

OBU Product Requirements Document (PRD)

***SHC – Communities Platform***

**Preliminary**

**Final**

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| ***Current Revision:*** | *Version 1.11* |
| ***Document Name:*** | *PRD\_Communities Platform.doc* |

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## Administrative

## Revision History

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| --- | --- | --- | --- |
| Date | Version | Update Description | Author(s) |
| *11/21/11* | 1.0 | Communities Platform | Judy Massuda |
| *11/25/11* | 1.1 | Various Updates | Judy Massuda |
| *12/8/11* | 1.2 | Various Updates | Judy Massuda |
| *2/10/11* | 1.3 | Various Updates | Judy Massuda |
| *2/13/11* | 1.4 | Various Updates | Judy Massuda |
| *2/14/11* | 1.5 | Various Updates | Judy Massuda |
| *2/22/11* | 1.6 | Various Updates | Judy Massuda |
| *2/24/11* | 1.7 | Various Updates | Judy Massuda |
| *2/27/11* | 1.8 | Updated CMS | Judy Massuda |
| *4/5/11* | 1.9 | Updated interest pages | Judy Massuda |
|  | 1.10 | Removed store pages | Judy Massuda |
| *4/25/11* | 1.11 | Updated reputation points | Judy Massuda |

## Related Documentation

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

## Core Team and Key Stakeholders

|  |  |  |  |
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## Product Overview

## Mission

To provide an online community that replicates in-person interaction and conversation so that customers and prospective customers access information, advice and tips around categories of interest from SHC associates, vendors and fellow members while providing invaluable feedback and customer behavior understanding to SHC.

## Strategy

* Provide a meaningful experience for members
* Integrate Brand Strategies Where Applicable
* Strengthen Customer Engagement
* Provide multiple ways to participate in the community
* Leverage community feedback and insights

## Objectives

1. Deliver Phase 1 release of Communities by End of May 2012 to migrate Communities and Reviews off of the Viewpoints platform.
2. Deliver Phase 2 release of Communities by End of August 2012.

## Guiding Principles

To empower our members, by ongoing engagement with them throughout the Social landscape, to create a confluence of lifelong brand ambassadors.

**1. For Customers:**

* to connect with SHC, product experts and enthusiasts: post ideas, ask questions, share advice, make connections
* to be heard, to be helped, to receive excellent customer care
* to be the first to know: deals, promotions, upcoming products, etc.
* to participate in contests and games.
* to get exclusive members-only benefits program
* to find Information: Guides, Articles, Blogs, Recipes, Videos, etc. (both internally created and external feeds)
* to get a customized experience according to their interests and likings
* to join groups of common interests (book clubs, fitness clubs, DIY clubs, etc.)

**2. For SHC:**

* a deeper engagement with our customers to create brand ambassadors
* to drive conversion/sales by influencing, shaping, informing and enabling customer shopping behaviors and buying decisions
* deeper psychographic, demographic and techno graphic insights
* ongoing feedback on our products and marketing initiatives
* valuable UGC which is optimized for SEO and is considered more reliable
* to unify array of social presence into one seamless engaging experience
* to connect our customers with our brands, products and initiatives, to provide increased customer conversion and in turn increase lifetime value.

## Components and Functional Requirements

## Register and Sign On Requirements – P1

|  |  |
| --- | --- |
| **Req #** | **Description** |
| 3.1 | **Register**  User does not have existing SHC account   * When trying to post content, User is prompted with in flow simple sign on to enter email address and create username and prechecked box to sign up for Community emails, can uncheck to opt out. * When registering from header link User is prompted with login form that includes Username as a required field. * User signs in using Open ID login – prompt after signing in to create a username for communities and reviews   **Functional Requirement:** Standard Registration links are needed: Sign in, terms of use, privacy policy, Open ID  **Open Issue:** Checking with Legal to determine if existing opt-in will cover Communities emails. |
|  | **Sign On**  User has an SHC account   * User is interacting with Communities site and wants to leave UGC * User is prompted with in flow simple sign on for email address and password. * User has WCS account but never created a username in past. User is prompted to create a username. If User has existing username then there is no change in process after standard login prompt. * UGC displays username   **Functional Requirement:** Standard Sign In links are needed: Forgot Password, Register, Open ID |

