

Community_Reviews_W_2012.12.27_v0.05_dmick.graffle

MODIFICATION DATE

CREATOR

FILE NAME

Fri Dec 28 2012

Darrell Mick

Community_Reviews_W_2012.12.27_v0.05_dmick.graffle

Document

Description	Name
Brand	Sears
Product	Community
Area	Community
ID	N/A
Name	Reviews in Commen

Revision History

Version	Date	Author	Notes
0.01	11/27/12	Darrell M.	Initial Concepts
0.02	11//29/12	Darrell M.	- (p.2) removed one column of departments to make 4 instead of 5. - (p.2) removed advertisement area - (p. 4/5) Added right rail content/modules to pages. - (p.5) Top brands are no longer links - (p.5) Added right rail to this page.
0.03	12/04/12	Darrell M.	- Changed right rail content to Related Stories. - Added page 6 : All Reviews Page - when user came from Product Details page - Added flag for for copy to review button labels - (p.8) My Profile - Changed Reviews tab to link
0.04	12/06/12	Darrell M.	- Only one All review page, back link is generic, product image/name launches quick view. - Added page: 2- Category filters. - Changed page Profile Public - Reviews tab to include a tab. copy and link. - Changed the layout of reviews on page Public Profile
0.05	12/27/12	Harrison W.	- Added Category landing page - Added Featured Product widget (now called the Recent Reviews widget)

Shop Your Way

kmart

SHIP

mySears.com

CRAFTSMAN

Kenmore

PartsDirect

LANDSEND

Sears Outlet

See all

mysearscommunity™

GO

ilee5 | Logout

Feedback | Go Shopping: Sears

Categories ▾

Q&A's ▾

Blog Posts ▾

Guides ▾

Reviews

Customer Care

[Category Landing Page Heading]

Lorem ipsum set dolar..

Post your question

Next

Image

Lawn & Garden

<Month, Date, Year>

<Blog Post Title>

By: SHC-SamA

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse arcu dui, fermentum gravida elementum iaculis, pretium eget est. Vestibulum non null. rem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse arcu dui, fermentum gravida elementum iaculis, pretium eget est. Vestibulum non nulla

Here are... See More

Facebook

Twitter

Email

ShopYourway

Related Stories

General

December 3, 2012

Last minute Holiday Savings

0 comments

Share

General

December 3, 2012

Throw the Best Christmas Party!

0 comments

Share

General

December 3, 2012

Gifting Ideas for Holiday

0 comments

Share

3

Recent Product Reviews

[Review Title]

[User Name], [User Location]

“Completely plagiarize tactical niches after unique growth strategies. Intrinsicly...” more

[Product Name]

★★★★★

[Review Title]

[User Name], [User Location]

“Completely plagiarize tactical niches after unique growth strategies. Intrinsicly...” more

[Long Product Name That Wraps to Multiple Lines]

★★★★★

[Review Title]

[User Name], [User Location]

“Completely plagiarize tactical niches after unique growth strategies. Intrinsicly...” more

[Product Name]

