

Product Requirements Document (PRD)

***Subscriptions:***

***Follow Functionality and Email Notifications***

**Preliminary**

**Final**

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1. **Administrative**

## Revision History

|  |  |  |  |
| --- | --- | --- | --- |
| Date | Version | Update Description | Author(s) |
|  |  |  |  |
|  |  |  |  |

## 1.2 Related Documentation

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| --- | --- | --- |
| Document Name & Description | Author | Location/URL |
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## 1.3 Acronyms, Terms and Definitions

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| --- | --- |
| Acronym/Term | Description |
| SHC | Sears Holdings Corporation |
| User | Customer, Member or anyone engaging on social platforms |
| System | The platform; refers to automated actions that occur |
| Business | Refers to an associate, store manager or employee of SHC |
| Friend | A person who has received a grab bag list from the user |
|  |  |
|  |  |

## 1.4 Key Stakeholders and Approvals

|  |  |  |  |
| --- | --- | --- | --- |
| Name | Role - Organization | E-mail | Approver? |
| Casey Goddard | Director, Product Mgmt | [Cgodda3@searshc.com](mailto:Cgodda3@searshc.com) | Yes |
| Philip Nowak | Product Manager |  | Yes |
| Brendan Gualdoni | Director, Engineering |  |  |
| Shafeeg Karadsheh | Delivery Manager |  | Yes |
|  |  |  |  |
|  |  |  |  |

1. **Project Overview**

## 2.1 Description

## Community members can receive content (Q&A, comments, blog posts, & guides) by subscribing to email notifications through engagement activities and follow functionality.

## 2.2 Objectives

1. Create a robust email subscription platform.
2. Enable the ability to receive email notifications for new content.
3. Enable the ability to follow new content.

## 2.3 Goals

1. TBD

**Functional Requirements**

## 3.1 Follow Functionality

This section will outline what follow is and how it should function.

| Req. # | Description | Priority (H, M, L) | Phase |
| --- | --- | --- | --- |
| **3.1.1** | **Follow Post Defined**  A user can follow a specific piece of content (Q&A, comments, blog posts, & guides) and get emails when anyone responds. |  |  |
| **3.1.2** | **Follow Post Functionality**   1. Content author is auto-subscribed as a follower of the post. 2. Responders are presented with a checkbox allowing them to follow the post, which defaults to checked. 3. A follow button should be placed near the post, excluding Customer Care; See req. 3.1.6. |  |  |
| **3.1.3** | **Follow Category Defined** A user can follow an archive (categories and sub-categories) of content (Q&A, comments, blog posts, & guides) and get emails when new content is published.   1. Following Q&A categories only applies to Q&A.    * Emails only contain new questions in the category. 2. Following Blog Posts or Guides only applies to Blog Posts & Guides.    * Emails only contain new blog posts or guides in the category. |  |  |
| **3.1.4** | **Follow Category Functionality**  A user can follow a category by clicking a follow button located in the right rail of a given category.   1. From a single post, applies to the categories the post is in. 2. From Q&A, applies to the categories the Q&A is in. 3. From Blog Posts or Guides, applies to the categories the Blog Posts/Guides are in. 4. From combined category pages, shows options for both Q&A and Blog Posts/Guides follow subscriptions. 5. Follow category functionality should exist in a user’s profile. See req. 3.2.1. 6. Exclude from Customer Care categories. |  |  |
| **3.1.5** | **Follow Button**   1. Toggles: Follow/Unfollow (clearly distinguished by text and design state) 2. Single Post Follow Button    1. No copy; Just a highly visible and self-explanatory button similar to a Tweet or Like button.    2. Located near content; Near share/flag area. 3. Category Follow Button    1. Includes copy explaining what happens when a user follows a category (from business team).    2. Located in right rail adjacent to content. |  |  |

## 3.2 Email Subscription Preferences

This section will outline the email subscription preferences that will be offered to a user within their profile.

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| --- | --- | --- | --- |
| **3.2.1** | **Frequency of Emails**  A user can manage their follow email subscription preferences in their profile.   1. Options:    1. Instant    2. Daily    3. Weekly    4. Off 2. There are two sets of options:    1. Frequency for post subscriptions.    2. Frequency for category subscriptions. 3. Each option set applies to all subscriptions of that type.    1. Options chosen for post subscriptions apply to all post subscriptions.    2. Options chosen for category subscriptions apply to all category subscriptions. 4. Default options:    1. Post: Instant    2. Q&A: Daily    3. Blog Posts and Guides: Weekly |  |  |

## 3.3 Email Content

This section will outline what the emails should contain.

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| --- | --- | --- | --- |
| **3.3.1** | **Email Content**   1. Daily and weekly emails are sent as single aggregate digests. 2. Content should link back to main post. 3. Content is profanity filtered. 4. Include copy such as “Username posted answer/responses to the post/question/guide.” 5. Include 100 characters excerpt of new post/answer/comment/response. |  |  |