

OBU Product Requirements Document (PRD)

***SHC – Communities Moderation***

**Preliminary**

**Final**

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|  |  |
| --- | --- |
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## Administrative

## Revision History

|  |  |  |  |
| --- | --- | --- | --- |
| Date | Version | Update Description | Author(s) |
| *11/28/11* | 1.0 | Communities Platform | Judy Massuda |
| *2/28/12* | 1.1 | Various Updates | Judy Massuda |
| *2/29/12* | 1.2 | Various Updates | Judy Massuda |
| *3/13/12* | 1.3 | Expert UI capabilities | Judy Massuda |

## Related Documentation

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Document Name & Description | Author | | Location/URL | |
| Reviews and Communities Profile PRD | | Judy Massuda | | Basecamp | |
| Communities PRD | | Judy Massuda | |  | |
| UX Designs | | Shirley McClain | |  | |

## Core Team and Key Stakeholders

|  |  |  |  |
| --- | --- | --- | --- |
| Name | Role - Organization | E-mail | Approver? |
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## Product Overview

## Mission

Refer to Communities PRD

## Strategy

Refer to Communities PRD

## Objectives

1. Deliver Phase 1 release of Communities by End of August 2012 to migrate Communities and Reviews off of the Viewpoints platform.
2. Deliver Phase 2 release of Communities with two week iterations starting end of August 2012 to be completed end of October

## Guiding Principles

* Ease of use for moderators

## Components and Functional Requirements

## Sign In – P1

|  |  |
| --- | --- |
| **Req #** | **Description** |
| 3.1 | Sign in using standard Enterprise ID.  Model sign in after <http://shc.intra.sears.com/include/jsp/login.jsp> to allow for look up Enterprise ID, Reset Password, Change Password, remember me  ***Functional Requirements:***   * Must have Enterprise ID * Enterprise ID must have been manually added in User tool. * Four levels of permissions   + Admin – super users, all permissions   + Moderator – middle level permissions   + Blogger – limited permissions   + Expert – limited permissions to only Expert UI     - This permission level should also be used for CCN team. |

## Dashboard – P1

|  |  |
| --- | --- |
| **Req #** | **Description** |
| 3.2 | Default landing page after signing into the Communities moderation tool displaying widgets based on user roles   * Eg:   + Comments     - Last 5 comments     - Flagged     - See All link takes to comments page in tool  **(3.4.2)**   + Outstanding Q&A   + Number of items flagged for concern **(3.4.4)** |

## CMS – P1

|  |  |
| --- | --- |
| **Req #** | **Description** |
| 3.3.1 | **Homepage (Admin / Moderator)**   * Uses this area to feature items within modules on the Guest User Homepage   + Featured Blog Posts     - Default to most current   + Featured Q&A   + Featured Business Members on duty – updateable through CMS; assign admin rights to update to agents, displays who is “on duty” on homepage.   + Promotional Feature in Navigation bar     - Moderator / Admin links to any part of the site that he wants highlighted. Text is input by Moderator / Admin. * Sees list of content to add each module. Default view is newest to oldest. Searchable and sortable by:   + Category Page   + Author   + Tags   + Most read (Use Omniture Analytics)     - Phase 2 will be implementing Omniture into tool.   + Most commented   + Most helpful votes * Can remove content from each module   ***Functional Requirement:*** Admin view |
| 3.3.2 | **Ad Management (Moderator / Admin)**   * Upload Ad units * Various sizes (tbd by UX): should include 3 standard placements on the page which will only appear if an add is published   + ***Functional Requirement:***      - Uploading to one of these locations saves it within that category within the Image and Video Management tool.     - Capability to upload dynamic ads * Designate where ad unit is displayed (size requirements for various locations)   + Banners and Buttons have check boxes to upload to specific pages     - Each Interest group page     - Each Discussion topic page     - Default is all checked with an unselect all * Remove ad unit   + Does not permanently delete, just removes from being displayed   + Archive of Ad Units can be found in Image and Video Management Tool (3.3.3) * Ability to schedule ads   + Track performance: CTR, Conversion (Omniture Tracking automatically appended to URLs within ads) |
| 3.3.3 | **Image and Video Management (Blogger / Moderator / Admin)**   * Images and Video automatically get stored in one centralized location and can be accessed through the Image and Video Management tool.   + Uploaded to Ad Management tool, Blogs, Buying Guides and Interest Groups and saved within Image and Video Management tool     - * Images uploaded to components will be automatically tagged with that category       * Various sizes (tbd by UX): should include 3 standard placements on the page which will only appear if an add is published       * Blog Image       * Buying Guide Image       * Interest Group   + Uploaded directly to the Image and Video Management tool for later use (independent of a Blog, Buying Guide)   + Narrow by category, search by tags. * Images and Video can be deleted in this tool **(Admin / Moderator)** * Default view is by date (newest to oldest); Search capabilities to locate images using tags or categories   + Can add or delete tags   ***Functional Requirement*:**   * Uploaded images should be tagged when uploaded to be searchable – tagging field should be required. * Capability to upload multiple images at the same time. * Capability to email images from tool |
| 3.3.4 | **Blogs and Buying Guides (Blogger / Moderator / Admin)**   * Blogging capabilities so that blogs and buying guides can be posted through the moderation tool using pre-established templates * WYSIWYG text formatting * Picture/Video and PDF upload * Links * Categories/subcategories * Tagging * Meta tagging * Meta description * Designating where it will display   + Separate uploading areas for Blogs vs. Buying Guides     - Blogs – interest groups, general blog area     - MySears Buying guides – interest groups and / or Vertical specific * Preview, Draft, Publish, Schedule, Cancel   + ***Functional Requirement:*** Draft, Preview and Cancel can be seen by any users; Schedule and Publish only by Admin. * List of all blogs in one area searchable by   + Category   + Author   + Tags   + Most commented   + Most helpful votes   ***Functional Requirement:***   * Blogging and Buying Guides should have similar capabilities for uploading / editing / writing content but display to the consumer of the content should be different. * Ability to schedule posts to be published at specified times. |
| 3.3.5 | **Category Pages**   * Plug and play features to create new interest groups on the fly through the admin tool   + Add, delete, modify category pages   + Customizable by selecting templates which could include     - Blog **(communities PRD 3.9)**     - Buying Guides Blog **(Communities PRD 3.9)**     - Q&A **(3.4)**     - Polls     - Video (P2)     - Ads * Need skinning options based on theme |
| 3.3.5 | **Manuals**   * Admin tool should be synced with Manual database, updated regularly |

