Cover

SHC ECOM6064 Community Initiative – Expert

Document Summary

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

Revision History

Version	Date	Author	Notes
			…
1.0	05/20/2012	J. Silverman	Initial draft for the concept wire
2.0	05/30/2012	J. Silverman	Minor fixes on View Experts page
3.0	06/01/2012	J. Silverman	Minor fixes on whole document
4.0	06/05/2012	J. Silverman	Copy change to whole document, added in categories
5.0	06/06/2012	J. Silverman	Removed page 4, copy change to whole document, added in sub-categories
6.0	06/11/2012	J. Silverman	page 4, copy change to reference 6064 Communities – Full List of Category Buckets.docx
7.0	06/11/2012	D. Sanders	Copy Audit completed
8.0	07/09/2012	S. McClain	Added "About Us" and "FAQ" links

Structural View: Module Variation

<Community Header>

<Community Global navigation>

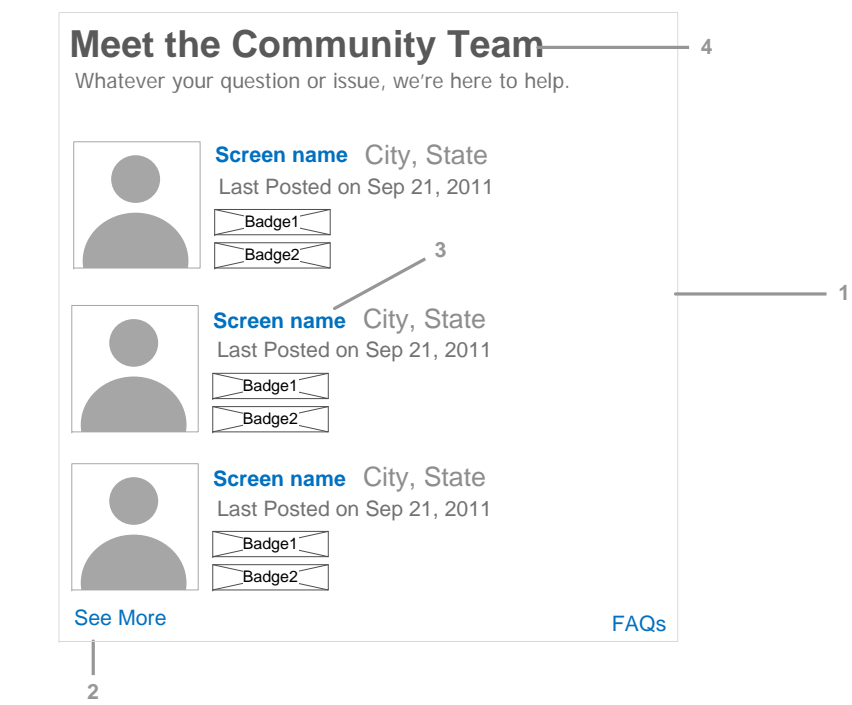**Module A
(# of columns)**
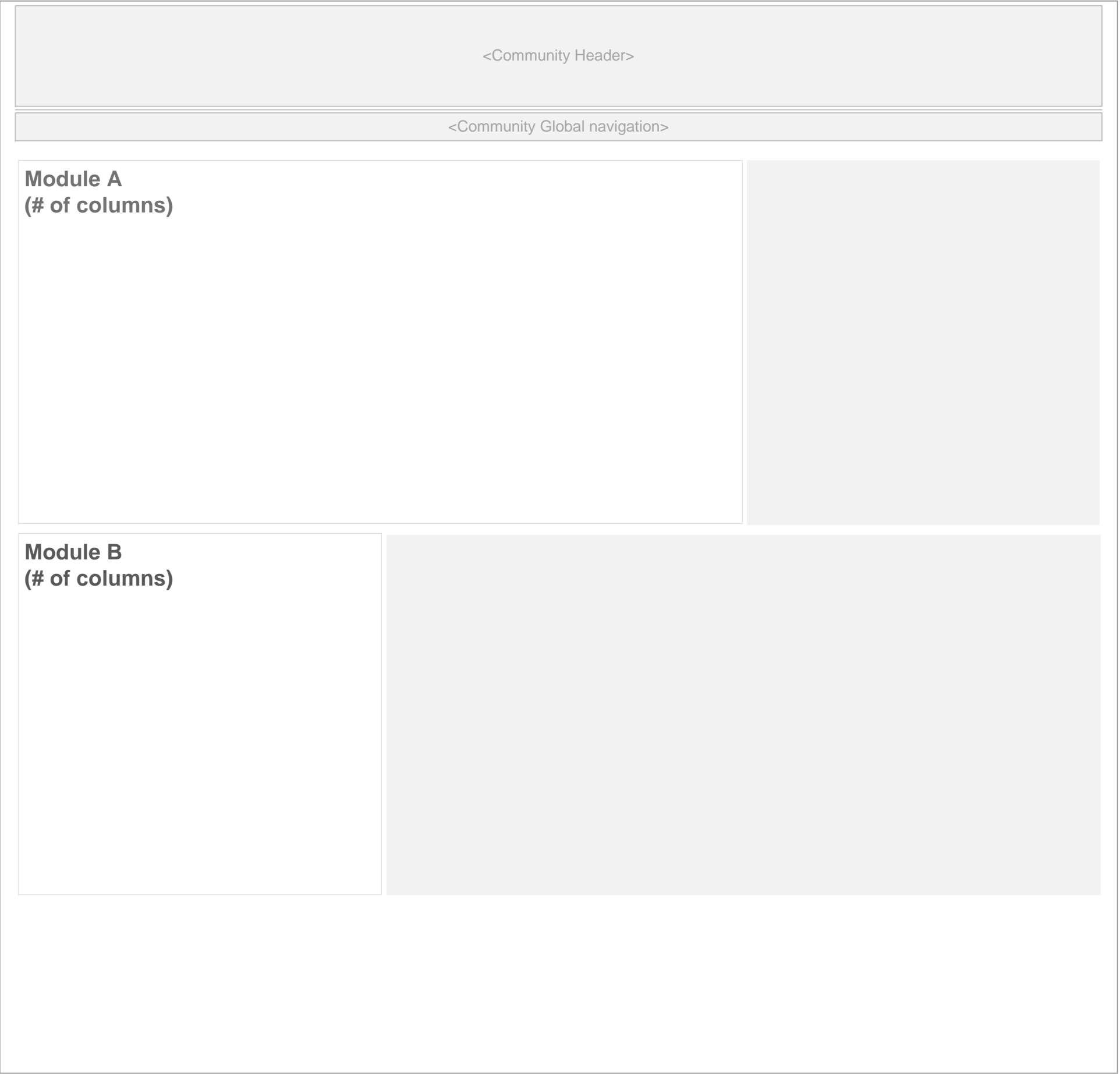
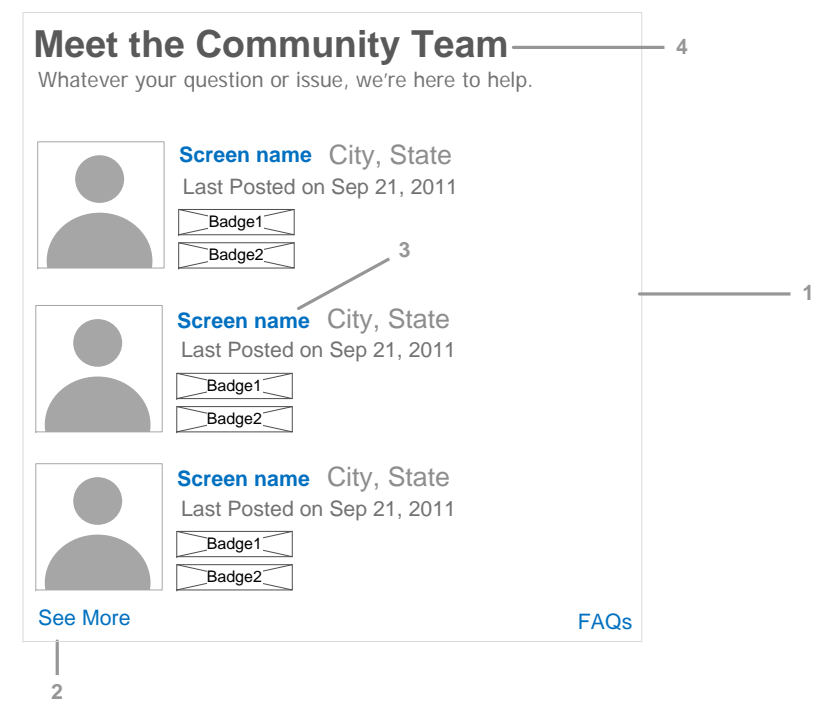**Module B
(# of columns)**

——Top fold——

Component View 10: Featured Communtiy Team Module

This module displays on homepage, and specific category landing pages.

