

Document Summary

Description	Name
Wireframe Scope	SHC
Brands Covered	Sears Core Sites
Screen ID	
Screen Name	Share Experience

Revision History

Version	Date	Author	Notes
...			
0.0	2/29/12	J. Cisneros	Initial draft for the share experience
1.0	3/7/12	J. Cisneros	Share experience for both Progressive Disclosure and Inline interactions
1.1	3/8/12	J. Cisneros	Inclusion of screenshots showing site touch points for share.

Component View 10: Progressive Disclosure

Condition 10: Default

Share link is displayed on page.

Share ----- 1

Condition 20: On click

User clicks on the Share link and a popup appears with social options.



FUNCTIONAL SPECIFICATIONS

1 – Share Link

Type: hyperlink
Action: on click
Functionality: On click, popup layer appears as seen in Condition 20.

2 - Close Link

Type: hyperlink
Action: on click
Functionality: On click, the popup layer closes, returning to Condition 10.

3 – Email Icon

Type: graphical icon
Action: on click
Functionality: Once user clicks on the icon, the popup layer extends in a drawer like action to display the email form.
Target: Component View 20

4 – Facebook Like Icon

Type: graphical icon
Action: on click
Functionality: Once user clicks on the icon, the FB API launches in new browser popup window.
Condition: user must be logged into FB account in order to post
Target: View 30 (already logged into FB)

5 – Twitter Icon

Type: graphical icon
Action: on click
Functionality: Once user clicks on the icon, the Twitter API launches in new browser popup window.
Target: View 40

6 – Shop Your Way Icon

Type: graphical icon
Action: on click
Functionality: Once user clicks on the icon, the SYW API launches in new browser popup window.
Target: View 50

Component View 20: Progressive Disclosure - Email Form

Condition 10: Email Form, Default State

After clicking on the email icon, the popup layer extends in a drawer like action to display the email form.

User fills out the form with required information then clicks on the Send button.

Share

CLOSE X

Like

Be the first of your friends.

Tweet

SHOP YOUR WAY

Email

Email a Friend

Friend's Name Required

Friend's Email Address Required

Your Name Required

Your Email Address Required

Message

I just viewed {product name or page title}.
Thought you would like to check it out, too!

☐ Send me a copy

We promise your information is safe with us and will only be used for this communication.

Cancel

Send

Share

CLOSE X

Like

Be the first of your friends.

Tweet

SHOP YOUR WAY

Email

Email a Friend

Friend's Name Required

Jackie Kennedy

Friend's Email Address Required

email@email.com

Your Name Required

John

Your Email Address Required

John@email.com

Message

I just viewed {product name or page title}.
Thought you would like to check it out, too!

☒ Send me a copy

We promise your information is safe with us and will only be used for this communication.

Cancel

Send

FUNCTIONAL SPECIFICATIONS

1 - Friend's Name

Type: text field

Default: empty

Action: user places cursor in text field with mouse or by tabbing

2 - Your Name

Type: text field

Default: empty

Action: user places cursor in text field with mouse or by tabbing

Condition: if user name is known from profile or login, pre populate

3 - Your Email Address

Type: text field

Default: empty

Action: user places cursor in text field with mouse or by tabbing

Condition: if user name is known from profile or login, pre populate

4 - Message

Type: expandable text box

Default: generic message is displayed

Action: user places cursor in text field with mouse or by tabbing

Functionality: user can modify message; as text box expands to accommodate message, the popup layer also increases in length.

Max Chars: 250

Condition: Refer to Email section of Component View 60: Tailored Messages

5 - Send me a copy

Type: checkbox

Default: de selected

Action: on click

Functionality: On click, checkmark appears in checkbox.

Condition: When user clicks on Send, a copy of the email is also sent to the user's email address.

6 - Cancel Button

Type: html button

Default: enabled

Action: on click

Functionality: On click, popup layer re loads to Component View 10 Condition 20.

7 - Send Button

Type: html button

Default: enabled

Action: on click

Functionality: On click, email is processed and sent to the friend's email address provided.

Validation: All required fields must be populated. All field validations should be consistent with current sears.com form validations.

Target: Component View 30 Condition 10

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Share_ProgressiveDisclosure_and_Inline_v1.1.vsd

Project: Share

Author: J. Cisneros

Last edited: 03/08/12 2:27 PM

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Component View 30: Progressive Disclosure- Email Confirmation

Condition 10: Email Confirmation

Once user clicks on Send, a confirmation message is displayed within popup layer. User can choose to send another email.



FUNCTIONAL SPECIFICATIONS

1 – No Button

Type: html button
Default: enabled
Action: on click
Functionality: On click, popup layer closes to only show the Share link (as noted in Component View 10 Condition 10).

2 – Yes Button

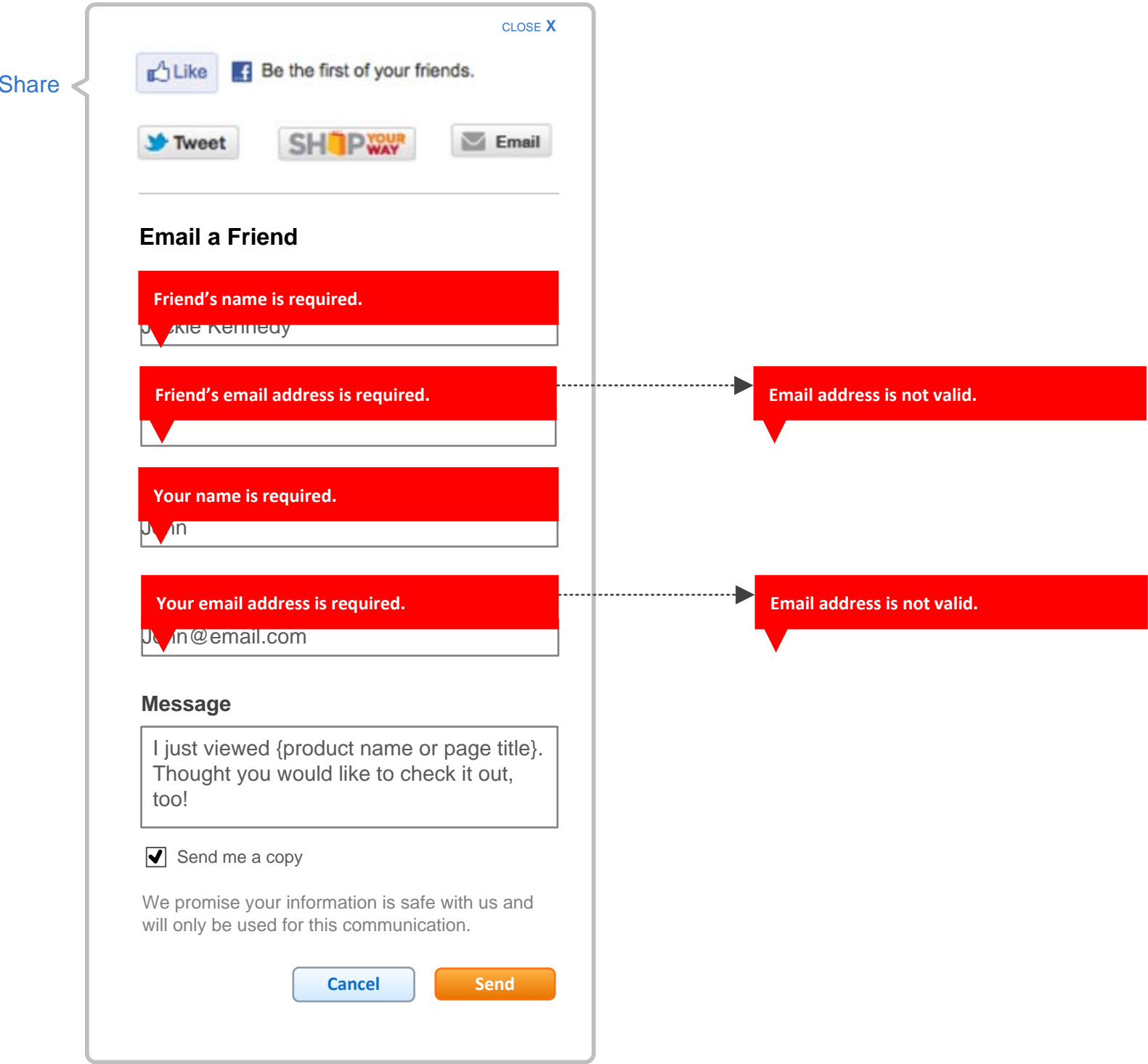
Type: html button
Default: enabled
Action: on click
Functionality: On click, the popup layer re loads to show the email form once again.
Target: Component View 20 Condition 10
Condition: user name and email address remains pre populate

