

SHC ECOM6064 Community Initiative – Featured Q&A Module

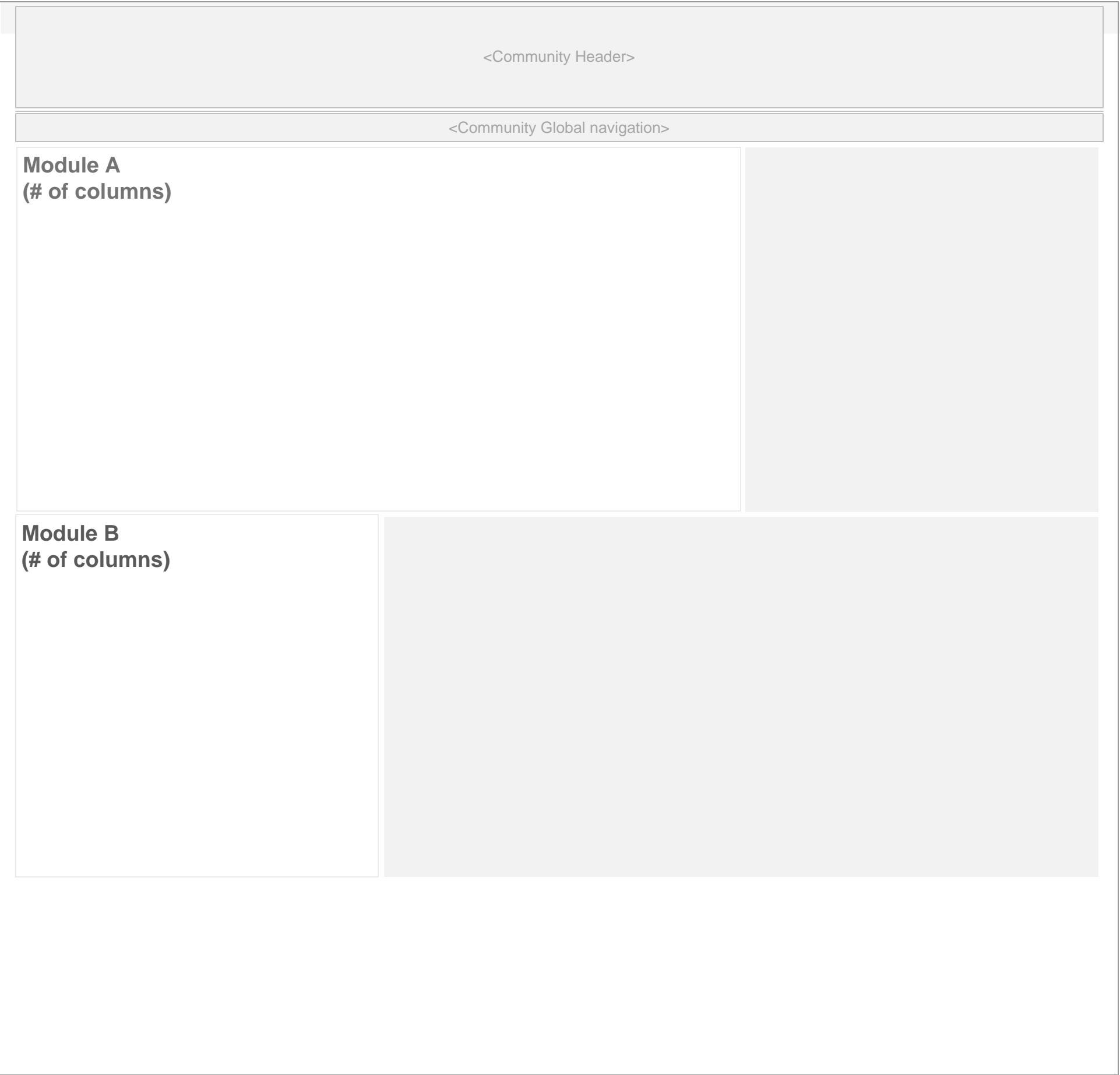
Document Summary

Description	Name
Wireframe Scope	SHC
Brands Covered	Sears and Kmart Communities
Screen ID	ECOM6064
Screen Name	Community Initiative – Featured Q&A Module

