

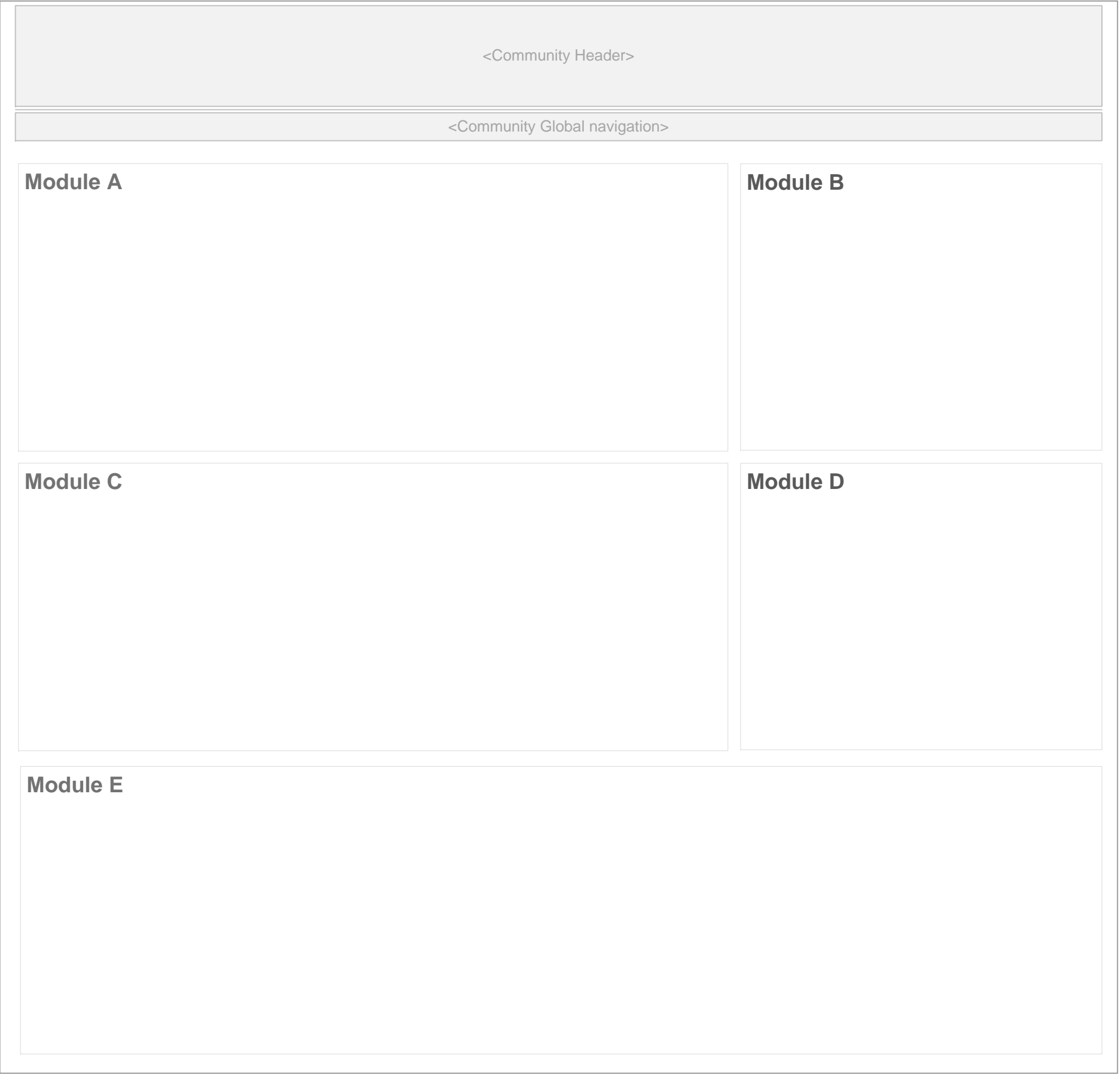
Document Summary

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

Revision History

Version	Date	Author	Notes
...			
1.0	06/18/2012	N. Morales	Initial draft
2.0	06/19/2012	N. Morales	Overview and Functional Specs added
3.0	06/19/2012	N. Morales	Story type fixes
4.0	06/20/2012	N. Morales	New approach for My Q&As. Two options for Settings.
5.0	06/21/2012	N. Morales	Right rail removed, About Me info changed from inputs fields to display only. “Save” button removed. Settings page simplified. Buying Guides changed.
6.0	06/21/2012	N. Morales, M. Fernandez	Public Profile (ECOM6064 Community - Public Profile 2012-06-21 v02) and Private Profile (ECOM6064 Community - Profile 2012-06-20 v05) merged into a single file.
7.0	06/21/2012	N. Morales, M. Fernandez	Minor changes in pages' names. Modularization.
8.0	06/25/2012	S. McCalin	Cleaned up including fixing all sub nav. Adding condition with 0 entries; Adding thumbs up and down and report a concerns; Adding timestamps; Adding avators if content wasn't written by the user himself.
9.0	06/26/2012	D. Sanders	Copy updated.
10.0	06/28/2012	S. McClain	Changed profile nav from “Overview” to “Community Acitivity” after discussed with Doug and Eldridge. Changed “unfollow” to “Following” to match Bundle experience.

# Structural View: Module Variation



## FUNCTIONAL SPECIFICATIONS

### Module A – User/CTM Public Profile Information

**Type:** Component Area Block  
**Functionality:** Should display User/Community Team Member profile information and activity counters.  
- For Community Team Members, should also display specialties

### Module B – CTM Only Public Profile About Me

**Type:** Component Area Block  
**Functionality:** Should display Community Team Member About Me information which they will input through the admin tool

### Module C – User/CTM Public Activity

**Type:** Component Area Block  
**Functionality:** Should display User/CMT recent activity. Activity can be filtered by story types.

### Module D – 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 - Users Private Profile Content

**Type:** Component Area Block  
**Functionality:** Should display user private information using the full width of the container.

—Top fold—

Page View 10: User Profile - Overview (Default State)

Condition 10 – Default View

FUNCTIONAL SPECIFICATIONS

1 – User specific Feed or UGC

Type: Component area block  
Functionality: This component will display the latest 20 feeds, ordered from most recent to older, top to right. Only feeds from the latest 6 months will be displayed. If no feeds are available, a “<No more available stories>” text has to appear at the bottom of the component.

2 – See More Button

Type: Button  
Functionality: onClick displays 10 additional UGC. The call to action of UI may changde depends on technical constraints from IT.  
Condition this call to action will only display when there are more than 20 entries of the associated session.

<Community Header>

<Community Global navigation>

Your Profile

Community ActivityAbout MeContact Preferences

Recent ActivityFuture PhaseQ&AsBlog PostsBuying Guides

Recent Activity

{#} Comments {#} Follows {#} Unfollows {#} Likes {#} Dislikes Counter - Future Phase

Followed this:

{Question goes here. It can be long. Like, silly-long sometimes. You try to do something about it, but really there’s nothing to do.}

{Category} HH:MM PM Month/DD/YYYY

Commented this:

{This is a post title from the Blog Posts or Buying Guides sections. It can be long. Like, silly-long sometimes. You try to do something about it, but really there’s nothing to do.}

“ {This is a comment lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.} ”

{Category} HH:MM PM Month/DD/YYYY

Liked this:

{This is a post title from the Blog Posts or Buying Guides sections. It can be long. Like, silly-long sometimes. You try to do something about it, but really there’s nothing to do.}

{Category} HH:MM PM Month/DD/YYYY

Asked this:

{Question goes here. It can be long. Like, silly-long sometimes. You try to do something about it, but really there’s nothing to do.}

