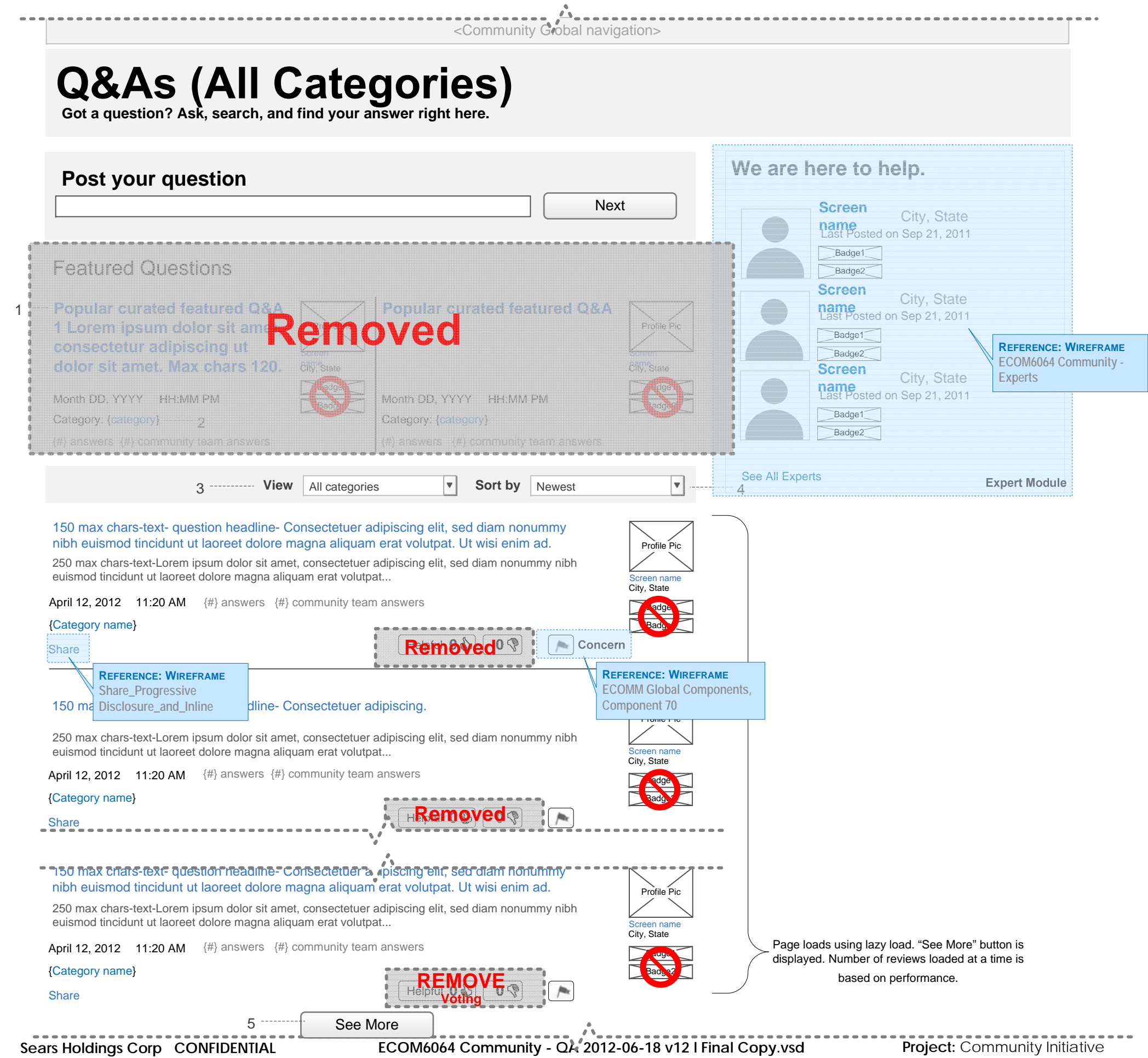


Document Summary

Description	Name
Wireframe Scope	SHC
Brands Covered	Sears Core Sites
Screen ID	
Screen Name	Community Initiative – Q&A

Revision History

Version	Date	Author	Notes
...			
0.0	04/10/12	J. Cisneros	Initial draft for feature list.
1.0	04/18/12	J. Cisneros	Continued modification of page features.
2.0	04/23/12	J. Cisneros	Continued modification of page features.
3.0	05/10/12	J. Cisneros	Continued modification of page features; inclusion of Global Header.
4.0	05/14/12	J. Cisneros	Continued modification of features.
5.0	05/18/12	J. Cisneros	Updated wires based on stakeholder feedback. Copy changes and annotations included.
6.0	05/21/12	J. Cisneros	Updates to annotations. Updates to UGC error condition.
7.0	05/23/12	J. Cisneros	Extracted components from wires into Global Component Wires
8.0	06/04/2012	S. McClain	Moved Header wires out of this wire
9.0	06/06/2012	J.Silverman	Updated wires based on stakeholder feedback. Copy changes included.
10.0	06/06/2012	S. McClain	Cleaned up.
12	06/12/2012	S. McClain	Only modified reference wire destination for “Add answer” and “Reply”



