

→ *If no mention made :*

- Do you know InfoExport? Have you ever consulted this site? *(Do not record comments on the site until the browsing)*
- Have you ever heard of The Canadian Trade Commissioner Service? *(probe : what do they offer? Is it useful? etc.)*

4. FREE AND GUIDED BROWSING (40 minutes)

GUIDELINES ON BROWSING (5 minutes)

- *Remind them of the research's objective: "It's the Website we are testing, not you! "What are your impressions of the site?"*
- *Explain the process: 15 minutes of free browsing followed by 15 minutes of guided browsing (search for specific information), a questionnaire, then a group discussion on their opinions.*
- *Mention that they must not download or exit the site.*
- *Mention that they have ample time, that this free browsing period isn't a race against the clock: "go at your own pace".*

FREE BROWSING PERIOD (15 minutes)

- *Site's address : <http://www.infoexport.gc.ca/>*
Browser : Netscape
- *Invite participants to concentrate on general aspects pertaining to form (presentation, organization, etc.) and content (type of information found).*
- *Encourage note-taking of comments (whether positive or negative), suggestions while browsing.*
- *Mention : "We are not only interested in your rational or logical reactions but also in the way you feel while browsing".*
- *Ask participants to keep comments to themselves for the time being in order not to influence each other.*
- *Specify duration: 15 minutes.*