

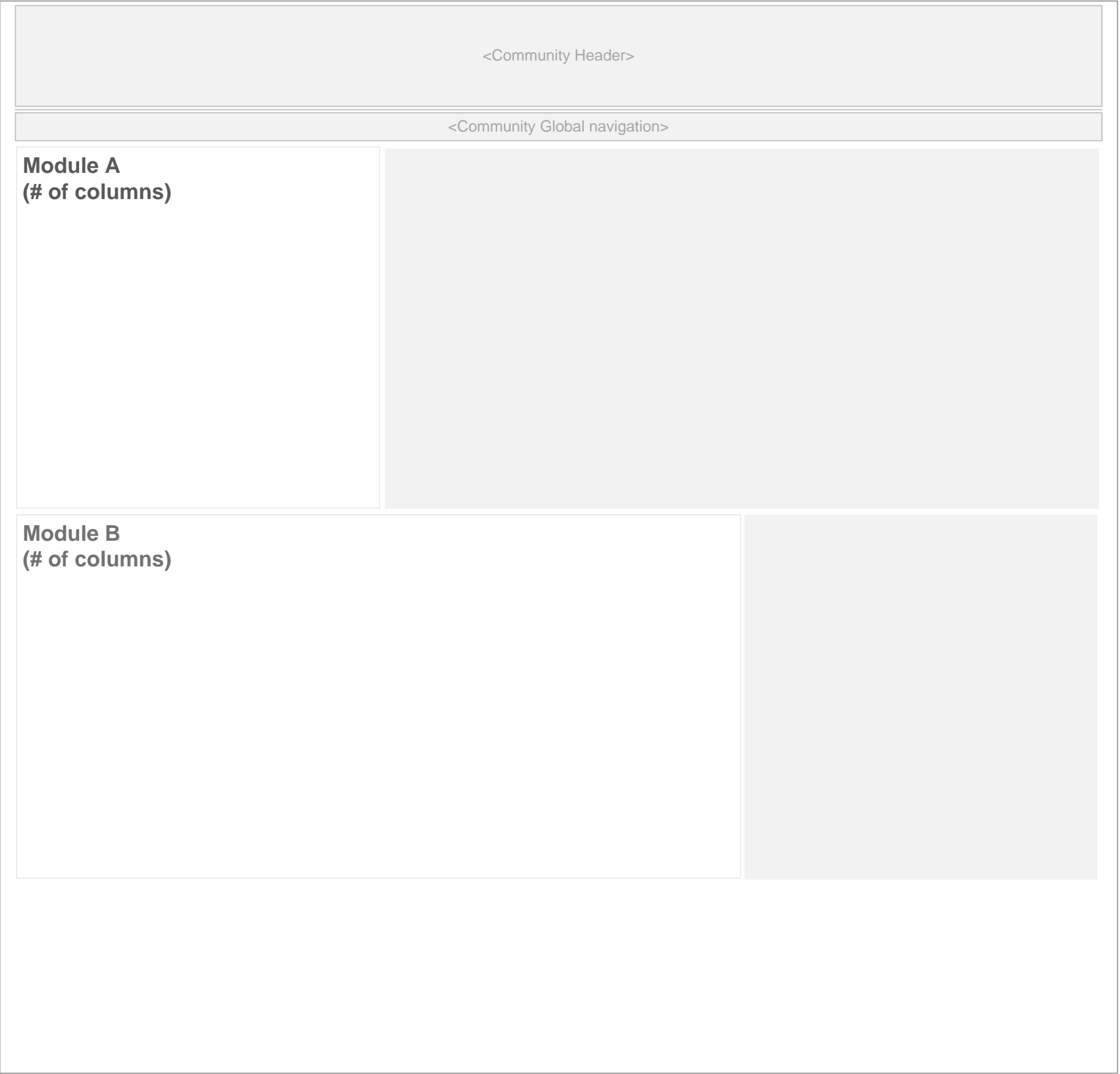
Document Summary

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

Revision History

| Version | Date | Author | Notes |
|---------|------------|--------------|---|
| ... | | | |
| 1.0 | 05/20/2012 | J. Silverman | Initial draft for the concept wire |
| 2.0 | 05/23/2012 | J. Silverman | Add pages and experience after discussion with S. McClain |
| 3.0 | 05/23/2012 | J. Silverman | Add minor functional specs |
| 4.0 | 06/08/2012 | J. Silverman | Copy change and minor fixes throughout document |