## Moderation – P1

|  |  |
| --- | --- |
| **Req #** | **Description** |
| 3.4.1 | **Profanity Filter (Admin)**   * Sync with Machine Learning to update profanity list, add profanity to their list – return feedback to help their tool get smarter.   + review and denote sentiment (phase 2) |
| 3.4.2 | **Blog Comments (Blogger / Moderators / Admin)**   * Actions for comments   + See All   + Filter by blog   + Filter by user |
| 3.4.3 | **Q&A Moderation (Moderators / Admin)**   * Lock Q&A threads (close comments)   + Automatically posts message when thread is locked that is editable by moderators * Remove answers   + Answers show as removed due to violation * Reply to answers   + Experts/CCN can reply with video, photo, or PDFs   + Experts/CCN Can link to manuals * Move Q&A from one topic to another **(See Expert UI 3.9)** * Designate Answer as best answer |
| 3.4.4 | **Flagged for Concern (Moderators / Admin)**   * List of flagged content, with the reason provided by the flagger and number of times that particular piece of content has been flagged   + Reader can report a concern on     - Q&A     - Individual Comments     - Profile Pictures * Moderator / Admin reviews flagged content   + Content that was flagged but does not violate content is marked as reviewed with comment by Moderator / Admin   + Content that was flagged and violates content is deleted from this view     - Rejected content displays “Removed due to violation of terms of service”   + ***Functional Requirement:*** Stamped with Moderator / Admin enterprise ID and date * Display is oldest to newest of flagged content not acted upon * Additional view to add flagged content that was acted upon |
| 3.4.5 | **Polls**   * Add polls * Take down polls * Review results |

## Internal Users – P2

|  |  |
| --- | --- |
| **Req #** | **Description** |
| 3.5.1 | View users - Filters users by roll **(Admin)** |
| 3.5.2 | Add user **(Admin)**   * Enter in enterprise ID * Assign roll   + Admin – super users, all permissions   + Moderator – middle level permissions   + Blogger – limited permissions   + Expert – limited permissions   ***Functional Requirements:***   * Members added as Admin, Moderator or Blogger are automatically assigned badges by the system. **(3.7)** * Bloggers and Experts should be given contractor email addresses so that he/she can sign in with enterprise ID. |
| 3.5.3 | Remove or Modify user permissions **(Admin)**   * Enter enterprise ID * Admin can remove or reassign permissions   ***Functional Requirements:***   * Deleted by LDAP then automatically deleted from tool * Removing user does NOT delete content posted by that User or attributed content |

