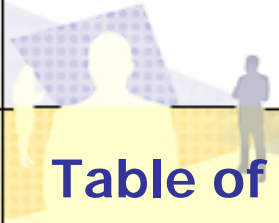


**Culture, Heritage and Recreation**

GOVERNMENT-WIDE PROGRAMS AND SERVICES

## Department of Canadian Heritage

Culture Canada Website Usability Test  
Focus Group Report – March 30, 2005



# Table of Contents

Background and Objectives	3
Methodology	4
Opening Discussion and Warm-Up	5
Accessibility of the Culture Canada Website from the Canada Site	6
The Culture Canada Web Site- The Main Page	7
Second Page – One Step too Many	8
Third Page – Only Minor Adjustments Necessary	9
Pop-up Site Résumé Well Liked – but can be improved visually	10
“All Subjects” Window a Hit – but Call it a “Site Map”	11
Overall – Content is Readily Accessible through Site	12
Participants will Return to the Site	13
Conclusions and Recommendations	14
Appendices – Discussion guide, Recruiting Screener	



# Background and Objectives

## Background

The mandate of the Culture Heritage and Recreation Cluster (<http://www.culturecanada.gc.ca>) originally was to provide a single window web access to culture, heritage and recreational information and services from all levels of government, NGOs, and private sector organizations across Canada. The cluster was subsequently refocused to include linkages to government-only information, and to include key enhancements such as focused search capability and re-launched in September 2004.

Prior to the re-launch, public opinion research was carried out which confirmed that the refocused web site was generally acceptable to potential clients. That study also showed that clients would appreciate further revisions being made that would make the web site more obviously government program and service specific and provide more direct means of matching those services (for example grants) to their needs.

To that end, enhancements to the website have been made to better serve these expressed needs, specifically: design enhancements intended to make it clearer that the site provides access to government-only based services; additional drop-down selections allowing clients to select and browse particular service types (for instance grants) by category, authority or client type; and, extended service detail information.

## Research Objectives

The research objective is **to evaluate the proposed enhancements to the presentation and data access features of the Culture, Heritage and Recreation Cluster (CultureCanada.gc.ca)** hosted at the Government of Canada's main portal (Canada.gc.ca) under the 'Canadians Gateway'.

The proposed enhancements are related to needs expressed by particular groups (youth and representatives from culture, heritage and recreation peer groups such as post secondary teachers and professionals) which were tested in March 2004. This study seeks to verify that the proposed enhancements are acceptable prior to launching the enhanced version of the website in late April 2005.

The specific objectives of this research are:

- to verify ease or difficulty of navigation from the Canada-site;
- to verify the visual appeal, look, and feel of the site;
- to determine ease of use of the site to access available databases. (Please note, these groups will not evaluate relevance of the content of the site);
- to identify further desired enhancements or improvements.



# Methodology

Four focus groups were conducted on March 14 and March 17, 2005, as follows:

- Vancouver
  - “Youth” , i.e. students of relevant disciplines in art, culture, heritage and recreation (Group 1)
  - Culture professionals, i.e. individuals working full-time in one of the relevant areas above (Group 2)
- Montreal – French
  - Two groups as above

The screening questionnaire used to recruit participants is presented in the Appendices following this report.

## Usability Testing Approach

Participants were each seated in front of a computer with full Internet capability with the Canada-site opened, and the Culture Canada main page bookmarked and minimized.<sup>[1]</sup> Following standard introductions and a brief warm-up discussion period, the moderator asked all participants to conduct typical tasks which were identified in the warm-up discussion using the Culture Canada Web site.<sup>[2]</sup> Participants were given time to complete each task individually, and then the moderator opened the floor for discussion and probing.

The moderator’s discussion guide is presented in the Appendices.

**Interpretative Note:**

**Although qualitative research in general, and focus groups in particular, are highly valuable for providing insight into the needs, attitudes and opinions of an organization’s customers and prospects, the results cannot be deemed to be representative of any wider group of individuals than those who participated.**

<sup>[1]</sup> The URL used was: <http://www.culturecanada.gc.ca/por>

<sup>[2]</sup> Having participants complete the same task, rather than allowing them to navigate the site undirected, allows for a common frame of reference for the discussion of strengths and weaknesses of the site.

## Opening Discussion and Warm-Up

Prior to having focus group participants comment on the Culture Canada Website, it was important to establish a rapport of confidence and have participants comfortable dialoguing with one another. In addition, this initial portion of the group also provides valuable background on participants which will provide important context for their comments and perspectives later in the group.

### *Subjects of Interest*

The moderator began by probing various areas of interest among participants. Interests varied widely, and all participants had at least some interest, professional or personal, in the subject areas covered by the Culture Canada website (i.e. arts, culture, heritage and/or recreation). A sample of subject areas of interest among participants included:

*Among students:*

- *"assignments on culture"*
- *"geography stuff"*
- *"historical costume design, e.g. such as 17<sup>th</sup> century gowns"*
- *"I've been studying music all my life"*
- *« peintres en particulier » (particular painters)*
- *« le multiculturalisme »*

### *Use of Government Websites*

Although some participants in both Vancouver and Montreal groups (cultural professionals) indicated that they frequented government websites regularly, most participants do not tend to think of either Federal or other government websites when conducting their research into their areas of interest.