★★★★★

Interaction Specifications

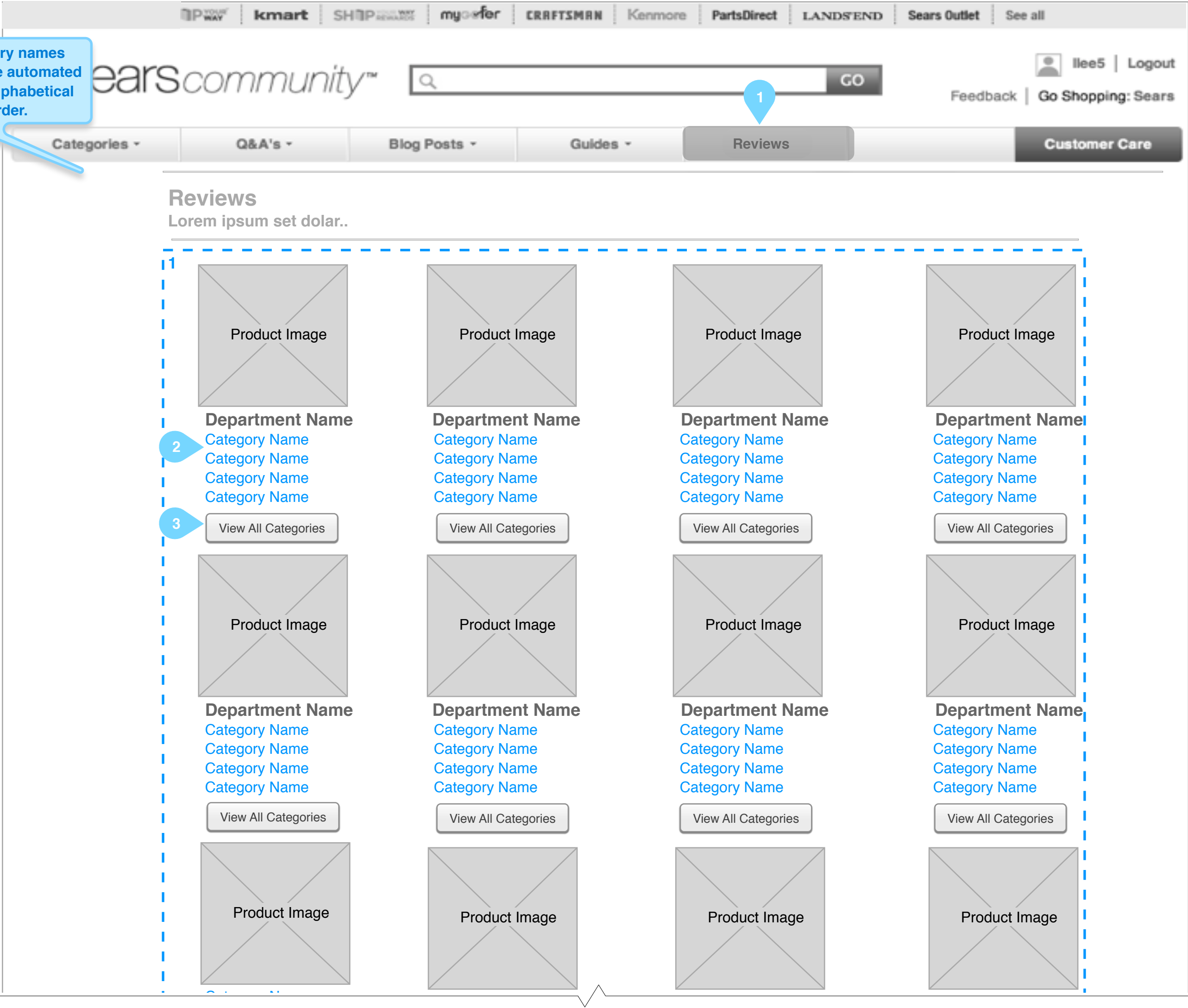
- This page represents the Sears Communities Category landing page.

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Category names
be automated
alphabetical
order.



Interaction Specifications

- This page represents the new Reviews section of the Sears Communities website.
- Each category, which will mirror the different departmental categories
 - A product image will be associated with the each department.
 - Several featured categories will be listed underneath the product image.
 - Clicking on the View All Categories button will expand the list to show all categories. (See page: 1 - Category List Expansion/Collapse)

Functional Specifications

1 - Reviews

Type: Tab/Hyperlink
Functionality: On-click, page turn to the Reviews Landing page
NOTE: This tab will not contain a drop-down list like the other tabs.

2 - Category Name

Type: hyperlink
Functionality: On-click, page turn to that specific category page.

3 - View All Categories

Type: Button
Functionality: On-click, list expands to show more category links.

1

Site Specific Header

2

Narrow By

▼ Category

☐ [Sub-Category] (xx)

☐ [Sub-Category] (xx)

☐ [Sub-Category] (xx)

☐ [Sub-Category] (xx)

☐ [Sub-Category] (xx)

☐ [Sub-Category] (xx)

▼ Filter Category 1

☐ [Variable] 1 (xx)

☐ [Variable] 2 (xx)

☐ [Variable] 3 (xx)

☐ [Variable] 4 (xx)

☐ [Variable] 5 (xx)

☐ [Variable] 6 (xx)

► Filter Category 2

► Filter Category 3

► Filter Category 4

► Filter Category 5

► Filter Category 6

< Back to Landing

Reviews - [Category Name]
Lorem ipsum set dolar..