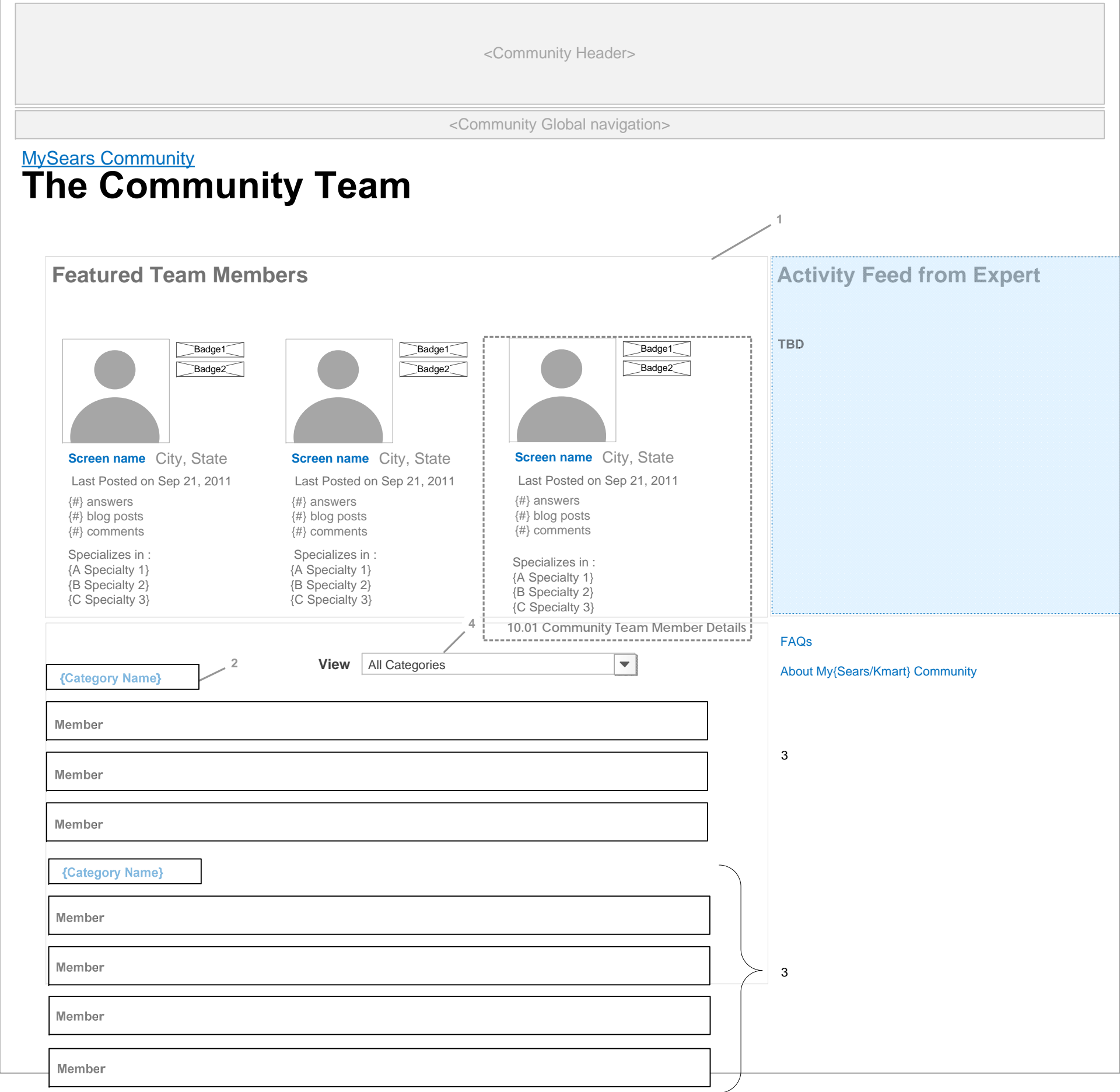## Condition 10 – When on category specific page, with a maximum of 3 community specific team members

Meet the Community Team ─── 4

Whatever your question or issue, we're here to help.

