Cover

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
2.0	06/14/12	S. McClain	Finished the wire for Zemoga. Ready for wire review

Structure View: Module Variation

<Community Header>

<Community Global navigation>

{Category Name}

{Short description about the associated category}

Module A	Module B
Module C	**Module D**
Module E	**Module F**

<Community Footer>
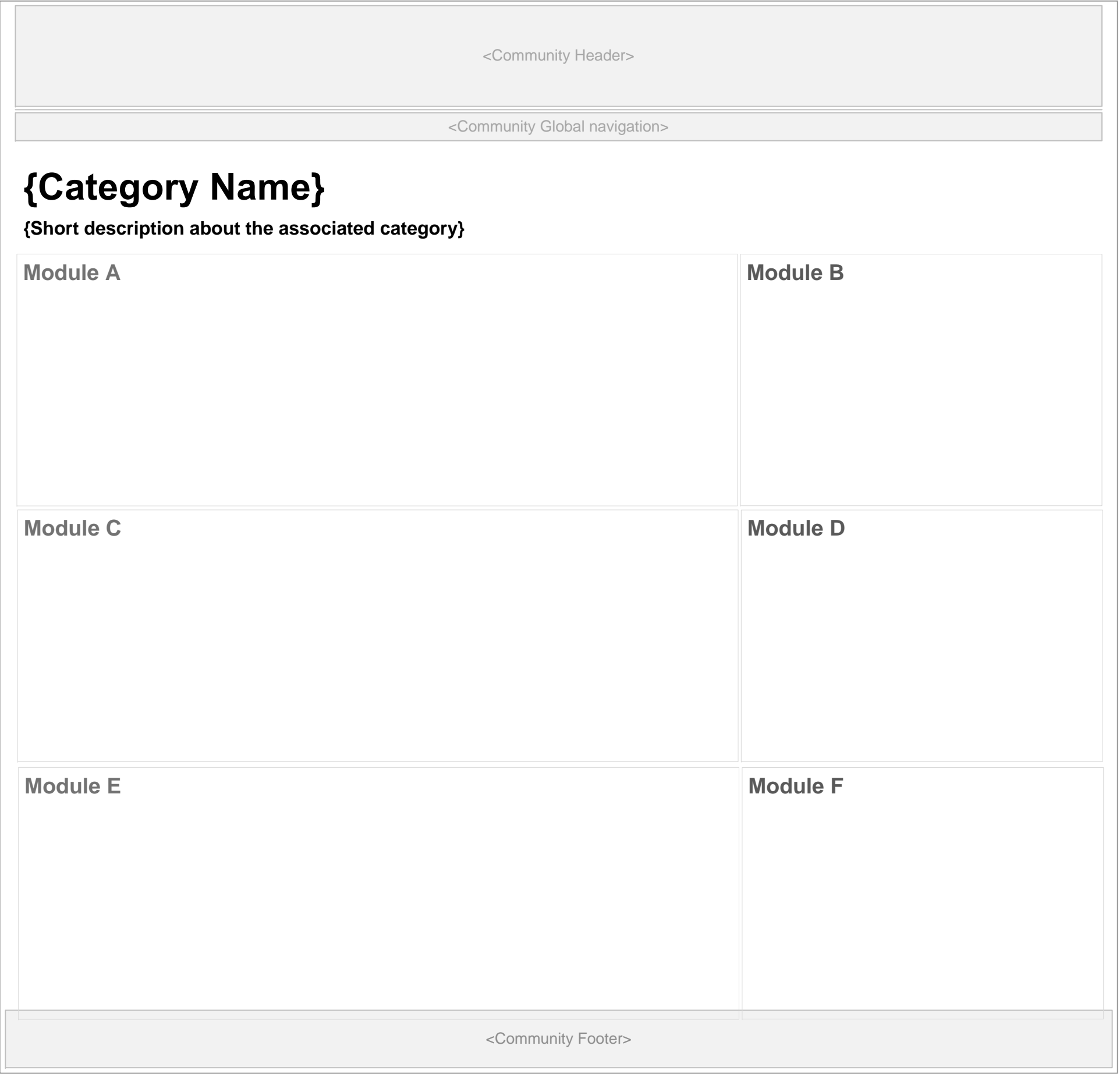
Module A & C – Featured Story Type