{Category} HH:MM PM Month/DD/YYYY

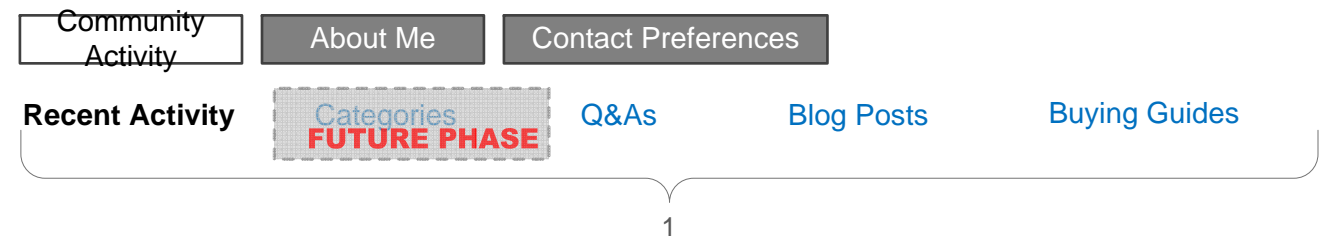
See More

Component 10.10 – Profile Navigations

Component 10.20 to 10.60

# Component 10.10 – Profile Navigations

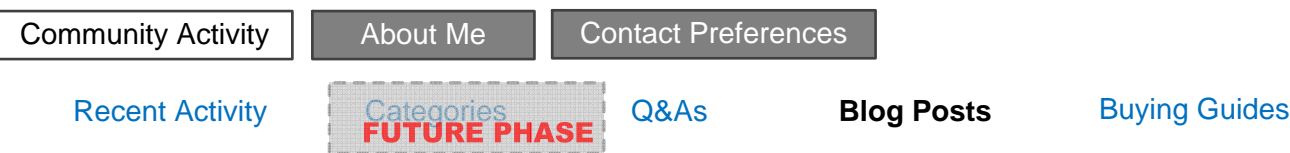
## Condition 10 – Community Activity (Default State)



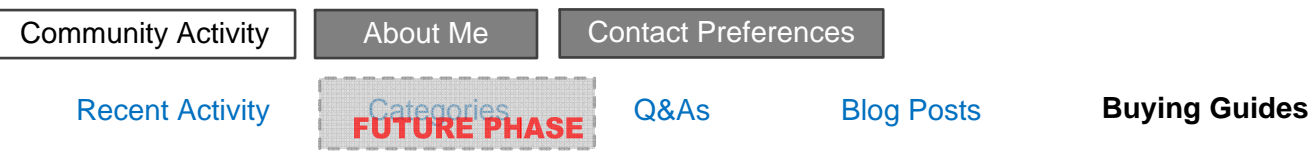
## Condition 11 – Community Activity > Q&As



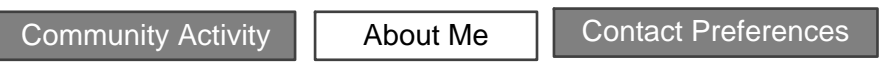
## Condition 12 – Community Activity > Blog Posts



## Condition 13 – Community Activity > Buying Guides



## Condition 20 – About Me



## Condition 30 – Preferences



## FUNCTIONAL SPECIFICATIONS

### 1 – Sub navigation links (conditional)

**Type:** hyperlinks  
**Functionality:** Links will display only if at least 1 UGC is available of the associated session.

“My Activity Feed” will always show regardless whether UGC is available (reference Component 10.20 condition 20)

# Component 10.20 – My Activity Feed

## Condition 10: Default View

### Recent Activity

{#} Comments {#} Follows {#} Unfollows {#} Likes {#} Dislikes Counter - **FUTURE PHASE**

Followed this:  
{Question goes here. It can be long. Like, silly-long sometimes. You try to do something about it, but really there’s nothing to do.}  
{Category} HH:MM PM Month/DD/YYYY

Commented this:  
{This is a post title from the Blog Posts or Buying Guides sections. It can be long. Like, silly-long sometimes. You try to do something about it, but really there’s nothing to do.}

“ {This is a comment lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.}

{Category} HH:MM PM Month/DD/YYYY

Liked this:  
{This is a post title from the Blog Posts or Buying Guides sections. It can be long. Like, silly-long sometimes. You try to do something about it, but really there’s nothing to do.}  
{Category} HH:MM PM Month/DD/YYYY

Asked this:  
{Question goes here. It can be long. Like, silly-long sometimes. You try to do something about it, but really there’s nothing to do.}  
{Category} HH:MM PM Month/DD/YYYY

1

## FUNCTIONAL SPECIFICATIONS

**1 – Activity Feed**  
**Type:** Component area block  
**Reference:** ECOM6064 Community - Recent Activities Feed  
**Functionality** system will display the most recent 20 feeds onLoad

## Condition 20: 0 Entries

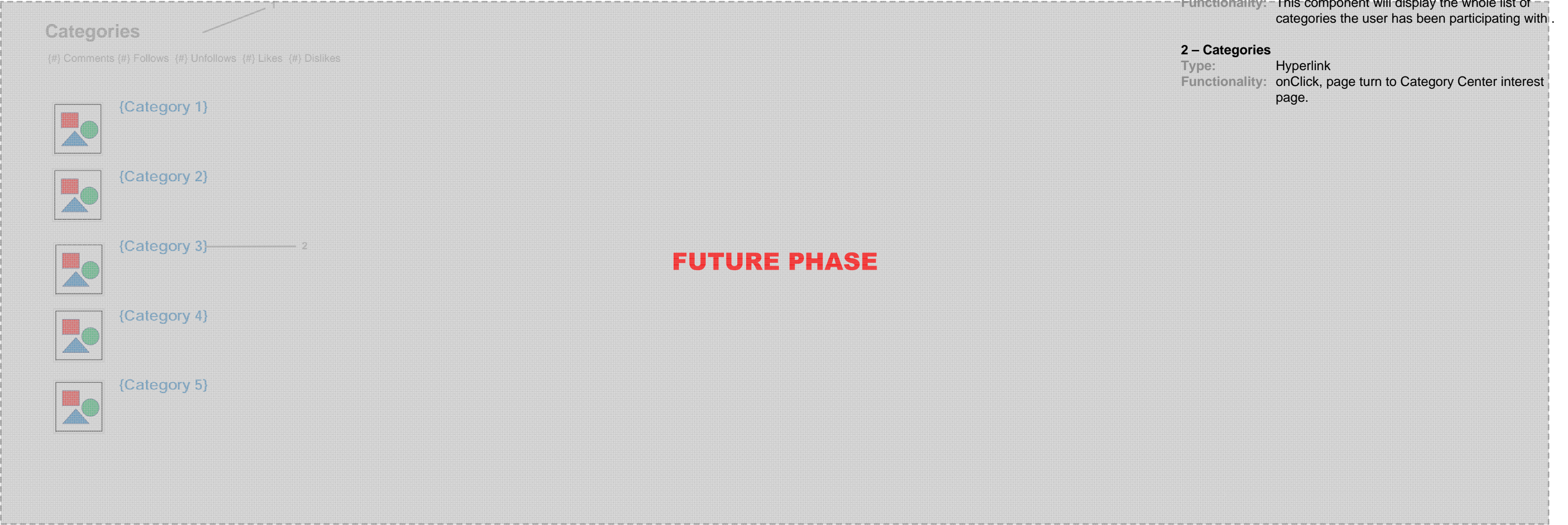
Overview

About Me

Contact Preferences

### Recent Activity

You have no recent activity. What’s up with that? Get out there and show us what you’re all about.



- 1 –Feed**  
**Type:** Component area block  
**Functionality:** This component will display the whole list of categories the user has been participating with.
- 2 – Categories**  
**Type:** Hyperlink  
**Functionality:** onClick, page turn to Category Center interest page.

## Component 10.40 – My Q&As - 1 of 3

### Condition 10: Default View



## FUNCTIONAL SPECIFICATIONS

## 1 – Question

Type:

Hyperlink

**Description:**

The complete headline of the question will be displayed here. No truncation.  
onClick, system will bring user to the question details page, page turn.

## Functionality

All questions will be displayed in reversed chronological order based on the latest interaction of all users.

User's own question(s) will always display on the top despite their recency.

## 2 – Action Counter

Type:

## Display

**Description:**

counter which indicates total number of interaction by all users.

