

### 3. Participant Selection Criteria

- All participants were recruited by Createc, according to the following specifications:
  - All were managers in charge of foreign trade or exportation for small to medium service or manufacturing enterprises.
    - Service sector firms had anywhere from 2 to 50 employees.
    - Manufacturing sector companies had from 50 to 100 employees.
  - In each group, participants were drawn from a diverse range of businesses including sportswear, art, telecommunications, multimedia, computers, pool accessories, and transportation and underground infrastructure.
  - In each group, about half the participants were beginner exporters with less than 2 years experience, and about half were advanced, with more than 2 years.
  - All participants considered themselves regular Internet users, as part of their work.
  - English was the language used most often by anglophone participants, although it was not the birth language of all group members.
  - In both groups, 6 of the 7 participants were men.
  - No one had been involved in a focus group over the last 12 months, nor had any respondent ever participated in a group or interview on a related topic.

### 4. Participant Incentive

- All focus group respondents received an incentive payment of \$100 for their participation, at the end of the session.

### 5. Test Materials

- The subject of the study – the InfoExport website -- was located at:  
<http://www.infoexport.gc.ca> and accessed via the Netscape browser.