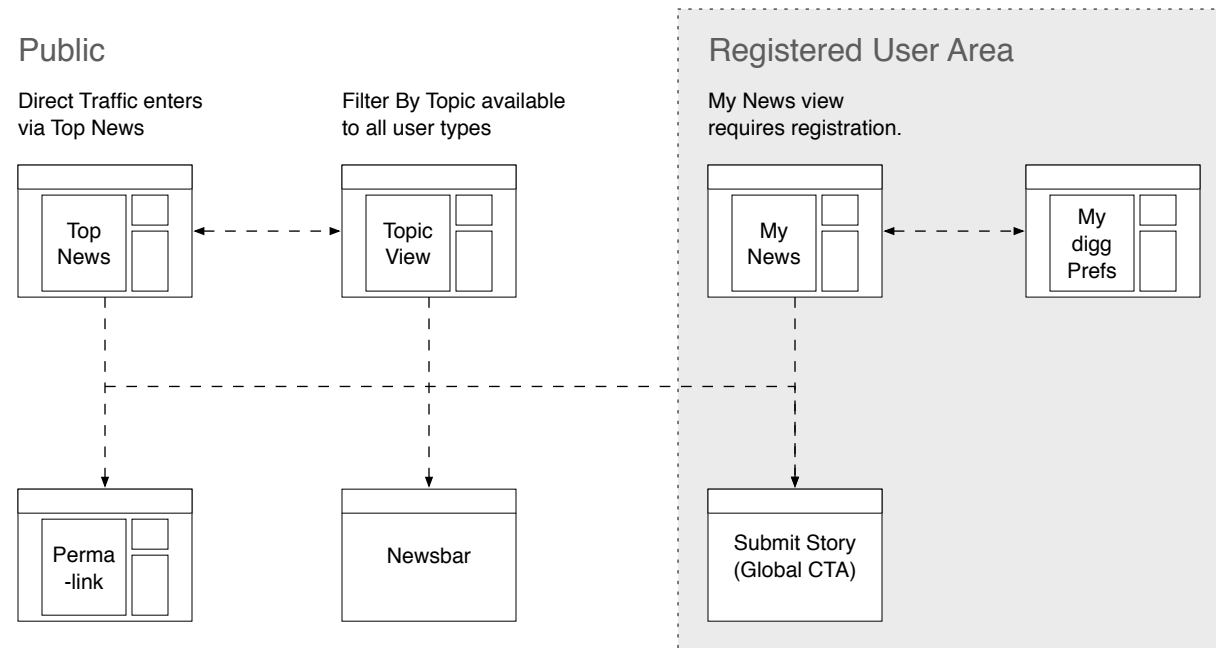


digg.com

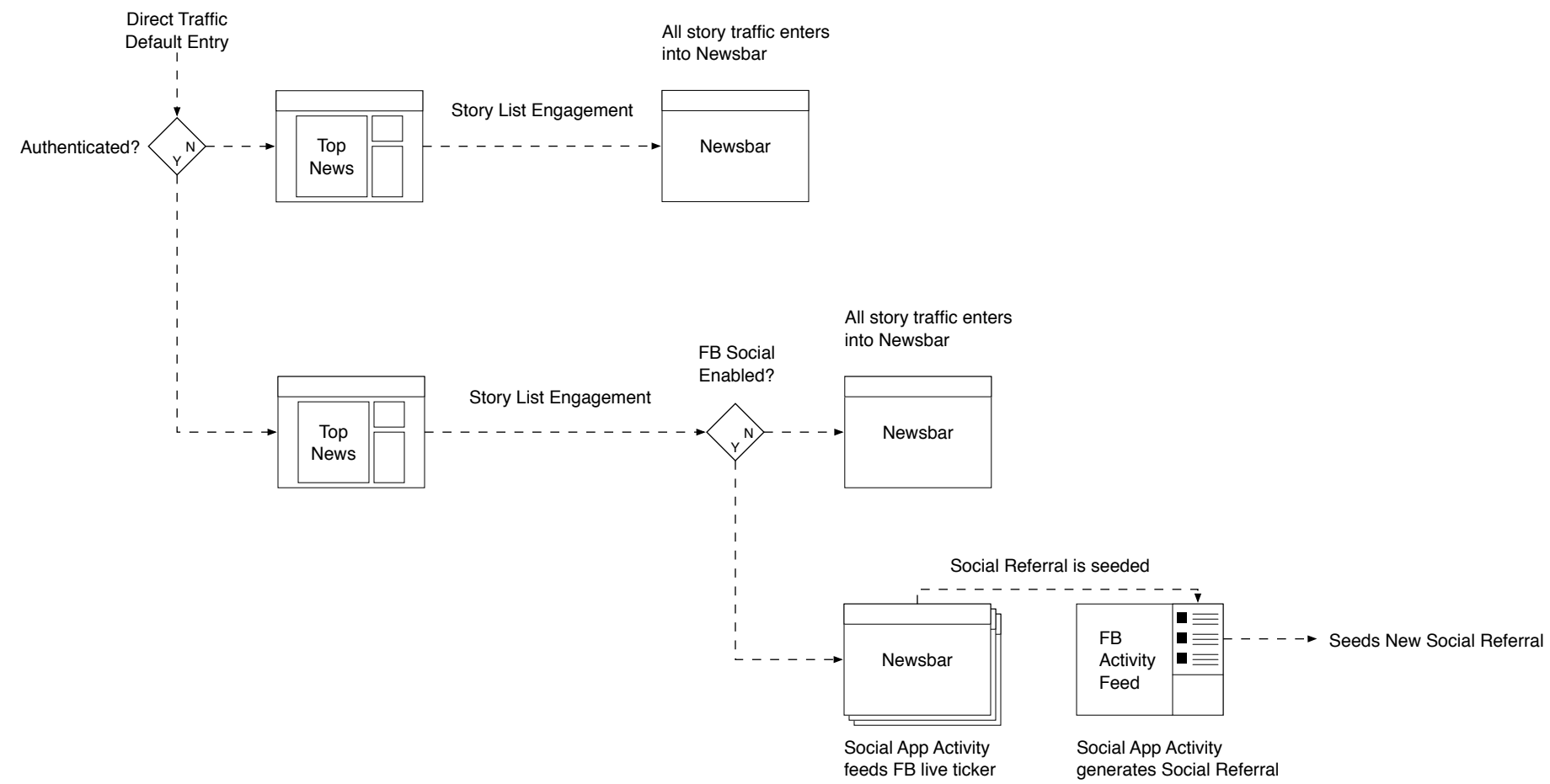
USER FLOW STUDY

