Community_Reviews_W_2013.2.6_v0.12_hwilliams.graffle

MODIFICATION DATE Wed Feb 06 2013
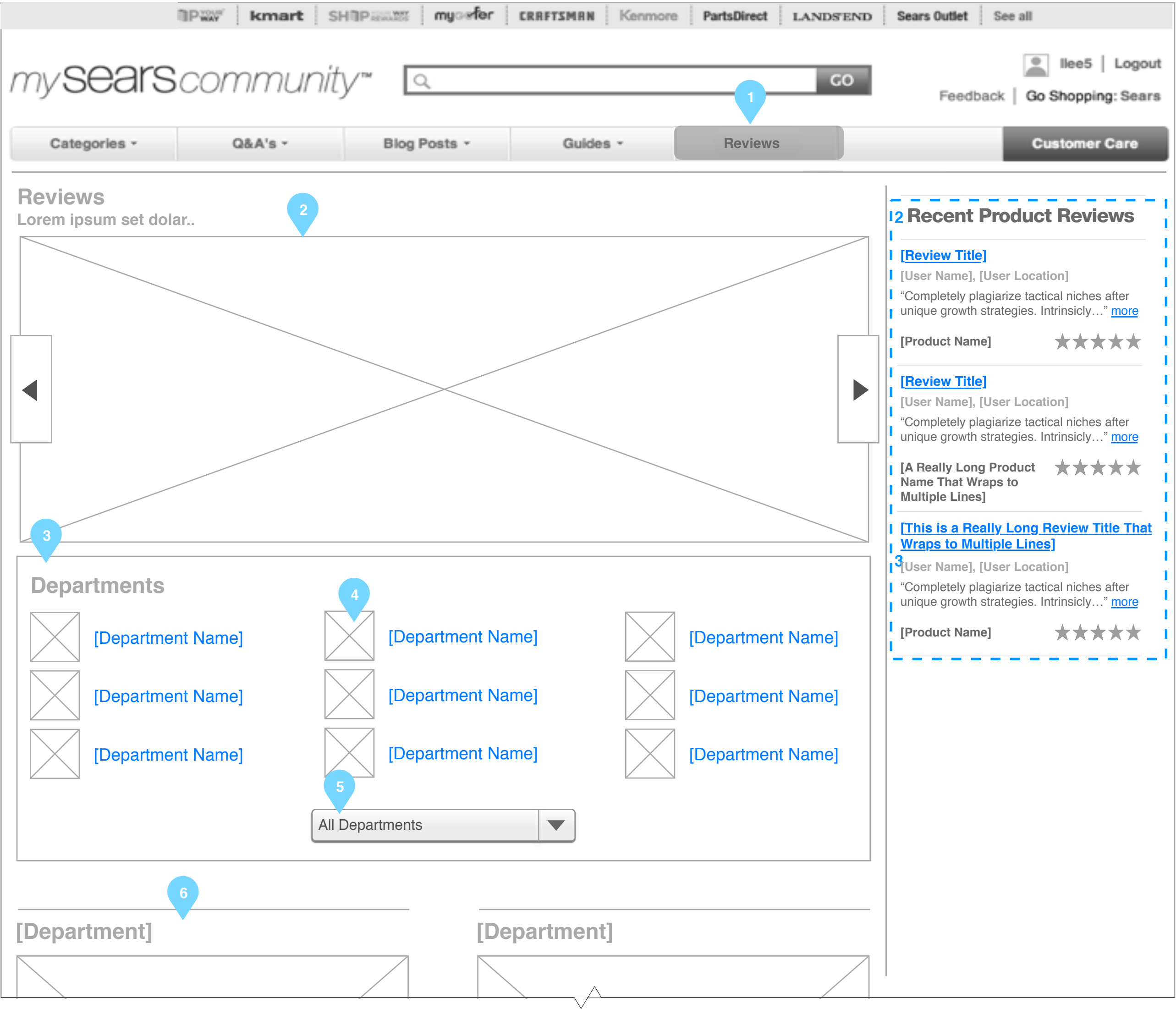**CREATOR** Darrell Mick
FILE NAME Community_Reviews_W_2013.2.6_v0.12_hwilliams.graffle

