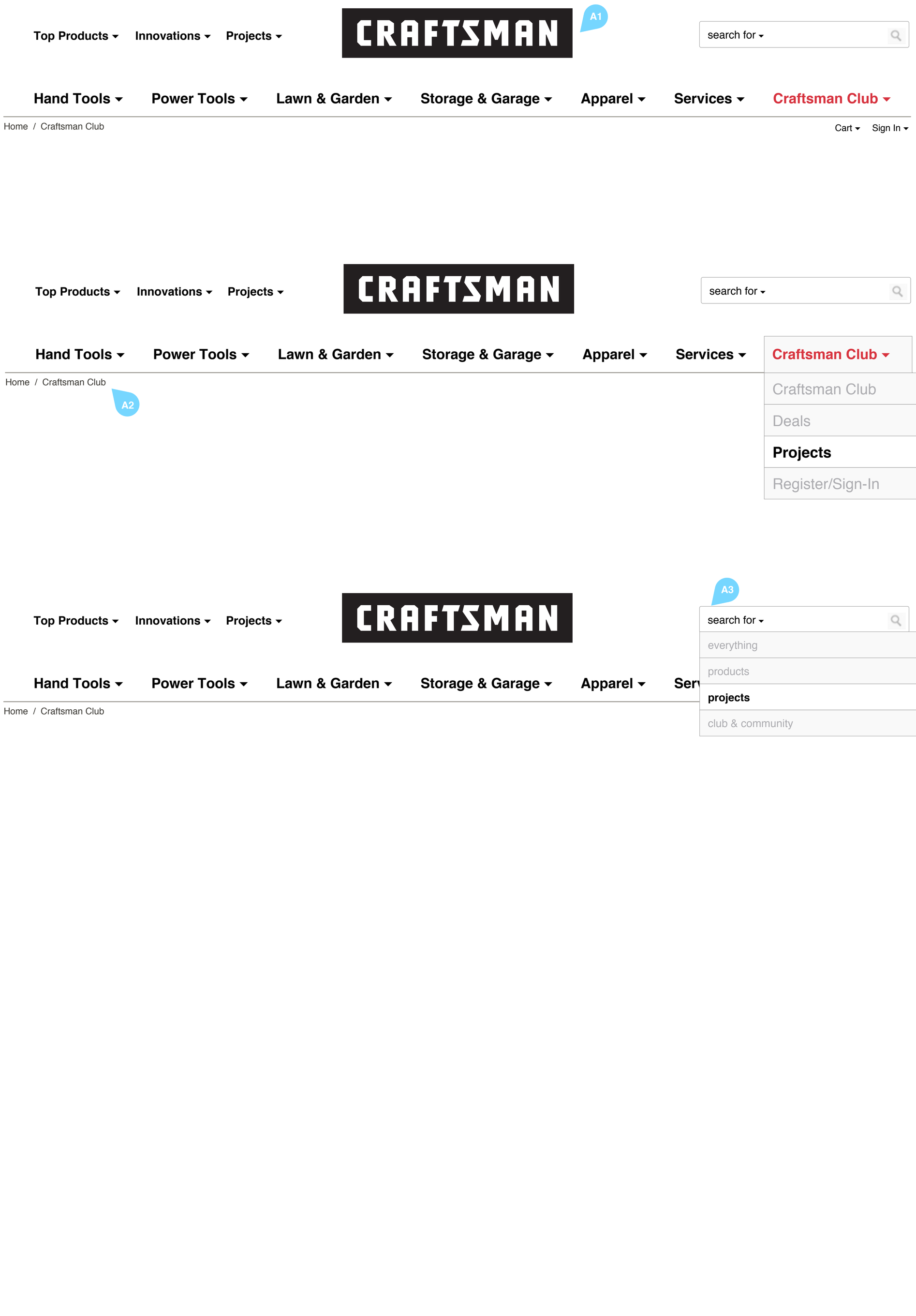
CRAFTSMAN

Global Navigation



Notes

A: Navigation

A1: The main Craftsman navigation will appear throughout the experience. The main navigation will evolve to accommodate the new experience while incorporating the Craftsman shopping verticals too (multiple versions shown).

A2: Breadcrumb navigation will allow users to keep track of their location within the Club/Project Center.

A3: The search function adapts to browse specific forms of content — Craftsman products, projects and other community content.

A1 = Everyone A1 = Logged In A1 = Admin User

Top Products | Innovations | Projects | CRAFTSMAN | search for

Hand Tools | Power Tools | Lawn & Garden | Storage & Garage | Apparel | Services | Craftsman Club

Home / Craftsman Club

Cart | Sign In

A2 **Saver Days Countdown Clock**

Craftsman Feature A1 D1

Made to Make, Maker Map, Current Challenge, User Story

3

User Name

Community

- My Club
- Makers
- Discussions
- Q&A

Deals

Projects

share something B1

start a discussion B2

ask a question B3

Craftsman Deals Just for You A3 D2

Deal of the day or featured deal

see all deals B5

B4

Image

Product Name
$XXX.XX

Image

Product Name
$XXX.XX

Image

Product Name
$XXX.XX

Image

Product Name
$XXX.XX

B6

image

Project Title Goes Here
project author
difficulty ● ● ●
C1 follow

image

Project Title Goes Here
project author
difficulty ● ● ●
follow

image

Project Title Goes Here
project author
difficulty ● ● ●
follow

image

Project Title Goes Here
project author
difficulty ● ● ●
follow

Featured Project (PotM) A4 D3

Project Name

avatar

posted by **username4545**
December 1, 2012

Project Story / Description. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris mollis ultricies mi eget consequat. Proin massa diam, commodo eget suscipit sed, porttitor vitae purus. Suspendisse id tincidunt mi. Donec augue risus, laoreet a auctor et, pulvinar vitae nisi.

B7 **see all projects**

Featured Maker (MotM) A5 D4

avatar

Username

user rank
member since December 1, 2012

User Story. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris mollis ultricies mi eget Cras laoreet ipsum quis tortor laoreet adipiscing. Sed et consequat sem. Nulla facilisi...

B8

img

Bob Craftsman
Master Craftsman
Woodworker
C2 follow

img

Bob Craftsman
Master Craftsman
Woodworker
follow

B9 **see more makers**

page extends with more members, projects, as needed.
above are examples of featured homepage content.

A1 = Everyone A1 = Logged In A1 = Admin User

Interactions

A: Viewing (Logged Out / Logged In)
01 Featured Content
02 Saver Days Countdown Clock
03 Club Exclusive Deals / Deals For You (based on interests)
04 Top Projects (by # of Followers) / Projects For You (based on interests)
05 Top Makers (by # of Followers) / Maker Recommendations For You (by location/interests)

B: Navigation (Logged Out / Logged In)
01 "share something" opens up an interface for sharing posts and creating projects
02 "browse projects" CTA navigates to the How-to projects page
03 "ask a question" navigates to the Q&A page
04 Deal PIDs will support Quick View and navigate to the product's Detail page
05 "see all deals" goes to the main Deals page
06 Clicking on a Project will go to that project's Detail page
07 "see all projects" goes to the How-to Projects page.
08 Clicking on a Maker will go to that Maker's profile page
09 "see more makers" goes to the Makers page
10 The user can be directed to other pages based on ad zone content

C: Social (Logged In Only)
01 Follow a Project
02 Follow a Maker

D: Admin Controls
01 Update Featured Content
02 Set Deals
03 Set Projects
04 Set Makers

Top Products | Innovations | Projects | CRAFTSMAN | search for

Hand Tools | Power Tools | Lawn & Garden | Storage & Garage | Apparel | Services | Craftsman Club

Home / Craftsman Club

Cart | Sign In

A2 **Saver Days Countdown Clock**

Craftsman Feature A1 D1

Made to Make, Maker Map, Current Challenge, User Story

3

User Name

Community

My Club

Makers

Discussions

Q&A

Deals

Projects

share something B1 | start a discussion B2 | ask a question B3

Share something you are working on or find inspiring with the Craftsman community. If you are feeling ambitious add a how-to project.

C1 add image | C2 select category | C3 tag post | C4 share | C5 share a how-to project

A3 D2

Craftsman Deals Just for You

Deal of the day or featured deal

B5 see all deals

B4

Image
Product Name
$XXX.XX

Image
Product Name
$XXX.XX

Image
Product Name
$XXX.XX

Image
Product Name
$XXX.XX

B6

image
Project Title Goes Here
project author
difficulty ● ● ●
D1 follow

image
Project Title Goes Here
project author
difficulty ● ● ●
follow

image
Project Title Goes Here
project author
difficulty ● ● ●
follow

image
Project Title Goes Here
project author
difficulty ● ● ●
follow

A4 D3

Featured Project (PotM)

Project Name

avatar

posted by **username4545**
December 1, 2012

Project Story / Description. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris mollis ultricies mi eget consequat. Proin massa diam, commodo eget suscipit sed, porttitor vitae purus. Suspendisse id tincidunt mi. Donec augue risus, laoreet a auctor et, pulvinar vitae nisi.

B7 see all projects

page extends with more members, projects, as needed.
above are examples of featured homepage content.

