

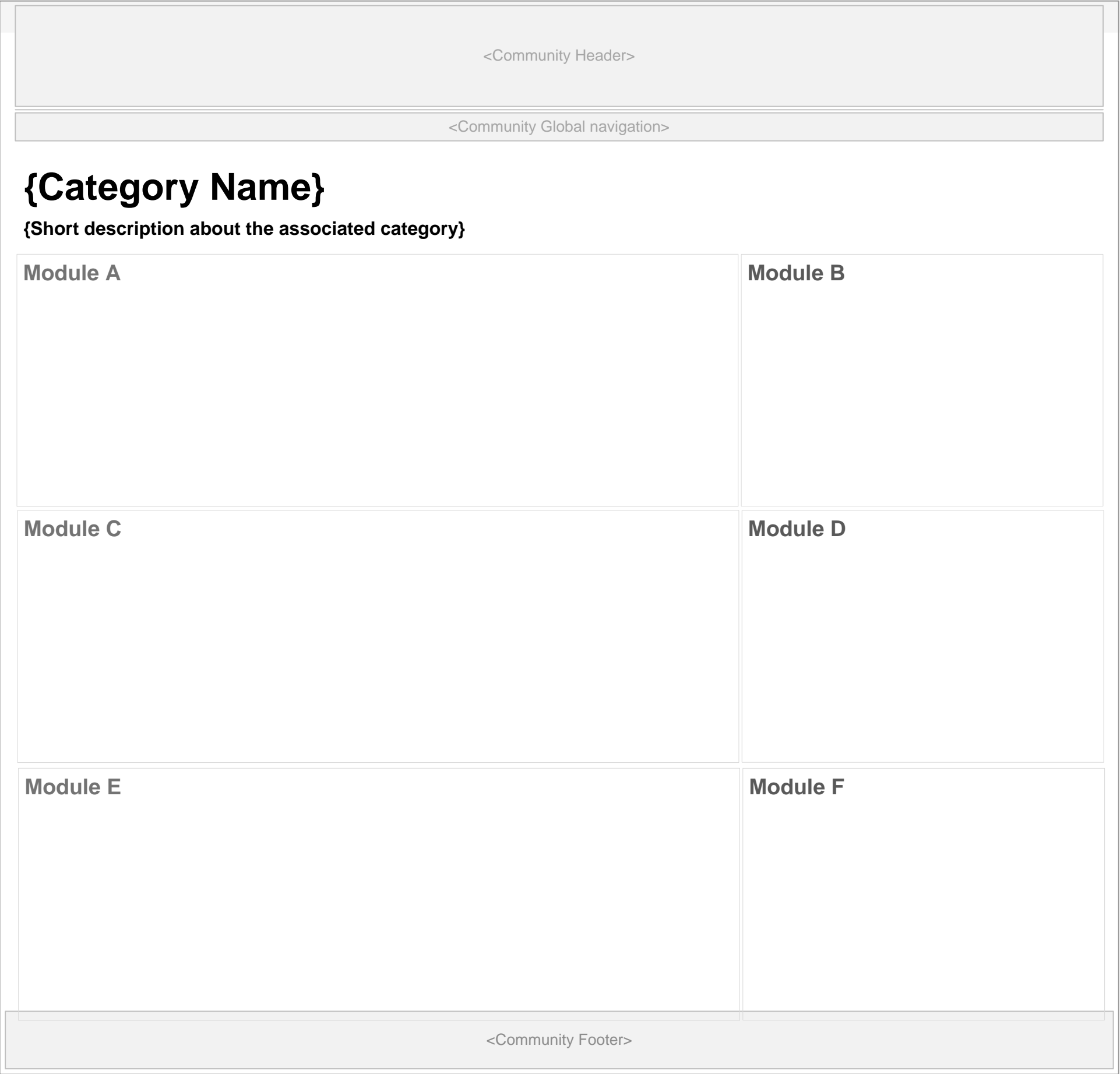
Document Summary

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

Revision History

Version	Date	Author	Notes
...			
1.0	06/12/12	F. Torres	Initial drafft
2.0	06/14/12	S. McClain	Finished the wire for Zemoga. Ready for wire review
3.0	06/20/12	D. Sanders	Category Names & Short Descriptions added. All other copy is FPO... reference the module wires.
4.0	6/28/12	D. Sanders	“Electronics & Computers” category changed to “Electronics”. (Category Names & Short Descriptions added. All other copy is FPO... reference the module wires.)

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: Module block

Functionality: Reference ECOM6064 Community – Experts wire for module functionalities.
- Module D – Ad Unit or Drop zone (If available)**

Type: Clickable image

Functionality: System will populate Community related Ad/promotion. onClick, go to associated landing page. New browser window.
- Module E – Related Stories**

Type: Module block

Functionality: System will populate most popular stories including blog posts, buying guides and questions of the related category. Stories can be curate by admin to overwrite the default “most popular” ones via admin site.

