

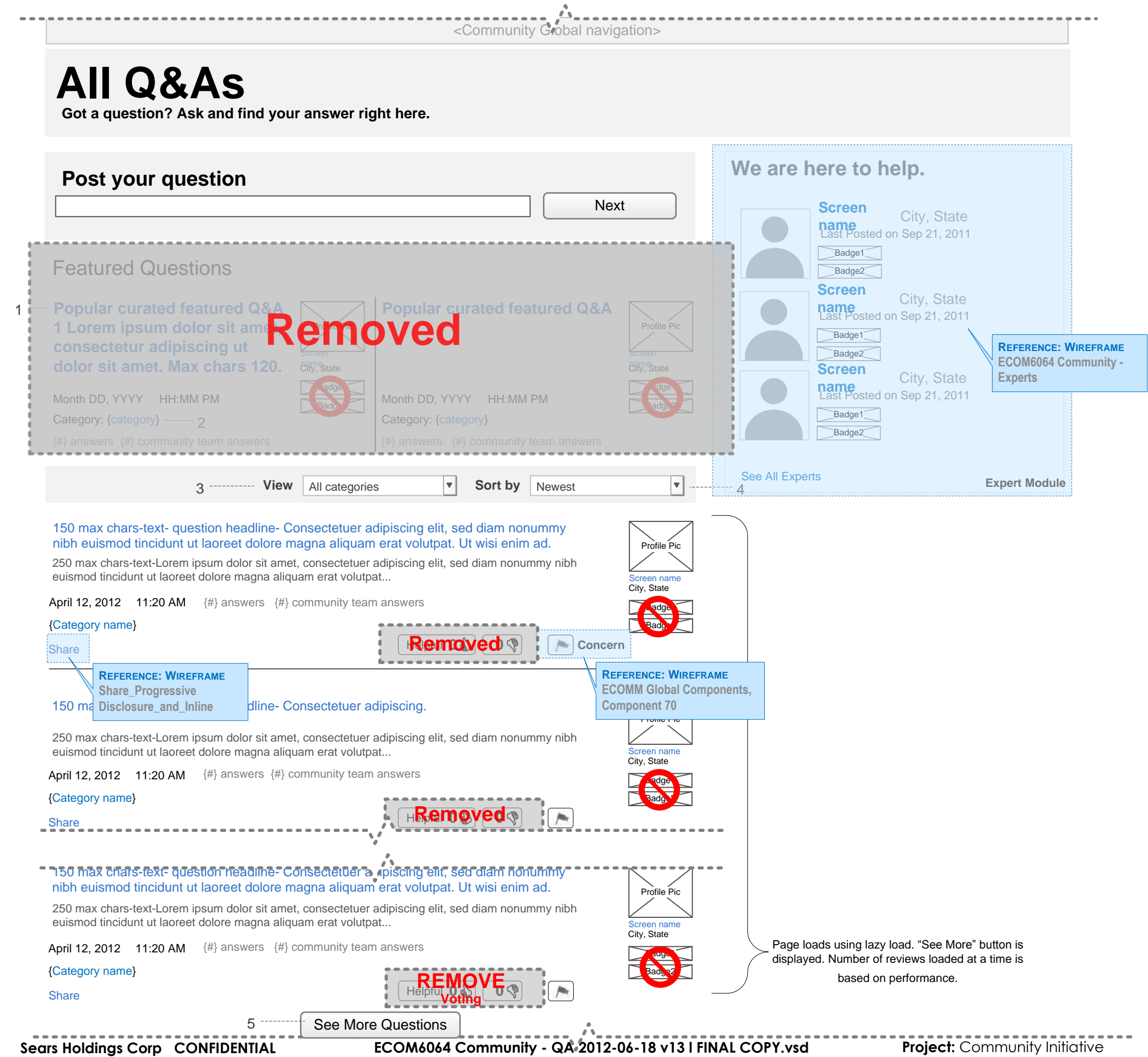
Document Summary

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 drafft 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”

