

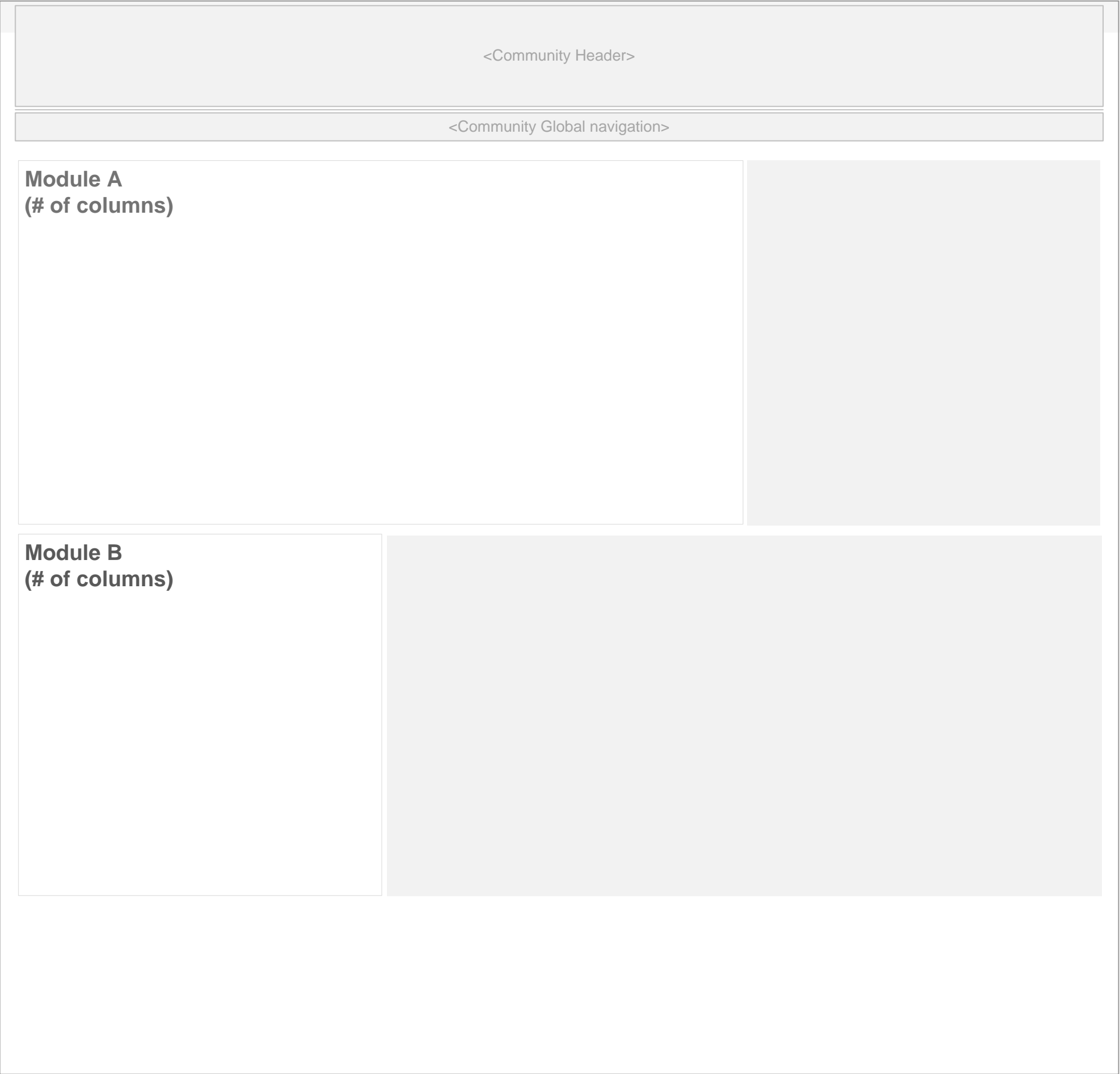
Document Summary

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

Revision History

Version	Date	Author	Notes
...			
1.0	05/20/2012	J. Silverman	Initial drafft for the concept wire
2.0	05/30/2012	J. Silverman	Minor fixes on View Experts page
3.0	06/01/2012	J. Silverman	Minor fixes on whole document
4.0	06/05/2012	J. Silverman	Copy change to whole document, added in categories
5.0	06/06/2012	J. Silverman	Removed page 4, copy change to whole document, added in sub-categories
6.0	06/11/2012	J. Silverman	page 4, copy change to reference 6064 Communities – Full List of Category Buckets.docx

