

# UX Sears Social – Social Coupons

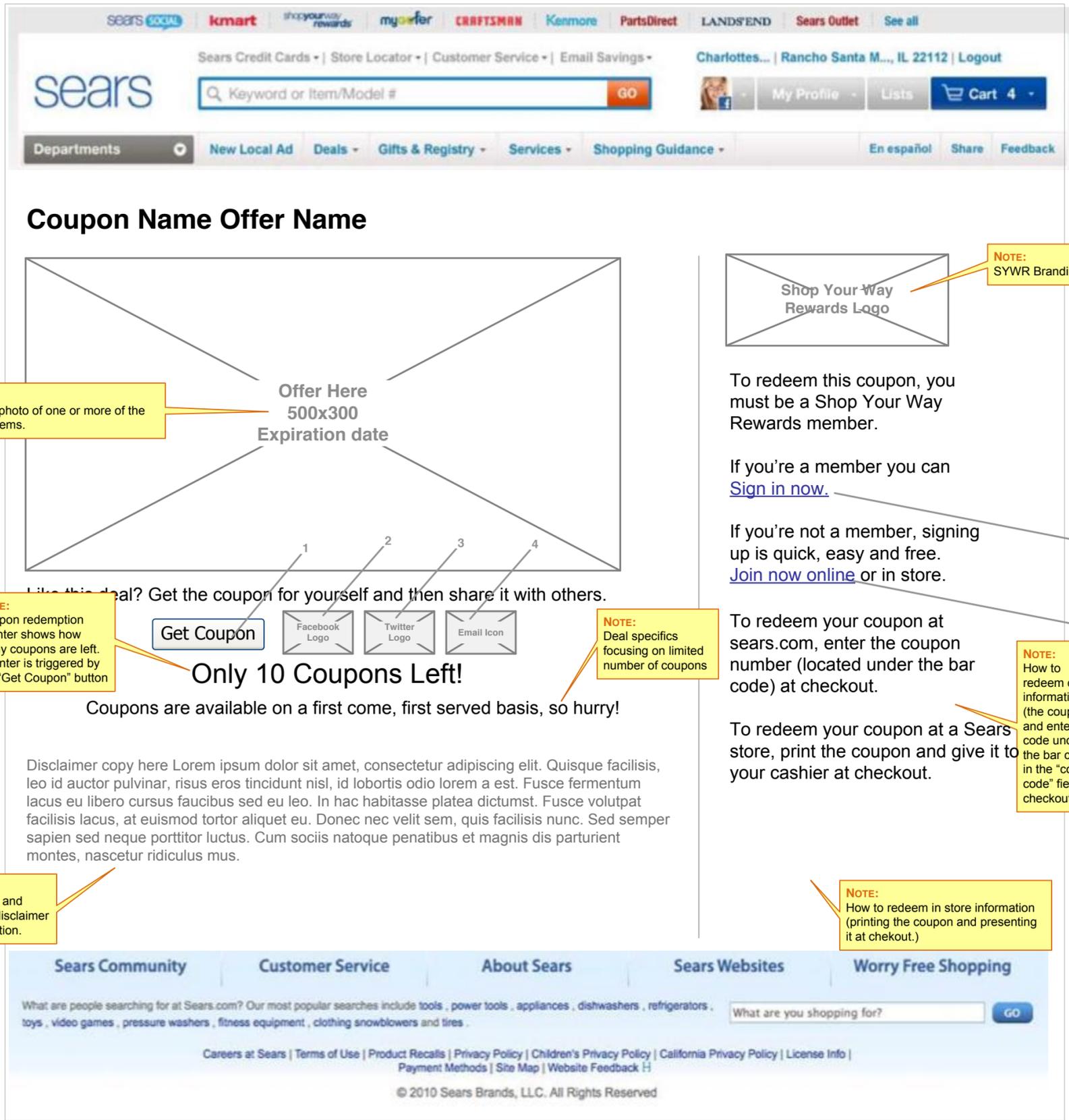
### Document Summary

Description	UX
Wireframe Scope	UX Sears
Brands Covered	Sears
Screen ID	
Category Code	New Social -
Screen Name	

### Revision History

Version	Date	Author	Notes
1.0	7/14/11	B. Lankin	Initial Draft
2.0	7/15/11	B. Lankin	Removed email screens and feedback survey screens, combined primary and secondary recipient views into a single view for all recipients.
3.0	7/??/11	B. Lankin	Finalized the share method/layer.