Revision History

Version	Date	Author	Notes
...			
1.0	05/18/12	S. McClain	Initial draft
2.0	05/25/12	S. McClain	Modification and masked out “Future Phase” after dicussion with developers.
3.0	06/04/12	S. McClain	Cleaned up wires so Zemoga can build wires based on this.
4.0	06/04/12	N. Morales	Most Popular Questions commented and reformatted.
5.0	06/08/12	D. Sanders	Content Proof
6.0	06/12/12	S. McClain	Clarified optional “category name” display on the module
7.0	06/14/12	S. McClain	Removed “sub-cat” link on the module
8.0	06/19/12	M. Fernandez	CleanUp & copy adjustments
9.0	06/19/12	M. Fernandez	Removed headline “Featured Question” per copy suggestion module pg 4 condition 10
10.0	06/21/12	M. Fernandez	Added Community Team Member Q&A (Module A) with answer Pg 5

Structural View: Module Variation

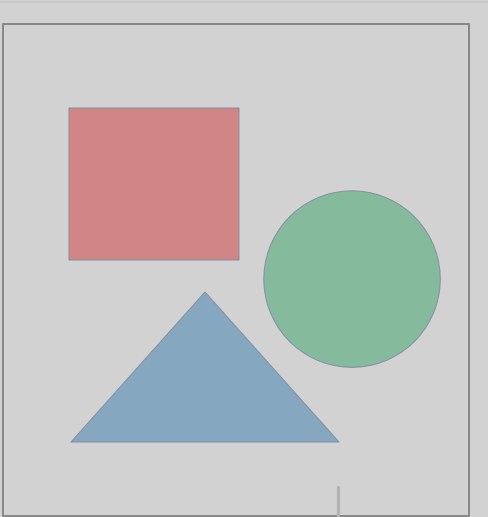


—Top fold—

Component View 10: Q&A Progressive disclosure Flow

Condition 10 – Default View (Module A)
This condition applies during onLoad state

Featured Question



{Category}
Q: {Question Headline}
{#} answers | {#} community team answers

FUTURE PHASE

Note (06/04/2012)
[Shirl] For the initial iteration, This will be a default view rather than onHover view.

Condition 20 – onHover View (Module A)
This condition applies after onClick

Featured Question



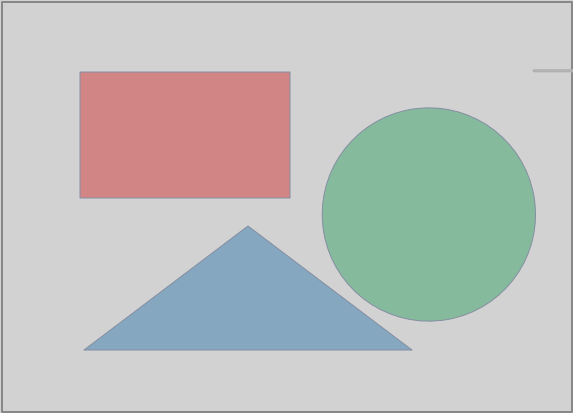
{Category}
Q: {Question Headline}

{#} answers | {#} community team answers

Post your {Category} question

Next

Condition 30 – Default View (Module B)
This condition applies during onLoad state



{Category}
Q: {Question Headline}
{#} answers | {#} community team answers

Note (06/04/2012)
[Shirl] For the initial iteration, onClick the entire block will bring user to the question page.