3 – Email Icon

Type: graphical icon
Action: on click
Functionality: When user clicks on the icon, the popup layer reloads to show the email form once again.
Target: Component View 20 Condition 10
Condition: user name and email address remains pre populate

Component View 40: Progressive Disclosure - Email Form Errors

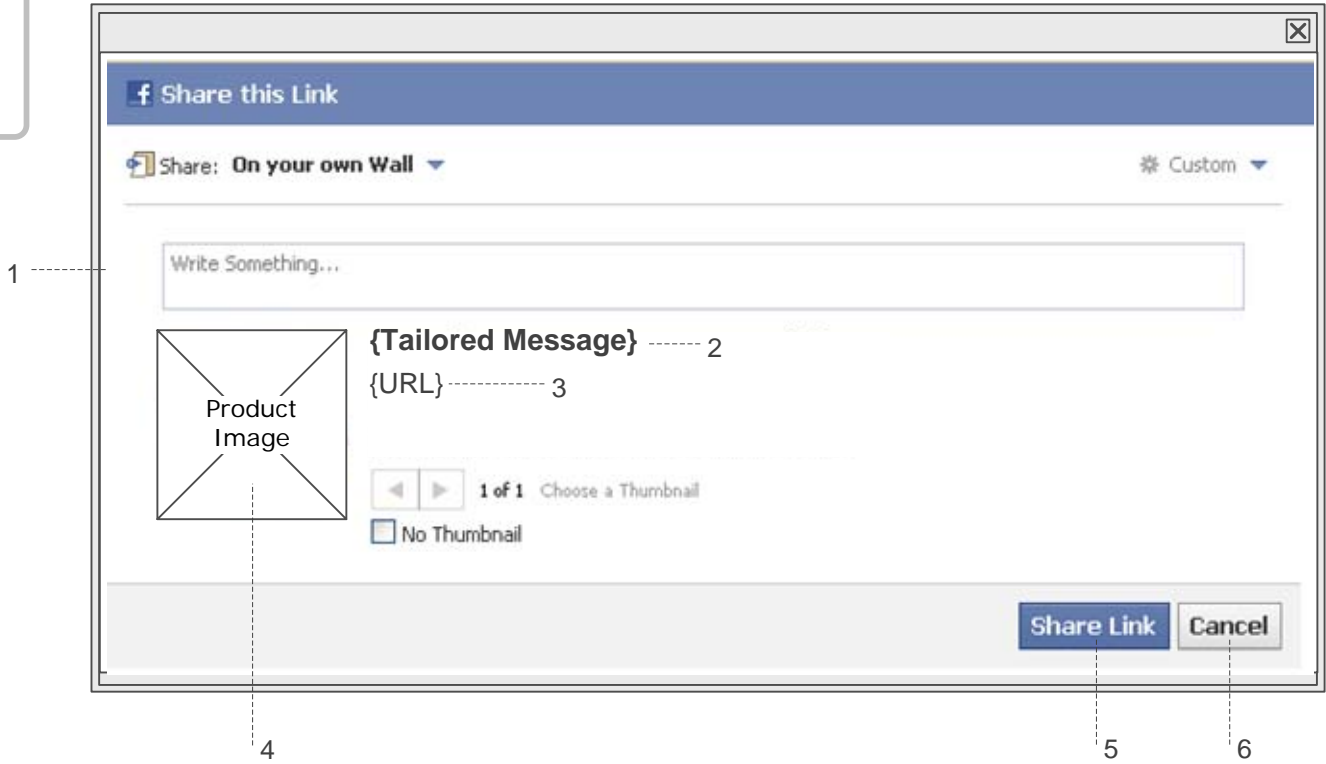
Condition 30: Email Form Errors



View 30: FB Like

Condition 10: FB Like API

After clicking on the FB Like icon, the external FB API launches in a new popup window. The Share popup layer remains opened.



FUNCTIONAL SPECIFICATIONS

1 – Facebook Like API

- Type: external API
- Functionality: User is able to personalize a message to post on their FB wall. Information passed to Facebook includes the full product name, domain url, and an image.
- Condition: user must be logged into FB account in order to post; if not already logged in, FB API displays the FB log-in form in the popup window.
- API Info: <http://developers.facebook.com/docs/reference/plugins/like/>

2 - Tailored Message

- Type: hyperlink
- Default: disabled
- Functionality: when clicked, user is taken to the corresponding page.
- Condition1: linkage to page is enabled once post is on the wall
- Condition2: Refer to Facebook section of Component View 60: Tailored Messages

3 – URL

- Type: hyperlink
- Default: disabled
- Functionality: when url is clicked, user is taken to corresponding page
- Condition1: linkage page is enabled once post is on the wall
- Condition2: Refer to Facebook section of Component View 60: Tailored Messages

4 - Product Image

- Condition: only displayed if image is available

5 - Share Link Button

- Type: html button
- Default: enabled
- Functionality: on click, information is posted on user's Facebook wall; Facebook API popup window loses.