# UX Sears Social – Social Coupons



## Interaction Specifications

Coupon recipients are driven to the landing page from the email coupon. Recipients can perform six actions on this page: get coupon, share via Facebook, share via Twitter, share via email, sign in, and become a SYWR member.

Users must be SYWR members to redeem the coupon, but they can print the coupon without redeeming online. Users must be informed on this page that they need to be a SYWR member to redeem this coupon. The text reflects that recipients who are not SYWR members, and do not sign up online, must fill out an application in store before they can redeem the coupon, or online if they wish to use the coupon for an online purchase. Recipients will receive the standard error message if they are not SYWR members and they try to redeem this coupon online.

Counter information is displayed on the page telling users how many coupons are left. Countdown is triggered when a user first clicks Get Coupon. Repeated clicking of the Get Coupon button will not effect the counter.

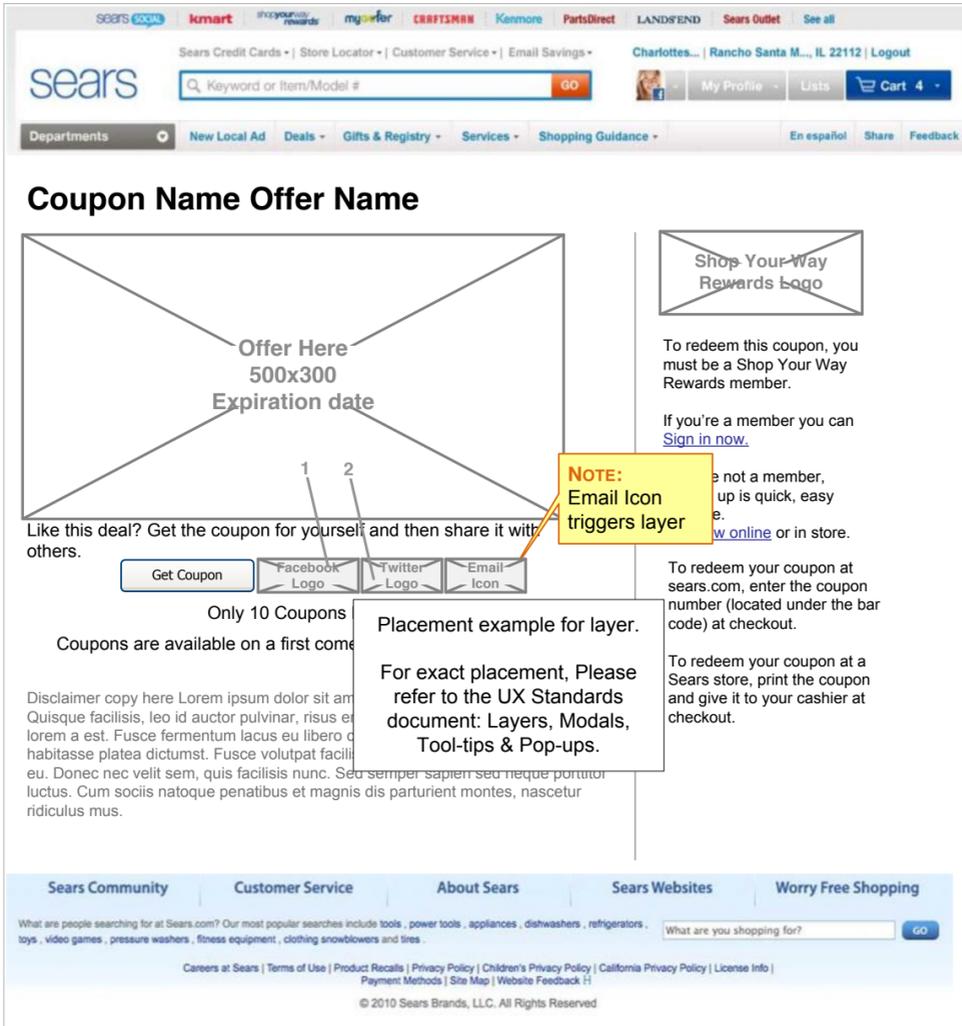
Copy encourages recipients to become a member online in an effort to reduce in store sign up via SYWR in store application.