View 10: All Q&As (All Categories)



150 max chars-text- question headline- Consectetuer adipiscing 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 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

{Category name}

Share

Removed

See More Questions

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 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

Profile Pic

Screen name  
City, State

Badges

{#} answers {#} community team answers

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**  
Voting

[See More Questions](#)

**We are here to help.**

The image displays three identical rows of a user profile card. Each row consists of a gray silhouette of a person's head and shoulders on the left. To the right of the silhouette, the text 'Screen name' is written in a bold, dark gray font. Below this, 'City, State' is written in a lighter gray font. Further down, 'Last Posted on Sep 21, 2011' is written in a lighter gray font. At the bottom of each row, there are two gray rectangular buttons stacked vertically, labeled 'Badge1' and 'Badge2' respectively.

[See All Experts](#)

## Expert Module

## Related Articles

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

[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

<b>Type:</b>	hyperlink
<b>Description:</b>	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

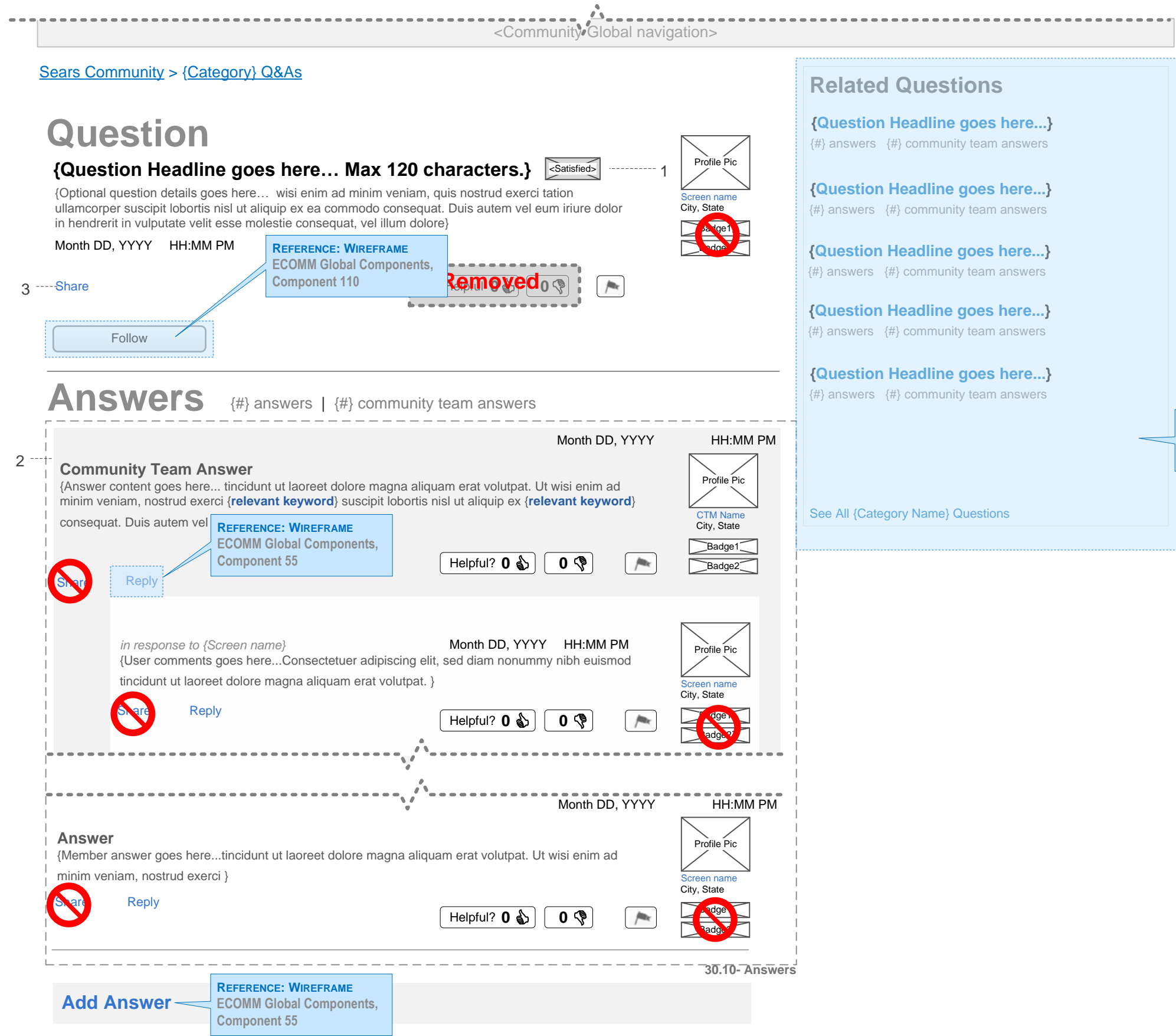
### 3 – Detail of Question

Type: text

Max Chars: 250

View 30: Q&A Details Page (1 of 2)

Condition 10 – Default View



FUNCTIONAL SPECIFICATIONS

**1 – Satisfied Icon**  
Type: icon  
Condition: appears on page once a user indicates satisfaction with expert answer via sears generated email.