### 3 – Menu links for the question

Type:

## Menu links

### Functionality:

onClick, the selected tab ("My Answers" or "My Comments") will expand inline (see for reference existing Profile Order Center page), and the contents will be displayed below.

If user click on the the same menu or other menu link same selected tab is clicked again, it will be collapsed.

**Condition:**

To display these links, at least 1 Answer and/or Comment has to be available. If there aren't entries, links will not be shown.

## 4 – Unfollow

Type:

## Display

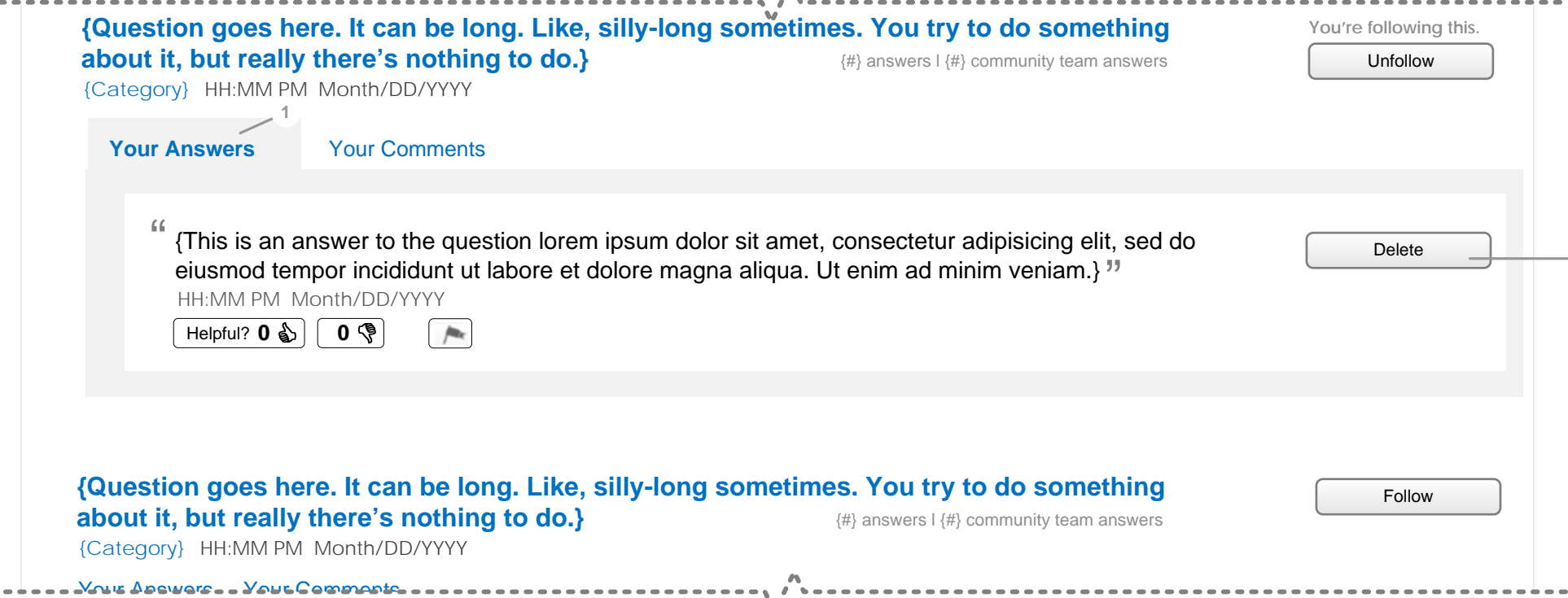
**Reference:**

## ECOM6064 Community - Global Components

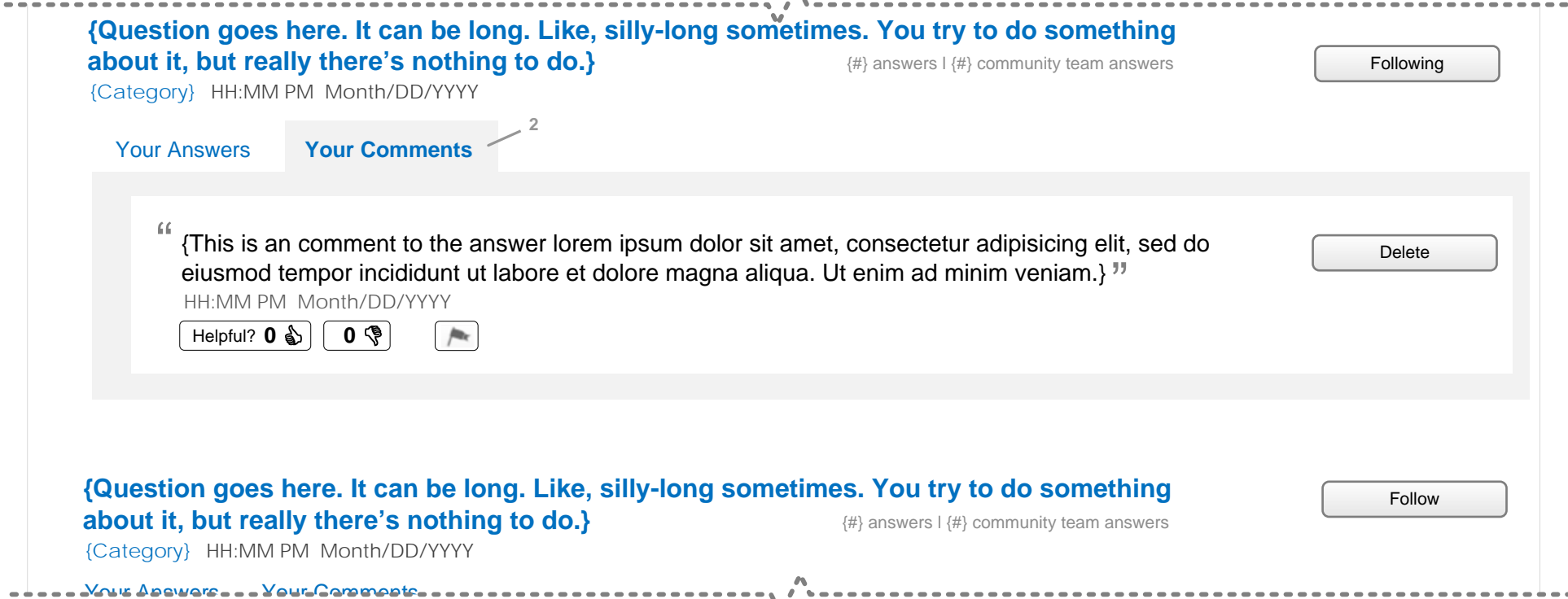


Component 10.40 – My Q&As - 2 of 3

Condition 20 – onClick - Your Answers



Condition 30 – onClick – Your Comments



FUNCTIONAL SPECIFICATIONS

1 – My Answers

**Type:** hyperlink  
**Functionality:** Will display the historic list of answers for an specific question, from most recent to older, top to bottom.

2 – My Comments

**Type:** hyperlink  
**Functionality:** Will display the historic list of comments, from most recent to older, top to bottom.