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.
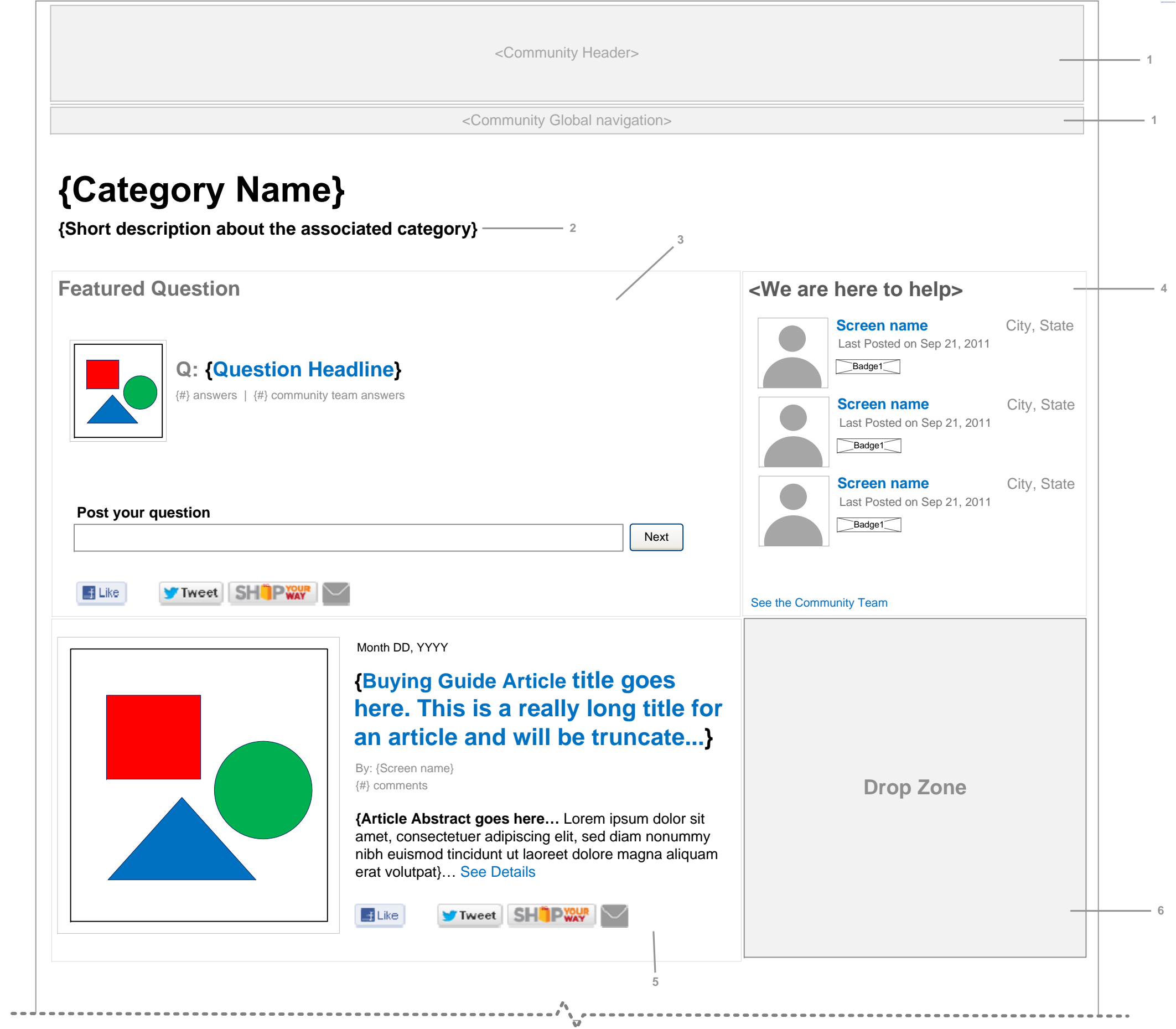
Story type display rules:

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.

—Top fold—

<Community Header> ———— 1

<Community Global navigation> ———— 1

{Category Name}

{Short description about the associated category} ———— 2

———— 3

Featured Question

Q: {Question Headline}

{#} answers | {#} community team answers

Post your question

[   ] [Next]

[Like] [Tweet] [SHOP YOUR WAY] [✉]

<We are here to help> ———— 4

Screen name   City, State
Last Posted on Sep 21, 2011
[Badge1]

Screen name   City, State
Last Posted on Sep 21, 2011
[Badge1]

Screen name   City, State
Last Posted on Sep 21, 2011
[Badge1]

See the Community Team

Month DD, YYYY

{Buying Guide Article title goes here. This is a really long title for an article and will be truncate...}

By: {Screen name}
{#} comments

{Article Abstract goes here… Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat}… See Details