## Reports – P1

|  |  |
| --- | --- |
| **Req #** | **Description** |
| 3.6 | Links to   * Omniture * Google Analytics * Basic reporting   + Number of Q&A created     - Number of answers     - Response time for expert     - Questions within a category   + Number of comments   + Number of blog comments   + Poll results created |

## External Users – P1

|  |  |
| --- | --- |
| **Req #** | **Description** |
| 3.7.1 | Members **(Moderators / Admin)**   * Search external users by email address or screen name * Members can be banned from search results * Can select Member to see Member information |
| 3.7.2 | Member information **(Moderators / Admin)**   * Ban user * Delete account   + **Functional Requirement:** Only moderators can delete an account. Information is kept in database, but Communities profile is disabled. UGC posted by User remains but Removes user from all email distribution. * Add manually applied badges **(3.7.3)** * View IP address * View Opt-in * View email address * Link to Community Profile * Assign Blogger Roll * Set as a featured member |
| 3.7.3 | Badges **(Moderators / Admin)**   * Badges can be manually assigned or assigned by the system * Additional Badges – Admin would determine permission levels.   + Expert – Manually added or automatically added through LDAP   + Associate – appears for anyone who has an employee ID in membership profile (System)   + Customer Care Network – tied to CCN employees working within the communities (system)   + Moderator Badge – Assigned to anyone with Admin/Moderator tool access (system)   + Vendors – Manually added |

## Emails – P1 (Responsys)

|  |  |
| --- | --- |
| **Req #** | **Description** |
| 3.8.1 | Communities Trigger Emails   * Notification emails, including:   + Welcome   + Weekly feed   + Discussions/Q&A comment (opted in)   + Answer Network * Advisory Council * Rewards   ***Functional Requirement:*** Emails should be sent through system wherever possible rather than through Responsys |
| 3.8.2 | Communities Promotional Emails   * Newsletters * Communities exclusive promotions |
| **Future Planned Enhancement** | |
| **Req #** | **Description** |
| 3.8.3 | Qualtrics Survey Integration   * Surveys will be emailed by outside system (Qualtrics). * Admin will need ability to download lists of members by profile answers or interest groups |

## Expert UI

|  |  |
| --- | --- |
| **Req #** | **Description** |
| 3.9.1 | Queue **(Moderator / Admin / Expert)**   * Pull questions from a queue which is automatically populated with questions based on the topic   + Create shared question queues for experts and first responders. Queues should indicate age of question; if a user has responded, etc.   + Questions should be sent to the queue based on topic and job function (question should appear in both expert and first responders queues)   + Oldest questions filter to the top * Reassign questions to other queues and trigger the associated expert notifications. * Notification   + Create notification system to alert experts and responders when a new comment or answer is posted against their comment or when other answers and comments on answers appear on threads in which they have participated |
| 3.9.2 | Expert Admin component **(Moderator / Admin )**   * Add Expert roll to a user (also badges them) |
| 3.9.3 | Resolution Notifications:  Once the business responds to a user and resolves the question/issue; business will prompt system to send a follow up email to user to ask if they were satisfied with the response/service   * Notification includes questions: “where you satisified with the service you received? Yes/no buttons * Click on yes will trigger a “satisified” icon to appear on original post; no will display nothing   If no is clicked, system notifies business to follow up; process repeats |

## User Experience Requirements

* Experimentation: Should be possible to quickly modify UX flows, do A/B testing, get feedback and iterate
* Formats: support for desktop, ipad
* Supported Browsers:

|  |  |
| --- | --- |
| **Browser** | **Supported (Y/N)** |
| Internet Explorer 6 | n |
| Internet Explorer 7 | n |
| Internet Explorer 8 | Y |
| Netscape (version?) | N |
| Safari (version?) | Y |
| Firefox (version?) | Y |
| Google Chrome (version?) |  |
| Other |  |

## Integration and Migration

* Provide fully documented Web Service APIs for all communities functions being pulled into Profile
* Migrate existing user data from Viewpoint to Universal Profile
* Migrate existing reviews, discussions, and profile data (where applicable) from Viewpoint to new Reviews system
* Integrate with Business Objects to pull reports

## Operations and Maintenance

## Service Level Agreement

*From any US location:*

* Uptime: 99.5%
* Responsiveness: 85% of all API calls will return in < 100 milliseconds @ x reads/second, < 200 milliseconds @ x writes/second

## Monitoring and Alerts

* Proactive monitoring of basic system services ((server load, server up-time)
* Proactive monitoring of rate of communication with client web servers.

## Business Continuity Planning (BCP)

* Communities integration should be deployed in Sign On and Profile
* Platform will support semi-automated failover in the event of a failure in either location
* Data Back-Up: data will be backed up to tape once a day. In case of loss of data, data will be restored within 1 business day.