FUTURE PHASE

Condition 40 – onHover View (Module B)
This condition applies after onClick



{Category}
Q: {Question Headline goes here...}
{#} answers | {#} community team answers
Share

MODULE CONDITIONS

- 1 – Share

Type: Hyperlink

Functionality: onClick system will populate the global “Share” capability in a layer format.
- 2 – Feature Question Graphic

Type: Display only image

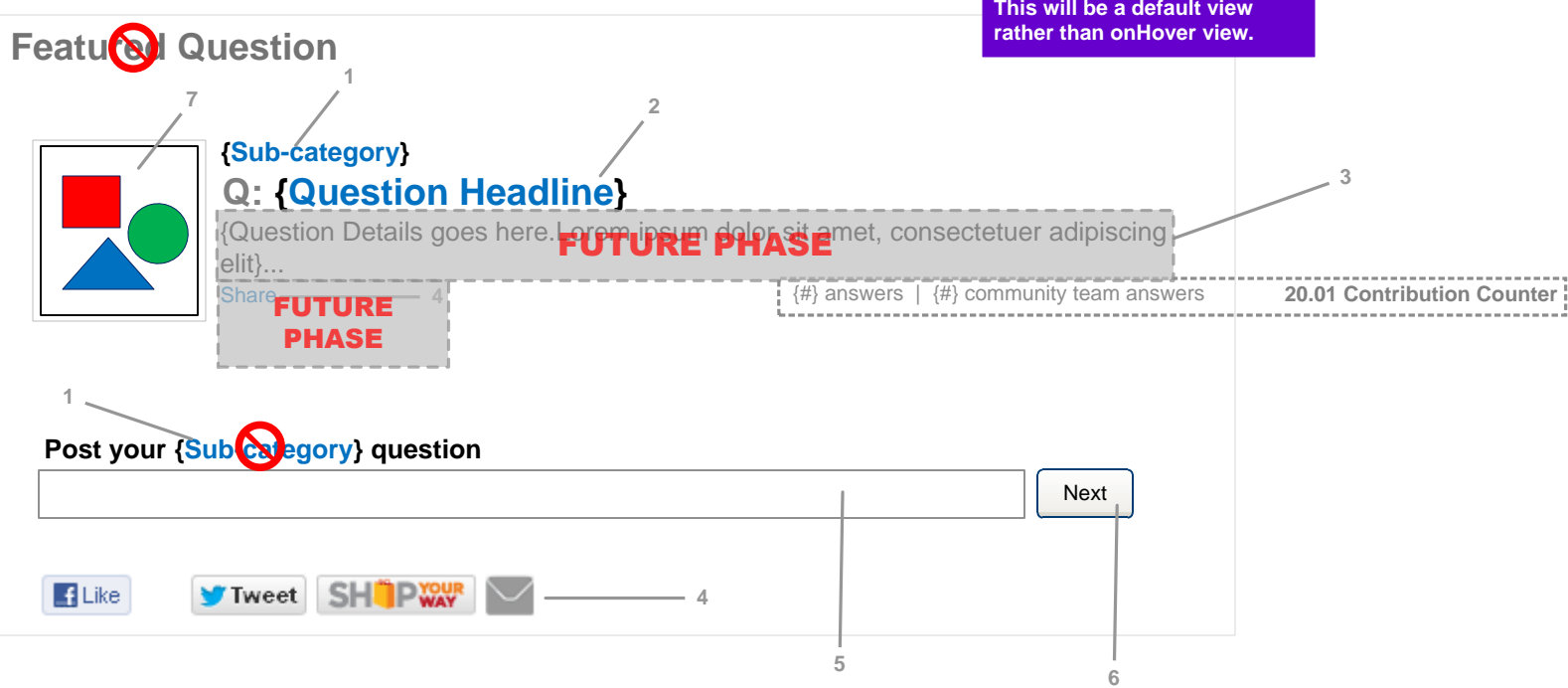
Functionality: By default, a related category image will be populated, unless admin upload a specific image for the associated content in the admin system..
- 3 – Module Block

