**Aaron,**

I have provided clarification below. I am hesitant to provide too much detail because I hope this exercise enables us to view your ability to use your talents to take a loose project and run with it. I will be clear that usability is of the utmost importance. I am a simplicity freak. I would rather a site strip out features and functionality for the sake of usability; I believe less is more so please take that into consideration when creating.

Also, have fun with this project. Please don’t stress over what you think I will like or dislike… I would like you to approach this project as if you were designing it as an entrepreneur. Design it as if you were going to be using the celebrity height application. Design the page for the USER. As you know, most people are not tech savvy, so again, it all comes back to simplicity.

For optimal results consider the purpose of the height application and refine the concept to clearly and concisely communicate the feature message of the page. Work under the assumption that a user has never been to the Juggle.com site. As general principle I never make “assumptions” regarding user behavior and understanding… the only assumption I make is the user is as dumb as I am and that the message and feature set needs to be dumbed down and simplified time and time again until the messaging, design, layout can no longer be refined. If you design the page in the simplest possible fashion focusing exclusively on user value (what the user wants to see, not what we have the data or technology to serve). Too often programmers / designers create complex systems because they have the data and technology to do it… when in many cases it lessens user value because of the complicated nature.

Please read below and let me know if you have any questions.

**Questions:**

Will the layout style that sits within the content area need to be carried over into other projects?

Good question. I want you to have creative freedom designing a layout that caters to the task at hand, we will also be creating a “Weight” and “Age” system similar to this… same features and functionality, different data (and a different chart – timeline and weight scale instead of height chart). In short, consistency is key, so please design as if this layout design will be used for the Height application… and then for the similar Age and Weight system and possibly others. The system you are designing will also be used to feature the “heights” of other things such as landmarks, buildings, animals, etc… so hopefully with a few minor tweaks – your design can feature buildings among other things in place of “celebrities”. These are different verticals and will be branded accordingly but will share the same features and functionality, if that makes sense. To summarize, this design should scale, with minor design tweaks to feature the “heights” of many different things animate and inanimate.

Is the overall concept of the Juggle.com brand to have each of these projects make up a piece of the larger Juggle.com site - or would each project essentially be a "micro" site that gets traffic simply from being search engine results landing pages - by using the Juggle knowledge engine?

Each project will make up a piece of the larger Juggle.com property. So, I think I can better clarify the above question as well… please do not design with the thinking of these as micro sites… rather verticals. I know this can be confusing as a matter of semantics, so let me explain. For every topic (2.4 million or so of them – example – Tom Cruise, St. Louis Cardinals, IPod, Rome, Italy) we have a dedicated question and Answer page (all of the questions asked about a particular topic) will be aggregated on a dedicated page. Example- we may have 2000 questions about Rome, Italy. These questions would be able to be search and sorted on the “Rome Italy question and Answer page. Each QA page will follow the same stylistic guideline sand maintain a consistent header and footer. Your page will follow these same principles except in the “Height” example… we are creating a vertical of “Celebrity Heights” that is, we are adding the interactive component of a height chart and the ability to browse celebrities, etc. To better explain consider this… If a user asks, “What is the height of Tom Cruise” the question would be featured in the Tom Cruise QA page (with all the other Tom Cruise questions). The difference between this Cruise question and the others is that the “Height” question will be aggregated into a standalone vertical (celebrity heights). So when you click on the question “What is the height of Tom Cruise” – the page that serves will feature functionality unique to the questions pertaining to the height concept. The content on the page to answer the question will feature the height chart and other functionality needed to clearly answer this question and to provide add-on, interactive value, such as entering your own height to have it compared with other celebrities.

Are the text elements under the thumbnails all links that will re-sort / re-categorize the results? In other words, if I'm looking at the Tom Cruise results, and I click on his height - will it show me the most related matches that are equal to or near that height? I'd like to know so I can keep that in mind when deciding on font styles / coloring / etc...

If I understand your question correctly… the hand drawn comp I provided featured “Tom Cruise” as the main height topic (the other celebrities in the example page are “related”). As shown, “Andre the Giant” in the example is related, if you clicked on “Andre the Giant Height” link under his stick figure the page would reload with Andre in the middle and two celebrities related to him to his right and left. All people featured on these pages will have their “own” dedicated height page. The hand drawn one I sent you is Tom Cruise’s “own” height page. To further clarify, all links leading to “related people” will go to their respective height pages…

Is there any type of "advanced search" option below the box where they can enter their height? Example. They could click the advanced search button and a more specific set of entry fields would appear below the basic ones so the user could search for only female movie actresses that were the same height as them.