Top Brands

Brand 1

99

Brand 2

99

Brand 3

99

Brand 4

99

Brand 5

99

Sort by Newest

3

Overall

★★★★★

 999 Reviews

999 Reviewers (00.0%) would recommend this product to a friend

Overall Rating Breakdown:

5stars

(999)

4stars

(999)

3stars

(999)

2stars

(999)

1stars

(999)

4

All Reviews

Write a Review

5

Copy to advise on button label

2

Product Image

31.0 cu. ft. French-Door Bottom-Freezer Refrigerator Stainless Steel

2

Product Image

31.0 cu. ft. French-Door Bottom-Freezer Refrigerator Stainless Steel

Continued on Next Page

Reviews right rail will use existing modules present on communities.
If no content is available the right rail will be left blank.

Interaction Specifications

- This page represents the new reviews section of the Sears Communities website.

Functional Specifications

1 - Back to Landing
Type: Hyperlink
Functionality: On-click, page turn to the Reviews Landing page.

2 - Product Image/Name
Type: Hyperlink
Functionality: On-click, of either the product image or product name, open that products quick view.

3 - Review Information
Type: Button
Functionality: On-click of elements in the review, page turn to that products All Reviews page on sears.com.

4 - All Reviews
Type: Button
Functionality: On-click, page turn to that products All Reviews page on sears.com.

5 - Write a Review
Type: Button
Functionality: On-click, If user is logged in page turn to existing write a review page. If user is NOT logged in, launch the sign in layer and then, once logged in page turn to the existing write a reviews page.
NOTE: Functionality is the same as on sears.com

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Product Image

31.0 cu. ft. French-Door Bottom-Freezer Refrigerator Stainless Steel

Overall

★

★

★

★

★

999 Reviews

999 Reviewers

(00.0%) would recommend this product to a friend

Overall Rating Breakdown:

5stars

(999)

4stars

(999)

3stars

(999)

2stars

(999)

1stars

(999)

All Reviews

Write a Review

Items 1-25 of 500+

25 items per page

Page 1

Next

Site Specific Footer

Interaction Specifications

- This page represents the bottom of a Category page.

Functional Specifications

6 - Previous/Next

Type: hyperlink

Functionality: On-click, page turn to either the next page of results or the previous page.

NOTE: Same controls as on the sears list view page.

Link back to Communities, product image, product name, and product details button lock to the top of the screen as the user scrolls

1 < Go Back to Previous page

2 31.0 cu. ft. French-Door Bottom-Freezer Refrigerator Stainless Steel

kmart mySears CRAFTSMAN Kenmore PartsDirect LANDS'END Sears Home Services Sears Outlet Sell on Sears See all

Store Locator | Email Savings | Customer Service | Sears Credit Cards

Q Enter keyword or item number Search

sign in | register | My Cart

LocalAd Deals Center Parts & Services Gifts Gift Cards Gift Registry Feedback

3 Write a Review

Reviews right rail will use existing modules present on communities. If no content is available the right rail will be left blank.

Overall, others give this:

★★★★★ 999 Reviews

999 Reviewers (00.0%) would recommend this product to a friend

Overall Rating Breakdown:

5stars (999)

4stars (999)

3stars (999)

2stars (999)

1stars (999)

Reviewers may have received a benefit, like a sweepstakes entry or rewards program points, in exchange for writing a review. Those benefits were not conditioned on the positive or negative content of the review.

Most Helpful Reviews

Praise 10 found this helpful

Criticism 3 found this helpful

★★★★★ [User Name]

[Title]

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse arcu dui, fermentum gravida elementum iaculis,

★★★★★ [User Name]

[Title]

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse arcu dui, fermentum gravida elementum iaculis,

Sort By: Newest

UserNameX City, IL

Overall ★★★★★ <Month, Date, Year>

“Lorem ipsum dolor sit amet, elit consectetur adipiscing.”