Document

Description	Name
Brand	Sears
Product	Community
Area	Community
ID	N/A
Name	Reviews in Commen

Revision History

Version	Date	Author	Notes
0.01	11/27/12	Darrell M.	Initial Concepts
0.02	11//29/12	Darrell M.	- (p.2) removed one column of departments to make 4 instead of 5. - (p.2) removed advertisement area - (p. 4/5) Added right rail content/modules to pages. - (p.5) Top brands are no longer links - (p.5) Added right rail to this page.
0.03	12/04/12	Darrell M.	- Changed right rail content to Related Stories. - Added page 6 : All Reviews Page - when user came from Product Details page - Added flag for for copy to review button labels - (p.8) My Profile - Changed Reviews tab to link
0.04	12/06/12	Darrell M.	- Only one All review page, back link is generic, product image/name launches quick view. - Added page: 2- Category filters. - Changed page Profile Public - Reviews tab to include a tab. copy and link. - Changed the layout of reviews on page Public Profile
0.05	12/27/12	Harrison W.	- Added Category landing page - Added Featured Product widget (now called the Recent Reviews widget)
0.06	12/31/12	Darrell M., Harrison W.	- Added revised private profile pages - Removed the "Share" link from the "Related Stories" widget - Renamed "Featured Products" widget to "Recent Product Reviews" - Revised "Recent Product Reviews" to illustrate an example with a long title that wraps to multiple lines - Added character count specifications for the "Recent Product Reviews"
0.07	1/4/13	Harrison W.	- Minor changes to specification annotations.
0.11	1/31/13	Harrison W.	- New Reviews Landing Page - New Department Page
0.12	2/6/13	Harrison W.	- Removed Category Landing Page (not affected by any changes) - Updated Department Page

[WYNTHE WAY] kmart SHOP [YOUR WAY REWARDS] my[gofer] CRAFTSMAN Kenmore PartsDirect LAND'S END Sears Outlet See all

my*sears*community™

🔍 [_____] **GO**

👤 llee5 | Logout

Feedback | Go Shopping: Sears

| Categories ▾ | Q&A's ▾ | Blog Posts ▾ | Guides ▾ | **Reviews** ① | **Customer Care** |

Reviews
Lorem ipsum set dolar.. ②

◀ ▶ ③

Departments

☒ [Department Name] ☒ [Department Name] ④ ☒ [Department Name]

☒ [Department Name] ☒ [Department Name] ☒ [Department Name]

☒ [Department Name] ☒ [Department Name] ☒ [Department Name]

⑤ [All Departments ▼]

⑥
[Department]   ### [Department]

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② ### Recent Product Reviews

[Review Title]

[User Name], [User Location]

"Completely plagiarize tactical niches after unique growth strategies. Intrinsicly…" more

[Product Name] ★★★★★

[Review Title]

[User Name], [User Location]

"Completely plagiarize tactical niches after unique growth strategies. Intrinsicly…" more

[A Really Long Product Name That Wraps to Multiple Lines] ★★★★★

[This is a Really Long Review Title That Wraps to Multiple Lines]

③ [User Name], [User Location]

"Completely plagiarize tactical niches after unique growth strategies. Intrinsicly…" more

[Product Name] ★★★★★

Interaction Specifications
- This page represents the new Reviews section of the Sears Communities website.

Functional Specifications

1 - Reviews
Type: Tab/Hyperlink
Functionality: On-click, page turn to the Reviews Landing page
NOTE: This tab will not contain a drop-down list like the other tabs.

2 - Rotating Slider
Type: Image Slider
Functionality: On-click, page turn to that specific category page.

3 - Departments
Type:
Functionality: Grouping of links to all Departments.

4 - Department Link
Type: Hyperlink
Functionality: Links directly to the respective department page.

