

SHC ECOM6064 Community – Blog

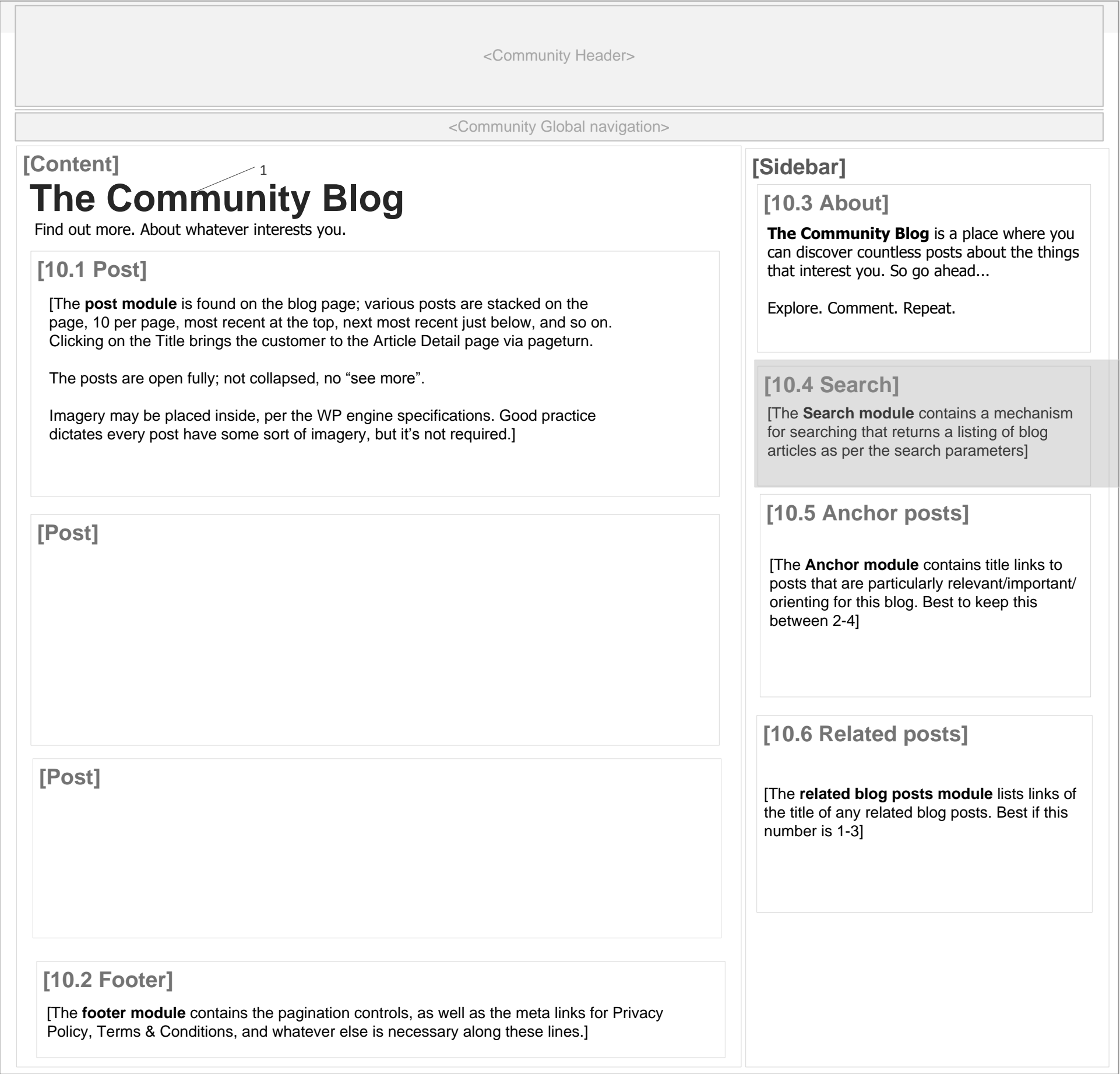
Document Summary

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

Revision History

Version	Date	Author	Notes
1	06/06/12	P. Simon	Initial draft
1b	06/11/12	P. Simon	Masking out Search component

