

3. Initial Reaction

- In general, impressions about the InfoExport website were mixed, and ranged from curiosity and interest to disappointment.
- In the follow-up discussions in both groups, participants spontaneously mentioned what they disliked first.
- As indicated by the following quotes, francophones and anglophones identified the same weaknesses, although the francophone group was somewhat less critical.
 - *"The information didn't fit my need, but it's interesting."*
 - *"A lot of good ideas, but I don't trust the accuracy."*
 - *"Information 101." (Basic Information)*
 - *"Je me sens insatisfait parce que l'information est trop générale pour mes besoins." (I feel unsatisfied because the information is too general for my needs.)*
 - *"Ça s'adresse aux exportateurs qui débutent ou aux exportateurs qui entrent dans un nouveau marché puisque l'information est générale." (It's geared towards junior exporters or exporters getting started in a new market since the information is of a general nature.)*
- On a more positive note, participants in both groups generally considered the site a "good initiative," and felt hopeful they would find the specific sector-related information they were looking for.
- Most participants in both groups also said they intended to add it to their bookmarks.
 - *"It's a good effort, I will use it."*
 - *"Very interesting and very useful, a place that you can find a lot."*
 - *"Un bon outil général, un outil préliminaire soit de base." (A good overall tool, a basic tool to get preliminary information.)*
 - *"Un site convivial pour des informations générales." (A user-friendly site for general information.)*