Screen name City, State
Last Posted on Sep 21, 2011
Badge1
Badge2

─── 3

Screen name City, State
Last Posted on Sep 21, 2011
Badge1
Badge2

─── 1

Screen name City, State
Last Posted on Sep 21, 2011
Badge1
Badge2

See More   FAQs

2

Condition 20 – When on the homepage with a maximum of 3 community team members

Meet the Community Team ─── 4

Whatever your question or issue, we're here to help.

Screen name City, State
Last Posted on Sep 21, 2011
Badge1
Badge2

─── 3

Screen name City, State
Last Posted on Sep 21, 2011
Badge1
Badge2

─── 1

Screen name City, State
Last Posted on Sep 21, 2011
Badge1
Badge2

See More   FAQs

2

MODULE CONDITIONS

1 – Community Team Member Module

Type: Module A (Contractible)

Functionality: Must show at least 1 community team member. If no members are available do not display module. Maximum of 3. Module is contractible if there is only 1 member.

Display: If on homepage display community members from all categories/topics
If on topic page display community members from the associated topic

2– See More

Type: Hyperlink

Functionality: Display only if there is > then 3. nClick, system will take user to Page View 10: See More.

3– Screen name

Type: Hyperlink

Functionality: onClick, system will take user to profile page

Sears Holdings Corp   CONFIDENTIAL   ECOM6064 Community -Experts 2012-07-09 v08_Final Copy.vsd   **Project:** Community Initiative   **Author:** J.SIlverman   Last edited: 07/09/12 6:05 PM   Page 3 of 6

Condition 10 – from the homepage

<Community Header>

<Community Global navigation>

[MySears Community](#)

The Community Team

1

Featured Team Members

Activity Feed from Expert

Badge1
Badge2

Badge1
Badge2

Badge1
Badge2

Screen name City, State

Last Posted on Sep 21, 2011

{#} answers
{#} blog posts
{#} comments

Specializes in :
{A Specialty 1}
{B Specialty 2}
{C Specialty 3}

Screen name City, State

Last Posted on Sep 21, 2011

{#} answers
{#} blog posts
{#} comments

Specializes in :
{A Specialty 1}
{B Specialty 2}
{C Specialty 3}

Screen name City, State

Last Posted on Sep 21, 2011

{#} answers
{#} blog posts
{#} comments

Specializes in :
{A Specialty 1}
{B Specialty 2}
{C Specialty 3}

TBD

10.01 Community Team Member Details

4

View [All Categories ▼]

2
{Category Name}

Member

Member

Member

{Category Name}

Member

Member

Member

Member

[FAQs](#)

[About My{Sears/Kmart} Community](#)

3

3

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1 – Featured Community Team Members
Type: Module A Display
Functionality: Module is flexible and will expand or contract depending on # of categories & community members

2 – Category Name
Type: Hyperlink
Functionality: Display category when there is at least one member. Do not display category if there are no members.
Arrangement: Categories are displayed in alphabetical order

> **Suggestion UX:**
> Order from "Most Popular" or "Most Contributed" category.
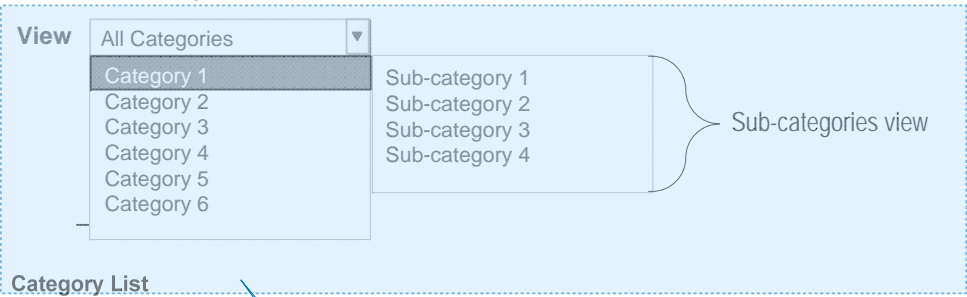> How feasible is it?

3 – Community Members
Type: List View
Functionality: Will display a list of all community team members within each the categories.
Arrangement: Experts are displayed in alphabetical order within categories.

