

3. Entry Page

(The entry page is found in appendix 3.)

- ☐ The general reaction to the entry page was positive.
- ☐ In both groups there were no negative comments.
- ☐ Participants agreed the entry page was inviting and pleasant.
- ☐ Most liked the image of the hand-shake, because it
 - evoked an international climate, and international trade
 - suggested business deals, friendship and different countries.

4. Home Page

(English and French versions of the home page are found in appendix 4.)

- ☐ While the home page drew a fair amount of negative reaction in both groups, the anglophones were somewhat more critical.
- ☐ On the plus side, participants in both groups liked the "well-spaced" layout, which had enough white space so as not to look cluttered.
- ☐ Some also said they liked the Trade Commissioner logo (on the upper right corner of the screen.)
- ☐ However, most other elements on the page drew criticisms, including the navigation bar, the flashing logos, the "Highlights" banner, and the 4 destination titles.
 - a) **Navigation Bar**
 - Anglophone and francophone participants agreed that the navigation bar (across the upper left-hand side of the home page) fulfilled a classic function.
 - The visual image and colours, similar to that on the entry page, generally drew favourable or neutral reaction in both groups.
 - However, most felt the headings on the navigation bar were too small, especially those who did not notice the search engine or email connection. Some suggested that the search engine be moved to first position on the navigation bar to make it more noticeable.
 - The fact that DFAIT was the first link on the bar was misleading for some, because it led them off-site. Participants suggested that the DFAIT link be moved to the other end of the navigation bar.