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse arcu dui, fermentum gravida elementum iaculis, pretium eget est.... More

I would recommend this product to a friend.

Share Helpful (0) (0)

UserNameX City, IL

Overall ★★★★★ <Month, Date, Year>

“Lorem ipsum dolor sit amet, elit consectetur adipiscing.”

Interaction Specifications

- This page is the 'See All reviews page' present on Sears.com for each product.

Functional Specifications

1 - Back to Previous page

Type: Hyperlink
Functionality: If user came to this page from a Communities page then on-click, page turn to the Communities page the user came from.

If user came to this page from a product details page then on-click, page turn to the product details page the user came from.

2 - Product Image/Name

Type: Hyperlink
Functionality: On-click, of either the product image or product name, open that products quick view.

3 - Write a Review

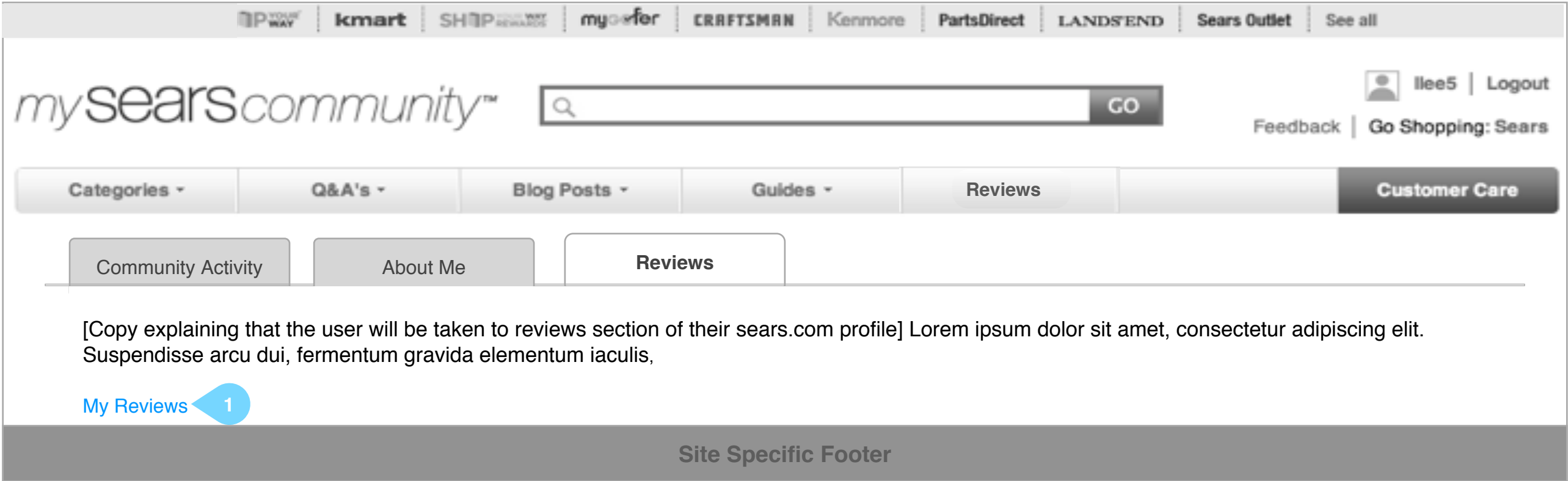
Type: Button
Functionality: On-click, If user is logged in page turn to existing write a review page. If user is NOT logged in, launch the sign in layer and then, once logged in, page turn to the existing write a reviews page.
NOTE: Functionality is the same as on sears.com.

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Profile - Reviews Tab



Interaction Specifications

- This page represents the new My Reviews tab and link in the users profile.

Functional Specifications

1 - My Reviews

Type: Hyperlink

Functionality: On-click, page turn to users the review section of the users Sears.com profile.

mysearscommunity™

GO

Feedback

Go Shopping: Sears

Categories ▾

Q&A's ▾

Blog Posts ▾

Guides ▾

Reviews

Customer Care

[User Name]

Taylor, MI

0 answers
1 post
0 comments
2 reviews

Add a reviews counter to this page.