## Capacity Planning

* Capacity Planning will be done on a quarterly basis, based in traffic estimates provided by customers
* Emergency plan for expanding capacity (data storage, rate of access for both reads and writes):
* Expand by 15% : 5 business days
* Expand by more than 15% - 30 business days
* Traffic Estimates by Customer: tbd

## Escalations

* CCN will be integrated into Communities and will have its own escalation plan

## International

Support some non-english language reviews: Spanish (US), French (Canada), Other?

## Legal

## SEO and Marketing

## Other Stuff

## Future Business Flow

## Other Business Areas / Departments Impacted

|  |  |  |  |
| --- | --- | --- | --- |
| DomesticStores  OffshoreStores  Super K Stores  Store Ops  Store Conversions  Distribution Centers  Legal  Mobile | Merchandising  International  Cross Merchandising  Merchandise Prchsing  Non-Merch. Prchsing  Decon Center  Supply Chain Ops  Supplier | Purchasing  Sourcing  Corporate Center  Overseas Offices  GENCO  Marketing  MyGofer  Home Services | Credit  Audit Services  Asset Protection  Finance/Accounting  Human Resources  Payroll  Other: |

## Properties to be impacted

***Check all that apply:***

|  |  |  |
| --- | --- | --- |
| [Craftsman](http://www.craftsman.com)  [Delver](http://www.Delver.com/)  [DieHard](http://www.diehard.com)  [Kenmore](http://www.kenmore.com/)  [Kmart.com](http://www.kmart.com)  [Lands' End](http://www.landsend.com/)  [ManageMyLife](http://www.ManageMyLife.com/)  [MyGofer](http://www.MyGofer.com/)  International Site | [MyKmart](http://www.Mykmart.com/)  [MySears](http://www.MySears.com/)  [Sears.com](http://www.sears.com/)  Catalog.[Sears.com](http://www.sears.com/)  [Sears Commercial](http://www.commercial.sears.com/)  [Sears Driving School](http://www.searsdrivingschools.com/)  [Sears Flowers](http://www.searsflowers.com/)  [Sears Garage Doors](http://www.searsgaragedoors.com/)  [Sears Home Services](http://www.searsclean.com/) | [SearsHometown Stores](http://www.searshometownstores.com/)  [Sears Optical](http://www.searsoptical.com/)  [Sears Parts Direct](http://www.searspartsdirect.com/?sid=PSHx20080114x00001s)  [Sears Outlet](http://www.searsoutlet.com/)  [Sears Photos](http://www.searsphotos.com/)  [Sears Portrait Studio](http://www.searsportrait.com/)  [Sears](http://www.searsportrait.com/) Puerto Rico  [Sears](http://www.searsportrait.com/) Spanish Site  [tgi.com](http://www.thegreatindoors.com/) |

**Other Web Types (check all that apply):**

Market Place Multi-Channel (in store Kiosk, etc) API Mobile

*Note: The store Kiosk view on the web sites differs in some cases from what is seen from the standard external web view; this is done for performance reasons and to recognize that the kiosk viewer is in our store. (e.g., if in-store, no pop up prompt displays, asking if the customer wants to speak or chat with a representative, since we’d rather the customer speak directly with an in-store associate). Where applicable, PRD stated requirements should differentiate guidance on how the UI experience should differ between in-store vs. external website.*

**Other Sites (List all impacted):**

Catalog.[Sears.com](http://www.sears.com/) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

## Horizontal domain Impacts

***Briefly describe the summary changes to any of the standard horizontal domains in the table below. Consult Engineering if necessary.***

| **Domain** | **Highlight new features** | **Existing features to be impacted/how?** |
| --- | --- | --- |
| Profile / SSO | * Single Profile (and login) for all users that write Reviews, across all sites * Reviews widget will display author’s mini profile view (user card aka quick view) next to each Review * Profile Page Changes |  |
| Header / Tool Box |  |  |
| Home Page |  |  |
| Vertical Page – specify which vertical(s) or all |  |  |
| Category Page |  |  |
| Search & Browse |  |  |
| Product Detail |  |  |
| Cart / Checkout |  |  |
| Post Order/Purchase |  |  |
| Email Communication | Message Center, Address Book |  |
| Bundles/Collection Page |  |  |
| Compare Pages |  |  |
| Product Options |  |  |
| Gift Cards |  |  |
| Registry |  |  |
| Club Rewards |  |  |
| Recommendations |  |  |
| Lists |  |  |
| Community | Redesign |  |
| Content |  |  |
| Videos |  |  |
| APIs |  |  |
| Sears Catalog |  |  |
| Mobile |  |  |
| Multi Channel |  |  |
| International |  |  |
| Marketing |  |  |
| Social sites |  |  |
| Omniture |  |  |
| SOLR/BRAT |  |  |
| Save a Story |  |  |
| Customer Service |  |  |

