

INTRODUCTION

The Name Structures Family of web sites currently includes 3 sites

1. The baby Naming Experience
2. The Naming Experience
3. The Business Naming Experience

The functional aspect of the Labs are the same as what's on the DVD. Only the presentation of the results will change. However, not all of the functions on the DVD are incorporated on each site.

Each of the web sites contain some portion of the functionality included on the DVD. Listed below are the details of the functions from the DVD that are to be incorporated into the each specific site.

The screenshot shows the homepage of the 'Baby Naming Experience' website. At the top, there is a navigation menu with links for HOME, CHOOSING NAMES, REPORT CARD, MARYANNA'S PROCESS, CONSULTATIONS, and SHOP. Below the navigation is a breadcrumb trail: Home > Baby Naming Lab. The main content area features a large image of a young child in a white lab coat, holding a stethoscope. To the right of the image is the heading 'Baby Naming Lab' and a paragraph of introductory text. Below this is a section titled 'Features Include' with six colored boxes listing various features: Search capabilities to refine your name focus, Personality Profiles, Charts that compare personality traits for any name, Name equations that relate to name archtypes, Continual updates on latest naming trends, and An alphabetical Index of hundreds of spellings. At the bottom, there is a 'Subscribe' section with three pricing options: 1 MONTH for \$19.95, 3 MONTHS for \$49.95, and 6 MONTHS for \$69.95. Each option has a 'Get Started' button. A note below the pricing options states: 'While you have an active subscription, you can also e-mail Maryanna with your questions!'. At the very bottom, there is a link to order a hard copy of the lab for \$29.95.

THE BABY NAMING EXPERIENCE

The initial page for the Lab is the sign up page show on the left. At the top right corner there is a Naming Lab Login. We will need to design a simple login page.

To use the Baby naming Lab a subscription must have been previously purchased and currently valid.

The Login page must check login credentials for;

- Initial subscription date
- Length of subscription purchased
- If the subscription has expired.

If the login credentials are valid then the user will go to the subscription landing page shown below:

Welcome to the Baby Naming Lab!

**Name Profile
for First, Middle,
Last or Full Name**

Enter First Name

Enter Middle Name

Enter Surname

Submit ▶

**Search by
Code, Origin or
Beginning Letter**

Take a look at traditional "meanings" of names, discover if a name has been historically considered male or female, sort names by beginning or ending syllables or search for names by origin.

Get Started ▶

**Compare
Profiles**

Name One

To Compare With

Name Two

Submit ▶

**Name Profile for First,
Middle, Last or Full Name**

Sight and sound are important in a name, but it's the subliminal energy of a name pattern that will mold your baby's personality.

Each profile has an archetype as well as a name code. If you like a personality type, go to the search feature, put in the code and find other names with that influence.

Check out first name influence, middle, surname and the full name as a whole.

**Search by Code, Origin or
Beginning Letter**

Take a look at traditional "meanings" of names, sort names by beginning or end letters/syllables or by origin

If you have the codes of name profiles that appeal to you, enter those and discover all the associated names

Compare Profiles

Compare the characteristics encouraged by two different names.

Then take a look at how family members will relate with various name choices by comparing parents and siblings with each moniker you are considering



- The Lab on the Baby Naming Experience has three primary functions;
1. Name Profile for First, Middle, Last or Full Name (First page of DVD)
 2. Search by Code, Origin or Beginning Letter
 3. Compare Profiles

The descriptions below will provide detailed instructions and screen shots for each of the three options.

1. Name Profile for First, Middle, Last or Full Name

Baby THE NAMING EXPERIENCE

HOME CHOOSING NAMES REPORT CARD MARYANNA'S PROCESS CONSULTATIONS SHOP

Home > Baby Naming Lab

Result for:

Jim
The Tiny Thrill-Seeker
955

Restless and always seeking a new adventure, your child with this name could be a handful. It will be your job to provide a steady diet of challenges so that boredom is kept at bay. This is a name that keeps the mind running continually with a steady flow of innovative ideas. Some funnel those thoughts into reform and action, and others simply become fascinating conversationalists. Be sure the full name here offers grounding and focus. Also watch for signs of self-destructive behavior. The adrenaline is pumping so strongly around this name influence, many answer the call by stepping into the fast lane with abandon!