Interactions

A: Viewing (Logged Out / Logged In)
01 Featured Content
02 Saver Days Countdown Clock
03 Club Exclusive Deals / Deals For You (based on interests)
04 Top Projects (by # of Followers) / Projects For You (based on interests)
05 Top Makers (by # of Followers) / Maker Recommendations For You (by location/interests)

B: Navigation (Logged Out / Logged In)
01 "share something" button navigates to the Share page
02 "browse projects" CTA navigates to the How-to projects page
03 "ask a question" navigates to the Q&A page
04 Deal PIDs will support Quick View and navigate to the product's Detail page
05 "see all deals" goes to the main Deals page
06 Clicking on a Project will go to that project's Detail page
07 "see all projects" goes to the How-to Projects page.
08 Clicking on a Maker will go to that Maker's profile page
09 "see more makers" goes to the Makers page
10 The user can be directed to other pages based on ad zone content

C: Posting (Logged In Only)
01 Add Image
02 Set Post Category
03 Add Tags to Post
04 Add a Post
05 "share a how-to project" here goes into the Add a Project interface

D: Social (Logged In Only)
01 Follow a Project
02 Follow a Maker

E: Admin Controls
01 Update Featured Content
02 Set Deals
03 Set Projects
04 Set Makers

A1 = Everyone | A1 = Logged In | A1 = Admin User

Top Products | Innovations | Projects | CRAFTSMAN | search for

Hand Tools | Power Tools | Lawn & Garden | Storage & Garage | Apparel | Services | Craftsman Club

Home / Craftsman Club

Cart | Sign In

A2 Saver Days Countdown Clock

Craftsman Feature A1 D1

Made to Make, Maker Map, Current Challenge, User Story

3

User Name

Community

My Club

Makers

Discussions

Q&A

Deals

Projects

share something B1 | start a discussion B2 | ask a question B3

start a new discussion in: select a category C1

C4 Suggest A New Category

Add a title or topic...

C2 add an image

Start a discussion with the community. It can be about anything.
Have fun but be courteous to your fellow craftsmen.

post discussion C3

Craftsman Deals Just for You A3 D2

Deal of the day or featured deal

see all deals B5

B4

Image
Product Name
$XXX.XX

Image
Product Name
$XXX.XX

Image
Product Name
$XXX.XX

Image
Product Name
$XXX.XX

B6

image
Project Title Goes Here
project author
difficulty
follow D1

image
Project Title Goes Here
project author
difficulty
follow

image
Project Title Goes Here
project author
difficulty
follow

image
Project Title Goes Here
project author
difficulty
follow

A4 D3

Featured Project (PotM)

Project Name

avatar

posted by **username4545**
December 1, 2012

Project Story / Description. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris mollis ultricies mi eget consequat. Proin massa diam, commodo eget suscipit sed, porttitor vitae purus. Suspendisse id tincidunt mi. Donec augue risus, laoreet a auctor et, pulvinar vitae nisi.

see all projects B7

page extends with more members, projects, as needed.
above are examples of featured homepage content.

Interactions

A: Viewing (Logged Out / Logged In)
01 Featured Content
02 Saver Days Countdown Clock
03 Club Exclusive Deals / Deals For You (based on interests)
04 Top Projects (by # of Followers) / Projects For You (based on interests)
05 Top Makers (by # of Followers) / Maker Recommendations For You (by location/interests)

B: Navigation (Logged Out / Logged In)
01 "share something" button navigates to the Share page
02 "browse projects" CTA navigates to the How-to projects page
03 "ask a question" navigates to the Q&A page
04 Deal PIDs will support Quick View and navigate to the product's Detail page
05 "see all deals" goes to the main Deals page
06 Clicking on a Project will go to that project's Detail page
07 "see all projects" goes to the How-to Projects page.
08 Clicking on a Maker will go to that Maker's profile page
09 "see more makers" goes to the Makers page
10 The user can be directed to other pages based on ad zone content

C: Posting (Logged In Only)
01 Set Discussion Category
02 Add an Image to the Discussion
03 Post Discussion
04 Propose new Discussion Category

D: Social (Logged In Only)
01 Follow a Project
02 Follow a Maker

E: Admin Controls
01 Update Featured Content
02 Set Deals
03 Set Projects
04 Set Makers

A1 = Everyone A1 = Logged In A1 = Admin User

Top Products | Innovations | Projects | CRAFTSMAN | search for

Hand Tools | Power Tools | Lawn & Garden | Storage & Garage | Apparel | Services | Craftsman Club

Home / Craftsman Club

Cart | Sign In

A2 **Saver Days Countdown Clock**

Craftsman Feature A1 D1

Made to Make, Maker Map, Current Challenge, User Story

3

User Name

Community

My Club

Makers

Discussions

Q&A

Deals

Projects

share something B1 | start a discussion B2 | **ask a question** B3

Stuck on a project? Need help with a tool?
Ask the community of makers to help you out with whatever need.

C1 **select category** C2 **ask community**

Craftsman Deals Just for You A3 D2

Deal of the day or featured deal

B5 **see all deals**

B4

Image
Product Name
$XXX.XX

Image
Product Name
$XXX.XX

Image
Product Name
$XXX.XX

Image
Product Name
$XXX.XX

B6

image
Project Title Goes Here
project author
difficulty ● ● ●
D1 follow

image
Project Title Goes Here
project author
difficulty ● ● ●
follow

image
Project Title Goes Here
project author
difficulty ● ● ●
follow

image
Project Title Goes Here
project author
difficulty ● ● ●
follow

A4 D3

Featured Project (PotM)

Project Name

avatar

posted by **username4545**
December 1, 2012

Project Story / Description. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris mollis ultricies mi eget consequat. Proin massa diam, commodo eget suscipit sed, porttitor vitae purus. Suspendisse id tincidunt mi. Donec augue risus, laoreet a auctor et, pulvinar vitae nisi.

B7 **see all projects**

page extends with more members, projects, as needed.
above are examples of featured homepage content.

Interactions

A: Viewing (Logged Out / Logged In)
01 Featured Content
02 Saver Days Countdown Clock
03 Club Exclusive Deals / Deals For You (based on interests)
04 Top Projects (by # of Followers) / Projects For You (based on interests)
05 Top Makers (by # of Followers) / Maker Recommendations For You (by location/interests)

B: Navigation (Logged Out / Logged In)
01 "share something" button navigates to the Share page
02 "browse projects" CTA navigates to the How-to projects page
03 "ask a question" navigates to the Q&A page
04 Deal PIDs will support Quick View and navigate to the product's Detail page
05 "see all deals" goes to the main Deals page
06 Clicking on a Project will go to that project's Detail page
07 "see all projects" goes to the How-to Projects page.
08 Clicking on a Maker will go to that Maker's profile page
09 "see more makers" goes to the Makers page
10 The user can be directed to other pages based on ad zone content

C: Posting (Logged In Only)
01 Set Question Category
02 Post a Question

D: Social (Logged In Only)
01 Follow a Project
02 Follow a Maker

E: Admin Controls
01 Update Featured Content
02 Set Deals
03 Set Projects
04 Set Makers

A1 = Everyone A1 = Logged In A1 = Admin User

Community / Makers

Top Products | Innovations | Projects | CRAFTSMAN | search for

Hand Tools | Power Tools | Lawn & Garden | Storage & Garage | Apparel | Services | Craftsman Club

Home / Craftsman Club

Cart | Sign In

Saver Days Countdown Clock

User Avatar Image

Maker of the Month

A1 D1

John Doe

Master Craftsman

Phasellus tincidunt erat et quam hendrerit id tempus ipsum imperdiet. Maecenas id blandit massa. Vivamus aliquet, dolor eu porttitor vulputate, quam nibh tristique ante, quis pulvinar sapien elit ut ligula.

view maker profile | see past winners A2

User Name

Community

Club Home

Makers

Discussions

Q&A

Deals

Projects

suggested makers to follow A3

select a category | sort by

search discussions...

B1

img

Bob Craftsman
Master Craftsman
Woodworker follow C1

Bob Craftsman
Master Craftsman
Woodworker follow

Bob Craftsman
Master Craftsman
Woodworker follow

Bob Craftsman
Master Craftsman
Woodworker follow

img

Bob Craftsman
Master Craftsman
Woodworker follow

img

Bob Craftsman
Master Craftsman
Woodworker follow

img

Bob Craftsman
Master Craftsman
Woodworker follow

img

Bob Craftsman
Master Craftsman
Woodworker follow

img

Bob Craftsman
Master Craftsman
Woodworker follow

img

Bob Craftsman
Master Craftsman
Woodworker follow

img

Bob Craftsman
Master Craftsman
Woodworker follow

img

Bob Craftsman
Master Craftsman
Woodworker follow

Following | Followers B3

img

Bob Craftsman
Master Craftsman
Woodworker unfollow

img

Bob Craftsman
Master Craftsman
Woodworker unfollow

img

Bob Craftsman
Master Craftsman
Woodworker unfollow

img

Bob Craftsman
Master Craftsman
Woodworker unfollow

img

Bob Craftsman
Master Craftsman
Woodworker unfollow

img

Bob Craftsman
Master Craftsman
Woodworker unfollow

img

Bob Craftsman
Master Craftsman
Woodworker unfollow

img

Bob Craftsman
Master Craftsman
Woodworker unfollow

Interactions

A: Viewing (Logged Out / Logged In)
01 Maker of the Month
02 Past Makers of the Month
03 Suggested Makers to follow
04 Promoted Content (Ad Zones)

B: Navigation (Logged Out / Logged In)
01 Clicking on any User takes them to that user's public Profile page
02 The user can be directed to other pages based on ad zone content
03 When logged in, the user can toggle between a view of their followers and the other makers they are following

C: Social (Logged In Only)
01 Follow another Club member

D: Admin Controls
01 Set Member of the Month
02 Set Ad Zone Content

A1 = Everyone | A1 = Logged In | A1 = Admin User

Top Products Innovations Projects

CRAFTSMAN

search for

Hand Tools Power Tools Lawn & Garden Storage & Garage Apparel Services Craftsman Club

Home / Craftsman Club

Cart Sign In

Background related to topic or paid sponsor

Saver Days Countdown Clock

category / sub-category

featured discussion A1

92 topics • 212 replies • 45 makers

avatar

User Generated Topic Name

by **username4545 on** December 1, 2012

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris mollis ultricies mi eget consequat. Proin massa diam, commodo...

join discussion B1

sponsored by

A3 Logo

User Name

Community

Club Home

Makers

Discussions

Q&A

Deals

Projects

start a new discussion in: select a category C3 D2 C3 Suggest A New Category

Add a title or topic...

