

Websites offer many routes to your content, data, and info



<http://www.flickr.com/photos/botheredbybees/>
<http://www.flickr.com/photos/botheredbybees/1475770502/>

Sometimes users spiral down to nowhere



<http://www.flickr.com/photos/jtravism/>
<http://www.flickr.com/photos/jtravism/2399815699/>

Confusing messaging is often the culprit



Poorly architected sites with confusing messaging stops interaction



Enlighten users by delivering what they want in your data, content, info labryinth



<http://www.flickr.com/photos/mandj98/>
<http://www.flickr.com/photos/mandj98/307960000/>