3 – Delete

**Type:** Button  
**Functionality:** onClick, user is prompted to confirm deletion of answer via a modal window.

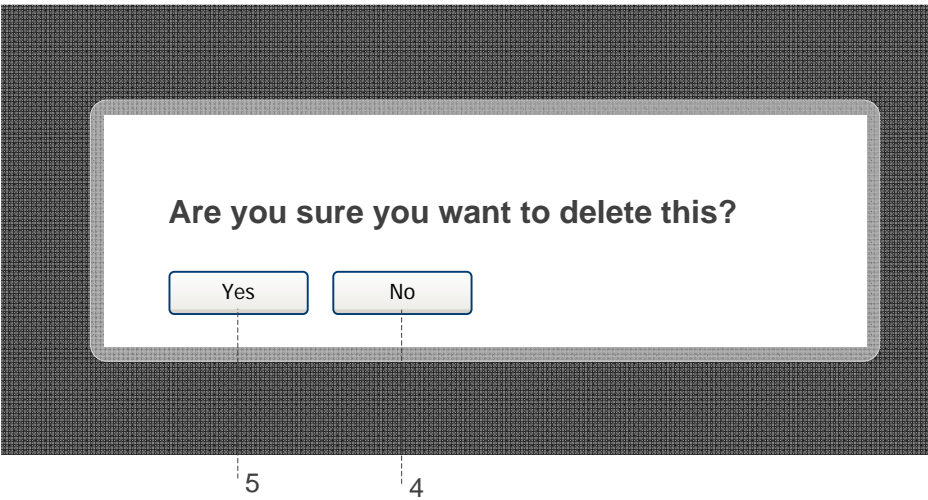
4 – No

**Type:** html button  
**Action:** on click  
**Functionality:** On click, modal closes.

5 – Yes

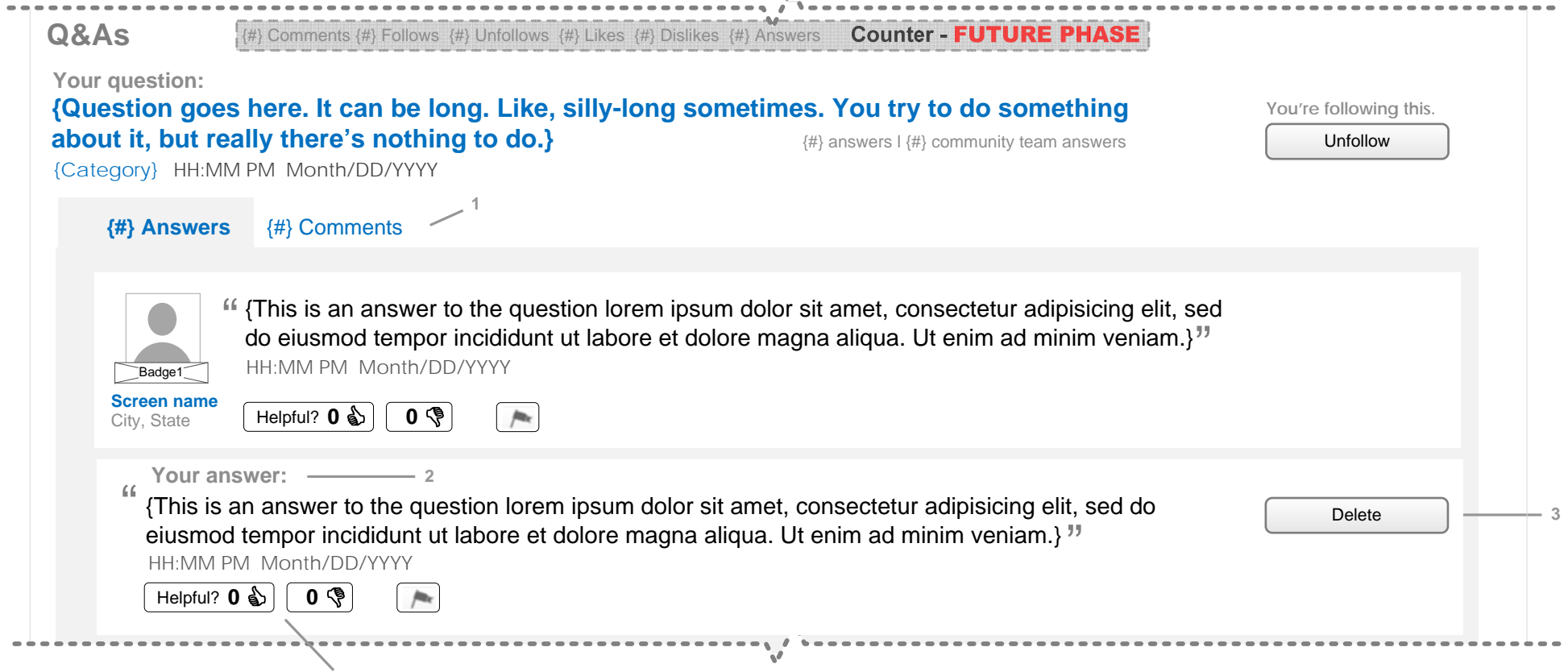
**Type:** html button  
**Action:** on click  
**Functionality:** On click, user's comment is removed from the thread and modal closes.

Condition 40 – Confirm Deletion

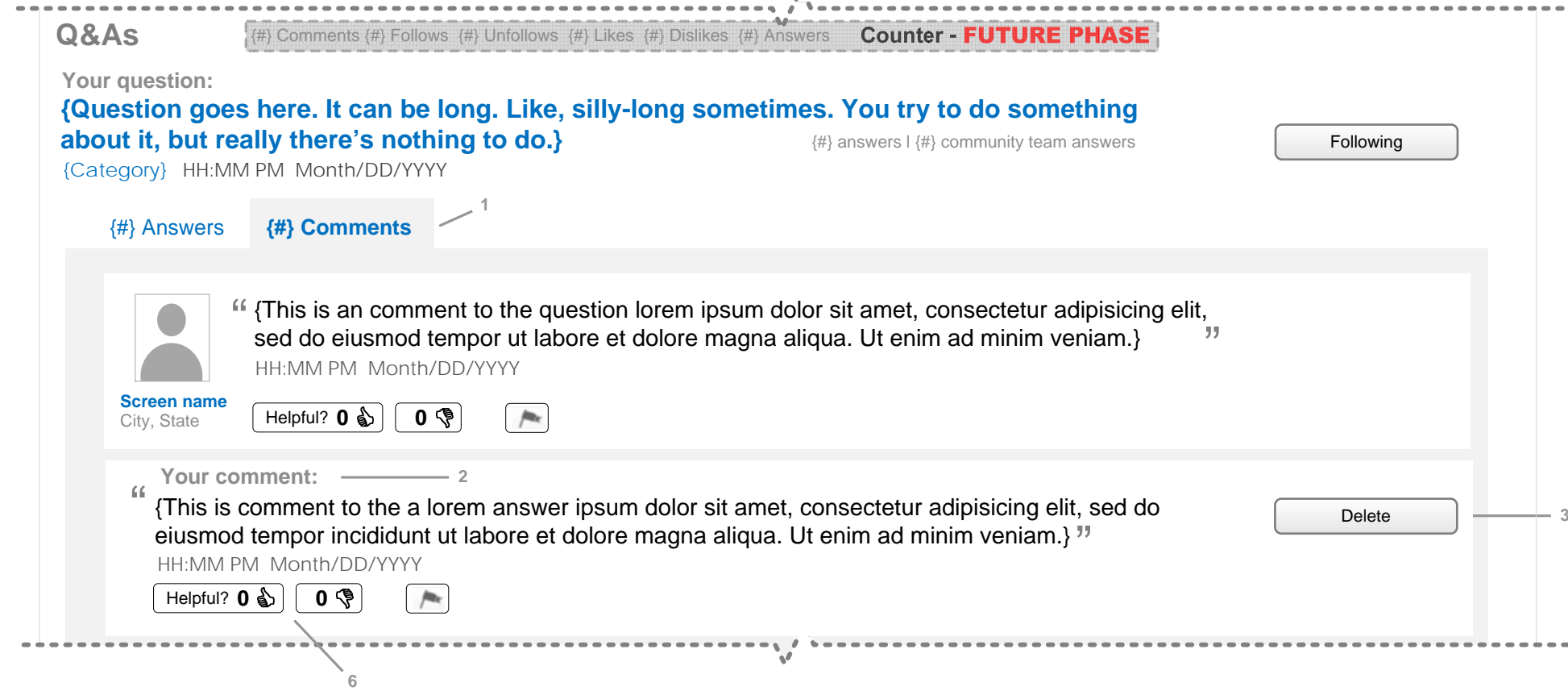




Condition 50 – Your question: onClick {#} Answers



Condition 50 – Your question: onClick {#} Comments



FUNCTIONAL SPECIFICATIONS

**1 – Answers and Comments**  
**Type:** Menu  
**Functionality:** Links will be always active. onClick, the selected tab (“# of Answers” or “# of Comments”) will expand and became active, and the contents will be displayed below. If the same selected tab is clicked again, it will be collapsed.  
**Condition:** To display these links, at least 1 Answer and/or Comment has to be available. If there aren’t entries, links will not be shown.