Write what you have to say... C1

add an image C2

post discussion

select a category A2

B2 search discussions...

image

category name

32 makers • 116 topics • 86 replies

B3

avatar

last post by **username4545 on** December 1, 2012

User Generated Topic Name

D1 join discussion

image

category name

32 makers • 116 topics • 86 replies

avatar

last post by username4545 on December 1, 2012

User Generated Topic Name

join discussion

image

category name

32 makers • 116 topics • 86 replies

avatar

last post by username4545 on December 1, 2012

User Generated Topic Name

join discussion

image

category name

32 makers • 116 topics • 86 replies

avatar

last post by username4545 on December 1, 2012

User Generated Topic Name

join discussion

image

category name

32 makers • 116 topics • 86 replies

avatar

last post by username4545 on December 1, 2012

User Generated Topic Name

join discussion

image

category name

32 makers • 116 topics • 86 replies

avatar

last post by username4545 on December 1, 2012

User Generated Topic Name

join discussion

Interactions

A: Viewing (Logged Out / Logged In)
01 Featured Discussion
02 Discussion Categories
03 Discussion Sponsor
04 Promoted Content (Ad Zones)

B: Navigation (Logged Out / Logged In)
01 Joining a Discussion displays the sub-categories under that Discussion Category
02 Dynamic Search for all Discussions
03 Selecting a user name displays that user's public profile
04 The user can be directed to other pages based on ad zone content

C: Posting (Logged In Only)
01 Add a new Discussion post
02 Add an Image to the Discussion post
03 Categorize the Discussion post
04 Submit a suggestion for a new Category

D: Admin Controls
01 Close/Lock a Discussion
02 Create a New Category
03 Set Ad Zone Content

A1 = Everyone A1 = Logged In A1 = Admin User

Community / Discussion Page

Top Products Innovations Projects

CRAFTSMAN

search for

Hand Tools Power Tools Lawn & Garden Storage & Garage Apparel Services Craftsman Club

Home / Craftsman Club

Cart Sign In

Background related to topic or paid sponsor

Saver Days Countdown Clock

A2

sponsored by

Logo

category A1

sub-category

C1

start a new topic

Add a title...

Write what you have to say...

add an image C2

post discussion

User Name

Community

Club Home

Makers

Discussions

Q&A

Deals

Projects

select a new category A3 C3

B2 search this topic...

img preview if user attaches one

This is the title of the thread

by {author} on {date}

The excerpt of the post. Mauris porttitor volutpat turpis, sit amet feugiat sem. Maecenas eu risus a lacus luctus sodales. Morbi adipiscing vestibulum libero...

B3

XXX comments

E1 B1 view post

img preview if user attaches one

This is the title of the thread

by {author} on {date}

The excerpt of the post. Mauris porttitor volutpat turpis, sit amet feugiat sem. Maecenas eu risus a lacus luctus sodales. Morbi adipiscing vestibulum libero...

XXX comments

view post

image if user attaches one

face book

twitter D1

syw

email

This is the title of the thread

by {author} on {date}

Maecenas dictum aliquam convallis. Sed metus erat, accumsan semper pharetra ut, molestie id leo. Nulla et libero ipsum, vitae faucibus purus. Nunc lacus magna, tempus quis iaculis scelerisque, sagittis quis neque. Integer a dui ligula. Aenean tempor vehicula viverra. Pellentesque eget libero ac dui venenatis pharetra. Suspendisse potenti. Aliquam erat volutpat.

No comments yet. Be the first!

Write your comment...

post comment C4

close post

img preview if user attaches one

This is the title of the thread

by {author} on {date}

The excerpt of the post. Mauris porttitor volutpat turpis, sit amet feugiat sem. Maecenas eu risus a lacus luctus sodales. Morbi adipiscing vestibulum libero...

XXX comments

view post

view more discussions

A1 = Everyone A1 = Logged In A1 = Admin User

Interactions

A: Viewing (Logged Out / Logged In)
01 Discussion Heading: Category & Sub
02 Discussion Sponsor
03 Discussion Topics
04 Promoted Content (Ad Zones)

B: Navigation (Logged Out / Logged In)
01 Each topic has its own page
02 Dynamic Search for all Discussions
03 Selecting a post author links to their Profile page
04 The user can be directed to other pages based on ad zone content

C: Posting (Logged In Only)
01 Create a new discussion topic
02 Add an image to your topic
03 Set the category for a new discussion
04 Add a new post to an existing topic

D: Social (Logged In Only)
01 Discussions can be sent out to other social networks via Facebook, Twitter, Email & SYW

E: Admin Controls
01 Close/Lock a Discussion Topic
02 Set Ad Zone Content

Top Products Innovations Projects

CRAFTSMAN

search for

Hand Tools Power Tools Lawn & Garden Storage & Garage Apparel Services Craftsman Club

Home / Craftsman Club

Cart Sign In

Saver Days Countdown Clock

ask a question...

C2 select category

C1 ask community

User Name

Community

Club Home
Makers
Discussions
Q&A

Deals

Projects

A1 select a category

B1 open questions

A2

B2 search...

img

posted in project 'How to make an XXX' *by John Doe*

How did you get the corner of the table so smooth?

B3 view project

C3 answer question

view answers

img

posted in project 'How to make an XXX' *by John Doe*

B5

What kind of tool did you use to shape the edge?

view project

answer this question...

John Doe's answer

A3

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam tempus facilisis justo. Nam rhoncus, lorem elementum convallis imperdiet, leo nisi mollis arcu, nec suscipit sem tellus consequat magna. Praesent justo mauris, semper id molestie vitae, viverra quis risus. Proin congue euismod elit, at sollicitudin nisl ultricies.

- 5 + C4

B4 hide answers

img

posted on project 'Turn a Craftsman Toolbox into an iPod Boombox' *by John Doe*

Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Sed faucibus est id urna?

E2 E3 view project answer question view answers

A4

Relevant Craftsman Ad Zone

Tool Recommendation
Project Recommendation
Site Content
Promotion

E1 B6

Relevant Craftsman Ad Zone

Tool Recommendation
Project Recommendation
Site Content
Promotion

Interactions

A: Viewing (Logged Out / Logged In)
01 Question Categories
02 Questions
03 Answers
04 Promoted Content (Ad Zones)

B: Navigation (Logged Out / Logged In)
01 An Open/Closed toggle switches the display between open questions and answered ones
02 Dynamic Search of Questions and Answers
03 Project-related questions will link back to their respective Project details pages
04 Another toggle displays/hides the answers to a given question
05 Clicking on any User takes them to that user's public Profile page
06 The user can be directed to other pages based on ad zone content

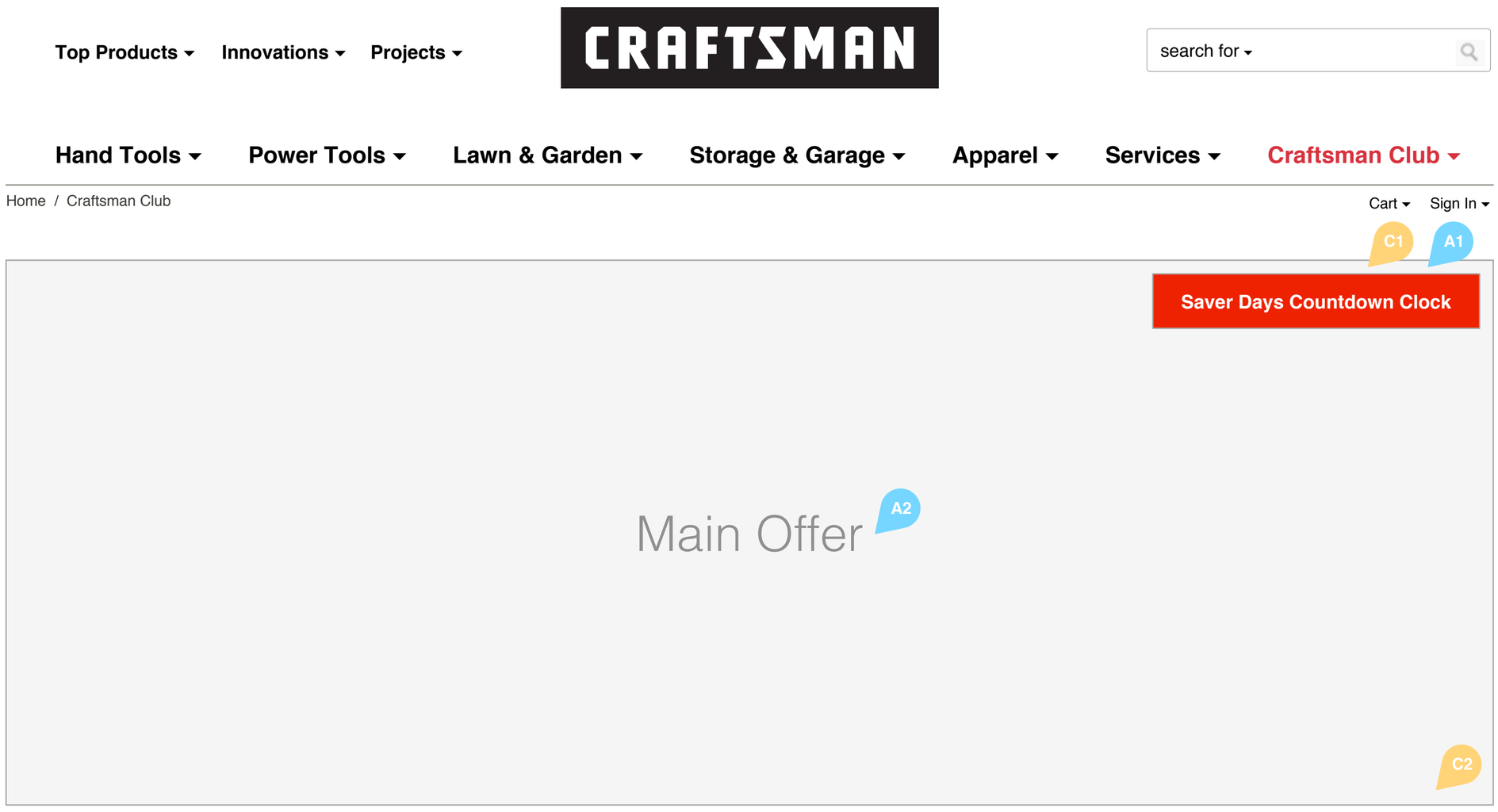
C: Posting (Logged In Only)
01 Post a New Question
02 Categorize the New Question
03 Answer an Open Question
04 Upvote an Answer
05 Mark a Question as Answered