Among those cultural professionals in the group who did frequent government websites "often", the main reason was to look into **grants and financial programs**. Other reasons to visit government sites mentioned included:

- *"ideas for Canada Day" (Vancouver municipality)*
- *"job creation programs – HRDC"*
- *« les archives nationales du Québec - pour les événements historiques » (Quebec National Archives – for historical events)*
- *« l'ACDI / Affaires étrangères » (CIDA, Foreign Affairs)*
- *"CBC/Radio Canada archives – I'm into Canadian history and arts and it's a great website for multi-media...lots of video clubs"*

# Accessibility of the Culture Canada Website from the Canada Site

Participants' first task on the computer was to conduct a broad search for any government programs and services in the areas of "arts, culture, heritage, and/or recreation". The moderator did not provide any more guidance than this, and each participant began on the Canada site, i.e. [www.canada.gc.ca](http://www.canada.gc.ca).

The objective of this task was to view the ease or difficulty of accessing the Culture Canada site from the Canada site portal.

The quotes opposite illustrate that there is **a great degree of variability in participants' ability to find the Culture Canada site** through Canada.gc.ca. It also demonstrated a key finding which was also observed in the focus groups conducted last year: that **younger participants (students) tend to use the search engine immediately**, while somewhat older participants tend to "click and browse" through available links, and rely on the search engine only as a last resort.

Overall, it is a telling finding that only 1 or 2 participants in each group successfully accessed the Culture Canada website from the Canada Site. Participants were given almost five minutes to complete this task, and those that did find it, tended to do so immediately through the search engine, or in three clicks or less.

*"Je ne savais pas où aller. J'ai pesé sur Index A à Z. J'ai fait « S » pour subventions, puis « A ». Je me suis retrouvé avec des choix. Je suis encore bien loin »*

(I didn't know where to go. I clicked on Index A to Z. I clicked "S" for subsidy, then "A". Then I had more choices. I'm still pretty far off).

*"It was easy. I clicked on "topic", then on "arts", and it took me to a Culture, Heritage and Recreation Website"*

*« J'ai utilisé le moteur de recherche. J'ai tapé 'culture', puis j'ai trouvé le lien pour Culture Canada tout de suite »*

(I used the search engine. I typed 'culture', but I didn't find a link to Culture Canada right away)

*« J'ai passé par ministères. Je n'ai rien trouvé. Ensuite, j'ai passé par Index A à Z et j'ai trouvé une longue liste.»*

(I went by department. I didn't find anything. Then, I went by Index A to Z and I found a long list).





# The Culture Canada Web Site - The Main Page



*Participants Liked the Banner and the Subject Column - the rest is "A Typical Government Web Site – Busy, Cluttered, and Boring"*

Participants liked certain aspects of the main page, and didn't like others. Those features either liked or disliked tended to be very similar across the four focus groups, and are summarized in the captions opposite.

*Banner and Subject Column are the Key Positives of the Page*

Participants reacted very positively towards the banner, as well as the left-hand subject column.

*Blue Buttons Make the Page "Cluttered and Messy"*

On the other hand, the blue buttons for the calendar and "did you know that?" drew the eye away from the left hand side and left participants with the impression that the page was "cluttered" and "messy": *"It looks amateur to me. It's so in contrast. I don't like the busyness and it draws your eye away from the important stuff. It's not balanced."*

*Winter Ski Photo not Consistent with "Arts and Culture" Theme*

The Feature photo in the top-centre of the page is the place where most participants' eyes are drawn first. However, participants do not see the relevance of a photo of a sporting activity on what they perceive as a predominantly arts and culture oriented web site: *"« Je vois en haut – j'imagine que c'est saisonnier – que ça change à chaque saison. »* (I see at the top. I guess that means the site is seasonal; that it changes every season. *« Mais pourquoi le ski? Ça ne fitte pas »* (But why skiing? It doesn't fit.)



# Second Page – One Step too Many

Participants felt that the second page of the site, shown opposite, added little value to the overall search. Although visually the page is considered clean and clear, many participants indicated without prompting that they would rather skip directly to the next page in the site, which lists the websites as well as the fields by which one can narrow the search:

*"It tries to get you with the blue buttons again"*

*"There are too many steps. It should be quicker, there should be better categories. It's so layered and confusing."*

*"Why are there categories called 'general'. That doesn't help us find what we're looking for."*

However, one feature of this page which was appreciated was the ability to search not only Federal Government sites, but provincial (and possibly even municipal) sites as well. Some participants indicated; however, that they did not need to see programs for other provinces than their own.

Finally, although not visible on the page opposite, many participants felt that the categories listed did not assist them with their search for information, especially categories such as "general".

*"Tout est généraux – c'est pas mal la même chose dans types de services. Ce n'est pas une catégorie d'utilisateur »*

The screenshot shows the website header with the Canadian flag and bilingual text: "Government of Canada / Gouvernement du Canada". Navigation links include "Français", "Home", "Contact Us", and "About us". The main heading is "Culture, Heritage and Recreation" with the subtext "GOVERNMENT-WIDE PROGRAMS AND SERVICES". A search bar is present. A left sidebar lists "All Subjects" (Culture, Heritage, Recreation) and "Focus" (Learning Resources). The main content area shows "PROGRAMS AND SERVICES: Books and Publishing, Canada - Found" and a dropdown menu for "Government(s)" set to "All of Canada". A list of categories is shown: "Books and Publishing (83)", "Authors (8)", "Books, Literature (11)", "For Publishers (21)", "For Writers (39)", and "Magazines (4)".

**Annotation 1:** Points to the "Government(s)" dropdown menu. Text: "Participants like to be able to search by province, although several felt they need to see only their province and municipalities in addition to the Federal government."

