

Report of Findings: Testing the New CFS Web Presence

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Executive Summary

Delta Media was retained by the Canadian Forestry Service (CFS) to undertake qualitative research on a proposed new interface for the CFS web site. In all, 23 individuals participated in focus groups and interviews in both French (total of 10 participants) and English (total of 13 participants). Participants were drawn from the general public (8), the forestry community (7) and the research community (8). The groups and interviews were moderated by professional market researchers Bernard Gauthier and Candace Fedoruk.

The study began with questions regarding overall awareness of, and expectations of the Canadian Forestry Service. While participants from the forestry community and researchers had a clear understanding of what the Canadian Forest Service does and how it affects them, participants from the general public had limited awareness of the CFS and assumed the organization worked on programs to foster the health of Canada's forests, rather than support a competitive and sustainable forestry industry.

Our research also found that the researcher and industry representatives had more detailed expectations of the site, wanting to find, among others:

- Updates on the major spheres of activity (i.e. scientific, policy, funding)
- Lists of specific projects being undertaken
- Rapid links to a directory of CFS researchers
- Updates on specific research projects being undertaken
- Access to key references and resources
- CFS news

Members of the general public expressed an interest in information on different types of trees, forest pests, national parks and photos of different trees.

In spite of these very different expectations, reactions to the main page were quite consistent and generally positive across the three audiences. The aesthetic qualities of the design were praised by many in all groups, while members of the forestry community were most interested in the content visible from the main page.

Improvements called for on the main page include more rapid access to a directory of researchers at the CFS, larger font size, more photographs of trees and bolder colours.

Users were also taken to a specific section of the site designed for them (i.e. researchers, forestry industry, and general public). Response was also positive to these audience-specific sections, especially among researchers (who immediately recognized the research projects and research centres) and the general public (who appreciated the more environmentally oriented information they expected). Participants from the forest industry were generally less positive, expecting to find information *about* the forestry community (which is vast) as opposed to information *for* the forestry community, from the CFS.

The Reference Centre section of the site did not test as positively. Labels for the section and its subsection were found to be ambiguous and few participants had any clear sense of what to expect. Many participants from the forest and research communities did respond positively to the breadth and depth of the content (i.e. links to maps, software, databases, photo and video archives).

The Regional Focus function on the site is designed to let users identify their region and see primarily information pertaining to that region. Here again, the name of the function was unclear, as were expectations. Once the feature was demonstrated, reaction was lukewarm and most suggested they would not use the feature and, instead, use the existing drop down menus on the site to zero in on regional information where appropriate.

Finally, participants were shown an alternate design template and found that both the original template they had been using and the new alternate had advantages. Participants preferred the brighter, bolder colours of the alternate (Elofson) template and its top (which portrayed a diverse forestry industry and people). On the other hand, many participants preferred the more modern, less crowded look of the original template and found it made locating information faster and easier.

Overall, the new site prototype and its emphasis on audience-specific sections tested positively and, with a few modifications (summarized in this report) should prove to be an excellent tool for users from the public, the industry and the research community.

Résumé

Le Service canadien des forêts (SCF) a retenu les services de Média Delta pour entreprendre un projet de recherche qualitative au sujet d'une nouvelle interface pour le site Web du SCF. En tout, 23 personnes ont pris part à des réunions de groupes de consultation et à des entrevues en français (10 personnes) et en anglais (13 personnes). Les participants provenaient du grand public (8), de la communauté forestière (7) et de la communauté de la recherche (8). Les réunions de groupes et les entrevues ont été animées par deux professionnels en études de marchés : Bernard Gauthier et Candace Fedoruk.

L'étude a débuté par des questions relatives aux connaissances générales des participants au sujet du Service canadien des forêts, et de leurs attentes à son égard. Alors que les participants provenant de la communauté forestière et de la recherche comprenaient bien ce que fait le Service canadien des forêts et la façon dont ses activités les touchent, ce n'était pas le cas des participants tirés du grand public, qui croyaient que le SCF travaille à des programmes visant à assurer la salubrité des forêts plutôt que d'appuyer une industrie forestière concurrentielle et renouvelable.

Notre recherche a également démontré que les représentants des secteurs de la recherche et de l'industrie ont des attentes plus élevées à l'endroit de ce site, et s'attendent entre autre d'y trouver les éléments suivants :

- Des mises à jour au niveau des principales sphères d'activités (par ex. scientifiques, politiques et en matière de subventions);
- La liste des projets spécifiques entrepris;
- Des liens directs vers un bottin de chercheurs du SCF;
- Des mises à jour sur les projets individuels de recherche entrepris;
- L'accès aux principales références et ressources
- Des nouvelles au sujet du SCF.

Les membres du grand public se sont dit intéressés à trouver des renseignements sur les différents types d'arbres et de parasites forestiers; sur les parcs nationaux; et à consulter des photos d'arbres.

En dépit de ces attentes très différentes, les réactions à l'égard de la page d'accueil ont été plutôt consistantes et généralement positives au niveau des trois publics. Plusieurs membres de chaque groupe ont loué les qualités esthétiques de la page, alors que les membres du groupe forestier se sont plutôt intéressés au contenu visible sur la page d'accueil.

Les améliorations suggérées pour la page d'accueil portent notamment sur un accès plus rapide au bottin des chercheurs du SCF, une taille de police plus élevée, un plus grand nombre de photographies d'arbres et le recours à des couleurs plus vives.

Les utilisateurs ont également été mené vers des sections du site conçues spécialement pour eux (c.-à-d. les chercheurs, les forestiers et le grand public). Les réactions à l'endroit de ces sections spécifiques se sont avérées positives, tout spécialement au niveau des chercheurs (qui ont immédiatement reconnu les projets de recherche et les centres de recherche) et des membres du grand public, (qui ont apprécié trouver les renseignements relatifs à l'environnement qu'ils s'attendaient à trouver). Les participants de l'industrie forestière ont été généralement moins positifs, car ils s'attendaient à trouver de la part du SCF plus de renseignements *au sujet de* la communauté forestière (qui est vaste) plutôt que des renseignements *destinés à* la communauté forestière.

La section du Centre de référence du site n'a pas fait l'objet de réactions aussi positives. Les noms apparaissant dans la section et dans les sous-sections ont été jugés ambigus, et peu de participants avaient une idée claire de ce à quoi ils pouvaient s'attendre. Plusieurs participants du secteur forestier et de celui de la recherche ont réagi de façon positive à la portée et à la profondeur du contenu (par ex. les liens vers des cartes, des logiciels, des bases de données, des archive photographiques et vidéo).