1

Questions

Reviews

Product Image

31.0 cu. ft. French-Door Bottom-Freezer Refrigerator Stainless Steel

Overall

★

★

★

★

★

[REVIEW TITLE]

Lorem ipsum dolor sit amet, elit consectetur adipiscing.

👍 2

👎 0

Product Image

31.0 cu. ft. French-Door Bottom-Freezer Refrigerator Stainless Steel

Overall

★

★

★

★

★

[REVIEW TITLE]

Lorem ipsum dolor sit amet, elit consectetur adipiscing.

👍 2

👎 0

Site Specific Footer

Interaction Specifications

- This page represents the new reviews portion of a users public profile.
- Clicking on this tab shows all the reviews the user has written.

Functional Specifications

1 - Reviews Tab

Type: hyperlink

Functionality: On-click, reviews are placed in-focus.

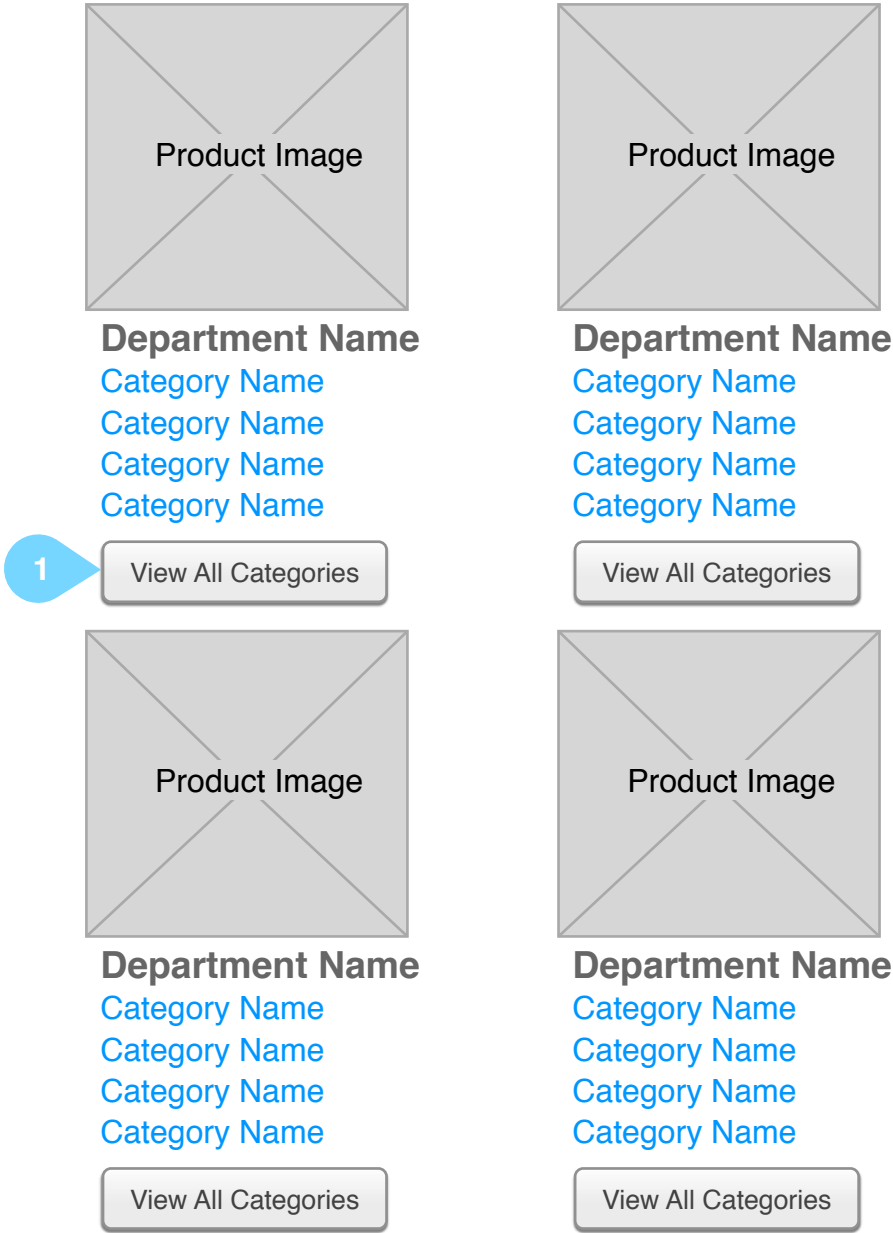
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1 - Category List Expansion/Collapse

