Cover

SHC ECOM6064   Community Initiative – Homepage

Document Summary

Description	Name
Wireframe Scope	SHC
Brands Covered	Sears and Kmart Communities
Screen ID	ECOM6064
Screen Name	Community Initiative – Homepage

Revision History

Version	Date	Author	Notes
			...
1.0	05/18/12	S. McClain	Initial draft
2.0	06/06/12	S. McClain	Added module capabilties and reference wire locations
3.0	06/06/12	S. McClain	Re-done module structure arrangements
4.0	06/08/12	S. McClain	Removed "Author screen name" in module B
5.0	06/11/12	S. McClain	Added reference wire locations and added alternative scenario view

Structure View: Module Variation

<Community Header>	
<Community Global navigation>	
Module A	**Module B**
Module C	**Module D**
Module E	**Module F**	**Module G**
<Community Footer>	
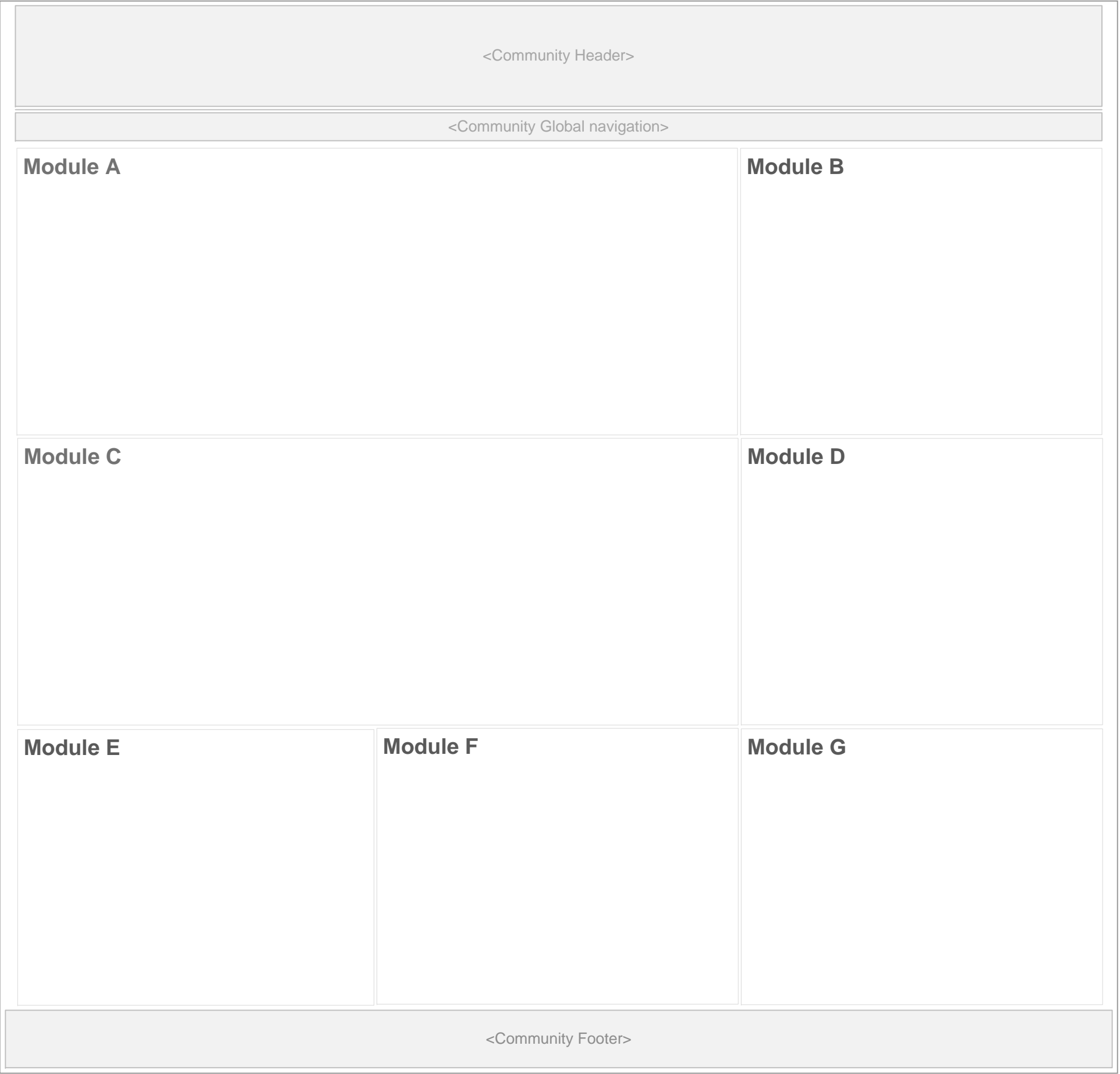
MODULE CONDITIONS