Structural View 10: blog page



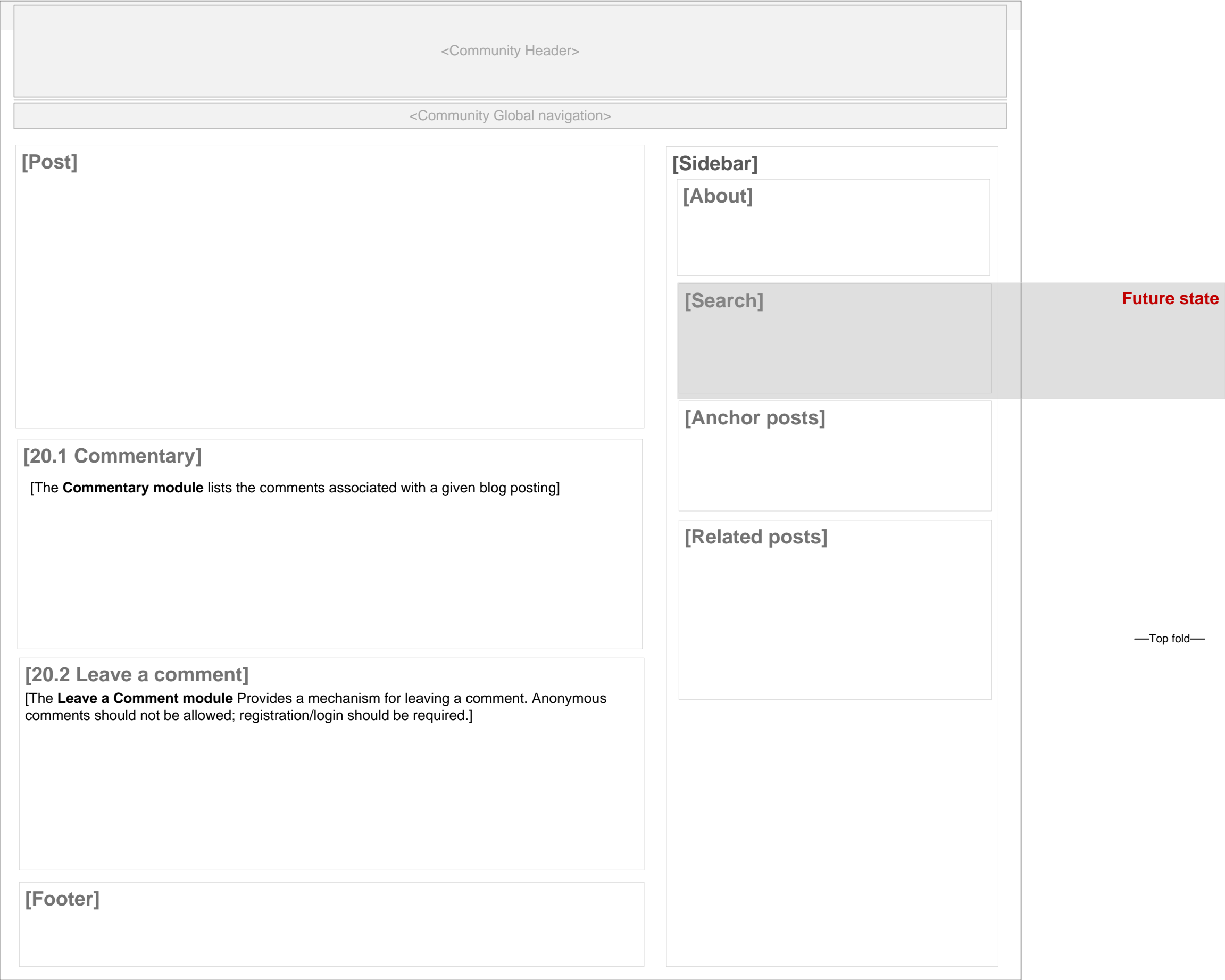
FUNCTIONAL SPECIFICATIONS

1 – Blog title
Type: label
Action: none
Functionality: this is the title of the blog

Future state

—Top fold—

Structural view 20: post page



10.1 Post Module

Condition 10 – Article/Post

{Blog Post Title Goes Here}

Month DD, YYYY **Category:** {Category}

Ennui retro flexitarian, small batch jean shorts fingerstache pork belly cray swag whatever stumptown +1 viral sriracha twee. Austin before they sold out marfa mustache four loko, art party butcher farm-to-table kogi. Craft beer kale chips keytar swag. Keytar marfa pork belly raw denim, locavore dreamcatcher Austin small batch. Gluten-free fixie tumblr whatever flexitarian, cliché authentic godard tofu dreamcatcher. Master cleanse farm-to-table you probably haven't heard of them high life direct trade, swag ethnic single-origin coffee PBR. Squid keytar trust fund, direct trade narwhal brunch art party.

