

d.2) **Market reports and contacts in your sector / Études de marché et contacts dans votre secteur**

- This second heading was generally confusing, because most participants said they did not associate reports and contact information.
 - This perceived "unusual" association suggested to participants that both categories had equal weight.
 - Participants who were usually looking for a market report, didn't understand why they would also need a contact at this point.
- Participants in both groups wanted the 2 categories separated.
- After clicking on this second heading, participants were linked to a page featuring a list of market sector categories.
 - To many anglophone and francophone participants, the list of categories was unfamiliar, unexpected and confusing.
 - Some in both groups couldn't find their particular market sector listed.
 - The 2 search engines available on the connecting page were equally confusing to many in this study, because one related to contacts and one related to market reports, but neither related to sector.
 - This made no sense to participants, who expected to be able to search by sector, since the heading on the home page had stated "in your sector."
 - In addition, the phrase "Tips for searching" appeared under both search engines, and went largely unnoticed by participants in this study.
 - When discussed during the groups, most participants didn't realize that they could click on this phrase to find search help.