5 - All Departments Dropdown
Type: Dropdown Menu
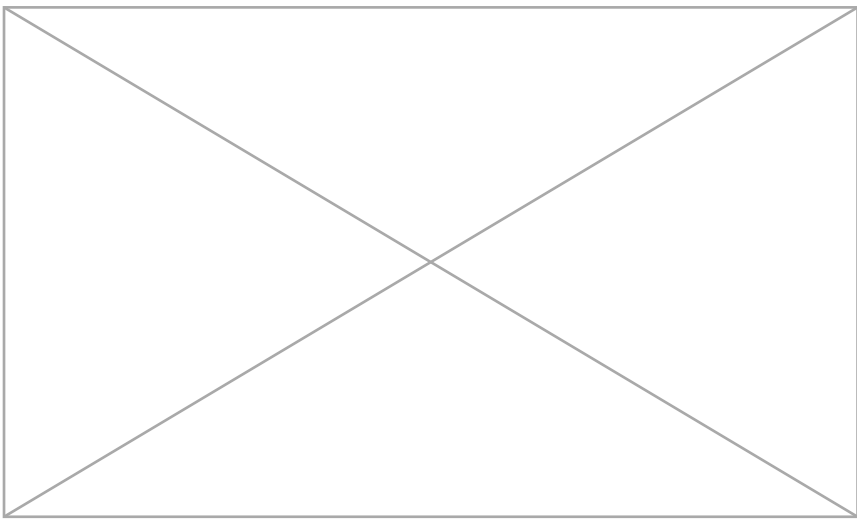**Functionality:** Listing of all departments

6 - Featured Department Widget
Type: Content Widget
Functionality: Displays a featured department. Upon clicking the representative image, page turn to the associated department page.

Community_Reviews_W_2013.2.6_v0.12_hwilliams.graffle
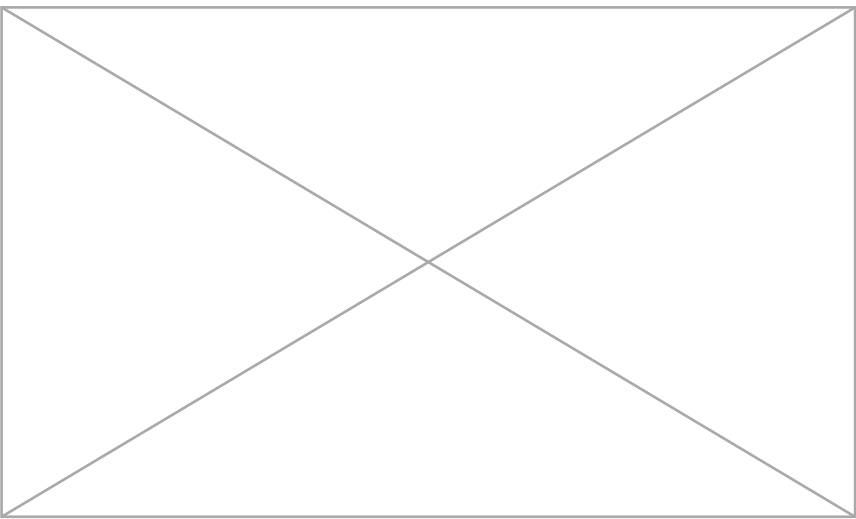
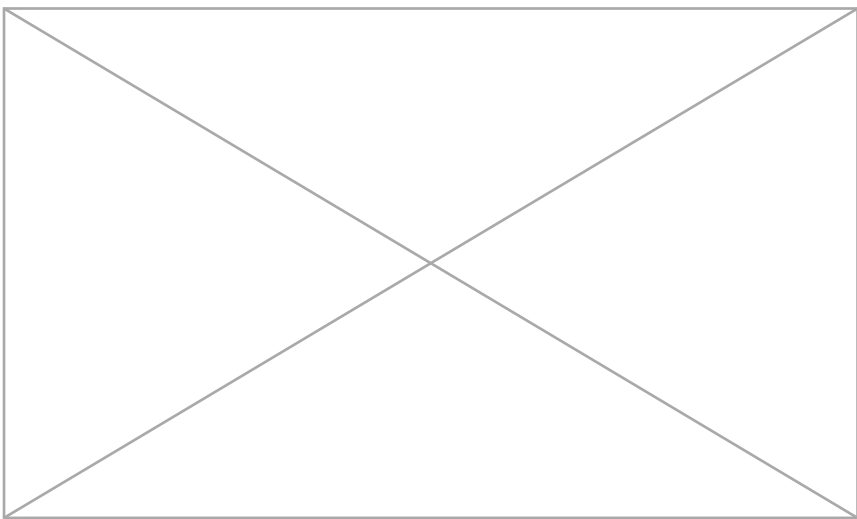## Reviews Landing, Continued

