5. Architecture

❑   When asked about the InfoExport website architecture, reaction was the same in both groups – positive.

- Many participants said the site was generally easy to browse and user-friendly.

❑   When testing websites, it is not unusual to hear that a site is easy to use, while at the same time observing that participants have difficulty finding what they want. In fact, this is exactly what happened in this site test.

❑   In this study, some of the positive comments by participants need to be tempered somewhat because:

- most did not understand the main purpose of the site, or how Trade Commissioners could help them

- many were confused by the visual presentation of the headings on the home page

- many felt the first two headings on the home page lacked clarity about the content of the linked pages

- some felt frustrated that the search engines didn't allow searches by sector, especially when they expected to be able to do this

- many found sector categories unfamiliar and incomplete, and were unable to find their particular market sector.

6. Guided Browsing Exercises

Task #1: find an embassy

❑   Participants in both groups generally thought finding an embassy was easy.

❑   Most in fact found the particular embassy they were interested in.

❑   Those unable to locate it did not spot the address link because it was at the bottom of the page, and because they did not scroll down to find it; it went unnoticed.