

f) Home Page

- While participants liked the general layout, plentiful white space and Trade Commissioner logo on the home page, many elements drew critical remarks – mainly for functional reasons.
- Participants indicated the 4 destination headings need to be reworked because the content, structure and visual presentation of the 4 destination headings was confusing, and did not effectively communicate the purpose of the site.
 - 1) No heading clearly indicated how visitors could benefit by contacting the Trade commissioners (i.e. how Trade Commissioners can help you find the information you need.)
 - 2) No heading clearly articulated how to use the website.
 - 3) Participants stated that market reports did not seem to go together with contacts – and wondered why these categories were grouped together.
 - 4) With 2 colours and type-sizes within the same heading, participants expected that clicking on words of different colours or sizes would link them with different destinations, which was not the case.
 - 5) Participants expressly wanted buttons to click on beside each heading.
 - 6) The headings were also visually unappealing for participants, who said they lacked symmetry and a justified margin, which made them difficult to read.
 - 7) Participants in both groups also said that the heading content was categorized and presented in a way that did not appear to be consistent with their interpretations and expectations.
 - ➔ The first heading – How we can help / Comment nous pouvons vous aider – was generally ignored because participants assumed it referred to site exploration, and not the practical help provided by Trade Commissioners
 - ➔ The second heading – Market reports and contacts in your sector / Études de marché et contacts dans votre secteur – included 2 categories which participants said did not go together. While participants were keenly interested in market reports, they said they often couldn't find one in their particular sector.
 - ➔ The third heading – e-Services of our offices abroad / Service-é de nos bureaux à l'étranger – did not make sense to francophones. They said "services-é" was a meaningless phrase. Many thought it was a typographical error.
 - ➔ The fourth heading – Other programs and services / Autres programmes et services – was generally overlooked by francophones, who did not explore it during their browse.