The page displays company branding, SYWR branding, In store and Online redemption information, the product discount, product photo, expiration date, the in store and online disclaimers, deal details that explain the sharing opportunities and redemption limitations of this coupon, and enticement messages.

## Functional Specifications

- 1 - **Get Coupon**  
**Element:** Button  
**Functionality:** On-Click, opens the printer friendly screen.  
**Target:** New Window.
- 2 - **Facebook Logo**  
**Element:** Button  
**Functionality:** On-Click, opens the Facebook share page (controlled by Facebook).  
**Target:** New Window
- 3 - **Twitter Logo**  
**Element:** Button  
**Functionality:** On-Click, opens the Twitter share page (controlled by Twitter).  
**Target:** New Window
- 4 - **Email Logo**  
**Element:** Button  
**Functionality:** On-Click, opens the Share via email layer.  
**Target:** Layer
- 5 - **Sign in now**  
**Element:** Hyperlink  
**Functionality:** On-Click, opens the Sign in layer (see V400 – login/registration).  
**Target:** Layer
- 6 - **Join now online**  
**Element:** Hyperlink  
**Functionality:** On-Click, opens the Join/Sign up layer (see V400 – login/registration).  
**Target:** Layer

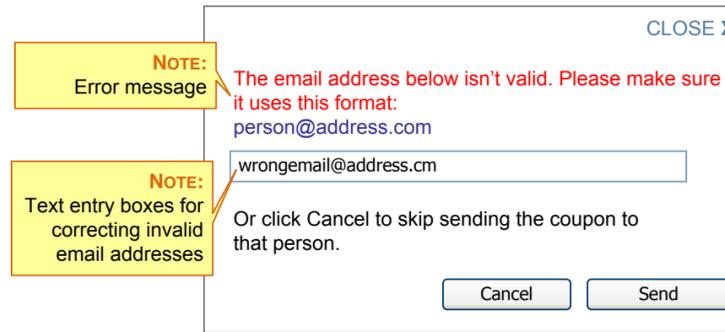
# UX Sears Social – Social Coupons



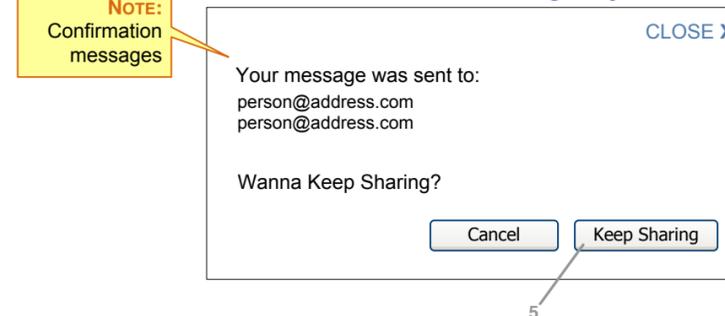
## Share via email layer



## Confirmation with errors layer



## Share confirmation message layer



## Interaction Specifications

Recipients can share the coupon with friends by clicking on the Facebook logo, the Twitter logo, and the email logo. The Facebook and Twitter logos open Facebook and Twitter created browser windows with their own share capabilities. Clicking the email logo opens the Share via email layer. Please follow the layer guidelines found in the UX Standards document: Layers, Modals, Tool-tips & Pop-ups.

Users may share using more than one of the share options per session. User may also choose not to share without penalty. Users may enter up to 25 emails in the text entry box as long as they are separated by commas.

The cancel button closes the layer without sending any information the user may have entered. Users who click the share button again will see the share screen, which will display all the information they entered before cancel.

The layer displays: Text: Share via email, a text entry box, Text: Separate multiple emails with a comma, and the cancel and send buttons.

If a user types an invalid email address into the recipient email box and clicks the send button, they will be shown an error message and the invalid email address will display in an editable text box. Users will have the chance to correct the error and send the email again. If the user enters another invalid email, they will receive the same message. If the email is correct, The confirmation page displays feedback for which emails were sent. Users are also given the option of emailing another friend at this time. Clicking the Keep Sharing button will re-display the share via email screen. Users may close the confirmation window by clicking the close button or the close x button in the upper right of the window. The window will disappear and the Share button on the primary landing page becomes enabled again.