Module A & C – Featured Story Type

Type: Clickable area block

Functionality: onClick, go to associated landing page. Page turn. Available modules including:
Q&A
Blog
Buying Guide
Promotional Banner
Seasonal Ad Unit

Module B – Featured Community Team Members

Type: Display

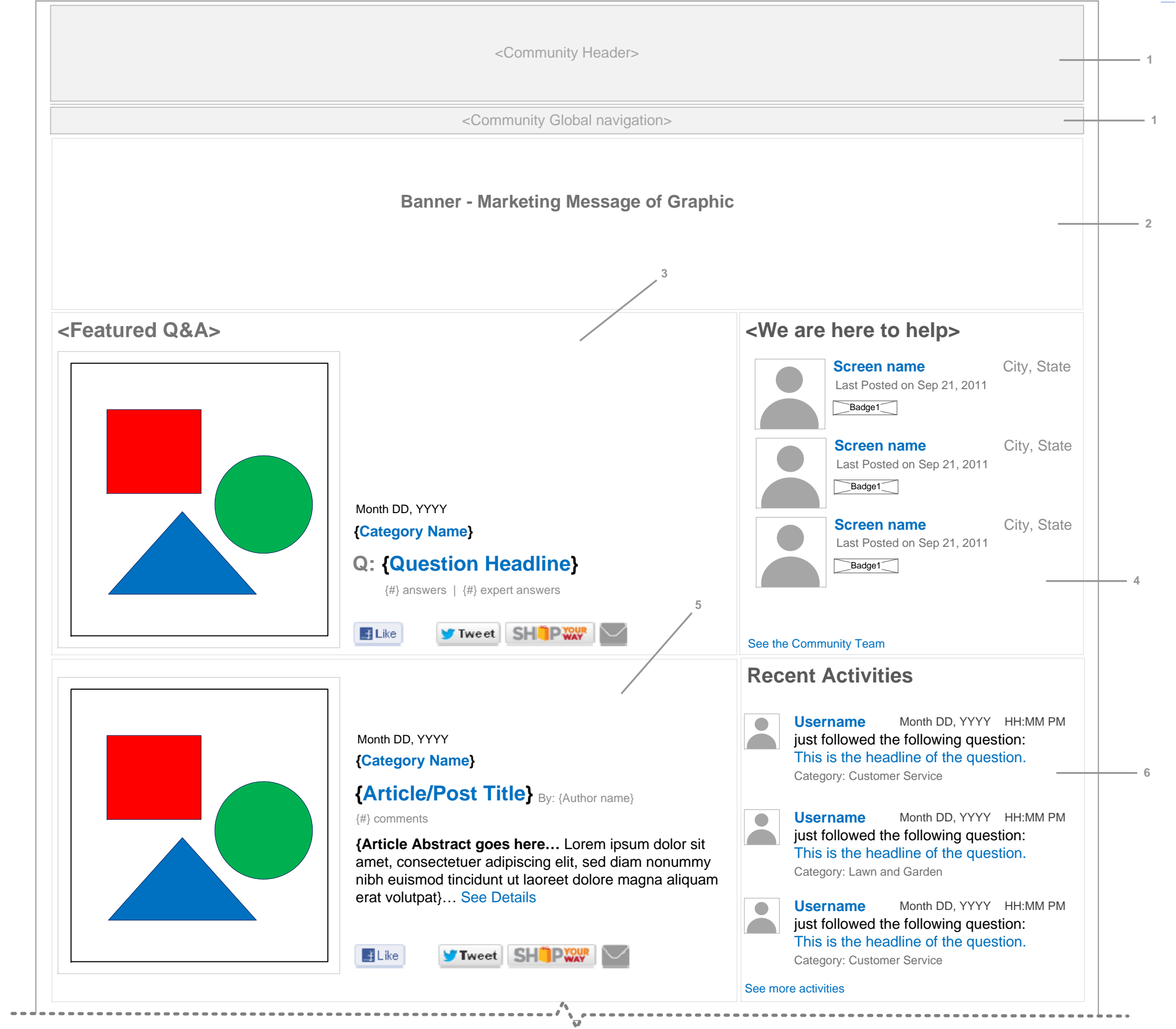Functionality: Reference ECOM6064 Community – Experts wire for module functionalities.

Module D – Poll

Type: Clickable area block   **FUTURE PHASE**

Functionality: System will display currated Poll.

