

# Community\_Reviews\_W\_2013.1.4\_v0.07\_dmick.graffle

MODIFICATION DATE

CREATOR

FILE NAME

Fri Jan 04 2013

Darrell Mick

Community\_Reviews\_W\_2013.1.4\_v0.07\_dmick.graffle

## Document

Description	Name
Brand	Sears
Product	Community
Area	Community
ID	N/A
Name	Reviews in Commen

## Revision History

Version	Date	Author	Notes
0.01	11/27/12	Darrell M.	Initial Concepts
0.02	11//29/12	Darrell M.	- (p.2) removed one column of departments to make 4 instead of 5. - (p.2) removed advertisement area - (p. 4/5) Added right rail content/modules to pages. - (p.5) Top brands are no longer links - (p.5) Added right rail to this page.
0.03	12/04/12	Darrell M.	- Changed right rail content to Related Stories. - Added page 6 : All Reviews Page - when user came from Product Details page - Added flag for for copy to review button labels - (p.8) My Profile - Changed Reviews tab to link
0.04	12/06/12	Darrell M.	- Only one All review page, back link is generic, product image/name launches quick view. - Added page: 2- Category filters. - Changed page Profile Public - Reviews tab to include a tab. copy and link. - Changed the layout of reviews on page Public Profile
0.05	12/27/12	Harrison W.	- Added Category landing page - Added Featured Product widget (now called the Recent Reviews widget)
0.06	12/31/12	Darrell M., Harrison W.	- Added revised private profile pages - Removed the “Share” link from the “Related Stories” widget - Renamed “Featured Products” widget to “Recent Product Reviews” - Revised “Recent Product Reviews” to illustrate an example with a long title that wraps to multiple lines - Added character count specifications for the “Recent Product Reviews”
0.07	1/4/13	Harrison W.	- Minor changes to specification annotations.

Shop Your Way

kmart

SHIP

mySears.com

CRAFTSMAN

Kenmore

PartsDirect

LANDSEND

Sears Outlet

See all

mysearscommunity™

GO

Feedback

Go Shopping: Sears

Categories

Q&A's

Blog Posts

Guides

Reviews

Customer Care

[Category Landing Page Heading]

Lorem ipsum set dolar..

Post your question

Next

Image

Lawn & Garden

<Month, Date, Year>

<Blog Post Title>

By: SHC-SamA

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse arcu dui, fermentum gravida elementum iaculis, pretium eget est. Vestibulum non null. rem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse arcu dui, fermentum gravida elementum iaculis, pretium eget est. Vestibulum non nulla

Here are... See More

Facebook

Twitter

Email

ShopYourway

Related Stories

General

December 3, 2012

Last minute Holiday Savings

0 comments

Share

General

December 3, 2012

Throw the Best Christmas Party!

0 comments

Share

General

December 3, 2012

Gifting Ideas for Holiday

0 comments

Share

3 Recent Product Reviews

[Review Title]

[User Name], [User Location]

“Completely plagiarize tactical niches after unique growth strategies. Intrinsicly...” more

[Product Name]

★★★★★

[Review Title]

[User Name], [User Location]

“Completely plagiarize tactical niches after unique growth strategies. Intrinsicly...” more

[A Really Long Product Name That Wraps to Multiple Lines]

★★★★★

[This is a Really Long Review Title That Wraps to Multiple Lines]

