4)   out-of-date

       →   There was a general and strong expectation in both groups that information on the Internet should be current (i.e. not more than one year old).

☐   While anglophone participants weren't sure if the information on the site was unique, some in the francophone group thought it was not, and that they could find similar information on the Strategis site.

☐   In both groups, participants had a difficult time comparing the InfoExport site with other sites aimed at exporters. Due to time constraints, this topic was not probed.

2.   Visual Environment

☐   The anglophone and francophone exporters in this study were looking for content –not for an outstanding visual presentation -- on the InfoExport site.

     •   Since relevant and useful content topped their "wish list," participants tended to see the visuals in a supportive role – to explain and help them access the information on the site.

     •   The visuals were therefore assessed according to their essential functional and informative purpose, rather than their aesthetic nature.

☐   Anglophone and francophone participants, therefore, tended to be somewhat uncritical of the overall visual presentation. It was considered fine, or "okay."

     •   Francophones called it "sobre" (clean), and felt it was appropriate for a government site aimed at exporters, without being too dry or dull.

          "Moi j'ai aimé la présentation : c'est clair et net." (Personally, I liked the presentation : it's clear and clean.)

     •   Anglophones found the text easy to read, the government identification clear, and the images and colours pleasant to look at.

☐   In both groups, certain pages drew criticism:

     •   Anglophones and francophones disliked a number of visual elements on the home page, mainly because they were distracting and confusing. (These are detailed in section (c) of this chapter).

     •   Some anglophones found the Other Programs and Services page too dense and messy.