Type: Clickable area

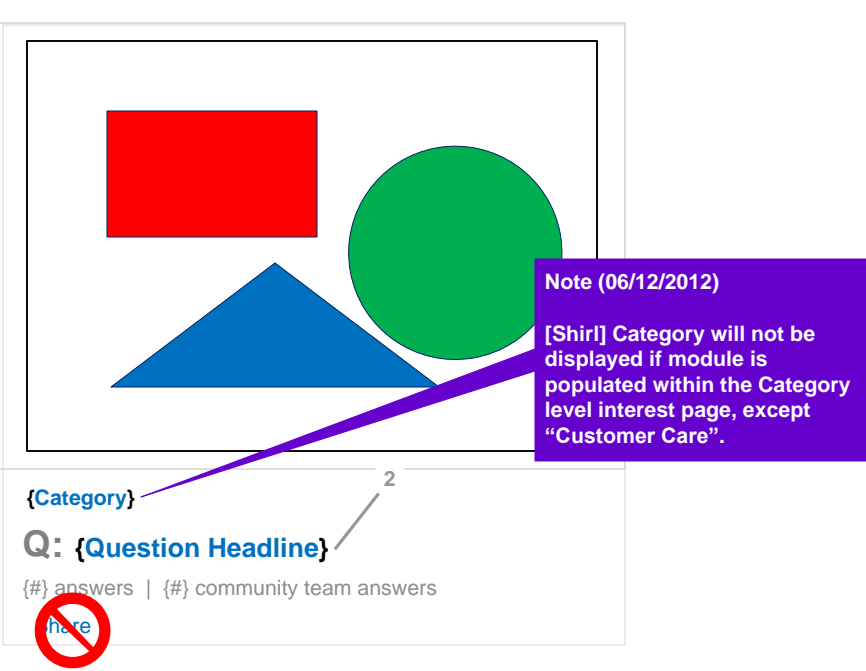
Functionality: onClick system will display the onClick View (condition 20 and 40 of this page).
onClick View will populate on the same location as the default view, without page refresh.
This action is irreversible until session refresh.

Component View 20: Q&A Modules Page 1 of 2

Condition 10 – Default View for Interest Page (Module A)



Condition 20 – Default View (Module B)



MODULE CONDITIONS

1 – Sub-Category Name (Customer Care Page Only)

Type: Hyperlink
Functionality: On click, system will bring user to the "Category Landing Page"; Page turn.

2 – Question Headline

Type: Hyperlink
Functionality: onClick, system will bring user to the Question Details Page; Page turn. Truncated after 100 characters.

3 – Question Details (optional display)

Type: text
Functionality: Optional details of the question should display if available. Content will be truncated with "..." after 250 characters.

4 – Share

Type: Hyperlink
Functionality: onClick system will populate the global "Share" capability.

5 – Post a Question

Type: Textfield
Functionality: Go to reference from "Q&A list" wire "component XX, condition XX"

6 – <Next> button

Type: Call-to-action button
Functionality: onClick, system will bring user to the "Write a question form"; Page turn.

Error condition – If user click on Next without filling anything on the associated text field, the following condition will occur...