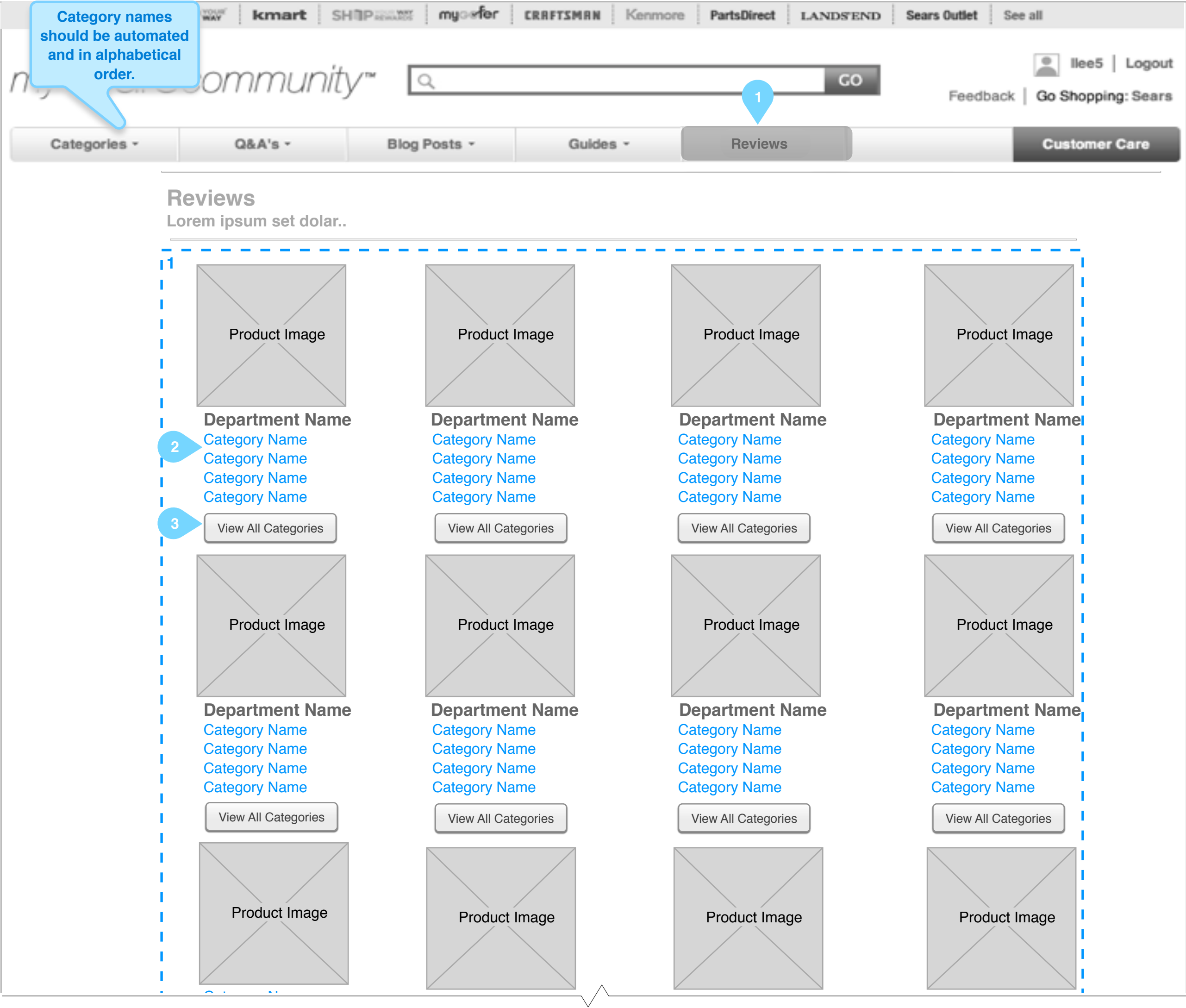
[User Name], [User Location]

“Completely plagiarize tactical niches after unique growth strategies. Intrinsicly...” more

[Product Name]

★★★★★

- Interaction Specifications
- This page represents the Sears Communities Category landing page.



Interaction Specifications

- This page represents the new Reviews section of the Sears Communities website.
- Each category, which will mirror the different departmental categories
  - A product image will be associated with the each department.
  - Several featured categories will be listed underneath the product image.
  - Clicking on the View All Categories button will expand the list to show all categories. (See page: 1 - Category List Expansion/Collapse )

Functional Specifications

1 - Reviews

**Type:** Tab/Hyperlink  
**Functionality:** On-click, page turn to the Reviews Landing page  
**NOTE:** This tab will not contain a drop-down list like the other tabs.