## Merchant Services Impacts (Marketplace)

***Briefly describe the summary changes to any of the standard horizontal domains in the table below. Consult Engineering if necessary.***

| **Domain** | **Highlight new features** | **Existing features to be impacted/how?** |
| --- | --- | --- |
|  |  |  |
|  |  |  |
|  |  |  |

## External Vendor Involvement

***Check each External Vendor property that may be involved in effecting a solution to these requirements. Final decision on involvement will come later in the life cycle. Consult OBU IT Operations if necessary. (Check all that apply)***

|  |  |  |
| --- | --- | --- |
| [Responsys](http://www.Responsys.com/)  [Scene7](http://www.scene7.com/)  [ExpoTV](http://www.expotv.com/)  [5Min](http://www.5min.com/)  Viewpoints  Other: | [Akamai](http://www.akamai.com/html/custom/index.html?source=google&i=3&r=4&p=10)  [Omniture](http://www.omniture.com/en/)  [KANA](http://www.omniture.com/en/)  [CommerceHub](http://www.omniture.com/en/)  [LivePerson](http://www.omniture.com/en/)  Other: | DesignKitchen  ARS  Fluid  Agency.com  Zemoga  KBPS  RealArt  Other: Business Objects |

If the vendor is new, please specify vendor name and anticipated service from the vendor:

## Security and Compliance

***Please fill out the following list to help the team understand how the new project will be secured and meet compliance initiatives. Consult OBU IT Operations if necessary.***

Does this project introduce a new application to the SHC environment?

|  |  |
| --- | --- |
| Yes | No |

If yes, briefly explain:

Is there any consumer or vendor data that will be stored, processed, accessed, or transmitted for this project? If so, please answer questions 2 and 3.

|  |  |
| --- | --- |
| Yes | No |

If yes, briefly explain:

Please check all customer and/or vendor data that will be stored, processed, accessed, or transmitted with this functionality:

|  |  |  |
| --- | --- | --- |
| [Credit card](http://www.Responsys.com/) number  CVV (three numbers on the back of the credit card)  First name  Last name  Mailing address | Phone number  Mobile number  Fax number  Order number  Email address  Birthday  Family members’ information | Healthcare information  Rewards information  Bank routing number  Bank account number  Driver’s license  Prescription information |

Is there a change to network architecture/infrastructure associated with this project (e.g., the introduction of a new network segment, the introduction of a new network connection between SHC and an untrusted network)?

|  |  |
| --- | --- |
| Yes | No |

If yes, briefly explain:

Is there a change to the method utilized by end-users to authenticate to the network, a workstation, or an application associated with this project?

|  |  |
| --- | --- |
| Yes | No |

If yes, briefly explain:

Does the information associated with this project traverse a public (non-SHC) network?

|  |  |
| --- | --- |
| Yes | No |

If yes, briefly explain:

## Operations, Networking, and System Requirements

***Consult OBU IT Operations if necessary.***

1. What areas of the system are customer facing? Sign on, Profile
2. What existing applications or infrastructure components can be affected operationally by impairments in the new service?
3. What are the OS and/or database platform and version requirements for required third-party applications?
4. Are there any access requirements, firewall rules? If yes, briefly explain:
5. What is the projected growth of website traffic (or specifically, additional website traffic due to project)
6. What is the current DB and/or application storage requirements (if known)?
7. What is the expected DB and/or application storage requirements, and over what time (or in what increments)?
8. What is the network attached storage (NAS) requirement, if any?
9. In the event of catastrophe, how much data loss is acceptable? - recovery point objective (RPO)
10. In the event of catastrophe, how quickly must data be brought back online? – recovery time objective (RTO)
11. Is there a shared data (i.e. SAN storage) requirement across multiple servers?