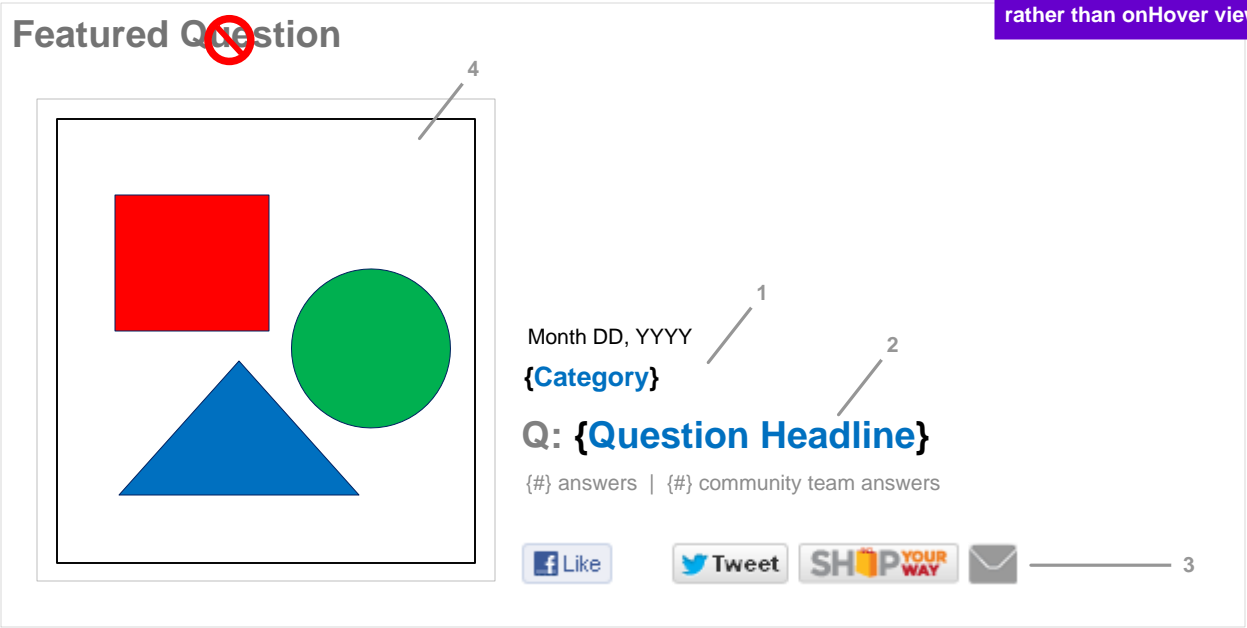
7 – Category Graphic

Type: Image
Functionality: By default, a related category image will be populated, unless admin upload a specific image for the associated content in the admin system..

8 – User Location (optional display)

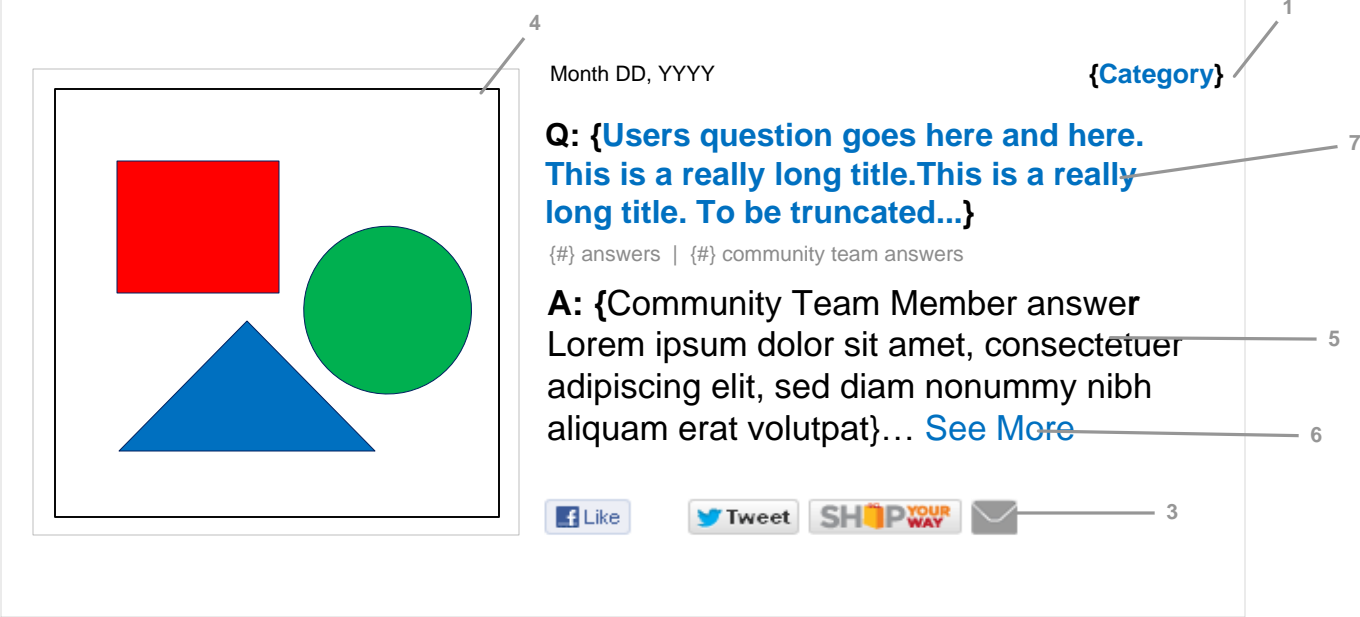
Type: Text
Functionality: Optional location will be available if they exist in the system profile. Location information should tie to the question rather than the user. Location of the associated question will not change even if user has changed his/her profile location after the content is submitted.

