

- Respondents were asked about the site's perceived target audience, and effective ways of informing exporters of the site's existence.
- At the end of the follow-up discussions, participants were asked if they would bookmark the site, and visit it again.
- Most importantly, they were probed on any new awareness or understanding about Trade Commissioners and the services they offer.

**8****Moderating and Analysis**

- Mr. Grégoire Gollin** acted as the project manager, responsible for the design of the work methodology, and supervision of the final report.
- Ms. Dany Jolicoeur** coordinated the project, moderated the francophone group and participated in the analysis and recommendations. **Natalie Gold** moderated the anglophone group, participated in the analysis and recommendations and wrote the final report. **Mr. Kyle Braid** functioned as a technical consultant.
- Each focus group session was recorded on audiotape and some verbatim comments are included in the text of the report, where appropriate.

**9****About This Report**

- In this report, findings from the English and French participants are presented together.
- Any discernible differences are pointed out where relevant.
- The report begins with an executive summary, which outlines the major pertinent findings and presents some suggestions made by participants for improving the site.
- The report continues with the detailed findings, which first reviews participants' information needs and sources, along with their perceptions of the Internet and their awareness of the InfoExport site and the Trade Commissioner Service.
  - The report then looks at initial reaction to the website after the browsing experience – from its perceived purpose and the amount of browse-time, to its perceived strengths and weaknesses.
  - The report then presents a more detailed look at reaction to specific elements of the website, including the content, visual environment, the entry page, components on the home page, the site's architecture, and the guided browsing tasks.
  - The report ends with some concluding remarks by participants.