2 - Category Name

**Type:** hyperlink  
**Functionality:** On-click, page turn to that specific category page.

3 - View All Categories

**Type:** Button  
**Functionality:** On-click, list expands to show more category links.

1

Site Specific Header

2

Narrow By

▼ Category

☐ [Sub-Category] (xx)

☐ [Sub-Category] (xx)

☐ [Sub-Category] (xx)

☐ [Sub-Category] (xx)

☐ [Sub-Category] (xx)

☐ [Sub-Category] (xx)

▼ Filter Category 1

☐ [Variable] 1 (xx)

☐ [Variable] 2 (xx)

☐ [Variable] 3 (xx)

☐ [Variable] 4 (xx)

☐ [Variable] 5 (xx)

☐ [Variable] 6 (xx)

► Filter Category 2

► Filter Category 3

► Filter Category 4

► Filter Category 5

► Filter Category 6

< Back to Landing

Reviews - [Category Name]

Lorem ipsum set dolar..

Top Brands

Brand 1

99

Brand 2

99

Brand 3

99

Brand 4

99

Brand 5

99

Sort by Newest

3

Overall

★★★★★

999 Reviews

999 Reviewers

(00.0%) would recommend this product to a friend

Overall Rating Breakdown:

5stars

(999)

4stars

(999)

3stars

(999)

2stars

(999)

1stars

(999)

Product Image

31.0 cu. ft. French-Door Bottom-Freezer Refrigerator Stainless Steel

4

All Reviews

Write a Review

5

Copy to advise on button label

2

Product Image

31.0 cu. ft. French-Door Bottom-Freezer Refrigerator Stainless Steel

Overall

★★★★★

999 Reviews

999 Reviewers

(00.0%) would recommend this product to a friend

Overall Rating Breakdown:

5stars

(999)

4stars

(999)

3stars

(999)

2stars

(999)

1stars

(999)

All Reviews

Write a Review

Overall

★★★★★

All Reviews

Reviews right rail will use existing modules present on communities.  
If no content is available the right rail will be left blank.

**Interaction Specifications**

- This page represents the Category Reviews browse section of the Sears Communities website.

**Functional Specifications**

**1 - Back to Landing**  
Type: Hyperlink  
Functionality: On-click, page turn to the Reviews Landing page.

**2 - Product Image/Name**  
Type: Hyperlink  
Functionality: On-click, of either the product image or product name, open that products quick view.

**3 - Review Information**  
Type: Button  
Functionality: On-click of elements in the review, page turn to that products All Reviews page on sears.com.

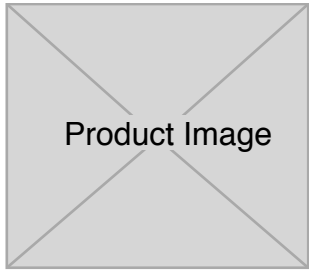
**4 - All Reviews**  
Type: Button  
Functionality: On-click, page turn to that products All Reviews page on sears.com.

**5 - Write a Review**  
Type: Button  
Functionality: On-click, If user is logged in page turn to existing write a review page. If user is NOT logged in, launch the sign in layer and then, once logged in page turn to the existing write a reviews page.  
NOTE: Functionality is the same as on sears.com

Continued on Next Page

Modified Fri Jan 04 2013  
Creator Darrell Mick

4 / 12



Product Image

31.0 cu. ft. French-Door Bottom-Freezer Refrigerator Stainless Steel

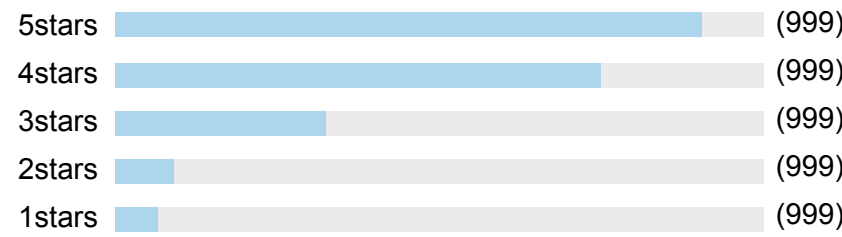
Overall



999 Reviews

999 Reviewers (00.0%) would recommend this product to a friend

Overall Rating Breakdown:



All Reviews

Write a Review

Items 1-25 of 500+

25 items per page

Page 1

Next

Site Specific Footer

Interaction Specifications

- This page represents the bottom of a Category page.

