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5. Main Criticisms

☐ The most common complaints in both groups focused on the content of the InfoExport website, which was seen as:

1) "too general" and "not specific" enough. Because some participants in the anglophone group could not find specific "product" information (e.g. garments in New England), they wondered if this was indeed the purpose of the site.

2) "incomplete" – especially regarding the "vague" list of industrial sectors. Participants in both groups had difficulty finding their particular sector.

3) "out-dated" or "not current," and therefore perceived as useless – for example, a 1982 report on Mali. When probed, participants defined "current" as meaning that reports were no more than one year old.

4) "incomparable" and therefore somewhat useless. In the francophone group, some participants thought that because market reports came from different sources, they were created differently, so the information could not be compared, and was therefore hard to use.

☐ Participants also had some criticisms about the useability of the InfoExport website.

1) Many participants in both groups either didn't notice the search engine or thought it was "hard to find" because the titles on the navigation bar were "too small."

→ For some, the search engine didn't work with certain words or phrases relating to products or industrial sectors – for example, "computer consultants."

→ The DFAIT on the navigation bar was an issue in the anglophone group because it drew some participants away from the InfoExport site. One individual suggested that visitors receive a warning that clicking on this link would move them off-site.

2) Another anglophone participant went to a connected site which was still under construction, and found this annoying. He suggested that for future site tests, any links under construction be closed.

3) In the francophone group, one individual was not aware of any links to other sites, which suggests a possible layout flaw.

→ *"Ils ne donnent pas de liens avec d'autres sites. C'est pas nécessaire d'avoir tout sur un même site ... Je trouve que les sites sont prétentieux de ne pas faire de liens avec ce qui se fait ailleurs. Si on nous disait allez à telle place, ce serait important et satisfaisant."* (They don't provide links to other sites. It's not essential to have everything on the same site. I feel that sites are pretentious when they don't connect with what is done elsewhere. If they told us to go to a specific location, it would be important and satisfying.)