**2 – My Answers / My Comments**  
**Type:** content type  
**Functionality:** System will display user’s answers/comments in reversed chronological order along side with all other UGC.

**3 – Delete**  
**Type:** Button  
**Functionality:** onClick, user is prompted to confirm deletion of answer via a modal window.

**4 – Question**  
**Type:** Display  
**Description:** The complete headline of the question will be displayed here. No truncation.

**5 – Comments**  
**Type:** List  
**Functionality:** Will display the historic list of comments, from most recent to older, top to bottom.

**6 – Voting**  
**Type:** Buttons  
**Reference:** ECOM6064 Community - Global Components

Condition 10 – Default View



Condition 20 – onClick “Your Comments”



FUNCTIONAL SPECIFICATIONS

- 1 – My Comments (Conditional)**

**Type:** Hyperlink

**Functionality:** onClick, will expand, and the contents will be displayed below. If the same link is clicked again, it will be collapsed.

**Condition:** To display these links, at least 1Comment has to be available. If there aren’t entries, links will not be shown.
- 2 – Excerpt**

**Type:** Hyerlink

**Description:** The excerpt of the Blog Post will be displayed here. No truncation.

onClick system will bring user to the post page. Page turn.
- 3 – Comments**

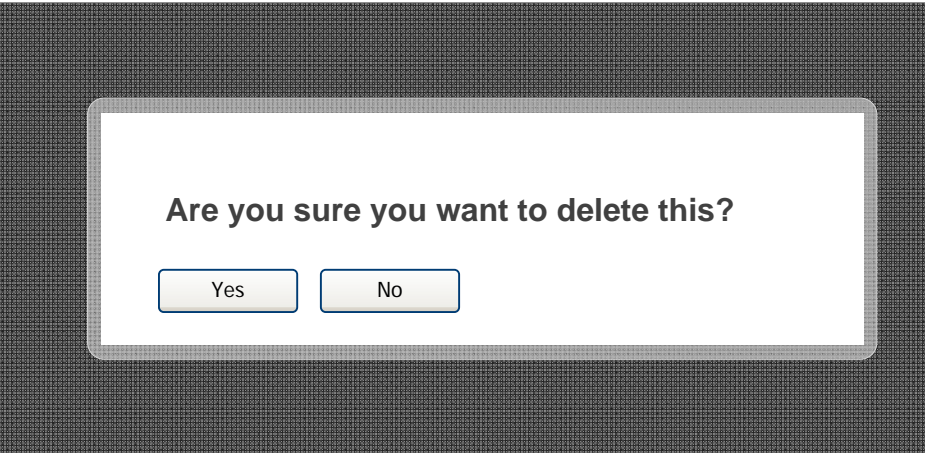
**Type:** List

**Functionality:** Will display the historic list of comments, from most recent to older, top to bottom.
- 4 – Delete**

**Type:** Button

**Functionality:** onClick, user is prompted to confirm deletion of answer via a modal window.

Condition 30 – Confirm Deletion



Component 10.60 – My Buying Guides

Condition 10 – Default View



Condition 20 – onClick “Your Comments”



FUNCTIONAL SPECIFICATIONS

- 1 – My Comments (Conditional)**

**Type:** Hyperlink

**Functionality:** onClick, will expand, and the contents will be displayed below. If the same link is clicked again, it will be collapsed.

**Condition:** To display these links, at least 1Comment has to be available. If there aren’t entries, links will not be shown.
- 2 – Excerpt**

**Type:** Hyperlink

**Description:** The excerpt of the Buying Guide will be displayed here. No truncation.

onClick system will bring user to the post page. Page turn.
- 3 – Comments**

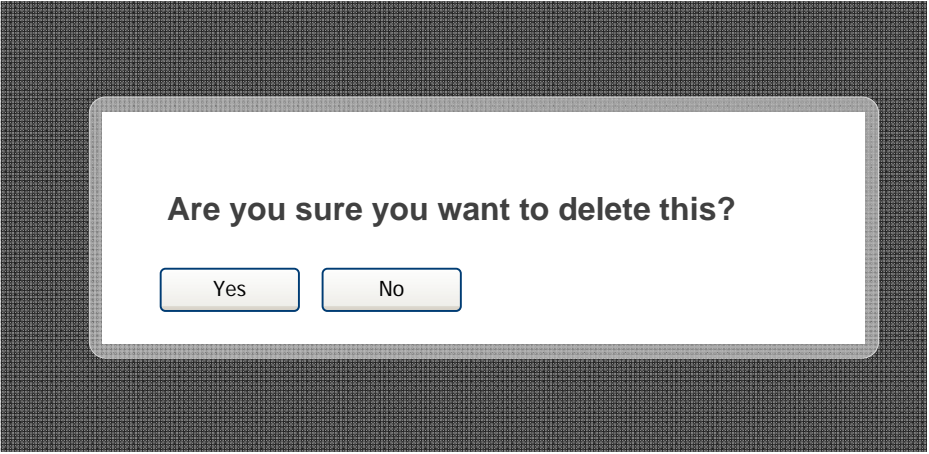
**Type:** List

**Functionality:** Will display the historic list of comments, from most recent to older, top to bottom.
- 4 – Delete**

**Type:** Button

**Functionality:** onClick, user is prompted to confirm deletion of answer via a modal window.

Condition 30 – Confirm Deletion



<Community Header>

<Community Global navigation>

Your Profile

Community ActivityAbout MeContact Preferences

Personal Information4

First Name Required

Alex

Last Name Required

McJohnson

Screen Name Required

thetotalcowboy3

ZIP Code Required

60602

Birthday Required

September 29, 1980

Email Required

alex@gmail.com

1

Badge1

(Badges Name 01)

(Badges Name 02)

(Badges Name 03)

(Badges Name 04)

FUTURE PHASE

2

Upload a photo

CHANGE PASSWORD

Old Password

New Password

FUTURE PHASE

Confirm Password

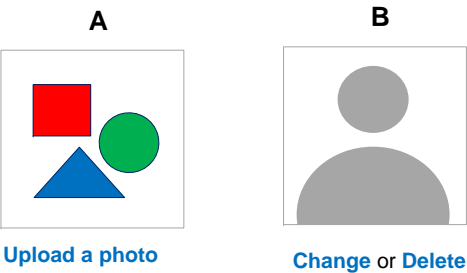
Submit

FUNCTIONAL SPECIFICATIONS

1 – Badges  
Type: hyperlink  
Functionality: onClick, page turn to static page with explanation of badges

2 – Profile Photo  
Type: hyperlink  
Functionality: onClick, the photo uploading process is triggered. WordPress doesn't have a default core component to do this job; a plug-in is required to achieve this task, and functionality and steps/screens from plug-in to plug-in can vary. Basic workflow has to include at least:  
1. Option to choose a file from user's hard disc.  
2. Messaging with type of files allowed (e.g. JPG, PNG, etc) and maximum allowed size (e.g. 10 MB).  
2. Photo Edition:

CONDITIONS  
A. The first time the users logs-in, a default placeholder for profile photo will appear, and the action link will be: <Upload a Photo>.  
B. Once the user has a photo uploaded, options will be “Change”, to upload a new photo, or “Delete”, to remove the uploaded photo and return to condition A.



3 – Screen name  
Type: text  
Functionality: Having an screen name is a mandatory condition to access and display the whole profile page.

4 – Personal Info  
Type: Display  
Functionality: Information gathered from the Universal Profile for display only purposes. This info is not editable.



<Community Header>

<Community Global navigation>

Your Profile

Community Activity

About Me

Contact Preferences

Send me emails with this frequency:

Daily

Weekly

Never (Unsubscribe)

Save

We take your privacy and the community rules seriously. To learn more about the community rules and steps being taken to ensure your privacy, please view our [Terms of Use](#) and [Privacy Policy](#).