**Appendix:**

## Global Non-Functional Requirements

## SEO requirements

***Define:***

* ***What the page structure should be***
* ***Meta description and keyword***
* ***Content***
* ***Sitemap to be updated***

***What can be an issue to launch this project successfully? For example, needs to have an extensive marketing plan, dependency with another project.***

## Future Phases of Project

***Are there any future phases of this project? If yes, please explain.***

## Preliminary Wireframes (Optional)

***Insert or link a document depicting the preliminary wireframes to help give better product management guidance to the desired user experience. (Jpeg, Visio diagram, etc.)***

***Minimally strive to elaborate on expectations related to:***

* ***Search Engine Oprimization (SEO)***
* ***Page site structure***
* ***Meta description***
* ***Content***

## Project Milestone RACI Diagram

***The RACI Diagram below illustrates each team member’s role in conjunction with the preliminary PRD and 6 major milestones for the project. The role titles should be replaced with specific names of assigned team members.***

| **Major Milestone** | **Accountable** | **Responsible** | **Consulted** | **Informed** |
| --- | --- | --- | --- | --- |
| **Preliminary PRD** | *Prod Mgr* | *Prod Mgr* | *Functl Mgrs* |  |
| **Project Kickoff** | *Prod Mgr* | *Prod Mgr* | *Proj Team* | *SDM* |
| **Final PRD** | *Prod Mgr* | *Prod Mgr* | *Proj Team* | *SDM* |
| **Wireframe Signoff** | *Prod Mgr* | *UE* | *Dev Team* | *SDM, Proj Team* |
| **HTML Complete** | *Prod Mgr* | *UE* | *Dev Team* | *SDM, Proj Team* |
| **Deploy to QA** | *Prod Mgr* | *Dev Lead* | *QA Lead* | *SDM, Proj Team* |
| **Deploy to Staging** | *Prod Mgr* | *QA Lead* |  | *SDM, Proj Team* |