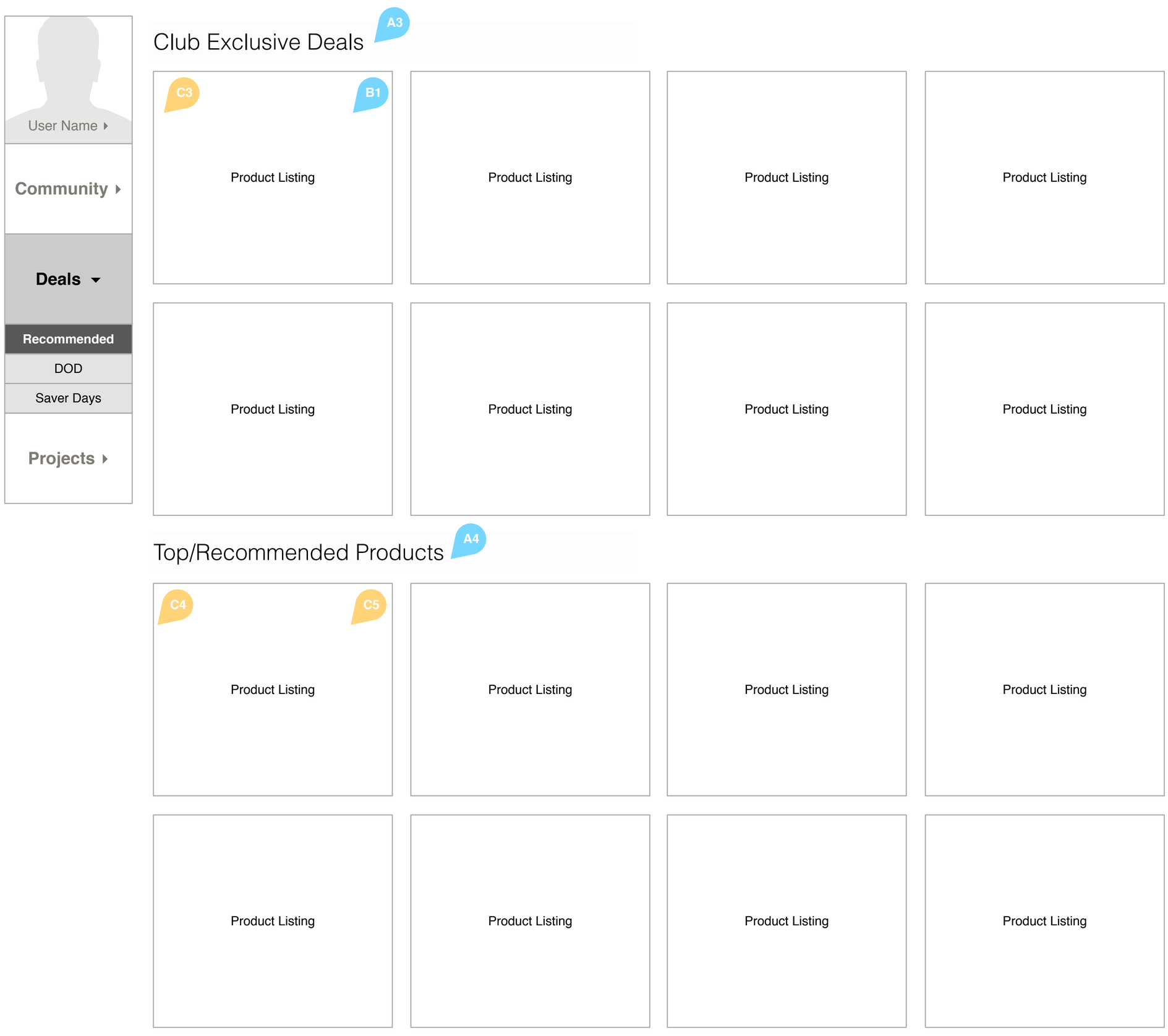
D: Social (Logged In Only)
01 Follow another Club member

E: Admin Controls
01 Set Ad Zone Content
02 Ability to close questions
03 Ability to remove irrelevant, off-topic questions

A1 = Everyone A1 = Logged In A1 = Admin User

Deals





Interactions

A: Viewing (Logged Out / Logged In)
01 Saver Days Countdown
02 Featured Offer (Deal of the Day, etc.)
03 Club Exclusive Deals
04 Top Products (by popularity) / Recommended Products (by interests)
05 Promoted Content (Ad Zones)

B: Navigation (Logged Out / Logged In)
01 Deal PIDs will support Quick View and navigate to the product's Detail page
02 The user can be directed to other pages for special promotions (Saver Days, Craftsman Days, etc).

C: Admin Controls
01 Set new Saver Days & reset countdown
02 Set Deal of the Day
03 Set Club Exclusive PIDs
04 Set Recommended Products for each Category
05 Set Top Products
06 Set Ad Zone Content

A1 = Everyone A1 = Logged In A1 = Admin User

Top Products Innovations Projects

CRAFTSMAN

search for

Hand Tools Power Tools Lawn & Garden Storage & Garage Apparel Services Craftsman Club

Home / Craftsman Club

Cart Sign In

Saver Days Countdown Clock

Project of the Month

A1

How to Build a Birdhouse

Woodworking

Phasellus tincidunt erat et quam hendrerit id tempus ipsum imperdiet. Maecenas id blandit massa. Vivamus aliquet, dolor eu porttitor vulputate, quam nibh tristique ante, quis pulvinar sapien elit ut ligula.

B1 view project see past projects B2

add a how-to project

User Name

Community

Deals

Projects

Browse Projects

Add A Project

Share Board

Challenges

A2 select a category

A3 sort by popularity

B3 search...

C D1 D2 C1

image

Project Title Goes Here
project author
difficulty
follow

Interactions

A: Viewing (Logged Out / Logged In)
01 Project of the Month
02 Project Categories
03 Projects in order of most popular or most recent
04 Promoted Content (Ad Zones)

B: Navigation (Logged Out / Logged In)
01 Clicking on a Project will go to that project's Detail page
02 Project of the Month archive
03 Dynamic Search for all Projects
04 The user can be directed to other pages based on ad zone content

C: Social (Logged In Only)
01 Follow a Project

D: Admin Controls
01 Ability to add/edit Projects via the Admin panel
02 Project uploaded by Craftsman will feature a distinctive presentation
03 Set Ad Zone Content

A1 = Everyone A1 = Logged In A1 = Admin User

Project Details / Steps

Top Products | Innovations | Projects | CRAFTSMAN | search for

Hand Tools | Power Tools | Lawn & Garden | Storage & Garage | Apparel | Services | Craftsman Club

Home / Craftsman Club

Cart | Sign In

Background - Main Image

print project | Saver Days Countdown Clock

How to make an XXXXX. A1

Proin congue euismod elit, at sollicitudin nisl ultricies a. Donec dapibus varius urna. Suspendisse vulputate hendrerit imperdiet. Sed vel ipsum nisl. A2

in **Woodworking** A3 B3

inspired by **username4545** see inspiration A4

face book | twitter D3 | syw | email

A5 image thumb | image thumb | image thumb | image thumb | image thumb | image thumb

difficulty A6

User Name

Community

Deals

Projects

Browse Projects | Add A Project | Share Board | Challenges

A11 **Project Steps** | B1 Questions | Made Projects

A10 Step 1 — view step

Step 2

step image/video

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam tempus facilisis justo. Nam rhoncus, lorem elementum convallis imperdiet, leo nisi mollis arcu, nec suscipit sem tellus consequat magna. Praesent justo mauris, semper id molestie vitae, viverra quis risus. Proin congue euismod elit, at sollicitudin nisl ultricies a. Donec dapibus varius urna. Suspendisse vulputate hendrerit imperdiet.

previous step | next step

Step 3 — view step

Step 4 — view step

Step 5 — view step

Tools A7

sale — Power Drill
Show tool from Sears feed?

img — Reciprocating Saw
Show tool from Sears feed?

img — Belt Sander B2
Show tool from Sears feed?

img — Claw Hammer E2
Show tool from Sears feed?

Recommended Tool(s) A8

img — Recommended
Show Craftsman tool from product feed

img — Recommended
Show Craftsman tool from product feed

img — Recommended
Show Craftsman tool from product feed

E3 B4

Supplies A9

1 Roll Masking Tape
any kind will work

4 2x4 Lumber
preferably pine

12 1/8" Screws

1 Large Tarp
heavy duty, over 10'

1 Small Can Paint
your choice of color

comments

add your comment...

post comment C1

{author} on {date} wrote

Looks great, nice work.

