

- Did you find the information you expected to find?
- Did you find it where you expected?
- Did you encounter any problems? Which ones?
- Did you ask yourself any questions? Which ones?

6. OTHER (5 minutes)

- In your opinion, who is this site aimed at? At you? Why? Why not? How will beginner exporters react? Senior exporters?
- What will be the most effective way to be informed of the site's existence?

7. CONCLUSION (5 minutes)

- Overall, what is the most positive thing you would have to say about the site? And the most negative thing?
- Would you visit the site? Why? Why not? How often?
 - What are the reasons why an exporter would visit this site? Would bookmark it?
- After having explored the site, do you now know what Trade Commissioners are and what services they offer?
- In your opinion, what should be definitely altered, removed or added in order to improve the site?
- Do you have any other comments, suggestions or other things that you did not have a chance to mention before and that you would like to say now?

THANK AND CONCLUDE