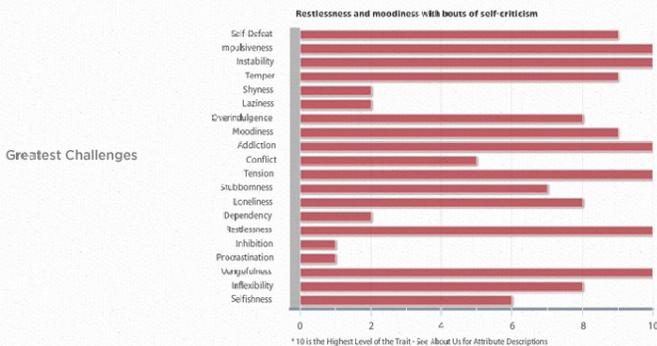
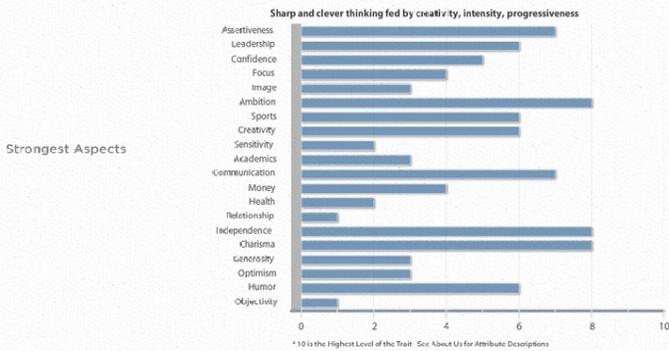
Gender: This name carries a masculine influence.

Comments: If this influence is used for a first name, be sure the full name offers support in patience, objectivity, compassion and detail awareness. If this influence is used for a full name, it is advisable to work with an appropriate middle name or initial to soften the effects of the emotional adrenaline encouraged here.

Middle Name Influence: As a middle name, this influence will tune an individual in on adventure and innovation. Because the fast-paced quality of the name is often difficult in real life experience, this name is more suited to a middle rather than a first name.

Surname Influence: This name, when applied as a surname will bring an interest in sales, marketing, inventing and entrepreneurship. However, those interests may be subdued if the first and full names pull in a different direction.

Career and Job Inclinations: Don't figure on a person with this name enjoying a routine job featuring little chance for change or advancement. These are folks who thrive on variety, loving to be in the middle of the action. They enjoy juggling multiple tasks through the day and prefer being on the road to sitting behind a desk. With this name in place, a person will not like to take orders, nor will there be an easy acceptance of "busy work." Since the energy of this name is quick-paced and loaded with emotional adrenaline, there won't be much patience for endless paperwork or meaningless details. Most people with this name will either have a multitude of jobs through a life-time or they will shift career focus within a specific profession. Suitable work fields include marketing, sales, law, police work, the travel industry and technology.



Name Profile Results should include:

- A. Photo
- B. Description copy
- C. Horizontal Bar charts
 - a Strongest Aspects
 - b Greatest Challenges

These results and the functions performed are the same as what is on the DVD except that the DVD results page does not include the graph.

The calculations for the name ID are performed as follows:

The first number in the code is the sum of all the vowel numbers, the second number is the sum of all the consonant numbers and the third number is the sum of the vowel and consonant numbers.

For Brian

Vowels: i = 9 and a=1 which adds up to 10 and reduces to 1
 Consonants: B=2, r = 9 and n = 5 which adds up to 16 and reduces to 7. Sum: 1+7 = 8
 So the numerical name code for Brian is 178, The Take-Charge Executive

In names like T.J. where there are no vowels, a 9 can be the placeholder for the vowel number.

If the First Name Field is left blank (null) then use the name entered in the middle name field to calculate the name ID code used to retrieve the photo. The first paragraph, the gender and the comments fields should not be shown.