Interactions

A: Viewing (Logged Out / Logged In)
01 Project Title
02 Project Story
03 Project Categories
04 Project Inspiration
05 Project Images
06 Project Difficulty
07 Required Tools
08 Recommended Tools
09 Required Supplies
10 Project Instructions (steps)
11 Project Sub Navigation
12 Promoted Content (Ad Zones)

B: Navigation (Logged Out / Logged In)
01 Steps, Questions, Comments and the Made Projects Gallery have their own discrete sections
02 Required Tools are linked to Product Subcategory pages where possible
03 Selecting the project author will link to that author's profile page
04 The recommended tool zone leads back to a specific product detail page
05 The user can be directed to other pages based on ad zone content

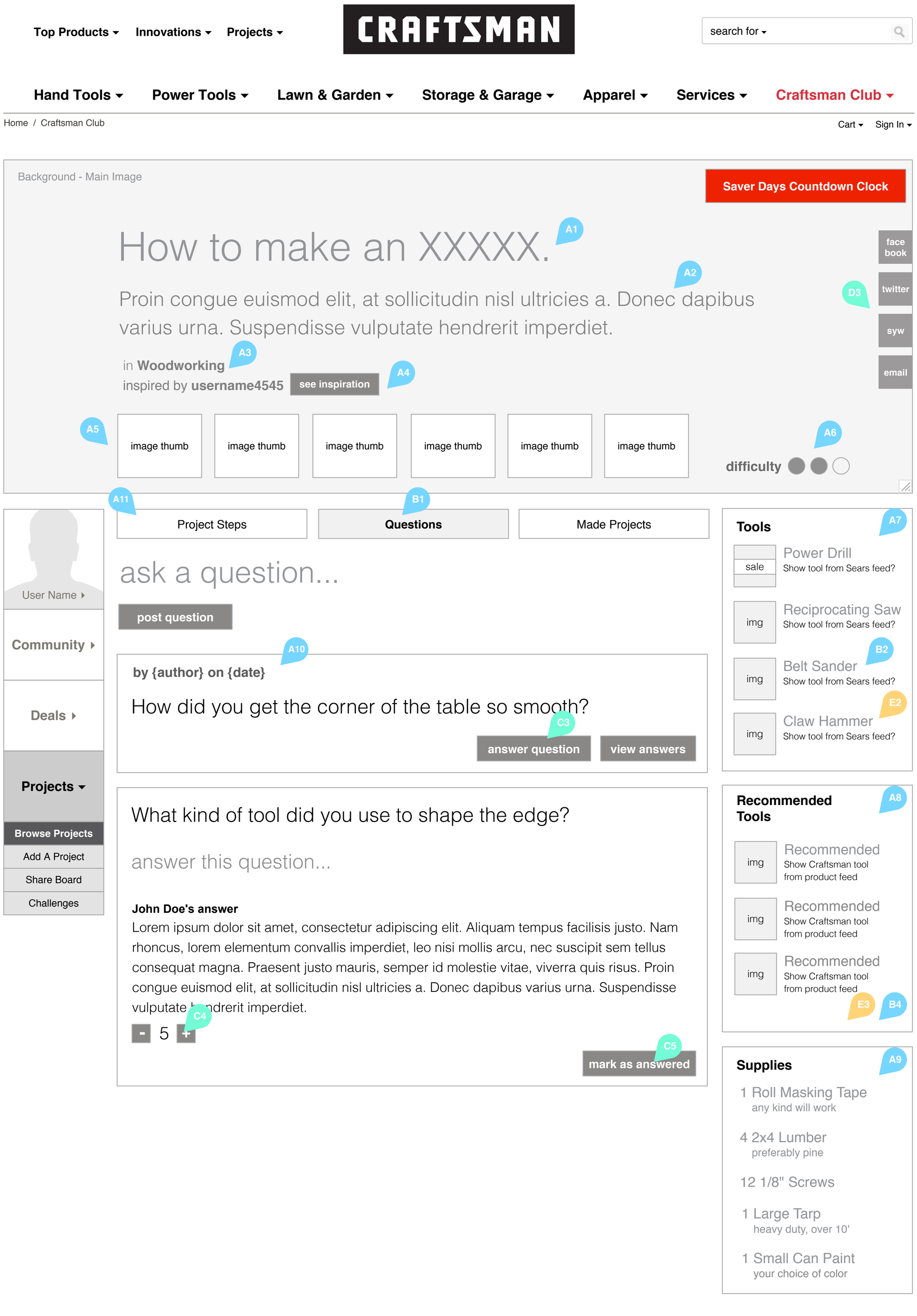
C: Posting (Logged In Only)
01 Add a Comment
02 Add a Question
03 Answer a Question

D: Social (Logged In Only)
01 Follow Another User
02 Follow the Project
03 Share Project via Facebook, Twitter, SYW & Email

E: Admin Controls
01 Remove irrelevant comments & questions
02 Link required tools to Product Subcategories
03 Set recommended tools
04 Set Ad Zone Content

A1 = Everyone | A1 = Logged In | A1 = Admin User

Project Details / Questions



Interactions

A: Viewing (Logged Out / Logged In)
01 Project Title
02 Project Story
03 Project Categories
04 Project Inspiration
05 Project Images
06 Project Difficulty
07 Required Tools
08 Recommended Tools
09 Required Supplies
10 Project Questions
11 Project Sub Navigation
12 Promoted Content (Ad Zones)

B: Navigation (Logged Out / Logged In)
01 Steps, Questions, Comments and the Made Projects Gallery have their own discrete sections
02 Required Tools are linked to Product Subcategory pages where possible
03 Selecting the project author will link to that author's profile page
04 The recommended tool zone leads back to a specific product detail page
05 The user can be directed to other pages based on ad zone content

C: Posting (Logged In Only)
01 Add a Comment
02 Add a Question
03 Answer a Question
04 Upvote a Question
05 Mark Question as Answered (Author Only)

D: Social (Logged In Only)
01 Follow Another User
02 Follow the Project
03 Share Project via Facebook, Twitter, SYW & Email

E: Admin Controls
01 Remove irrelevant comments & questions
02 Link required tools to Product Subcategories
03 Set recommended tools
04 Set Ad Zone Content

A1 = Everyone A1 = Logged In A1 = Admin User

Project Details / Made Projects

Top Products Innovations Projects

CRAFTSMAN

search for

Hand Tools Power Tools Lawn & Garden Storage & Garage Apparel Services Craftsman Club

Home / Craftsman Club

Cart Sign In

Background - Main Image

Saver Days Countdown Clock

A1

How to make an XXXXX.

face book

twitter

D3

Proin congue euismod elit, at sollicitudin nisl ultricies a. Donec dapibus varius urna. Suspendisse vulputate hendrerit imperdiet.

A2

syw

email

A3 B3 A4

in **Woodworking**

inspired by **username4545** see inspiration

A5

image thumb | image thumb | image thumb | image thumb | image thumb | image thumb

A6

difficulty

A11 B1

Project Steps | Questions | **Made Projects**

A10

Have you made this project? Share it.

Share your experience making this project...

C4

add an image | finished

User Name

Community

Deals

Projects

Browse Projects

Add A Project

Share Board

Challenges

John Doe made this project on December 1, 2012

image

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam tempus facilisis justo. Nam rhoncus, lorem elementum convallis imperdiet, leo nisi mollis arcu, nec suscipit sem tellus consequat magna. Praesent justo mauris, semper id molestie vitae, viverra quis risus. Proin congue euismod elit, at sollicitudin nisl ultricies a. Donec dapibus varius urna. Suspendisse vulputate hendrerit imperdiet.

Tools

A7

sale — Power Drill
Show tool from Sears feed?

img — Reciprocating Saw
Show tool from Sears feed?

B2

img — Belt Sander
Show tool from Sears feed?

E2

img — Claw Hammer
Show tool from Sears feed?

Recommended Tools

A8

img — Recommended
Show Craftsman tool from product feed

img — Recommended
Show Craftsman tool from product feed

img — Recommended
Show Craftsman tool from product feed

E3 B4

Supplies

A9

1 Roll Masking Tape
any kind will work

4 2x4 Lumber
preferably pine

12 1/8" Screws

1 Large Tarp
heavy duty, over 10'

1 Small Can Paint
your choice of color

Interactions

A: Viewing (Logged Out / Logged In)
01 Project Title
02 Project Story
03 Project Categories
04 Project Inspiration
05 Project Images
06 Project Difficulty
07 Required Tools
08 Recommended Tools
09 Required Supplies
10 Made Projects Gallery
11 Project Sub Navigation
12 Promoted Content (Ad Zones)

B: Navigation (Logged Out / Logged In)
01 Steps, Questions, Comments and the Made Projects Gallery have their own discrete sections
02 Required Tools are linked to Product Subcategory pages where possible
03 Selecting the project author will link to that author's profile page
04 The recommended tool zone leads back to a specific product detail page
05 The user can be directed to other pages based on ad zone content

C: Posting (Logged In Only)
01 Add a Comment
02 Add a Question
03 Answer a Question
04 Add a Made Project Post

D: Social (Logged In Only)
01 Follow Another User
02 Follow the Project
03 Share Project via Facebook, Twitter, SYW & Email

E: Admin Controls
01 Remove irrelevant comments & questions
02 Link required tools to Product Subcategories
03 Set recommended tools
04 Set Ad Zone Content

A1 = Everyone A1 = Logged In A1 = Admin User

Projects / Add a Project

Top Products Innovations Projects

CRAFTSMAN

search for

Hand Tools Power Tools Lawn & Garden Storage & Garage Apparel Services Craftsman Club

Home / Craftsman Club

Cart Sign In

A1 B1

Saver Days Countdown Clock

Title of project... C1

Describe the story behind your project... C2

C4

add image | select category

image thumb C3 (main) | image thumb | image thumb | image thumb | image thumb | image thumb C5

difficulty C6

User Name

Community

Deals

Projects

Browse Projects

Add A Project

Share Board

Challenges

C9

+ Add a Step

Step 1

edit step

Step 2

C10

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam tempus facilisis justo. Nam rhoncus, lorem elementum convallis imperdiet, leo nisi mollis arcu, nec suscipit sem tellus consequat magna. Praesent justo mauris, semper id molestie vitae, viverra quis risus.