Shoreditch VHS typewriter, small batch locavore seitan echo park +1 pork belly freegan 3 wolf moon photo booth tofu portland. Kogi post-ironic polaroid single-origin coffee mlkshk fixie. Mcsweeney's freegan ennui small batch post-ironic. PBR you probably haven't heard of them ethnic, seitan chambray beard pickled quinoa fap gastropub. Mumblecore forage farm-to-table before they sold out vice banh mi stumptown gentrify, artisan organic. 8-bit narwhal gluten-free, single-origin coffee PBR synth food truck ennui mcsweeney's. Craft beer jean shorts tattooed biodiesel, narwhal leggings ethnic retro VHS godard.

By: {Screen Name}

Tags: {Tag 1}, {Tag 2}, {Tag 3}, {Tag 4}, {Tag 5}, {Tag 6}, {Tag 7}

Share Progressive Disclosure Share

132 Comments

FUNCTIONAL SPECIFICATIONS

1 – Article Title

Type: Heading/link
Action: on click
Functionality: On click, page turn to the Article detail page. On the post detail page, this header is not clickable.

2 – Category

Type: hyperlink
Action: on click
Functionality: On click, page turn to the filtered list of articles for such category.

3 – Author Name

Type: hyperlink
Action: on click
Functionality: On click, page turn to the authors profile page.

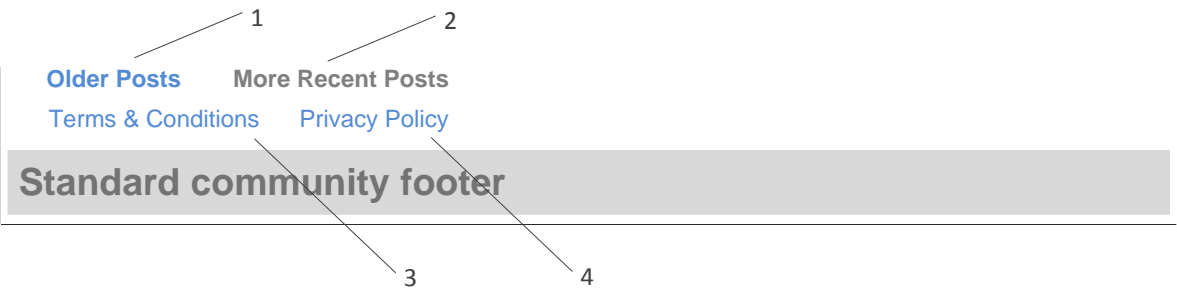
4 – Tags

Type: hyperlink
Action: on click
Functionality: On click, page turn to the filtered list of articles with such tag.

5 – Number of comments

Type: hyperlink
Action: on click
Functionality: On click, page turn to the article detail page. On the detail page, this is a label, not a link.

10.2 footer



FUNCTIONAL SPECIFICATIONS

1 – pagination link - older

Type: hyperlink
Action: on click
Functionality: On click, reloads page with previous 10 blog entries. Grayed out but present if there are no previous entries.

2 – pagination link – more recent

Type: hyperlink
Action: on click
Functionality: On click, reloads page with next 10 most recent blog entries. Grayed out but present if there are no more recent entries

3 – policies link

Type: hyperlink
Action: on click
Functionality: On click, pops a new window containing the terms and conditions of the blog, comment, and all relevant policies for posting or interacting with the blog.

4 – policies link

Type: hyperlink
Action: on click
Functionality: On click, pops a new window containing the the privacy statement relevant to the blog. .

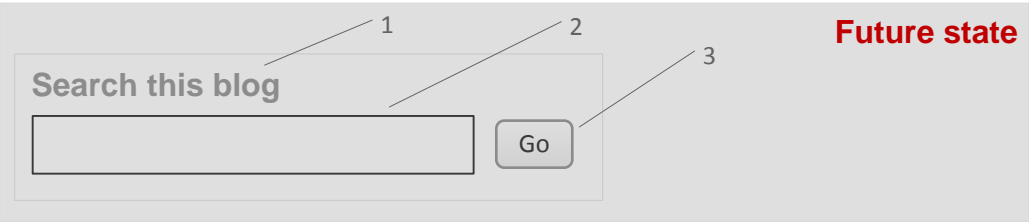
10.3 About



FUNCTIONAL SPECIFICATIONS

- 1 – About header**
Type: label
Action: none
Functionality: denotes location of basic blog info.
- 2 – About text**
Type: text
Action: none
Functionality: summary of the blog
- 3 – blog contact**
Type: link
Action: on click
Functionality: on click the customer is taken via pageturn to the owner/chief author of this particular blog.