Structural View: Module Variation

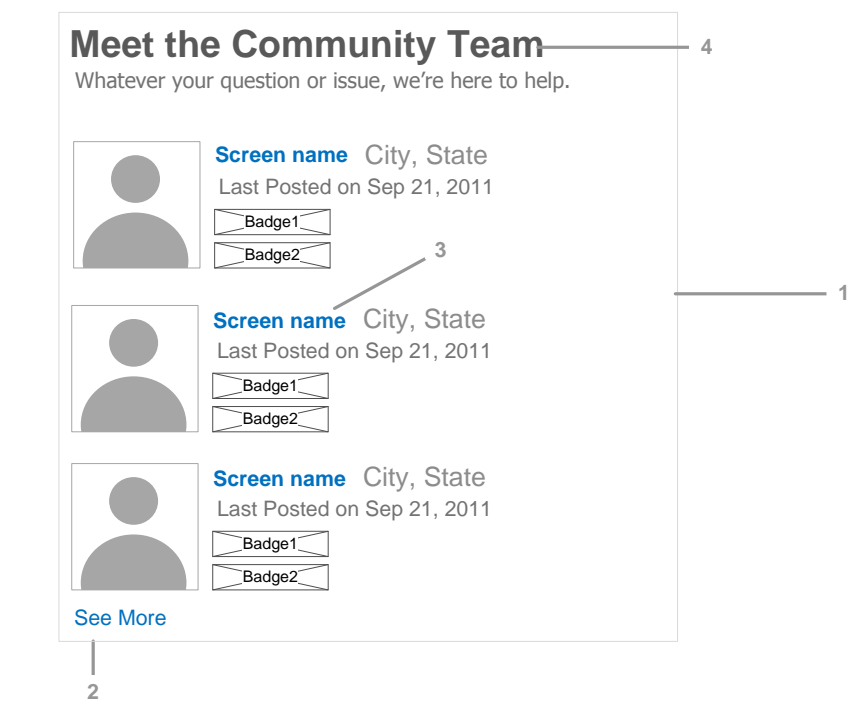


—Top fold—

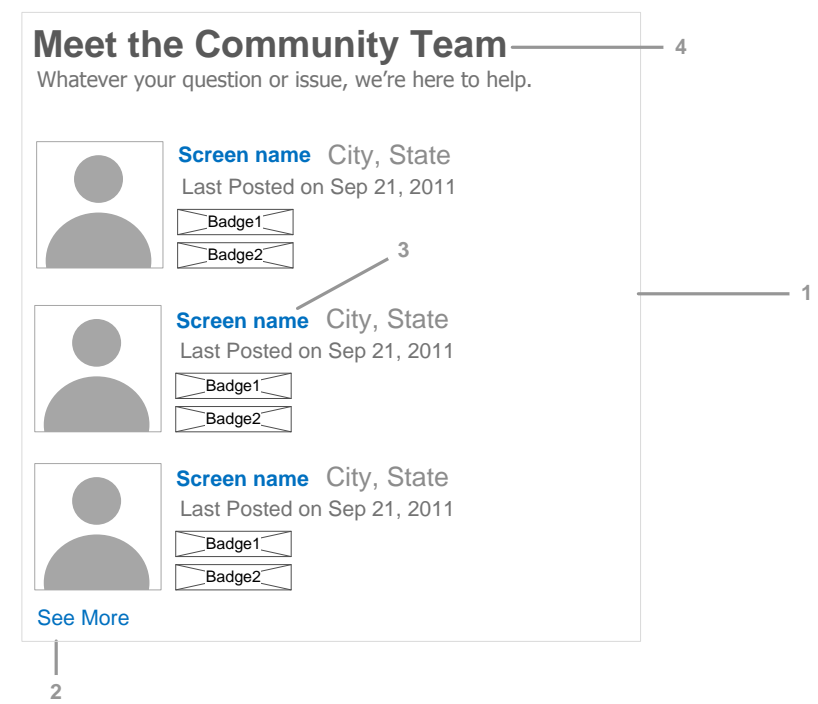
Component View 10: Featured Communitiy Team Module

This module displays on homepage, and specific category landing pages.

Condition 10 – When on category specific page, with a maximum of 3 community specific team members