C11 C12

add image | add video | save step

Step 3

C13

edit step

Step 4

edit step

B3 B2 D2

save as draft | publish project

Tools

C7

Add a Tool

img Power Drill
Show Craftsman equivalent from product feed

img Reciprocating Saw
Show Craftsman equivalent from product feed

D3

img Belt Sander
Show Craftsman equivalent from product feed

img Claw Hammer
Show Craftsman equivalent from product feed

Supplies

C8

Add a Supply

1 Roll Masking Tape
any kind will work

4 2x4 Lumber
preferably pine

12 1/8" Screws

1 Large Tarp
heavy duty, over 10'

1 Small Can Paint
your choice of color

Interactions

A: Viewing (Logged Out / Logged In)
01 Sign-Up/Sign-In Lightbox / N/A
02 Promoted Content (Ad Zones)

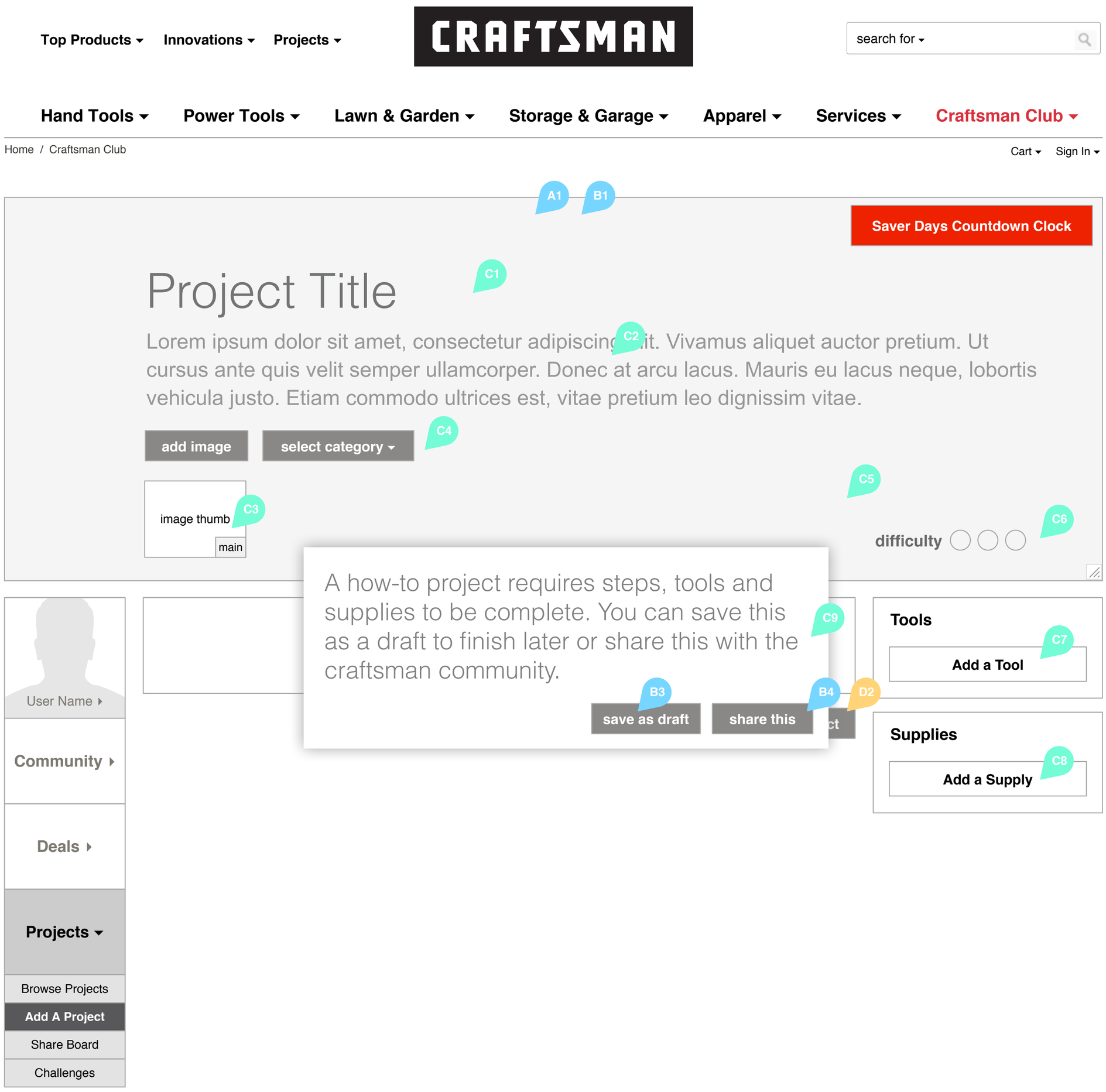
B: Navigation (Logged Out / Logged In)
01 Signing Up For the Club transitions the user into the Add a Project page proper / N/A
02 N/A / “Publish” returns to the How-to Projects page, where the new project appears at the front of the list
03 N/A / Selecting “Save a Draft” will return the user to the How-to Projects page

C: Posting (Logged In Only)
01 Add a Title to the Project
02 Add the Story behind the Project
03 Upload a main image for the Project
04 Select a Category for the Project
05 Upload additional images for the Project
06 Set Project Difficulty Level
07 Add a Tool to the list of required tools for the Project
08 Add a Material to the list of required supplies for the Project
09 Add a Step to the instructions for the Project
10 Enter instructional text for a Step
11 Add an image to a Step
12 Add a video to a Step
13 Edit an existing Step

D: Admin Controls
01 Set Ad Zone Content
02 Ability to create new projects/drafts via the Admin panel
03 Tools added cross reference with the product catalog and link to sub-categories (technical definition needed)

A1 = Everyone A1 = Logged In A1 = Admin User

Projects / Add a Project / No Steps



Interactions

A: Viewing (Logged Out / Logged In)
01 Sign-Up/Sign-In Lightbox / N/A
02 Promoted Content (Ad Zones)

B: Navigation (Logged Out / Logged In)
01 Signing Up For the Club transitions the user into the Add a Project page proper / N/A
02 N/A / “Publish” returns to the How-to Projects page, where the new project appears at the front of the list
03 N/A / Selecting “Save a Draft” will return the user to the How-to Projects page
04 N/A / A project with only an image and description (no steps, tools or supplies) can be posted to the Share page.

C: Posting (Logged In Only)
01 Add a Title to the Project
02 Add the Story behind the Project
03 Upload a main image for the Project
04 Select a Category for the Project
05 Upload additional images for the Project
06 Set Project Difficulty Level
07 Add a Tool to the list of required tools for the Project
08 Add a Material to the list of required supplies for the Project
09 Add a Step to the instructions for the Project
10 Enter instructional text for a Step
11 Add an image to a Step
12 Add a video to a Step
13 Edit an existing Step

D: Admin Controls
01 Set Ad Zone Content
02 Ability to create new projects/drafts via the Admin panel
03 Tools added cross reference with the product catalog and link to sub-categories (technical definition needed)

A1 = Everyone A1 = Logged In A1 = Admin User

Projects / Share Board

Top Products | Innovations | Projects | CRAFTSMAN | search for

Hand Tools | Power Tools | Lawn & Garden | Storage & Garage | Apparel | Services | Craftsman Club

Home / Craftsman Club

Cart | Sign In

Saver Days Countdown Clock

User Avatar Image

Share with the community... C1

C2 add image | C3 select category | C4 tag post | share

B1 add a how-to project

A1 select a category

B2 search...

User Name

Community

Deals

Projects

- Browse Projects
- Add A Project
- Share Board
- Challenges

A2 E1

image

November 28, 2012
John Doe made 'Project X'

B3 view project

image

November 28, 2012
by Bob Maker in 'Category'

User story about this piece of inspiration…

D1 follow

Ask this maker to turn this into a how-to project?

D2 send request

image

November 28, 2012
by Bob Maker in 'Category'

User story about this piece of inspiration…

view project

image

November 28, 2012
by Bob Maker in 'Category'

User story about this piece of inspiration…

follow

image

November 28, 2012
John Doe made 'Project X'

view project

image

November 28, 2012
by Bob Maker in 'Category'

User story about this piec of inspiration…

follow

Inspired?
Make this into a how-to project.

D3 add a project

image

November 28, 2012
ct X'

view project

image

November 28, 2012
by Bob Maker in 'Category'

User story about this piece of inspiration…

follow

image

November 28, 2012
John Doe made 'Project X'

view project

image

November 28, 2012
by Bob Maker in 'Category'

User story about this piece of inspiration…

follow

image

November 28, 2012
John Doe made 'Project X'

view project

image

November 28, 2012
by Bob Maker in 'Category'

User story about this piece of inspiration…

follow

page extends with more inspiration for exploratory purpose. 'infinite scroll'.

Interactions

A: Viewing (Logged Out / Logged In)
01 Post Categories
02 User Posts in reverse-chronological order
03 Promoted Content (Ad Zones)

B: Navigation (Logged Out / Logged In)
01 N/A / Secondary link to the Add a Project page
02 Dynamic Search of shared content
03 Project-specific Made Project posts will link back to the relevant how-to project
04 The user can be directed to other pages based on ad zone content