FUNCTIONAL SPECIFICATIONS

1 – Legal

Type:hyperlink

Functionality:onClick, page turn to Terms of Use and Privacy Policy.

2 – Frequency

Type:Radio buttons

Functionality:Default view: no option selected. onClick, the chosen frequency will be selected. Only 1 option can be selected at the same time.

3 – Save

Type:Buttons

Functionality:Saves the selected option within the user's profile and displays a confirmation message to the user.

—Top fold—

Sears Holdings Corp    CONFIDENTIAL

ECOM6064 Community - Profile 2012-06-28 v10 I FINAL COPY.vsd

Project: Community Initiative

Author: S, McClain

Last edited: 06/28/12  1:40 PM

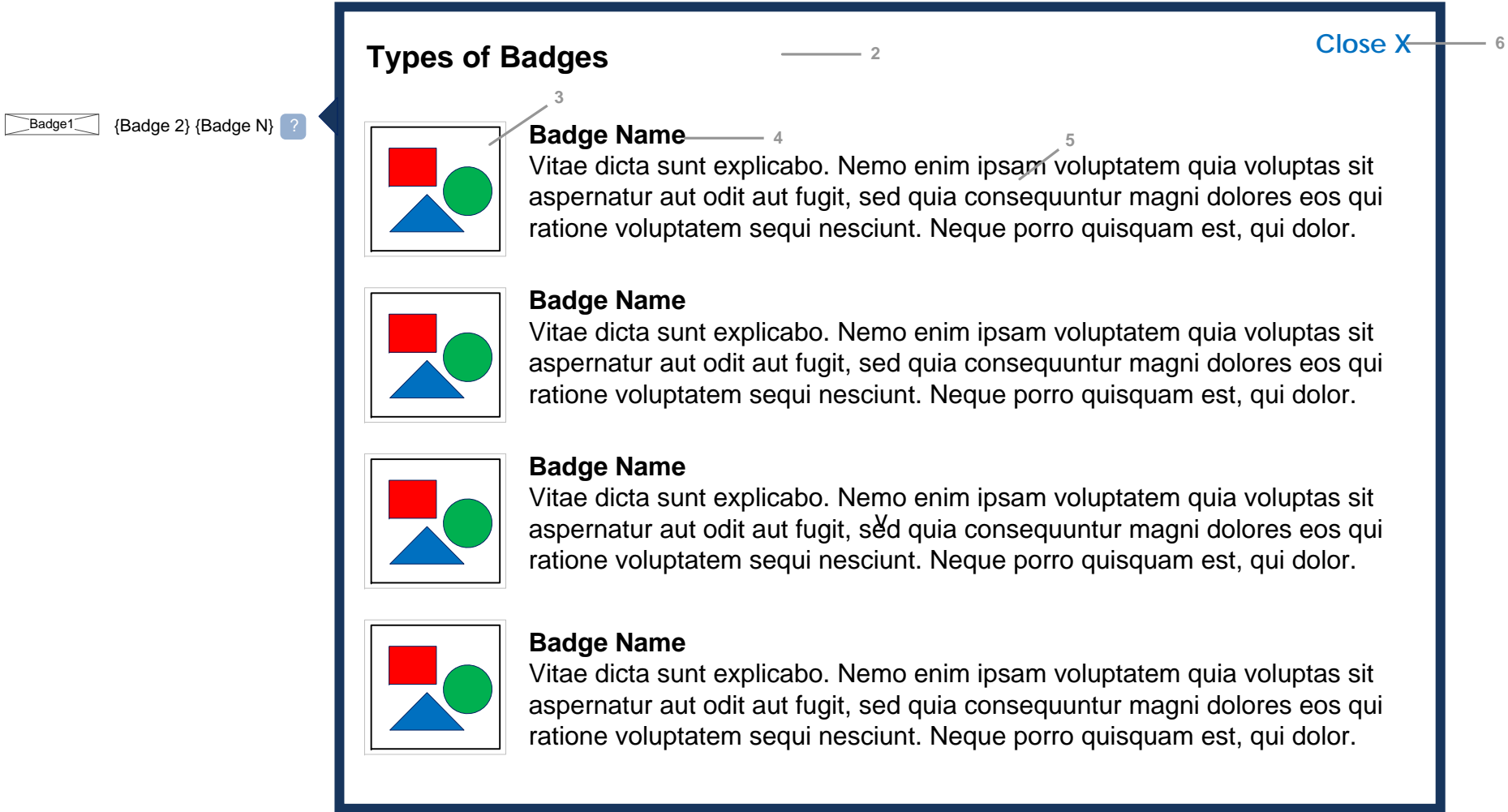
Page 13 of 23

# Component 20: Badges

## Condition 10 – Default View for Public Profile



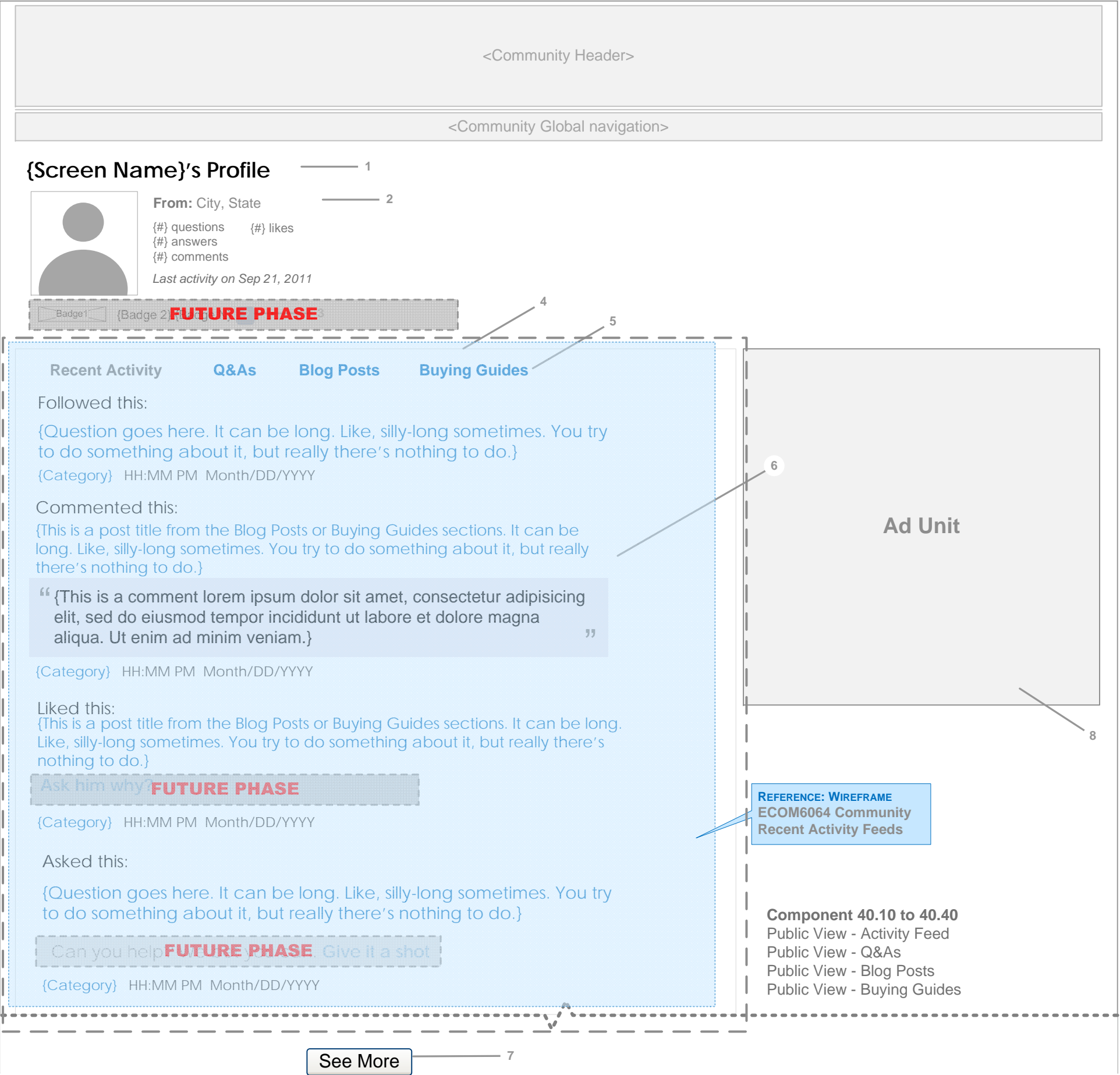
## Condition 20 – Modal View



## MODULE CONDITIONS

- 1 – Badges Tooltip**  
**Type:** Tooltip Icon  
**Action:** onClick  
**Functionality:** onClick should display Badges Modal. View next page.
- 2 – Modal Headline**  
**Type:** Label  
**Functionality:** Should display Modal Headline  
Content will be truncated with “...” after 30 characters.
- 3 – Badge Image**  
**Type:** Image  
**Functionality:** Should display badges image or icon
- 4 – Badge Name**  
**Type:** Label  
**Functionality:** Should display bagde name  
Content will be truncated with “...” after 35 characters.
- 5 – Badge Description**  
**Type:** Text  
**Functionality:** Should display the description for the badge  
Content will be truncated with “...” after 100 characters.
- 6 – Close**  
**Type:** Hyperlink  
**Action:** onClick  
**Functionality:** onClick closes badges modal.





MODULE CONDITIONS

- 1 – Page Headline**  
**Type:** Label  
**Functionality:** Should display User's Screen name
- 2 – Member Details**  
**Type:** Module  
**Functionality:** Should display User's Profile picture, location, badges, activity counter.  
Show the fields only if relevant content exist.  
Values: - If less than 500 it will display the actual number  
- If more than 500, it will display 500+.  
Reference Wire ECOM6064 Communities Experts.
- 3 – Badges Tooltip**  
**Type:** Tooltip Icon  
**Action:** onClick  
**Functionality:** onClick should display Badges Modal. View next page.
- 4 – User's Activity – Component 20**  
**Type:** Module  
**Functionality:** By default it should display user's activity feed in inverse chronological order. Most recent first.  
Reference Wire ECOM6064 Communities Recent Activity Feeds
- 5 – Content/Story type filters**  
**Type:** hyperlink  
**Functionality:** Should refresh activity feed and display filtered story types only in inverse chronological order.  
Should only be displayed if they are at least 1 or more stories of that content type.
- 6 – Story Feeds**  
**Type:** module  
**Functionality:** Reference wire ECOM6064 Recent Activities Feed  
—Top for  
- Condition: {Screen Name} shouldn't be displayed in each feed module. 20 stories will be displayed at a time.
- 7 – See More Button**  
**Type:** Button  
**Functionality:** Should load the next 10 stories
- 8 – Ad Unit**  
**Type:** Clickable Image  
**Functionality:** Populates Ad which would be curated by Admin using Adobe CQ5.

# Component 40.10 Public Profile - Activity Feed

## Condition 10 – Default View

Recent Activity

Q&As

Blog Posts

Buying Guides

Recent Activity

Followed this:

{Question goes here. It can be long. Like, silly-long sometimes. You try to do something about it, but really there’s nothing to do.}

{Category} HH:MM PM Month/DD/YYYY

Commented this:

{This is a post title from the Blog Posts or Buying Guides sections. It can be long. Like, silly-long sometimes. You try to do something about it, but really there’s nothing to do.}

“ {This is a comment lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.} ”

{Category} HH:MM PM Month/DD/YYYY

Liked this:

{This is a post title from the Blog Posts or Buying Guides sections. It can be long. Like, silly-long sometimes. You try to do something about it, but really there’s nothing to do.}

Ask him why?

FUTURE PHASE

{Category} HH:MM PM Month/DD/YYYY

Asked this:

{Question goes here. It can be long. Like, silly-long sometimes. You try to do something about it, but really there’s nothing to do.}