If the first name AND second name fields are left blank, show only the surname influence copy and no photo.

For all other null occurrences, do not show image and corresponding text (Null field = Null Result)

The following are the codes for the report card program:

a = 1	b = 2	p = 7
e = 5	c = 3	q = 8
i = 9	d = 4	r = 9
o = 6	f = 6	s = 1
u = 3	g = 7	t = 2
y = 7	h = 8	v = 4
(but only when the y is the	j = 1	w = 5
only vowel in the name.	k = 2	x = 6
Otherwise, y is a consonant.	l = 3	y = 7
	m = 4	z = 8
	n = 5	

All calculations should be in the current program on the DVD and correct.

We would like to create an option so that sometime in the future we can add a data base of valid names. Since the program will come up with a code for any sequence of letters that are put in we want to avoid people putting nonsense names or words into the report card, (like jhdksv). When this option is enabled it will check the text entered against the database of valid names. If the name is found to be invalid it will respond with an invalid name error message. We will also need to allow admin to append the list of names as needed.

In addition to the photo and description copy as shown on the DVD version, we want to add the bar charts "Strongest Aspects" and "Greatest Challenges" to the bottom of the page. (These are on separate tabs on the DVD version.) We do not need the Zoom Feature included on the DVD version, however I would move the title from the left and move it above the graph so that the graph can be full width thereby making it considerably larger on the screen that what is show on the illustration above.

2. Search by Code, Origin or Beginning Letter

The screenshot shows the 'Baby Naming Lab' website. At the top, there is a navigation menu with links: HOME, CHOOSING NAMES (Find Out How?), REPORT CARD (Grade Any Name), MARYANNA'S PROCESS (Behavior, Name Equations), CONSULTATIONS (Appointments, etc), and SHOP (Books, etc). A search bar and a shopping cart icon (0 Items View Cart) are also visible. Below the navigation, there is a breadcrumb trail: Home > Baby Naming Lab. A green 'BACK' button is on the left, and the page title 'Baby Naming Lab' is on the right. The main content area contains text explaining the search functionality: 'Take a look at traditional "meanings" of names, discover if a name has been historically considered male or female, sort names by beginning or ending syllables or search for names by origin. You can find all names with a particular name personality by typing in the Name Chord for that personality. Double click on name you wish to see.' Below this text, there are search filters: 'Filter Name or Name Chord by:' with a text input containing 'Jim', a 'Starts with' dropdown menu, and 'Or by Origin:' with an 'All' dropdown menu. A table displays the search results for 'Jim'.

Name	Name Chord	Origin	Meaning
Jim	955	English, Hebrew	Variant of Jacob Supplanter.
Jimbo	674		
Jimbob	696		
Jimel	584		
Jimena	617	Spanish	Heard
Jimi	955	English	Modern feminine of Jimmy.
Jimmi	999	English	Modern feminine of Jimmy.
Jimmie	595	English	Variant of Jacob Supplanter.
Jimmy	977	English, Hebrew	Supplanter

This section will be the same as the DVD.

3. Compare Profiles



0 Items
View Cart
Naming Lab Login

HOME
CHOOSING NAMES
Find Out How?
REPORT CARD
Grade Any Name
MARYANNA'S PROCESS
Behavior, Name Equations
CONSULTATIONS
Appointments, etc
SHOP
Books, etc

Home > Baby Naming Lab

← BACK
Baby Naming Lab

Results for:



Jim
The Tiny Thrill-Seeker
955

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Gender: This name carries a masculine influence.

Comments: If this influence is used for a first name, be sure the full name offers support in patience, objectivity, compassion and detail awareness. If this influence is used for a full name, it is advisable to work with an appropriate middle name or initial to soften the effects of the emotional adrenaline encouraged here.