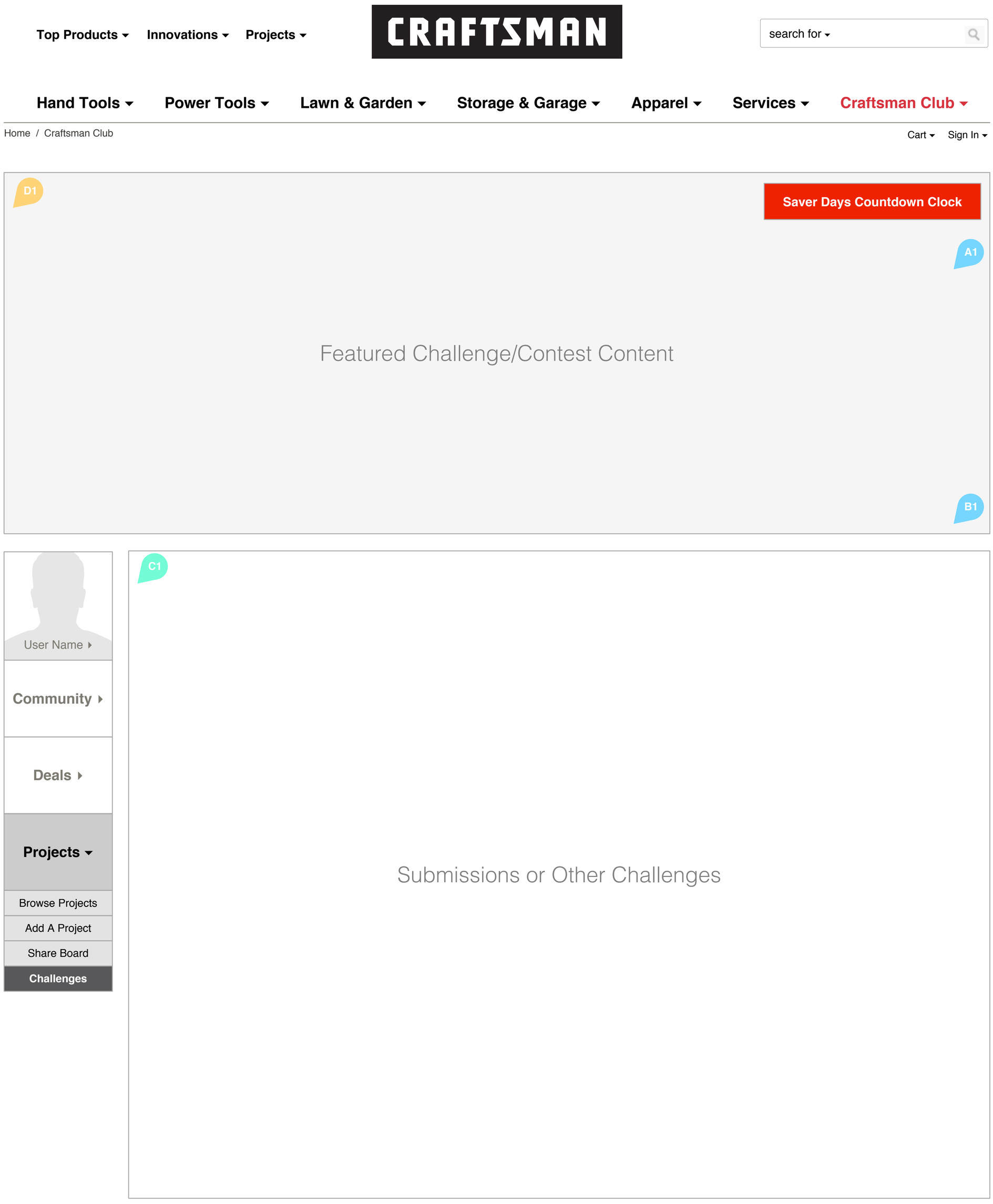
C: Posting (Logged In Only)
01 Create a new post
02 Add an Image to a Post
03 Set Post category
04 Add Tags to Post

D: Social (Logged In Only)
01 Follow a shared post
02 Suggest a post be made into a Project
03 Create a Project based on a shared Post

E: Admin Controls
01 Set Ad Zone Content
02 Ability to upload content via the Admin interface

A1 = Everyone | A1 = Logged In | A1 = Admin User

Projects / Challenges



Interactions

A: Viewing (Logged Out / Logged In)
01 Challenge Details
02 Promoted Content (Ad Zones)

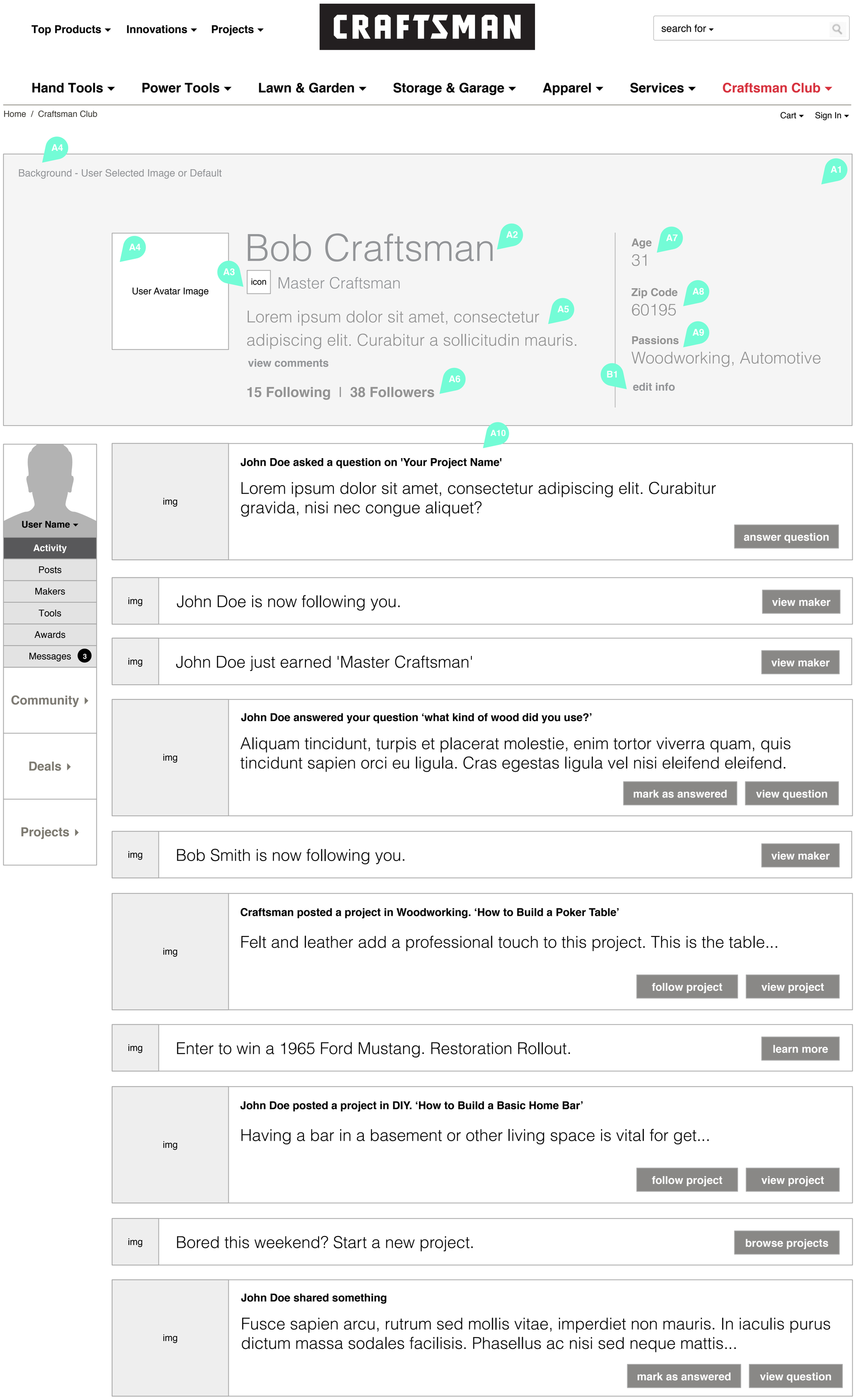
B: Navigation (Logged Out / Logged In)
01 02 Club-specific challenges navigate to a signup page / challenge page
02 The user can be directed to other pages based on ad zone content

C: Posting (Logged In Only)
01 Some challenges may allow users to post their entries (photos, etc) directly on the main challenge page

D: Admin Controls
01 Ability to post new challenges
02 Set Ad Zone Content

A1 = Everyone A1 = Logged In A1 = Admin User

User / Activity



Interactions

A: Viewing (Logged In Only)
01 Profile Content
02 User Name
03 User Rank
04 Avatar Images
05 Biographical Details
06 # of Followers & # Following
07 User Age
08 Zip Code
09 Passions/Interests (mapped to Project/Question/Post categories)
10 Notifications
• You posted to the Share Board
• You posted a Project
• You posted a Question
• You posted an Answer to a Question
• You created a new Discussion
• You posted in an existing Discussion
• You followed a person
• You followed a project
• You followed a shared post
• You added a tool to your collection
• You won an award
• A person followed you
• A person followed your project
• A person posted in a Discussion thread you started
• A person you follow posted to the Share Board
• A person you follow posted a Project
• A person you follow asked a Question
• A person you follow created a new Discussion
• A person you follow posted in an existing Discussion
• A person you follow added a tool
• A person you follow won an award
• A person commented on your Project
• A person commented on a Project you are following
• A person shared a Made Project post based on your Project
• A person shared a Made Project post based on a Project you follow
• A person asked a Question on your Project
• A person asked a Question on a Project you follow
• A person answered your Question
• A person made your Answer to a Question the canonical answer
11 Promoted Content (Ad Zones)

B: Navigation (Logged In Only)
01 An “Edit Info” link allows the user to move to the Profile Edit interface
02 The user can be directed to other pages based on ad zone content

C: Admin Controls
01 Set Ad Zone Content

A1 = Everyone A1 = Logged In A1 = Admin User

User / Posts

Top Products Innovations Projects

CRAFTSMAN

search for

Hand Tools Power Tools Lawn & Garden Storage & Garage Apparel Services Craftsman Club

Home / Craftsman Club

Cart Sign In

A4 Background - User Selected Image or Default

A1

A4 User Avatar Image

A3

Bob Craftsman A2

icon Master Craftsman

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur a sollicitudin mauris. A5

view comments

15 Following | 38 Followers A6

Age A7
31

Zip Code A8
60195

Passions A9
Woodworking, Automotive

edit info B3

User Name

Activity
Posts
Makers
Tools
Awards
Messages 3

Community

Deals

Projects

B1 My Projects: Drafts Published Followed | Inspiration | Q&A | Discussions

A10

November 16, 2012 at 6:30 pm

Aliquam tincidunt, turpis et placerat molestie, enim tortor viverra quam, quis tincidunt sapien orci eu ligula. Cras egestas ligula vel nis.

view comments B2

October 28, 2012 at 2:45 pm

Aenean imperdiet condimentum lacus sit amet elementum. Mauris congue, magna sed blandit posuere porta, mauris odio pharetra dolor.

