

SHC ECOM6064 Community Initiative – Topic Centric Interest Page

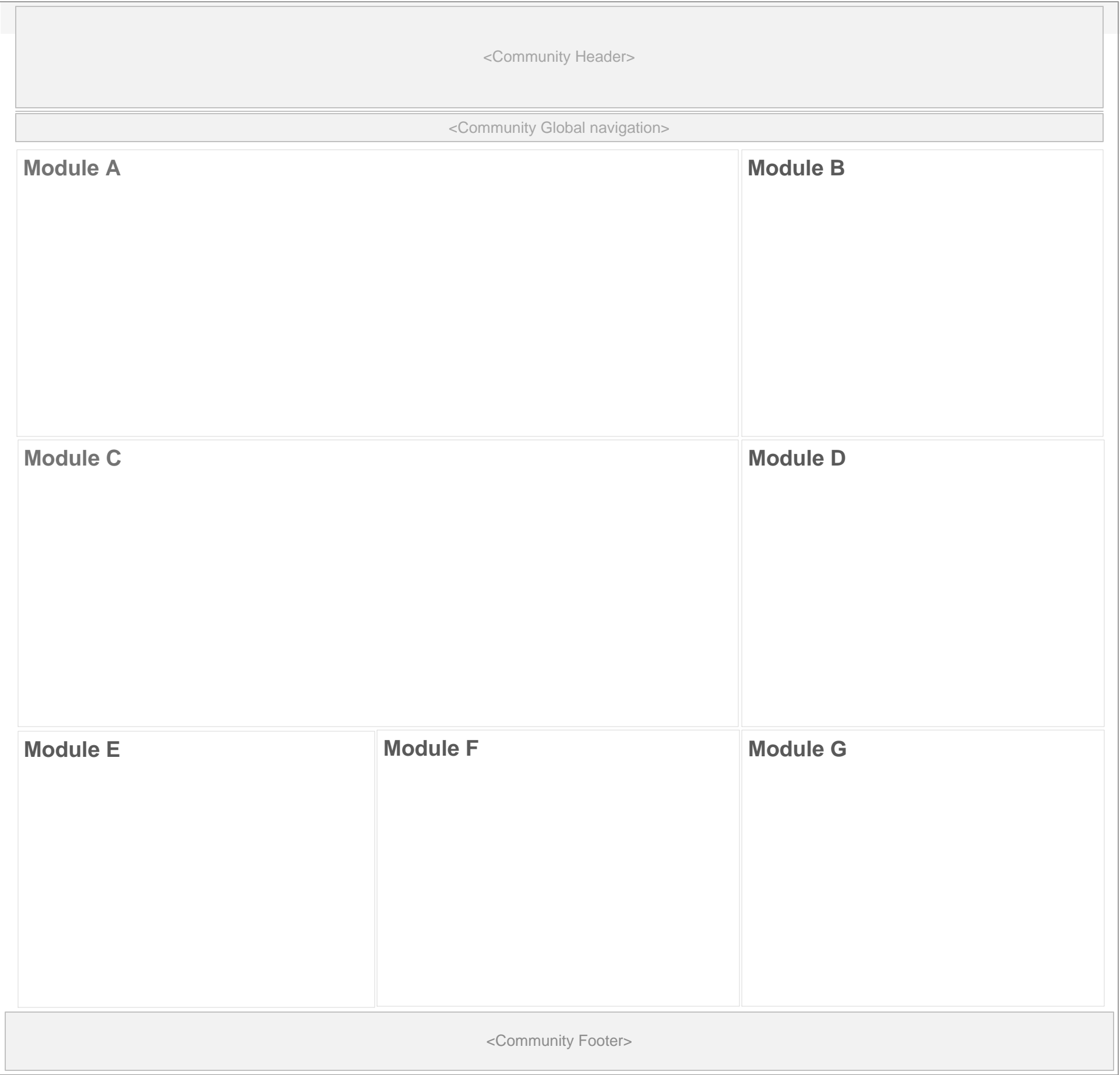
Document Summary

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 draft

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.

