

**g) Searches and Sectors**

- Participants in both groups expressed concern about the search engines, which did not allow structured search. In addition, some did not notice the search engine on the navigation bar.
- Participants in both groups also said that market sector categories overall seemed unfamiliar and incomplete.

**h) Navigation Bar**

- Participants indicated that the headings on the navigation bar were too small and unnoticeable. In addition, DFAIT in the first position on the bar led some off-site, without warning.

**B. PARTICIPANTS' SUGGESTED IMPROVEMENTS**

- All of the following suggestions for improvement were made by participants during the follow-up discussions:
  - 1) Explain the purpose of the site in clear and simple terms.
  - 2) Re-structure, re-label and graphically re-design the home page destination headings.
  - 3) Eliminate the "Highlights" banner on the home page.
  - 4) Consider eliminating the flashing of the logos featured on the home page, or creating a non-flashing way to present the information.
  - 5) Add a section for updated or new information on the site. This could include material about newly released reports from specific locations, or information about upcoming events, changes to the export laws, etc.
  - 6) Make the headings underneath the navigation bar more noticeable.
  - 7) Make the search engine more visible.
  - 8) As suggested by the anglophone group, create a more structured search engine, so visitors can search by country, by product, by sector and by contact.
  - 9) Make the "Tips for searching" phrase (underneath the search engines) more visible and clarify that visitors must click on it to access the tips.
  - 10) Use the phrase "in your sector" carefully, because some in this study had difficulty finding their particular sector.