b) Flashing logos

- Participants in both groups disliked the flashing logos shown underneath the "Highlights" banner for a number of reasons.

  → Because the flashing aspect resembled advertisements, participants tended to ignore the information.

  → The flashing was also considered extremely distracting.

  → In addition, the flashing happened too quickly, so participants did not have enough time to read the information.

  → Most did not realize the flashing logos were links to other information.

    - For those who did, there was not enough time between flashings to click on the logo which interested them.

- Participants strongly suggested that there be no flashing information on the site.

- Instead, they preferred the information to be stationary, and possibly on another page, with a clearly defined banner identifying "Upcoming Events" or whatever was intended.

c) "Highlights" Banner

- The "Highlights" banner was confusing in both groups because it looked like a button which would link participants to another page. Many tried to click on it, but could not.

- No one seemed to understand that the "Highlights" referred to the flashing logo information underneath the banner.

d) Destination Headings

- The 4 destination headings, considered extremely important by most participants, contributed to the general confusion about purpose of the site because of their content and visual presentation.

- The content of the headings seemed to contribute to the lack of awareness of the purpose of the website and to create confusion in 3 ways:

  1) No heading clearly indicated how visitors could benefit from contact with the Trade Commissioner Service – which should be the first button anyone is invited to push, and should be identified as such.

  2) No heading clearly articulated how to use the InfoExport website.