La fonction Profil régional du site a été conçue pour permettre aux usagers d'identifier leur région et de consulter des renseignements spécifiques à cette région. Ici encore, le titre de la fonction a semblé peu clair, de mêmes que les attentes à son égard. Une fois la fonction expliquée, les réactions ont été plutôt tièdes et la plupart ont dit qu'ils n'auraient pas recours à cette fonction, se servant plutôt des menus déroulant du site pour trouver les renseignements régionaux qu'ils pourraient désirer.

Finalement, les participants ont consulté un modèle de page alternatif, et ont trouvé des avantages à la fois au niveau du modèle original et de l'alternatif présenté. Les participants ont préféré les couleurs plus vives et plus claires du modèle alternatif (Elofson), ainsi que sa partie supérieure (qui illustre une industrie forestière diversifiée et des gens). D'un autre côté, plusieurs participants ont préféré l'apparence plus moderne et plus dégagée du modèle original, et ont dit y trouver les renseignements voulus plus facilement et plus rapidement.

En général, le prototype du nouveau site et l'accent mis sur des sections spécifiques aux différents publics a été reçu de façon positive, et en y apportant quelques modifications (exposées dans le présent rapport), il devrait s'avérer un excellent outil pour les utilisateurs du grand public, de l'industrie forestière et de la communauté de la recherche.

1.0 Introduction

Delta Media Inc. was retained by Natural Resources Canada to conduct research on a prototype for a new Canadian Forest Service website. The intent of the study was to assess the extent to which the content and the design of the prototype website meet the needs, preferences and expectations of three principal audiences: (1) forestry researchers, (2) the forestry industry/community and (3) members of the general public with an interest in forestry.

The study used a blended methodology of telephone-based depth interviews and on-line focus groups (in which participants connected to a central website and communicated with the moderator and each other using a secure chat room). In both instances, participants were able to view the prototype and provide feedback to questions posed by the moderator (see the Moderator's Guide in Appendix A). The table below summarizes the number and format of the interviews and groups.

Audience	Group Type	# of Participants/Language	Region Represented
Researchers	Participants for Interviews	2 French	Central
	Participants for Groups	6 English	Western and Central
Forestry Community	Participants for Interviews	2 French	Central
	Participants for Groups	5 English	Western, Central and Eastern
General Public	Participants for Interviews	2 English	Central
	Participants for Groups	6 French	Central and Eastern
TOTAL		10 French, 13 English = 23	

The interviews lasted approximately 45 minutes each, while on-line groups lasted 2 hours. Bernard Gauthier moderated all groups, while interviews were conducted by Bernard Gauthier and Nyree St. Denis.

2.0 CFS in General

Participants from the forestry community and researchers had a clear understanding of what the Canadian Forest Service does and how it affects them. Many of them spoke about specific research projects they are undertaking with CFS researchers. Most also had a good understanding of how CFS operates from several regional centres across the country.

Forestry: We have graduate students that are supervised by CFS researchers and graduate research is funded by CFS.

Research: Policy support to softwood lumber, research in pest management and forestry, and a partnership in forest health monitoring

Research: Je suis un chercheur en biologie qui travaille sur la forêt Boréale, les forêts sub-arctiques dans le Nord du Canada. Je suis aussi titulaire d'une chaire de recherche du gouvernement canadien, je n'ai pas de relation d'affaire ou scientifique avec le SCF mais j'ai eu affaire avec le Centre des Laurentides avec qui on a fait un échange de spécimens.

Participants from the general public, on the other hand, had limited awareness of the CFS (even though they were screened for some interest in forestry). Most assumed the CFS worked on programs to foster the health of Canada's forests, parks and trees and failed to understand the work CFS does to support a competitive and sustainable forestry industry in this country.

Public: I would primarily expect them to protect the forests from being damaged by natural or human causes and to make the forests acceptable and available for recreational purposes.

Public : C'est la première fois que j'entends parler de ce service.

Public : Moi j'aimerais savoir ou il y aurait des belles plages éloignées de la pollution.

3.0 The Ideal CFS Site

We next asked participants what, ideally, the major sections of the CFS website should be. Responses here, as one would expect, varied considerably by audience type. This supports the decision by the CFS to tailor its website to the three principal audiences.

Members of the forestry community were principally interested in receiving updates on the major spheres of activity (i.e. scientific, policy, funding) of the CFS. They also expected to find listings of specific projects being undertaken, news and items of interest to the general public.

Forestry: Current events - news releases/actions undertaken by the federal government relating to forestry, then current research agenda, youth activity page, what is forestry in Canada

Forestry: Links to other departments and legislation that applies to the forest sector

Forestry: Current research/publications, general information about the forest for the public, activities/lesson plans to use in schools, partnerships

Foresterie : J'aimerais voir une section « centre médiatique » ou « nouvelles » visible et facile à situer. Il devrait y avoir la présentation du SCF pour que le grand public connaisse leurs objectifs et leur mandat. Il faudrait aussi une section bien visible pour les publications afin de faire la recherche de documents.

Members of the scientific community were by far the most precise of all audiences in their expectations. They called for rapid links to a directory of CFS researchers, updates on specific research projects being undertaken and access to key references and resources the CFS has that could be of use to researchers.

Recherche : J'aimerais retrouver un annuaire des employés avec les coordonnées des employés des services canadiens des forêts pour pouvoir les rejoindre rapidement. J'aimerais aussi voir une section au sujet des principales activités et programmes de recherche ciblés pour chercheurs et pour citoyens.

Recherche : J'aimerais retrouver les objectifs et les priorités régionales de recherche.

Research: I usually go to the CFS website for two things - topics of research they are doing, and to find individuals to contact. So I'd like to see a topic-oriented page and also good contact information for the scientists.

Research: A listing of research programs, their objectives and the scientific leaders. Listing of research products and electronic download of reports would be useful.

Research: I usually visit the website for detailed information on specific projects and products; also I would like to see organization charts as these help me understand the organization and my contact.

Finally, members of the general public were, for the most part, less precise in their expectations, listing items such as information on different types of trees, forest pests and the risks they pose, information on national parks and photos of different trees as some of their expectations. Though some did mention information that was closer to the

mandate of the CFS, there was a strong sense here that the exact nature of the work of the CFS was not evident to most.

Public: One would be news about Canadian forests, an educational or awareness section, employment opportunities; another would be under education for certification programs that are available.

