| Req. # | Description | Priority (H, M, L) | Phase |
| --- | --- | --- | --- |
| **1.0** | **Welcome Email**   * User registers for a new account for the first time on MySears or MyKmart and they receive a “Welcome Email” * User logs in to the MySears or MyKmart Community for the first time using existing SSO login credentials. They should receive a “Welcome Email.” * Emails deploys within 24 hours of registration. | **H** |  |
| **1.1** | **Q&A Interaction Emails**   * User posts a new Question in any Q&A category (including Customer Service) on MySears or MyKmart Community and they receive a notification email when the following occurs: * Another user posts an answer to their Question * Another user comments on an answer posted to their question * User posts an answer to another users question in any category (including Customer Service) on MySears or MyKmart and they receive a notification when the following occurs: * Another user posts a comment to their answer * Emails should be sent in real-time, if real-time can not immediately be achieved, emails should be sent within 24 hours. * Users agree to receive notification emails when accepting the terms of registration. Users can only opt-out of these emails by going to their profile and selecting the option to opt-out of all notification emails. * General notification emails contain the following: * Marketing copy, Logo, creative template and specified subject line (SL). * User name of user who posted an answer and/or comment * i.e. “*user name* posted an answer” or “*user name* posted a comment” * 75 characters of answer or comment posted with a link to “read more,” which sends the user to the original question (75 characters is an arbitrary number; researching character limits) * Profanity Filter: all content must pass through profanity filter prior to sending to Responsys. | **H** |  |
| **1.2** | **Q&A Follow Emails**   * When a user “Follows” a question, they are opting-in to receive notifications when the following occur: * Another users posts an Answer on the Question * Another users comments on an Answer to the Question * Customer Care questions should not have a Follow button option. * Emails should be sent in real-time, if real-time can not immediately be achieved, emails should be sent within 24 hours or based on a user’s email frequency settings per req. 1.4 Preference Center. * Users agree to receive notification emails when accepting the terms of registration. Users can opt-out of these emails by going to their profile and selecting the option to turn off notification emails.   (include do not follow customer service questions)   * Profanity Filter: all content must pass through profanity filter prior to sending to Responsys. | **H** |  |
| **1.3** | **Answer Network (Category) Emails**   * The answer network allows users who have interest in a specific category or sub-category to opt-in to receive notification emails when another user posts a question in that specific category. Users are only opting into questions (not Blog comments or Guide comments) * The Answer Network functionality **should not** apply to the Customer Care category. * When a user “Follows” a category, they are opting-in to receive email notifications when the following occur:   -New questions only.   * Email notifications should be sent in real-time, if real-time can not immediately be achieved, emails should be sent within 24 hours or based on a user’s email frequency settings per req. 1.4 Preference Center. * Users agree to receive notification emails when accepting the terms of registration. Users can opt-out of these emails by going to their profile and selecting the option to turn off (unfollow) Answer Network category notification emails. * A user opts-in to the Answer Network by one of three ways: 1) Going to a category page or subcategory page and selecting the option to “Follow” the category through a widget on the right rail. 2) Prompted to “Follow” the category when answering a question. 3) The user can opt-in within the Preference Center. The widget contains the following: * Description of the Answer Network, an explanation of why someone would want to “Follow” the category and what happens when a user “Follows” the category. * “Follow” button that tells the service that the specific user should be notified any time another user posts a question in that category; (they will automatically receive a notification email when posts a question per 1.3, bullet point 3 requirements) * Answer Network notification emails contain the following: * Marketing copy, Logo, creative template and specified subject line (SL). * User name of user who posted a question * i.e. “*user name* asked a new question” * 150 characters title of question posted with a link to “read more” * Profanity Filter: all content must pass through profanity filter prior to sending to Responsys. | **M** |  |
| **1.4** | **Content Digest Emails**   * The Content Digest Emails should share the Answer Network Emails framework as the functionality is similar. * Users can opt-in to receive content digests of new content (Blog Posts, Guides and any new content features added in the future – i.e. projects) * The email should include the following: * Marketing copy, Logo, creative template and specified SL * Blog/Guide Title (links to content) * Author of the content * First 140 words of content; “read more” linked to content * Users can opt-in to receive content within a specific category and/or all content updates * This opt-in should be presented to users during the following actions: * A user registers on the MySears or MyKmart communities. * A user engages (comments on a blog, guide or other future content type) within a specific category and are served the option to opt-in; users should only be served the opt-in message once.If they decline they should not see it again. * Profanity Filter: all content must pass through profanity filter prior to Responsys. | **L** |  |
| **1.5** | **Preference Center and Email Frequency Settings**   * The “Email Preference Center” should be located in the users profile and contain the following options to either opt-in or opt-out to the following emails: * MySears (or MyKmart) Monthly Newsletter * MySears (or MyKmart) Promotional emails including sweepstakes, contests, special events and deals notifications * Q&A Notification emails: each question, answer, or comment made by a user should show in this section. User should also be given the opportunity to change their future notifications   **Answer Network Category Preferences**:  MySears:   * Consumer Electronics * Appliances * Lawn & Garden * Fitness * General * All new categories added should be added to preference network   MyKmart:   * Books * Seasonal * General * All new categories added should be added to preference network   **Email Frequency Preferences**:   * Monthly Newsletter: Yes or No * Promotional Emails: Yes or No * Q&A Emails: Instant or (As-It-Happens), Daily, Weekly, Off * Answer Network (Category or Subcategory) Emails: Instant or (As-It-Happens), Daily, Weekly, Off * Content Digest Emails: Instant or (As-It-Happens), Daily, Weekly, Off   **Default Email Frequency Preferences**:   * Monthly Newsletter: Yes * Promotional Emails: Yes * Q&A Emails: Instant or (As-It-Happens) * Answer Network (Category or Subcategory) Emails: Off, however this should default to daily emails once a category is followed. * Content Digest Emails: Weekly   **Email Miscellaneous**:   * If a user follows multiple threads (including questions, categories, blog posts, & guides), daily emails should be an aggregation of the day’s emails vs. individual emails sent out for each respective thread. This also applies to weekly emails. | **H** |  |
| **1.6** | **Follow Physical States**  **1) Follow Button**  **Functionality**   * A user clicks the follow button and is opted in to receive email notifications on new activity within the respective question or category of interest.   **Location**   * + **Question Page**: the follow button should be located in a highly visible and logical location on a question page.   + **Category Page**: the follow button should be located in a highly visible and logical location on a category page.   **Design**   * The Follow Button functionality should be represented by a well-positioned, highly-visible, and logical location. * The design of the Follow Button should reflect the style guide or aesthetic of each respective community (MySears or MyKmart). * There should be a clear design distinction (physical state, color, or both) between a Follow Button that **has** been selected and a Follow Button that **has not** been selected. * Depending on the size of the Follow Button and character limit, a suggestion is to change the copy from “Follow” to “Following” when the the button has been selected or when a user is already following the respective   **2) Follow Checkbox**  **Functionality**   * + A user is prompted to “Follow this Thread” upon posting a comment or answer.   + A user clicks the checkbox and is opted in to receive email notifications on new activity within the respective thread.   **Location**   * + **Q&A**: answer or comment submission window, popup, tooltip, or modal.   + **Blog Posts**: comment submission window, popup, tooltip, or modal.   + **Guides**: comment submission window, popup, tooltip, or modal.   **Design**   * The “Follow this Thread” functionality should be represented by a checkbox within a comment/answer submission window, popup, tooltip, or modal. * The design should reflect the style guide or aesthetic of each respective community (MySears or MyKmart). | **H** |  |