Functional Specifications

6 - Previous/Next

Type: hyperlink

Functionality: On-click, page turn to either the next page of results or the previous page.

NOTE: Same controls as on the sears list view page.



Link back to Communities, product image, product name, and product details button lock to the top of the screen as the user scrolls

1 < Go Back to Previous page

2 31.0 cu. ft. French-Door Bottom-Freezer Refrigerator Stainless Steel

kmart mySears CRAFTSMAN Kenmore PartsDirect LANDS'END Sears Home Services Sears Outlet Sell on Sears See all

Store Locator | Email Savings | Customer Service | Sears Credit Cards

Q Enter keyword or item number Search

sign in | register | Cart

LocalAd Deals Center Parts & Services Gifts Gift Cards Gift Registry Feedback

3 Write a Review

Reviews right rail will use existing modules present on communities. If no content is available the right rail will be left blank.

Overall, others give this:

★★★★★ 999 Reviews

999 Reviewers (00.0%) would recommend this product to a friend

Overall Rating Breakdown:

5stars (999)

4stars (999)

3stars (999)

2stars (999)

1stars (999)

Reviewers may have received a benefit, like a sweepstakes entry or rewards program points, in exchange for writing a review. Those benefits were not conditioned on the positive or negative content of the review.

Most Helpful Reviews

Praise 10 found this helpful

Criticism 3 found this helpful

★★★★★ [User Name]

[Title]

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse arcu dui, fermentum gravida elementum iaculis,

★★★★★ [User Name]

[Title]

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse arcu dui, fermentum gravida elementum iaculis,

Sort By: Newest

UserNameX City, IL

Overall ★★★★★ <Month, Date, Year>

“Lorem ipsum dolor sit amet, elit consectetur adipiscing.”

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse arcu dui, fermentum gravida elementum iaculis, pretium eget est.... More

I would recommend this product to a friend.

Share Helpful (0) (0)

UserNameX City, IL

Overall ★★★★★ <Month, Date, Year>

“Lorem ipsum dolor sit amet, elit consectetur adipiscing.”

Interaction Specifications

- This page is the 'See All reviews page' present on Sears.com for each product.

Functional Specifications

1 - Back to Previous page

Type: Hyperlink  
Functionality: If user came to this page from a Communities page then on-click, page turn to the Communities page the user came from.

If user came to this page from a product details page then on-click, page turn to the product details page the user came from.

2 - Product Image/Name

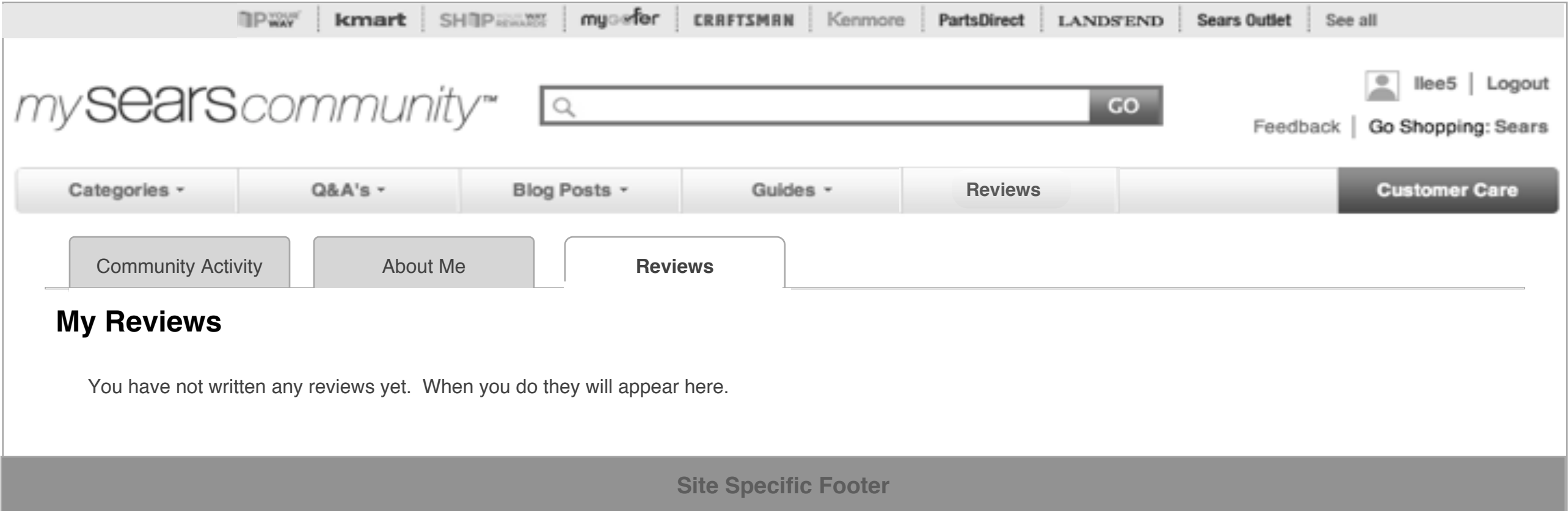
Type: Hyperlink  
Functionality: On-click, of either the product image or product name, open that products quick view.