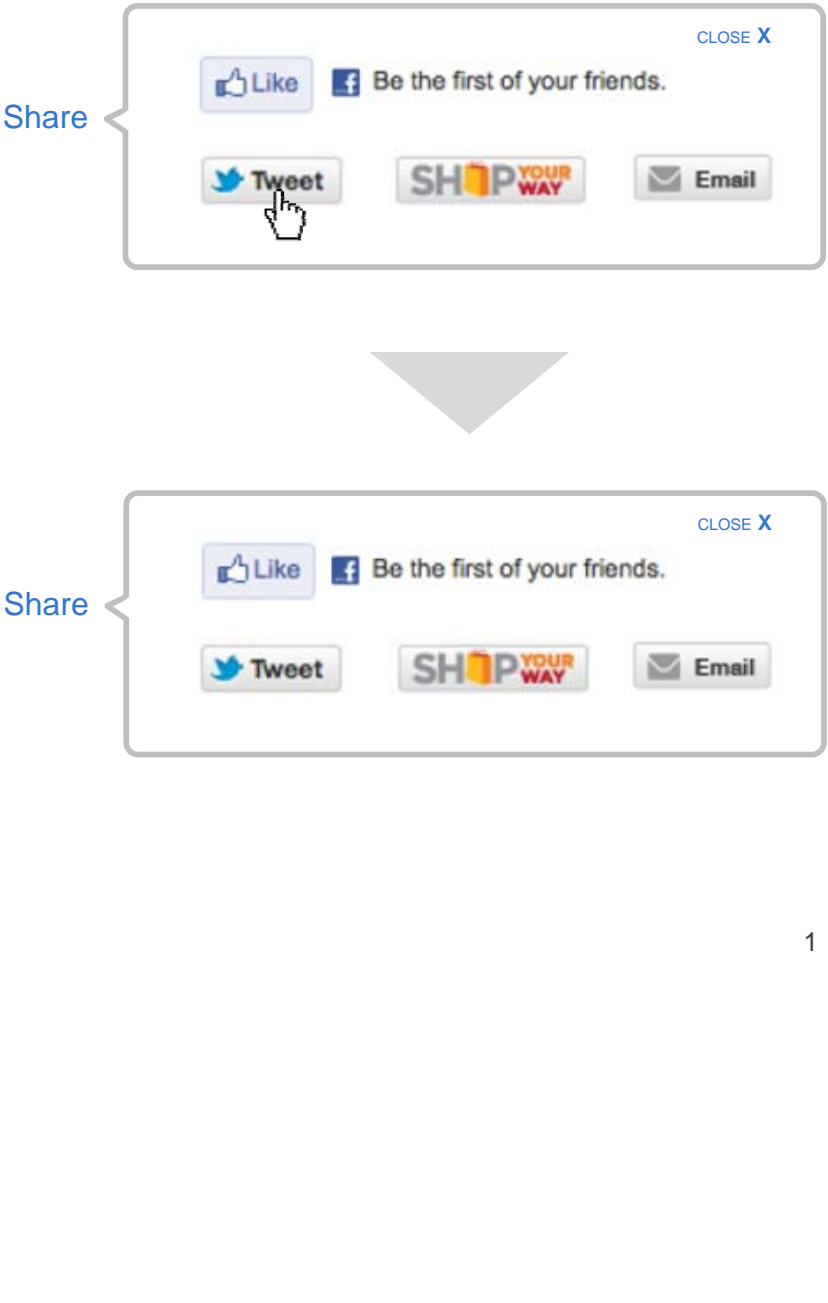
6 - Cancel Button

- Type: html button
- Default: enabled
- Functionality: on click, Facebook API popup window closes.

View 40: Twitter

Condition 10: Twitter API

After clicking on the Tweet icon, the external Twitter API launches in a new browser popup window. The Share popup layer remains opened.



FUNCTIONAL SPECIFICATIONS

1 – Twitter API

- Type: external API
- Functionality: User is able to personalize a message to post on their Twitter feed. Information passed to Twitter includes the full product name and domain url.
- Condition: user must be logged into Twitter account in order to post; if not already logged in, Twitter API displays the Twitter log-in form in the popup window.
- API Info: <https://dev.twitter.com/docs>

2 - Tailored Message

- Type: text
- Condition: Refer to Twitter section of Component View 60: Tailored Messages

3 - Tiny URL

- Type: hyperlink
- Default: disabled
- Functionality: URL should be shortened to append to tweet; when url is clicked, user is directed to the corresponding site page linkage to page is enabled once post is on Twitter feed
- Max Char: 20