## Functional Specifications

### 1 - Facebook Logo

**Element:** Button

**Functionality:** On-Click, opens the Facebook share page (controlled by Facebook).

**Target:** New Window

### 2 - Twitter Logo

**Element:** Button

**Functionality:** On-Click, opens the Twitter share page (controlled by Twitter).

**Target:** New Window

### 3 - Cancel

**Element:** Button

**Functionality:** On-Click, the layer closes. No information is sent. Any information the user entered before clicking cancel is retained if the user clicks the Share button again.

**Target:** layer

### 4 - Send

**Element:** Button

**Functionality:** On-Click, sends email information to the hub, and displays the share confirmation message. If there was an error, the user sees the confirmation screen with errors.

**Target:** Layer

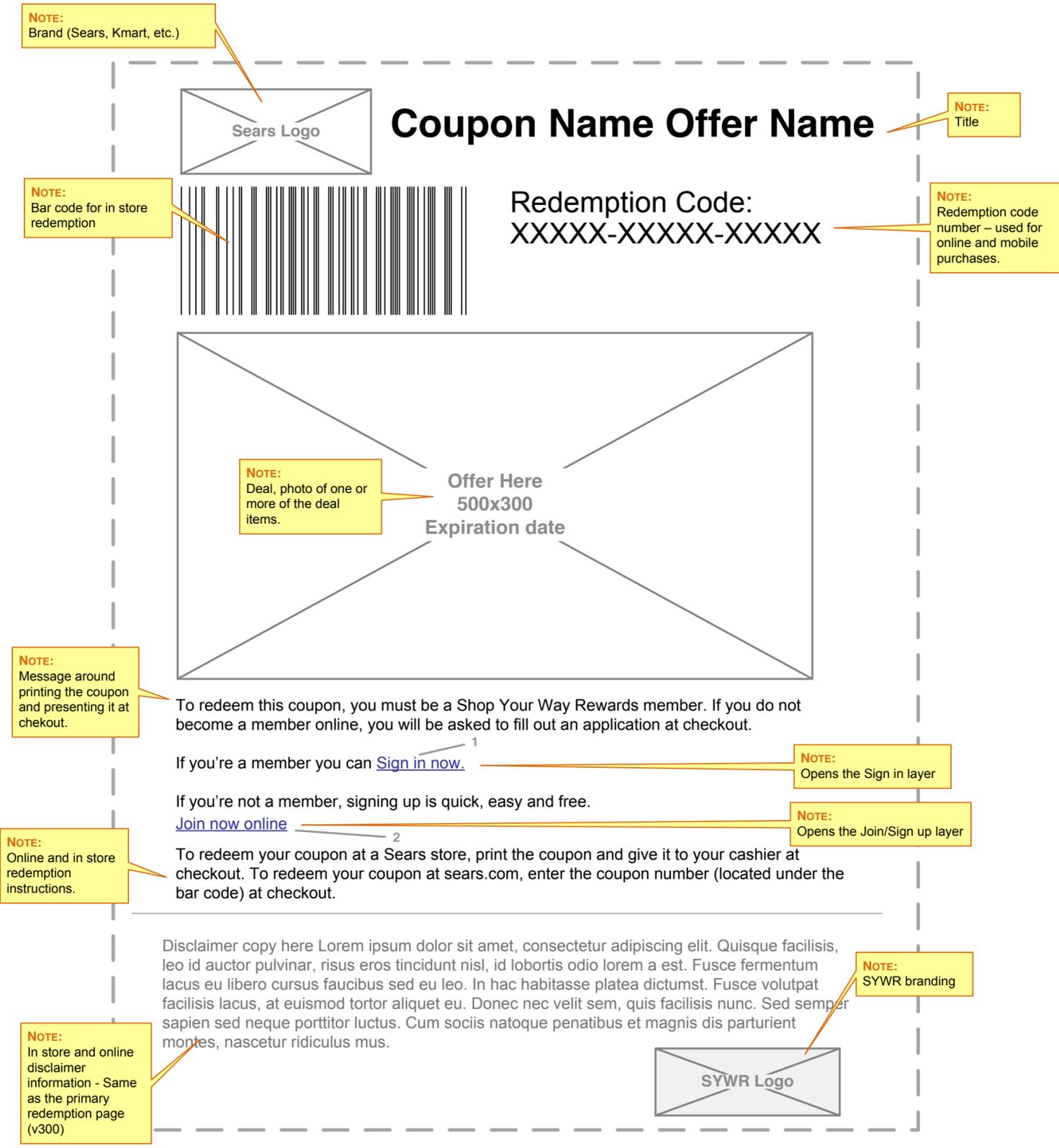
### 5 - Keep Sharing

**Element:** Button

**Functionality:** On-Click, re-displays the share via email layer

**Target:** layer

# UX Sears Social – Social Coupons



## Interaction Specifications

Recipients will see a the printer friendly screen after choosing Get Coupon from the Landing page. The screen will appear immediately in a new preview window. Users can print, or any array of options the users computer allows, this window. Users must print the coupon to redeem it in store. They must have the 15 digit redemption code number to redeem online. The unique bar code is generated when the Get Coupon button on the Landing page is clicked. Subsequent user clicks will not generate new bar codes. A 15 digit number is displayed under the bar code for online and mobile device redemption.

The page displays: company branding, SYWR branding, the Coupon offer name, the coupon graphic (deal information, product photo, and expiration/redemption dates), a unique bar code, a unique code number under the bar code (for online and mobile orders), text stating the customer needs to be a SYWR member for redemption, In store and online redemption instructions, in store and online disclaimer information, and text stating users can apply for SYWR in store at checkout. There are opportunities for the user to sign in if they are a current SYWR members, and an opportunity for non SYWR members to join online. These two links open the Sign in layer and the Join/Sign up layer, respectively.

When printed, the page must fit on one 8 ½ x 11 piece of copy paper.