**Annotation 2:** Points to the blue buttons in the category list. Text: "Participants don't understand the significance of the blue vs. grey buttons. They don't like the blue."



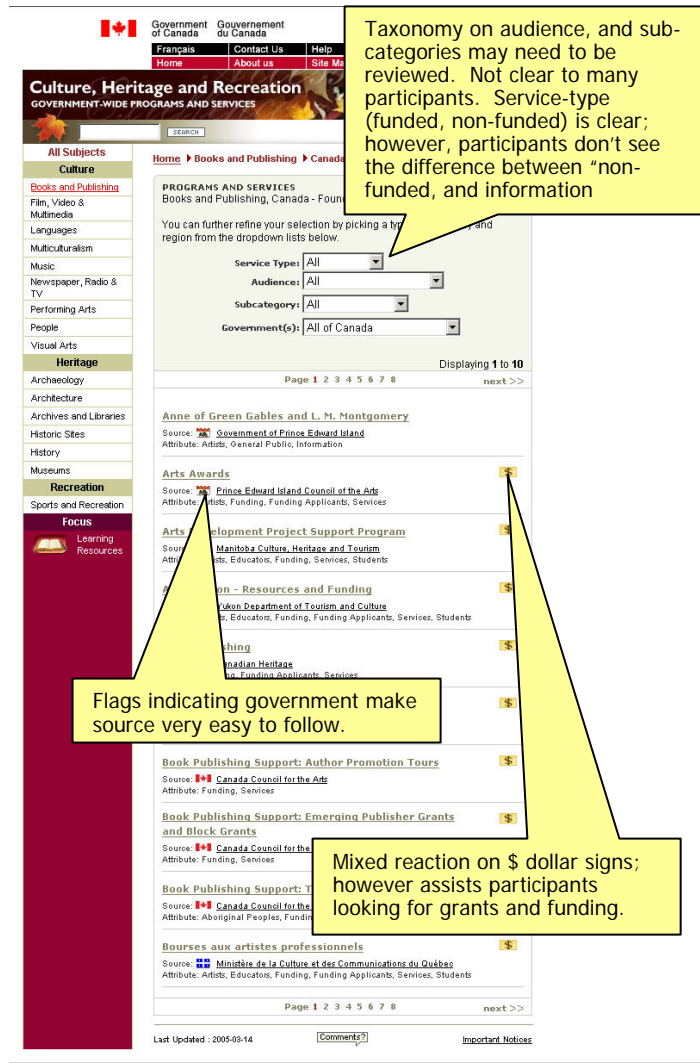
# Third Page – Only Minor Adjustments Necessary

Participants generally found the third-page **very straightforward**. It currently accommodates all three types of search behaviour demonstrated by participants. Some participants prefer to scroll through the full list of links before selecting; others use the search engine if they see they need to narrow the search; and still others use the box on top to narrow the categories.

With regard to “service-type”, some participants asked what the difference is between “non-funded” and “information”.

Taxonomy for “audience” does not appear to be clear. Only some participants deduced that this was meant to categorize them as users, rather than identify categories in the database. One suggestion repeated throughout the groups was to have a drop-down box at the top asking “Who are you?”, with the option of searching all, in the event that there are few links in their own category.

Finally, sub-categories for many of the main categories were not considered helpful, particularly if they carried nomenclature such as “general”, or if they repeat the main category. This depended upon the main category, as some of the sub-categories assisted significantly with the search.



The screenshot shows the website interface with several callout boxes:

- Top Callout:** Taxonomy on audience, and sub-categories may need to be reviewed. Not clear to many participants. Service-type (funded, non-funded) is clear; however, participants don't see the difference between “non-funded, and information”
- Left Side Callout:** Flags indicating government make source very easy to follow.
- Right Side Callout:** Mixed reaction on \$ dollar signs; however assists participants looking for grants and funding.

The website interface includes a search bar, navigation menu, and a list of programs and services with filters for Service Type, Audience, Subcategory, and Government(s). The list items include titles like "Anne of Green Gables and L. M. Montgomery" and "Arts Awards" with associated source information and dollar signs.



# Pop-up Site Résumé Well Liked – but can be improved visually

Generally speaking, participants liked the pop-up site résumé window, as they felt it provides a quick synopsis of what's on the site, and that it also provides related links which ultimately save time in the search. Some participants; however, preferred to go straight to the site.

That being said, participants felt that the pop-up window doesn't give the visual impression of being able to continue with the search. The small text font and lack of colour gives the user the first impression that the window is static, which is not the case. Better use of colour, and more importantly, ensuring the hyperlinks are more attractive and more easily visible will ameliorate this situation.