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Results for:



Jim
The Tiny Thrill-Seeker
955

Like Tweet PinIt

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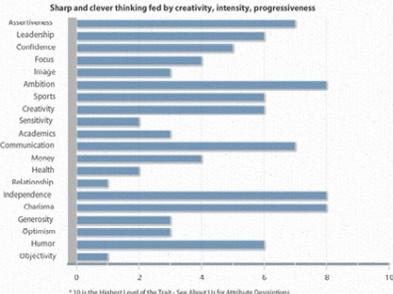
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Strongest Aspects

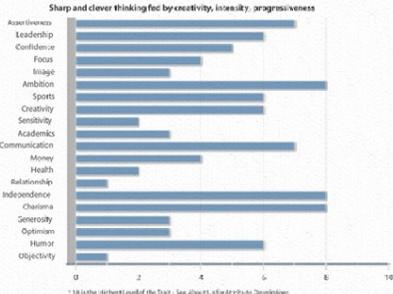
Sharp and clever thinking fed by creativity, intensity, progressiveness



*10 is the Highest Level of the Trait - See About Us for Attribute Descriptions

Strongest Aspects

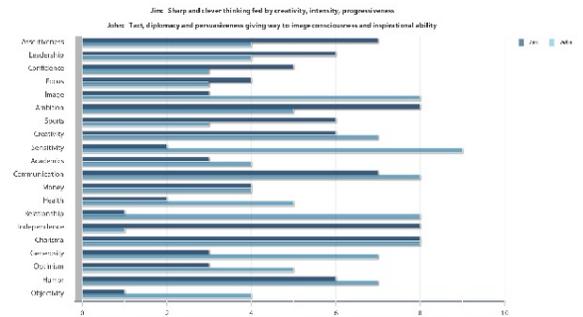
Sharp and clever thinking fed by creativity, intensity, progressiveness



*10 is the Highest Level of the Trait - See About Us for Attribute Descriptions

The Compare Profiles option will operate the same as the DVD, however it will display the comparison graphs at the bottom of the page instead of on a separate tab like the DVD.

The illustration to the left is correct in that it shows the graph at the bottom, but it is incorrect in that it shows two graphs, (one for each name). It should show a comparison graph similar to the ones on the DVD as shown below.



The first name will be one color and the second name will be a 2nd color in the graph.

There will be two graphs, one for Strongest Aspects and another for Greatest Challenges

THE NAMING EXPERIENCE

THE NAMING EXPERIENCE

0 Items
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Compatibility Lab Login ▶

HOME NAME ANATOMY
First + Middle + Last COMPATIBILITY REPORT
You + Me = ? READINGS & CONSULTATIONS
Appointments with Maryanna BLOG
Current Topics SHOP
Books, etc

Home > Compatibility Lab

Compatibility Lab

Relationships are important to all of us. What if you could peek into the personalities of those around you in order to get a better picture of how you'll get along? Names provide that peek!

In subscribing to Maryanna's interactive **Compatibility Lab**, you can check out personality name profiles for friends, co-workers, lovers and potential sales contacts. You can even put yourself into the picture with side-by-side comparison charts that grade everything from assertiveness and sensitivity to moodiness and procrastination. Get the inside story on everyone, just by knowing their name

Features Include

- Mini-Profiles
- Comparative Trait Charts
- Compatibility Style

Subscribe

1 MONTH	3 MONTHS	6 MONTHS
\$19 ⁹⁵	\$49 ⁹⁵	\$69 ⁹⁵

While you have an active subscription, you can also e-mail Maryanna with your questions!