FUNCTIONAL SPECIFICATIONS

1 – Curated Featured Questions
Type: hyperlink
Description: content team curated questions can be from any category. The most popular from specific category will be displayed.
Action: on click
Functionality: On click, page turn to the Q&A detail page for that question.
Condition: Featured content only appears if two popular curated questions are available. If two are unavailable, please refer to View 20.
Max Chars: 120

2 – Category
Type: hyperlink
Description: informs user of question's associated category
Action: on click
Functionality: On click, page turn to the category interest page.

3 – View Filter
Type: drop down
Display Default: All categories questions displayed chronologically
Action: on click
Functionality: On click, menu is displayed showing available category values. Categories are determined by content team.
Condition: View filter is only displayed on Q&A all categories landing page; filter is not needed when user is already within a particular category

View

All categories

All categories

Only categories I follow

Category 1

Category 2

Category 3

Category 4

4 – Sort by Filter
Type: drop down
Default: Newest
Action: on click
Functionality: On click, menu is displayed showing available sort values.

Sort

Newest

Newest

Oldest

Most Answers

Community Team

Answers

5 – See More
Type: button, infinite scroll
Action: on click
Functionality: On click, will display more questions

View 20: All Q&As (Specific Category)

{Category} Q&As

Got a question? Ask, search, and find your answer right here.

Post your question

Next

Featured Questions

- 1 ----- Popular curated featured category Q&A 1 Lorem ipsum dolor sit amet, consectetur adipiscing. Max chars 120.

Month DD, YYYY HH:MM PM

{#} answers {#} community team answers

Profile Pic
Screen name
City, State
Badges

Popular curated featured category Q&A 2

Month DD, YYYY HH:MM PM

{#} answers {#} community team answers

Profile Pic
Screen name
City, State
Badges

Sort by Newest

- 2 ----- 150 max chars-text- question headline- Consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad.

3 ----- 250 max chars-text-Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat...

April 12, 2012 11:20 AM {#} answers {#} community team answers

Share

REMOVE

- 250 max chars-text-question headline- Consectetur adipisicing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad.

250 max chars-text-Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat...




April 12, 2012 11:20 AM {#} answers {#} community team answers

Share

REMOVE

See More

We are here to help.

	Screen name Last Posted on Sep 21, 2011 <div>Badge1</div> <div>Badge2</div>	City, State Last Posted on Sep 21, 2011
	Screen name Last Posted on Sep 21, 2011 <div>Badge1</div> <div>Badge2</div>	City, State Last Posted on Sep 21, 2011
	Screen name Last Posted on Sep 21, 2011 <div>Badge1</div> <div>Badge2</div>	City, State Last Posted on Sep 21, 2011

[See All Experts](#)

Expert Module

Related Articles

- | | |
|--|----------------|
| {Article/Post Title}
By: {Author name}
{#} comments | Month DD, YYYY |
| {Article/Post Title}
By: {Author name}
{#} comments | Month DD, YYYY |
| {Article/Post Title}
By: {Author name}
{#} comments | Month DD, YYYY |
| {Article/Post Title}
By: {Author name}
{#} comments | Month DD, YYYY |
| {Article/Post Title}
By: {Author name}
{#} comments | Month DD, YYYY |

[See All {Category Name} Articles](#)

Featured Questions

REFERENCE: WIREFRAME
ECOM6064 Community -
QA modules, Expert
Module

REFERENCE: WIREFRAME
ECOM6064 Community -
Blog modules wire

FUNCTIONAL SPECIFICATIONS

1 – Curated Featured Category Question

Type:	hyperlink
Description:	these curated questions are from the specific category. The most popular from specific category will be displayed.

Action: on click

Functionality: On click, page turn to the Q&A detail page for that question.

Condition: Featured content only appears if two popular curated questions are available. If two are unavailable, do not display Featured Questions section.

Max Chars: 120

2 – Question title

Type: [hyperlink](#)

Action: on click

Functionality: On click, page turn to the Q&A detail page for that question.

Display Default: All questions displayed chronologically

Max Chars: 150

3 – Detail of Question

Type: text

Max Chars: 250

Condition 10 – Default View



1 – Satisfied Icon

2 – Order of Answers

3 – Share

4 – Related Question

Action: on click

Functionality: On click, page turn to the Q&A detail page for that question.

Condition: only display if there are related questions.
Max chars: 120

Sears Community > {Category} Q&As

Question

{Question Headline goes here... Max 120 characters.}

{Optional question details goes here... wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore}

Month DD, YYYY HH:MM PM

REFERENCE: WIREFRAME
ECOMM Global Components,
Component 110

Removed



1



3

Share



No answers have been posted...yet.