Yes, there will be a sort feature enabling them to refine by Celebrity category, male and female, by individual actor or actress, etc. This would be an “on page” filter… they will have the option of filtering / refining the results comparisons and for searching for an individual celebrity. You will need to include these things in the left navigation (search box and filtering options). This is added to the original scope I provided… initially I said you would only be designing the center content area, but you are correct, you will also be designing these filters within the left navigation using the same design format as the attached example (similar look and feel, functionality may be different).

I would appreciate if you design this left navigation using the filtering components you deem most useful and usable. We have the data so anything is possible, we only want to include intriguing filters that provide relevant value (we won’t want to provide options for filtering just because we have the data and technology available to us, instead, less is more (we only want to feature things that drive the most value). I actually look forward to seeing how effective you can be at providing the most user centric page relating to height.

The challenge is to provide these navigation options in a simple way as to not crowd or confuse the page. I would rather lose functionality than confuse the page, so you can work with this to see if you can make it work in a simple fashion. Remember, these people will be bouncing on the page from a search engine, we hope the page is easy to use enough to get them to quickly enter their height and weight and go from there. It is a novelty… a user may search a celebrity or two, input their height, filter and be gone. Our goal is to make it simple and interactive to maximize the page views and time spent on site. Before designing you may want to compose a short “purpose” statement… may ensure your design meets this end.

In the stick-figure area that scrolls left to right, is there any type of default sorting? Can they re-sort the results to see the "lineup" of related people from shortest to tallest, and otherwise? Would there need to be any additional sorting / display options involved in the "stick-figure" portion of the interface itself?

I added the scrolling “arrow” button but I do not think it is necessary; I like your idea of a simple sorting feature via a drop down, etc on the left column navigation.

In reality, I am not married to any particular idea. I know I have stated it time and time again… but I am mostly interested in created a compelling feature in a simplistic fashion.

This project would have been far easier to explain in person or by phone… and future ones will certainly be. We can still speak by phone if need be.

So to summarize… for best results, break down the concept to the most basic level. Only include features and functionality necessary to make the system work and create the message for the system loud and clear. You CANNOT over communicate a message…

Lastly, the design of the site has not been 100% finalized and it will be ever changing moving forward. I have attached a page of a current comp for your review so you can somewhat blend your design with the style that has already been created (and replicate the look and feel of the left hand menu). One thing to note, none of the attached pages have been designed to fit any particular vertical, but they will be… (Each will be branded within a category… the header and center content designed to fit the category type. Feel free to brand / design the center content area as you see fit and feel free to design the top header as you see fit. We will want to keep the navigation the same (via the three buttons in the header…) but feel free to add an icon or whatever design elements to achieve your goal.

Your fee is acceptable. I figure after you submit your first comp I will review and submit feedback. I will be amazed if you are able to nail it on your first shot considering the method of communicating the project. The goal is to refine the design and methodology so that we can continue with these types of projects… this will certainly be the most time consuming project as you get up to speed on the project. Please bear with me as the two of us refine / communicate this process, once we get a few under our belts the speed with which we can move will be phenomenal. We literally have hundreds of these types of things needing designed so hopefully we can refine the process and do a lot of work together.

Call me if you have any questions: 618-920-6999. I am available all day. I will not be disappointed if you do not come back with something 100% on the mark, in fact that may be impossible given the communication. What I am looking for is your ability to understand the core concept and execute a design that simplifies and communicates this concept. This exercise is a great first step towards getting on the same page and a longer term more expanded relationship. Simplicity is key! Have I said that once or twice in this email? ☺

>>>>> Example comps:

Attached is a “Main Topic Page” for Family Guy Cartoon… you can see Topic pages are branded in purple (the QA pages are orange – not shown in example). For the application you are designing, please use the left menu to show the search and filtering options - examples, show men only, show women only, show only TV actresses, browse by height drop down (like browse by price in shopping, and however else you believe value is created by breaking down / filtering the data. If you have trouble with this, no problem I can help you, but I would like to see what you come up with to understand what you are able to achieve without much direction. In short, please use this left hand column to feature the navigation / filtering options you deem most appropriate. Please use a similar design style as the left navigation featured in the attached example… we want to maintain navigational consistency. You can add “drop down menus or other menu types not shown in the attached example.

**Time-frame:**

Should have it ready by the end of the weekend or Tuesday morning at the latest.

Great! I look forward to viewing your comp!