[Like] [Tweet] [SHOP YOUR WAY] [✉]

Drop Zone ———— 6

———— 5

—Top fold—

MODULE CONDITIONS

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

2 – Category 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

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.
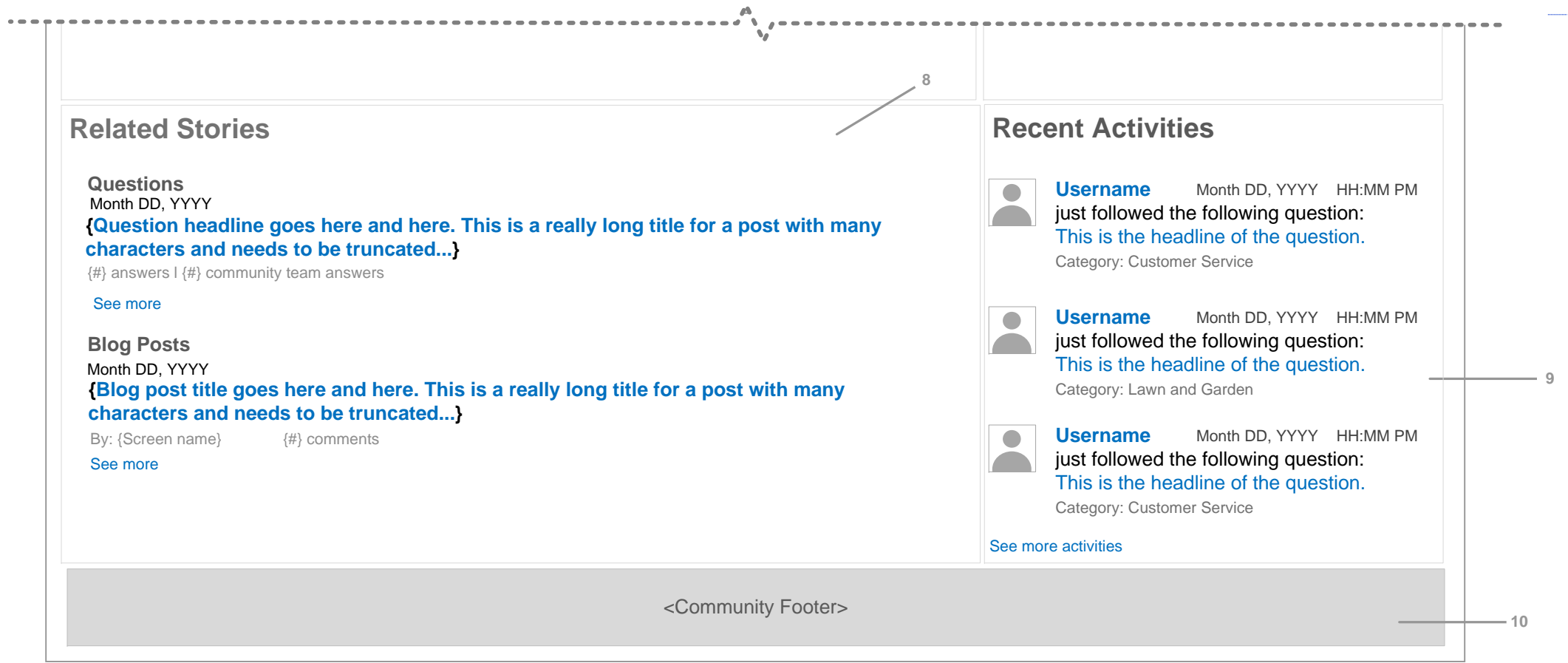
8 – Related Stories
Type: Module block
Reference: Wire ECOM6064 Community – Blog modules

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

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

Related Stories

Questions
Month DD, YYYY
{Question headline goes here and here. This is a really long title for a post with many characters and needs to be truncated...}
{#} answers | {#} community team answers
See more

Blog Posts
Month DD, YYYY
{Blog post title goes here and here. This is a really long title for a post with many characters and needs to be truncated...}
By: {Screen name}   {#} comments
See more

Recent Activities

Username   Month DD, YYYY   HH:MM PM
just followed the following question:
This is the headline of the question.
Category: Customer Service

Username   Month DD, YYYY   HH:MM PM
just followed the following question:
This is the headline of the question.
Category: Lawn and Garden

Username   Month DD, YYYY   HH:MM PM
just followed the following question:
This is the headline of the question.
Category: Customer Service

See more activities

<Community Footer>