Be the first to show off your big brain and post an answer.

Add Answer

REFERENCE: WIREFRAME
ECOMM Global Components
Component 55

Related Questions

{Related Question 1}

{#} answers {#} community team answers

{Related Question 2}

{#} answers {#} community team answers

{Related Question 3}

{#} answers {#} community team answers

FUNCTIONAL SPECIFICATIONS

1 – Share

Type: hyperlink
Reference: Share_Progressive Disclosure_and_Inline_v1.1 wires
Condition: both question and answer is shared

Component 30.10 - Answers

Condition 10 – User Answer

Answer

{Member answer goes here...tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, nostrud exerci }

Month DD, YYYY

HH:MM PM

Profile Pic

Screen name
City, State

Badge

Badge

Share

Reply

Was this helpful?

0

0

Condition 20 – Community Team Member (formerly “Expert”) Answer

- CTM answers are first in priority order (before user answers) within thread listed. If more than 1 CTM answer list them chronologically
- CTM answers should be visually distinct from user answers
- due to their moderation tool, CTMs have ability to include additional media/resources

Community Team Answer

{Answer content goes here... tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, nostrud exerci {**relevant keyword**} suscipit lobortis nisl ut aliquip ex {**relevant keyword**} consequat. Duis autem vel

Month DD, YYYY

HH:MM PM

Profile Pic

CTM Name
City, State

Badge1

Badge2

Share

Reply

Was this helpful?

0

0

REFERENCE: WIREFRAME

ECOMM Global Components, Component 50.10

Condition 30 – Add a reply (comment)

- when user replies to an answer there should be an indentation to distinguish the threaded conversation
- all nested comments should begin with “in response to {Screen name}”

in response to {Screen rname}

{User comments goes here...Consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. }

Month DD, YYYY

HH:MM PM

Profile Pic

Screen name
City, State

Badge1

Badge2

Share

Reply

Was this helpful?

0

0

FUNCTIONAL SPECIFICATIONS

1 – Expert Answer

Description: all expert answers should be grouped together in chronological order and surfaced before community answers.

2 – Relevant Keywords

Type: hyperlink
Description: these hyperlinked key terms will be generated by experts via the expert moderation tool. Experts can include resources, information to services, or products via these links in their responses.
Action: on click
Functionality: On click, information layer appears- brings user to new browser window

Future Phase

Condition 40 – User's Own Answer

- when a user views his or her own comment, the comment has a “Delete Comment” link
- report concern icon should not be displayed

Answer

Consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, nostrud exerci suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum.

Month DD, YYYY

MM PM

Profile Pic

Screen name
City, State

Badge1

Badge2

Share

Reply

Was this helpful?

0

0

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ECOM6064 Community - QA 2012-06-18 v12 | Final Copy.vsd

Project: Community Initiative

Author: S. McClain

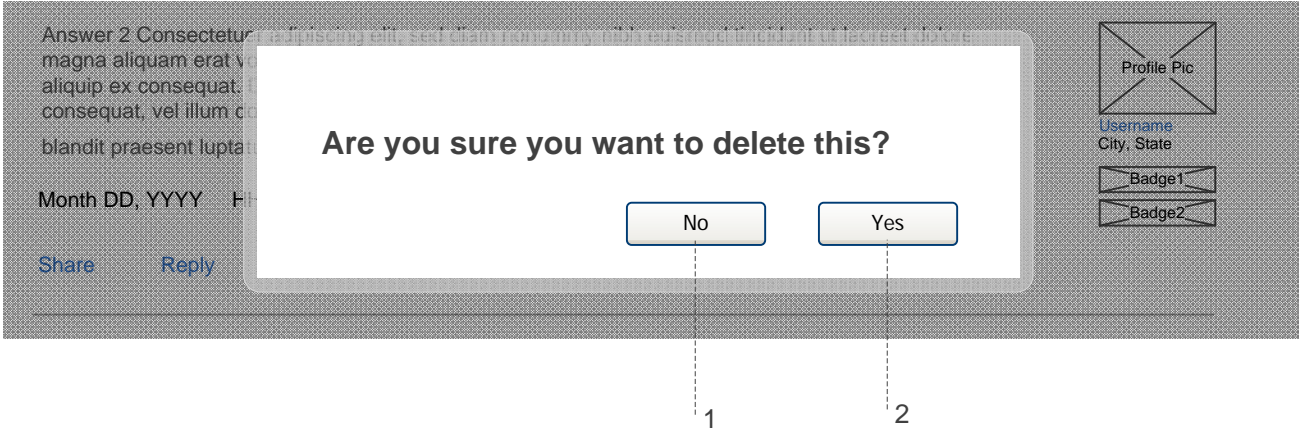
Last edited: 06/18/12 4:02 PM

Page 6 of 15

Component 40.10.10 - Deleting Answer

Condition 10 – User’s Deletes Own Answer

- After a logged in user views clicks on “Delete” link, the user is prompted to confirm deletion of answer via a modal.