Structural View: Module Variation

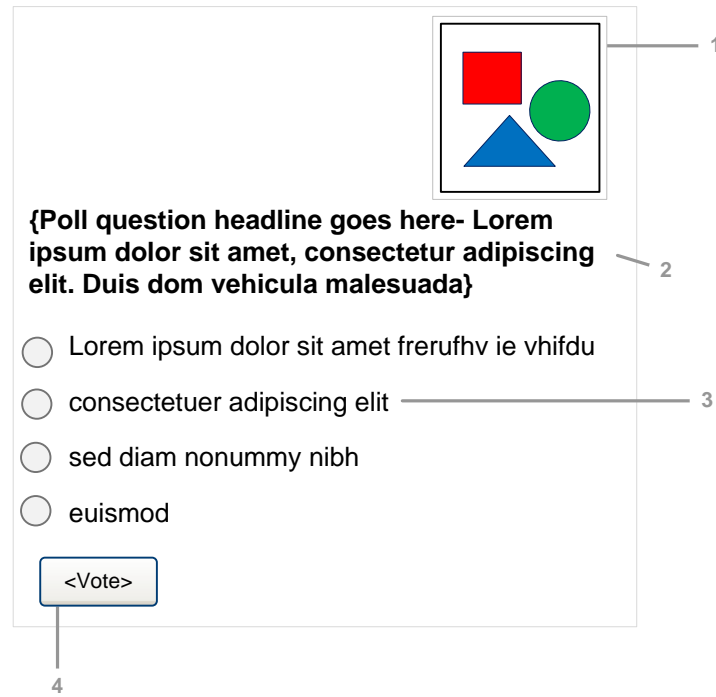


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Component View 10: Poll Module (1 of 2)

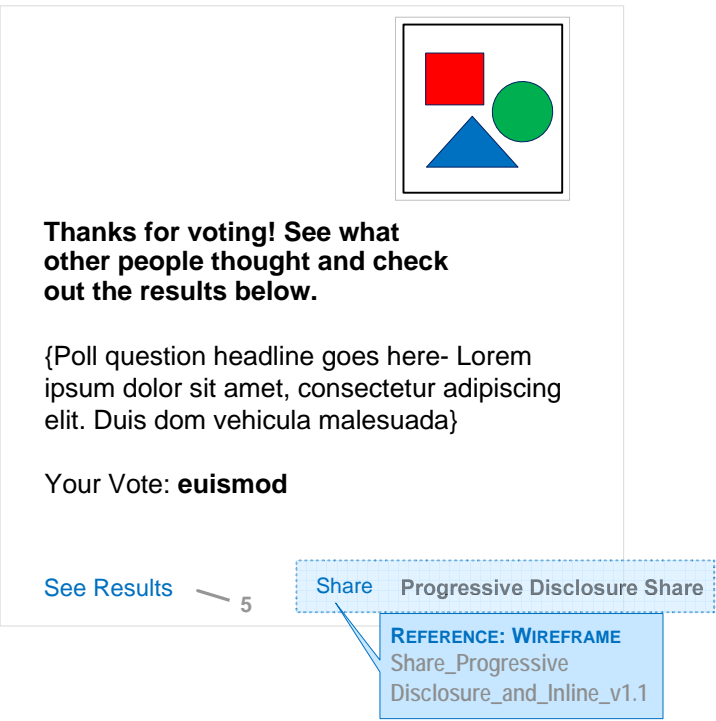
Condition 10 – Default View (Module A)

