

- While the site had a lot of good general information, participants in both groups emphasized they wanted information on their specific product, market or sector.
 - Because many didn't find the specific information they were looking for, they felt disappointed or deceived.
 - While some found specific information, they also discovered an error or that the data was out-of-date.
 - For example, an anglophone participant recognized an incorrect phone number for a contact in an African market. This created doubts in his mind about the veracity of all the information on the site.

4. General Appeal

- Participants in both groups felt there was a lot of useful data on the InfoExport site, especially for new exporters or new markets.
- It was considered a "good starting point" because the site had a lot of basic information.
 - This was perceived as one of the website's main strengths.
 - Anglophone and francophone respondents spoke favourably about the market reports, contacts in other countries, and government programs linked on or to the site.
 - Market reports were considered to be the most useful information by both groups.
- The site was generally considered well-organized, simple, and easy to navigate.
- Not everyone discovered the search engine during their browse-time, but once they learned about it in the discussions, all appreciated that the site had its own.
- Some anglophones especially liked the visual image of the business card, in the "Contacts" section – and the contact information provided.
- One English respondent said he liked the inclusion of DFAIT in the navigation bar, because there was "a lot of incredible info in DFAIT." This individual spent a fair portion of his browsing time exploring DFAIT, before being requested to return to the InfoExport site. This has some potential ramifications regarding the placement of DFAIT on the navigation bar, which are discussed elsewhere in the report (see section 3.3 - 4.a.)