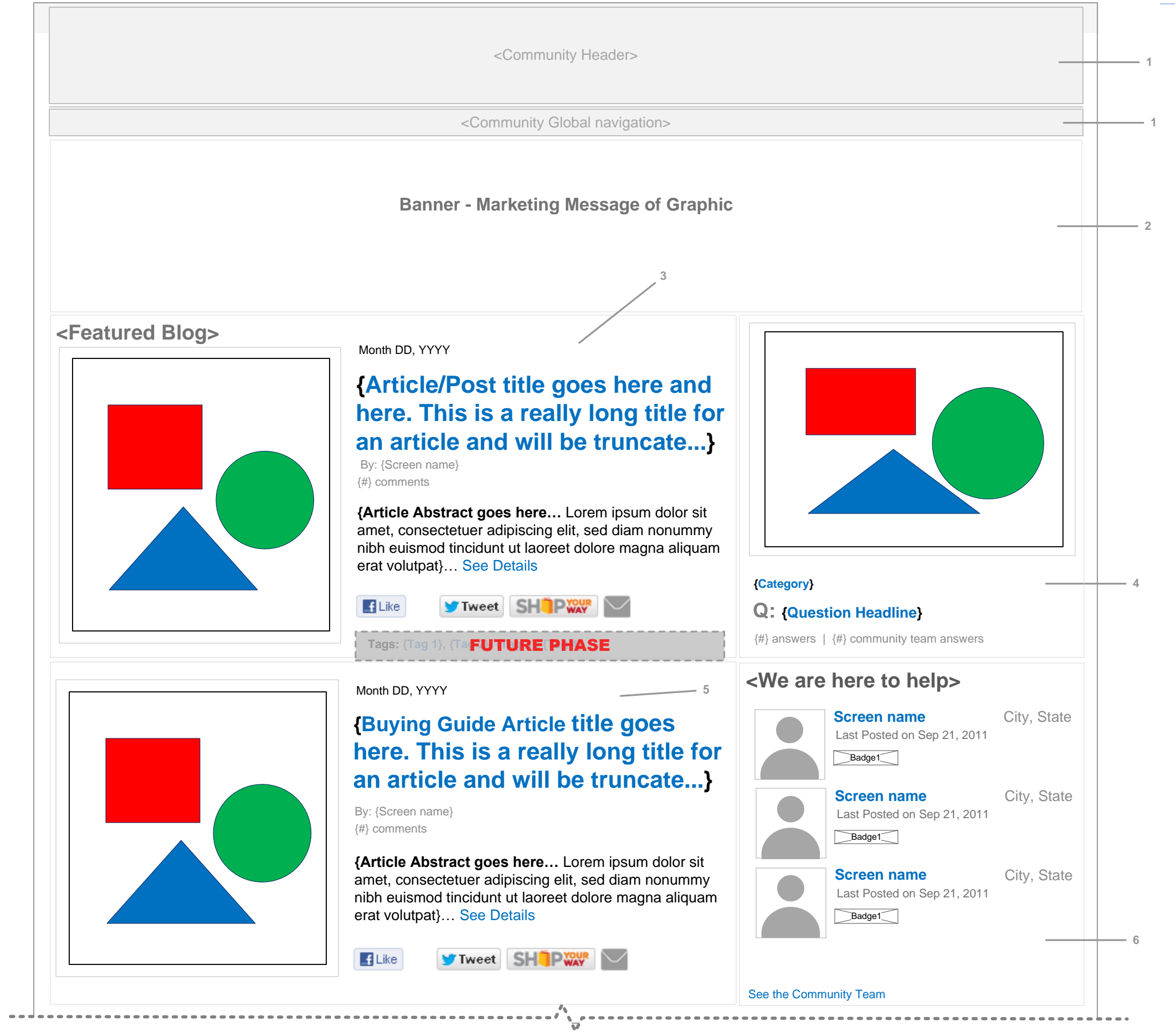
Module D – Poll
Type: Clickable area block
Functionality: System will display curated Poll.