This condition applies during onLoad state



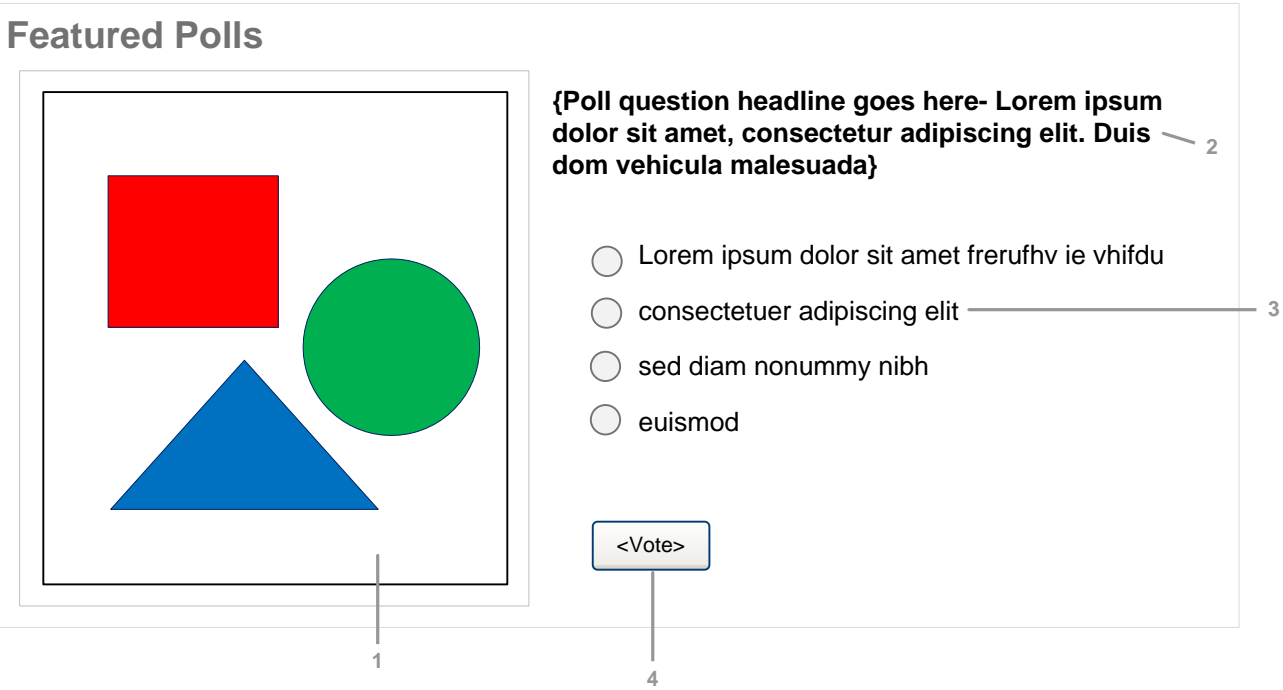
Condition 20 – Confirmation (Module A)