1

[Department]

Dramatically reintermediate efficient schemas vis-a-vis seamless collaboration and idea-sharing. Dynamically target B2B process improvements vis-a-vis prospective services.

[Department]

Dramatically reintermediate efficient schemas vis-a-vis seamless collaboration and idea-sharing. Dynamically target B2B process improvements vis-a-vis prospective services.

2

[Department]

Dramatically reintermediate efficient schemas vis-a-vis seamless collaboration and idea-sharing. Dynamically target B2B process improvements vis-a-vis prospective services.

Site Specific Footer

Interaction Specifications

- This page represents the new Reviews section of the Sears Communities website.

Functional Specifications

1 - Featured Department Widget
Type: Content Widget
Functionality: Displays a featured department. Upon clicking the representative image, page turn to the associated department page.

2 - Featured Department Widget, Full Width
Type: Content Widget
Functionality: Displays a featured department, and a limited list (5 maximum) of featured items from that department. Upon clicking the representative image, page turn to the associated department page.

IP YOUR WAY **kmart** SHOP my offer **CRAFTSMAN** Kenmore **PartsDirect** LANDS'END **Sears Outlet** See all

*my***sears***community*™

[search] **GO**

👤 llee5 | Logout

Feedback | Go Shopping: Sears

| Categories ▾ | Q&A's ▾ | Blog Posts ▾ | Guides ▾ | Reviews | | Customer Care |

[Department]
Lorem ipsum set dolar..

1 **1**

[Department Category] Reviews

[Department Category Description]

[Department Category] Reviews

[Department Category Description]

[Department Category] Reviews

[Department Category Description]

[Department Category] Reviews

[Department Category Description]

[Department Category] Reviews

[Department Category Description]

[Department Category] Reviews

[Department Category Description]

[Department Category] Reviews

[Department Category Description]

[Department Category] Reviews

Recent Product Reviews

[Review Title]
[User Name], [User Location]
"Completely plagiarize tactical niches after unique growth strategies. Intrinsicly…" more
[Product Name] ★★★★★

[Review Title]
[User Name], [User Location]
"Completely plagiarize tactical niches after unique growth strategies. Intrinsicly…" more
[A Really Long Product Name That Wraps to Multiple Lines] ★★★★★

[This is a Really Long Review Title That Wraps to Multiple Lines]
3[User Name], [User Location]
"Completely plagiarize tactical niches after unique growth strategies. Intrinsicly…" more
[Product Name] ★★★★★

Interaction Specifications

- This page represents the new Reviews category listing for the selected department. There should be no pagination, all categories should be listed.

Functional Specifications
1 - Category
Type: Image/Hyperlink
Functionality: On-click, page turn to the Category Reviews page

Community_Reviews_W_2013.2.6_v0.12_hwilliams.graffle

Category Reviews Page

Reviews right rail will use existing modules present on communities.
If no content is available the right rail will be left blank.

< Back to Landing

Narrow By

▼ Category
- [Sub-Category] (xx)
- [Sub-Category] (xx)
- [Sub-Category] (xx)
- [Sub-Category] (xx)
- [Sub-Category] (xx)
- [Sub-Category] (xx)

▼ Filter Category 1
- [Variable] 1 (xx)
- [Variable] 2 (xx)
- [Variable] 3 (xx)
- [Variable] 4 (xx)
- [Variable] 5 (xx)
- [Variable] 6 (xx)

▶ Filter Category 2

▶ Filter Category 3

▶ Filter Category 4

▶ Filter Category 5

▶ Filter Category 6

Reviews - [Category Name]
Lorem ipsum set dolar..