FUNCTIONAL SPECIFICATIONS

1 – No
Type: html button
Action: on click
Functionality: On click, modal closes.

2 – Yes
Type: html button
Action: on click
Functionality: On click, user’s comment is removed from the thread and modal closes.

{Category} Q&As

Got a question? Ask, search, and find your answer right here.

Post your question

{how do I redee}

Next

Questions within {category}

<how do I redeem rewards points>

<how do I redeem bonus points>

<how do I redeem rewards points>

<how do I redeem bonus points>

<how do I redeem member rewards>

<how do I redeem electronic gift cards>

<how do I redeem shop your way rewards points>

50.10-Q&A Search

Q&A 2 Lorem
t,
ing ut

Profile Pic

Username
City, State

Badge1

Badge2

PM

ers {#} views

Sort by Newest

text- question headline- Consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat...more

April 12, 2012 11:20 AM {#} answers {#} expert answers {#} views

Share

Reply

Helpful 0

text- question headline- Consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat...more

April 12, 2012 11:20 AM {#} answers {#} expert answers {#} views

Share

Reply

Helpful 0

text- question headline- Consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat...more

April 12, 2012 11:20 AM {#} answers {#} expert answers {#} views

Share

Reply

Helpful 0

We are here to help.

Username City, State

Last Posted on Sep 21, 2011

Badge1

Badge2

Username City, State

Last Posted on Sep 21, 2011

Badge1

Badge2

Username City, State

Last Posted on Sep 21, 2011

Badge1

Badge2

See All Experts

Expert Module

Featured Questions

Customer Service

Problems with Customer Service & Refund

Share {#} answers | {#} views | {#} expert answers

Another questions asked by member in Customer Service Section?

Share {#} answers | {#} views | {#} expert answers

Yet another question also about Cust service.

Share {#} answers | {#} views | {#} expert answers

Delivery

Why is it that Kmart seems like more fun?

Share {#} answers | {#} views | {#} expert answers

See All Customer Service Questions

Featured Questions

REFERENCE: WIREFRAME
ECOM6064 Community -
QA modules 2012-05-18
v01.pdf, Expert Module

REFERENCE: WIREFRAME
ECOM6064 Community -
QA modules 2012-05-18
v01.pdf, Featured
Questions Module

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Project: Community Initiative

Author: S. McClain

Last edited: 06/18/12 4:02 PM

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COMMUNITY NAVIGATION ELEMENTS

Q&As (All Categories)

Got a question? Ask, search, and find your answer right here.

Post your question

Screen Name Required

10.07 – Screen Name

Your Question Required

user's submitted question- lorem ipsom adipsching elit sed diam nonumy nibh eusmod tindidunt ut laoree dolore magna aliquam erat.

Add more details (Optional)

Category Required

Choose the category that best matches your question.

Select

Tag(s) Required

Choose the tags that best match your question. You can choose up to five.

(suggested tag 1)

(suggested tag 2)

(suggested tag 3)

(suggested tag 4)

(suggested tag 5)

(suggested tag 6)

(suggested tag 7)

(suggested tag 8)

Optional

Add a link

Upload Media

☐ Also send your question to an expert

Post

Cancel

50.10- Q&A Search

We are here to help.

Username City State

Last Posted on Sep 21, 2011

Badge

Badge

Username City State

Last Posted on Sep 21, 2011

Badge

Badge

Username City State

Last Posted on Sep 21, 2011

Badge

Badge

See All Experts

Expert Module

Featured Questions

Customer Service Problems with Customer Service & Refund

Share

Another questions asked by member in Customer Service Section?

Share

Yet another question also about Customer service.

Share

Why is it that Kmart seems like more fun?

Share

See All Customer Service Questions

Featured Questions

1

Descoped

Functionality only available for community team member when answering question

Future Phase

Apr 12, 2012 11:20 AM

00

00

City State

Profile

Answer

Post question heading: Content for answering question coming from question

Product is subject of the question subject and subject of the question is subject of the question

Content for heading and content for answering question and content for heading and content for answering question

Product is subject of the question subject and subject of the question is subject of the question

Apr 12, 2012 11:20 AM

00

00

City State

Profile

Answer

Post question heading: Content for answering question coming from question

Product is subject of the question subject and subject of the question is subject of the question

Content for heading and content for answering question and content for heading and content for answering question

Product is subject of the question subject and subject of the question is subject of the question

FUNCTIONAL SPECIFICATIONS

1 – Tags

Type: choose a tag

Action: on click

Functionality: On click, tags are added to your question. The community team member who is answering question will do the tagging.

