

2. Perceived Browse-time

- There was a consensus in both groups that the 30 minutes allotted to explore the website was "not enough time."
- Participants in both groups spent more time on the market reports during their free browse. Most wanted more time to explore reports available in their specific sector.
 - This indicates that they found this type of information potentially interesting and useful, and that the content of market reports is very important.
 - As one anglophone woman, in the art business, stated "At first I thought there was nothing related to what I'm doing, but then I found a nice surprise – a market report related to my sector."
 - However, as a result, some either only quickly browsed or didn't get a chance to browse the "other programs and services" section (the last heading on the home page).
 - It isn't clear if this was a less interesting section, or if participants simply got caught up in the market reports and didn't have time to get to it.
- This lack-of-time perception by anglophones and francophones alike provides further evidence of 2 contradictory issues:
 - On the one hand, exporters were interested in the site and hoped to find specific information there. They felt more time might allow them to find it, even though this might not be the case. Participants could hunt for hours on the site without finding what they needed.
 - On the other hand, the site did not communicate that Trade Commissioners are available to help exporters get the specific information they want. Contacting the appropriate Trade Commissioner is, in itself, not a time-consuming task.