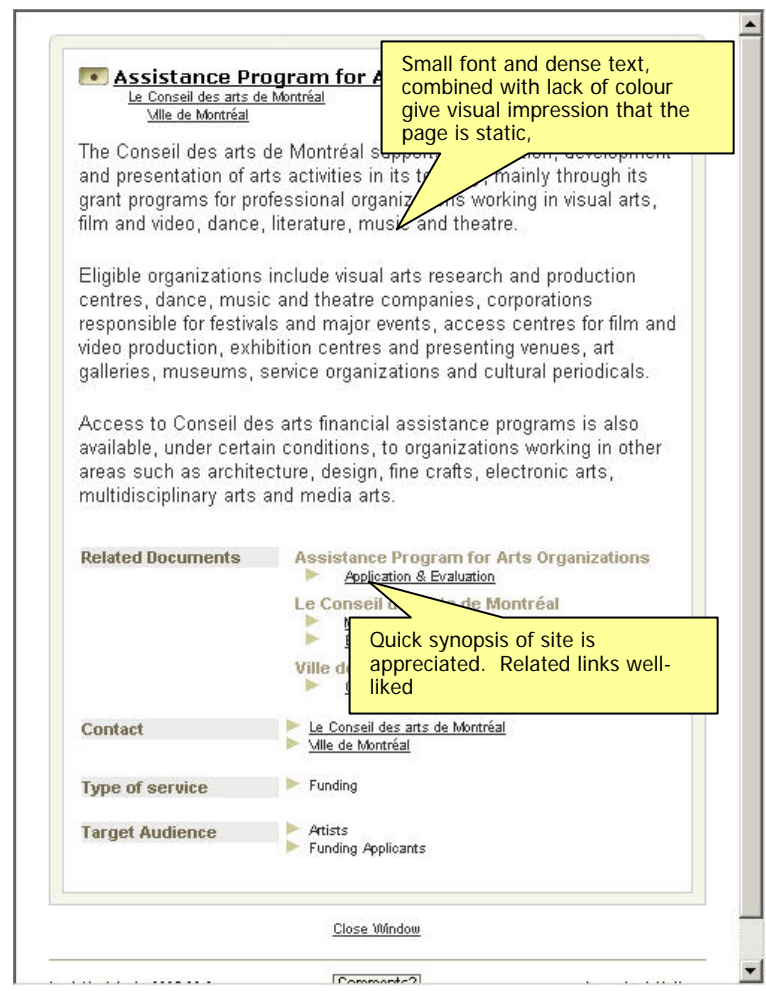
*"I like it because it's concise and tells you what types of services. Nice layout. Appealing to the eye."*

*« Moi, j'aime ça. Un espèce de sommaire de ce qu'on trouve dans le site » (I like it. It's a kind of summary of what you'll find on the site).*

*"From the design perspective, I don't love it, but for finding information it's good"*

*"I'd rather just go to the site because they will tell it better than this."*

*"It feels final; something I should read, but (doesn't look like) its' taking me anywhere"*



**Assistance Program for Arts Organizations**  
 Le Conseil des arts de Montréal  
 Ville de Montréal

The Conseil des arts de Montréal supports the development and presentation of arts activities in its territory, mainly through its grant programs for professional organizations working in visual arts, film and video, dance, literature, music and theatre.

Eligible organizations include visual arts research and production centres, dance, music and theatre companies, corporations responsible for festivals and major events, access centres for film and video production, exhibition centres and presenting venues, art galleries, museums, service organizations and cultural periodicals.

Access to Conseil des arts financial assistance programs is also available, under certain conditions, to organizations working in other areas such as architecture, design, fine crafts, electronic arts, multidisciplinary arts and media arts.

**Related Documents**

- Assistance Program for Arts Organizations
  - Application & Evaluation
  - Le Conseil des arts de Montréal
  - Ville de Montréal

**Contact**

- Le Conseil des arts de Montréal
- Ville de Montréal

**Type of service**

- Funding

**Target Audience**

- Artists
- Funding Applicants

Close Window

Comments

Small font and dense text, combined with lack of colour give visual impression that the page is static,

Quick synopsis of site is appreciated. Related links well-liked

# "All Subjects" Window a Hit – but Call it a "Site Map"

The window which appears when clicking on "All Subjects" is greatly appreciated by participants; however, neither the taxonomy used ("all subjects") nor the visual (colour red, no underline) indicated to participants that this link was available.

The familiar "Yahoo" format, and the single-page, no-scroll layout makes the page very visually appealing to most participants. One participant indicated they would rather see some more colour.

*"It's a site map. They should call it a site map."*

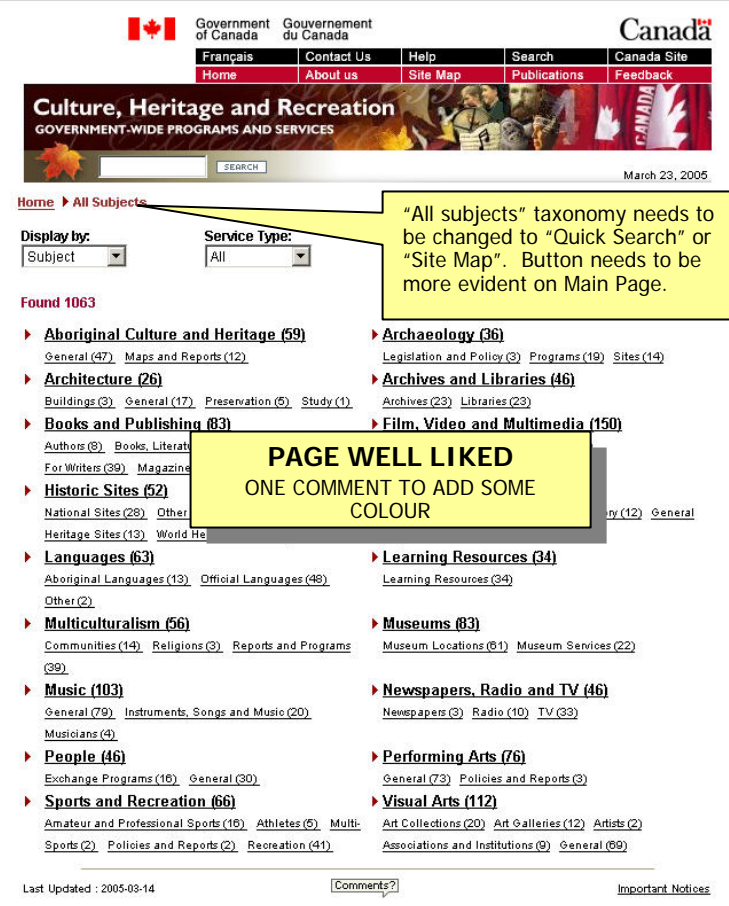
*"I like the major heading and subheadings; it helps define your search"*