## Communities Profile Requirements – P1

|  |  |
| --- | --- |
| **Req #** | **Description** |
| 3.2.1 | Full Communities Profile:  User Information:   * User Name * Profile Photo * Location if opted in * Badges * Interest Pages * Discussions * Reviews * Set up a preferred store – links to store pages.   Badges Link to static communities page with explanation of badges |
| 3.2.2 | Shows for Interest Page currently following that direct back to Community Interest Page homepages |
| 3.2.3 | Discussion Activity shows user discussions he has posted in that have had activity in the last 30 days. |
| 3.2.4 | Reviews shows   * Most recent reviews linked to anchored review in product page. View includes (number to be determined by UX)   + Stars   + Attributes   + Date written   + Helpful votes   + Number of comments * Link to See All Reviews. If User clicks on See All, User sees all Active reviews in same format linked to anchored reviews in product page. |
| 3.2.5 | Contact a moderator contact (mailto: client)   * Include help text – please include a way for us to contact you in the note. |
| **Phase Two** | |
| 3.2.6 | **Quickview**   * Window on Communities shows profile picture, username, badges, and option to view full profile.   **Functional Requirement:** User does not have to be signed on to view, but to interact with another User’s Profile will require signing in |

WCS Profile to not be modified in first phase; existing integration (My Stuff and Order Center links) to be maintained only.

## Header

|  |  |
| --- | --- |
| **Req #** | **Description** |
| 3.3.1 | **Header**   * Log in / Join the Communities; Log Out * Customer Service link * Search   + Results indicate what type of results are displayed (i.e. whether the content is a blog, Q&A, etc)   + User can filter through search results * Number of Members * Link for MyKmart directing people to associate page (existing) |
| 3.3.2 | **Site Navigation**   * Home * Interest Pages * Q&A * Buying Guides * Blog   + Page where all blog posts are aggregated, regardless what interest group / topic the blog was written under * Reviews * Experts **(Phase two)** * Community * Store Pages * Customer Service |
| 3.3.3 | **Promotional Feature**   * Highlighted section on the navigation bar in admin tool links to any part of the site that admin wants highlighted. Text is input by admin |
| 3.3.4 | **Qualtrics feedback link** |

## Homepage – P1 & P2

|  |  |
| --- | --- |
| **Req #** | **Description** |
| 3.4.1 | **Homepage (same view for logged in and logged out)**   * User sees featured Blog posts from the site * User sees featured Q&A made throughout the site * Recent activity on the site * Ad Units **(3.11)** * Featured Member * Featured Deals / Promotions * Twitter Feed * Rewards tie in |
| 3.4.2 | **Communities Specific Search**   * User can search keywords to find Communities content, search should look for relevant titles, content and meta tags, and tags   + Clearly identified content in results (blog post, vs Q&A, vs product review) |
| **Req #** | **Description** |
| 3.4.3 | **Signed in User homepage**   * Recent Blog posts and Buying Guides from Interest Groups * Recent News and Events from Store Pages * Condensed version of the Activity Feed available in Profile **(3.2.3)** * Ad Units **(3.11)** – Preset ad units   + ***Future planned enhancement:*** Interest groups will feed content for Contextualized Ads **(3.11.3)** * Featured Member   + Featured Expert **(P2)** based on Interest Group * Featured Deals / Promotions **(Personalized, tied to Interest Groups P2)**   + Pulls in personalized local ad offers or You Choose (work with Brian Hodge) * Twitter Feed   Rewards tie in |
| **Future planned enhancements** | |
| 3.4.4 | Drag and Drop customizable homepage allowing for Users to set up a homepage most relevant to them. |