LAST MODIFIED: Thu Dec 22 2011

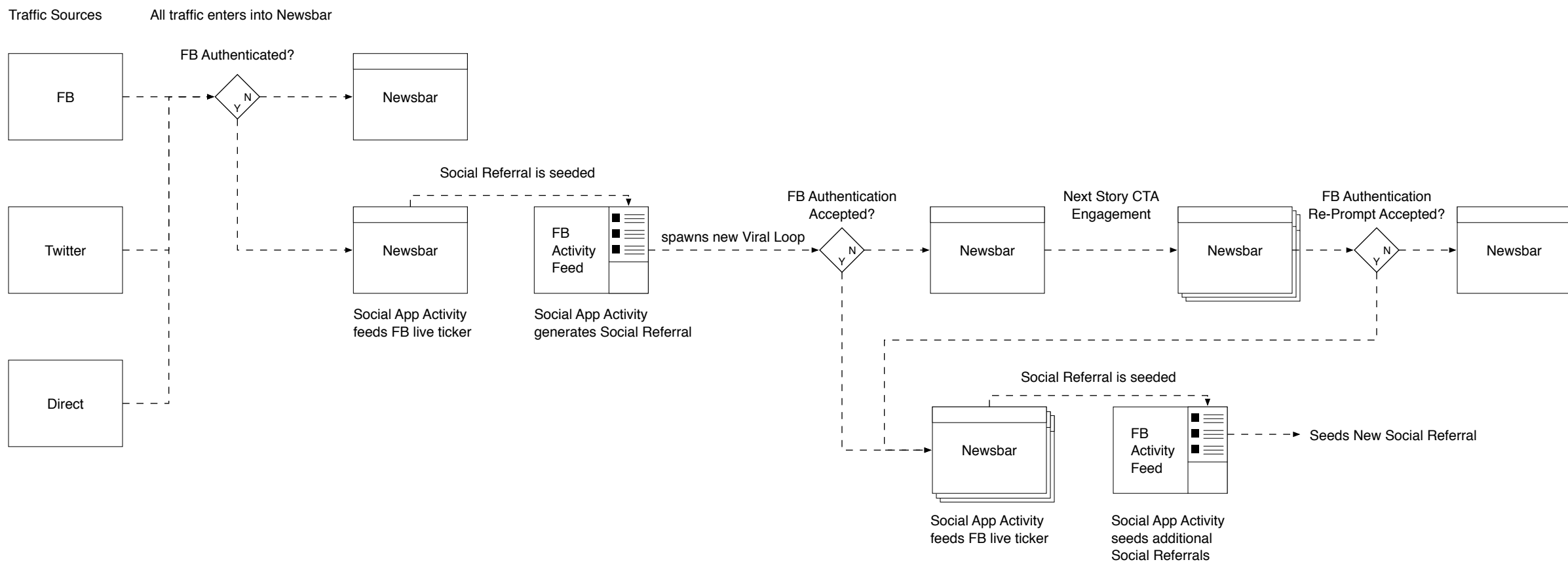
digg.com Direct Traffic Flow - Public VS. Registered