**2 – Order of Answers**  
Description: all expert answers should be surfaced before community answers. Comments to answers will be nested.

**3 – Share**  
Type: hyperlink  
Reference: Share\_Progressive Disclosure\_and\_Inline\_v1.1 wires  
Condition: for questions only

**4 – Related Question**  
Type: hyperlink  
Description: these questions should be related to the question. The order should be from most popular to least popular.  
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

View 30: Q&A Details Page (2 of 2)

Condition 20 – 0 Answers View

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

3

Share

Follow

REFERENCE: WIREFRAME  
ECOMM Global Components,  
Component 110

Removed

<Satisfied>

1

Profile Pic

Screen name

City, State

Age1

Address

Related Questions

{Related Question 1}

{#} answers   {#} community team answers

{Related Question 2}

{#} answers   {#} community team answers

{Related Question 3}

{#} answers   {#} community team answers

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

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 }

Share

Reply

Helpful? 0

0

Month DD, YYYY

HH:MM PM

Profile Pic

Screen name  
City, State

Badge

Badge

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

Share

Reply

Helpful? 0

0

Month DD, YYYY

HH:MM PM

Profile Pic

CTM Name  
City, State

Badge1

Badge2

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. }

Share

Reply

Helpful? 0

0

Month DD, YYYY

HH:MM PM

Profile Pic

Screen name  
City, State

Badge1

Badge2

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 consequat. Duis autem vel eum iure 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.