This condition displays after user clicks submit



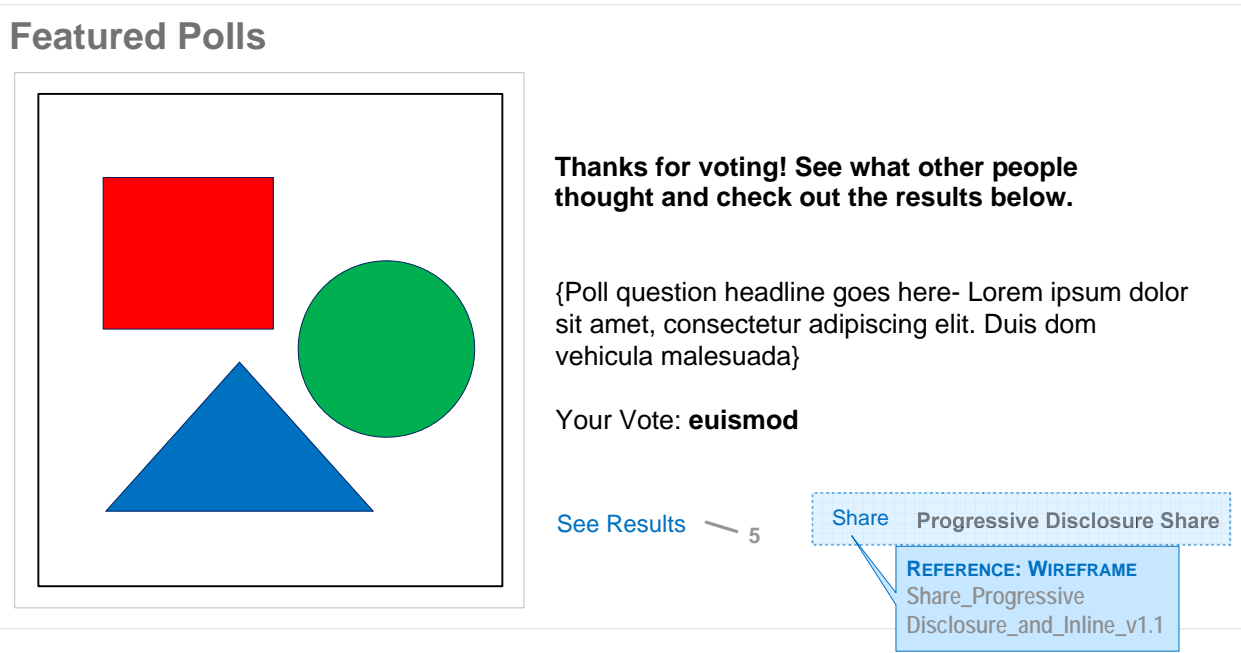
Condition 30 – Default View (Module B)

This condition applies during onLoad state



Condition 40 – Confirmation (Module B)

This condition applies after user clicks submit



MODULE CONDITIONS

1 – Feature Poll Graphic

Type: Display only image
Functionality: Image is optional and uploaded by admin from existing category images.

2 – Poll Question Headline

Type: Text
Functionality: Max number of characters is 120.

3 – Poll Answers

Type: Text
Functionality: Up to 4 answers with a minimum of 2. Answers must not be over 45 characters.

4 – <Vote> button

Type: Call-to-action button
Functionality: Will display confirmation of answer selected (see condition 20 & 40).

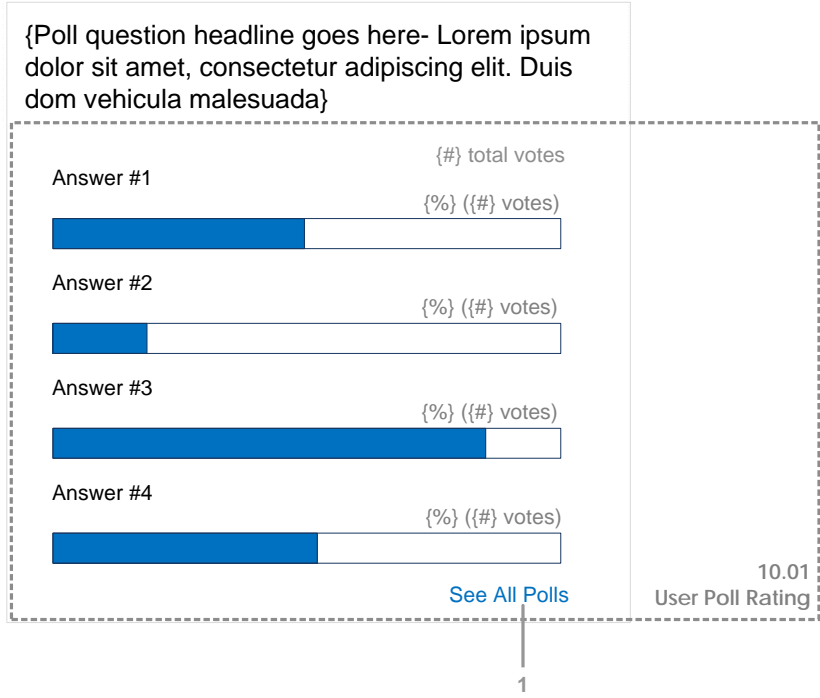
5 – See Results

Type: Hyperlink
Functionality: Will display results (condition 50 & 60).