3 - Write a Review

Type: Button  
Functionality: On-click, If user is logged in page turn to existing write a review page. If user is NOT logged in, launch the sign in layer and then, once logged in, page turn to the existing write a reviews page.  
NOTE: Functionality is the same as on sears.com.

Modified Fri Jan 04 2013  
Creator Darrell Mick

6 / 12



Interaction Specifications

- This page represents the new reviews portion of a users public profile when the user has not written any reviews yet.

mysearscommunity™

GO

Feedback

Go Shopping: Sears

Categories ▾

Q&A's ▾

Blog Posts ▾

Guides ▾

Reviews

Customer Care

Community Activity

About Me

Reviews

My Reviews

Product Image

31.0 cu. ft. French-Door Bottom-Freezer Refrigerator Stainless Steel

Overall 

★

★

★

★

★

[REVIEW TITLE] Lorem ipsum dolor sit amet, elit consectetur adipiscing.

Edit or Remove this review on your Sears.com profile

👍

(0)

👎

(0)

1

Product Image

31.0 cu. ft. French-Door Bottom-Freezer Refrigerator Stainless Steel

Overall 

★

★

★

★

★

[REVIEW TITLE] Lorem ipsum dolor sit amet, elit consectetur adipiscing.

Edit or Remove this review on your Sears.com profile

👍

(0)

👎

(0)

1

Product Image

31.0 cu. ft. French-Door Bottom-Freezer Refrigerator Stainless Steel

Overall 

★

★

★

★

★

[REVIEW TITLE] Lorem ipsum dolor sit amet, elit consectetur adipiscing.

Edit or Remove this review on your Sears.com profile

👍

(0)

👎

(0)

1

First

1

2

3

4

5...

10

Last

2

Site Specific Footer

Interaction Specifications

- This page represents the new reviews portion of a users public profile.
- Clicking on this tab shows all the reviews the user has written.

Functional Specifications

1 - Edit or Remove

Type: Hyperlink  
Functionality: On-click, page turn to users the review section of the users Sears.com profile.

2 - Pagination

Type: Hyperlinks  
Functionality: Pagination will be used on this page.



mysearscommunity™

GO

Feedback

Go Shopping: Sears

Categories ▾

Q&A's ▾

Blog Posts ▾

Guides ▾

Reviews

Customer Care

[User Name]

Taylor, MI

0 answers

1 post

0 comments

2 reviews

Add a reviews counter to this page.

1

Questions

Reviews

Product Image

31.0 cu. ft. French-Door Bottom-Freezer Refrigerator Stainless Steel

Overall 

★

★

★

★

★

[REVIEW TITLE]

Lorem ipsum dolor sit amet, elit consectetur adipiscing.

👍 2

👎 0

Product Image

31.0 cu. ft. French-Door Bottom-Freezer Refrigerator Stainless Steel

Overall 

★

★

★

★

★

[REVIEW TITLE]

Lorem ipsum dolor sit amet, elit consectetur adipiscing.

