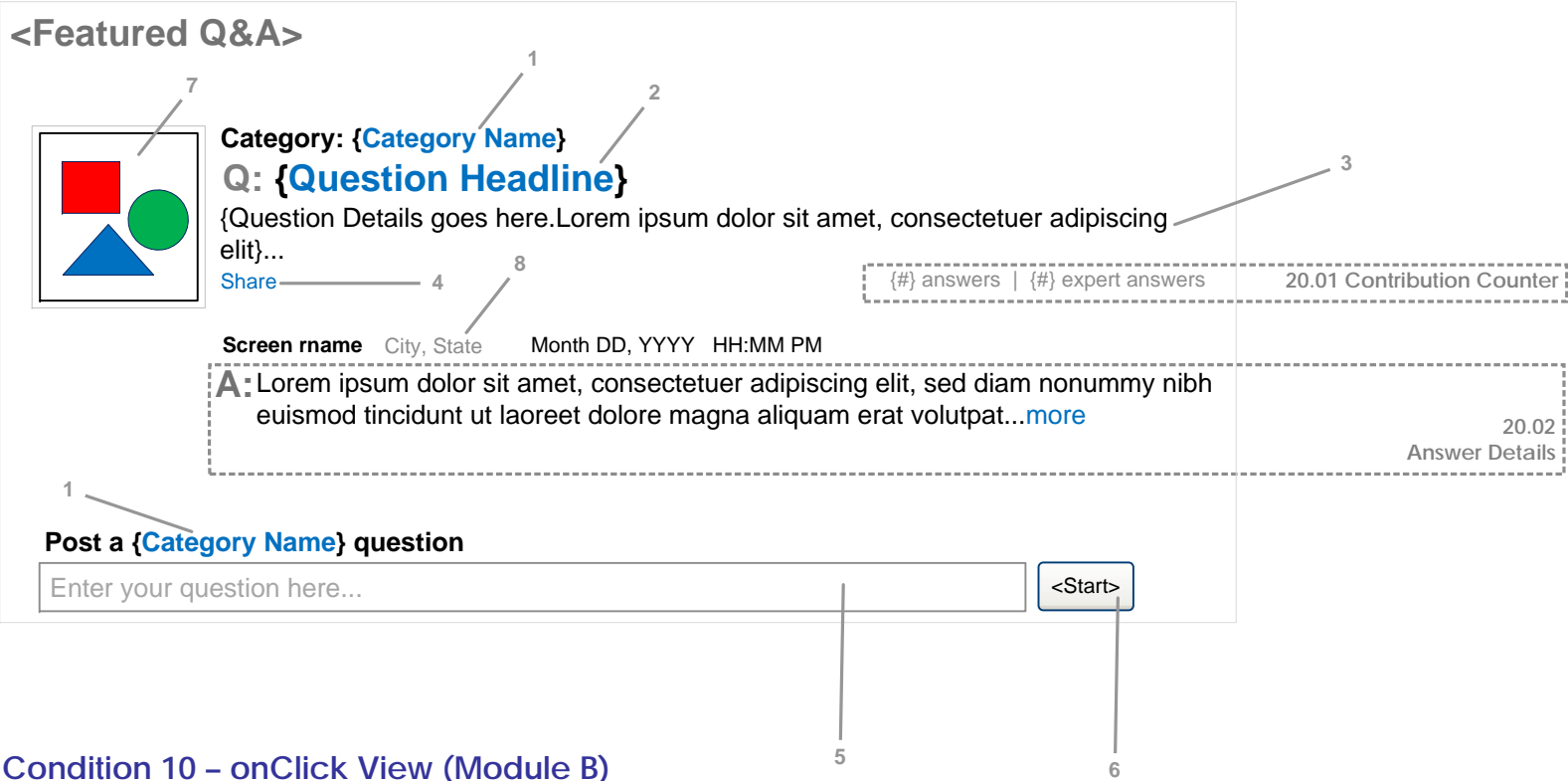
Functionality: By default, a related category image will be populated, unless admin upload a specific image for the associated content in the admin system..
- 3 – Module Block