Module D – Recent Activities

Type: Display

Functionality: Reference ECOM6064 Community – Recent Activities wire for module functionalities.

Module G – Ad Unit (If available)

Type: Clickable image

Functionality: System will populate Community related Ad/promotion. onClick, go to associated landing page. New browser window.

Module E, F, G – Secondary Featured Story Types

Type: Clickable area block

Functionality: onClick, go to associated landing page. Page turn. Available modules including:
Q&A
Blog
Buying Guide
Dropzone

——Top fold——

Banner - Marketing Message of Graphic

<Featured Q&A>

Month DD, YYYY

{Category Name}

Q: {Question Headline}

{#} answers | {#} expert answers

Like   Tweet   SH👜P YOUR WAY   ✉

Month DD, YYYY

{Category Name}

{Article/Post Title} By: {Author name}

{#} comments

{Article Abstract goes here… Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat}… See Details

Like   Tweet   SH👜P YOUR WAY   ✉

<We are here to help>

Screen name   City, State
Last Posted on Sep 21, 2011
Badge1

Screen name   City, State
Last Posted on Sep 21, 2011
Badge1

Screen name   City, State
Last Posted on Sep 21, 2011
Badge1

See the Community Team

Recent Activities

Username   Month DD, YYYY   HH:MM PM
just followed the following question:
This is the headline of the question.
Category: Customer Service

Username   Month DD, YYYY   HH:MM PM
just followed the following question:
This is the headline of the question.
Category: Lawn and Garden

Username   Month DD, YYYY   HH:MM PM
just followed the following question:
This is the headline of the question.
Category: Customer Service

See more activities

—Top fold—

MODULE CONDITIONS

1 – Global Header and Navigation
Type: Global component
Referemce: Wire ECOM6064 Community – Header and Footer

2 – Marketing Value Proposition Area
Type: Image Display (optional)
Functionality: Displays static marketing value proposition if needed. If this area is not being used, all content below will be automatically pushed up.

3 – Featured Q&A (module A)
Type: Component area block
Reference: Wire ECOM6064 Community – Q&A modules

4 – Featured Experts (module B)
Type: Component area block
Reference: Wire ECOM6064 Community – Experts

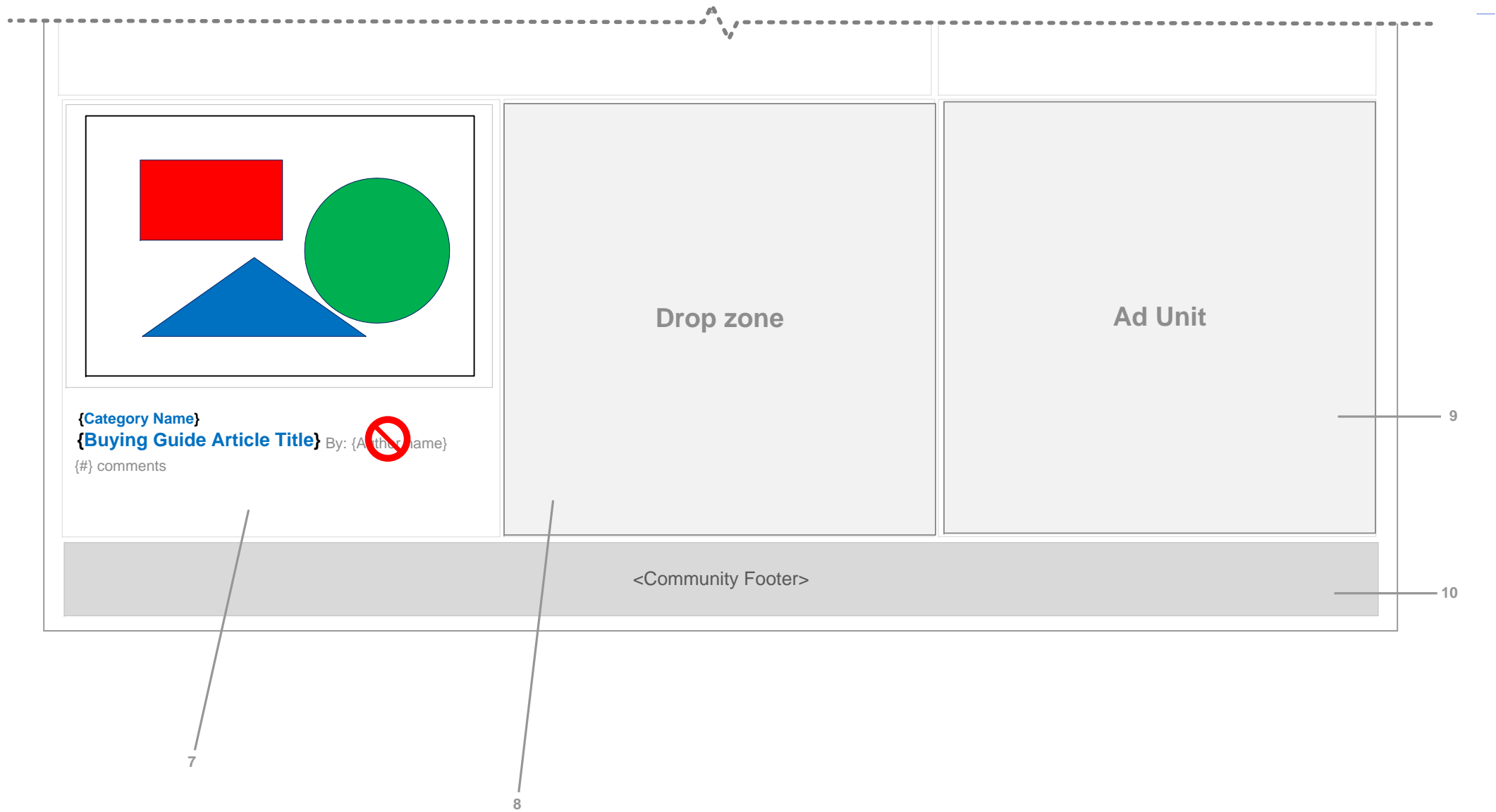**5 – Featured Blog Post or Buying Guide (module A)**
Type: Component area block
Reference: Wire ECOM6064 Community – blog modules