Top Brands

This area will show the top 5 brands based on overall rating.

Brand 1	99
Brand 2	99
Brand 3	99
Brand 4	99
Brand 5	99

Sort by [Newest ▼]

Overall ★★★★☆ 999 Reviews

All Reviews

999 Reviewers (00.0%) would recommend this product to a friend

Write a Review

Overall Rating Breakdown:
- 5 stars (999)
- 4 stars (999)
- 3 stars (999)
- 2 stars (999)
- 1 stars (999)

Product Image

31.0 cu. ft. French-Door Bottom-Freezer Refrigerator Stainless Steel

Copy to advise on button label

Overall ★★★★☆ 999 Reviews

All Reviews

999 Reviewers (00.0%) would recommend this product to a friend

Write a Review

Overall Rating Breakdown:
- 5 stars (999)
- 4 stars (999)
- 3 stars (999)
- 2 stars (999)
- 1 stars (999)

Product Image

31.0 cu. ft. French-Door Bottom-Freezer Refrigerator Stainless Steel

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Overall ★★★★☆

All Reviews

Continued on Next Page

Related Stories

| General | December 3, 2012 |
Last minute Holiday Savings
0 comments

| General | December 3, 2012 |
Throw the Best Christmas Party!
0 comments

| General | December 3, 2012 |
Gifting Ideas for Holiday
0 comments

Interaction Specifications
- This page represents the Category Reviews browse section of the Sears Communities website.

Functional Specifications

1 - Back to Landing
Type: Hyperlink
Functionality: On-click, page turn to the Reviews Landing page.

2 - Product Image/Name
Type: Hyperlink
Functionality: On-click, of either the product image or product name, open that products quick view.

3 - Review Information
Type: Button
Functionality: On-click of elements in the review, page turn to that products All Reviews page on sears.com.

4 - All Reviews
Type: Button
Functionality: On-click, page turn to that products All Reviews page on sears.com.

5 - Write a Review
Type: Button
Functionality: On-click, If user is logged in page turn to existing write a review page. If user is NOT logged in, launch the sign in layer and then, once logged in page turn to the existing write a reviews page.
<u>NOTE:</u> Functionality is the same as on sears.com

─── **Continued From Previous Page** ───

Overall ★ ★ ★ ★ ☆

999 Reviews

999 Reviewers (00.0%) would recommend this product to a friend

Product Image

Overall Rating Breakdown:

5stars	████████	(999)
4stars	██████	(999)
3stars	████	(999)
2stars	█	(999)
1stars	█	(999)

31.0 cu. ft. French-Door Bottom-Freezer Refrigerator Stainless Steel

All Reviews

Write a Review

Interaction Specifications
- This page represents the bottom of a Category page.

Functional Specifications

6 - Previous/Next
Type: hyperlink
Functionality: On-click, page turn to either the next page of results or the previous page.
 NOTE: Same controls as on the sears list view page.

Items 1-25 of 500+

25 items per page ▼

Page 1 ▼   Next ❯

(6)

Site Specific Footer

Community_Reviews_W_2013.2.6_v0.12_hwilliams.graffle

All Reviews Page

Link back to Communities, product image, product name, and product details button lock to the top of the screen as the user scrolls

Reviews right rail will use existing modules present on communities. If no content is available the right rail will be left blank.

kmart   my**go**fer   CRAFTSMAN   Kenmore   PartsDirect   LAND'SEND   Sears Home Services   Sears Outlet   Sell on Sears   See all

Store Locator | Email Savings | Customer Service ⌄ | Sears Credit Cards ⌄

Enter keyword or item number   [Search]

sign in | regis   Cart

LocalAd   Deals Center   Parts & Services ⌄   Gifts   Gift Cards   Gift Registry   eedback