Get Started ▶ Get Started ▶ Get Started ▶

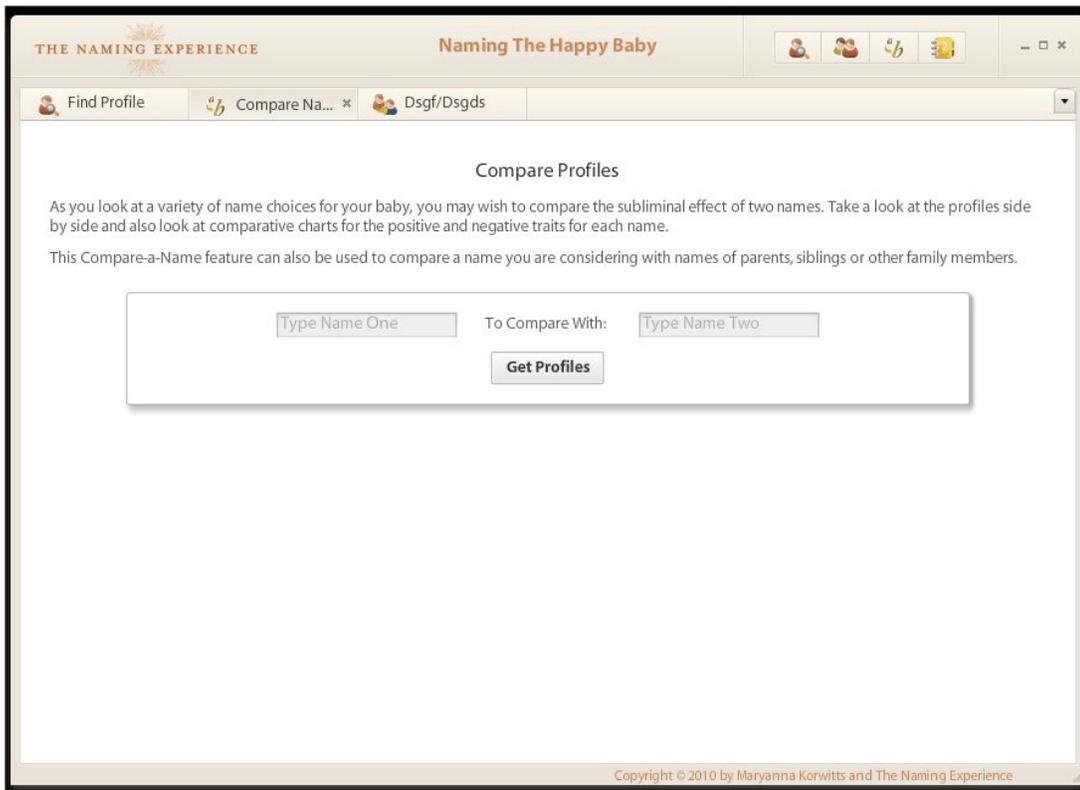
The initial page for the Lab is the sign up page shown on the left. At the top right corner there is a Naming Lab Login. We will need to design a simple login page.

To use the Naming Lab a subscription must have been previously purchased and currently valid.

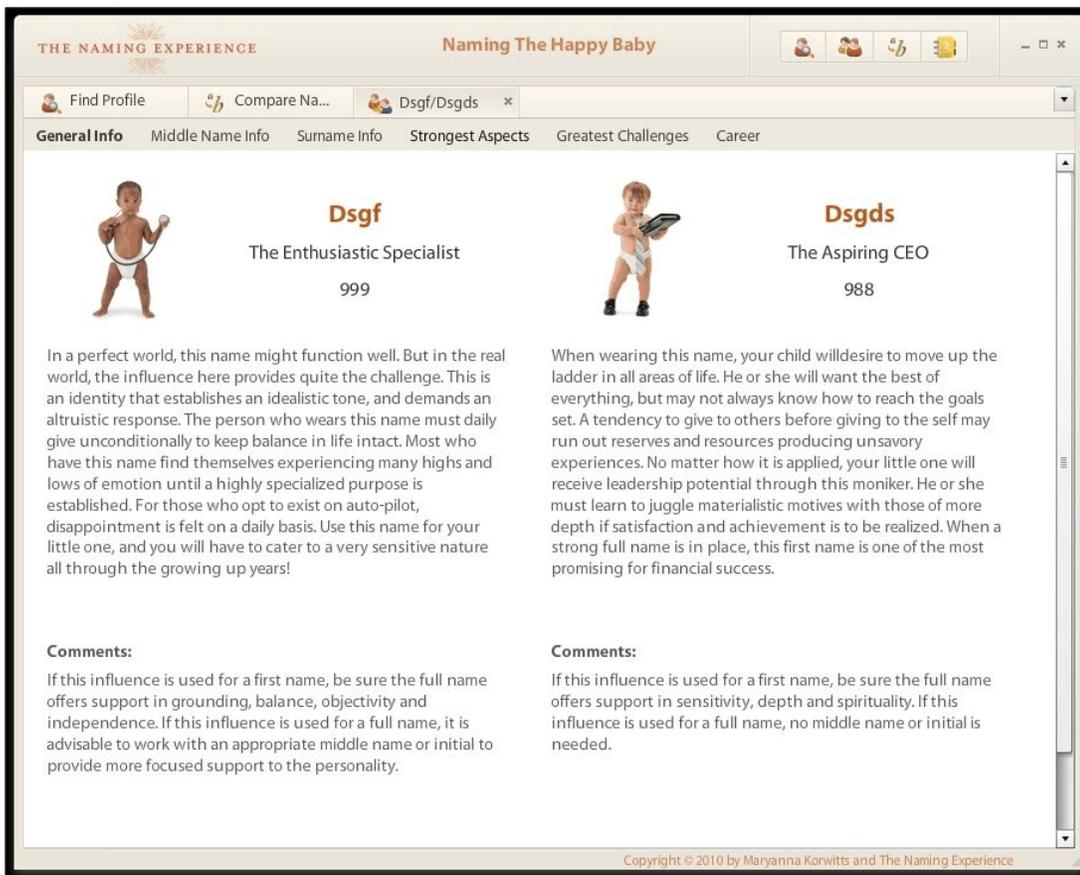
The Login page must check login credentials for;