6 – Recent Activities (module B)
Type: Component area block
Reference: Wire ECOM6064 Community – Recent Activities Feed

Drop zone

Ad Unit

{Category Name}
{Buying Guide Article Title} By: {Author Name}
{#} comments

<Community Footer>

7

8

9

10

MODULE CONDITIONS

7 – Featured Blog Post or Buying Guide (module B)
Type: Component area block
Reference: Wire ECOM6064 Community – blog modules

8 – Drop Zone (module B)
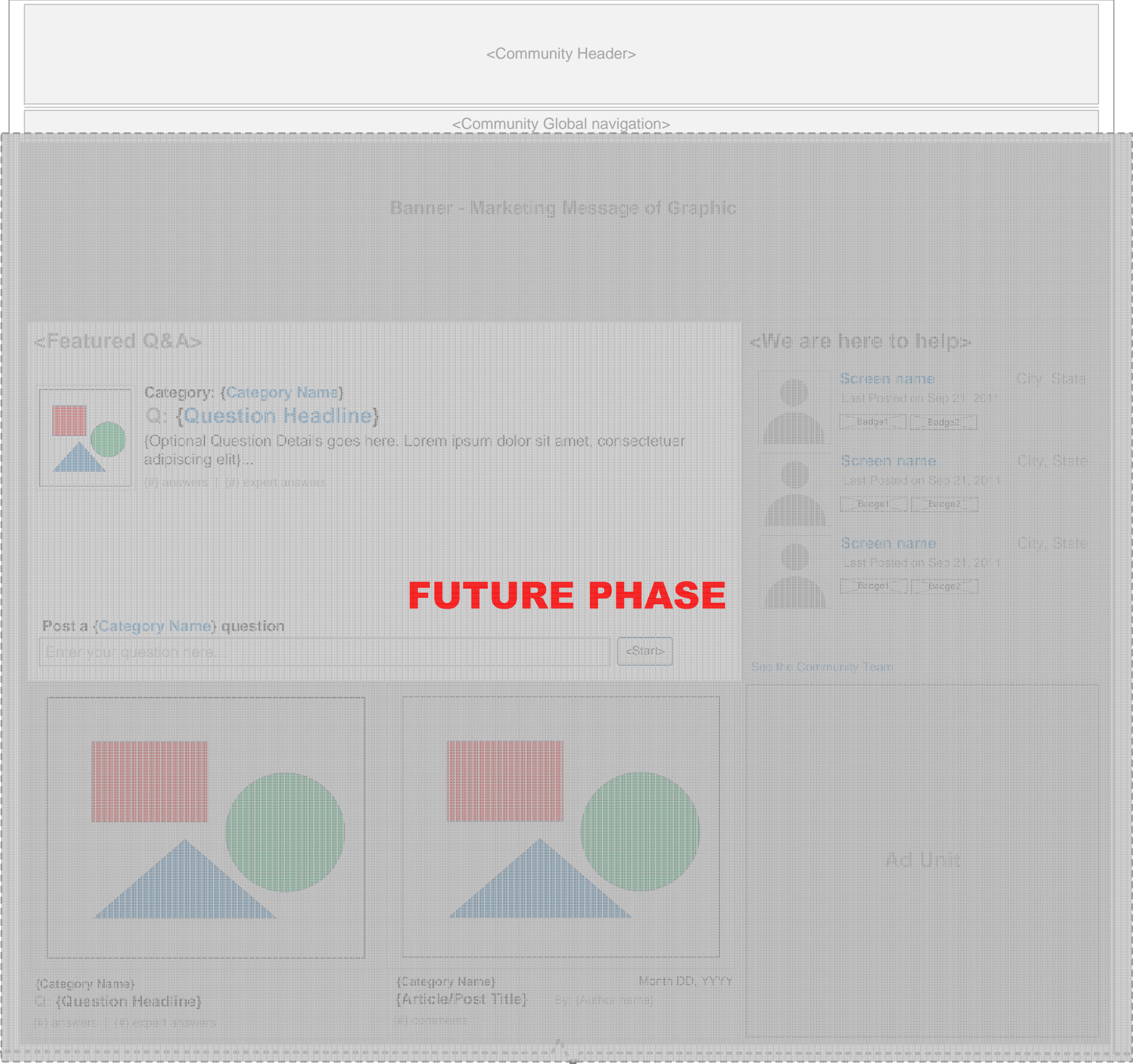Type: Drop Zone
Functionality: Serve as backfiller if admin doesn't have community related story types provided.
               Image link which would bring users to associated eCommerce site buying guides or informational landing page. New browser window.