## Q&A and Commenting Requirements – P1

|  |  |
| --- | --- |
| **Req #** | **Description** |
| 3.5.1 | Structured question and answer in discussion type forum.   * Ask questions   + Add tags from predefined list and show associated tags.     - Limit of 5 tags     - Tags should be searchable but not displayed     - **Functional Requirement:** tags can be tied to Answer network P2   + Add topic to the Q&A * Answer / Comment on questions   + Displaying answers are truncated if over set character limit – reader can expand and collapse as desired. * Search questions / answers * Share to social networks * Receive notifications of new comments (feed and if opted in, email) * Vote on/Select a best answer   **Functional requirements:** Spell Check and hyper linking ability that is limited to Admin / Moderator / Associate and Expert badged users |
| 3.5.2 | Q&A functionality to be available for   * Interest Groups * General   + Vertical, Category, SubCategory   + Offers * Stores **(Phase two)** * Experts **(Phase two)** * Customer Service |
| 3.5.3 | Comments   * User can make public * User can comment privately on someone’s profile – all profile comments are private. * Ability for Users to comment on:   + Q&A   + Blogs   + Buying Guides   + Reviews   + Community Profile |
| 3.5.4 | Q&A and Comments can be flagged for concern by readers **(refer to Moderation tool PRD)**   * Flagger must enter a comment with flag |
| **Phase Two** | |
| **Req #** | **Description** |
| 3.5.5 | Opt into Answer Network (P2)  When User comments on Question, prompt User to opt in to answer other questions within the same topic or interest group |
| **Future planned enhancements** | |
| **Req #** | **Description** |
| 3.5.6 | * Upload video/image in either post or comment. (P3) * Recommended products in Q&A (P3) |

**Functional Requirement:**

## Following Requirements – P1

|  |  |
| --- | --- |
| **Req #** | **Description** |
| 3.6.1 | Users should be able to follow components of the Communities to receive activity within their Community Activity Feed **(phase two)** and email notifications. Followable components:   * Interest **- interests are set in Profile.** * Blogs **(3.10) (phase two)** * Q&A **(3.5)** * Setting a Preferred store in your profile * Experts **(Phase two)** |
| 3.6.2 | User can Unfollow anything he/she has followed. |

## Reputation and Loyalty Requirements – P1

|  |  |
| --- | --- |
| **Req #** | **Description** |
|  |  |
| 3.7.2 | **Reputation**   * Badges   + Advisory Board (3.10.4)   + Craftsman Club Members – applied from badge in profile   + Expert – Manually added through Admin/Moderation tool   + Associate – appears for anyone who has an employee ID in membership profile   + Customer Care Network – tied to CCN employees working within the communities   + Moderator Badge – Assigned to anyone with Admin/Moderator tool access   + Vendors – Manually added through Admin/Moderation tool   + Alumni – Manually added through Admin/Moderation tool upon request (P2) |
| **Phase Two** | |
| **Req #** | **Description** |
|  |  |
|  |  |

## Social Integration Requirements – P1

|  |  |
| --- | --- |
| **Phase One** | |
| **Req #** | **Description** |
| 3.8.1 | **Share It Functionality**   * Blogs **(3.10)** * Buying Guides **(3.10)** * Expert Pages **(Phase Two)** * Store Pages **(3.15)** * Q&A **(3.4)** * Reviews * Comments * Interest Groups **(Phase Two)**   ***Functional Requirement:*** Use existing Share It Capabilities |
| 3.8.3 | Invite friends to join communities through email |
| **Phase Two** | |
| **Req #** | **Description** |
| 3.8.4 | Find and invite connections on Communities through Facebook, Twitter, Google + |

## Customer Service Requirements – P1 & P2

|  |  |
| --- | --- |
| **Phase One** | |
| **Req #** | **Description** |
| 3.9.1 | Communities Specific Customer Service page   * Standard Customer Service “Contact Us” links   + Email Us   + Delivery   + Installation   + Part Orders & Inquiries   + Repair   + Contact a moderator * Static FAQ page based on common customer questions |
| **Phase Two** | |
| **Req #** | **Description** |
| 3.9.2 | Customer Service Q&A **(3.4)**   * Moderated by CCN team |
| 3.9.3 | Prompts for the customer to answer that do not get posted with the Q&A so that the discussions can be fed directly into Kana  ***Functional Requirement:*** Integration into Kana (to work with Eric in Des Moines on integration) |