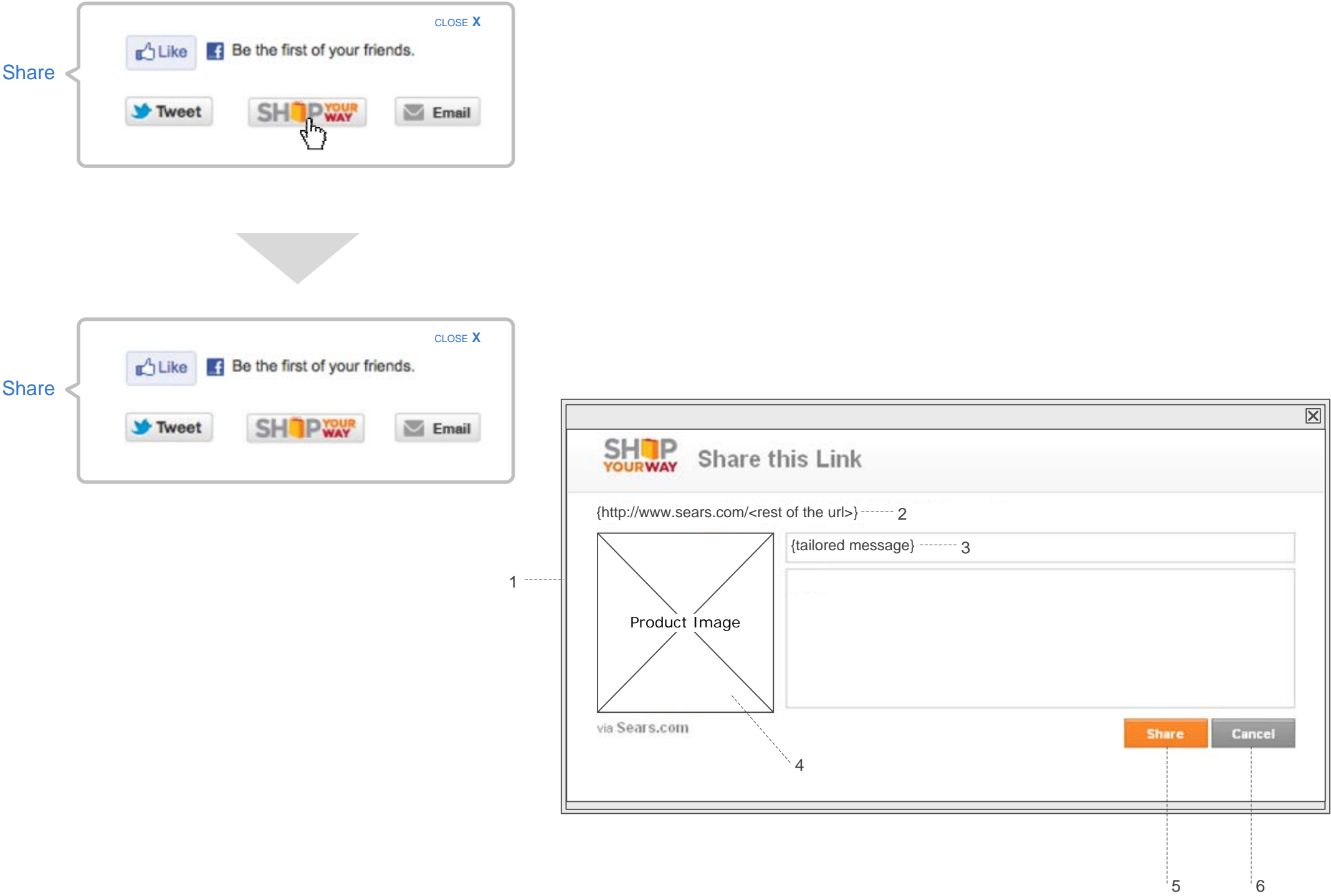
4 - Tweet Button

- Type: html button
- Default: enabled
- Functionality: on click, information is passed and posted on user's Twitter feed; Twitter API popup window closes
- Target: User's Twitter feed

View 50: SYWR

Condition 10: SYWR API

After clicking on the SHOP Your Way icon, the SYWR API launches in a new browser popup window. The Share popup layer remains opened.



FUNCTIONAL SPECIFICATIONS

- 1 – SYW API**
Type: API
Functionality: User is able to personalize a message to post on their SYW feed. Information passed to SYW includes the full product name, product image, and full page url.
Condition: user must be logged into SYW account in order to post; if not already logged in, SYW API displays the SYW log-in form in the popup window.
- 2 – Page URL**
Type: hyperlink
Default: disabled
Functionality: URL will be shortened simply to “link” when posted on SYW feed; when url is clicked, user is directed to the corresponding site page
Condition: linkage to page is enabled once post is on SYW feed
- 3 - Tailored Message**
Type: text
Default: pre populated page name; user is able to edit
Condition: Refer to Shop Your Way section of Component View 60: Tailored Messages
- 4 - Product Image**
Condition: only displayed if image is available
- 5 - Share Button**
Type: html button
Default: enabled
Functionality: on click, information is passed and posted on user’s SYW feed; SYW API popup window closes
- 6 - Cancel Button**
Type: html button
Default: enabled
Functionality: on click, SYW API popup window closes.

Component View 60: Tailored Messages

EMAIL

Condition 10: Product Page Message

Max chars: 250

I just viewed {product name} on {domain url}. Thought you would like to check it out, too!

Condition 20: Page Title Message

Max chars: 250

I just viewed {page title} on {domain url}. Thought you would like to check it out, too!

Condition 30: Ratings & Reviews Message

Max chars: 250

I just reviewed {product title} on {domain url}. Thought you would like to check it out!

Condition 40: Ratings & Reviews Vendor Message

Max chars: 250

I just reviewed {product title} by {vendor} on {domain url}. Thought you would like to check it out!

Condition 50: Profile – User List Message

Max chars: 250

Check out my list on {domain url}!

Condition 60: Profile – List Message

Max chars: 250

I came across this list on {domain url} that I thought you may be interested in. Check it out!

FACEBOOK

Condition 70: Product Page Message

Product name max chars: 50

I just viewed **{product name}** {www.domain.com}

Condition 80: Page Title Message

Page title max chars: 50

I just viewed **{page title}** {www.domain.com}

Condition 90: Ratings & Reviews Message

Product name max chars: 50

I just reviewed **{product name}** {www.domain.com}

“{Entire review displayed}”

Condition 100: Ratings & Reviews Vendor Message

Product name max chars: 50

Vendor name max chars: 25

I just reviewed **{product name}** by **{vendor}** {www.domain.com}

“{Entire review displayed}”

Condition 110: Profile – User List Message

Check out my list on {domain}! {http://tinyurl.com}

Condition 120: Profile – List Message

Check out this list on {domain}! {http://tinyurl.com}

TWITTER

Condition 130: Product Page Message

Product name max chars: 50

Check out {product name} {@domain} {http://tinyurl.com}

Condition 140: Page Title Message

Page title max chars: 50

Check out {page tile} {@domain} {http://tinyurl.com}

Condition 150: Ratings & Reviews Message

Product name max chars: 50

I just reviewed {product name} {@domain} {http://tinyurl.com}

Condition 160: Ratings & Reviews Vendor Message

Product name max chars: 50

Vendor name max chars: 25

I just reviewed {product name} by {vendor} {@domain} {http://tinyurl.com}

Condition 170: Profile – User List Message

Check out my list {@domain} {http://tinyurl.com}

Condition 180: Profile – List Message

Check out this list {@domain} {http://tinyurl.com}

SHOP YOUR WAY

Condition 190: Product Page Message

Product name max chars: 50

I just viewed **{product name}**

Condition 200: Page Title Message

Page title max chars: 50

I just viewed **{page title}**

Condition 210: Ratings & Reviews Message

Product name max chars: 50

I just reviewed **{product name}**

“{Entire review displayed in text box}”

Condition 220: Ratings & Reviews Vendor Message

Product name max chars: 50

Vendor name max chars: 25

I just reviewed **{product name}** by **{vendor}**

“{Entire review displayed in text box}”

Condition 230: Profile – User List Message

Check out my list on {domain}!

Condition 240: Profile – List Message

Check out this list on {domain}!

Component View 70: Inline

Condition 10: Default

All social elements are displayed inline on page.