10.4 blog search



FUNCTIONAL SPECIFICATIONS

Future state

1 – Search header

Type: label

Action: none

Functionality: denotes location of the blog search component.

2 – search textbox

Type: form element

Action: none

Functionality: contains input search keywords

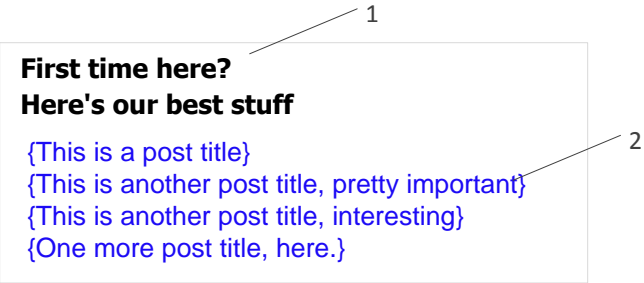
3 – search submit control

Type: form control

Action: on click

Functionality: on click the search terms are submitted and a search performed against categories, tags, titles, and content of this particular blog. The output is a page turn to a listing of blog entries, in order of relevance according to the algorithm used.

10.5 Anchor posts



FUNCTIONAL SPECIFICATIONS

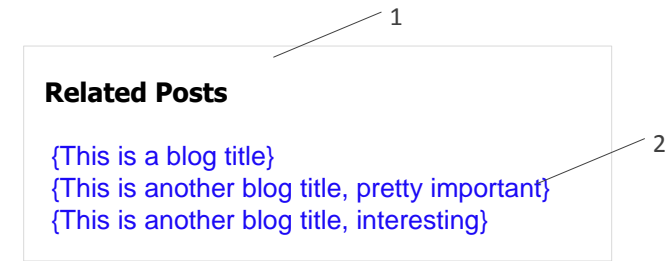
1 – Anchor section title

Type: label
Action: none
Functionality: this is the title of the anchor section, orienting people to the fact that these posts are important, helpful, or the best.

2 – individual anchor post title

Type: link
Action: on click
Functionality: this is the title of an individual post; clicking will bring the customer via page turn to that post's page.

10.6 related blogs



FUNCTIONAL SPECIFICATIONS

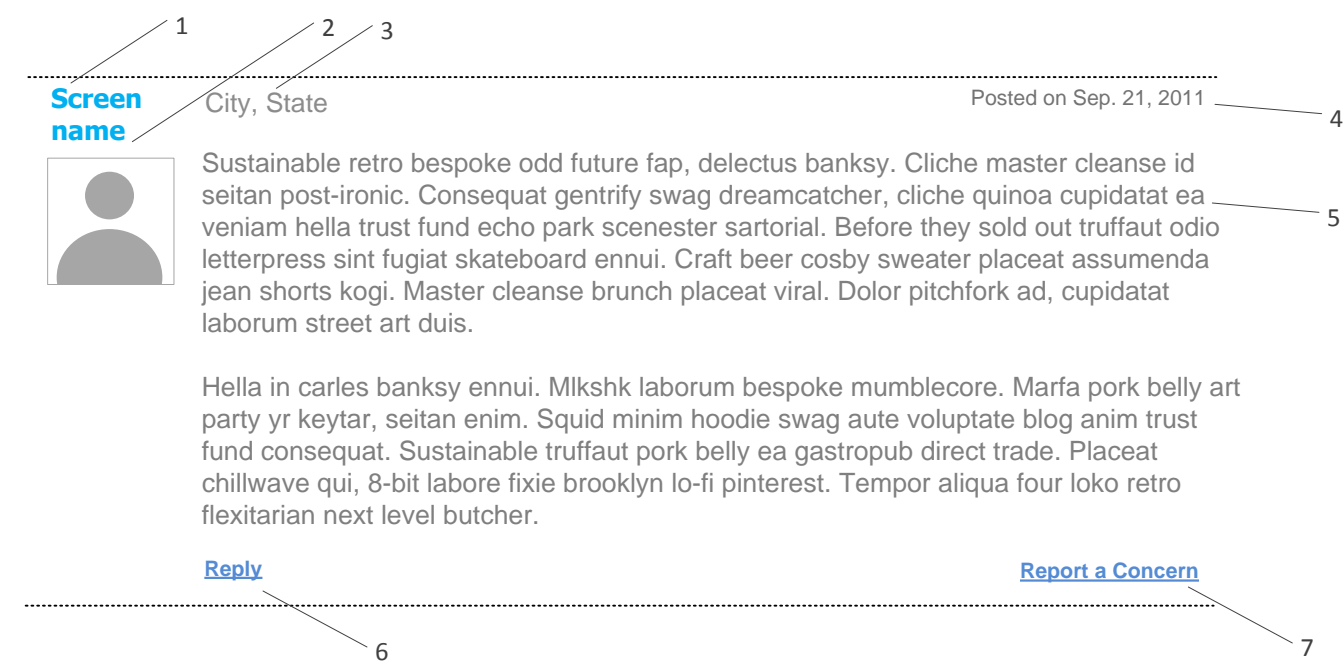
1 – related blog section title

Type: label
Action: none
Functionality: this is the title of the section, orienting people to the fact that these blogs are related to the one they’re looking at.