## CMS Requirements – P1

|  |  |
| --- | --- |
| **Req #** | **Description** |
| 3.10.1 | SHC editorial content displayed within   * **Blogs**   + Interest Categoryspecific blog posts   + Ability to search by     - Author     - Tags * **Buying Guides**   + Vertical specific   + Longer than blogs, should have different look / feel than blog (e.g. page turn) * Store Pages **(Events 3.15.4 / News 3.15.5)**   + Microblogging on Store pages for events/news |
| **Future Planned Enhancement** | |
| **Req #** | **Description** |
| 3.10.2 | Live TV channel and Video Hub (e.g. UStream)   * Dedicated landing page for Live TV channel for streaming various events.   + Live chat during streaming. * Archives of previous shows/videos that is easily accessible for our members. |

## Interest Page Requirements – P1

|  |  |
| --- | --- |
| **Phase Two** | |
| **Req #** | **Description** |
| 3.11.1 | Template based   * Plug and play features to create new interest page on the fly through admin tool   + Blog **(3.9)**   + Buying Guides Blog **(3.9)**   + Q&A **(3.4)**   + Polls (P2)   + Ideas (P2)   + Video (P2)   + Ads * Pre-identified interest groups for launch:   + Books (Kmart only)   + Seasonal (holidays)   + Tools |
|  |  |
| 3.11.2 | Public and Private Interest Pages   * Public interest **(P1)**   + Page displaying all interest group   + Searchable * Private interest groups are by invitation only **(P2)**   + Invite sent through email or message center |
|  |  |
| **Future planned enhancement** | |
| **Req #** | **Description** |
| 3.11.3 | Following Interest Page   * Interest Page should have a button to join the group   + Joining the group will add User’s name to database to receive notifications for that group   + Once member, User can sees other members of the group   + Sees group in profile page **(3.2)** and group activity in Activity Feed **(3.23)**   + Share it functionality for interest groups * Page of all interest groups that user can use to search and Join groups   ***Functional Requirement***: If User answers Q&A within Group he/she is not following, User is prompted to follow group. |
| 3.11.4 | Advisory Council   * Private interest group that members of the Community will be selected for and invited to join.   + Minimum requirements for participation to keep status including taking surveys, polls, online focus groups, etc. and will earn rewards for their participation. * Council Users will be Badged **(3.6.2)** and receive rewards **(3.6.1)**   + Activity will need to be tracked through Reputation System   Automated notifications will keep member informed of their status. |
| 3.11.5 | Interest page will feed content Contextualized Ads (P3) |
| 3.11.6 | Community Determined Experts  ***Functional Requirement:*** System automatically badge Community Experts based on a predetermined threshold of helpful votes received in a particular interest page |

## Advertisement Units – P1

|  |  |
| --- | --- |
| **Req #** | **Description** |
| 3.12.1 | Standard size ad unit spots throughout site for internal and external ads   * Hero (Homepage)   + Rotating   + Search built in   + Not treated as traditional ad unit – cannot be sold. * Horizontal Banner 630x60 (various) * Vertical Banner (various) * Button 300x250 (various) |
| 3.12.2 | Configurable through Admin tool |
| **Future planned enhancement** | |
| **Req #** | **Description** |
| 3.12.3 | Contextualized Ads: Third party platform to enable site advertisements that are targeted toward the logged in community member. |

## Emails – P1

|  |  |
| --- | --- |
| **Req #** | **Description** |
| 3.13.1 | Review Trigger Emails (In Reviews and Reviews Moderation PRD)   * TYFP (existing, but requesting modifications) * Review your Seller (can ask marketplace team to fund)   ***Functional Requirement:*** Emails should be sent through system wherever possible rather than through Responsys |
| 3.13.2 | Communities Trigger Emails   * Notification emails, including:   + Welcome   + Weekly feed   + Discussions/Q&A comment (opted in)   + Answer Network   + Store events * Advisory Council * Rewards   ***Functional Requirement:*** Emails should be sent through system wherever possible rather than through Responsys |
| 3.13.3 | Communities Promotional Emails   * Newsletters * Communities exclusive promotions |
| **Future Planned Enhancement** | |
| **Req #** | **Description** |
| 3.13.4 | 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 |

