

3) The grouping together of seemingly disparate elements (i.e. market reports and contacts, other programs and services) seemed odd to many participants, and added to their fuzzy perceptions about the site.

- According to participants, the destination headings or informational links on the home page needed to be restructured and re-categorized.
- Participants found 2 basic flaws in the way the headings were visually presented.

1) The headings were confusing because they lacked buttons, and because the words in different colours and sizes created uncertainty about where to click.

- Participants expected to be linked to different pages if they clicked on the first, last, or middle words.
- Participants also expressed a clear preference for buttons to click on.

2) The headings were considered visually unattractive.

- They lacked symmetry – the letters were in 2 sizes and 2 colours, and were unevenly indented on the page, not neatly lined up or justified along a left or right margin.
- Participants said they wanted headings that looked more conservative and easier to read.

d.1) How we can help / Comment nous pouvons vous aider

- The first heading “How we can help” seemed too obscure to many in this study. Participants could interpret this in 2 different ways:

- 1) how we can help you browse on the site, or
- 2) how we can help you with the Trade commissioner services.

- Because the former interpretation was generally used, participants did not tend to explore this link in much detail.

- Therefore they missed learning about the Trade Commissioner Service, and how Trade Commissioners could help them get the specific information they were looking for.

- Furthermore, if participants did click on this heading, the first paragraph on the connecting page directed them to Team Canada’s ExportSource search site, and away from InfoExport. To find out about Trade Commissioners, they had to scroll down the page.