

**2.****Overview of Reaction****a) In Brief**

- Initial reaction to the site was mixed, ranging from curiosity and interest to disappointment. Some of the exporters in this study felt the site was aimed at them, and others did not.
- However, all participants said they would bookmark InfoExport, and most indicated they would probably visit it again.
- Participants indicated that content was both the site's strength and it's weakness.
- On the one hand, participants said the site contained a lot of good "basic" information, especially for new exporters or new markets.
- On the other, participants criticized the content because it was too general, often out of date, incomplete and hard to compare to other data.
- While participants said the site was well-organized, simple and easy to navigate, they did experience some difficulties using it.
- Most could not find the specific information they wanted, and didn't understand the main purpose of the site or how Trade Commissioners could help them.

**b) Information Needs and Sources**

- Throughout this study, anglophone and francophone exporters emphasized they needed specific, and not general, information. They needed information to help them decide where to export and to help them develop the project such as profiles of potential customers, partners and providers, and of competitors products and services, along with information related to banking, transportation, customs, tax laws, government grants, and equipment or resource availability.
- Participants used many information sources, including the Internet, which many found a frustrating experience. The Internet was seen to have 4 main weaknesses: the information found often lacked credibility; was incomplete, and too general. It also took too much time to find what you were looking for.

**c) Perceived Site Purpose**

- To most participants in this study, the perceived purpose of the InfoExport site was to provide new exporters or exporters looking for new markets with some general information, including some market reports and contacts. However, because participants did not correctly understand the main purpose of the site, they were unable to maximize its use, and see its full potential as an information tool. This inability to convey how the site can be used is one of its main weaknesses.