Needs to be part of Communities Admin PRD

## Read and Write Reviews – P2

|  |  |
| --- | --- |
| **Req #** | **Description** |
| 3.14.1 | User is doing pre-purchase research in Communities setting, needs to be able to read reviews and compare products without visiting the product page. |
| 3.14.2 | User is post purchase, needs to be able to write a review while in communities without leaving communities page. Searching and selecting an item takes User to stand alone Write a Review page rather than purchase page. |

|  |  |
| --- | --- |
| **Phase One** (Must build despite not matching a user path) | |
| **Req #** | **Description** |
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## Crowdsourcing – P2

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| --- | --- |
| **Req #** | **Description** |
| 3.15.1 | **Ideas**   * User submits idea relating to improving some product/service, store innovation, site feature, new marketing campaigns etc. * Other Users comment, share and vote on Idea.   + The higher the number of votes, the more prominent the idea is placed. * Internally, Ideas are sorted   + Apply evaluation status to ideas to make members aware of the idea status (i.e. Investigating, In Progress, Completed, etc.) * Ideas in Action   + Displays ideas that were in acted and, where applicable results. |
| **Future Planned Enhancement** | |
| **Req #** | **Description** |
| 3.15.2 | **Polls**   * User answers Questions by selecting text, image or video * Set through the Admin tool, results pulled though Admin tool or Business Objects   Only displays when there is content |
| 3.15.3 | **Community Badged Expert**  Ability for Users to nominate and vote on Experts within specific interest groups. |

## Static Pages – P1

|  |  |
| --- | --- |
| **Req #** | **Description** |
| 3.16.1 | * FAQ * About / Why Join * Terms of Service * Badges |

**WSC Profile – Phase Two**

**WCS Profile to not be modified in first phase; existing integration needs to be maintained only.**

**Precondition:** Must be signed in

## Profile – Overview Tab – P2

|  |  |
| --- | --- |
| **3.18** | **Overview Profile Tab** |
| 3.18.1 | Sees Username, Badges and Photo |
| 3.18.2 | Badges:   * Badges based on membership level (Only 1 Membership level badge will display per user)   + 7 tier membership level system (TBD)   + Linked to static page that defines membership levels, badges * Additional Badges   + Advisory Board (See Communities Platform PRD 3.10.4)   + Craftsman Club Members – applied from badge in profile   + Expert – Manually added through Admin/Moderation tool   + Associate – appears for anyone who has an employee ID in membership profile   + Customer Care Network – tied to CCN employees working within the communities   + Moderator Badge – Assigned to anyone with Admin/Moderator tool access   + Vendors – Manually added through Admin/Moderation tool   + Store Manager – Given to Managers tied to Store Pages   + Alumni – Manually added through Admin/Moderation tool upon request |
| 3.18.3 | User sees link to Store Page on Communities under preferred store. |
| 3.18.4 | Discussion Activity shows up to 5 User discussions he has posted in that have had activity in the last 30 days. If no recent discussions then this module is blank.  (UX to determine how many to display.)  Links to My Activity  Individual Discussion Links take back to individual discussions. |
|  |  |

**Functional Requirements**

Username needs to be checked for uniqueness against existing usernames

Should identify that Username is for Communities (What is this?).

