"If we colour-code the tabs, the structure will be obvious at a glance."

I look around. No, there's no one else in the room. Nor should there be: It's my bedroom.

We've been working on a major proposal for weeks: major in terms of the value of the contract and major in terms of the size and complexity of the proposal document. Based on the hundreds of pages we expect to generate, we've ordered three-inch binders.

To make this unusually large document easier for our internal reviewers to navigate, and easier for the client's evaluators to pull apart, we've decided to use three layers of nested tabs, sub-tabs, and sub-sub tabs to mark the various sections. It's a solution that looks great on paper, where indenting each subordinate level makes the structure obvious at a glance. But I've seen the sample set of tabs created by the folks downstairs in the corporate graphics unit and I'm uneasy.

They've used different capitalization protocols to distinguish the various levels: all caps for a major section, something called "small caps" for the first subordinate section, and then title case for the next level. Maybe the relatively subtle shifts in type are enough for the highly visual folks working in graphics, but I'm not convinced they'll be enough for our executives or for the evaluators. I mean, looking at the pile of tabs in the binder, I can't see the underlying structure and I designed it, for goodness sake.

So I've been getting uneasy and my subconscious has taken note, working overnight (and overtime, though I don't see how I can charge for it) to help me out. At least, I guess that's what happened, because as I surface from exhausted sleep and open my eyes, I hear that inner voice.

> *You talkin' to me?*
> *- Travis Bickle*

No explanatory set-up (*That whole ease-of-use thing is interesting, eh? I had an idea how we can make it easier for more kinds of people.*).

No transitional interval (*You know, I've been thinking . . .*).

Not even a polite pause (*Are you awake? Huh? Ready to talk? Ready to think about work?*).

Just bam.

"Colour-code the tabs, stupid."

Or words to that effect. All right then. You're talkin' to me.