

SHC ECOM6064 Community Initiative – Customer Service Interest Page

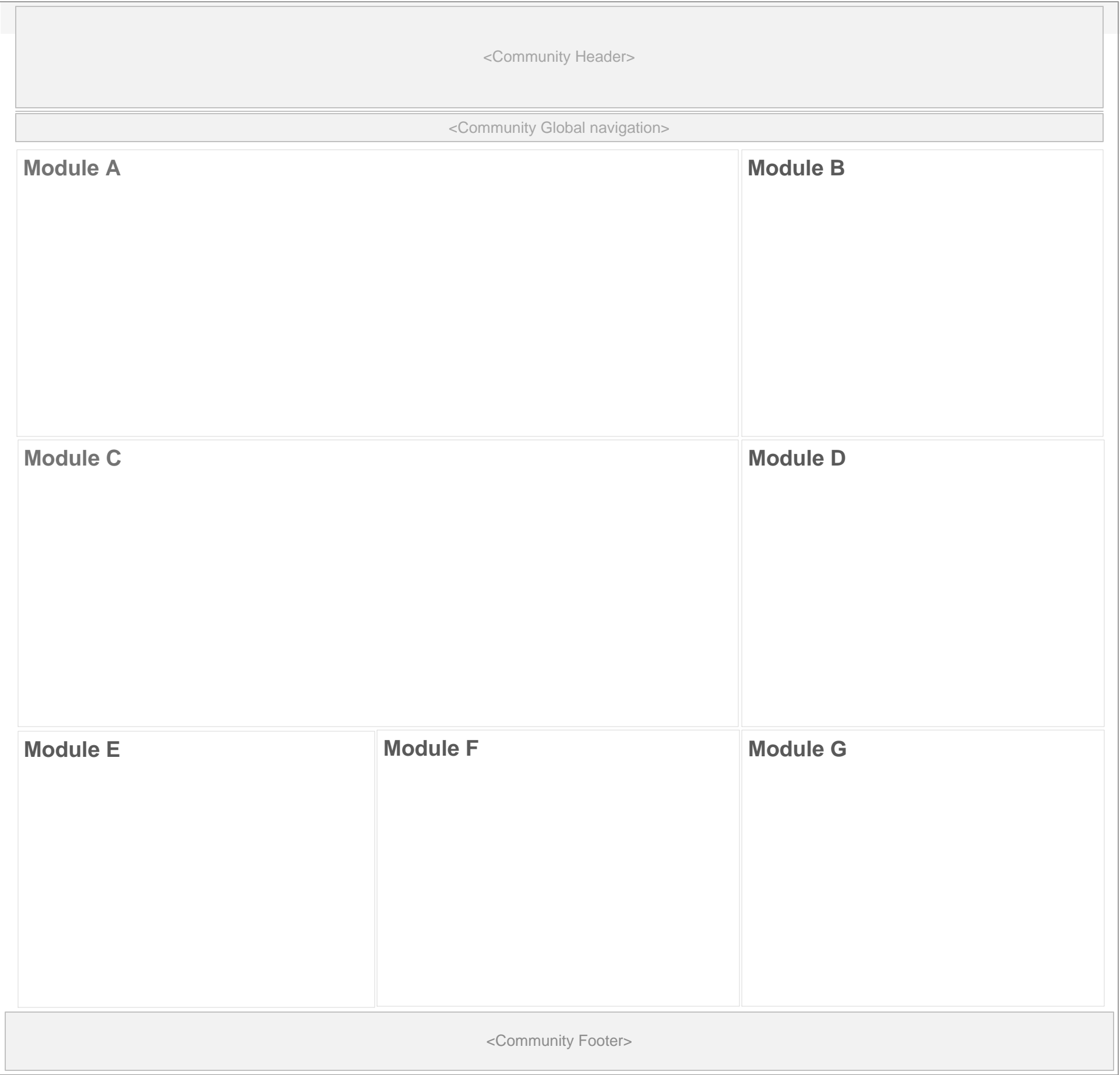
Document Summary

Description	Name
Wireframe Scope	SHC
Brands Covered	Sears and Kmart Communities
Screen ID	ECOM6064
Screen Name	Community Initiative – Customer Service Interest Page

Revision History

Version	Date	Author	Notes
...			
1.0	06/08/12	N. Morales	Initial draft
2.0	06/12/12	N. Morales	Updates based on PRD Functional requirements

Structure View: Module Variation



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.