Public : D'après moi, on traite du droit des coupes de bois et la gestion du maintien des forêts.

Public : J'aimerais qu'il nous montre les différents arbres et leur utilité.

Public : Où se trouvent les endroits ou on peut marcher, découvrir nos forêt? Est-ce que ceci est seulement pour les grandes forets ou aussi pour les petits endroits verts?

Public : ... peut être quelles conditions sont meilleurs pour certains arbres.

Public : Entretenir nos forêts - c'est notre affaire! Une présentation des différents types d'arbres, nous faire connaître les différents services offerts au public

Public : Les conditions dans les parcs provinciaux

In terms of functionality, expectations were less clear and fewer in number across all audiences. Some researchers spoke of bibliographic tools that would allow them to search for and download key documents. Forestry community members focused on search engines, while members of the public had no clear expectations in this regard.

Forestry: User friendly search engine! Like an "Ask the Expert" section for topics like climate change.

Recherche : J'aimerais avoir plein accès aux documents de la bibliothèque des SCF. Peut-être sous forme de système payant pour certains documents qui pourraient être envoyés en PDF.

Research: Reports for download, scientific software developed by CFS, datasets made available

Research: Also interactive map servers

Public: Links to other sites such as government agencies or departments and outside links to other governments and agencies that are involved in forestry; or even universities that have programs related to this field to be able to access different studies.

4.0 Reaction to the Main Page

In spite of very different expectations, reactions to the main page were quite consistent and generally positive across the three audiences. Many, especially members of the public, focused on the aesthetic qualities of the page and spoke of a clean layout and interesting news items made immediately visible.

Public: I like it; I like the colors that they are using (earthy colors). My first impression is very positive, I like it a lot.

Public: It looks like a normal government website, it is not overly inviting. I don't find government sites inviting. I like the section "Did you know".

Public : J'agrandirais la photo du haut. Les renseignements quant aux services sont superbes, ils captent l'attention et sont instructifs.

Public : J'aime la simplicité, c'est difficile d'être confus avec cette conception.

Public : Je grossirais les caractères des messages à puces pour qu'ils soient de la même grosseur que celui « ...Le Service canadien des forêts... ».

Public : Les couleurs sont très monotones.

Public : Des belles couleurs d'automne seraient plus vivantes.

Participants from the forestry community also focused on aesthetics but were generally more interested in the actual content and structure of the page (in keeping with their more detailed expectations).

Forestry: I like the three main links under the CFS banner - real easy to see main categories. Top stories are good - it reminds me of a newspaper website.

Forestry: Looks research dominated!

Forestry: I do like the content...events, issues, did you know. Maybe use more dynamic colours and have an additional tab for kids and teachers that would be big, exciting and fun.

Forestry: I agree - the site is easy to use but portrays Canadian forests as well... boring. I'm repeating myself here but Canada is 80% urban - it needs to reflect this by mentioning trees "in your backyard" etc.

Forestry: Do away with the duplication. There's no need for the General Forestry, Forest Community, Forest Research links at the left-hand side of the page when it's already on the centre page.

Forestry: Nice colours, sandy brown, green and light blue, really complement the photo with the logo. I find it easy to find tabs and clickable information/menus. I like how it's broken down for audience stakeholders and that "general forestry" is good for Joe Citizen but researchers etc. can easily find their info in the forest research links.

Surprisingly, researchers, who had the most detailed expectations, were fairly muted in their reactions to the main page. Perhaps their more precise expectations were not met on this more general page of the site.

Research: It looks like any Web page.

Research: It looks fairly similar to previous versions but with new features. Any idea what the logo is supposed to represent?

Research: This one has a more appealing colour scheme than the previous iteration.

Recherche : Je suis contente de voir les trois premiers boutons à gauche : foresterie pour tous, communauté forestière, recherche forestière. Je suis aussi contente qu'on y retrouve l'actualité, c'est très fonctionnel. Sur le plan esthétique, c'est un peu chargé, l'information devrait être plus espacée vers la droite, il devrait y avoir plus de photos.

When asked if they felt the site promised information tailored to their needs, researchers seemed quite confident, citing a number of links that met their needs and expectations.

Research: Yes, the top stories section has several articles that deal with work I am doing. It's a good hook to get people to look further

Research: It highlights some new research findings and has some sections that suggest that I will get more information if I click.

Research: I would probably go directly to the forest research tab or the resource centre without scrolling all the way down the home page for the stories.

Recherche : Oui, ce site contient tout les mots clés que je recherche...publications, emplois, nouvelles. Il devrait y avoir un bouton pour l'annuaire des employés.

Recherche : Oui, car je travaille sur les changements climatiques. La section « techniques améliorées pour inventorier des Collemboles » pourrait être intéressante, tout aspect recherche m'est intéressant.

Reaction from members of the forestry community was more mixed. Some participants from this community did see much on the page that they found promising; others did not.

Foresterie : Oui, dans mon travail je dois surveiller les manchettes, l'information qui est très pertinente pour nous. La section événements est aussi pertinente afin de s'inscrire et de participer à des colloques et des événements. Il manque l'organigramme ou l'annuaire des gens qui travaillent pour le SCF.

Forestry: I am involved in urban forests, education and awareness. I don't find myself here...

Forestry: The issues section could be broader to cover the social and economic side.

Forestry: Yes Forestry Community is a link for me, and I think it could be a link for Joe Someone who lives in a mill town, too.

Forestry: Industry viewers undoubtedly would go to Forest Community pages.

Fewer members of the public recognized that general forestry link was designed for them, perhaps because the General Forestry label did not call out to them effectively. It is important to note that many people pointed to news items as evidence that the site had information for them.

Public: Yes, the news and "Did you know" facts are some things that are interesting for me as an ordinary citizen.

Public : Comme membre du grand public - NON. Il me semble que c'est le site d'un group à but précis; plutôt pour les professionnels ou pour la recherche d'un projet scolaire.

Public : Moi aussi je trouve que ce n'est pas pour le public en général; je n'y vois rien du tout.

Public : Je n'ai pas encore vu quelque chose qui identifie les arbres de chez nous. J'aimerais pouvoir me situer, trouver quelque chose de familier, plus près de chez moi.

In terms of needs to improve the main page, participants called for faster and more evident access to a directory of researchers (especially participants from the research community), larger font size (which varied according to the screen resolution of each user), more photographs of trees and bolder colours. It is interesting to note that a link to "Find an Employee" does reside on the main page but failed to attract the attention of most participants. This is always a risk when key links appear below the scroll line on a main page.