👍 2

👎 0

Site Specific Footer

Interaction Specifications

- This page represents the new reviews portion of a users public profile.
- Clicking on this tab shows all the reviews the user has written.

Functional Specifications

1 - Reviews Tab

Type: hyperlink

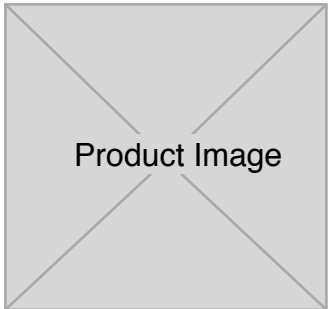
Functionality: On-click, reviews are placed in-focus.

Modified Fri Jan 04 2013  
Creator Darrell Mick

9 / 12

Condition 10 - Default/Closed

- This display should be shown as default with only the featured categories shown.

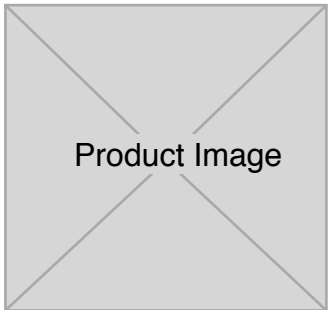


Department Name

Category Name  
Category Name  
Category Name  
Category Name

1

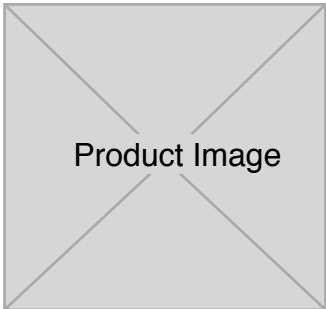
View All Categories



Department Name

Category Name  
Category Name  
Category Name  
Category Name

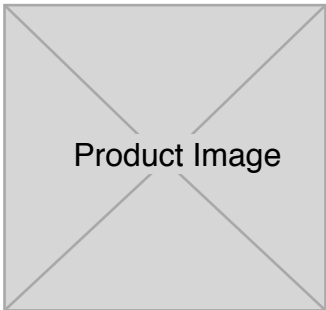
View All Categories



Department Name

Category Name  
Category Name  
Category Name  
Category Name

View All Categories



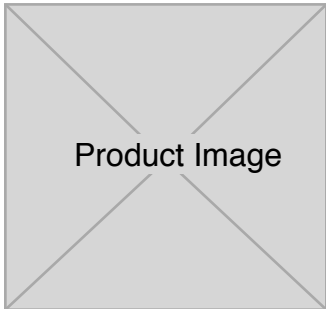
Department Name

Category Name  
Category Name  
Category Name  
Category Name

View All Categories

Condition 20 - Open

- This display should be shown when the user clicks on the View All Categories button
- When the View all Categories button is clicked the list expands down the page to reveal all categories for that department.
- The View All Categories button is labeled View Less Categories
- Any Departments below the expanded categories column is pushed down the page.

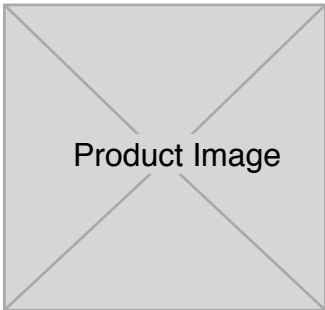


Department Name

Category Name  
Category Name  
Category Name  
Category Name  
Category Name  
Category Name  
Category Name  
Category Name  
Category Name  
Category Name  
Category Name  
Category Name  
Category Name  
Category Name  
Category Name  
Category Name

2

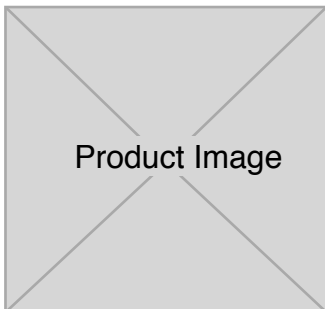
View Less Categories



Department Name

Category Name  
Category Name  
Category Name  
Category Name

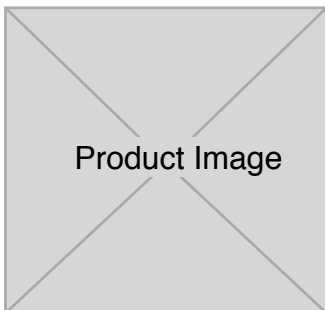
View All Categories



Department Name

Category Name  
Category Name  
Category Name  
Category Name

View All Categories



Department Name

Category Name  
Category Name  
Category Name  
Category Name

View All Categories

Interaction Specifications

- This page represents the conditions for expanding and collapsing category lists on the Reviews landing page.