FUNCTIONAL SPECIFICATIONS

1 – Facebook Like Icon
Type: graphical icon
Action: on click
Functionality: Once user clicks on the icon, the FB API launches in new browser popup window.
Condition: user must be logged into FB account in order to post
Target: View 30 (already logged into FB)

2 – Twitter Icon
Type: graphical icon
Action: on click
Functionality: Once user clicks on the icon, the Twitter API launches in new browser popup window.
Target: View 40

3 – Shop Your Way Icon
Type: graphical icon
Action: on click
Functionality: Once user clicks on the icon, the SYW API launches in new browser popup window.
Target: View 50

4 – Email Icon
Type: graphical icon
Action: on click
Functionality: Once user clicks on the icon, the popup layer extends in a drawer like action to display the email form.
Target: Component View 80

Component View 80: Inline- Email

Condition 10: Email Form, Default State

After clicking on the email icon, the popup layer extends in a drawer like action to display the email form.

Like

27

Tweet

SHOP YOUR WAY

Email

CLOSE X

Email a Friend

Friend's Name Required

Friend's Email Address Required

Your Name Required

Your Email Address Required

Message

I just viewed {product name or page title}.
Thought you would like to check it out, too!

☐ Send me a copy

We promise your information is safe with us and will only be used for this communication.

1

Cancel

Send

Condition 20: Email Confirmation

After user provides required information and clicks Send, a confirmation message is displayed within popup layer. User can choose to send another email.

Like

27

Tweet

SHOP YOUR WAY

Email

CLOSE X

Your message is on its way

Thanks for sharing!

Want to send another?

No

Yes

2

3

FUNCTIONAL SPECIFICATIONS

1 – Cancel Button

Type: html button
Default: enabled
Action: on click
Functionality: On click, popup layer closes.

2 – No Button

Type: html button
Default: enabled
Action: on click
Functionality: On click, popup layer closes.

3 – Yes Button

Type: html button
Default: enabled
Action: on click
Functionality: On click, the popup layer re loads to show the email form once again.
Target: Component View 80 Condition 10
Condition: user name and email address remains pre populate

NOTE:

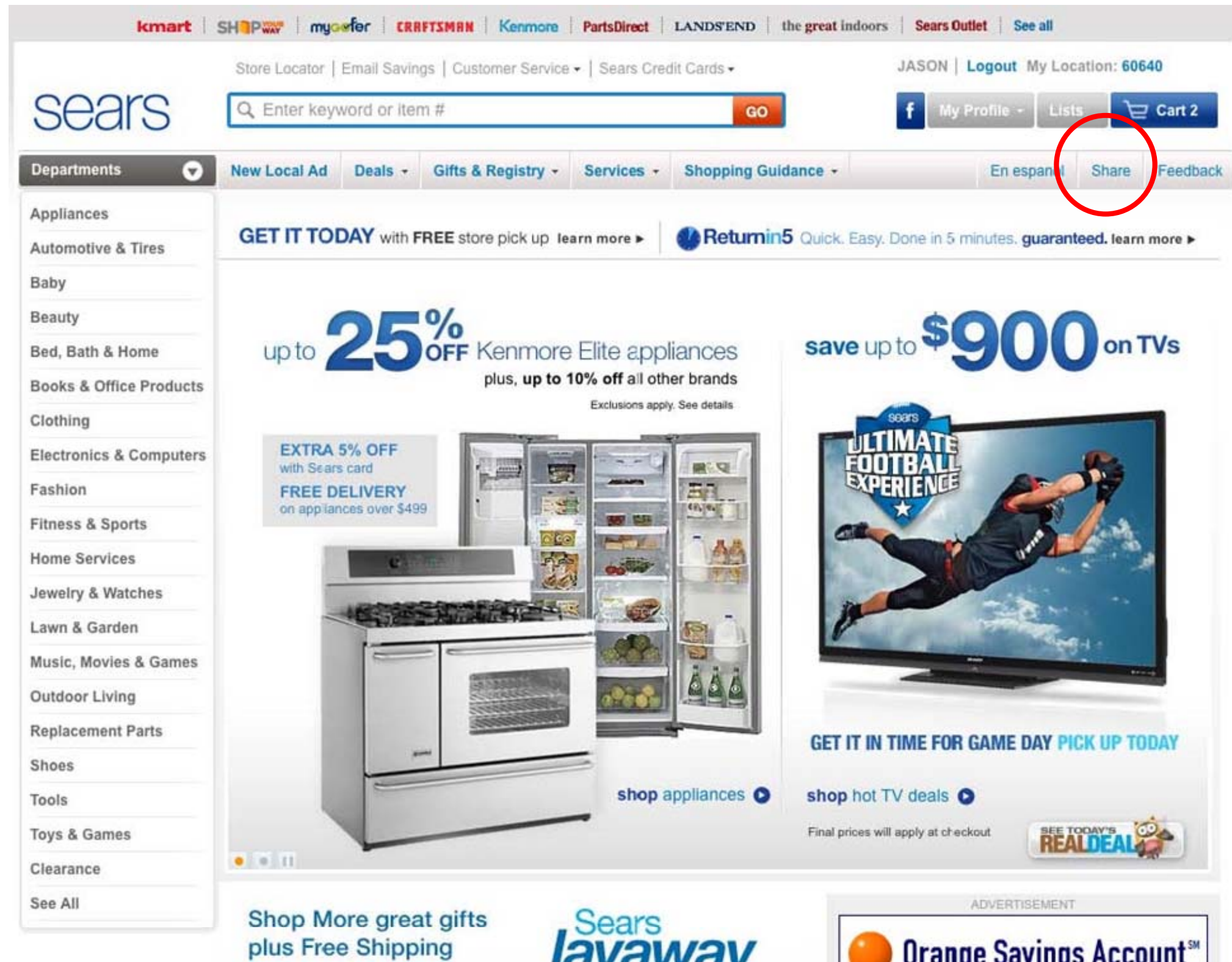
All form field functionality follows experience annotated in Component View 20:
Progressive Disclosure - Email Form

All form field error message display follows experience annotated in Component View 40:
Progressive Disclosure - Email Form Errors

Share

Site Touch Points

View 100: Home Page



SHOP **sears** **kmart** **SHOP** **my** **CRAFTSMAN** **Kenmore** **PartsDirect** **LANDFEND** **the great indoors** **Sears Outlet** **See all**

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

sign in or register My Location: 60487

f My Profile Lists Cart

sears

Q Enter keyword or item # GO

Departments

New Local Ad Deals Gifts & Registry Services Shopping Guidance


En español Share Feedback

Appliances

Refrigerators > Single Door Bottom Freezer Refrigerators




Print

NEW!



FREE **SAME DAY Delivery** from Sears and your favorite local sellers*

How to Order Use the code LOCAL4FREE at checkout *minimum order of \$50 Powered by myRefer.com



Maytag 21.9 cu. ft. Single-Door Bottom-Freezer Refrigerator - Right Swing Door - Stainless Steel ENERGY STAR®

Sears Item# 04606780000 | Model# MB

☆☆☆☆☆ Rating | Be the first to rate and review this item

\$1549.99

Sold by Sears

Delivery Starts at \$69.99

Store Pickup FREE

In Stock! 60487 delivery by 02/18/12. More Options

Add to Cart

I Own It Follow Price Add To List

Wishlist, Registries

Like 27 Tweet +1 Pin it SHOP YOUR WAY

At a Glance Specifications Special Offers

SYWR Members & Friends starts online 8 pm CT on 2/11! Use code MEMBERS2. See details for offers. Offer ends 13-Feb-2012 See details.