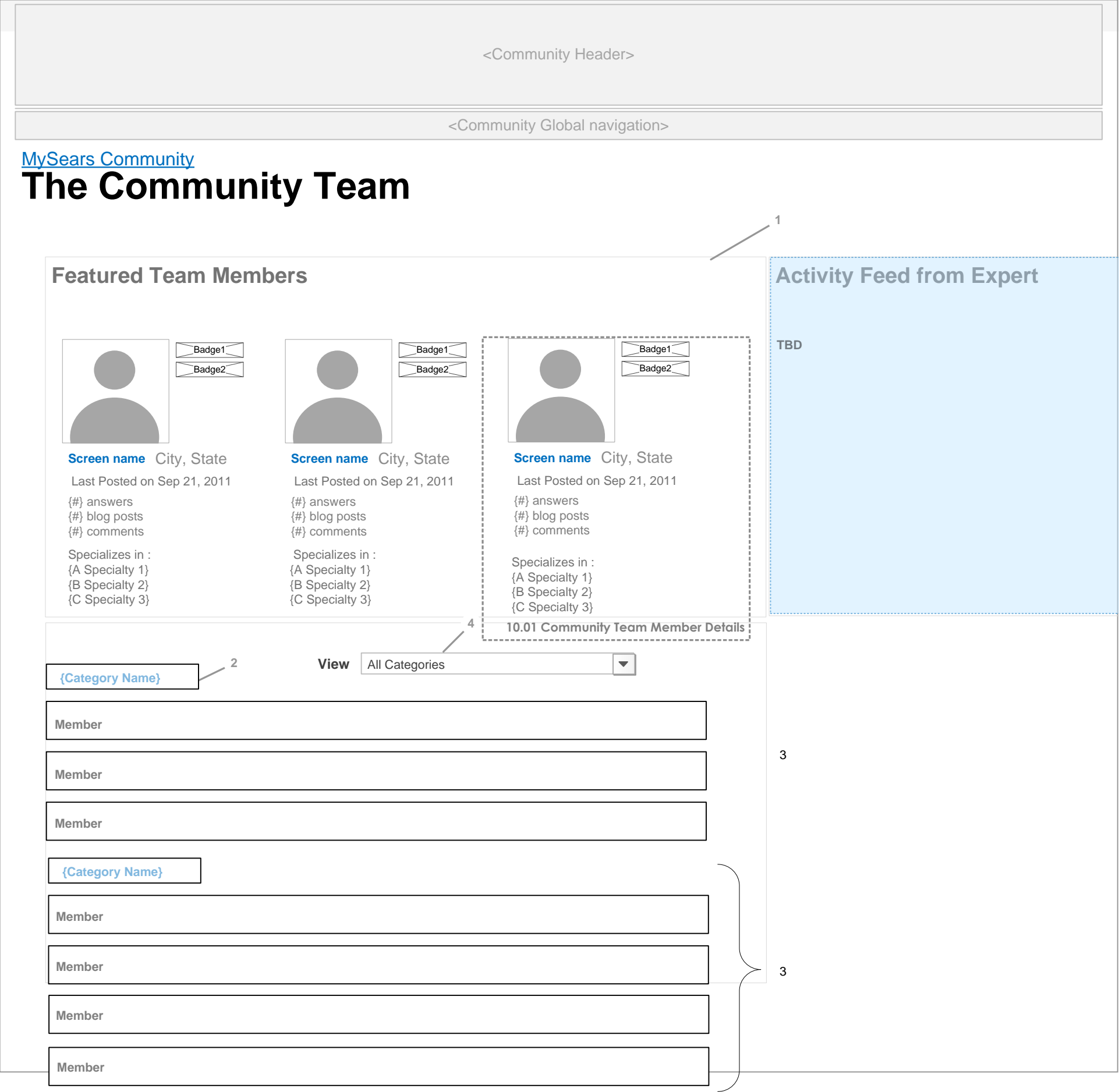


Condition 20 – When on the homepage with a maximum of 3 community team members



MODULE CONDITIONS

- 1 – Community Team Member Module**
Type: Module A (Contractible)
Functionality: Must show at least 1 community team member. If no members are available do not display module. Maximum of 3. Module is contractible if there is only 1 member.
Display: If on homepage display community members from all categories/topics
If on topic page display community members from the associated topic
- 2– See More**
Type: Hyperlink
Functionality: Display only if there is > then 3. nClick, system will take user to Page View 10: See More.
- 3– Screen name**
Type: Hyperlink
Functionality: onClick, system will take user to profile page



1 – Featured Community Team Members

Type: Module A Display
Functionality: Module is flexible and will expand or contract depending on # of categories & community members

2 – Category Name

Type: Hyperlink
Functionality: Display category when there is at least one member. Do not display category if there are no members.
Arrangement: Categories are displayed in alphabetical order

Suggestion UX:

Order from "Most Popular" or "Most Contributed" category.

How feasible is it?

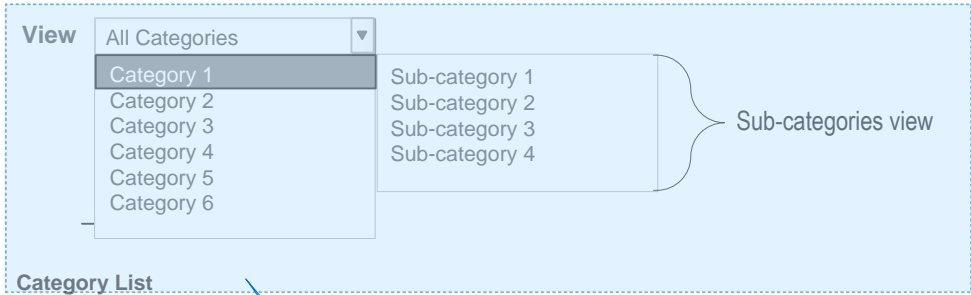
3 – Community Members

Type: List View
Functionality: Will display a list of all community team members within each the categories.
Arrangement: Experts are displayed in alphabetical order within categories.