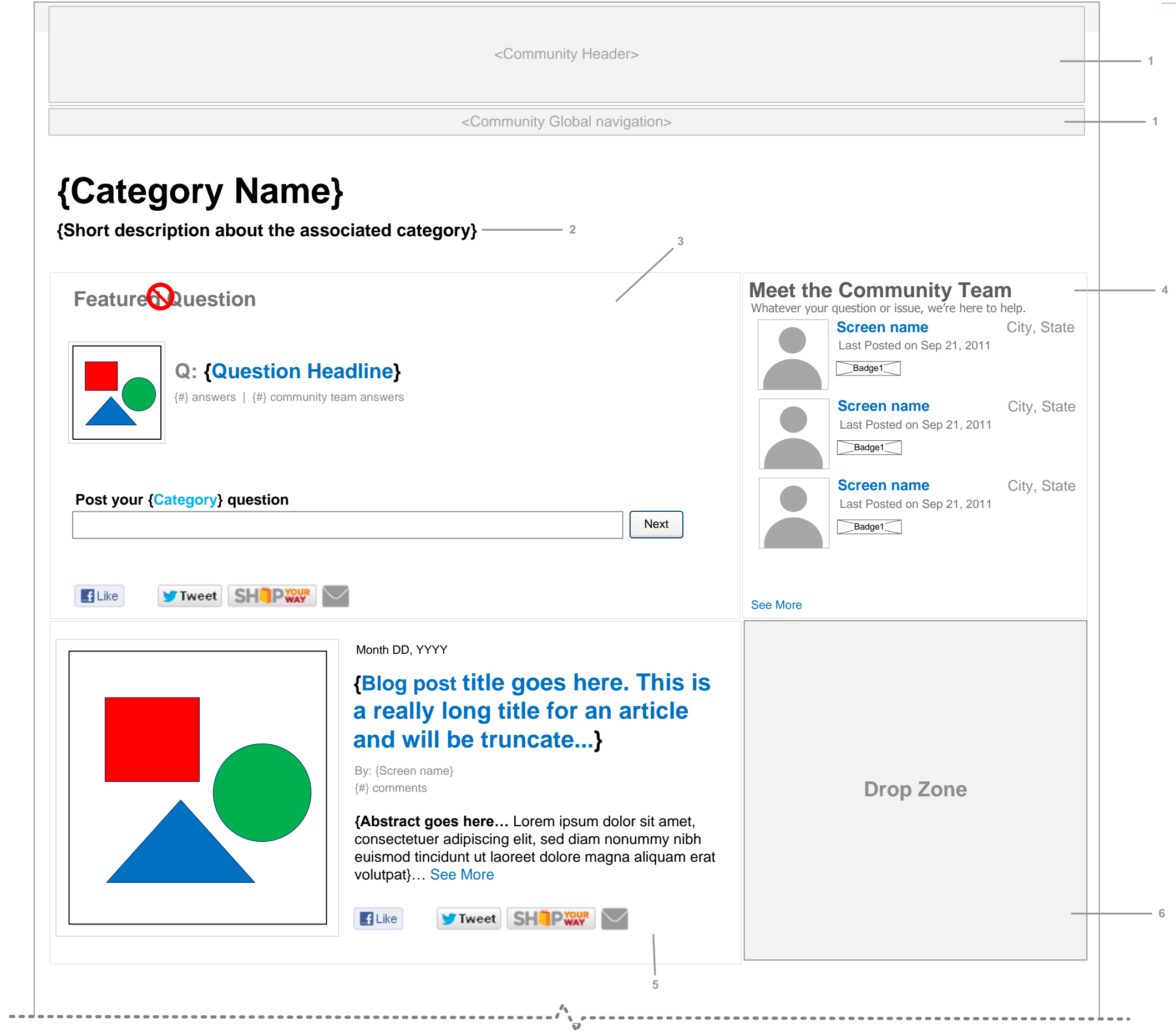
Story type display rules:

 - 3 stories of the same type
 - or
 - 2 stories of one type; 1 story of another type
 - or
 - 1 story of each type
- Module F – Category specific recent activities (optional)**

Type: Display

Functionality: System will populate related activities which is within the associated category. This module will only display if at least 2 activity feeds are available.

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MODULE CONDITIONS

1 – Global Header and Navigation
Type: Global component
Reference: Wire ECOM6064 Community – Header and Footer

2 – Category names and short description
Type: Text
Functionality: short description or marketing message about the category.
Content can be curate by admin using the admin site.
Max character: 400
Reference: This document, page name “Category Names & Short Descriptions.