## Profile – My Shopping Tab Integration – P2

|  |  |
| --- | --- |
| **3.19** | **My Shopping Profile Tab Integration** |
| 3.19.1 | User sees Q&A and Blogs relevant to purchases under MyStuff (replicating existing functionality)   * Create a Q&A, and see more redirects to relevant pages on Communities. See more is existing   Also in Order Center (replicate existing functionality) |
| 3.19.2 | Order Center   * Button to write a review directs to stand alone Write a Review form, and not the product page   + If no reviews exist for the product link should say “Be the first to review this item” to have a stronger call to action. * Read reviews takes User to the See More Reviews page for the product   + Alternative: Read reviews anchored and takes User directly to Reviews tab within product page. * Display the “Discussions” link for all items in the Order Center, if the item has an Online equivalent. Discussions content is sourced from Communities.   + If discussions are available related to the **sub-category** of the item:     1. Display the three most recent of these discussions. Include the title of the discussion (which is a link to the discussion), the discussion creator’s username (link to users profile), and the discussion creator’s image (if it available, this also links to creator’s profile).     2. If more than 3 discussions are available, display a “See More (X)” link, where X is the total number of discussions available for that sub-category.     3. Always display a “Start Your Own” discussion link.   + If no discussions are available related to the **sub-category** of the item, display copy and linkage encouraging the user to be the first to start a discussion for that that **sub-category**. |

**Functional Requirements**

Later phase, work with Machine Learning Group for refined algorithm to populate Q&A and Blogs. Example: populate buying guides based on relevant related products. (Ex: Crib was purchased, buying guide for car seats appear)

Open Issue: If Reviews sign in is before write a review 6.2 will need expanded requirements. Should be able to prepopulate the email address field to simplify the sign in / register process.

## Profile – Communities Tab – P2

The communities tab should only be displayed if a user has interacted with community features / has communities related data specific to them stored in their Profile.

|  |  |
| --- | --- |
| **3.20** | **Communities Profile Tab** |
| 3.20.1 | User visits NEW Communities tab under Profile - Default view shows Status module, Interest Groups, recent Discussion Activity, recent reviews.  Subtabs for Message Center, Reviews, Activity Feed  Still need to review tabs – best way would be to see some preliminary concept wires. |
| 3.20.2 | Status module displays reputation points, and how close to next level, member since, reviews, helpful votes, and badges.  Badges show the badges User has accumulated (Reputation tiers, SYWR, Craftsman Club, Community expert, associate etc).  Links to static communities page with explanation of badges hosted on Communities. |
| 3.20.3 | Interest Groups has link to list of interest groups to follow  Shows icons for Interest Groups currently following that direct back to Community Interest Group homepages  Tie back to personas – can leverage personas on email contact preferences |
| 3.20.4 | Discussion Activity shows up to 5 User discussions he has posted in that have had activity in the last 30 days. If no recent discussions then this module is blank.  Links to My Activity  Individual Discussion Links take back to individual discussions. |
| 3.20.5 | Reviews shows most recent 3 items reviews linked to the reviews and with a link to See All Reviews.  Takes to Reviews Subtab that displays all reviews User has written **(3.9)**  Individual reviews linked back to anchored review on product page |
| 3.20.6 | **Activity Feed** (need better name so as not to imply social stream)   * **Community Activity -** aggregated, real-time activity stream from users and entities that they follow.   + Feed from     - Interest Groups     - Blogs     - Q&A if opted in     - Store Pages     - Experts   + Opt in to get weekly email summary of activity   + Users can unfollow from Activity Feed * **My Activity**   + Hyperlinked activity of user     - Q&A started     - Comments on Reviews, Q&A, blog posts     - Private comments written on other Users’ Community Profile Page   + User can delete comments from activity feed and hide followed items from feed * **Private Comments**   + Displays Private Comments another User has written on Communities Profile     - Similar to comments, Users can write Private Comments on other’s profile. Comments. Appear in My Activity.   + Profile User can read or comment     - Comment back is also private and appears in My Activity. |
| Alternative | User has not created username and not interacted with the communities, sees welcome message to join the communities. |

## User Experience Requirements

* Overall goal is to increase awareness of communities and seamless integration with SHC ecommerce sites
* Experimentation: Should be possible to quickly modify UX flows, do A/B testing, get feedback and iterate
* Formats: support for desktop, mobile, ipad, in-store kiosk?
* Supported Browsers:

|  |  |
| --- | --- |
| **Browser** | **Supported (Y/N)** |
| Internet Explorer 6 | n |
| Internet Explorer 7 | y |
| 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

## 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

## 

|  |  |  |  |
| --- | --- | --- | --- |
| **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 |
|  |
| Export reports tool: csv |
|  |