4 – Filter Categories
Type: Drop-Down
Arrangement: Categories are displayed in alphabetical order
Display: These categories MUST be used consistently throughout the Sears Community (or Kmart Community site) whether on the category tab of the global navigation, interest pages, Q&A pages or Community Team pages.
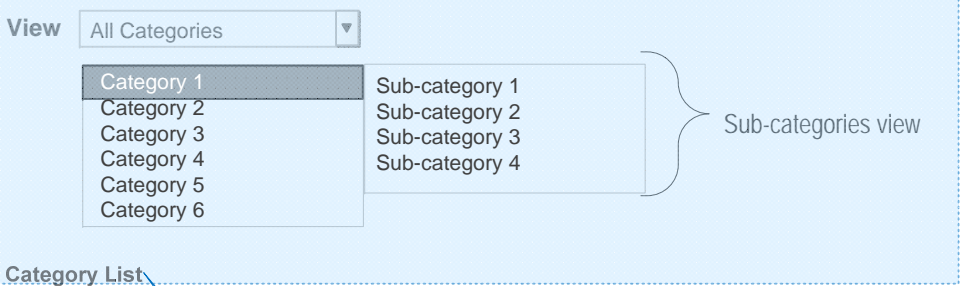
Sears Filter Categories

View [All Categories ▼]

Category 1
Category 2
Category 3
Category 4
Category 5
Category 6

Sub-category 1
Sub-category 2
Sub-category 3
Sub-category 4

Sub-categories view

Category List

> **REFERENCE:**
> 6064 Communities I Full List of Category Buckets.docx

Kmart Filter Categories

View [All Categories ▼]

Category 1
Category 2
Category 3
Category 4
Category 5
Category 6

Sub-category 1
Sub-category 2
Sub-category 3
Sub-category 4

Sub-categories view

Category List

> **REFERENCE:**
> 6064 Communities I Full List of Category Buckets.docx

Condition 20 – Specific category page with total of 4 experts

<Community Header>

<Community Global navigation>

MySears Community > {Category Name}

The Community Team

Featured Team Members

Activity Feed from Expert

TBD

Screen name City, State
 Last Posted on Sep 21, 2011
 {#} answers
 {#} blog posts
 {#} comments

 Specializes in :
 {A Specialty 1}
 {B Specialty 2}
 {C Specialty 3}

Badge1
Badge2

Screen name City, State
 Last Posted on Sep 21, 2011
 {#} answers
 {#} blog posts
 {#} comments

 Specializes in :
 {A Specialty 1}
 {B Specialty 2}
 {C Specialty 3}

Badge1
Badge2

Screen name City, State
 Last Posted on Sep 21, 2011
 {#} answers
 {#} blog posts
 {#} comments

 Specializes in :
 {A Specialty 1}
 {B Specialty 2}
 {C Specialty 3}

Badge1
Badge2

10.01 Community Team Member Details

FAQs

{Category Name}

View   Category 1 ▾

About My{Sears/Kmart} Community
                                      1

Screen name
 City, State Last Posted on Sep 21, 2011   {#} answers   {#} blog posts   {#} comments

Badge1
Badge2

10.01 Expert Details

——Top fold——

10.01 Community Team Member Details

Condition 10 – Featured Community Team Member View

REFERENCE: WIREFRAME
Global Components
Component 100, 110

Profile Information & Date

Badge1
Badge2

Screen name City, State
Last Posted on Sep 21, 2011

{#} answers
{#} blog posts ————————————— 1
{#} comments

Specializes in : ————————————— 2
{A Specialty 1}
{B Specialty 2}
{C Specialty 3}

1 – Counter
Type: Display
Functionality: Shows the total # of answer, blog posts and comments
                 from experts. Show the field only if relevant content exists.
Values: - If less than 500, it will display the actual number
                 - if more than 500, it will display 500+

2 – Specialize
Type: Display
Functionality: Shows the area they specialize in.
Display: Display all specialized areas in a list view.

Condition 20 – Community Team Member List View

Profile Information & Date

Screen name
City, State Last Posted on Sep 21, 2011   {#} answers   {#} blog posts   {#} comments ————— 1

REFERENCE: WIREFRAME
Global Components Component 100, 110

Profile Information

Badge1
Badge2