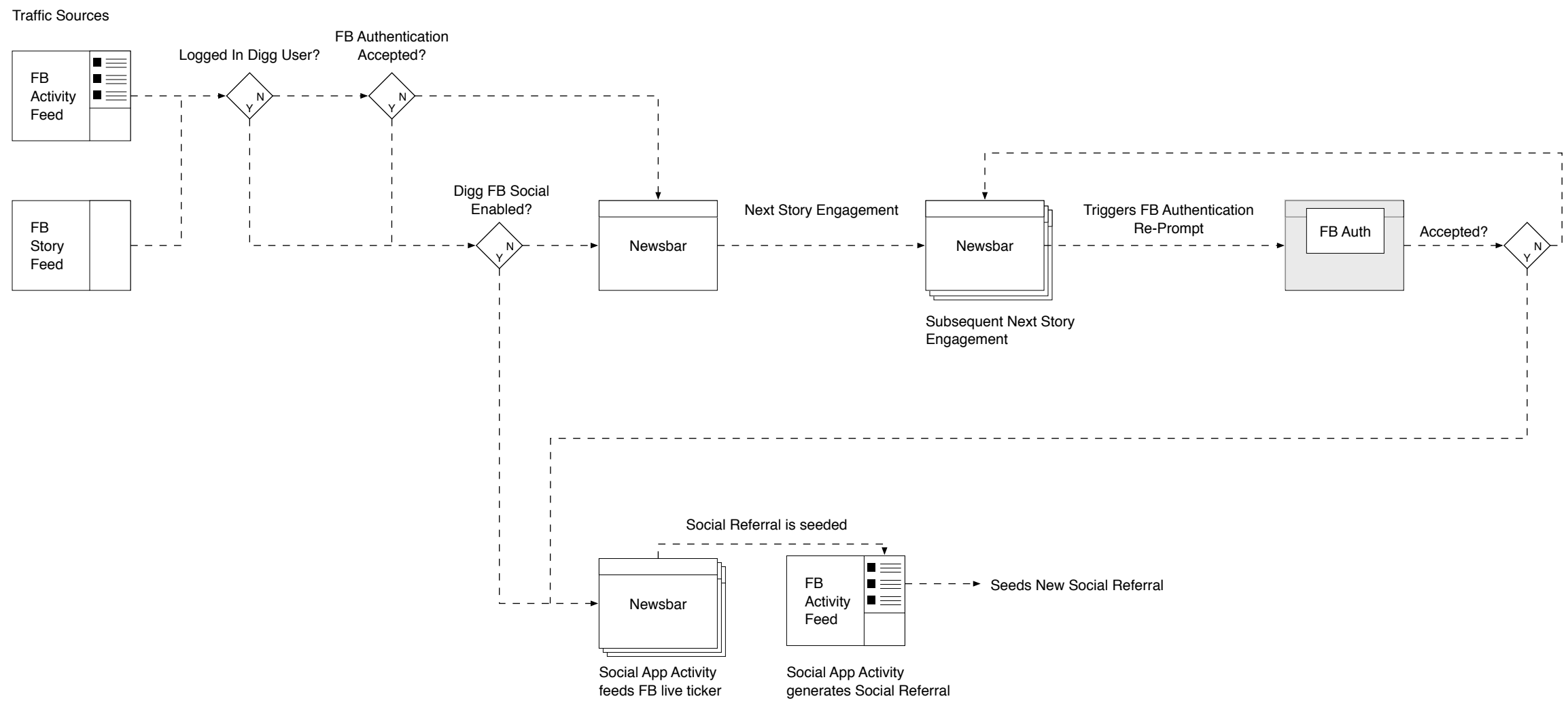
digg.com Typical Traffic Flow



digg.com Social Flow Overview



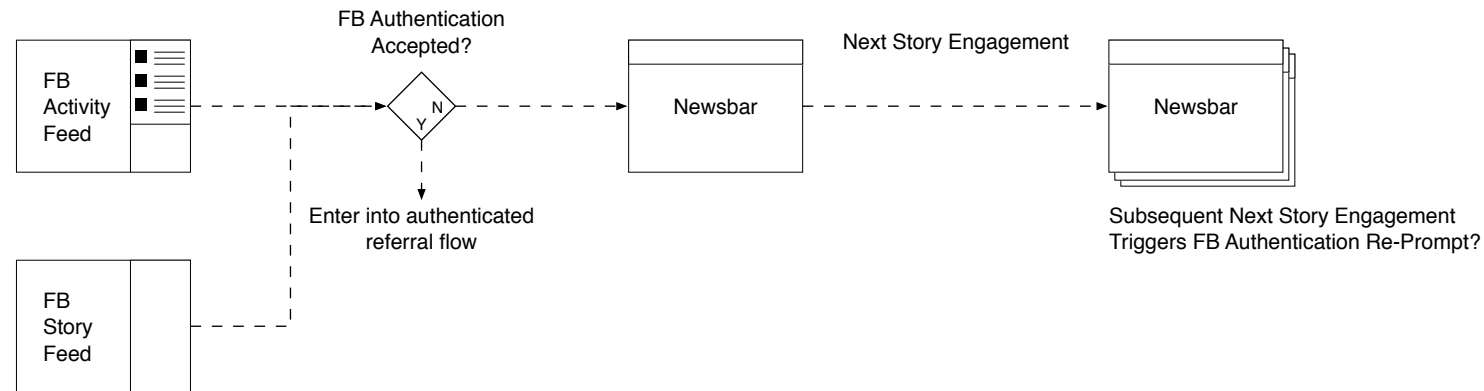
digg.com Social Referral Flow (Facebook)



digg.com Social Referral Flow (Facebook - Authentication Flow Study)