## Appendix:

## Priority List

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| --- | --- | --- | --- |
| **Functional Area** | **Description** | **Priority** | **Notes** |
| **People** |
| Profile | User information for configuration of experience. Needs to share login / password information from commerce system (SSO). Profile data ideally is pulled directly from Sears.com and additional community features are either added commerce database or linked to commerce profile information. | H | Communities Profile tab  Need to meet with Legal to find out if they have to specifically say they want to be a community member to opt in? Or can anyone who signs up be a community member automatically?  Message center, comments, disscussions, reviews, groups, badges, etc.   Need a public/private view   If in community do not want them going to Sears.com to look at the profile - want to have profile visible from Community header and Community Profile default view (not landing page for overview) |
| Relationships (Following) | Allow entities (community members / blogs / topics / stores / etc) to follow or have followers. Followers would be notified of activity via their feed or email notification. | H | SM: Once a group is added, all associated followers of the group will be automatically connected with the member Remove friends, just have following, can follow individuals and add to their stream - following a group will not automatically all all memebers of group to feed |
| Social Network Integration | Allow for login via social media account. Link FB and community account via FB Connect, import profile image. name, FB ID, friend ID's, Friend information, email, interests, locate which FB friends are also on community and follow them. Link Twitter and MySears account, import profile image. Allow for postings created in community site (by users or by Sears) to be posted to social media account. FB/Google+ Share/Like (Twitter post) for Site, Clubs, Stores, Blog posts, Articles, Questions, etc. Allow members to invite friends to join community through facebook, twitter, emails. | H | Browse team may have already built - need to follow up and provide pieces of content that needs to be shared |
| SYWR Integration | Allow for community members to store SYWR number in profile to convert loyalty points to SYWR points. Members should be able to input and link SYWR number easily to their account through email and/or phone number. If a member is not a SYWR member they can easily sign up directly through the registration process or through an integrated sign-up form within community. System must also map loyalty points to SYWR points based on system defined mapping table. (ex: 1:1 point structure - 1 community point = 1 SYWR point). Any SYWR points earned will need to be communicated to our SYWR Loyalty Program partner (Epsilon) to be applied to member. (TBD - pending legal) | H | Conditional on #7 - SYWR points yet to be determined   Sign up for SYWR, link, should all be linked to community without having them leave. |
| Reputation/Loyalty Program | Allow community members to gain reputation points via community engagement (posting reviews, answers, ideas, etc.) Points will equate to different levels of reputation/membership (7 tier membership system) – the more points you receive, the higher you will grow in membership level and the more benefits/rewards you will receive. Each time a new level is reached there will be automatic benefits (profile badges, SYWR VIP status, etc.) applied to member account along with bonus rewards (this will be a catalog of items that the member can chose from - such as coupons, gift cards, products, shipvantage membership, etc.)   Will still need Epsilon connection  System to award Reputation points to users based on the quantity and quality of their community contributions. Display Reputation points as Icons that depict level of user engagement. | H | Need point system and badging system and status - how they are rewarded is still up for dicussion #6 vs. social coupons, etc. . |
| Community Voted Experts | Members become an expert through 1 of 2 ways: Manual (#9) or socially selected; based on peer votes placed on their content. | L | Manually applied is part of badging (#9) |
| **Badging** | Badging Associate members, Experts and Vendors, Store Managers, Alumni in the community  Public Q&A Functionality (Ask an Expert, Ask store, Ask associate) - unlocked when badged | H | Mapped to interest pages (Featured experts within interest groups) |
| CDW/SYWR Database Integration | Ensure all member data is shared/integrated with internal customer databases. | H | If they're an existing member, and a current customer and we have SSO, how will it merge? Need to look into |
| **Participation** | | | |
| Q&A/Discussion Forum | Structured question and answer or discussion forum. Live Q&A engagement Quora-like service in member’s own profile page. Members can ask questions, tag questions, search question, and questions are treated as news feeds for the followers to be notified and help answered. Include video/image in either post or comment. Add tags to post. Share to social networks. Receive notifications of updates (email/feed/social networks). Vote on/Select a best answer. Search Q+A for archived questions/answers.   Associate a question with a content item or entity (buyer guide, blog post, deal, product, store) | H | P4 - Recommended product based on reviews in discussions - need to work with machine learning and Shub |
| What other features are we missing? |  |
| Read/Write Product Reviews | Members will be able to read/write product reviews throughout the entire community (interest pages, homepage along as well as a dedicated MySears Reviews page.) The read/write should all take place within the community (no re-directs) but should be integrated with our core Product Reviews technology. The entire product catalog should be accessible through the community to read/write reviews. | H | What is value proposition of keeping reviews with community? Is it to keep status quo?   Need better display, but communities is research phase and reviews are a big part of that. |
| Ideas/Co-Creation/Crowd sourcing | Allow user to submit idea relating to improving some product/service, store innovation, site feature and new marketing campaigns. Other users can comment, share and vote on feature. The higher the number of votes, the more prominent the idea is placed. Apply evaluation status to ideas to make members aware of the idea status (i.e. Investigating, Updates In Progress, Completed, etc.) | M |  |
|  |
| Allow members to participate in the development of new products, services and processes by providing their opinions through an interactive experience. |
|  |
| Allow members to respond to challenges/problems by providing comment/solutions. Notifications go out to members to inform them of a new challenge. Include images/videos in post. Vote on solutions. |
| Polls | Create questions / polls to be answered by community members. Image-based as well as text. We will have the ability to set-up and post a poll to any page within the community (homepage, product pages, interest pages, etc.) through the admin tool. Polls can easily be turned on/off as needed. All results should be accessible through the admin/reporting tool. | L | Can leverage existing Delver tools? If so Priority is H |
| Answer Network | Provide an opt-in for members to be notified when questions are posted in specified topics. For example, if a member is knowledgeable in appliances - each time a another member posts a question about appliances an email will be sent to the "Answer Network" to notify them of the post. The email will contain the question posted with a link back to the post to easily allow the notified member to return to the community and answer the question. | M |  |