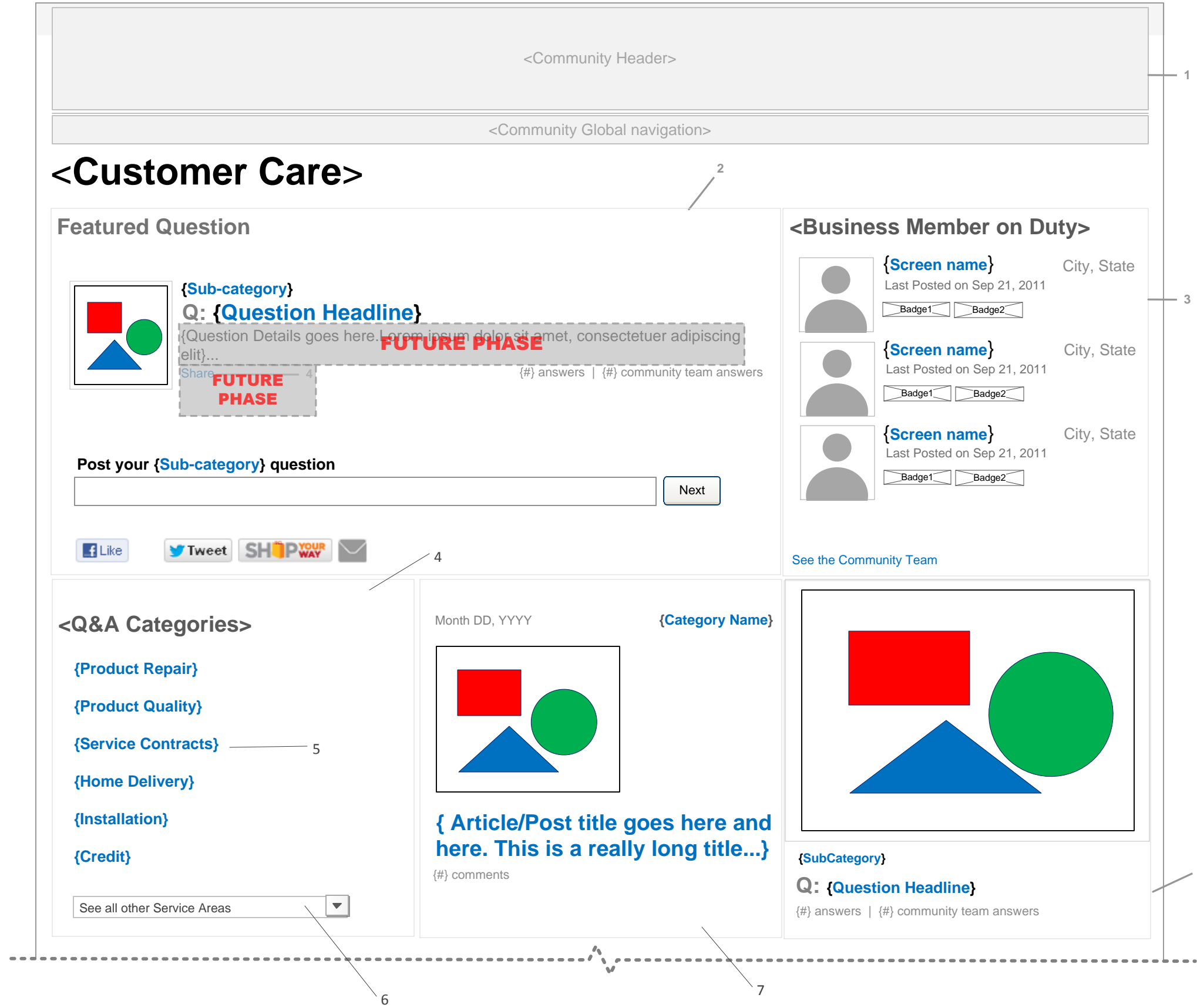
Module D – Poll
Type: Clickable area block
Functionality: System will display curated Poll.

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

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MODULE CONDITIONS

- 1 – Global Header and Navigation

Type: Global component

Reference: Wire ECOM6064 Community – Header and Footer
- 2 – Featured Q&A (module A)

Type: Component area block

Reference: Wire ECOM6064 Community – Q&A modules
- 3 – Featured Experts (module B)

Type: Component area block

Reference: Wire ECOM6064 Community – Experts
- 4 –Categories List (module B)

Type: Hyperlink

Functionality: The 6 most relevant categories will appear here.
- 5 –Category

Type: Hyperlink

Functionality: onClick, page turn to Category page
- 6 –Categories list

Type: Dropdown

Functionality: onClick, Display a list with all the categories. Default should be set to “See all other Service Areas”
- 7 – Blog Module (module B)