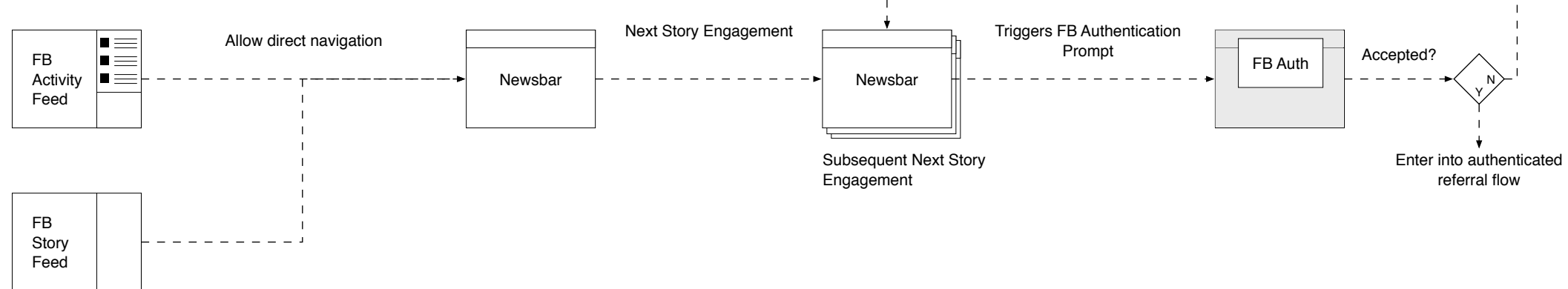
Pre-Entry Authentication

Traffic Sources

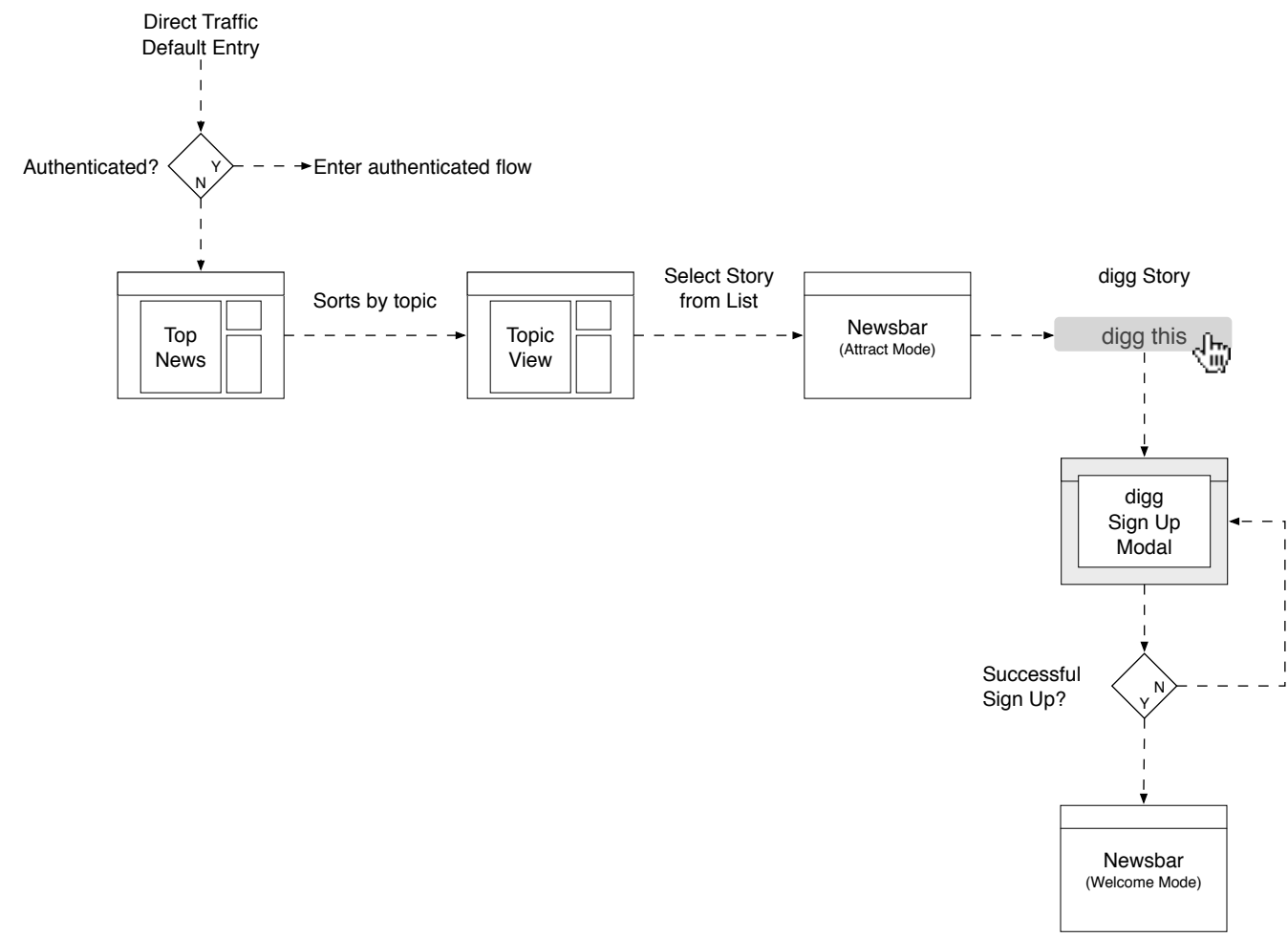


Post-Entry Authentication

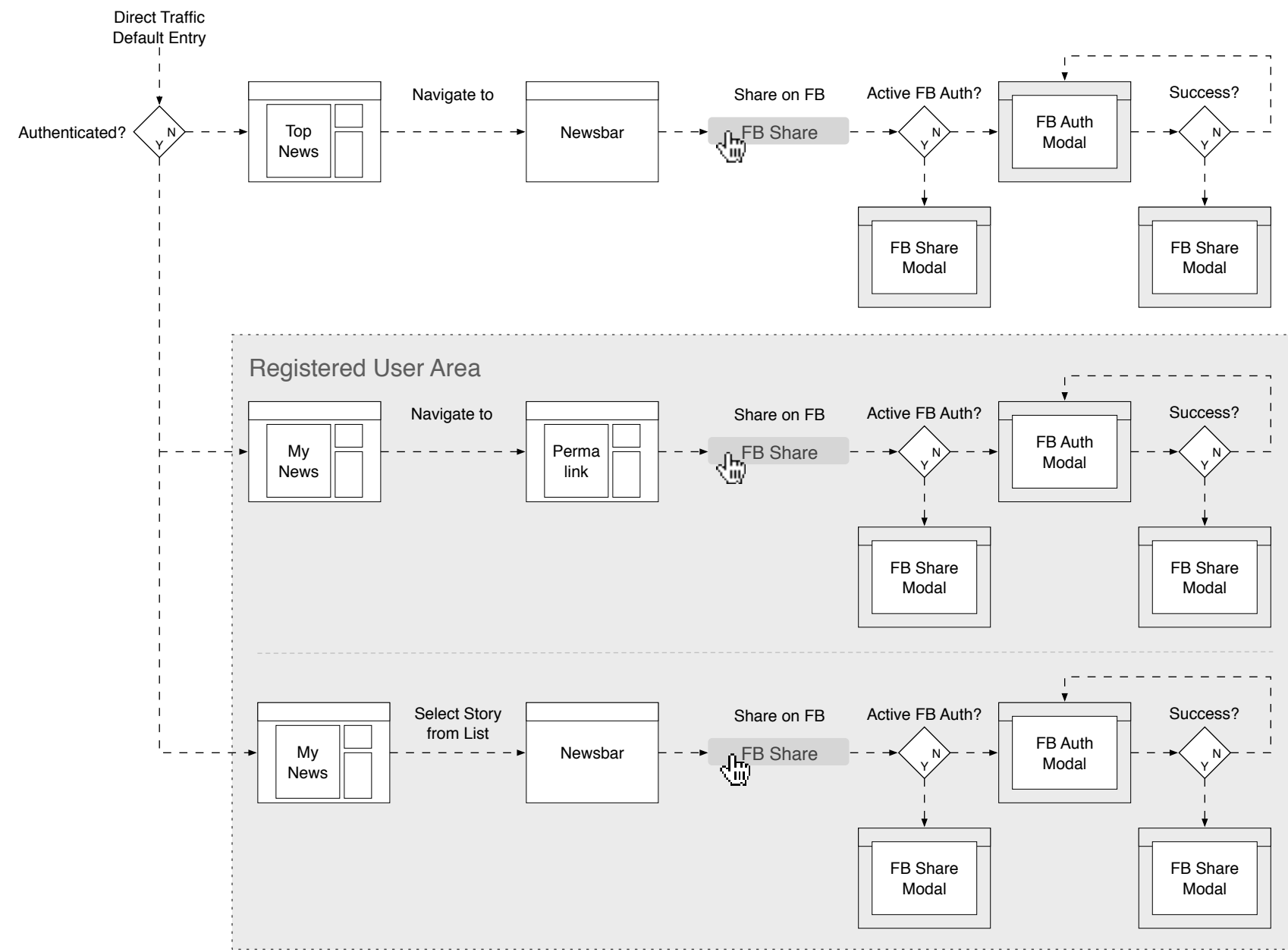
Traffic Sources



digg.com Direct Traffic Flow - digg Story (Funnel Level 1)



digg.com Direct Traffic Flow - Share A Story to Facebook (Funnel Level 2)



digg.com Direct Traffic Flow - Submit A Story (Funnel Level 3)