1 **< Go Back to Previous page**

Product Image

2 31.0 cu. ft. French-Door Bottom-Freezer Refrigerator Stainless Steel

Overall, others give this:

★★★★☆ 999 Reviews

999 Reviewers (00.0%) would recommend this product to a friend

Overall Rating Breakdown:

5stars ▬▬▬▬▬▬▬▬ (999)
4stars ▬▬▬▬▬▬▬ (999)
3stars ▬▬▬▬▬ (999)
2stars ▬▬▬ (999)
1stars ▬▬ (999)

Reviewers may have received a benefit, like a sweepstakes entry or rewards program points, in exchange for writing a review. Those benefits were not conditioned on the positive or negative content of the review.

Most Helpful Reviews

Praise	10 found this helpful	Criticism	3 found this helpful

★★★★★ [User Name]   ★☆☆☆☆ [User Name]

[Title]   **[Title]**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse arcu dui, fermentum gravida elementum iaculis,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse arcu dui, fermentum gravida elementum iaculis,

Sort By: [Newest ▢]

3 [Write a Review]

Related Stories

General   December 3, 2012
Last minute Holiday Savings
0 comments

General   December 3, 2012
Throw the Best Christmas Party!
0 comments

General   December 3, 2012
Gifting Ideas for Holiday
0 comments

UserNameX
City, IL

Overall ★★★★☆ <Month, Date, Year>

❝ **Lorem ipsum dolor sit amet, elit consectetur adipiscing.** ❞

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse arcu dui, fermentum gravida elementum iaculis, pretium eget est.... More

I would recommend this product to a friend.

Share   Helpful 👍 (0)   👎 (0)   🚩

UserNameX
City, IL

Overall ★★★★☆ <Month, Date, Year>

❝ **Lorem ipsum dolor sit amet, elit consectetur adipiscing.** ❞

Interaction Specifications

- This page is the 'See All reviews page' present on Sears.com for each product.

Functional Specifications

1 - Back to Previous page
Type: Hyperlink
Functionality: If user came to this page from a Communities page then on-click, page turn to the Communities page the user came from.

If user came to this page from a product details page then on-click, page turn to the product details page the user came from.
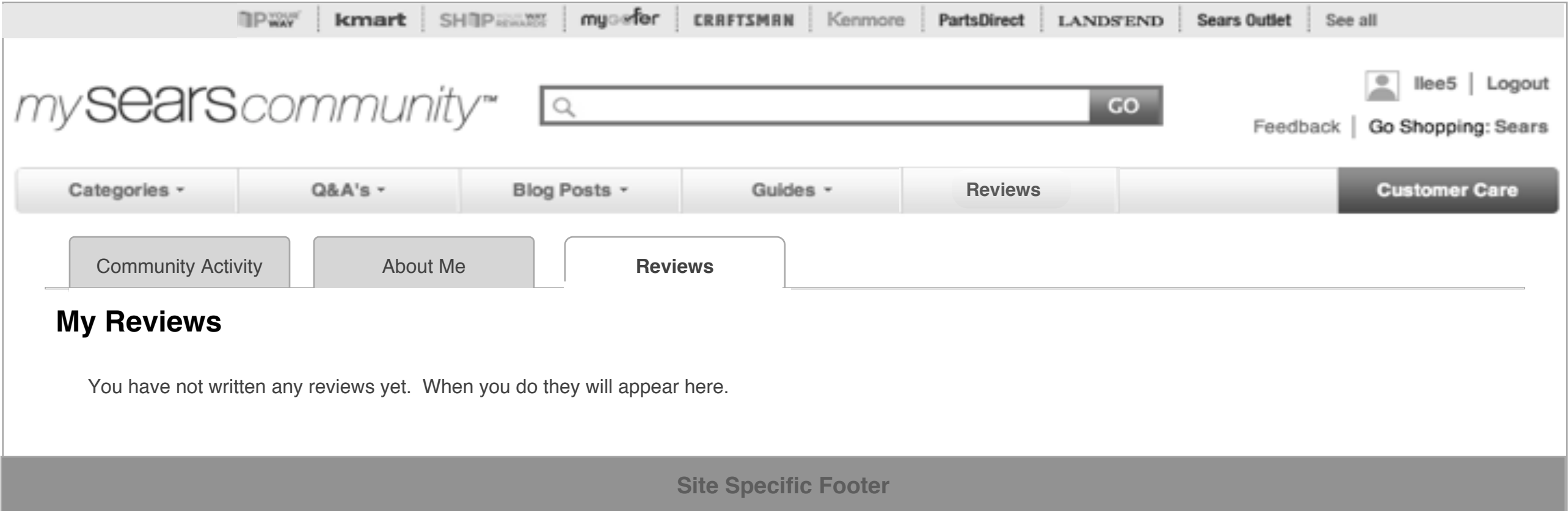
2 - Product Image/Name
Type: Hyperlink
Functionality: On-click, of either the product image or product name, open that products quick view.