| Advisory Council | Select members of the community will be invited to join our Advisory Council. Advisory Council will be required to participate in a pre-determined amount of surveys, polls, online focus groups, etc. and will earn rewards for their participation. We will need to track participation and apply to their account – members will lose Advisory Council membership (and rewards) if they do not meet requirements. Automated notifications will keep member informed of their status. | M | Need to determine the best way to communicate with them (orientation strategy).   How will we highlight they are special to the community? Private interest page / badge - not asking them to be experts, just loyal customers who are getting rewarded |
| Customer Service Network | Created similar to an interest page - provide users a dedicated community page for customer-service specific issues. This page will contain a forum, click-to-chat, feedback form and other customer service related tools to easily allow our customers to reach us to get help with issues. This page will be monitored by CCN. | H |  |
| **Content** |
| Blogs | Community managers / DMM/BU social/marketing will post blogs and blog entries based on specific topics. Community members will not create blogs. Members can comment and share blogs. | H |  |
| Buying Guides | Page that includes a step by step for how to choose a particular product or category items. | H | Similar to a blog in fuctionality but in it's own area - section in landing page. Layout and design needs to be different from a blog as well. |
| Ad Units and Deals (Community & Partner Businesses) | Standard ad unit space that will display for all members. Future will allow outside vendors to place deals on site. | H |  |
| Live TV Channel/Video Hub | Create a dedicated landing page that will host our Live TV channel streaming various events. Include live chat. Also provides an archives of previous shows/videos that is easily accessible for our members. | M | CMS built for it already - early phase can put as blog content, later can expand. |
| Interest Pages (Cateogy pages or Micro-Communities) | This is a template-based functionality that will allow us to easily and quickly set-up categories within community that could also serve as "micro-communities" within the larger community focused on specific interests (example: DIY, Gardening, Fashion, etc.). These pages should be set up by selecting from a list of available features (blog, Q&A, polls, video, ads, etc.) through a plug & play model and should creatively be customizeable. All interest pages will automatically have the functionality for members to "join" or follow the page. All members who join an interest page will be flagged in a database and receive any promotional offerings from the interest page and also benefits to following the interest. Their pages will also appear in their profile and content from their interest pages will flow into their activity feeds. | H | Both Public and Private (Invitation process for private) |
| Contextual Ads | Site advertisements that are targeted toward the logged in community member. | L | Personalization prerequisite  Will utilize third party ad-platform technology to enable. |
| Email Surveys | Surveys will be emailed by outside system (Qualtrics). Community system will need to allow site administrators to download lists of members by profile attributes and download unique groups of members (ex: download 5K members today, next week, need different 5K group of members.) | L |  |
| Store Pages | Entity page that is maintained by the individual store. System auto locate member’s nearest stores and have the store info as part of their profile, members can always change their preferred store. Stores will be able to post news, events, pictures, etc. Community members will be able to follow stores and changes will show up in member’s feeds or email notifications. Community members will be able to post questions to individual stores. Notifications should go to store managers when posts are made to their page. | H | Is the promo team doing this as part of local store ads - can we collaborate with their initiative to put our experience on top of it? Need to follow up with Brian Hodge; want local store ad to be accessible on Store Pages.   Eventually My Store store page should be a profile tab.   Collaborating with Delver |
| **Discovery** |
| Customized Experience (Dashboard) | Ability for community member to customize the site experience. This includes: followers, notifications, feed layout. | M | This is Homepage (iGoggle)   Feed Layout might not be 1st priority, usibility testing will be necessary |
| SEO | Ability to add SEO tags to content types to enhance natural search. System will automatically add tags to content items and community managers will be able to manually add / edit SEO tags. | H | Part discovery  Part Admin |
| Notification Emails | Emails sent from the system, triggered on certain actions (new followers, updates from the interest clubs, Q&A , new answers, events invite from the clubs) | H | Trigger point is following   Need to connect with Legal and have preference settings (Weekly recap, vs. daily vs instant) |
| Search | Ability to search site content (QA / blogs / ideas) for specific search terms | NEW | Jumpstarted from new core capability for search (global search as core site but need to bubble up community content first rather than product content) Need connect with Levi. |
| Happening Now / Activity Feed | Users (and other entities e.g,stores, clubs) can share a summary of each action they take in the community with their Followers. On the home page users see an aggregated, real-time activity stream from users and entities that they follow. For non-members/website visitors, the happening now includes updates from store pages, blogs, and clubs. If they are a new visitor, they will see an aggregate of all recent posts made throughout the site as well as from our social networks (FB, Twitter) | H |  |
| **Activity Feed for Social Media Sites \*NEW\*** | real time activity stream from Twitter and Facebook | H |  |
| **Other** |
| Admin Tool / Reporting | Functions include: | H | PDF will be very difficult - unless from Google Analytics or Omniture Need to look into additional reporting tools |
|          Moderation (Q&A) |
|          Blog Write/Publish |
|          Ad Network |
|          Deals Publish |
|          List Pulls |
|          User Info |
|          Analytics/Reports/Alerts |
|          Create /Manage Clubs |
|  |
| Admin systems includes community control tool and BU content management tool: |
| -Community control tool |
| 1. Membership management: create, delete, find, edit, update, grant features, edit badges/membership status |
| 2. Content management: Q&A, blogs content update, ideas, co-creation, user-flagged inappropriates, images, video, profanity, approves, delete, edit. |
| 3. Ad network: post SHC ads (outside of contextual – Image management) |
| 4. Clubs, interests, topics management: create, update, edit new clubs, topics, interests and map to different BU ambassadors. |
| 5. Analytics/reports tool: ad hoc reports/dashboards on KPI. |
|  |
| -BU Content management tool |
| 1. Clubs management: assigned club content update, edit, delete |
| 2. Q&A: interest, topics, questions with the followers, open access to create, edit, delete, update content, ad reports on followers user info. |
| 3. Blogs: access to upload, edit, delete blogs. |  |
| 4. Analytics: generate adhoc reports on top issues from Q&A in related BU areas. |
|  |
| -Store Pages management tool |
| 1.      Post news updates |
| 2.      Post events (by corporate in real time, by store through corp moderation process) |
| 3.      Answer questions posted |
| 4.      Mobile Accessible |
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| Export reports tool: csv |
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