## Functional Specifications

### 1 - Sign in now

**Element:** Hyperlink

**Functionality:** On-Click, opens the Sign in layer (see V400 – login/ registration).

**Target:** Layer

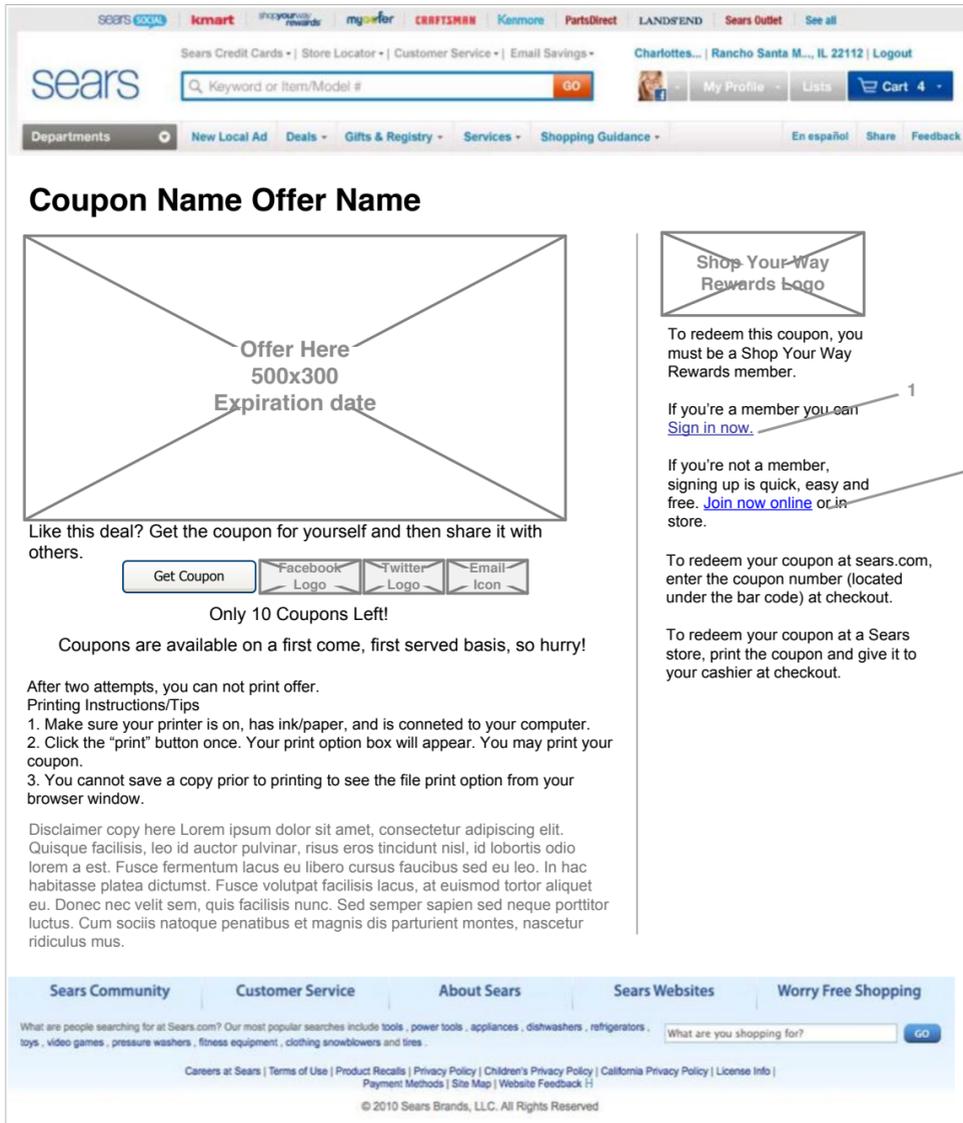
### 2 - Join now online

**Element:** Hyperlink

**Functionality:** On-Click, opens the Join/Sign up layer (see V400 – login/ registration).

**Target:** Layer

# UX Sears Social – Social Coupons



## Sign in layer

Already a SYWR member?  
**Sign In!**

Close X

All fields are required.

Email

Password

[Forgot Password](#)

3 4 5

## Join/Sign up layer

New here?  
**Create your SYWR account!**

Close X

You'll get a SYWR member number immediately to use with this coupon.

All fields are required.

First Name  Zip Code

Last Name  Email

Password (8-16 characters)  Phone

[Privacy Policy](#) [Learn More](#)

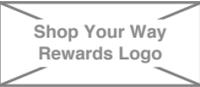
6 7 8

## SYWR card layer

Congratulations! You are a Shop Your Way Rewards member. Start saving right away.

Close X

You can print and use this card while shopping in store or online.



Member Number: 70838472409834972  
PIN: 23464376

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## Interaction Specifications

Recipients can Sign in or Join now (register to become SYWR members) online from the Landing page and the Printer friendly screen. In each instance, a layer will open and positioned according to the UX Standards document: Layers, Modals, Tool-tips & Pop-ups.

When a user clicks the Sign in now hyperlink, the Sign in layer appears. SYWR members can sign in by providing their email and password. All fields are required. A link is provided in case the user has forgotten his password. Cancel and Sign in buttons are displayed.

When a user clicks the Join now online hyperlink, the Join/Sign up layer appears. It lets users know that they will receive a SYWR number immediately. All fields are required: First and last name, password, zip code, email, and phone. There are links to privacy policy and the SYWR page for more details. Requirements around the password (stated here as 8-16 characters) should be our standard password requirement. Cancel and Create Account buttons are displayed,