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Project: Community Initiative

Author: S. McClain

Last edited: 06/18/12 4:02 PM

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COMMUNITY NAVIGATION ELEMENTS

FUNCTIONAL SPECIFICATIONS

1 – Question Error In Focus
Description: when in focus, the follow error message should be displayed

Your Question Required

Please enter your question.

Add more details (Optional)

2 – Category Error In Focus
Description: when in focus, the follow error message should be displayed

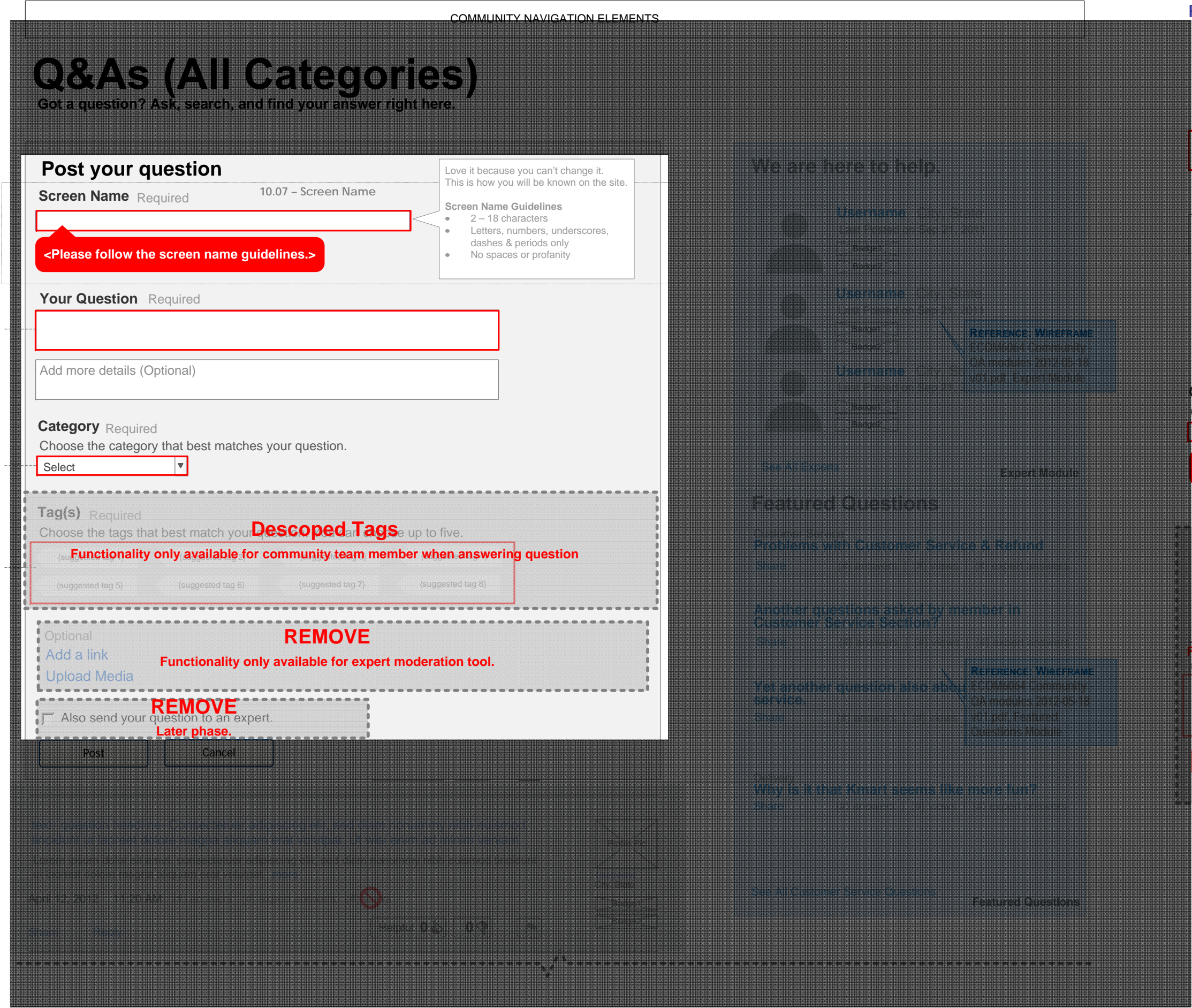
Category Required
Choose the category that best matches your question.

Please choose a category.

2 – Tag Error In Focus
Description: when in focus, the follow error message should be displayed

Descoped tags
Functionality only available for community team member when answering question

Please choose at least one tag.



Component 50.10- Q&A Search (1 of 3)

Condition 10 – Default View

- user is able to enter a question within the search box
- 250 chars max.

Post your question

Next

Condition 20 – User Begins to Type Question from All Q&As Landing Page

- as user types question, the system should begin commence auto suggesting similar questions
- auto suggestion will commence on the second char entered in the search box (same as sears.com)
- the suggested questions can be from any category

Post your question

{how do I redee}

Next

<how do I redeem rewards points>

<how do I redeem bonus points> 1

<how do I redeem member rewards>

<how do I redeem electronic gift cards>

<how do I redeem shop your way rewards points>

Condition 30 – User Begins to Type Question from a Category Page

- as user types question, the system should begin commence auto suggesting similar questions
- if user is interacting with the Q&A search from within a particular category, suggested questions from that particular category should be suggested first.