Can you help?

FUTURE PHASE

Can. Give it a shot

{Category} HH:MM PM Month/DD/YYYY

REFERENCE: WIREFRAME

ECOM6064 Community

Recent Activity Feeds

## MODULE CONDITIONS

**User Story Feeds**  
**Type:** module  
**Functionality:** Reference wire ECOM6064 Recent Activities Feed  
- Condition: {Screen Name} shouldn’t be displayed in each feed module..  
By default should display the most recent 20 feeds.

## Condition 20 – 0 enties

Recent Activity

Recent Activity

This person has no recent activity. What’s up with that? We’ll let you know when Rumpelstiltskin wakes up.

Sears Holdings Corp CONFIDENTIAL

ECOM6064 Community - Profile 2012-06-28 v10 I FINAL COPY.vsd

Project: Community Initiative

Author: S, McClain

Last edited: 06/28/12 1:40 PM

Page 16 of 23



Condition 10 – Default View

Recent Activity

Q&As

Blog Posts

Buying Guides

Blog Posts

In response to:  
{Blog Post Title / Buying Guide. It can be long. Like, silly-long sometimes. You try to do something about it, but really there’s nothing to do.}  
{Category} HH:MM PM Month/DD/YYYY  
{Screen Name}'s Comments

In response to:  
{Blog Post Title / Buying Guide. It can be long. Like, silly-long sometimes. You try to do something about it, but really there’s nothing to do.}  
{Category} HH:MM PM Month/DD/YYYY  
{Screen Name}'s Comments

In response to:  
{Blog Post Title / Buying Guide. It can be long. Like, silly-long sometimes. You try to do something about it, but really there’s nothing to do.}  
{Category} HH:MM PM Month/DD/YYYY  
{Screen Name}'s Comments

{Screen Name}'s Comments

“  
{This is user’s comment to the post lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.} ”  
HH:MM PM Month/DD/YYYY  
Helpful? 0 0

MODULE CONDITIONS

**User Activity Module Blogs / Buying Guides**  
**Type:** Module  
**Functionality:** Should only displaye Blog Posts / Buying Guides which the user has commented.

**1 – Blogs / Articles**  
**Type:** Module  
**Functionality:** Should display Blog Post / Buying guide of which user has commented, it’s category and the amount of comments written as a hyperlink.

**2 – Comments**  
**Type:** hyperlink  
**Functionality:** onClick should expand and display user’s comment on Blog Post / Buying Guide. Refer to Private Profile Component 10.40

Sears Holdings Corp CONFIDENTIAL

ECOM6064 Community - Profile 2012-06-28 v10 I FINAL COPY.vsd

Project: Community Initiative

Author: S, McClain

Last edited: 06/28/12 1:40 PM

Page 18 of 23

Condition 10 – Default View

Recent ActivityQ&AsBlog PostsBuying Guides

Buying Guides

In response to:  
{Blog Post Title / Buying Guide. It can be long. Like, silly-long sometimes. You try to do something about it, but really there’s nothing to do.}  
{Category} HH:MM PM Month/DD/YYYY  
{Screen Name}’s Comments

In response to:  
{Blog Post Title / Buying Guide. It can be long. Like, silly-long sometimes. You try to do something about it, but really there’s nothing to do.}  
{Category} HH:MM PM Month/DD/YYYY  
{Screen Name}’s Comments

In response to:  
{Blog Post Title / Buying Guide. It can be long. Like, silly-long sometimes. You try to do something about it, but really there’s nothing to do.}  
{Category} HH:MM PM Month/DD/YYYY  
{Screen Name}’s Comments

{Screen Name}’s Comments

“ {This is user’s comment to the post lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.} ”

HH:MM PM Month/DD/YYYY

Helpful? 0 0

MODULE CONDITIONS

- User Activity Module Blogs / Buying Guides

Type:Module

Functionality:Should only displaye Blog Posts / Buying Guides which the user has commented.
- 1 – Blogs / Articles

Type:Module

Functionality:Should display Blog Post / Buying guide of which user has commented, it’s category and the amount of comments written as a hyperlink.
- 2 – Comments

Type:hyperlink

Functionality:onClick should expand and display user’s comment on Blog Post / Buying Guide. Refer to Private Profile Component 10.40



<Community Header>

<Community Global navigation>

{Expert Screen Name}'s Profile

From: City, State

{#} answers

{#} blog posts

{#} comments

Last activity on Sep 21, 2011

Specializes in:

{A Specialty 1}

{B Specialty 2}

{C Specialty 3}

{D Specialty 4}

{E Specialty 5}

{F Specialty 6}

Badge1

{Badge 2}

{Badge N}

?

