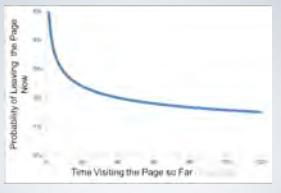


THIS ISN'T THE START YOU
ARE LOOKING FOR

- Users:
 - Go to search engine, 89%
 - Greeted by an interior page first, 75% of the time (blogs, aggregators, portals, etc.)
 - Choose what looks useful, get info then leave

TASK: GONE IN 60 SECONDS

- Intermediate website, 1 min 42 sec
- Final website, 2 min 34 sec
- Pageview: interior page 32 sec, homepage: 25 sec
- Different sites per task: 3



WHAT'S FOR DESSERT?
SERENDIPITOUS
EXPLORATION

- Examples:
 - Amazon
 - YouTube
- Discussion:
 - How can this be used in FLOE? Infusion documentation?



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