Post your question

{how do I redee}

Next

Questions within {category}

<how do I redeem rewards points>

<how do I redeem bonus points>

Questions within other categories

<how do I redeem rewards points> 1

<how do I redeem bonus points>

<how do I redeem member rewards>

<how do I redeem electronic gift cards>

<how do I redeem shop your way rewards points>

FUNCTIONAL SPECIFICATIONS

1 – Auto suggested questions

Type: hyperlink
Action: on click
Functionality: On click, page turn to the Q&A detail page for that question.

2 – Next button

Type: html button
Action: on click
Functionality: On click, system accepts user’s entered question and begins the posting a question process. The search section extends downward on page.
Condition: the next button will no longer appear on the UI when user submitting question information for posting.

Condition 40 – User Enters Question

- user continues with their specific question

Post your question

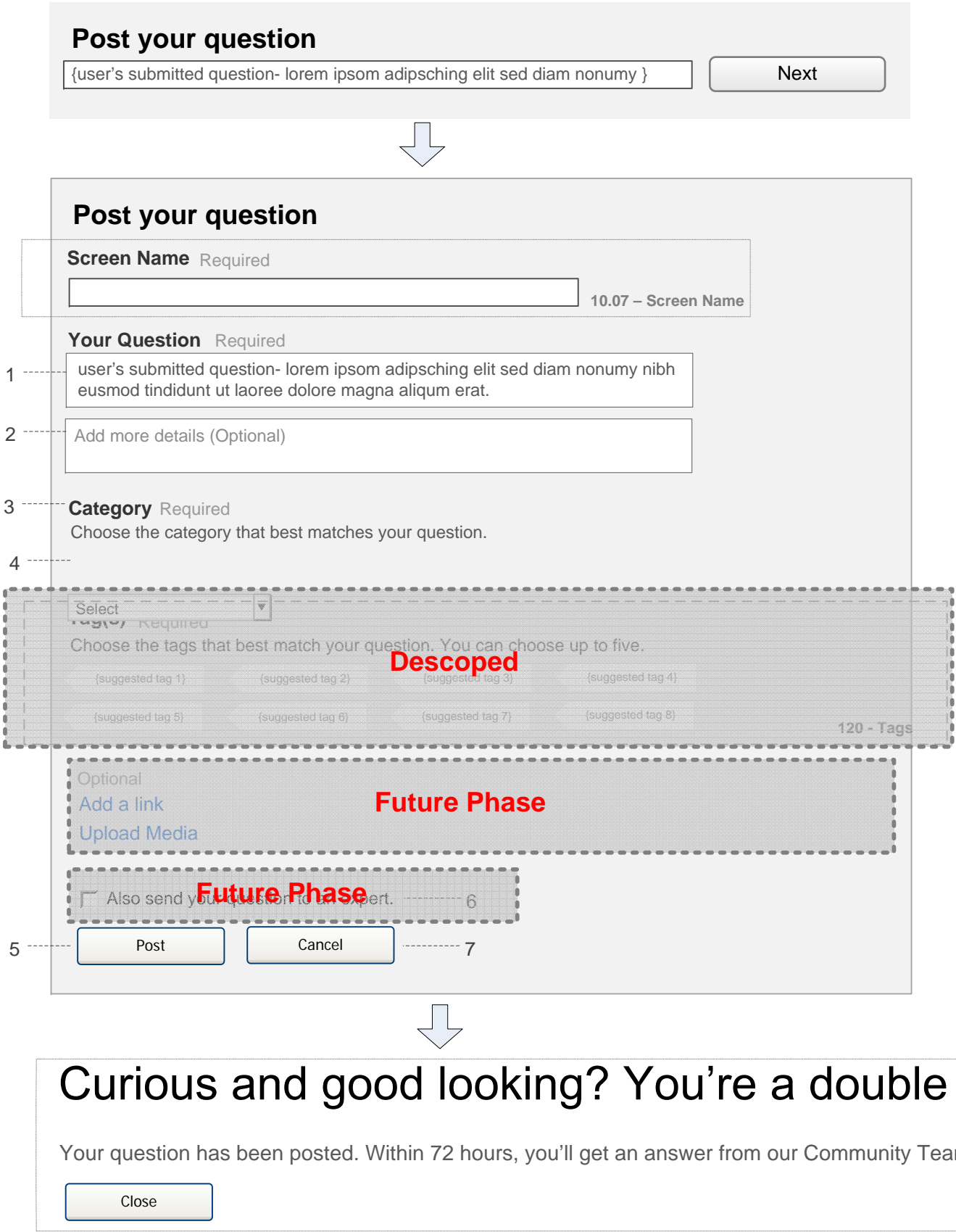
{user’s submitted question- lorem ipsum adipsching elit sed diam nonumy }

Next

Component 50.10- Q&A Search (2 of 3)

Condition 50 – User Clicks on Next

- on click, animation occurs expanding the search section downward and inline
- as downward animation occurs, components are revealed to user



FUNCTIONAL SPECIFICATIONS

1 – User question

Type: textbox

Description: user can edit submitted question within this textbox. If user adds text to the question, the textbox should expand downward to accommodate chars.