Functional Specifications

1 - View All Categories

Type: Button

Functionality: On-click, list expands to show more category links.

2 - View Less Categories

Type: Link/Button

Functionality: On-click, list collapses back to its original state

2 - Category Filters

Condition 10 - Default

- Some Category and other Filter category menus are in a expanded state on landing. Some filter categories are collapsed by default.

Narrow By

▼ Category

☐ [Sub-Category] (xx)

☐ [Sub-Category] (xx)

☐ [Sub-Category] (xx)

☐ [Sub-Category] (xx)

☐ [Sub-Category] (xx)

☐ [Sub-Category] (xx)

▼ Filter Category 1

☐ [Variable] 1 (xx)

☐ [Variable] 2 (xx)

☐ [Variable] 3 (xx)

☐ [Variable] 4 (xx)

☐ [Variable] 5 (xx)

☐ [Variable] 6 (xx)

► Filter Category 2

► Filter Category 3

► Filter Category 4

► Filter Category 5

► Filter Category 6

Condition 20 - Select a Category

- Only ONE category can be selected at a time. User may select multiple filter options.
- Once a [Sub-Category] is selected the Category menu is hidden. The Clear [Sub-Category] link is displayed under the Narrow By header and the page is refreshed.
- Once the user clicks the Clear [Sub-Category] link the Category menu us displayed and the page is refreshed.
- The Clear All link is shown whenever the user applies a filter and/or chooses a [Sub-Category]. On click, revert back to condition 10.

Narrow By

Clear All

Clear [Sub-Category]

▼ Filter Category 1

☐ [Variable] 1 (xx)

☐ [Variable] 2 (xx)

☐ [Variable] 3 (xx)

☐ [Variable] 4 (xx)

☐ [Variable] 5 (xx)

☐ [Variable] 6 (xx)

► Filter Category 2

► Filter Category 3

► Filter Category 4

► Filter Category 5

► Filter Category 6

Interaction Specifications

- This page represents the conditions for selecting a [Sub-Category], as the user can only select a single category filter at a time.

1

Recent Product Reviews

[Review Title]

[User Name], [User Location]

“Completely plagiarize tactical niches after unique growth strategies. Intrinsicly...” [more](#)

[Product Name]

★★★★★

2

[Review Title]

[User Name], [User Location]

“Completely plagiarize tactical niches after unique growth strategies. Intrinsicly...” [more](#)

[A Really Long Product Name That Wraps to Multiple Lines]

★★★★★

3

[Review Title]

[User Name], [User Location]

“Completely plagiarize tactical niches after unique growth strategies. Intrinsicly...” [more](#)

[Product Name]

★★★★★

4

[Review Title]

[User Name], [User Location]

“Completely plagiarize tactical niches after unique growth strategies. Intrinsicly...” [more](#)

[Product Name]

★★★★★

5

[Review Title]

[User Name], [User Location]

“Completely plagiarize tactical niches after unique growth strategies. Intrinsicly...” [more](#)

[Product Name]

★★★★★

Interaction Specifications

- This page details the functionality for the Featured Products widget.

Functional Specifications

1 - Review Title

Type: Link

Functionality: When clicked, page turn to the All Reviews page. Limited to the first 73 characters.

2 - Review Snippet

Type: Text

Functionality: Short preview of the product review. Limited to the first 80 characters, or end of word.

3 - More Link

Type: Link

Functionality: When clicked, page turn to All Reviews page.

4 - Reviewer Information

Type: Text

Functionality: User name and location of the review author.

5 - Product Information

Type: Text

Functionality: Product name, and reviewer star rating for the product. Product names should be limited to the first 60 characters.