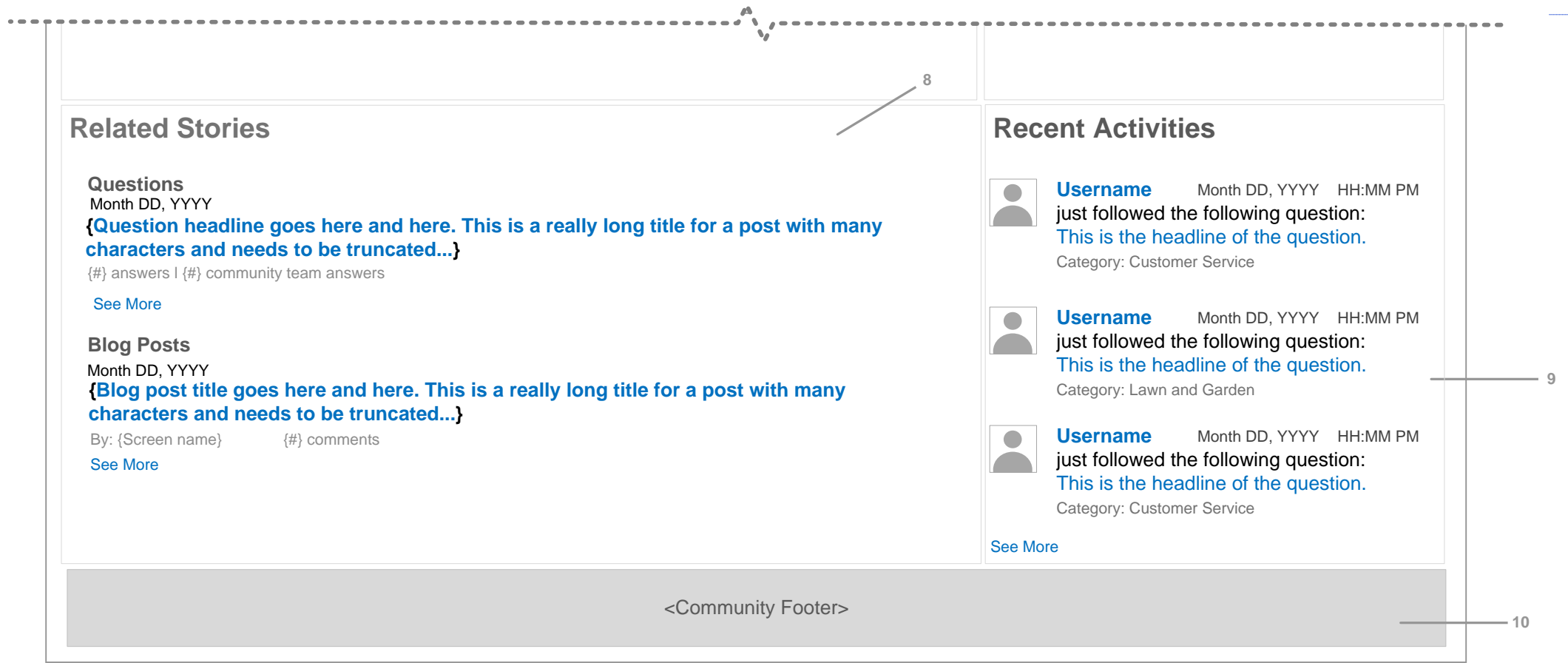
3 – Featured Q&A (module A)
Type: Component area block
Reference: Wire ECOM6064 Community – Q&A modules

4 – Experts (module B)
Type: Component area block
Reference: Wire ECOM6064 Community – Experts

5 – Featured Blog Post or Buying Guide (module A)
Type: Component area block
Reference: Wire ECOM6064 Community – blog modules

6 – Drop Zone (module B)
Type: Component area block
Functionality: system will populate curate ad unit via CQ5.

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MODULE CONDITIONS

- 8 – Related Stories**
Type: Module block
Reference: Wire ECOM6064 Community – Blog modules
- 9 – Recent Activities (module B)**
Type: Component area block
Reference: Wire ECOM6064 Community – Recent Activities Feed
- 10 – Global Header and Navigation**
Type: Global component
Reference: Wire ECOM6064 Community – Header and Footer

Category Names & Short Descriptions

<Community Header>	
<Community Global navigation>	
<p>Category Names & Short Descriptions of each category These will be used in the header space of the {category} interest pages.</p> <p><u>MySears Community:</u></p> <p>Appliances Get the most out of the machines that make life easier.</p> <p>Electronics Discover more about the technology that keeps you connected.</p> <p>Lawn & Garden Your secret weapon in the battle for best yard. Get help with lawn mowers, tractors and other lawn & garden products.</p> <p>Fitness & Sports Find the perfect equipment and meet those fitness goals. Get help with treadmills, ellipticals and other fitness & sports products.</p> <p>General Treat your curious side, ask us anything and discover something new.</p> <p>Customer Care Any question. Any problem. We’re always here for you.</p> <p><u>MyKmart Community:</u></p> <p>Seasonal When the seasons change, you can always come here for the latest in gifting, decorations and more.</p> <p>Books From Cooking to DIY, we’ll help you discover more including new releases, giveaways and author chats.</p> <p>General Treat your curious side, ask us anything and discover something new.</p> <p>Customer Care Any question. Any problem. We’re here for you.</p>	

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