2 – Ad more details (Optional)

Type: textbox

Description: user can add supplemental information about their question

Functionality: when user clicks within the textbox, the grey text will disappear.

3 – Category question

Type: text

Condition: category question is only displayed if user is submitting question from the Q&A all categories landing page; the category question is not needed when user is already within a particular category page.

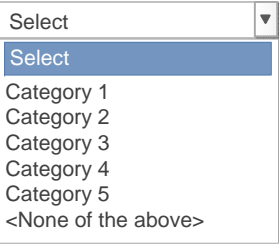
4– Category dropdown

Type: drop down

Default: Select

Action: on click

Functionality: On click, menu is displayed showing available category values. Categories are determined by content team.



5 – Post

Type: html button

Action: on click

Functionality: On click, section reloads to show confirmation message (Component 50.10 – Q&A Search 3 of 3)

Targets: Component 50.10 – Q&A Search Condition 60 or 70

6 – Expert Option

Type: checkbox **REMOVE**

Action: on click **Later phase.**

Functionality: when a user clicks post, an expert will be notified via email to help answer the user's question.

7 – Cancel

Type: hyperlink

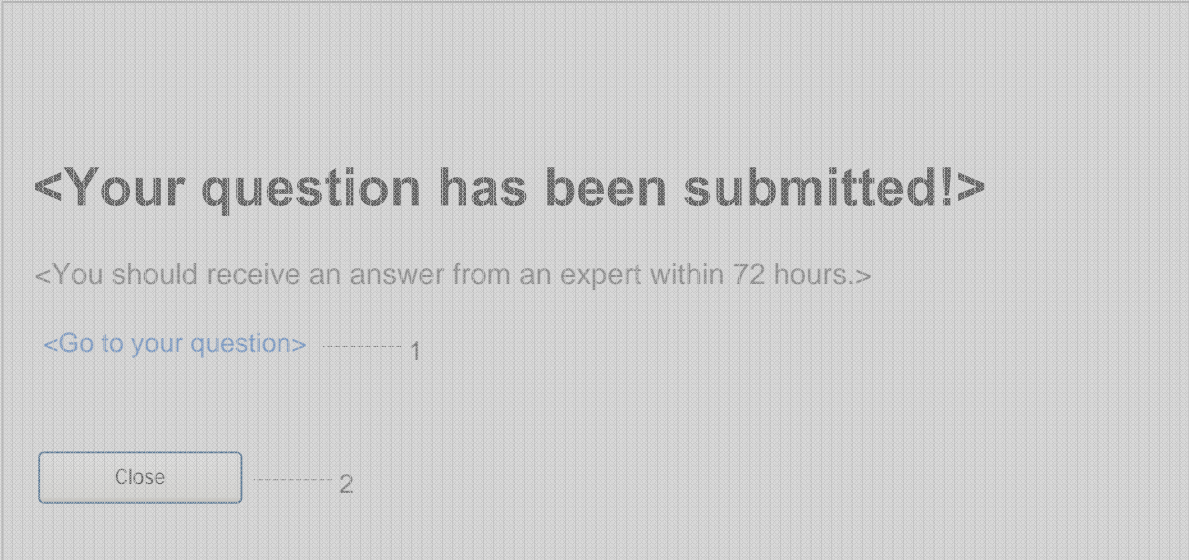
Action: on click

Functionality: collapses the extended section and reverts UI to state prior to clicking the Next button (Component 50.01 Condition 40).

Component 50.10 - Q&A Search (3 of3)

