

**2. Target Audience**

- Participants in this study were all Canadian exporters with various years of experience in exporting.
- They were drawn from a diverse range of service and manufacturing sectors and used the Internet regularly in their work environment.

**B. METHODOLOGY****1. Qualitative Approach**

- Given the nature of the research objectives, the conventional focus group was modified to allow for a website browsing session, along with general observation.
- Qualitative research works best when used as a learning tool to help understand the range and type of response the InfoExport website could generate from the target audience. Such an in-depth discussion of functionality, content and presentation is not possible with a quantitative survey.
- However, while the findings from this small-scale study do provide insights into the perceptions and attitudes associated with the InfoExport site, these are **not** quantifiable, and may or may not be representative of the target audience at large. It is left to the reader to judge and evaluate the hypotheses generated from such research.

**2. Number of Groups**

- A total of 2 focus groups were conducted at a cyber café in Montreal – one with francophone exporters and one with anglophone exporters.
- About 14 participants took part in the study – 7 in each group.
- Each session was about 2 hours long.