9 – Ad Unit (module B)
Type: Clickable Image
Functionality: Populates Ad which would be currated by Admin using Adobe CQ5.

10 – Global Header and Navigation
Type: Global component
Referemce: Wire ECOM6064 Community – Header and Footer

<Community Header>

<Community Global navigation>

Banner - Marketing Message of Graphic

<Featured Q&A>

Category: {Category Name}
Q: {Question Headline}

{Optional Question Details goes here. Lorem ipsum dolor sit amet, consectetuer adipiscing elit}...

(#) answers | (#) expert answers

FUTURE PHASE

Post a {Category Name} question

Enter your question here...   <Start>

<We are here to help>

Screen name   City, State
Last Posted on Sep 21, 2011
Badge1   Badge2

Screen name   City, State
Last Posted on Sep 21, 2011
Badge1   Badge2

Screen name   City, State
Last Posted on Sep 21, 2011
Badge1   Badge2

See the Community Team

——Top fold——

Ad Unit

{Category Name}
Q: {Question Headline}
(#) answers | (#) expert answers

{Category Name}   Month DD, YYYY
{Article/Post Title}   By: {Author name}
(#) comments

MODULE CONDITIONS

1 – Global Header and Navigation
Type:	Global component
Referemce:	Wire ECOM6064 Community – Header and Footer

2 – Marketing Value Proposition Area
Type:	Image Display (optional)
Functionality:	Displays static marketing value proposition if needed. If this area is not being used, all content below will be automatically pushed up.

3 – Featured Q&A (module A)
Type:	Component area block
Reference:	Wire ECOM6064 Community – Q&A modules

4 – Featured Experts (module B)
Type:	Component area block
Reference:	Wire ECOM6064 Community – Experts

5 – Featured Blog Post or Buying Guide (module A)
Type:	Component area block
Reference:	Wire ECOM6064 Community – blog modules

6 – Recent Activities (module B)
Type:	Component area block
Reference:	Wire ECOM6064 Community – Recent Activities Feed

`<Community Header>`

`<Community Global navigation>`

Seasonal / Promotional Drop Zone

<We are here to help>

Screen name   City, State
Last Posted on Sep 21, 2011
Badge1

Screen name   City, State
Last Posted on Sep 21, 2011
Badge1

Screen name   City, State
Last Posted on Sep 21, 2011
Badge1

See the Community Team

Recent Activities

Username   Month DD, YYYY   HH:MM PM
just followed the following question:
This is the headline of the question.
Category: Customer Service

Username   Month DD, YYYY   HH:MM PM
just followed the following question:
This is the headline of the question.
Category: Lawn and Garden

Username   Month DD, YYYY   HH:MM PM
just followed the following question:
This is the headline of the question.
Category: Customer Service

See more activities

Month DD, YYYY
{Category Name}

{Article/Post Title} By: {Author name}
{#} comments

{Article Abstract goes here… Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat}… See Details

Like   Tweet   SHOP YOUR WAY   ✉

<Featured Q&A>

Drop zone

Month DD, YYYY
{Category Name}

—Top fold—