Component View 10: Poll Module (2 of 2)

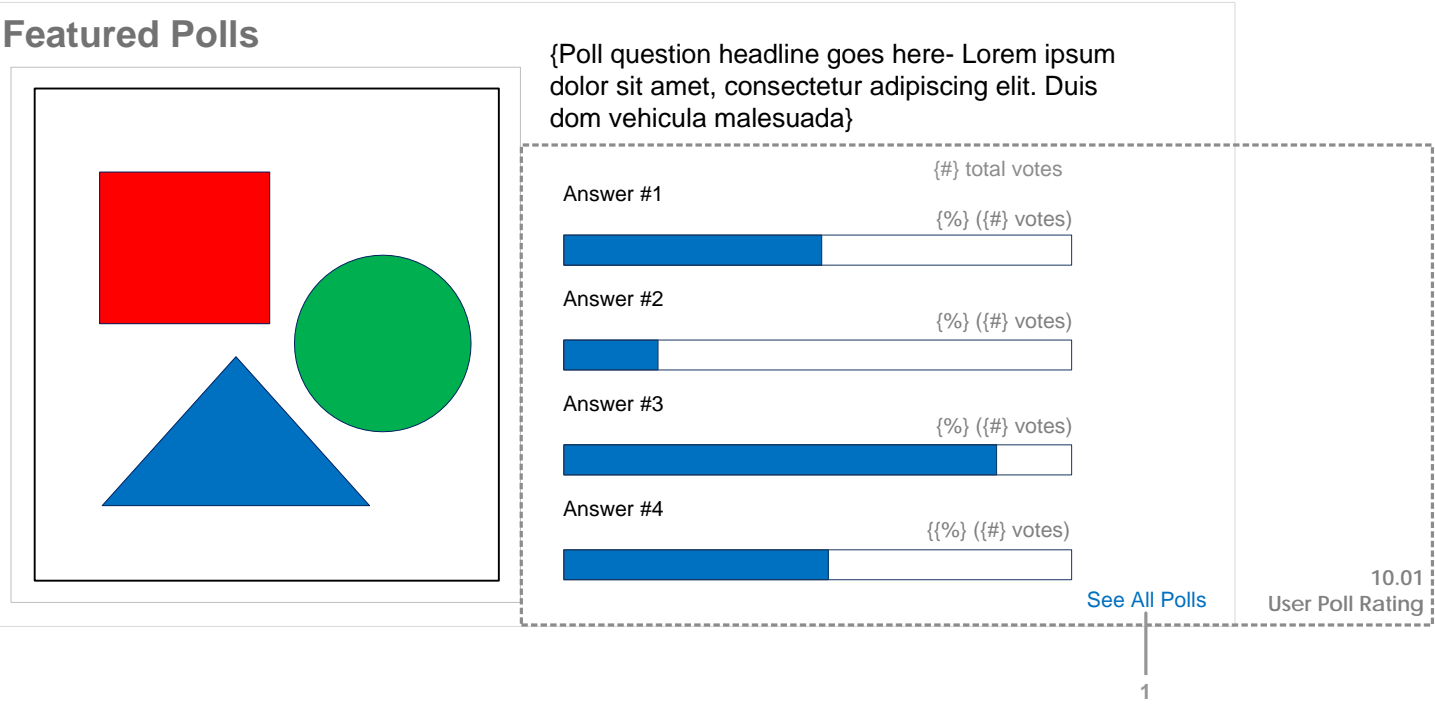
Condition 50 – View Result (Module A)

This condition applies after on-click “View Results”



Condition 60 – View Results (Module B)

This condition applies after on-click “View Results”