Share

Reply

Helpful? 0

0

Month DD, YYYY

MM PM

Profile Pic

Screen name  
City, State

Badge1

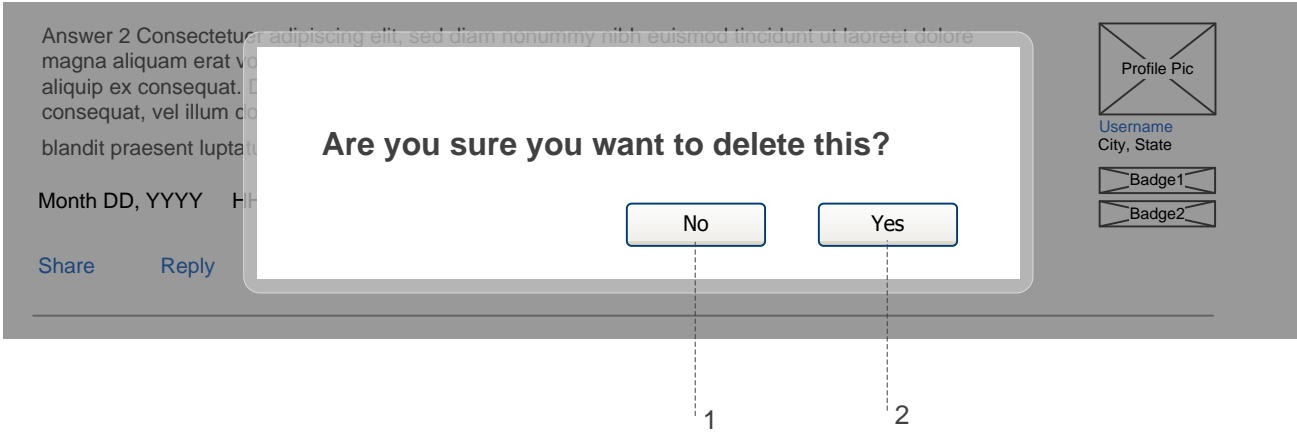
Badge2



# 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 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

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

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

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 | {#} exp

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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ECOM6064 Community - QA 2012-06-18 v13 | FINAL COPY.vsd