Type: Clickable area

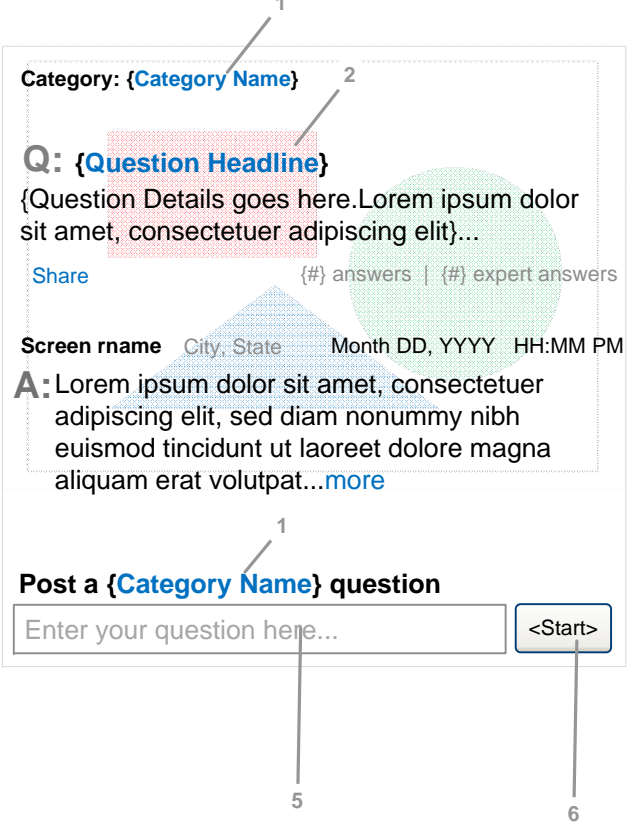
Functionality: onClick system will display the onClick View (condition 20 and 40 of this page).
onClick View will populate on the same location as the default view, without page refresh.
This action is irreversible until session refresh.

Component View 20: Q&A Modules

Condition 10 – onClick View (Module A)



Condition 10 – onClick View (Module B)



MODULE CONDITIONS

1 – Category Name
Type: Hyperlink
Functionality: On click, system will bring user to the “Category Landing Page”; Page turn.

2 – Question Headline
Type: Hyperlink
Functionality: onClick, system will bring user to the Question Details Page; Page turn.

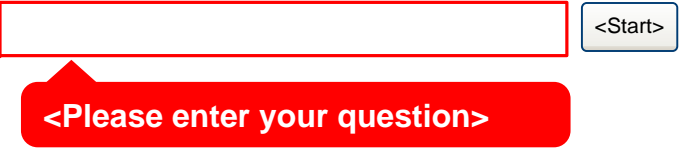
3 – Question Details (optional display)
Type: text
Functionality: Optional details of the question should display if available. Content will be truncated with “...” after 250 characters.

4 – Share
Type: Hyperlink
Functionality: onClick system will populate the global “Share” capability in a layer format.

5 – Ask a Question
Type: Textfield
Functionality: Go to reference from “Q&A list” wire “component XX, condition XX”

6 – <Start> button
Type: Call-to-action button
Functionality: onClick, system will bring user to the “Write a question form”; Page turn.

Error condition – If user click on <Start> without filling anything on the associated text field, the following condition will occur...



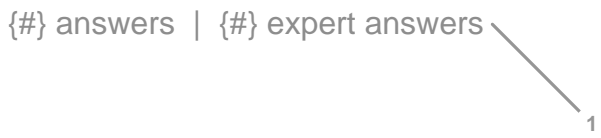
7 – Category Graphic
Type: Image
Functionality: By default, a related category image will be populated, unless admin upload a specific image for the associated content in the admin system..

8 – User Location (optional display)
Type: Text
Functionality: Optional location will be available if they exist in the system profile. Location information should tie to the question rather than the user. Location of the associated question will not change even if user has changed his/her profile location after the content is submitted.

20.01 Contribution Counter

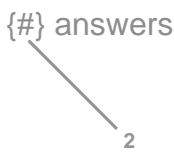
Condition 10 – Default View

This condition applies when:
The question has at least 1 answer
The question has at least 1 expert answer



Condition 20 – at least 1 answer; 0 expert answer

This condition applies when:
The question has at least 1 answer
The question has 0 expert answer



Condition 30 – 0 answer; at least 1 expert answer

This condition applies when:
The question has 0 answer
The question has at least 1 expert answer



Condition 40 – 0 answer; 0 expert answer

This condition applies when:
The question neither answers nor expert answer
Nothing will display in the area when this condition occurs



MODULE CONDITIONS

1 – Expert Answer Counter	
Type:	Display
Functionality:	The number of expert answer should not be included as part of the “answer” counter.
1 – Counter	
Type:	Display
Functionality:	Rules of counter display is follow... - If less than 500, it will display the actual number - if more than 500, it will display 500+

Condition 10 – Default View

This condition applies when:
Answer details (optional field) is available.
Only one answer will be displayed.

Rules of displaying the answer:
1 - Display expert answer if available.

If expert answer = 0:
2 - Display most “helpful” answer by user.

If most “helpful answer by user =0:
3 - Display the latest answer.

A: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat...[more](#)

1

Condition 20 – Default View (not yet reach max char limit)

This condition applies when:
When content doesn’t reach the max char limit.

A: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet.

Condition 30 – 0 answer

This condition applies when:
0 answer is available for the associated question.

{EMPTY}

Note (05/18/2012)

[Shirl] Need to confirm max characters threshold depends on the layout design by creative team.

3 – Answer (optional display)
Type: text
Functionality: Optional answer should display if available.
Content will be truncated with “...” after 250 characters.