*«C'est utile. T'as tout sur la même page.» (It's useful. You have everything on the same page)*

*"I kind of like it because I now get a sense of how they group stuff"*

*"It's really boring. Bold the initial categories and change the colours and sub-categories...add colour to it."*

*"This is more helpful. This is the 2nd thing you want to see."*



Government of Canada / Gouvernement du Canada

Canada

Home About us Site Map Publications Feedback

**Culture, Heritage and Recreation**  
GOVERNMENT-WIDE PROGRAMS AND SERVICES

March 23, 2005

Home > **All Subjects**

Display by: Subject Service Type: All

Found 1063

- Aboriginal Culture and Heritage (59)**  
General (47) Maps and Reports (12)
- Archaeology (36)**  
Legislation and Policy (3) Programs (19) Sites (14)
- Architecture (26)**  
Buildings (3) General (17) Preservation (5) Study (1)
- Archives and Libraries (46)**  
Archives (23) Libraries (23)
- Books and Publishing (83)**  
Authors (8) Books, Literature (39) For Writers (39) Magazine (2)
- Film, Video and Multimedia (150)**
- Historic Sites (52)**  
National Sites (28) Other Heritage Sites (13) World Heritage Sites (11)
- Learning Resources (34)**  
Learning Resources (34)
- Languages (63)**  
Aboriginal Languages (13) Official Languages (48) Other (2)
- Museums (83)**  
Museum Locations (81) Museum Services (22)
- Multiculturalism (56)**  
Communities (14) Religions (3) Reports and Programs (39)
- Newspapers, Radio and TV (46)**  
Newspapers (3) Radio (10) TV (33)
- Music (103)**  
General (79) Instruments, Songs and Music (20) Musicians (4)
- Performing Arts (76)**  
General (73) Policies and Reports (3)
- People (46)**  
Exchange Programs (16) General (30)
- Visual Arts (112)**  
Art Collections (20) Art Galleries (12) Artists (2) Associations and Institutions (9) General (69)
- Sports and Recreation (66)**  
Amateur and Professional Sports (16) Athletes (5) Multi-Sports (2) Policies and Reports (2) Recreation (41)

Last Updated : 2005-03-14

Comments?

Important Notices

## Overall – Content is Readily Accessible through Site

Throughout the focus group session, the moderator chose a series of tasks for participants to conduct together, so that the ease of use and navigation would be easily comparable between respondents, and they would all be speaking from the same frame of reference. The tasks were all selected from actual searches which participants indicated (in earlier discussion) that they would have conducted. The tasks assigned included:

- grants for museums;
- history of Canadian flag;
- grants for musicians;
- information on Pierre Elliott Trudeau;
- subsidies for artists;
- export financing for arts and culture (multimedia).

For the most part, participants navigated through the tasks with relative ease. (Note: the focus groups did not assess the relevance of the content or the quality of the external links, as these were out of the present scope. Our assessment was confined to the ease of navigation to find the appropriate links available in the database). Participants used either the search engine, or the links beginning with the left-hand column. In most cases, participants rated their searches easy or very easy (4 or 5 out of 5), and obtained the desired list of links either through 2-3 clicks, or directly from the search. Most importantly, participants felt that the search was relatively

*N.B. Please note that only tasks which were mentioned in a particular group were assigned in that group.*

easy, and were impressed at first glance with the list of links returned, as illustrated in the comments below.

*« Je ne sais pas si je dois utiliser le site ou Google™ » (I don't know if I should use this site or Google).*

*« I did a Google Search, just to compare, and I didn't find the same page until the 14<sup>th</sup> page of the results. This site is much more focused. »*

*« J'ai tapé 'peintre' et 'peinture canadienne'. J'ai trouvé le site toute de suite » (I typed in 'painter' and 'Canadian paintings'. I found it right away)*

*« J'ai cliqué sur 'arts visuels' et 'collections d'œuvres d'art' C'est un bon 'guess'. Je l'ai trouvé avec seulement 3 cliques » (I clicked on 'visual arts' and 'collections and works of art'. It was a good guess. I found it with only 3 clicks.)*

*"I gave it a 5 because I got to the Canada Council site within 4 seconds. I clicked on museums/all government/search/grants. I don't know if all the information is relevant, but I found it really quickly."*

*"Easy to find a whole bunch of barely relevant information. Two clicks to things that look right...you are out of the site but it looks like it might be useful"*

*« History/Canada/flag. The 2<sup>nd</sup> result is 74% and gets you quicker than on Google™ where it was on the 10<sup>th</sup> page. »*

## Participants will Return to the site

Overall, participants ranked the site quite highly in terms of ease of use, i.e. the ability to quickly and easily find the appropriate content in the database. Most participants indicated that, based upon their experience with the site, they would return to the site when they needed to find information on government programs and services in the relevant areas, i.e. arts, culture, heritage and recreation.

In terms of improvement, most participants identified improvements regarding look and feel, rather than ease of use.