MODULE CONDITIONS

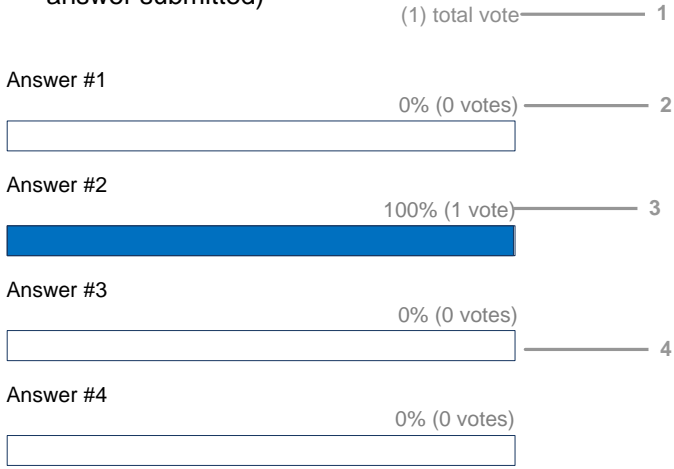
1 – View All Polls

Type: Hyperlink
Functionality: onClick, system will bring user to the Show All Polls; Page turn.

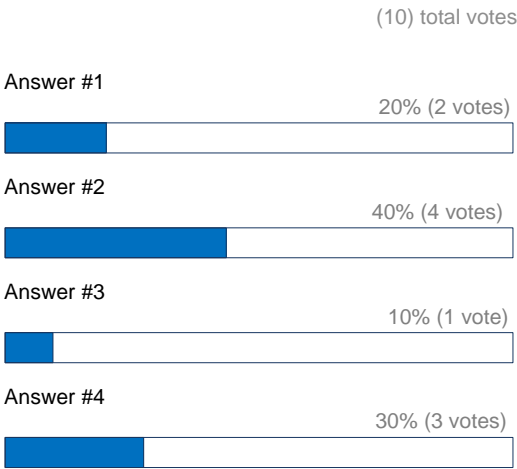
10.01: Results Distribution

Condition 10 – At least 1 vote submitted

- Shown for the first user who votes on the poll (at least one answer submitted)



Condition 30 – > 1 vote



MODULE CONDITIONS

1 – Total Vote

Type: Display

Functionality: Shows the total # of people that voted for that question

Values: - If less than 500, it will display the actual number
- if more than 500, it will display 500+

2 – Total votes for answer and % of votes per answer

Type: Display

Functionality: Shows the total # and % of people that voted for that question

Values: - If less than 500, it will display the actual number
- if more than 500, it will display 500+
-0-100%