3 - Write a Review
Type: Button
Functionality: On-click, If user is logged in page turn to existing write a review page. If user is NOT logged in, launch the sign in layer and then, once logged in, page turn to the existing write a reviews page.
<u>NOTE:</u> Functionality is the same as on sears.com.

IIP YOUR WAY kmart SHOP YOUR WAY REWARDS myoffer CRAFTSMAN Kenmore PartsDirect LANDSEND Sears Outlet See all

mysears**community**™

llee5 | Logout

Feedback | Go Shopping: Sears

Categories ▾ | Q&A's ▾ | Blog Posts ▾ | Guides ▾ | Reviews | Customer Care

Community Activity | About Me | Reviews

My Reviews

You have not written any reviews yet. When you do they will appear here.

Site Specific Footer

Interaction Specifications
- This page represents the new reviews portion of a users public profile when the user has not written any reviews yet.

IP YOUR WAY | kmart | SHOP your way REWARDS | my offer | CRAFTSMAN | Kenmore | PartsDirect | LANDSEND | Sears Outlet | See all

mySears**community**™

[GO]

llee5 | Logout

Feedback | Go Shopping: Sears

| Categories ▾ | Q&A's ▾ | Blog Posts ▾ | Guides ▾ | Reviews | Customer Care |

Community Activity | About Me | **Reviews**

My Reviews

Product Image

31.0 cu. ft. French-Door Bottom-Freezer Refrigerator Stainless Steel

Overall ★★★★☆

[REVIEW TITLE] Lorem ipsum dolor sit amet, elit consectetur adipiscing.

Edit or Remove this review on your Sears.com profile

👍 (0) 👎 (0)

Product Image

31.0 cu. ft. French-Door Bottom-Freezer Refrigerator Stainless Steel

Overall ★★★★☆

[REVIEW TITLE] Lorem ipsum dolor sit amet, elit consectetur adipiscing.

Edit or Remove this review on your Sears.com profile

👍 (0) 👎 (0)

Product Image

31.0 cu. ft. French-Door Bottom-Freezer Refrigerator Stainless Steel

Overall ★★★★☆

[REVIEW TITLE] Lorem ipsum dolor sit amet, elit consectetur adipiscing.

Edit or Remove this review on your Sears.com profile

👍 (0) 👎 (0)

First 1 2 3 4 5…10 Last ②

Site Specific Footer

IP YOUR WAY kmart SHOP YOUR WAY REWARDS my gofer CRAFTSMAN Kenmore PartsDirect LAND'S END Sears Outlet See all

my sears community™

llee5 | Logout

Feedback | Go Shopping: Sears

| Categories ▾ | Q&A's ▾ | Blog Posts ▾ | Guides ▾ | Reviews | | Customer Care |

[User Name]

Taylor, MI

0 answers
1 post
0 comments
2 reviews

Add a reviews counter to this page.

1

Questions   **Reviews**

31.0 cu. ft. French-Door Bottom-Freezer Refrigerator Stainless Steel

Overall ★★★★☆

[REVIEW TITLE] Lorem ipsum dolor sit amet, elit consectetur adipiscing.

👍 2   👎 0

Product Image

Reviews function the same as they do on Sear.com Public profile page.

