

- 4) Someone in the francophone group wanted to contact someone directly through email, and was not aware this was possible, even after looking at the contact information. This suggests that clearer guidance is needed as to how to use the site.
- Other spontaneous criticisms related to the visual presentation of the InfoExport website.
- Most participants in both groups agreed that the flashing advertisements on many website pages were major distractions – too annoying and too commercial for a government website. Participants didn't mind the ads, just the flashing.
  - Many also disliked the flashing logos on the home page, and found them distracting and annoying. (This is discussed in more detail in section 3.3 - 4.b.)