- Initial subscription date
- Length of subscription purchased
- If the subscription has expired.

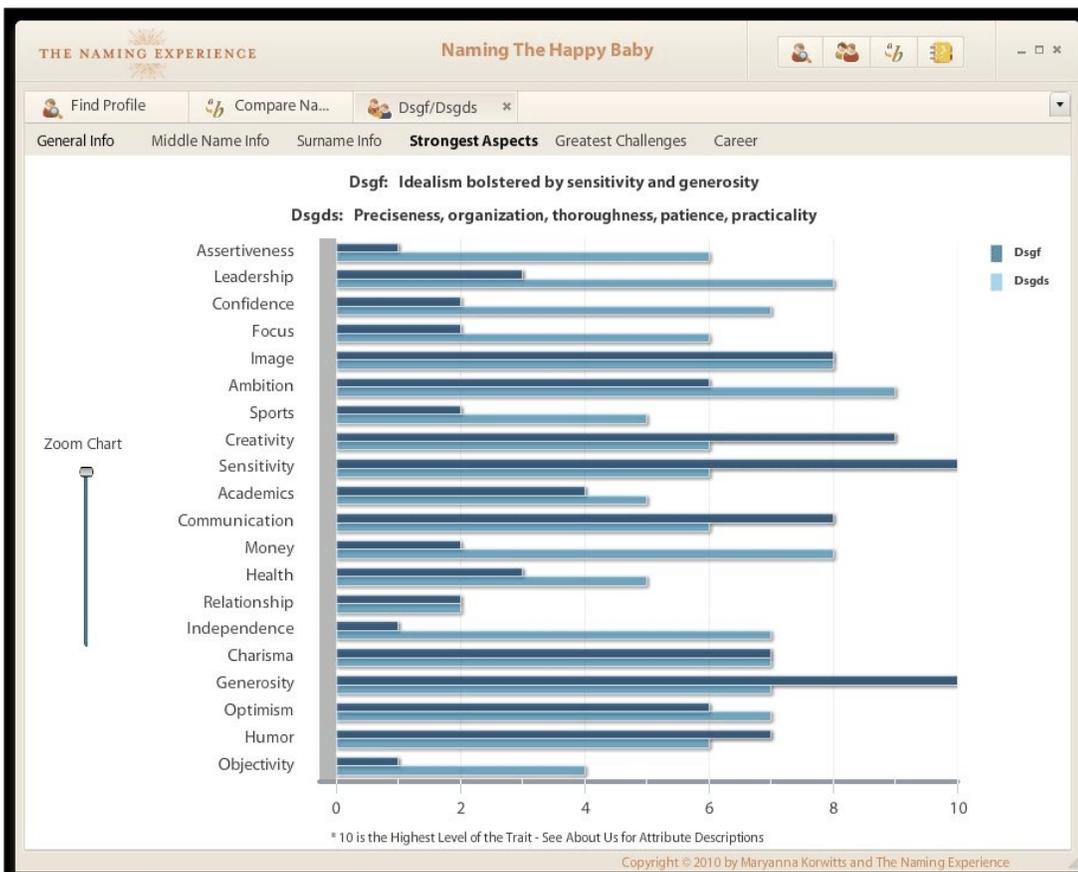
If the login credentials are valid then the user will go to the subscription landing page shown below:



The Compare Profile screen will be designed to allow the user to enter two names similar to the screen shot from the DVD to the left. It will also contain the copy from the screen shot and the “Get Profiles” button.



The comparison results screen will be similar to the screen shot from the DVD on the left. However, it will NOT contain the images, only the “Mini Profile” copy.

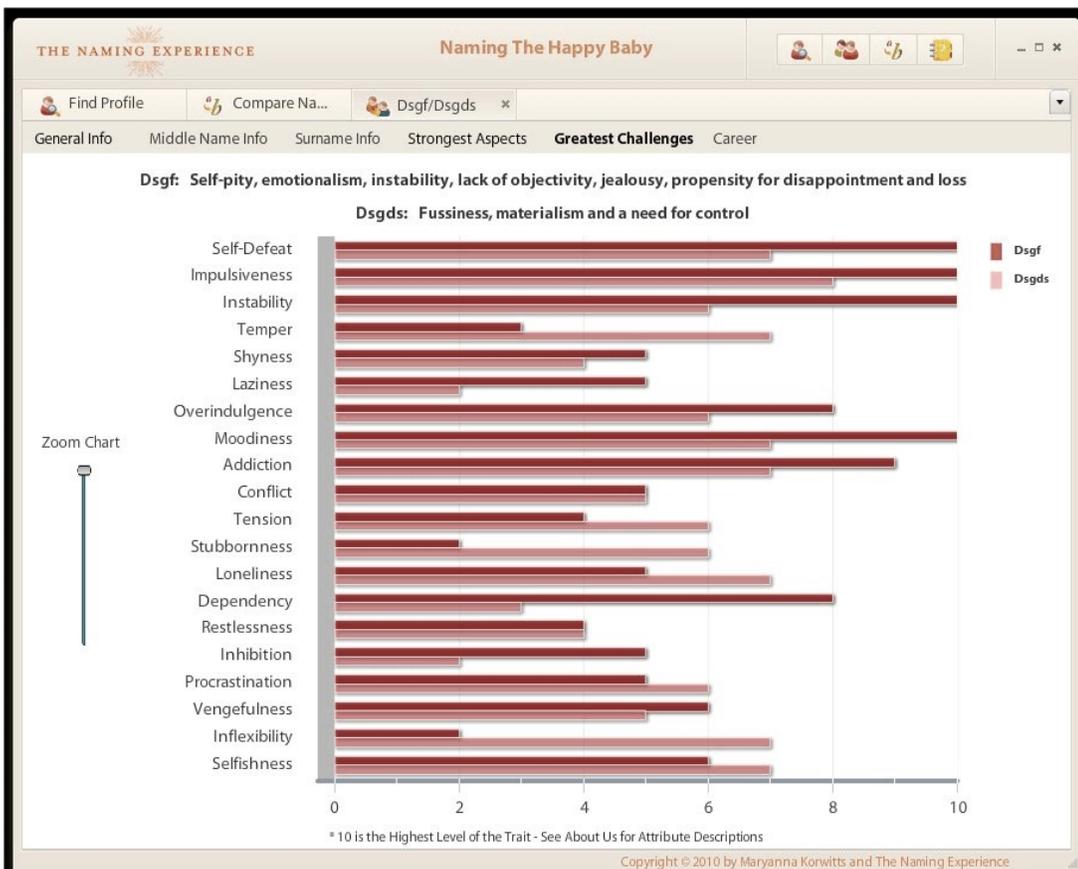


This screen shot from the DVD shows one of the Comparison Graphs that will be included as the user scrolls down the page.