Condition 60 – Answer Confirmation with Expert Checkbox selected

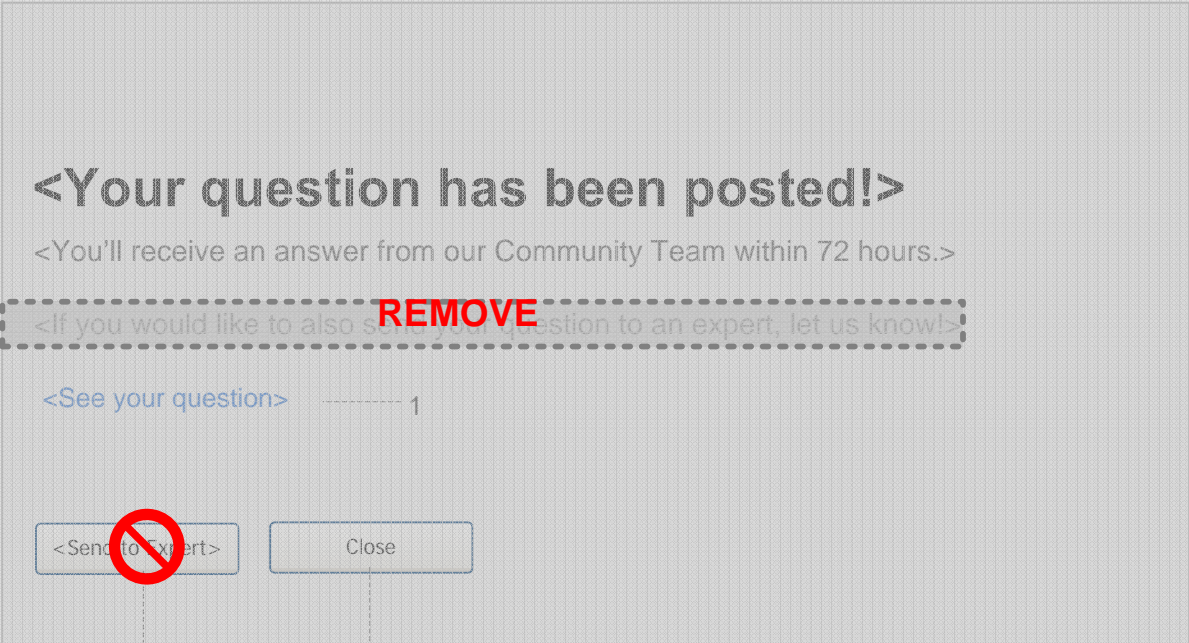
- after user clicks “post” button, expanded area will reload and show confirmation message
- this message displays if user previously opted to send question to an expert.



Descoped

Condition 70 – Answer Confirmation w Opportunity to Send to Expert

- after user clicks “post” button, expanded area will reload and show confirmation message
- this message displays if user previously DID NOT opt to send question to an expert.
- user has final opportunity to notify expert of the question



FUNCTIONAL SPECIFICATIONS

1 – See Your Question

Type: hyperlink
Action: on click
Functionality: On click, page turn to the Q&A detail page.

2 – Close

Type: html button
Action: on click
Functionality: On click, closes the expanded section and reverts UI back to Condition 10.

3 – Send to Expert

Type: html button
Action: on click
Functionality: on click, an expert will be notified via email to help answer the user's question.
Target: condition 60

REMOVE

Question: Add a Link

Ask your question.

Cancel X

text-user's submitted question- lorem ipsum adipsching elit sed diam nonumy nibh eusmod tindidunt ut laoree dolore magna aliquam erat.

Add more details (Optional)

Topic Required

<Please select the topic associated to your question.>

Select

Tag(s) Required

Choose the tags that best match your question. You can choose up to five.

{suggested tag 1}

{suggested tag 2}

{suggested tag 3}

{suggested tag 4}

{suggested tag 5}

{suggested tag 6}

{suggested tag 7}

{suggested tag 8}

Optional

Add a link

Add

Upload Media

Post

☐ Also send your question to an expert.

Ask your question.

Cancel X

text-user's submitted question- lorem ipsum adipsching elit sed diam nonumy nibh eusmod tindidunt ut laoree dolore magna aliquam erat.

Add more details (Optional)

Topic Required

<Please select the topic associated to your question.>

Select

Tag(s) Required

Choose the tags that best match your question. You can choose up to five.

{suggested tag 1}

{suggested tag 2}

{suggested tag 3}

{suggested tag 4}

{suggested tag 5}

{suggested tag 6}

{suggested tag 7}

{suggested tag 8}

Optional

Add a link

{http://www.sears.com} X

Add another link

Upload Media

Post

☐ Also send your question to an expert.

Descoped

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Project: Community Initiative

Author: S. McClain

Last edited: 06/18/12 4:02 PM

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Question: Upload Media

Ask your question.

Cancel X

text-user's submitted question- lorem ipsum adipsching elit sed diam nonumy nibh eusmod tindidunt ut laoree dolore magna aliquam erat.

Add more details (Optional)

Topic Required

<Please select the topic associated to your question.>

Tag(s) Required

Choose the tags that best match your question. You can choose up to five.

{suggested tag 1}

{suggested tag 2}

{suggested tag 3}

{suggested tag 4}

{suggested tag 5}

{suggested tag 6}

{suggested tag 7}

{suggested tag 8}

Optional

Add a link

{http://www.sears.com}

X

Add another link

Upload Media ({0})

Video 100MB max - MOV, AVI, MP4, WMV, MP3

Photo 3MB max - JPG, PNG, GIF

3 photo max

Photo

Video

Post

☐

Also send your question to an expert.

Descoped