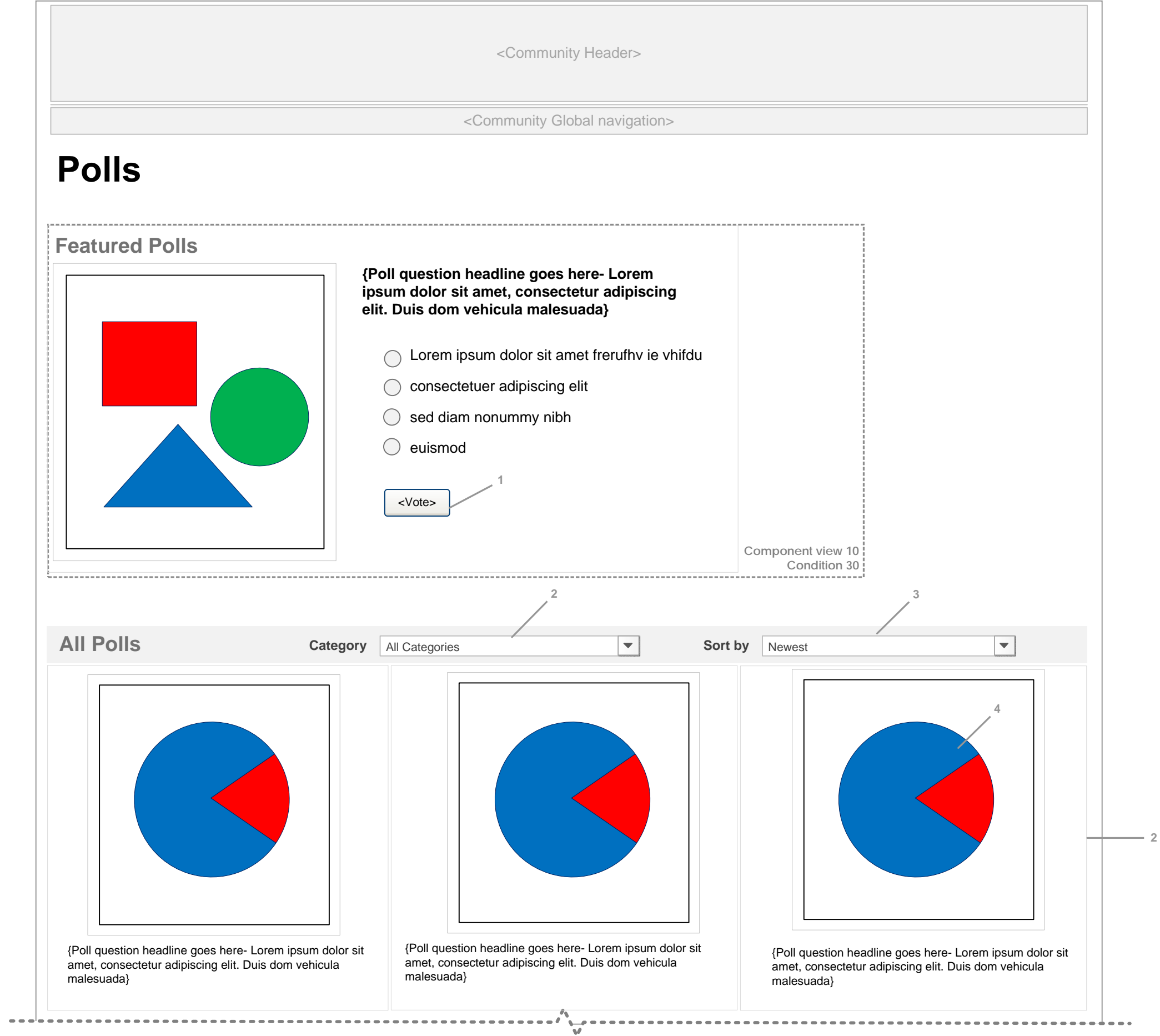
3- “Vote vs. “Votes*

Display: Display “vote” when there is only one vote and “votes” when there are multiple (or zero) votes.

4 – Bar graph

Type: Image

Functionality: Rectangle bar length proportional to the % of the total answers.



MODULE CONDITIONS

1 – <Vote> button
Type: Call-to-action button
Functionality: onClick system will bring users to Detail Page, page turn.
.

2 – See All Polls
Type: module visualization of all polls (not list view)
Functionality: onClick of module poll, system will bring user to the Polls Page; Page turn.
Details

2 – Category Filtering
Type: Drop down menu
Default: All Categories
Functionality: System will allow user to filter polls by categories. Categories will only display if it's contain at least one poll.

View All Categories ▾

{Category 1}

{Category 2}

{Category 3}

{Category 4}

{Category 5}

{Category 6}

3 – Sorting Order
Type: Drop down menu
Default: Newest
Functionality: System will allow user to sort polls by the following criteria.

