

1. INTRODUCTION (10 minutes)

This initial stage of the discussion is to establish a level of confidence and a rapport between the moderator and the participants. The persons being interviewed are informed of the purpose of the discussion and what is expected of them.

GUIDELINES

- Word of welcome and introduction of moderator
- Objectives of the research : *"Obtain your opinions on the InfoExport Web site of the Department of Foreign Affairs and International Trade" / Confidentiality : "All your answers will remain confidential. Your name will not be communicated to anyone and your opinions will be combined with those of other participants like yourself. The sole purpose is to improve the site in order for it to meet the needs of exporters".*
- Role of moderator / client observing discussion / recording
- Neutrality of moderator (*does not work for the government and is not an Internet or Web expert*).
- Role of participants
- Duration: 2 hours
- Give an idea on the sequence of events (*general discussion, free and guided browsing, discussion on the site*)
- Are there any questions?

GO-AROUND

- Given name
- Occupation
- Company description (*sector of activity, number of employees, etc.*)
- How long has your company handled exports? To where?
- To what extent are you familiar with the Internet and the Web? (*probe : to what ends do you use it? how many hours a week? etc.*)