No interest if paid in full within 6 months when you use a qualifying Sears card on all Home Appliance items over \$499 through 02/25/2012. Interest will be charged to your account from the purchase date if the purchase balance is not paid in full within the 6 months or if you make a late payment. Minimum payments required. Items sold by Sears only. See details

Support

Availability & Rewards

Earn 15500 Shop Your Way Rewards points on this item.

Special pricing for Hawaii , Alaska and Puerto Rico

Specifications & Dimensions

Overview Ratings & Reviews Guides & Policies Also Available From

Product Description

This Maytag® bottom freezer refrigerator helps save energy and money with the EcoConserve™ system, which exceeds the standard federal rating for efficiency by 30%. Storage features include crisper drawers, gallon door storage, and two freezer baskets. Digital controls are located conveniently in the front of the refrigerator compartment and allow you to adjust temperatures quickly and easily. This model

Dimensions and Capacity

Adjustable Legs: Yes

Counter Depth: Standard Depth

Depth w/ Door Open 90 62

MAYTAG

Maytag Single Door Bottom Freezer Refrigerators
Maytag Refrigerators
All Maytag

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Share_ProgressiveDisclosure_and_Inline_v1.1.vsd

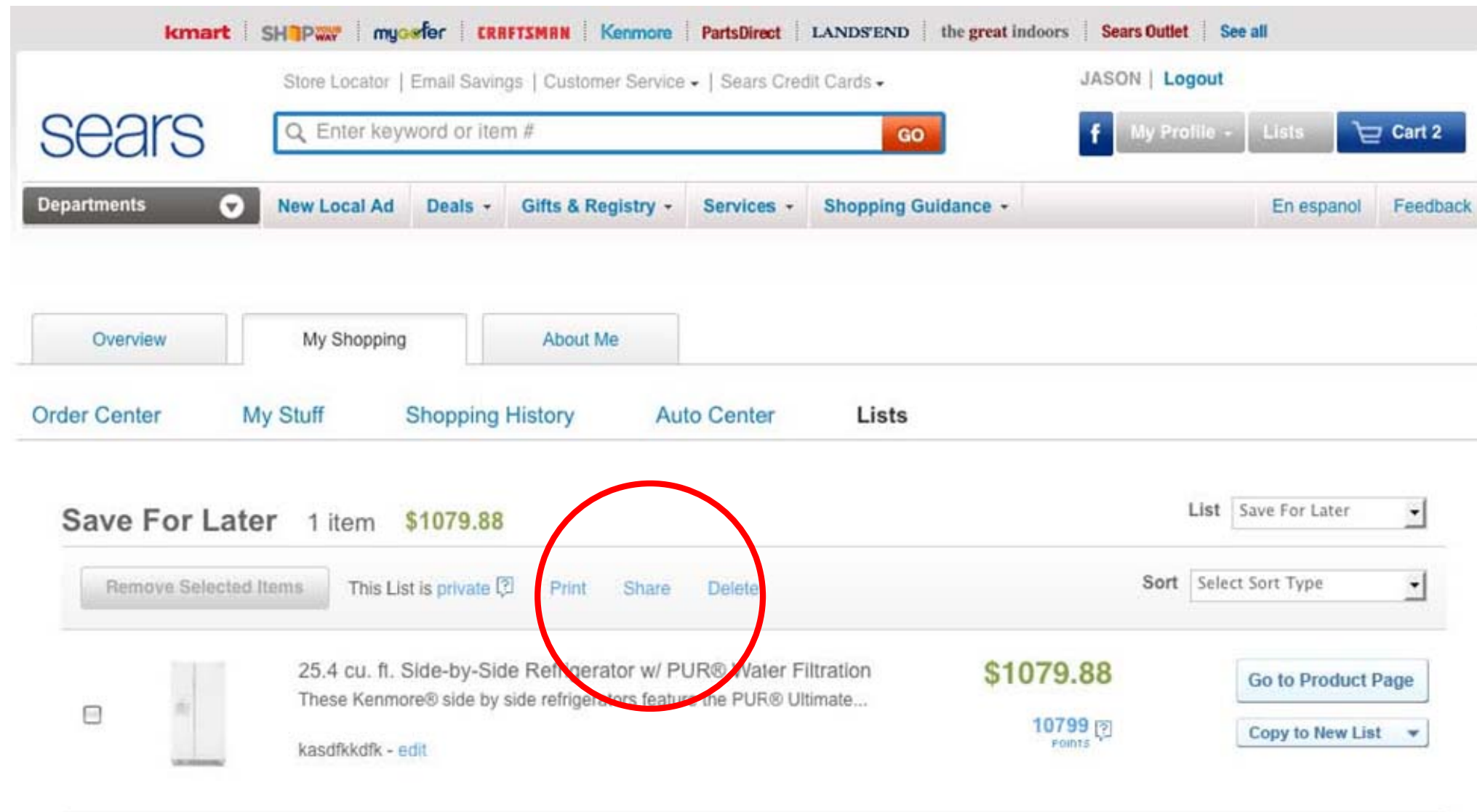
Project: Share