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

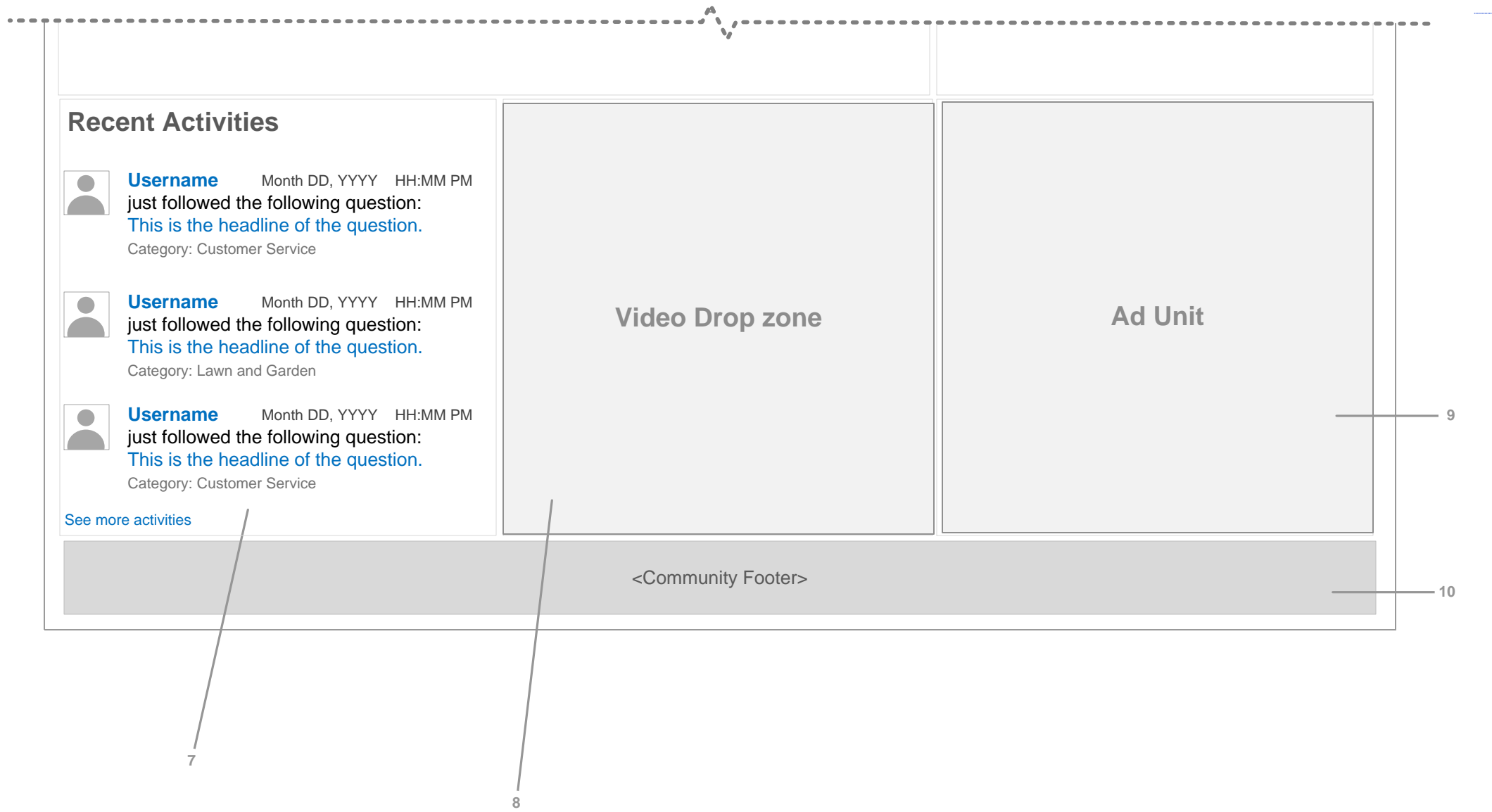
—Top fold—



MODULE CONDITIONS

- 1 – Global Header and Navigation
Type: Global component
Reference: Wire ECOM6064 Community – Header and Footer
- 2 – Marketing Value Proposition Area
Type: Image Display (optional)
Functionality: Displays static marketing value proposition if needed.
If this area is not being used, all content below will be automatically pushed up.
- 3 – Featured Blog (module A)
Type: Component area block
Reference: Wire ECOM6064 Community – Blog modules
- 4 – Featured Q&A (module B)
Type: Component area block
Reference: Wire ECOM6064 Community – Q&A modules
- 5 – Featured Blog Post or Buying Guide (module A)
Type: Component area block
Reference: Wire ECOM6064 Community – blog modules
- 6 – Experts (module B)
Type: Component area block
Reference: Wire ECOM6064 Community – Experts

Page View 10: Topic Default State (2 of 2)



MODULE CONDITIONS

7 – Recent Activities (module B)
Type: Component area block
Reference: Wire ECOM6064 Community – Recent Activities Feed

8 – Video 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.

9 – Ad Unit (module B)
Type: Clickable Image
Functionality: Populates Ad which would be currated by Admin using Adobe CQ5.

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