Forestry: To put pride on Canada as a forest nation, put pictures of people who work in forestry (research, industry, education, etc.) and put a quote on how they feel about their job

Foresterie : Il y a trop de manchettes car on est pas porté à défiler la page jusqu'en bas.

Forestry: Lots of choices to link to from the main page, user friendly organization, but given the amount of material on the website might be advantageous to include a site map link? Also, a small suggestion would be to incorporate more graphical icons/pictures throughout the website rather than continuous long pages of links. It just makes site more aesthetically pleasing.

Recherche : Le double des boutons « foresterie pour tous », « communauté forestière » et « recherche forestière » n'est pas nécessaire. L'information qui n'est pas présente sur l'écran on ne les regarde pas, soit les informations retrouvées lorsqu'on doit faire défiler la page.

Public: It's fairly clear cut and to the point. I don't have to struggle with it. I can just move around. It's pointing me to the right direction.

Public: There's a lot of blank on the right side. I don't see a kids section or one for students.

Public : Le site est intéressant et nécessaire. Nous sommes devenu débranché de la nature récemment et je pense que ce site servira bien au public urbain.

Public : Je n'aime pas lire trop à l'écran. Mais j'apprécie le model de l'index à la gauche, petite description de la page en question et les liens en vert. Je comprends comment l'information peut être dépisté.

Public : J'aimerais voir des photos de différentes provinces et leur nature.

5.0 Reactions to Audience-Specific Pages

In the next part of the session, participants were invited to provide their feedback on specific sections of the site designed for them. As outlined in this section, reactions to the audience-specific pages of the site varied considerably by audience.

Participants from the forest community were positive overall about the audience-specific section designed for them. Many immediately recognized programs that related to them, events in which they participate and publications that seemed of interest. It is worth noting that some participants in a number of groups and interviews lamented the small number of publications visible from the page and the fact that the “More >>” link did not function. Care should be taken to tailor the list of publications to the audience and to ensure a complete list lies beneath the “More >>” link.

Some of the key comments that emerged from participants on this section from the forestry community included the following:

Research: Looks very good. I don't think the publications listed on the right are very relevant to research, they're more general information.

Research: Is the list of researchers current for the Pacific Research Centre? Only 3 are listed.

Recherche : J'aime les trois catégories « sujets de recherche », « outils et ressources » et « projets de recherche nationaux ». Il manque d'illustrations qui représentent chaque section.

Recherche : J'aime les liens pour la liste des chercheurs et de projets par centre, je m'identifie bien au site.

Participants from the forest community were generally more negative about this page in terms of both content and aesthetics. Some did, however, recognize programs, events and publications that seemed of interest. Others who reacted more negatively may have had expectations shaped by the title of the section – a section *about* the forestry community (which is vast) as opposed to information *for* the forestry community, from the CFS.

Foresterie : L'information est bien regroupée, c'est facile de s'y retrouver, j'aime le fait que les sections « événements » et « publications » soit répétées, ce qui attire l'attention. Les programmes sont très clairs.

Forestry: First impressions - bland. Add a picture for some of the program links, maybe?

Forestry: We are all in the forest community, all of us and this part of the site should reflect that...Not from strictly the traditional jobs, mills etc, point of view.

Forestry: Is the role of the website to provide information on CFS programs only, or to create greater awareness of Canada, its forests and communities? At this time, I only see CFS policies and their programs. There is not much community emphasis.

Feedback from members of the public was quite positive. Many now found the kind of publicly-oriented information they had expected.

Public: That's great, for the general public, that's really good. It is actually really good because if a person doesn't know how to plant a tree, the information is there.

Public: There are interesting facts to learn. I like the "Fun and games" section.

Public : Beaucoup plus intéressant

Public : Celui là il est intéressant.

Public : J'aime le format des deux sites mais celui là regarde plus intéressant

Public : Plus intéressant, professionnel, plus informatif

Public : Les sujets me semblent plus appropriés pour tous.

Public : Ce site est très similaire à un site gouvernemental, mais il est quand même captivant pour le public, à mon avis.

Feedback on the specific elements displayed in the main body of the audience-specific pages was positive overall. Most participants of all types felt the labels used (i.e. Programs, Projects, Tools and Resources) were meaningful and promised relevant information. The Fun and Games section of the General Forestry section drew particular attention, as did the Research by Subject Areas and National Research Projects sections for researchers (many of whom recognized where they would find specific projects in which they were involved).

In terms of improving these pages, feedback was quite varied and none of it suggested significant flaws in the design, functionality or content of the site. Participants did recognize when lists of publications or researchers were incomplete, though the moderator reassured them that the site is still being built. Some participants again commented on the relative lack of photos on the prototype, especially when their navigation took them to sections from the original site or related sites that featured relatively more photos than the prototype.

6.0 Feedback on Specific Features

We next tested the Reference Centre section of the site. Unlike the labels used in the main body of the audience-specific pages, this label was found to be quite ambiguous to most. Very few participants had any clear sense of what to expect when they clicked here, suggesting that a clearer label and perhaps some additional text to outline the contents would be helpful. Interestingly, several general public respondents indicated this section was likely geared to academics, suggesting it may better be presented as a link on the forest community and researcher pages.

Public: The reference centre would probably be an expanded explanation to any of these subheadings. It could also mean that say you have a particular insect problem you would click onto that link to find an encyclopedia section where they have books concerning different trees and how to plant them.

Public: I would expect to find technical things, facts and figures.

Once on the page, many participants, especially in the forest and research communities, were pleasantly surprised by the breadth and depth of the content. Participants remarked how links to maps, software, databases, photo and video archives met or exceeded their expectations.

Forestry: I went to Glossary of Silvicultural Terms and Forest Terms. Silviculture was an excellent resource, but forest terms brought me to State of Canada's forests... that was disappointing. I also scrolled through Forestry Leaflets - they are great resources for everyone and I agree - it will attract people to the site. Maybe CFS can showcase one on its main page, change it from time to time?

Forestry: The Insect and Disease database was excellent - very well organized. The photo section was good, easy to find great pictures for school projects, computer desktops, etc... this should attract people.

Members of the public were less enthusiastic about this section, owing perhaps to the technical nature of these links. For these participants, the historical information and photo/video galleries seemed more promising.

Public: I found reference material that I wouldn't have thought was reference material like educational and teaching resources which is a section I was drawn to.

Public : Je trouve que la présentation des liens est bonne, sauf que je la mettrais encore plus en évidence, je grossirais les caractères, ou bien j'espacerais les informations un peu plus.