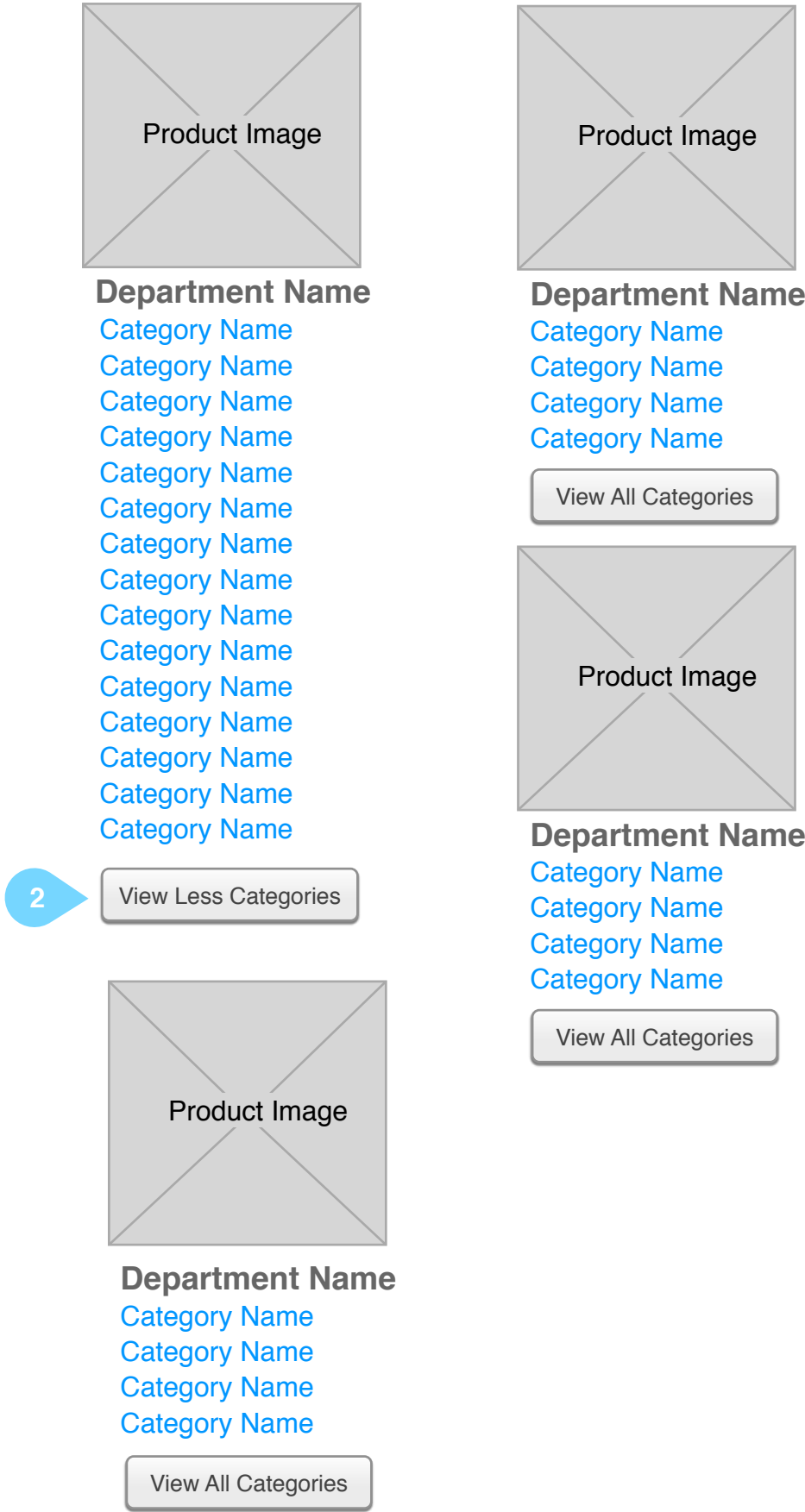
Condition 10 - Default/Closed

- This display should be shown as default with only the featured categories shown.