Project: Community Initiative

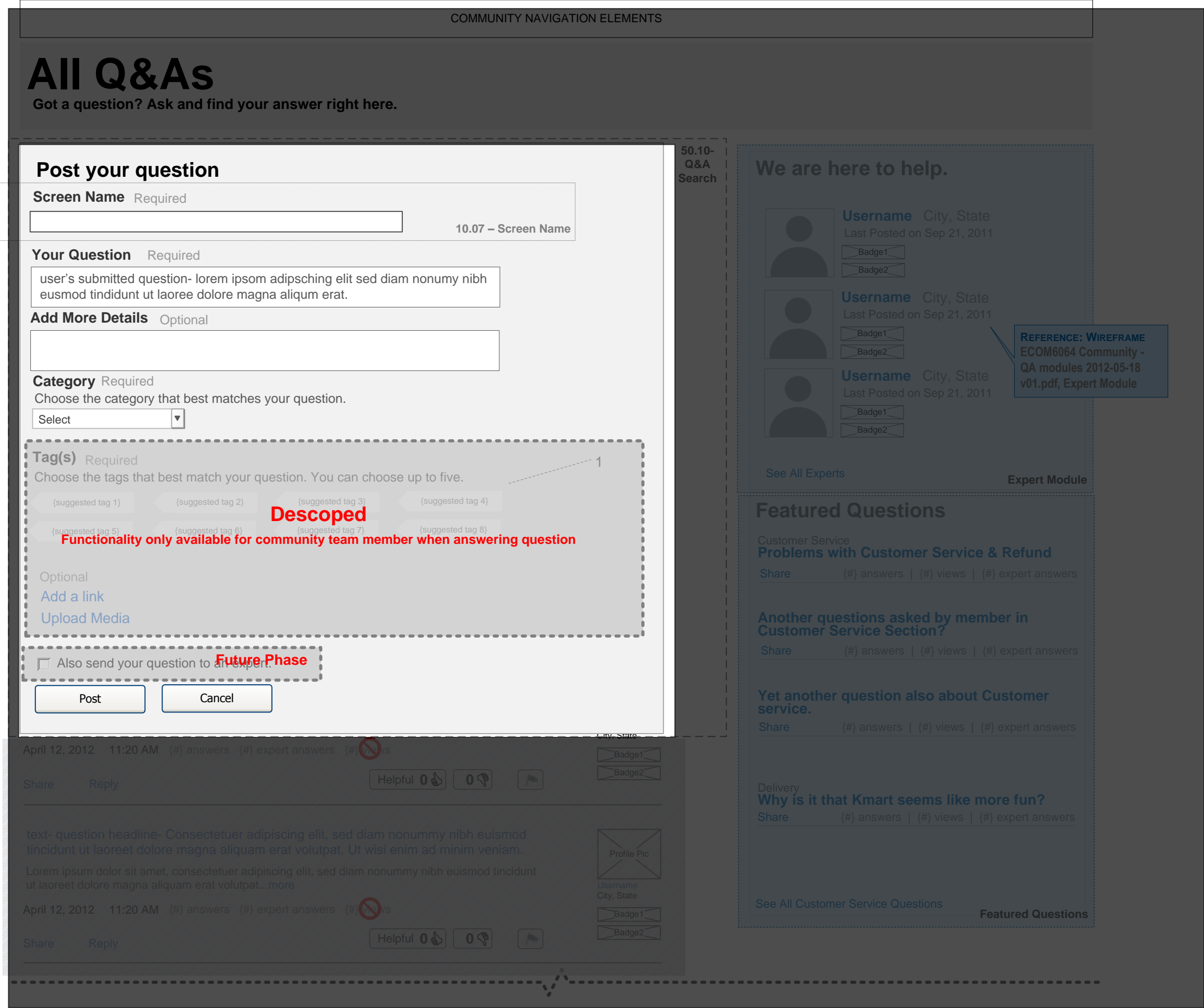
Author: S. McClain

Last edited: 06/19/12 9:17 AM

Page 8 of 15



View 60: Posting a 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.

View 65: Posting A Question, Errors

COMMUNITY NAVIGATION ELEMENTS

All Q&As

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

Post your question

Screen Name Required10.07 – Screen Name

Please follow the screen name guidelines.

Screen Name Guidelines

- 2 – 18 characters
- Letters, numbers, underscores, dashes & periods only
- No spaces or profanity

Your Question Required

1

Add More Details Optional

Category Required

Choose the category that best matches your question.

2

Select

Tag(s) Required

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

3

Descoped Tags

Functionality only available for community team member when answering question

{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

Remove

Functionality only available for expert moderation tool.

Add a link

Upload Media

Also send your question to an expert.

Remove

Later phase.

Post

Cancel

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 service.

Share {#} answers | {#} views

Delivery

Why is it that Kmart seems like more fun?

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

See All Customer Service Questions

Featured Questions

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.

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

Tag(s) Required

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

Descoped tags

Functionality only available for community team member when answering question

{suggested tag 1}

{suggested tag 2}

{suggested tag 3}

{suggested tag 4}

{suggested tag 5}

{suggested tag 6}

{suggested tag 7}

{suggested tag 8}

Please choose at least one tag.

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Project: Community Initiative