Next, we tested the Regional Focus section of the site. Here again, the label used for this feature was found to be wanting. Most participants simply had no idea what to expect from the label, with some suggesting merely a list of news items from each region and others (general public) expecting a list of forests in their region.

Forestry: To see what's happening in your region of Canada: research, events, etc.

Forestry: I hope it would highlight the issues, research and communities in each region, and have the ability to interact with the region.

Public: I think this feature would probably allow me to figure out the forests around the Ottawa area and how they are managed and how they go about pest control and reforestation.

Public: It would probably be divided into four or five forest regions like West, Prairies, Central, East and North. It would allow me to look at different areas of the country.

After having seen the feature in action, some participants suggested labels such as "Personalize" or "Customize this site" as a better way to explain and promote the feature.

Participants were shown how the feature works, which revealed a serious design flaw. After having selected a region, participants were taken automatically to a map of Canada where they needed to confirm their selection. This redundancy was found to be frustrating and the fact that the button to confirm the selection appeared below the scroll line meant many participants simply missed this step and indeed could not complete the process. Consideration should be given to changing the name of this feature and to removing the drop down menu from the main page. Instead, a link to the Canada map where visitors can identify and select the region of interest to them would streamline the process.

Once the feature was demonstrated to participants in all groups and interviews, the reaction was lukewarm. People saw the value in the feature yet suggested that it would not necessarily be one they would use. Researchers in particular noted that the search for researchers or projects by location already met their needs.

8.0 Template Preferences

Finally, participants were shown the alternate design template for the site (Elofson) and asked to comment on the design and layout. Reaction was mixed, suggesting that the best features of both could be integrated. Many participants expressed a preference for the brighter, bolder colours of the Elofson template (especially the green) and for the banner across the top which gave a more accurate picture of the forestry industry and showed people. On the other hand, many participants preferred the more modern, less crowded look of the Odonnell template and found it made locating information faster and easier.

Public : Le reste de la page est plus claire, plus vivant.

Public : Les couleurs sont plus attrayantes.

8.0 Recommendations

What follows is a series of recommended changes to the existing CFS prototype that we have devised based on the valuable feedback obtained from our research:

Make audience-specific labels more prominent on the main page: During both the focus group sessions and the telephone interviews, participants had to be pointed to their audience-specific section very deliberately by the moderator. The audience-specific labels that currently appear along the top of the page and in the left-hand menu should be the first items that visitors see. By dedicating the majority of space on the main page to audience-specific “banners,” visitors from all audiences will be able to quickly orient themselves and find relevant information on the CFS site. These audience-specific banners would serve as pathways, guiding the forestry community, researchers and the general public to information, tools and resources they can use.

Consider relabeling the audience-specific sections: With the exception of “Forest Research,” participants pointed to the need for audience-specific labels that more clearly identified the types of information that lay behind the link. Those in the forestry community felt that “Forest Community” was too general a term and did not reflect the specific needs of the industry. We recommend labeling this section “Forestry Sector” which would include visitors from the private sector forestry industry and those from non-profits who represent those in the forestry industry.

Similarly, “General Forestry” could be relabeled to read “Information for the Public” to clearly establish the section as containing information and tools for all Canadians.

Create special section for teachers and kids: We recommend that the specific section for the general public also contain individual labels for teachers and kids. The CFS has a number of teaching resources and educational tools for kids that should be made much more prominent and accessible on the site. These labels could be presented in the left-hand menu of the “General Forestry” section.

Make the CFS introductory paragraph on the main page more prominent: In many cases during the testing, participants completely overlooked the paragraph on the main page that describes the role and mandate of the CFS. We suggest the CFS make this text more prominent (ie: use different font, colour, graphic) and more concrete by extracting text included in the “About Us” section of the site.

Include more photos to supplement site text: A number of participants indicated their preference for more photos, depicting the variety of information contained on the CFS site. We suggest that the CFS include more photos on the site, to help compliment the text and more clearly outline its role and activities.

Tailor the list of publications by audience: In moving forward toward the full development of its site, the CFS should consider making its comprehensive list of publications customizable based on the audience. During our research, participants

commented that the list of publications presented to them in each audience-specific section were not necessarily pertinent to them. We recommend that, for example, a researcher visiting the “Forestry Research” section be presented only with publications related to forestry research.

Consider renaming the “Reference Centre”: When asked what types of information would be contained in a section called “Reference Centre,” most participants were unable to accurately outline its contents. We first recommend that this section be made available only to members of the forestry and research communities, given that the majority of the publications and resources are geared specifically to those audiences. Any publications or resources designed specifically for teachers and students could be removed and placed in the new section for these audiences housed in “General Forestry.”

We also suggest that the feature be renamed “Tools and Resources,” to more clearly capture the practical and useful information contained in the section.

Reconsider investing in the “Regional Focus” feature: In most instances, participants were unable to clearly define what a feature named “Regional Focus” would allow them to do. Once advised by the moderator, participants appreciated that the tool would allow them to view information on the site relevant to a specific region. Immediate feedback on the feature was lukewarm and participants demonstrated a minimal interest in using the tool regularly in the future.

Given the positive feedback obtained by researchers who applauded the ability to search for other researchers and projects by region, we feel that this search ability may be more practical than the “Regional Focus” feature. We also suggest that the “Regional Focus” button in the left-hand menu would be better served as a “Search this site” function. This would allow for the search engine to be much more evident on the main page and the search could include the ability to search for regional information, making the presence of a “Regional Focus” feature unnecessary.

Should the CFS decide to maintain “Regional Focus,” we strongly recommend that the feature be renamed. A title such “Personalize Content by Region” may be more effective at conveying the purpose of the feature.

9.0 Conclusion

Final thoughts from participants in all groups tended to be quite positive, confirming that the time they had spent on the site was enjoyable and productive. Participants noted the richness of the information on the site and the ease of navigation as key strengths. No comments suggested any significant flaws with the prototypes as a whole.

We look forward to feedback on this report of findings and would be pleased to discuss our recommendations further.



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APPENDIX A – MODERATOR’S GUIDE

Moderator’s Guide

Client: Canadian Forest Service
 Contact: Fred Hamilton, Jon Elofson
 Project: Website Prototype Testing
 Date: March 23, 2006

Version: 3

1.0 Introduction

5 minutes

1.1 Hello, my name is _____. I am with Delta Media, an independent market research company in Ottawa. I would like to thank you for participating in this session. As you are aware from our communications with you, our firm has been engaged by the Government of Canada to conduct research on a prototype for a new Canadian Forest Service website. Your feedback will help ensure that the content and the design of this website meet the needs, preferences and expectations of those wishing to use it.

