

**6. Focus Group Procedure**

- In this study, each session had 3 main components – an introductory discussion, a browsing segment, and a follow-up review of their experience of the website.
  - a) During the general introductory session, participants sat in a circle at one end of the room.
  - b) For the browsing segment, participants moved to a bank of computers set up nearby, and ready at a touch to access the entry page to the InfoExport site.
    - All participants had their own computer terminals.
    - In both groups, approximately 30 minutes was allotted for browsing purposes – including 15 minutes of free time and 15 minutes for a guided browse asking respondents to search for 2 specific pieces of information.
    - Both the anglophone and francophone groups were invited to make notes and write down their comments and questions as they explored the site.
    - They were also directed not to download and not to exit the site.
    - At the end of the browsing period, participants were asked to complete an individual questionnaire, which was used only as a way to capture their first impressions of the InfoExport website, before being influenced by the reaction of others. A sample questionnaire is attached (appendix 2).
  - c) After browsing, participants in both groups returned to the circle to continue the discussion and talk about their experiences with the website and its various elements.
    - During the follow-up sessions, a projector was used to display the website as a visual aid, for easy reference.
- During both groups, clients were at the back of the room at all times to observe, and were available to answer questions and provide assistance during the browsing segments.
- A technician was also on hand for both groups at all times, to provide technical assistance as and when required.