Author: J. Cisneros

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View 120: Lists



sears

Departments

Enter keyword or item #

GO

f

My Profile

Lists

Share

Print

Cart 2

shop your local sears

CHICAGO-LAWRENCE

Change Location

SHOP YOUR WAY REWARDS see future offers

Today

Go to

Departments

Shopping List

GAME DAY EVENT


ONLINE & IN STORE

shop now

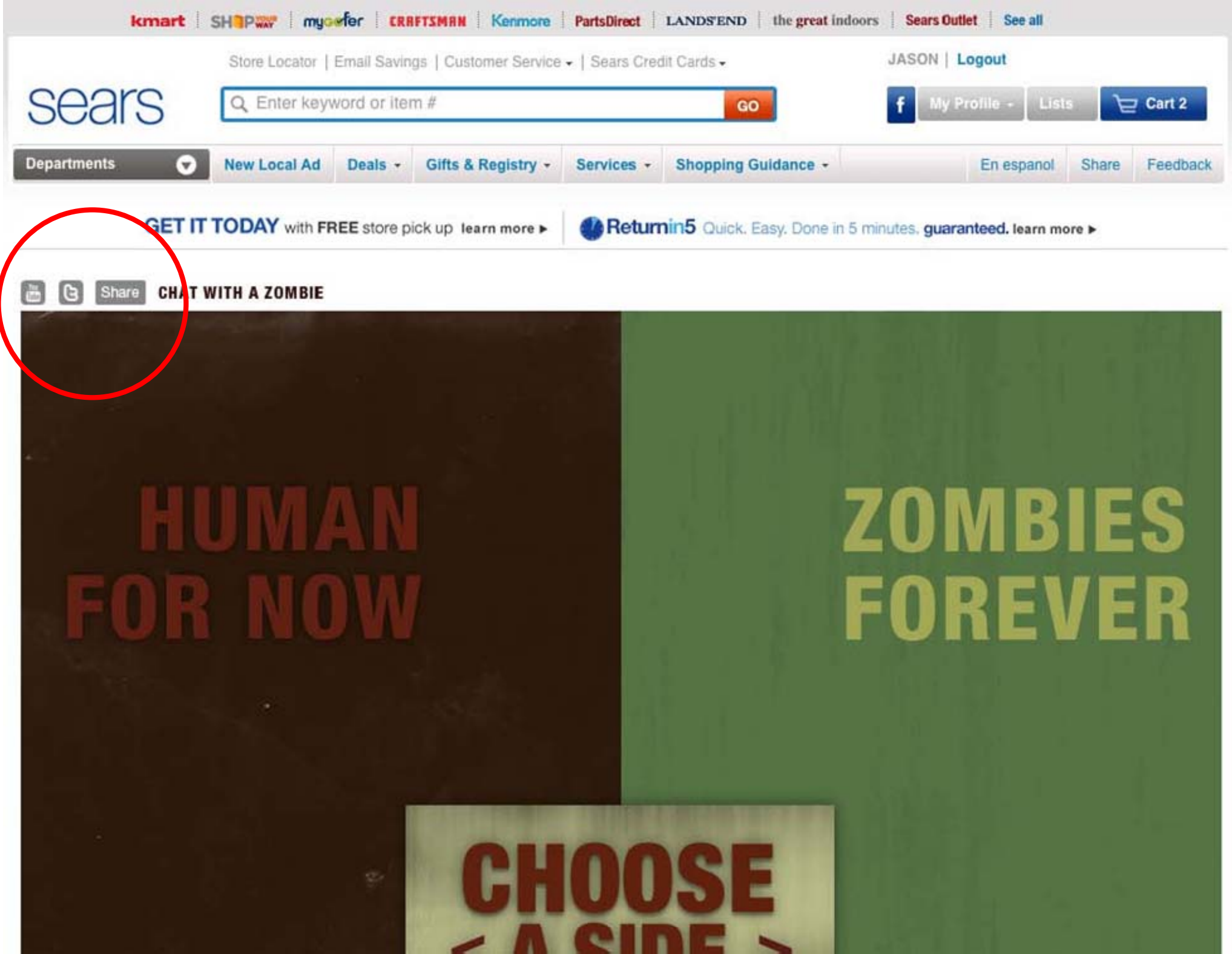
share

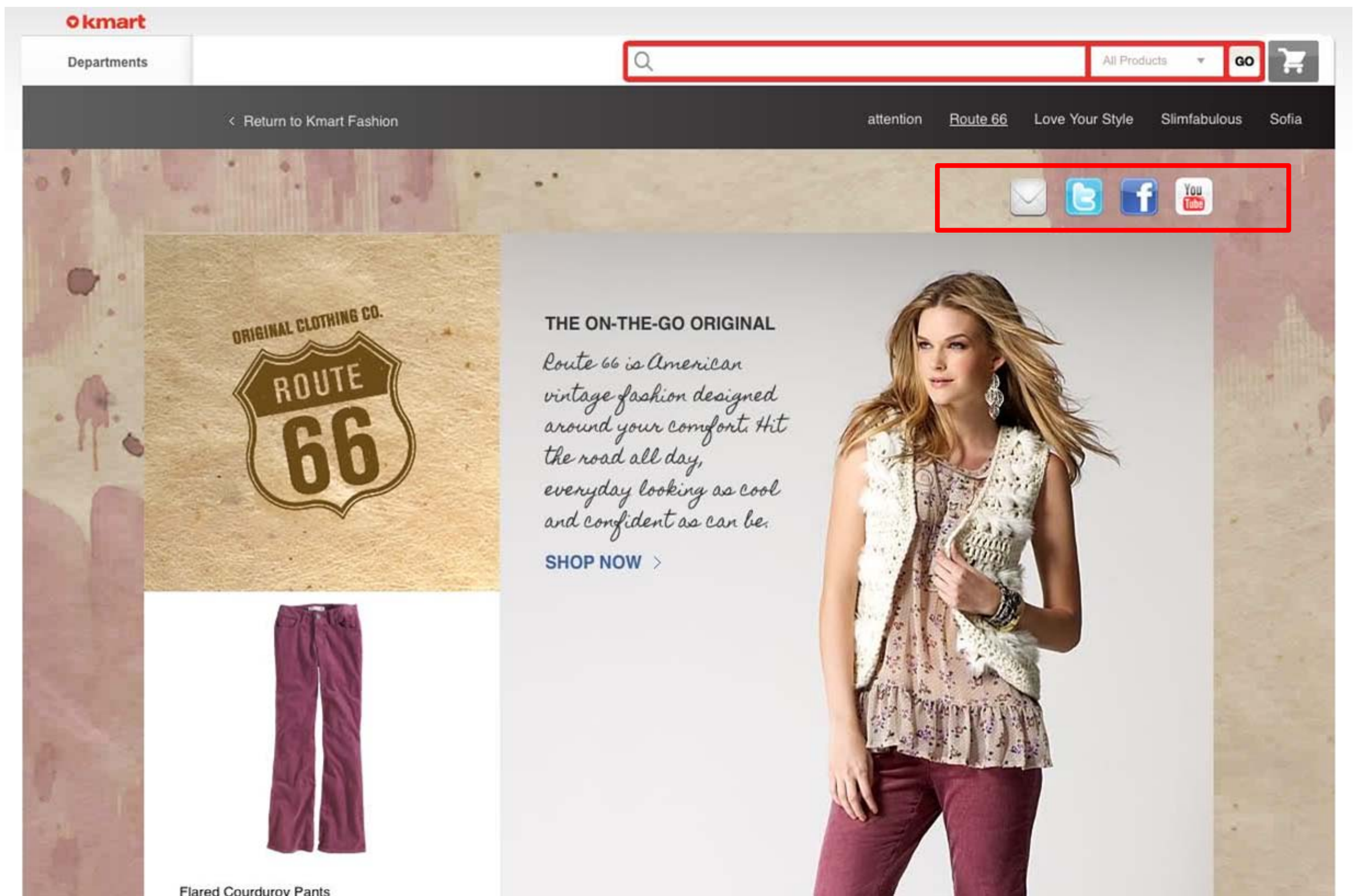
Samsung® 55" add to 3D LED

just \$2199.99









kmart

SHOP WAY

myrefer

CRAFTSMAN

Kenmore

PartsDirect

LANDSEND

the great indoors

Sears Outlet

See all

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

JASON | Logout

f My Profile - Lists Cart 2

sears

Q Enter keyword or item # GO

Departments

New Local Ad

Deals

Gifts & Registry

Services

Shopping Guidance

En espanol

Share

Feedback

Appliances

Automotive & Tires

Baby

Beauty

Bed, Bath & Home

Books & Office Products

Clothing

Electronics & Computers

Fashion

Fitness & Sports

Home Services

Jewelry & Watches

Lawn & Garden

Music, Movies & Games

Outdoor Living

Replacement Parts

Shoes


Tools

Toys & Games

Clearance

See All

TODAY'S
REAL DEAL



DEAL ENDS IN: 06:55:46

Sign up to get deals via: [Daily email](#)



FineDiamonds9 1CT Black Diamond Stud Earrings In 14K White Gold


FREE SHIPPING


\$144.99

SAVE \$225.01 Reg. \$370.00