The comments opposite provide an appropriate sample of participants overall review of the site and suggestions for improvement.

*"You find the information. It's easy"*

*"It makes me think it's a bit different than other search engines."*

*"I gave it a 7.5 because there is the information that I want and there is no other site (like it)"*

*"I know what I want is in here, but I know it will be a chore to dig it out."*

*"Bring more design skills into a sterile environment."*

*« Ça peut donner des bonnes idées »* (It can give you good ideas)

*« J'aime que ça regroupe le fédéral, le provincial et le municipal »* (I like that it combines Federal, provincial and municipal)

*« (Il faut) améliorer la présentation des pages, le rendre plus attrayant; améliorer les couleurs et le type d'écrit »* (You have to improve the visual presentation; make it more attractive; improve the colours and the writing style (fonts))

*« Il n'y a pas beaucoup de couleurs, ça me parle moins »* (There's not much colour, it doesn't speak to me as much)



## Conclusions and Recommendations

Overall, these focus groups allow us to draw the following conclusions with regard to the enhanced Culture Canada web site:

- ✓ the enhancements render the site considerably clearer and easier to use than was the case following the initial web testing;
- ✓ participants clearly view the site as a source of information on *government* programs and services, and many were pleased to see that they could access programs and services of all three levels of government through the site. Participants also perceived additional value using the site than a traditional search engine such as "Google™" ;
- ✓ visually, the site has several very appealing features, most notably the banner and the left-hand column. In addition, the subject headings are clear and participants all found something of interest to explore using the subject titles.
- ✓ That being said, participants identified several areas of the site which they felt could be improved visually. These are presented page by page, but the most noteworthy include:
  - removing or recolouring the blue buttons for the calendar;
  - ensuring the photo has more direct relevants to "arts and culture" (notwithstanding that recreation is still a subject area of relevance for the site);

- "airing out" the main page to make it less cluttered and more visually appealing. Recolouring the blue buttons will assist in this;
  - using a single search window;
  - Removing the second page and moving straight to the list of links with the search categories above; and,
  - reviewing the taxonomy for "audience" as well as subject categories such as "general" which do not assist in narrowing a search.
- ✓ The Pop-up summary window was deemed by participants to be a very good feature which assists in the search process. However, its current formatting leads participants to believe it is a static page. Visual enhancements such as colour and larger, clearer font are necessary to highlight the various hyperlinks and make it appear as a dynamic page in the search process.
  - ✓ The "All Subjects" window is also greatly appreciated, and needs to be accessible earlier in the search process. "Site Map" or "Quick Search" taxonomy on a larger, more evident button on the main page is required to bring this feature to users' attention, as the "All subjects" button did not succeed in attracting participants to click on it and discover the feature.



## Conclusions and Recommendations

The Antima Group has been extremely pleased to have had this opportunity to work with Canadian Heritage to test the Culture Canada Web Site. The groups clearly show that the enhancements made have resulted in markedly improved usability and notwithstanding some visual enhancements which can further improve the site, participants clearly saw the value provided by the site in terms of providing quick and easy access to government programs and services in the areas of arts, culture, heritage and recreation.

We will be pleased to provide any further assistance as you require in the interpretation and/or implementation of the findings and recommendations from this research.

**T H E A N T I M A G R O U P**

Norman Baillie-David, CMRP  
Managing Partner

**Appendices :**  
**Discussion Guide**  
**Recruiting Screener**

**CANADIAN HERITAGE**  
**Culturecanada.gc.ca**  
**Usability Study**  
**Focus Group Discussion Guide**

**1. INTRODUCTION (10 minutes)**

- Welcome participants
- Description of focus group and web test
- Description of facilities and privacy considerations
- Objectives of the focus group : (moderator will summarize)  
    review the culturecanada.gc.ca website in terms of useability, look and feel
- Roundtable introduction (first name, occupation, interest in arts, culture and recreation)

**2. LEAD-UP DISCUSSION: Interest in Arts, Culture, Heritage, and Recreation (20 minutes)**

**ROUNDTABLE:**

- Tell us a little about your interest in any or all of arts, culture, heritage or recreation. Specific probes:
- What are you studying? How does arts/culture/heritage/recreation relate to your work?

**OPEN DISCUSSION:**

- Where do you go for information about arts/culture/heritage/recreation?  
    **PROBE FOR SPECIFIC SITES, ESPECIALLY GOVERNMENT SITES.**
- What do you like/dislike about these sites?
- Has anyone (else) looked for this type of information on the Government of Canada website? Why/Why not?
- What distinguishes a (federal) government site on culture, heritage and recreation from other “competing” sites? What is unique about the services or information you would access on a government site? (*PROBE: for competing sites such as arts groups, sports associations, NGOs and commercial sites on the arts.*)
- What types of features or on-line tools would you expect to find on a Web site designed to provide access to government (federal, provincial/territorial and municipal) information and services on culture, heritage and recreation programs? What would a site like this allow you to get done?

- (If not previously answered) How often do you use the Internet? What (else) do you use the Internet for?