1.2 Before we begin, there are a couple of things that I would like to point out about the session.

- I am **not an employee of the Government of Canada** and will probably not be able to answer all of your questions related to the site. If you have specific questions or requests for information, I’d be happy to put you in touch with someone from the Government following the session.
- As you know, we will be **recording your feedback** for use as we write our report. You should also know that representatives from the Government of Canada may be observing the session. This is standard procedure for focus group discussions. Anything you say will be **treated in confidence**. No comment is ever attributed to a specific individual. And also, please note that anything you say is protected under the Privacy Act and the Access to Information Act.
- **We want this session to be open and frank.** We want to hear your honest views and suggestions.
- **(FOR ONLINE SESSIONS ONLY)** If you have an idea, do not hold back. If you hold a minority opinion in the group, please share it. Whenever possible, however, you are also strongly encouraged to build on each others ideas.

Do you have any questions for me before we begin?

(FOR ONLINE SESSION ONLY)

1.3 I would like to begin the session by having everyone introduce themselves. Let’s start by everyone stating their first name and where they are from.

2.0 CFS in General

10 minutes

(FOR FORESTRY COMMUNITY AND RESEARCHERS ONLY)

- 2.1 Tell me a little about what you and your organization do that is related to forestry.
- 2.2 How does your organization interact currently with the Government of Canada? What departments and agencies matter most to your organization? Why?
- 2.3 Let's talk about the Canadian Forest Service for a few minutes. What does the CFS do that relates you and your organization? What programs, services, regulations and policies does the CFS administer that affects you?

(FOR GENERAL PUBLIC ONLY)

- 2.1 Tell me a little bit about the types of information you have looked for that is related to forestry. Are there any websites that you like to visit most? What do you like the most about them?
- 2.2 How much do you know about forestry? What kinds of services would you expect the Canadian Forest Service to provide to the public?

3.0 The Ideal CFS Site

10 minutes

- 3.1 The CFS is currently developing its website to better meet the needs and expectations of people like you. I want you to imagine a home page of the CFS site designed exclusively for the forestry community/forestry researchers/the general public (pick on only). What, ideally, would the major sections of the website be? What information would you be able to see immediately on this website designed just for you?
- 3.2 On this ideal CFS website, what would you and others in the forestry community/forestry researchers/the general public (pick one only) be able to get done? What tools or functions should be available on the new CFS site?

4.0 Reaction to the Main Page

10 minutes

<Moderator pushes out the URL for the main page of the CFS prototype>

- 4.1 What are your first impressions of the main page of this website?
- 4.2 As a member of the forestry community/forestry researchers/the general public (pick one only), do you have a sense this website has information and tools for you? Why or why not?
- 4.3 What catches your eye first? If you could click on any link on this page right now, which would it be and why?
- 4.4 What would you change to improve this page? What needs to be added, taken away or modified in some way to better meet your needs and expectations?
- 4.5 In your opinion, are the links to the section of this site designed just for members of the forestry community/forestry researchers/the general public (pick one only) evident enough? Will you and others like you see the link and go there?

5.0 Reaction to the Specific Page

25 minutes

<Moderator invites participants to click on the appropriate audience-specific link.>

- 5.1 What are your first impressions of this audience-specific section of the website?
- 5.2 How does this page compare to the ideal CFS website you imagined at the start of this focus group?
- 5.3 What catches your eye first? If you could click on any link on this page right now, which would it be and why?

FOR RESEARCHERS:

- 5.4 This page of the site offers six featured areas:
 1. Research by subject area
 2. Tools and resources
 3. National research projects
 4. A list of researchers by location
 5. A list of research projects by location
 6. A list of publications

I'd like to get your thoughts on each of these in terms of:

- a. How relevant you feel the information or tools are to you and your organization
 - b. How clear the labels are – how evident it is what lies behind these links
 - c. How complete the information appears to be, keeping in mind this is a prototype site
- 5.5 I would now like to give you a few minutes to navigate the site, starting from this page. Go where you would like but please bear in mind the site is still a prototype so you may hit a few dead ends and some content might not be perfect (typos, not available yet in both French and English, etc.). Also, please keep track on a piece of paper of where you went and what your impressions were. That will help with our discussion in a few minutes.

<Moderator allows 3 to 5 minutes for participants to navigate>

So, please describe where you went and what your overall impressions were. What worked and what didn't? Did you find any pleasant surprises or disappointments?

- 5.6 Overall, what would you change to improve this section of the site? What needs to be added, taken away or modified in some way to better meet your needs and expectations?

FOR FOREST COMMUNITY:

5.4 This page of the site offers five featured areas:

1. Programs
2. Guidelines and directories
3. Tools and resources
4. A list of upcoming events
5. A list of publications

I'd like to get your thoughts on each of these in terms of:

- a. How relevant you feel the information or tools are to you and your organization
- b. How clear the labels are – how evident it is what lies behind these links
- c. How complete the information appears to be, keeping in mind this is a prototype site

5.5 I would now like to give you a few minutes to navigate the site, starting from this page. Go where you would like but please bear in mind the site is still a prototype so you may hit a few dead ends and some content might not be perfect (typos, not available yet in both French and English, etc.). Also, please keep track on a piece of paper of where you went and what your impressions were. That will help with our discussion in a few minutes.

<Moderator allows 3 to 5 minutes for participants to navigate>

So, please describe where you went and what your overall impressions were. What worked and what didn't? Did you find any pleasant surprises or disappointments?

5.6 Overall, what would you change to improve this section of the site? What needs to be added, taken away or modified in some way to better meet your needs and expectations?

FOR GENERAL PUBLIC:

- 5.4 This page of the site offers three sections:
1. Forestry facts and information
 2. Fun and games
 3. Publications

I'd like to get your thoughts on each of these in terms of:

- a. How relevant you feel the information or tools are to you
 - b. How clear the labels are – how evident it is what lies behind these links
 - c. How complete the information appears to be, keeping in mind this is a prototype site
- 5.5 I would now like to give you a few minutes to navigate the site, starting from this page. Go where you would like but please bear in mind the site is still a prototype so you may hit a few dead ends and some content might not be perfect (typos, not available yet in both French and English, etc.). Also, please keep track on a piece of paper of where you went and what your impressions were. That will help with our discussion in a few minutes.