31.0 cu. ft. French-Door Bottom-Freezer Refrigerator Stainless Steel

Overall ★★★★☆

[REVIEW TITLE] Lorem ipsum dolor sit amet, elit consectetur adipiscing.

👍 2   👎 0

Product Image

Site Specific Footer

Interaction Specifications

- This page represents the new reviews portion of a users public profile.
- Clicking on this tab shows all the reviews the user has written.

Functional Specifications

1 - Reviews Tab
Type: hyperlink
Functionality: On-click, reviews are placed in-focus.

Community_Reviews_W_2013.2.6_v0.12_hwilliams.graffle

1 - Category Filters

Condition 10 - Default

- Some Category and other Filter category menus are in a expanded state on landing. Some filter categories are collapsed by default.

Narrow By

▼ Category
- ☐ [Sub-Category] (xx)
- ☐ [Sub-Category] (xx)
- ☐ [Sub-Category] (xx)
- ☐ [Sub-Category] (xx)
- ☐ [Sub-Category] (xx)
- ☐ [Sub-Category] (xx)

▼ Filter Category 1
- ☐ [Variable] 1 (xx)
- ☐ [Variable] 2 (xx)
- ☐ [Variable] 3 (xx)
- ☐ [Variable] 4 (xx)
- ☐ [Variable] 5 (xx)
- ☐ [Variable] 6 (xx)

▶ Filter Category 2

▶ Filter Category 3

▶ Filter Category 4

▶ Filter Category 5

▶ Filter Category 6

Condition 20 - Select a Category

- Only ONE category can be selected at a time. User may select multiple filter options.
- Once a [Sub-Category] is selected the Category menu is hidden. The Clear [Sub-Category] link is displayed under the Narrow By header and the page is refreshed.
- Once the user clicks the Clear [Sub-Category] link the Category menu us displayed and the page is refreshed.
- The Clear All link is shown whenever the user applies a filter and/or chooses a [Sub-Category]. On click, revert back to condition 10.

Narrow By

Clear All
Clear [Sub-Category]

▼ Filter Category 1
- ☐ [Variable] 1 (xx)
- ☐ [Variable] 2 (xx)
- ☐ [Variable] 3 (xx)
- ☐ [Variable] 4 (xx)
- ☐ [Variable] 5 (xx)
- ☐ [Variable] 6 (xx)

▶ Filter Category 2

▶ Filter Category 3

▶ Filter Category 4

▶ Filter Category 5

▶ Filter Category 6

Interaction Specifications

- This page represents the conditions for selecting a [Sub-Category], as the user can only select a single category filter at a time.

Community_Reviews_W_2013.2.6_v0.12_hwilliams.graffle

2 - Recent Product Reviews Widget

Recent Product Reviews

(1) **[Review Title]**
[User Name], [User Location]

(2) "Completely plagiarize tactical niches after unique growth strategies. Intrinsicly…" **(3)** more

[Product Name] ★★★★★

(4) **[Review Title]**
[User Name], [User Location]

"Completely plagiarize tactical niches after unique growth strategies. Intrinsicly…" more

[A Really Long Product Name That Wraps to Multiple Lines] ★★★★★

[This is a Really Long Review Title That Wraps to Multiple Lines]
[User Name], [User Location]

"Completely plagiarize tactical niches after unique growth strategies. Intrinsicly…" more

[Product Name] ★★★★★ **(5)**

Interaction Specifications
- This page details the functionality for the Featured Products widget.

Functional Specifications

1 - Review Title
Type: Link
Functionality: When clicked, page turn to the All Reviews page. Limited to the first 73 characters.

2 - Review Snippet
Type: Text
Functionality: Short preview of the product review. Limited to the first 80 characters, or end of word.

3 - More Link
Type: Link
Functionality: When clicked, page turn to All Reviews page.

4 - Reviewer Information
Type: Text
Functionality: User name and location of the review author.

5 - Product Information
Type: Text
Functionality: Product name, and reviewer star rating for the product. Product names should be limited to the first 60 characters.