Information content

✦ **Clarity / Credibility**

➢ Is the information easy to understand? Simple? Credible?

✦ **Comprehensiveness**

➢ Was the information complete?

- What kinds of information would you like to see covered? If you had to mention one type of information that is relevant but missing from the site, what would it be?

- Is there superfluous information? What is it?

➢ Is the level of detail sufficient or insufficient? If it is insufficient: could you give me some examples?

✦ **Usefulness / Relevance**

➢ Do you consider that the information provided on the InfoExport site is pertinent? Useful? Adapted to your needs? *(Probe)* Is it interesting from an operational standpoint?

- Does it contain the information you need to know in order to be exporting, such as the information you mentioned earlier in the meeting? What information?

➢ If you had to mention one type of particularly useful information, what would it be?

➢ Can this help you decide where to export your products / services? Does it contain useful information on how to approach a new market? Would you consider yourself better equipped to explore and develop new markets with this information?