Author: S. McClain

Last edited: 06/19/12 9:17 AM

Page 10 of 15

# 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>

## 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

## 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.

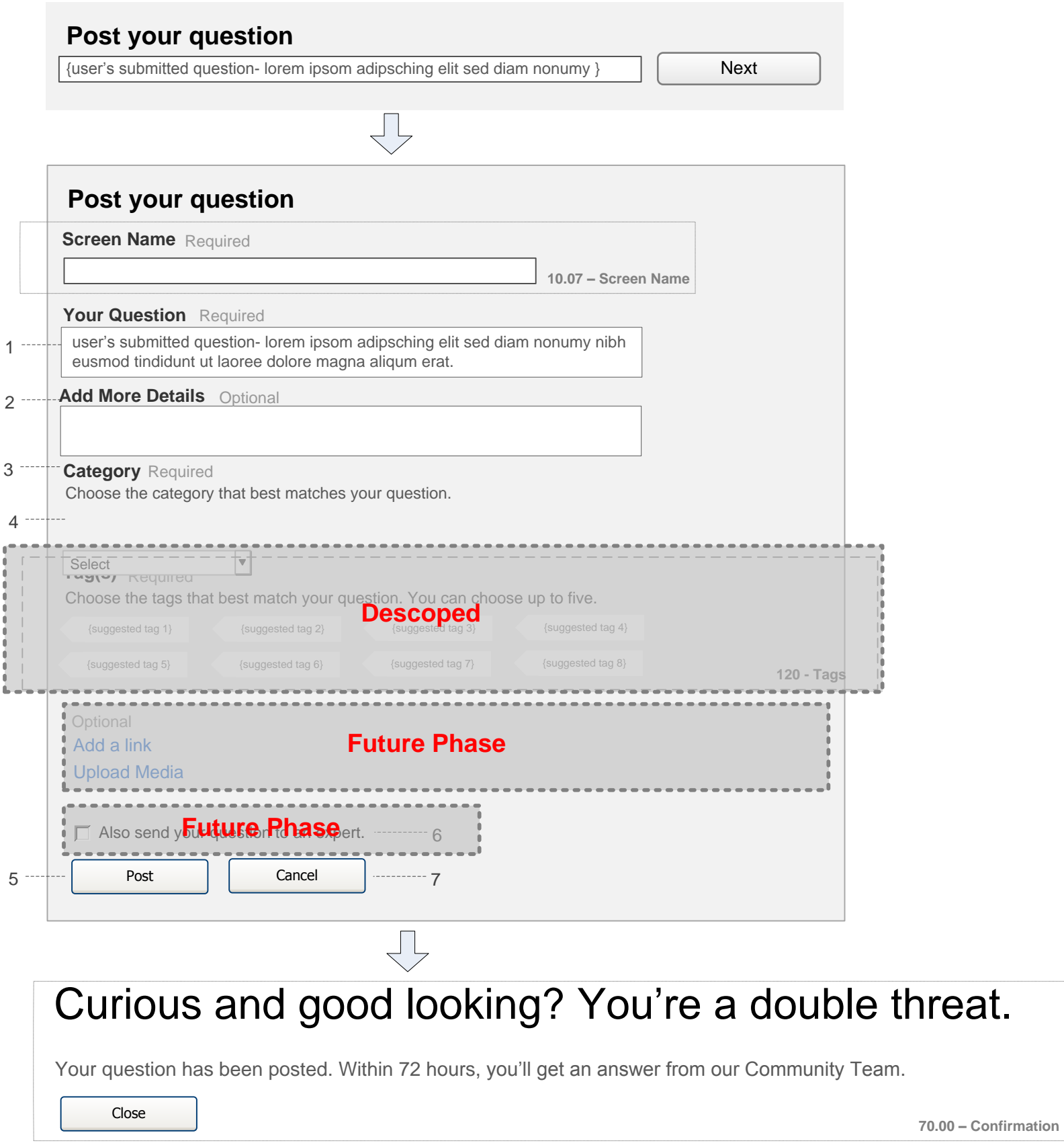
### 2 – Next button

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.