view comments

October 22, 2012 at 3:22 pm

Proin nec ligula id lorem tincidunt egestas. Nunc volutpat, leo quis facilisis porta, mauris odio pharetra dolor, ut ornare risus metus et magna.

view comments

image

October 19, 2012 at 5:48 pm

Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Nunc dapibus tellus tincidunt mi volutpat ut malesuada lorem consequat.

view comments

October 16, 2012 at 1:56 pm

Sed et lectus eu risus lobortis dapibus. Aenean imperdiet condimentum lacus sit amet elementum. Mauris congue, magna sed blandit posuere

view comments

A11

Relevant Craftsman Ad Zone

Tool Recommendation
Project Recommendation
Site Content
Promotion

C1 B4

Relevant Craftsman Ad Zone

Tool Recommendation
Project Recommendation
Site Content
Promotion

Interactions

A: Viewing (Logged Out / Logged In)
01 Profile Content
02 User Name
03 User Rank
04 Avatar Images
05 Biographical Details
06 # of Followers & # Following
07 User Age
08 Zip Code
09 Passions/Interests (mapped to Project/Question/ Post categories)
10 Reverse-chronological ordered Discussion posts from the User
11 Promoted Content (Ad Zones)

B: Navigation (Logged Out / Logged In)
01 Toggles display Projects, Followed Projects, and Questions and Answers from the user in place of the discussion posts
02 Discussion post stubs all link back to their parent Discussion threads
03 An “Edit Info” link allows the user to move to the Profile Edit interface
04 The user can be directed to other pages based on ad zone content

C: Admin Controls
01 Set Ad Zone Content

A1 = Everyone A1 = Logged In A1 = Admin User

User / Makers

Top Products | Innovations | Projects | CRAFTSMAN | search for

Hand Tools | Power Tools | Lawn & Garden | Storage & Garage | Apparel | Services | Craftsman Club

Home / Craftsman Club

Cart | Sign In

A4 Background - User Selected Image or Default

A1

A4 User Avatar Image

A3 icon

Bob Craftsman A2

Master Craftsman

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur a sollicitudin mauris. A5

view comments

15 Following | 38 Followers A6

Age A7
31

Zip Code A8
60195

Passions A9
Woodworking, Automotive

edit info B1

User Name

- Activity
- Posts
- Makers
- Tools
- Awards
- Messages 3

Community

Deals

Projects

B2 Following | Followers | Suggested

A10

img B2

Bob Craftsman
Master Craftsman C1

Woodworker unfollow

A11

Relevant Craftsman Ad Zone

Tool Recommendation
Project Recommendation
Site Content
Promotion

D1 B4

Interactions

A: Viewing (Logged In Only)
01 Profile Content
02 User Name
03 User Rank
04 Avatar Images
05 Biographical Details
06 # of Followers & # Following
07 User Age
08 Zip Code
09 Passions/Interests (mapped to Project/Question/ Post categories)
10 Makers
11 Promoted Content (Ad Zones)

B: Navigation (Logged In Only)
01 “Edit Info” goes to a Profile Editing interface
02 Toggle between Following, Followers & Suggested Makers
03 The user can be directed to other pages based on ad zone content

C: Social (Logged In Only)
01 Set following status

D: Admin Controls
01 Set Ad Zone Content

A1 = Everyone A1 = Logged In A1 = Admin User

User / Tools

Top Products | Innovations | Projects

CRAFTSMAN

search for

Hand Tools | Power Tools | Lawn & Garden | Storage & Garage | Apparel | Services | Craftsman Club

Home / Craftsman Club

Cart | Sign In

A4 Background - User Selected Image or Default

A1

A4 A3 User Avatar Image

A2 Bob Craftsman

icon Master Craftsman

A5 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur a sollicitudin mauris.

view comments

A6 15 Following | 38 Followers

Age A7
31

Zip Code A8
60195

Passions A9
Woodworking, Automotive

B1 edit info

User Name

- Activity
- Posts
- Makers
- Tools
- Awards
- Messages 3

Community

Deals

Projects

Find a tool you own...

B2 browse craftsman tools

Tools I own A10

Tool from feed | Tool from feed | Tool from feed

Tool from feed | Tool from feed | Tool from feed

Tool from feed | Tool from feed | Tool from feed

Tool from feed?

A11

Relevant Craftsman Ad Zone

Tool Recommendation
Project Recommendation
Site Content
Promotion

C1 B3

Relevant Craftsman Ad Zone

Tool Recommendation
Project Recommendation
Site Content
Promotion

Interactions

A: Viewing (Logged In Only)
01 Profile Content
02 User Name
03 User Rank
04 Avatar Images
05 Biographical Details
06 # of Followers & # Following
07 User Age
08 Zip Code
09 Passions/Interests (mapped to Project/Question/Post categories)
10 User's Tool Collection
11 Promoted Content (Ad Zones)

B: Navigation (Logged In Only)
01 "Edit Info" goes to a Profile Editing interface
02 A "browse craftsman tools" link sends users into the shopping part of the site
03 The user can be directed to other pages based on ad zone content

C: Admin Controls
01 Set Ad Zone Content

A1 = Everyone A1 = Logged In A1 = Admin User

User / Awards

Top Products | Innovations | Projects

CRAFTSMAN

search for

Hand Tools | Power Tools | Lawn & Garden | Storage & Garage | Apparel | Services | Craftsman Club

Home / Craftsman Club

Cart | Sign In

A4

Background - User Selected Image or Default

A1

A4

User Avatar Image

A3

Bob Craftsman

A2

icon Master Craftsman

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur a sollicitudin mauris.

A5

view comments

15 Following | 38 Followers

A6

Age A7
31

Zip Code A8
60195

Passions A9
Woodworking, Automotive

edit info B1

User Name

- Activity
- Posts
- Makers
- Tools
- Awards
- Messages 3

Community

Deals

Projects

Badge

Current Rank

Master Craftsman

C2

Vivamus tortor ligula, elementum et vehicula eget, rhoncus eu sapien. Nulla feugiat semper sapien. Nulla vel felis sit amet purus condimentum rhoncus ac id lectus.

Awards you have earned A10

Badge	Badge	Badge	Badge	Badge	Badge
Badge	Badge	Badge	Badge	Badge	Badge
Badge	Badge	Badge	Badge	Badge	Badge
Badge	Badge	Badge	Badge	Badge	Badge

A11

Relevant Craftsman Ad Zone

Tool Recommendation
Project Recommendation
Site Content
Promotion

C1 B2

Relevant Craftsman Ad Zone

Tool Recommendation
Project Recommendation
Site Content
Promotion

Interactions

A: Viewing (Logged In Only)
01 Profile Content
02 User Name
03 User Rank
04 Avatar Images
05 Biographical Details
06 # of Followers & # Following
07 User Age
08 Zip Code
09 Passions/Interests (mapped to Project/Question/Post categories)
10 Badges Earned
11 Promoted Content (Ad Zones)

B: Navigation (Logged In Only)
01 “Edit Info” goes to a Profile Editing interface
02 The user can be directed to other pages based on ad zone content

C: Admin Controls
01 Set Ad Zone Content

A1 = Everyone A1 = Logged In A1 = Admin User

User / Public

Top Products ▾ Innovations ▾ Projects ▾ CRAFTSMAN search for ▾

Hand Tools ▾ Power Tools ▾ Lawn & Garden ▾ Storage & Garage ▾ Apparel ▾ Services ▾ Craftsman Club ▾

Home / Craftsman Club

Cart ▾ Sign In ▾

Background - User Selected Image or Default A3

A3 User Avatar Image

Bob Craftsman A1

icon Master Craftsman A2

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur a sollicitudin mauris. A4

view comments

15 Following | 38 Followers A5

Age A6
31

Zip Code A7
60195

Passions A8
Woodworking, Automotive

Sign-In ▸

Community ▸

Deals ▸

Projects ▸

B1 Discussions | Awards | Tools | Projects | Relationships

A9

November 16, 2012 at 6:30 pm

Aliquam tincidunt, turpis et placerat molestie, enim tortor viverra quam, quis tincidunt sapien orci eu ligula. Cras egestas ligula vel nis.

view comments B2

October 28, 2012 at 2:45 pm

Aenean imperdiet condimentum lacus sit amet elementum. Mauris congue, magna sed blandit posuere porta, mauris odio pharetra dolor.

view comments

October 22, 2012 at 3:22 pm

Proin nec ligula id lorem tincidunt egestas. Nunc volutpat, leo quis facilisis porta, mauris odio pharetra dolor, ut ornare risus metus et magna.

view comments

image

October 19, 2012 at 5:48 pm

Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Nunc dapibus tellus tincidunt mi volutpat ut malesuada lorem consequat.

view comments

October 16, 2012 at 1:56 pm

Sed et lectus eu risus lobortis dapibus. Aenean imperdiet condimentum lacus sit amet elementum. Mauris congue, magna sed blandit posuere

view comments

A10

Relevant Craftsman Ad Zone

Tool Recommendation
Project Recommendation
Site Content
Promotion

C1 B3

Relevant Craftsman Ad Zone

Tool Recommendation
Project Recommendation
Site Content
Promotion

Interactions

A: Viewing (Logged Out / Logged In)
01 User Name
02 User Rank
03 Avatar Images
04 Biographical Details
05 # of Followers & # Following
06 User Age
07 Zip Code
08 Passions/Interests (mapped to Project/Question/ Post categories)
09 Reverse-chronological ordered Discussion posts from the User
10 Promoted Content (Ad Zones)

B: Navigation (Logged Out / Logged In)
01 Toggles display Awards, Tools, Projects and Relationships for the user in place of the discussion posts
02 Discussion post stubs all link back to their parent Discussion threads
03 The user can be directed to other pages based on ad zone content

C: Admin Controls
01 Set Ad Zone Content

A1 = Everyone A1 = Logged In A1 = Admin User