3.3   INFOEXPORT: SPECIFIC COMPONENTS

1.   Content

☐   All participants expressed a need for information, and saw content as the most important element of the InfoExport site.

☐   In both groups, content was identified as the site's principal strength and principal weakness.

☐   Participants felt the content had 4 main strengths:

1)   useful for new markets or new exporters

2)   clear, well-written, easy to read, and easy to understand

3)   credible

➤   The name of DFAIT was generally thought to add credibility to the information on the site.

4)   not superfluous -- participants agreed there was no extraneous information on the site.

☐   On a less positive note, participants indicated the content had 4 main weaknesses:

1)   ineffective in communicating the purpose of the site, which virtually no exporter in this study seemed to understand.

2)   too general, non-specific and lacking detail.

➤   Participants in both groups found a lot of general information and contacts on the site, but wanted more specific information.

➤   For many, the site had an insufficient level of detail.

3)   inaccurate, for some, who found mistakes.

➤   Participants generally assumed information provided on the website was correct. However, if they found an error their perceptions of the whole site shifted to a negative tone.