Type: Component area block

Reference: Wire ECOM6064 Community – Blog Module
- 8 – Q&A (module B)

Type: Component area block

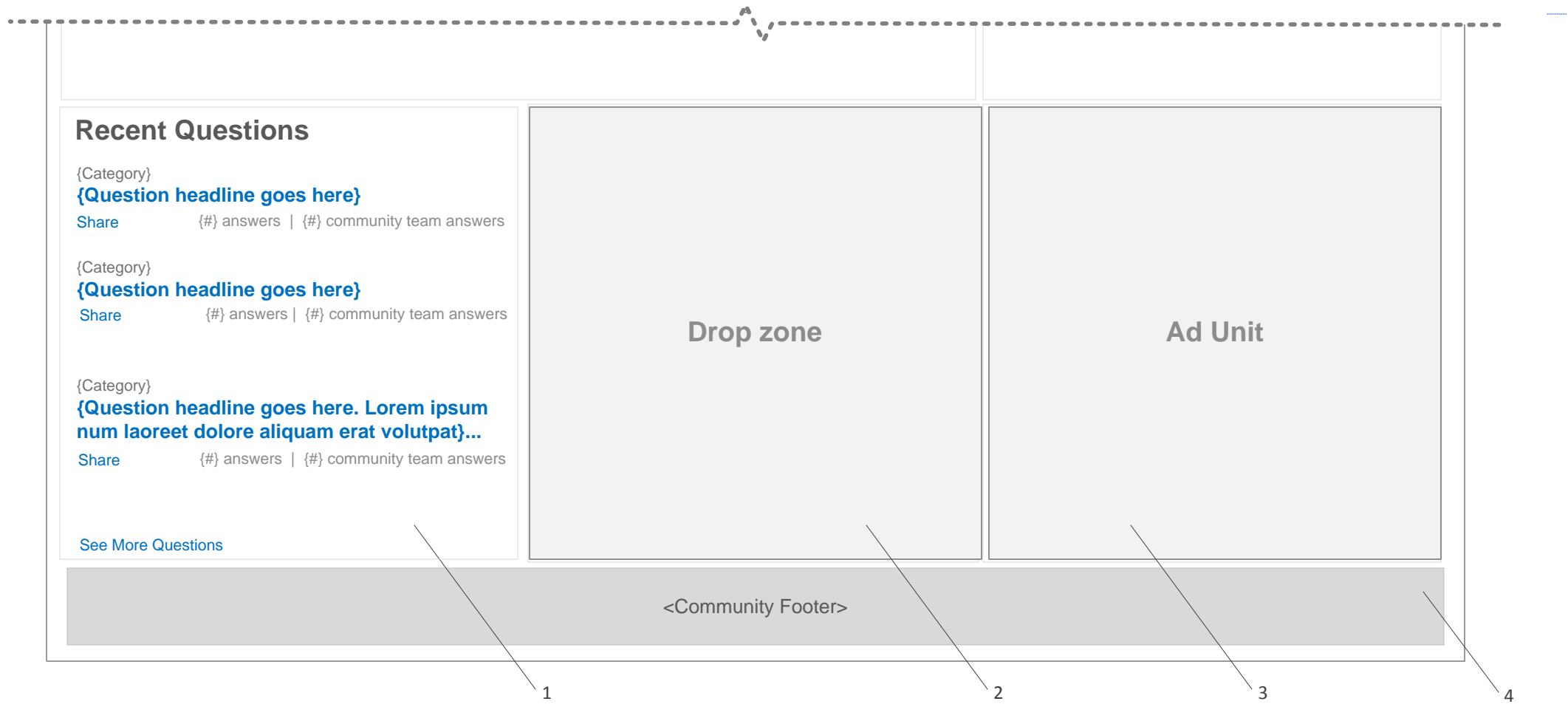
Reference: Wire ECOM6064 Community – Q&A modules
- 9 – Recent Activities (module B)

Type: Component area block

Reference: Wire ECOM6064 Community – Recent Activities Feed

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Page View 10: Customer Service Page - Default State (2 of 2)



MODULE CONDITIONS

- 1 – Recent Questions (module B)
Type: Component area block
Reference: Wire ECOM6064 Community – Q&A Module
- 2 – 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.
- 3 – Ad Unit (module B)
Type: Clickable Image
Functionality: Populates Ad which would be curated by Admin using Adobe CQ5.
- 4 – Global Header and Navigation
Type: Global component
Referemce: Wire ECOM6064 Community – Header and Footer