4 – Filter Categories

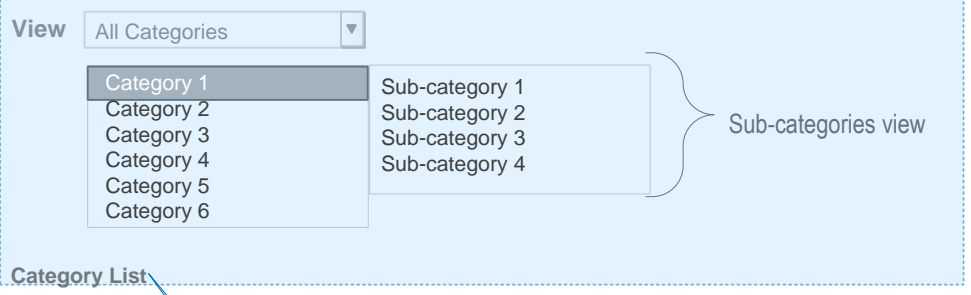
Type: Drop-Down
Arrangement: Categories are displayed in alphabetical order
Display: These categories **MUST** be used consistently throughout the Sears Community (or Kmart Community site) whether on the category tab of the global navigation, interest pages, Q&A pages or Community Team pages.

Sears Filter Categories



REFERENCE:
6064 Communities I Full List of Category Buckets.docx

Kmart Filter Categories



REFERENCE:
6064 Communities I Full List of Category Buckets.docx

- 1 –
- Type:Module A Display
- Functionality:Module is flexible and will expand or contract depending on # of experts

[MySears Community](#) > {Category Name}

The Community Team

Featured Team Members

Badge1

Badge2

Screen name

City, State

Last Posted on Sep 21, 2011

{#} answers

{#} blog posts

{#} comments

Specializes in :

{A Specialty 1}

{B Specialty 2}

{C Specialty 3}

Badge1

Badge2

Screen name

City, State

Last Posted on Sep 21, 2011

{#} answers

{#} blog posts

{#} comments

Specializes in :

{A Specialty 1}

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City, State

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{#} answers

{#} blog posts

{#} comments

Specializes in :

{A Specialty 1}

{B Specialty 2}

{C Specialty 3}

10.01 Community Team Member Details

Activity Feed from Expert

TBD

{Category Name}

View

Category 1

Screen name

City, State

Last Posted on Sep 21, 2011

{#} answers

{#} blog posts

{#} comments

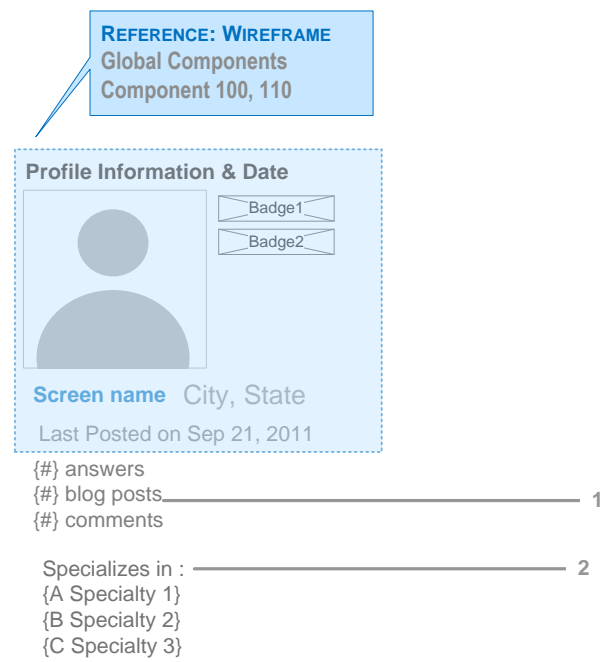
Badge1

Badge2

10.01 Expert Details

10.01 Community Team Member Details

Condition 10 – Featured Community Team Member View



MODULE CONDITIONS

1 – Counter
Type: Display
Functionality: Shows the total # of answer, blog posts and comments from experts. Show the field only if relevant content exists.
Values:
- If less than 500, it will display the actual number
- if more than 500, it will display 500+

2 – Specialize
Type: Display
Functionality: Shows the area they specialize in.
Display: Display all specialized areas in a list view.

Condition 20 – Community Team Member List View