Recent Activity

Q&As

Blog Posts

Buying Guides

Wrote a {Buying Guide}:

{Buying Guide headline goes here and here. This is a really long title for a post with many characters and needs to be truncated...}

{Category} HH:MM PM Month/DD/YYYY

Answered this:

{Question Title from Q&A section here. It can be long. Like, silly-long sometimes. You try to do something about it, but really there's nothing to do.}

"{This is an Answer to a Quetsion lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.}"

{Category} HH:MM PM Month/DD/YYYY

Wrote a {Blog Post}:

{Blog Post headline goes here and here. This is a really long title for a post with many characters and needs to be truncated...}

{Category} HH:MM PM Month/DD/YYYY

Commented this:

{This is a post title from the Blog Posts or Buying Guides sections. It can be long. Like, silly-long sometimes. You try to do something about it, but really there's nothing to do.}

"{This is a comment lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.}"

About Me

"Vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui"

Ad Unit

See More

REFERENCE: WIREFRAME ECOM6064 Community Recent Activity Feeds

MODULE CONDITIONS

1 – Expert Specialties

Type: Module

Functionality: Should display expert’s specialties. Specialties shouldn’t overpass expert’s badges profile information. They should form columns so that the content doesn’t grow too much vertically.

2 – User’s Activity

Type: Module

Functionality: Should display user’s activity feed in inverse chronological order. Most recent first. Content created by the expert like: Buying Guides, Blog Posts, Answers to questions, should rank above likes/dislikes/follows/etc.

3 – Content/Story type filters

Type: hyperlink

Functionality: Should refresh activity feed and display filtered story types only in inverse chronological order. Should only be displayed if they are at least 1 or more stories of that content type.

4 – Story Feeds – Component 20

Type: module

Functionality: Reference wire ECOM6064 Recent Activities Feed - Condition: {Screen Name} shouldn’t be displayed in each feed module. Content created by the expert like: Buying Guides, Blog Posts, Answers to questions, should rank above likes/dislikes/follows/etc. Featured story + 19 stories will be displayed by default.

5 – See More Button

Type: Button

Functionality: Should load the next 10 stories

6 – About Me

Type: Text

Functionality: Should display About Me from the expert. Information to be input via de Admin tool. Content will be truncated with “...” after 200 characters.

7 – Ad Unit

Type: Clickable Image

Functionality: Populates Ad which would be curated by Admin using Adobe CQ5.

Sears Holdings Corp CONFIDENTIAL

ECOM6064 Community - Profile 2012-06-28 v10 | FINAL COPY.vsd

Project: Community Initiative

Author: S, McClain

Last edited: 06/28/12 1:40 PM

Page 20 of 23



# Component 50.10 Expert Profile - Activity Feed

## Condition 10 – Default View

Recent Activity

Q&As

Blog Posts

Buying Guides

Recent Activity

Wrote a {Buying Guide}:

{Buying Guide headline goes here and here. This is a really long title for a post with many characters and needs to be truncated...}

{Category} HH:MM PM Month/DD/YYYY

Answered this:

{Question Title from Q&A section here. It can be long. Like, silly-long sometimes. You try to do something about it, but really there’s nothing to do.}

“{This is an Answer to a Quetsion lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.}

”

{Category} HH:MM PM Month/DD/YYYY

Wrote a {Blog Post}:

{Blog Post headline goes here and here. This is a really long title for a post with many characters and needs to be truncated...}

{Category} HH:MM PM Month/DD/YYYY

Commented this:

{This is a post title from the Blog/Article or Buying Guides sections. It can be long. Like, silly-long sometimes. You try to do something about it, but really there’s nothing to do.}

“{This is a comment lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.}

”

REFERENCE: WIREFRAME  
ECOM6064 Community  
Recent Activity Feeds

## Condition 20 – 0 enties

Recent Activity

Recent Activity

This person has no recent activity. What’s up with that? We’ll let you know when Rumpelstiltskin wakes up.

## MODULE CONDITIONS

- 1 – Expert Story Feed
- Type: Module
- Functionality: Should only display the 20 most recent actions/feeds relevant to an Expert.
- Writing a new Blog Post / Buying Guide

- Answering a Question

- Comments

- Likes

- Follows

## Component 50.20 Expert Profile - Q&As

## Condition 10 – Default View

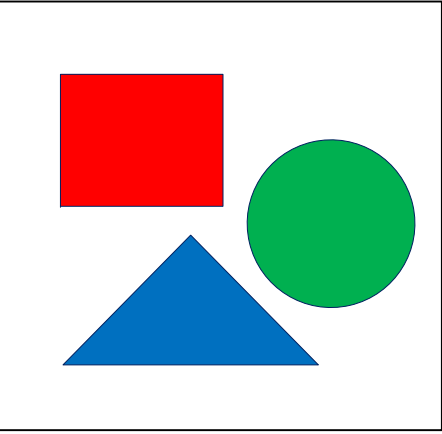
## Recent Activity

## Q&As

## Blog Posts

## Buying Guides

## Q&As



Month DD, YYYY

{Category}

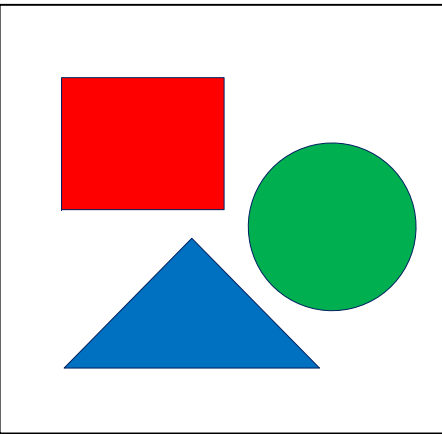
**Q: {Users question goes here and here. This is a really long title. This is a really long title. To be truncated...}**

{#} answers | {#} community team answers

**A: {Expert answer goes here** Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh aliquam erat volutpat}... [See More](#)



REFERENCE: WIREFRAME  
ECOM6064 Community  
QA Modules.  
Component View 20  
Condition 40



Month DD, YYYY

{Category}

**Q: {Users question goes here and here. This is a really long title. This is a really long title. To be truncated...}**

{#} answers | {#} community team answers

**A: {Expert answer goes here** Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh aliquam erat volutpat}... [See More](#)



## MODULE CONDITIONS

## 1 – Expert Activity Module Q&A

Type: Module

**Functionality:** Should display the 20 most recent Expert's answers (Module A) in inverse chronological order.  
Reference Wire ECOM6064 Community QA Modules  
Component View 20 Condition 40

Condition 10 – Default View

- Recent Activity
- Q&As
- Blog Posts
- Buying Guides

Blog Posts

Month DD, YYYY

{Category}

{Blog Post Title goes here. This is a really long title. To be truncated...}

{#} comments

{Blog Post Title

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

Like

Tweet

SHOP YOUR WAY

Tags: {Tag 1}, {Tag 2} FUTURE PHASE

Month DD, YYYY

{Category}

{Blog Post Title goes here. This is a really long title. To be truncated...}

{#} comments

{Blog Post Title

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

Like

Tweet

SHOP YOUR WAY

Tags: {Tag 1}, {Tag 2} FUTURE PHASE

REFERENCE: WIREFRAME  
ECOM6064 Community  
Blog Modules.  
Component 10 Condition  
10

MODULE CONDITIONS

- 1 – Expert Activity Module Blog / Buying Guides
- Type: Module
- Functionality: Should display experts 20 most recent generated blog posts / buying guides (Module A)in inverse chronological order.
- Reference Wire ECOM6064 Community Blog Modules