buy now

Share:  







other great deals



Sunny Health&Fitness Sunny 2 in 1 Elliptical Trainer and Up-right Bike
\$189.99
SAVE \$99.01
Reg. \$289.00




Craftsman 21 in. Bow Saw
\$3.49
SAVE \$3.50
Reg. \$6.99




Curtis Compact DVD Player
\$19.99
SAVE \$10.00
Reg. \$29.99


Deals you missed!



NordicTrack GX2 Sport Bike
\$299.99
SAVE \$699.01
Reg. \$999.00




Simply Outdoors Cornell 5 Pc. Dining Set
\$699.99
SAVE \$300.00
Reg. \$999.99



ZoN ZoN Yoga Kit
\$19.99
SAVE \$22.00
Reg. \$41.99

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See more discussions



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Share_ProgressiveDisclosure_and_Inline_v1.1.vsd

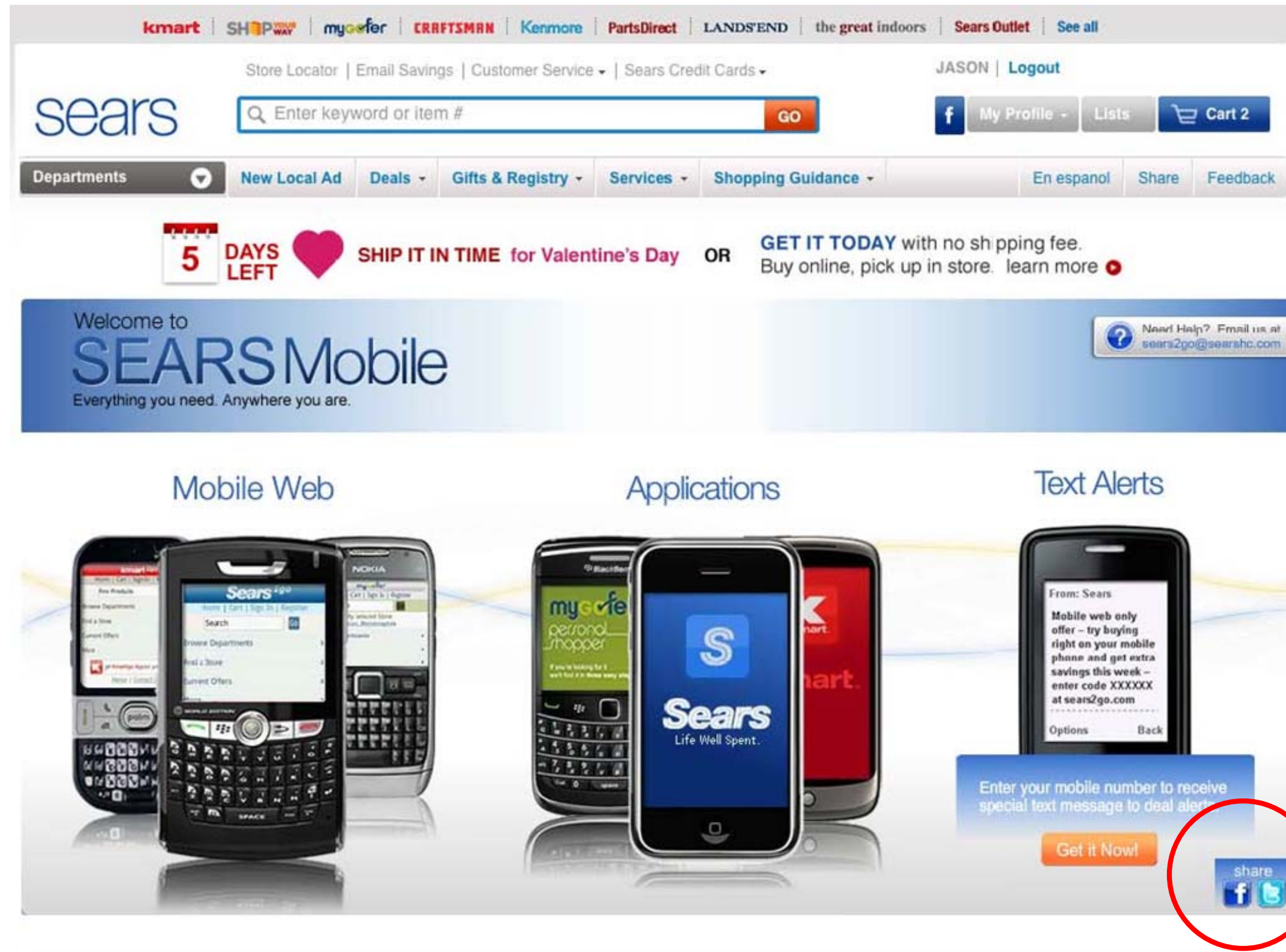
Project: Share

Author: J. Cisneros

Last edited: 03/08/12 2:27 PM

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View 180: Sears Mobile



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OUR BRANDS ▾

DEALS

Cart

Like

Tweet 0


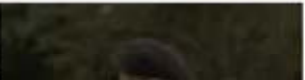


With Love

The sweetest batch of fashion & advice for Valentine's Day

- > KIM, KHLOÉ & KOURTNEY'S FAVORITE DATE NIGHT LINGERIE
- > FESTIVE FASHION FOR **VALENTINE'S DAY**
- > A LONG-LASTING LIP STAIN
- > HOW TO **WASH YOUR INTIMATES**
- > FLIRTY HEART BOXERS FOR HIM

Feature: *streetStyle*



Dress to Impress

Glamorous accents like a fur stole mix with funky details for a modern,