<Moderator allows 3 to 5 minutes for participants to navigate>

So, please describe where you went and what your overall impressions were. What worked and what didn't? Did you find any pleasant surprises or disappointments?

- 5.6 Overall, what would you change to improve this section of the site? What needs to be added, taken away or modified in some way to better meet your needs and expectations?

6.0 Feedback on Specific Features

15 minutes

The Canadian Forestry Service has developed a number of new features for its website that are designed to help users customize their experience. One such feature is a **Reference Centre**, which you can access using the left-hand menu of the home page.

6.1 Before we take a look at this feature, please tell me what types of information you would expect to find in section called “**Reference Centre**”?

6.2 I would now like to give you a few minutes to navigate this feature of the site. When you have finished, we will discuss some of your thoughts on the **Reference Centre**.

<Moderator invites participants to click on the appropriate link.>

6.3 Now that you have had the opportunity to explore the **Reference Centre**, how accurately does it reflect the expectations you mentioned earlier?

6.4 Please describe where you went in this section and what your overall impressions were. What did you like about the **Reference Centre**? What didn't you like?

6.5 Overall, what would you change to improve the **Reference Centre**? What needs to be added, taken away or modified in some way to better meet your needs and expectations?

Another feature that has been added to the CFS website is called “**Regional Focus**.” This feature, like the Reference Centre, can be accessed using the left-hand menu on the home page.

6.6 Before we take a closer look at this feature, please tell me what you expect to be able to get done with a feature called **Regional Focus**? What would this feature allow you to do?

6.7 I would now like to give you a few minutes to navigate this feature by selecting a region using the sub-menu then clicking on the “News-Media” link on the left. When you have finished, we will discuss some of your thoughts on **Regional Focus**.

<Moderator invites participants to click on the appropriate link.>

6.8 Now that you have had the opportunity to explore part of **Regional Focus**, how accurately does it reflect the expectations you mentioned earlier? Does this feature do what you thought it would?

The **Regional Focus** feature will eventually change the priority of the content of the majority of site based on a specific region. For example, if you chose “Laurentian” as the **Regional Focus**, you would be presented with information specifically related to that region.

- 6.9 Please describe where you went in this section and what your overall impressions were. What did you like about **Regional Focus**? What would you improve?
- 6.10 How likely would you be to use this feature in future? Do you think it is important to have content specific to your region? Why? Why not?

7.0 Conclusion

5 minutes

- 7.1 Given what you've seen today of this new prototype, if you had to describe the site to a colleague or friend later today, how would you describe it? What is the Canadian Forest Service website?
- 7.2 Do you have any final thoughts or recommendations for our client as they prepare to redevelop the Canadian Forest Service website?



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Guide du modérateur

Client: Service canadien des forêts
 Contact: Fred Hamilton, Jon Elofson
 Projet: Essai du prototype de site Web
 Date: Le 23 mars 2006

Version: 3

1.0 Introduction

5 minutes

- 1.1 Bonjour, je m'appelle _____. Je travaille pour Delta Media, une entreprise d'étude de marchés indépendante d'Ottawa. J'aimerais tout d'abord vous remercier de prendre part à cette session. Comme vous le savez à la suite de nos communications avec vous, notre entreprise a été embauchée par le gouvernement du Canada pour effectuer une recherche sur le prototype d'un nouveau site Web du Service canadien des forêts. Vos commentaires vont aider notre client à parfaire le design et le contenu de ce site Web afin qu'il réponde aux besoins, aux préférences et aux attentes des gens qui voudront l'utiliser.
- 1.2 Avant de commencer, j'aimerais clarifier quelques détails au sujet de notre session.
- Je ne **suis pas un(e) employé(e) du gouvernement du Canada** et je ne serai probablement pas en mesure de répondre à toutes vos questions au sujet de ce site. Si vous avez des questions spécifiques, ou si vous désirez des renseignements supplémentaires, je serais heureux (heureuse) de vous mettre en rapport avec un représentant du gouvernement après la session.
 - Comme vous le savez, nous allons **enregistrer vos commentaires**, pour nous en servir dans la rédaction de notre rapport. Vous devriez aussi savoir qu'il se peut que des représentants du gouvernement du Canada observent la session. C'est normal dans le cas de tous les groupes de discussion. Tout ce que vous direz sera traité **de façon confidentielle**. Aucun commentaire ne sera jamais attribué à une personne en particulier. Veuillez également noter que tout ce que vous direz sera protégé en vertu de la Loi sur la protection des renseignements personnels et de la Loi sur l'accès à l'information.
 - **Nous voulons que cette session soit franche et spontanée.** Nous désirons entendre votre opinion honnête et vos suggestions franches.
 - **(POUR LES SESSIONS EN LIGNE SEULEMENT)** Si vous avez une idée, exprimez-la. Si vous n'êtes pas d'accord sur un point avec l'ensemble du groupe, dites-le. En autant que possible, on vous encourage néanmoins à développer vos points à partir des commentaires des autres.

Avez-vous des questions avant que nous commençons?

(POUR LES SESSIONS EN LIGNE SEULEMENT)

- 1.4 J'aimerais pour débiter que chacun se présente, en donnant son prénom et la région d'où il vient.

2.0 Le SCF en général*10 minutes***(POUR LA COMMUNAUTÉ FORESTIÈRE ET LES CHERCHEURS SEULEMENT)**

- 2.1 Parlez-moi un peu du travail relié à la foresterie que vous effectuez, vous et votre organisation.
- 2.2 Quelle est l'interaction actuelle de votre organisation avec le gouvernement du Canada? Quels ministères et agences sont les plus importants pour votre organisation? Pourquoi?
- 2.3 Parlons quelques instants du Service canadien des forêts. Quelles activités du SCF sont reliées à votre organisation? Quels sont les programmes, services, règlements et politiques gérés par le SCF qui vous touchent?

(POUR LE GRAND PUBLIC SEULEMENT)

- 2.1 Parlez-moi un peu du genre de renseignements que vous avez cherché à vous procurer au sujet de la foresterie. Avez-vous des sites Web que vous aimez particulièrement consulter? Qu'aimez-vous surtout à leur sujet?
- 2.2 Quelle est l'étendue de vos connaissances au sujet de la foresterie? Quels genres de services vous attendez-vous à ce que le Service canadien des forêts offre au grand public?