After the user clicks the create account button, They will receive the SYWR member information in the same layer. It lets users know they can use the card in store and online. It provides them with their unique member number and pin number. A print button is displayed.

### Functional Specifications

#### 1 - Sign in now

**Element:** Hyperlink

**Functionality:** On-Click, opens the Sign in layer (see V400 – login/registration).

**Target:** Layer

#### 2 - Join now online

**Element:** Hyperlink

**Functionality:** On-Click, opens the Join/Sign up layer (see V400 – login/registration).

**Target:** Layer

#### 3 - Forgot Password

**Element:** Hyperlink

**Functionality:** On-Click, opens Sears standard forgot password layer

**Target:** Layer

#### 4 - Cancel

**Element:** Button

**Functionality:** On-Click, the layer closes. No information is sent. Any information the user entered before clicking cancel is retained if the user clicks the Share button again.

**Target:** layer

#### 5 - Sign in

**Element:** button

**Functionality:** On-Click, sends information to the hub and the user is signed in.

**Target:** Layer

#### 6 - Privacy Policy

**Element:** Hyperlink

**Functionality:** On-Click, opens Sears standard privacy policy screen

**Target:** new window/layer (whichever is standard)

#### 7 - Learn More

**Element:** Hyperlink

**Functionality:** On-Click, opens the SYWR page

**Target:** New window.

#### 8 - Create Account

**Element:** Hyperlink

**Functionality:** On-Click, sends information to the hub and the user account is created. The SWYR card layer appears.

**Target:** Layer

#### 9 - Print

**Element:** button

**Functionality:** On-Click, opens the user's computer print function.

**Target:** Operating system function.