Condition 30 – Default View for Homepage (Module A)



Note (06/08/2012)
[Shirl] For the initial iteration, This will be a default view rather than onHover view.

Condition 40 – Community Team Member Profile View (Module A)



MODULE CONDITIONS

1 – Sub-Category Name (Customer Care Page Only)

Type: Hyperlink
Functionality: On click, system will bring user to the “Category Landing Page”; Page turn.

2 – Question Headline

Type: Hyperlink
Functionality: onClick, system will bring user to the Question Details Page; Page turn. Truncated after 100 characters.

3 – Share

Type: Hyperlink
Functionality: onClick system will populate the global “Share” capability.

4 – Category Graphic

Type: Image
Functionality: By default, a related category image will be populated, unless admin upload a specific image for the associated content in the admin system.

5 – Community Team Member Answer

Type: text
Functionality: Should display expert’s answer to the question. Content will be truncated with “...” after 75 characters .

6 – See More

Type: hyperlink
Functionality: Should appear after Expert’s answer has been truncated. onClick, will take users to Question Details Page; Page Turn.

7 – Community Team Member Profile - Question Headline


Type: Hyperlink
Functionality: onClick, system will bring user to the Question Details Page; Page turn. Truncated after 70 characters.

20.01 Contribution Counter

Condition 10 – Default View

This condition applies when:
The question has at least 1 answer
The question has at least 1 CTM (Community Team Member—formerly “Experts”) answer

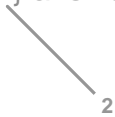
{#} answers | {#} community team answers



Condition 20 – at least 1 answer; 0 CTM answer

This condition applies when:
The question has at least 1 answer
The question has 0 CTM answers

{#} answers



Condition 30 – 0 answer; at least 1 CTM answer

This condition applies when:
The question has 0 answer
The question has at least 1 CTM answer

{#} community team answers

Condition 40 – 0 answer; 0 CTM answer

This condition applies when:
The question neither answers nor CTM answer
Nothing will display in the area when this condition occurs

[EMPTY]

MODULE CONDITIONS

1 – CTM (Community Team Member—Formerly “Expert”) Answer Counter

Type: Display
Functionality: The number of CTM answer should not be included as part of the “answer” counter.

1 – Counter

Type: Display
Functionality: Rules of counter display is follow...
- If less than 500, it will display the actual number
- if more than 500, it will display 500+

Condition 10 – Default View

This condition applies when:

Answer details (optional field) is available.
Only one answer will be displayed.

Rules of displaying the answer:

1 - Display CTM answer if available.

If CTM answer = 0:
2 - Display most “helpful” answer by user.

If most “helpful answer by user =0:
3 - Display the latest answer.

A:

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat...[See more](#)

Condition 20 – Content doesn't reach max char limit

This condition applies when:

When content doesn’t reach the max char limit.

A:

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet.

Condition 30 – 0 answer

This condition applies when:

0 answer is available for the associated question.

[EMPTY]

Note (05/18/2012)

[Shirl] Need to confirm max characters threshold depends on the layout design by creative team.

3 – Answer (optional display)

Type: text

Functionality: Optional answer should display if available.
Content will be truncated with “...” after 250 characters.

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Project: Community Initiative

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View 30: Recent Questions

Condition 10 – Default View (not yet reach max char limit)
This condition applies when:
When content doesn’t reach the max char limit.



FUNCTIONAL SPECIFICATIONS

1 – Most Popular Questions
Type: Module B Display
Functionality: On load will display the 4 most recent Questions.

2 – Question Title
Type: hyperlink
Action: on click
Functionality: System will bring user to the Question Details Page; Page turn. Content will be truncated with “...” after 100

3 – See More Questions
Type: hyperlink
Action: on click
Functionality: On click, page turn to the main page of the Q&As section-- “Q&As (All Topics).”

4 – CTM Answer Counter
Type: display
Functionality: The number of CTM answers should not be included as part of the ”answers” counter.

5 – Answers Counter
Type: display
Functionality: Rules of counter display is as follows:
- if less than 500, it will display the actual number.
- if more than 500, it will display 500+