

7. Discussion Guide

- Participants in both groups were queried along the lines of the attached discussion guide (appendix 1).
 - a) During the first segment, following some brief introductory comments by the moderator, participants were probed about their information needs as exporters, and their sources of information.
 - They were queried about their use of the Internet as a tool for exporters, including various governmental and non-governmental sites they used.
 - They were also asked what they knew about InfoExport, and The Canadian Trade Commissioner Service.
 - b) Participants were then given about 30 minutes to browse the InfoExport website.
 - For the first 15 minutes, they were free to browse the site.
 - For the remaining 15, a guided browsing exercise asked respondents to search for 2 specific pieces of information – to locate the address of an embassy, and to access a market report in their sector.
 - At the end of the browsing session, all participants filled out an individual questionnaire, before returning to the circle for a debrief of their experience.
 - c) The follow-up discussions began with spontaneous comments and reactions to the InfoExport website overall. Throughout both follow-up sessions, respondents were encouraged to suggest ways to improve the site.
 - Participants were first asked about their likes and dislikes, and any problems they encountered while browsing.
 - They were then probed on the content of the website, including its perceived usefulness and relevance to them as exporters, its clarity, credibility, completeness and uniqueness.
 - Respondents were asked about the site's visual environment – including graphic design, colours, images, readability of text, and government identification.
 - Reaction to various elements of the entry and home pages was sought – including visuals, destination titles, and in the latter case, the navigation bar.
- Participants were also queried on the site's architecture and useability, and how easy it was to navigate.
- Discussion on the guided browse focused on the ease or difficulty, and success or failure in finding the 2 requested pieces of information.