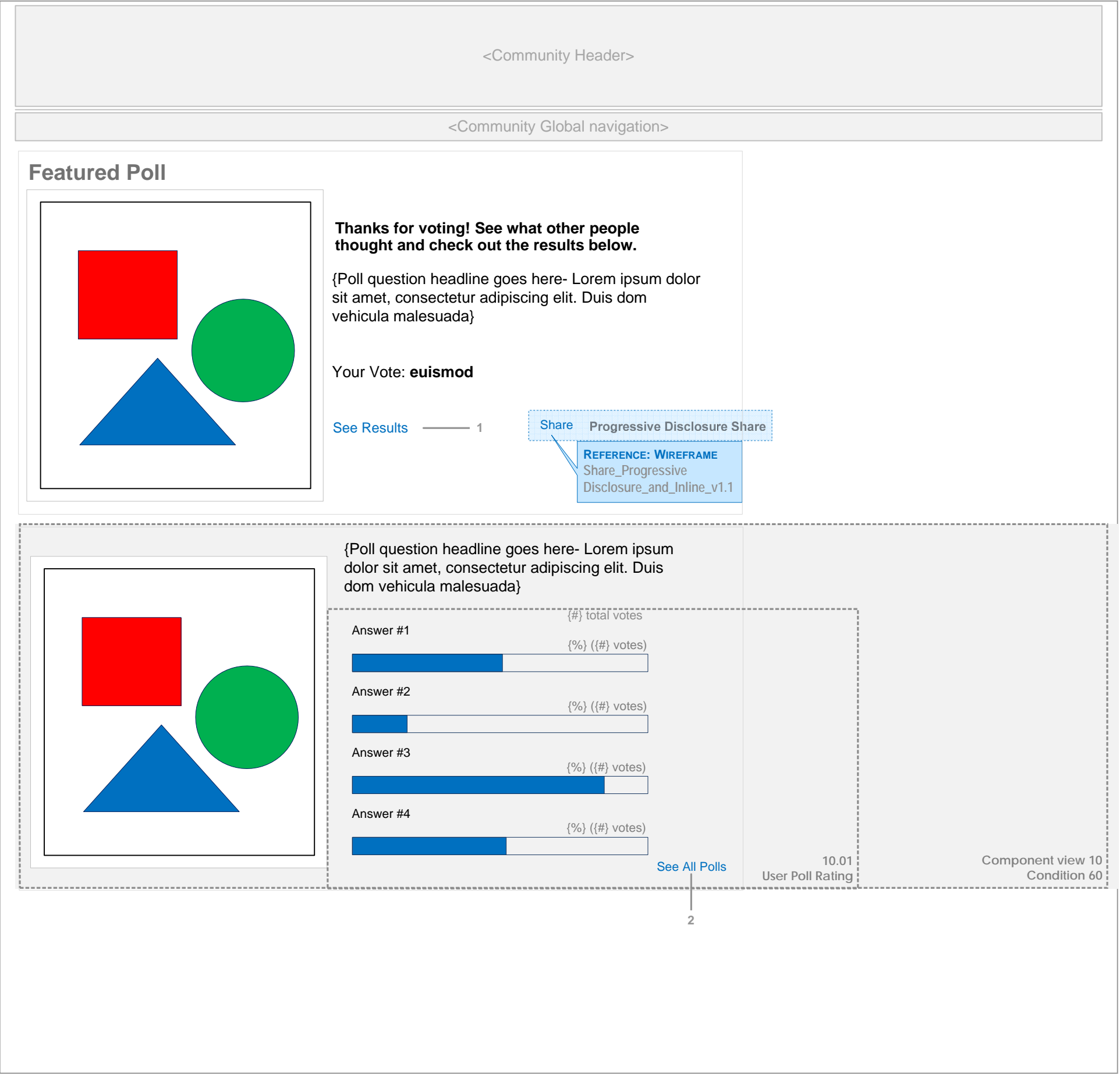
Sort Newest ▾

Oldest

Most answered

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4 – Pie Chart
Type: Graphic Image of chart
Functionality: General visual of percentage of votes for poll question



MODULE CONDITIONS

- 1 – View Results
- Type: Hyoerlink
- Functionality: onClick system will display the onClick View (Component View 10: Condition 60).
onClick View will populate below.
- 1 – View All Polls
- Type: Hyperlink
- Functionality: onClick, system will bring user to the Show All Polls Page; Page turn.

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