

- Participants expected the InfoExport site to provide specific information, which they did not find.
 - Participants did not understand that the site existed primarily to present the services of the Trade Commissioners and give exporters access to some general information, including publicly available market reports.
 - Participants also did not understand that Trade commissioners were available to help them get the specific information they sought.
 - After browsing, participants generally remained as uninformed about the Canadian Trade Commissioner Service as they had been before browsing the InfoExport website.
 - None of the exporters in this study seemed to realize that as site visitors, all they had to do to get more specific information was to contact the appropriate Trade Commissioner. Not knowing this, participants tried to access the information themselves and were disappointed when they didn't find it.
- In sum, while the site succeeds in conveying the impression that it contains useful export information, it does not succeed in explaining the purpose and helpful function of the Trade Commissioners, or encourage exporters to make contact with the Commissioners.

d) Visual Environment

- The visual environment was generally seen to play a supportive role. Because participants didn't want fancy graphics, for the most part they appreciated the overall simple, clear and clean presentation.
- Many also appreciated the handshake image on the entry page and home page navigation bar, because it signified international trade and completed business deals.
- Participants in both groups criticized the following visual components:
 - ➔ the flashing elements on the site – from the flashing ads on many website pages to the flashing logos on the home page.
 - ➔ the 2-colour 2-size destination headings on the home page.

As well, some called the "Other programs and services" page somewhat "messy".

e) Entry Page

- The entry page generated favourable comments. Participants found it inviting and pleasant, and liked the hand-shake image which evoked an international climate and completed business deals.