2 – individual blog title

Type: link
Action: on click
Functionality: this is the title of an individual related blog; clicking will bring the customer via page turn to that blog’s page.

20.1 commentary



FUNCTIONAL SPECIFICATIONS

1 – Comment author screen name

Type: link
Action: hyperlink
Functionality: on click brings customer via pageturn to that customer’s profile.

2 – Comment author image

Type: image/link
Action: hyperlink
Functionality: comment author’s image. On click brings customer via pageturn to that customer’s profile.

3 – Comment author location

Type: label
Action: none
Functionality: denotes the comment author’s city/state

4 – Comment post time/date stamp

Type: label
Action: none
Functionality: denotes the time/date of comment

5 – Comment

Type: text
Action: none
Functionality: the body of the comment

6 – Reply control

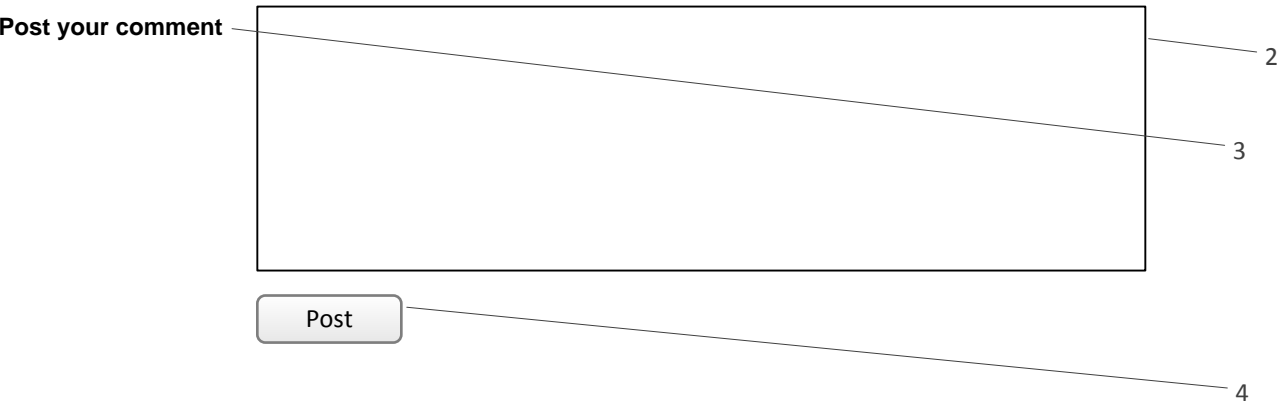
Type: text/link
Action: hyperlink
Functionality: scrolls to comment text area, places focus there.

7 – abuse report

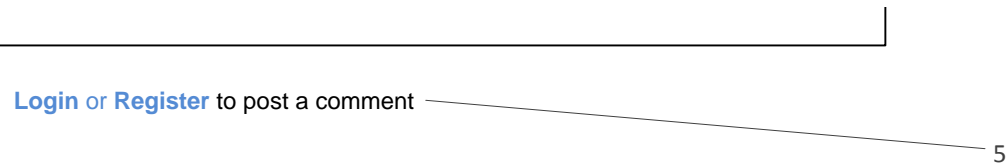
Type: text/link
Action: hyperlink
Functionality: Hmmmmm a very good question.

20.2 Leave a Comment

Condition 10 – Commentary



Condition 20 – Login/Register



FUNCTIONAL SPECIFICATIONS

2 – text area

Type: form element
Action: none
Functionality: contains comment

3 – Instructional text

Type: label
Action: none
Functionality: highlights text area

4 – Submit button

Type: form control
Action: on click
Functionality: submits form, after validation for content; must not be empty, must not contain forbidden characters.

5 – register/login

Type: hyperlinka
Action: on click
Functionality: this displays when a browsing customer isnot logged in. Clicking on Login or Register brings up that appropriate experience; upon successful login/registration, control 4 is displayed.