### 3. **EVALUATION OF CULTURECANADA.GC.CA (45-60 minutes)**

- Let's assume for a moment that you wish to find out information from the government about arts/culture/heritage/recreation. I'll give you about 30-60 seconds, and find the home page of a site. **STOP PARTICIPANTS AS THEY FIND A FIRST SITE AND DEBRIEF:**
- Which site are you at? Why did you go there? How did you get there?
- Did anyone think of going to Canada.gc.ca? Why/Why not?
- **START PARTICIPANTS ON CANADA.GC.CA.**
- From here, where would you go to find information on arts, culture, heritage or recreation? Have individual participants "walk you with the mouse", i.e. explain verbally to you what they're thinking as they look at the screen and move the mouse.
- **MOVE PARTICIPANTS TO CULTURECANADA.GC.CA AND STOP.**
- As you look at the site, please don't click through any links just yet but do tell me what your first impressions are of the main page
- How many of you found this site on your own? Take us through your path? If you didn't find it, what was your path?
- How does the main page of the *Culture Canada* site compare to the expectations you identified in the first section of the group/interview?
- How would you characterize the "look and feel" of the main page?
  - Is it pleasing to the eye? **PROBE.**
  - Is it intuitive, i.e. are labels and buttons where you would expect to see them?
  - What catches your eye first? Where do you look from there?
  - Does the site have as much information and services as you expected to find here? More or less?



- What do you think of the way the information and services are organized and presented here? Is this clear or is there a better way to organize the site?
- **SCENARIOS (3-4 tasks, in English and French, to be provided by PCH)**
- We would now like you to explore the site by having you conduct a couple of tasks or scenarios. I will give you the task, and then I would like you to use the website to complete the tasks as you would if you were by yourself looking for this information. We have given you a printout of the site as well as a red pen and blue pen. After you completed the task, and before we discuss openly:
  - Use the red pen to highlight features, buttons or text that were not or intuitive or appealing
  - Use the blue pen to highlight features that were intuitive or appealing to you
- **PROBE RESPONSES AFTER EACH TASK AND REPEAT FOR NEXT TASK (SCENARIOS TO BE USED FROM ABOVE DISCUSSION)**

**AFTER EACH TASK IS COMPLETED:**

- Was everyone able to complete the task? **IDENTIFY SPECIFIC DIFFICULTIES FOR THOSE UNABLE TO COMPLETE THE TASK.**
- Overall, how did you find the website to use? Was it easy? Difficult?
- Are the buttons and links in logical and intuitive places?
- Are they organized according to what you need to do on the site?
- Are they clear and easily visible on the pages?
- Overall, what did you like most about the website?
- Overall, what suggestions would you make to improve the website?

**4. POTENTIAL FUTURE USE AND ASSOCIATED ISSUES (10 minutes)**

- Now that you have experience with this website, please write down a number between 0-10 where 10 means “I am absolutely certain I will use this tool to find information I need on arts/culture/heritage or recreation, and 0 means “there is absolutely no chance that I will use this site”. Poll the room and probe i.e. what makes you say that?
- Does this site do enough to make the government’s services and information on programs and policies accessible to you? What works well here? What doesn’t?
- As a young person/professional, how is a site like this valuable to you? What is there here to keep you coming back or telling others about it?
- As a young person/professional, what one recommendation would you make to make this the kind of site you would tell your friends/students about?

**5.. Observers’ questions and Wrap-up (5 minutes)**

Moderator will solicit questions from observers before closing the session.

**Thank Participants and Close Session  
Total Approximate Time  
105 minutes**



# research house

13908- CULTURE

Respondent Name: \_\_\_\_\_

Home Phone #: \_\_\_\_\_

Business Phone #: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Group #: \_\_\_\_\_ Recruiter: \_\_\_\_\_

**Recruit 10 per group**

Group 1	Group 2	Group 3	Group 4
Monday March 14	Monday March 14	Thursday March 17	Thursday March 17
5:30	7:30	5:30	7:30
Youth	Cultural Professionals	Youth	Cultural Professional
Age 18-23	24 yrs +	18-23	24 yrs +
Vancouver	Vancouver	Montreal	Montreal

**INCENTIVE: \$50.00 Youth Groups  
\$100.00 Professionals**

Hello, my name is \_\_\_\_\_ from Research House Inc., we are calling today to invite you to a focus group discussion scheduled for (DATE). Your participation in the research is completely voluntary and your decision to participate or not will not affect any dealings you may have with Research House Inc. All information collected, used and/or disclosed will be used for research purposes only and administered as per the requirements of the Privacy Act. You will also be asked to sign a waiver to acknowledge that you may be audio and/or video taped during the session and will also participate in Qualitative Central. The session will last a maximum of 2 hours and you will receive a cash honorarium of \$50/\$100 as a thank you for attending the session. The session is being conducted on behalf of the Department of Canadian Heritage, Government of Canada. May we have your permission to ask you some further question to see if you fit in our study?

Yes.....1  
No.....2 – **THANK AND TERMINATE**

INDICATE: Male.....1  
Female.....2

1. Are you or is any member of your household or immediate family employed in, or ever been employed in:

	1		Ever	
	No	Yes	No	Yes
Market Research	( )	( )	( )	( )
Marketing	( )	( )	( )	( )
Advertising	( )	( )	( )	( )
Web site development	( )	( )	( )	( )

**IF YES TO ANY OF THE ABOVE – THANK AND TERMINATE**

2a. May I have your age, please?

\_\_\_\_\_ SPECIFY

Under 18 years.....1 – **THANK AND TERMINATE**  
18 – 23 years.....2 – **RECRUIT FOR YOUTH GROUP**  
24 – 44 years.....3  
45 – 54 years.....4  
Over 55 years.....5

3a. What is your current employment status?