Condition 20 - Open

- This display should be shown when the user clicks on the View All Categories button
- When the View all Categories button is clicked the list expands down the page to reveal all categories for that department.
- The View All Categories button is labeled View Less Categories
- Any Departments below the expanded categories column is pushed down the page.



Interaction Specifications

- This page represents the conditions for expanding and collapsing category lists on the Reviews landing page.

Functional Specifications

1 - View All Categories

Type: Button

Functionality: On-click, list expands to show more category links.

2 - View Less Categories

Type: Link/Button

Functionality: On-click, list collapses back to its original state

2 - Category Filters

Condition 10 - Default

- Some Category and other Filter category menus are in a expanded state on landing. Some filter categories are collapsed by default.

Narrow By

▼ Category

☐ [Sub-Category] (xx)

☐ [Sub-Category] (xx)

☐ [Sub-Category] (xx)

☐ [Sub-Category] (xx)

☐ [Sub-Category] (xx)

☐ [Sub-Category] (xx)

▼ Filter Category 1

☐ [Variable] 1 (xx)

☐ [Variable] 2 (xx)

☐ [Variable] 3 (xx)

☐ [Variable] 4 (xx)

☐ [Variable] 5 (xx)

☐ [Variable] 6 (xx)

► Filter Category 2

► Filter Category 3

► Filter Category 4

► Filter Category 5

► Filter Category 6

Condition 20 - Select a Category

- Only ONE category can be selected at a time. User may select multiple filter options.
- Once a [Sub-Category] is selected the Category menu is hidden. The Clear [Sub-Category] link is displayed under the Narrow By header and the page is refreshed.
- Once the user clicks the Clear [Sub-Category] link the Category menu us displayed and the page is refreshed.
- The Clear All link is shown whenever the user applies a filter and/or chooses a [Sub-Category]. On click, revert back to condition 10.

Narrow By

Clear All

Clear [Sub-Category]

▼ Filter Category 1

☐ [Variable] 1 (xx)

☐ [Variable] 2 (xx)

☐ [Variable] 3 (xx)

☐ [Variable] 4 (xx)

☐ [Variable] 5 (xx)

☐ [Variable] 6 (xx)

► Filter Category 2

► Filter Category 3

► Filter Category 4

► Filter Category 5

► Filter Category 6

Interaction Specifications

- This page represents the conditions for selecting a [Sub-Category], as the user can only select a single category filter at a time.

1

Recent Product Reviews

[Review Title]

[User Name], [User Location]

“Completely plagiarize tactical niches after unique growth strategies. Intrinsicy...” [more](#)

[Product Name] ★★★★★

[Review Title]

[User Name], [User Location]

“Completely plagiarize tactical niches after unique growth strategies. Intrinsicy...” [more](#)

[Long Product Name That Wraps to Multiple Lines] ★★★★★

[Review Title]

[User Name], [User Location]

“Completely plagiarize tactical niches after unique growth strategies. Intrinsicy...” [more](#)

[Product Name] ★★★★★

Interaction Specifications

- This page details the functionality for the Featured Products widget.

- Functional Specifications
- 1 - Review Title

Type: Link

Functionality: When clicked, page turn to the All Reviews page.
- 2 - More Link

Type: Text Link

Functionality: When clicked, page turn to All Reviews page.
- 3 - Reviewer Information

Type: Text

Functionality: User name and location of the review author.
- 4 - Product Information

Type: Text Link

Functionality: Product name, and reviewer star rating for the product.