It will NOT include the zoom feature.

The graph will be labeled as "Strongest Aspects Comparison"

As with the graph on the left, each name will be shown as a separate color.



Similar to the graph shown to the left, as the user scrolls further down the page (below the "Strongest Aspects Comparison" chart) there will be a 2nd comparison graph labeled "Greatest Challenges Comparison".

This graph will also show each name in a different color as shown in the image.

There will be NO zoom feature.

NOTE: The features on the subscription page include a "Compatibility Style"

section. To date we have no information pertaining to this section.

Home > Compatibility Report

COMPATIBILITY
Report Card

See how a name rates?

Enter First Name Here

A Compatibility Report Card?

Find out some of the grades a first name earns as it goes about influencing relationships and compatibility through its energy archetype.



"It's not what a name means... it's what a name does."

- ▶ ABOUT MARYANNA
 - ▶ CONTACT MARYANNA
 - ▶ NAME JAMMING BLOG
 - ▶ FREQUENTLY ASKED QUESTIONS
- f t iLike

GET STARTED TODAY!
Stop debating and talk to Maryanna

SCHEDULE A CONSULTATION ▶

WEEKLY NEWSLETTER
Up-to-date naming ideas from the expert



SIGNUP ▶

The Compatibility Report Card landing page is shown to the left. It allows the user to enter a name to see a Compatibility Report Card.

Home > Compatibility Report

COMPATIBILITY
Report Card

See how a name rates?

Enter First Name Here

A Compatibility Report Card?

Find out some of the grades a first name earns as it goes about influencing relationships and compatibility through its energy archetype.

Result for:

Jim

The Tiny Thrill-Seeker

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- Communication Skills: B-
- Charisma/Sex Appeal: A
- Earning Potential: C-
- Confidence: A-
- Generosity: B
- Optimism: C-

COMMUNICATION SKILLS

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi commodo, ipsum sed pharetra gravida, orci magna rhoncus neque, id pulvinar odio lorem non turpis. Nullam sit amet enim. Suspendisse id velit vitae ligula

Others who share this first name vibration include Woodrow Wilson, Jim Carey, Jim Morrison, Jimi Hendrix, Bing Crosby and Rick Nelson.

FOR EXPANDED PROFILES, COMPARATIVE CHARTS & OTHER RELATIONSHIP COMPATIBILITY INFO - CHECK OUT THE INTERACTIVE COMPATIBILITY LAB

Get Started

Note: Names affect our relationships. They help determine who we attract, and also play a role in establishing our compatibility style. This Compatibility Report Card grades many important compatibility factors associated with a first name's influence. That influence is related to the energy archetype encoded in its spelling pattern. Keep in mind this Report Card grades only the name and not the person. For instance, if a person is naturally charismatic and romantic, a high grade in "Charisma/Sex Appeal" will bring out even more of that charisma. As you look at the grades associated with a name, you will have a better sense of the name's purpose around relationships. Some names are meant to create "emotional space" and isolation, while others stir up sociability to the max. A name with low sex appeal may be great for a budding author who wants to spend time alone writing novel after novel! This Compatibility Report applies

- ▶ ABOUT MARYANNA
 - ▶ CONTACT MARYANNA
 - ▶ NAME JAMMING BLOG
 - ▶ FREQUENTLY ASKED QUESTIONS
- f t Like

GET STARTED TODAY!
Stop debating and talk to Maryanna

SCHEDULE A CONSULTATION

WEEKLY NEWSLETTER
Up-to-date naming ideas from the expert

✉ SIGNUP

This is a screen shoot of the Compatibility Report Card results page. The results are the same as what was on the previous naming site Compatibility Report Card results page. The only change will be that the grades will be screened out as shown in the image to the left.

THE BUSINESS NAMING EXPERIENCE

The Business Name Report will be created from the .air file that was previously developed. To date we have been unable to open / extract the files for this portion of the Business Name Report Card. We will include the scope of work for this portion of the development in a future document.