

4) Canada's Trade Development Agenda

- > Probe for each destination:
 - Spontaneous responses
 - Perceived value of the information
 - Pertinence / suitability to their needs

- > Rated preferences for destinations

Design

- ◆ What do you think of the site's layout?

- Probe:
- visual appeal
 - icons

5. CONCLUSION / SUGGESTED IMPROVEMENTS (10 minutes)

- ◆ Would you say this is a useful initiative on the part of the Department of Foreign Affairs and International Trade?

- ◆ Overall, what would be the most positive thing you would have to say about this site? The most negative one?

- ◆ What would be the most efficient way to reach your company or companies such as yours to let them know that this type of information is available?