Interactive Email - Discussions - Use Cases

* all use cases include mobile application
* discussions defined below will include all postings types including discussions, images, documents, videos, and links
* Community branding should come through discussion notifications - including email headers (this is in direct contrast to interactive messaging where there is no community branding)
* This functionality is excluded from moderated posts
* Do we include Ad Board?

1. Auto Subscription
    1. starting a discussion
    2. commenting on a discussion
2. Voluntary Subscription
    1. follow a discussion
    2. send me discussions based on alert words
3. Reply Subscription
    1. commenting on a discussion from an address forwarded to you (must be a W3 confirmed email address)
4. Unsubscribing
    1. from email link
    2. from community subscriptions page
    3. from discussion object
5. Unauthorized bounce
    1. from non confirmed W3 email address

- Additional requirements
    ◦ Notifications are NOT sent to the user's Within3 mailbox
    ◦ Attachments will be ignored
    ◦ html formatting that is allowed in discussions app now

- Participation incentives
    ◦ other discussions you might be interested in following
    ◦ other people following this conversation

Notification users are able to reply to
- include
    - messaging
    - discussions
- excluded
    - Invitations
    - connection request
    - community messages
    - participation incentive messaging