# 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.

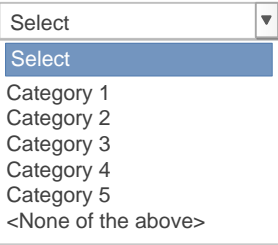
#### 4– Category dropdown

**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

**Action:** on click

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

#### 7 – Cancel

**Type:** hyperlink

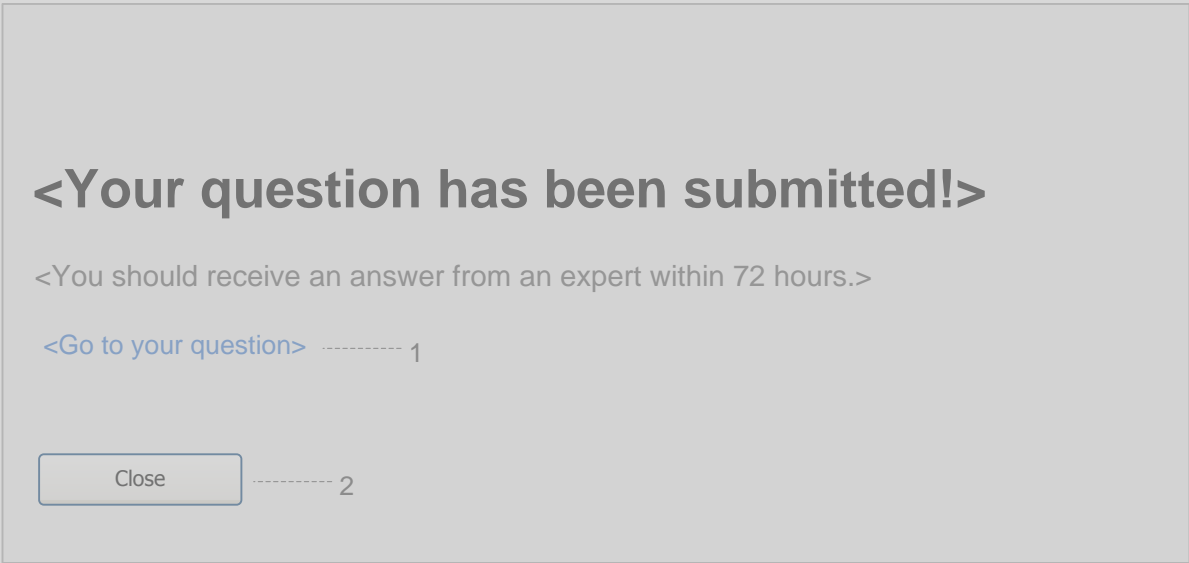
**Action:** on click

**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

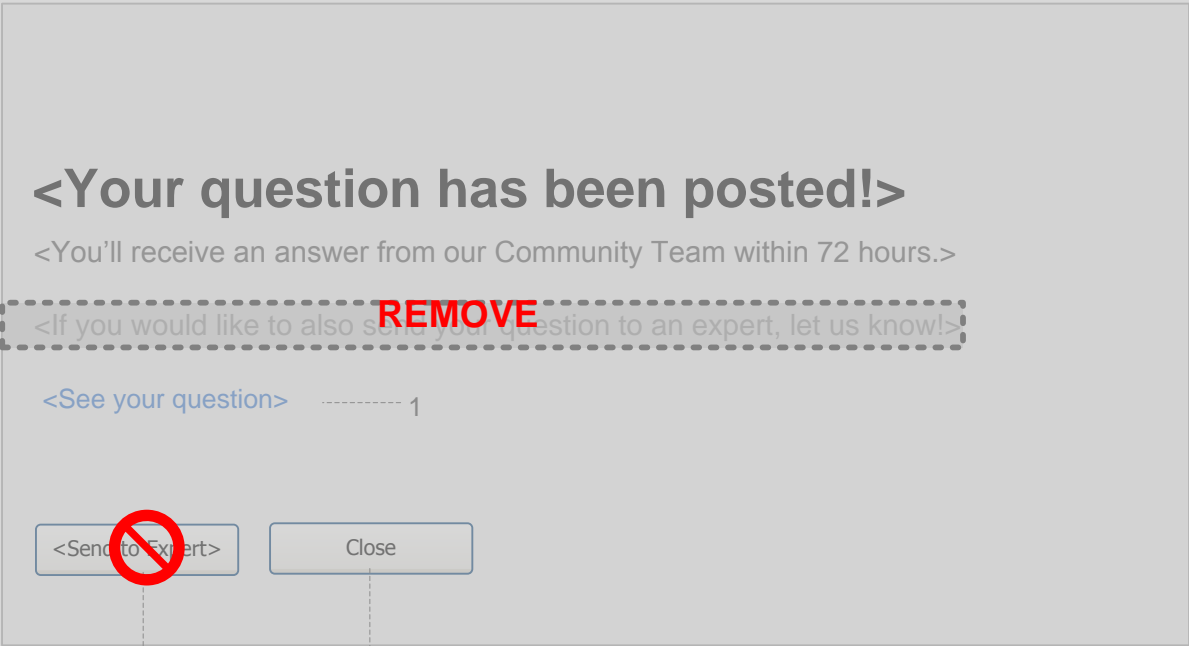
- after user clicks “post” button, expanded area will reload and show confirmation message
- this message displays if user previously opted to send question to an expert.



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

Descoped

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.

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Project: Community Initiative

Author: S. McClain

Last edited: 06/19/12 9:17 AM

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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}

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