Full Time Employed ( )  
Part Time Employed ( )  
Student ( ) – **ASK Q. 3B**  
Homemaker ( ) – **THANK AND TERMINATE**  
Retired ( ) – **THANK AND TERMINATE**  
Unemployed ( ) – **THANK AND TERMINATE**

3b. What are you studying in school?

\_\_\_\_\_



ALL MUST BE MAJORING IN ARTS AND CULTURE , HERITAGE OR RECREATION RELATED STUDIES ( SEE ATTACHED LIST)

SKIP TO Q5

3c. What is your occupation?

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ALL MUST BE EMPLOYED FULL-TIME IN CULTURE/HERITAGE OR RECREATION RELATED JOBS

1-2 Teachers/Professors/Educators

1 municipal gov't employee working in culture/arts/heritage/recreation

Remainder will be in other related jobs.....like artists, producers, librarians etc.....see attached list

JOB TITLE

TYPE / NAME OF COMPANY

IF MARRIED / COMMON – LAW ASK – WHAT IS YOUR SPOUSE'S OCCUPATION?

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JOB TITLE

TYPE / NAME OF COMPANY

4. How interested are you in finding information on government programs and services related to arts,culture, heritage or recreation such as information on grants and funding ?

- Very Interested.....1
- Somewhat interested.....2
- Not very interested.....3 – **TERMINATE**
- Not at all interested.....4 – **TERMINATE**

5. How often would you say use the Internet in your work or studies?

- More than once every two weeks 1
- Less than once every two weeks 3 - **TERMINATE**

The next couple of questions deal with your imagination. Have a little fun with these questions and feel free to answer in any way, as there are no incorrect answers.

6a. What would be the first thing you would do, if you had just won one million dollars?

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6b. If you were a book in a library, what book would you be and WHY?

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- \_\_\_\_\_ ANSWERS SPONTANEOUSLY
  - \_\_\_\_\_ VERY ENTHUSIASTIC
  - \_\_\_\_\_ VERY SURE OF HIMSELF / HERSELF
  - \_\_\_\_\_ CARRIES ON A GOOD CONVERSATION
- IF NONE OF THE ABOVE, THANK AND TERMINATE.**



NOTE: PAY EXTRA ATTENTION TO RESPONDENT ANSWERS – LOOK FOR COMPLEX, CREATIVE ANSWERS AND NOT JUST MEANINGLESS ANSWERS. LOOK FOR IMAGINATION AND A SENSE OF CREATIVITY / PARTICIPATION.

7. Participants in group discussions are asked to voice their opinions and thoughts, how comfortable are you, in voicing your opinions in front of others? Are you....

- Very Comfortable.....1 – MIN 50% PER GROUP
Fairly Comfortable.....2
Comfortable.....3
Not Very Comfortable.....4 – THANK AND TERMINATE
Very Uncomfortable.....5 – THANK AND TERMINATE

8a. Have you ever attended a focus group or one to one discussion for which you have received a sum of money, here or elsewhere?

- Yes.....1 – MAX (50%) PER GROUP
No.....2 – SKIP TO Q. 14a

8b. When did you last attend one of these discussions?

TERMINATE IF IN THE PAST 6 MONTHS

8c. How many focus group or one –to-one discussions have you attended in the past 5 years?

(SPECIFY) IF MORE THAN 5 – THANK AND TERMINATE

9. What country were you born in?

- Canada.....1 – MIN 50% PER GROUP
Other.....2 – SPECIFY

10. Have you been invited to another of these focus groups or interviews in the near future?

- Yes.....1 – THANK AND TERMINATE
No.....2

11. Sometimes participants are asked to write out their answers on a questionnaire or watch a TV commercial during the discussion. Is there any reason why you could not participate?

- Yes.....1 – THANK AND TERMINATE
No.....2

NOTE: IF RESPONDENT OFFERS ANY REASON SUCH AS SIGHT OR HEARING PROBLEM, A WRITTEN OR VERBAL LANGUAGE PROBLEM, A CONCERN WITH NOT BEING ABLE TO COMMUNICATE EFFECTIVELY – THANK AND TERMINATE

DATE AND TIME:

Table with 4 columns: Group 1, Group 2, Group 3, Group 4. Rows include date, time, age group, and location for each group.

INCENTIVE: \$50.00 Youth Groups
\$100.00 Professionals

IMPORTANT:

The session is 2 hours in length, but we are asking that all participants arrive 10 minutes prior to the start time of the session. Are you able to be at the research facility 10 minutes prior to the session time?

- Yes.....1
No.....2 – TERMINATE

All participants in this study are asked to bring to the group PICTURE IDENTIFICATION. If you do not bring your personal identification then you will not be able to participate in the session and you will not receive the incentive fee. Are you going to bring along your ID?

- Yes 1
No 2-TERMINATE





research house

The group discussion will last approximately \_\_\_\_\_ hours and we offer each participant a \$ .50/100 cash gift as a token of our appreciation. I should also tell you that the groups will be audio - taped for research purposes and members of the research team will be observing the discussion from an adjoining room. Everything you say will be kept confidential.

[ ] CHECK TO INDICATE YOU HAVE READ THE STATEMENT TO THE RESPONDENT.

**LIST OF QUALIFIED FIELD OF STUDY/EMPLOYMENT**

**Culture**

Books and Publishing

Film, Video & Multimedia

Languages

Multiculturalism

Music

Newspaper, Radio & TV

Performing Arts

People

Visual Arts

**Heritage**

Archaeology

Architecture

Archives and Libraries

Historic Sites

History

Museums

**Recreation**

Sports and Recreation

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