

- 11) Reduce the number and speed of flashing advertisements on website pages. Participants didn't mind the ads, just the flashing.
- 12) Improve the layout of the page linked to "Other programs and services" so that the information is presented in a more orderly and logical manner, instead of being grouped around a sphere.
- 13) On the first page linked to the "Contacts" heading, move the phrase "Click here for our Team and Address" higher up on the page, so that visitors can spot it without needing to scroll down the page.
- 14) Check the website for instances where the first information encountered after clicking leads visitors away from the InfoExport site. Consider warning visitors that if they click on DFAIT (or ExportSource on the first link to "How we can help"), they will move off the InfoExport site.
- 15) When conducting future site-testing research, to avoid wasting time, close all links to DFAIT and other sites, especially those still under construction, and shorten the registration procedure needed to access any data.