3.0 Le site du SCF idéal*10 minutes*

- 3.1 Le SCF travaille en ce moment à créer un site Web qui répondra mieux aux besoins et aux attentes de gens comme vous. J'aimerais que vous imaginiez la page d'accueil d'un site Web du SCF créée exclusivement pour (la communauté forestière / les chercheurs forestiers / le grand public – ne citez qu'une catégorie). Idéalement, quelles seraient les principales sections de ce site Web? Quels renseignements aimeriez-vous voir immédiatement sur la page d'accueil de ce site mis au point spécialement pour vous?

- 3.2 Sur ce site idéal du SCF qu'est-ce que vous, et les autres membres (de la communauté forestière / des chercheurs forestiers / du grand public – ne citez qu'une catégorie) aimeriez pouvoir faire? Quels outils ou fonctions devraient être disponibles sur le nouveau site du SCF?

4.0 Réaction à la page d'accueil

10 minutes

<Le modérateur affiche l'adresse URL de la page d'accueil du prototype du SCF>

- 4.1 Quelles sont vos premières impressions au sujet de la page d'accueil de ce site Web?
- 4.2 En tant que membre (de la communauté forestière / des chercheurs forestiers / du grand public – ne citez qu'une catégorie), avez-vous l'impression que ce site Web renferme des renseignements et des outils qui peuvent vous être utiles? Pourquoi ou pourquoi pas?
- 4.3 Qu'est-ce qui attire tout d'abord votre regard? Si vous pouviez cliquer immédiatement sur un lien de cette page, lequel serait-ce, et pourquoi?
- 4.4 Que changeriez-vous pour améliorer cette page? Que faudrait-il ajouter, enlever ou modifier d'une façon ou d'une autre pour mieux répondre à vos besoins et à vos attentes?
- 4.5 À votre avis, les liens de cette page créés spécialement pour les membres (de la communauté forestière / des chercheurs forestiers / du grand public – ne citez qu'une catégorie) sont-ils suffisamment en évidence? Croyez-vous que les gens comme vous remarqueraient ces liens et les suivraient?

5.0 Réaction envers la page spécifique

25 minutes

<Le modérateur invite chaque participant à cliquer sur le lien spécifique à son groupe.>

- 5.1 Quelles sont vos premières impressions au sujet de cette section du site, destinée spécifiquement à votre groupe d'intérêt?
- 5.2 Comment cette page se compare-t-elle au site Web idéal du SCF auquel vous aviez pensé au début de cette session?

- 5.3 Qu'est-ce qui attire tout d'abord votre regard? Si vous pouviez cliquer immédiatement sur un lien de cette page, lequel serait-ce, et pourquoi?

POUR LES CHERCHEURS:

- 5.4 Cette page du site offre six principales catégories:
7. Sujets de recherche
 8. Outils et ressources
 9. Projets de recherches nationaux
 10. Une liste des chercheurs par centre
 11. Une liste des projets de recherche par centre
 12. Une liste des publications

J'aimerais savoir ce que vous pensez de chacune de ces catégories au niveau de :

- d. La pertinence de ces renseignements et de ces outils pour vous et votre organisation;
 - e. La clarté des noms attribués à chaque catégorie – peut-on facilement savoir vers quoi mènent ces liens?
 - f. À quel point les renseignements semblent complets, en gardant à l'esprit qu'il s'agit là d'un prototype du site.
- 5.5 J'aimerais maintenant que vous preniez quelques minutes pour naviguer sur le site, à partir de cette page. Allez où vous voulez mais encore une fois, veuillez garder à l'esprit que ce site est un prototype, et que vous risquez donc de découvrir des culs de sac et certaines imperfections (des fautes d'orthographe, des sections pas encore disponibles en français, etc.) Veuillez noter sur une feuille de papier les endroits que vous consultez, et l'impression que vous avez eue de chacun. Nous en discuterons dans quelques minutes.

<Le modérateur laisse aux participants de 3 à 5 minutes pour consulter le site>

Bon; veuillez maintenant décrire où vous êtes allé et l'impression générale que vous en avez retiré. Qu'est-ce qui a bien fonctionné et qu'est-ce qui n'a pas très bien fonctionné? Avez-vous eu des surprises agréables ou des déceptions?

- 5.6 En général, que changeriez-vous pour améliorer cette section du site? Que faudrait-il ajouter, enlever ou modifier d'une façon ou d'une autre pour mieux répondre à vos besoins et à vos attentes?

POUR LA COMMUNAUTÉ FORESTIÈRE:

- 5.4 Cette page du site offre cinq principales catégories:
1. Programmes
 2. Guides et répertoires
 3. Outils et ressources
 4. Une liste d'événements prochains
 5. Une liste de publications

J'aimerais savoir ce que vous pensez de chacune de ces catégories au niveau de :

- g. La pertinence de ces renseignements et de ces outils pour vous et votre organisation;
- h. La clarté des noms attribués à chaque catégorie – peut-on facilement savoir vers quoi mènent ces liens?
- i. À quel point les renseignements semblent complets, en gardant à l'esprit qu'il s'agit là d'un prototype du site.

5.5 J'aimerais maintenant que vous preniez quelques minutes pour naviguer sur le site, à partir de cette page. Allez où vous voulez mais encore une fois, veuillez garder à l'esprit que ce site est un prototype, et que vous risquez donc de découvrir des culs de sac et certaines imperfections (des fautes d'orthographe, des sections pas encore disponibles en français, etc.) Veuillez noter sur une feuille de papier les endroits que vous consultez, et l'impression que vous avez eue de chacun. Nous en discuterons dans quelques minutes.

<Le modérateur laisse aux participants de 3 à 5 minutes pour consulter le site>

Bon; veuillez maintenant décrire où vous êtes allé et l'impression générale que vous en avez retiré. Qu'est-ce qui a bien fonctionné et qu'est-ce qui n'a pas très bien fonctionné? Avez-vous eu des surprises agréables ou des déceptions?

5.6 En général, que changeriez-vous pour améliorer cette section du site? Que faudrait-il ajouter, enlever ou modifier d'une façon ou d'une autre pour mieux répondre à vos besoins et à vos attentes?

POUR LE GRAND PUBLIC:

- 5.4 Cette page du site offre trois sections:
- 1. Informations et faits sur la foresterie
 - 2. Matériel éducatif et jeux
 - 3. Publications

J'aimerais savoir ce que vous pensez de chacune de ces catégories au niveau de :

- j. La pertinence, pour vous, de ces renseignements et de ces outils;
- k. La clarté des noms attribués à chaque catégorie – peut-on facilement savoir vers quoi mènent ces liens?
- l. À quel point les renseignements semblent complets, en gardant à l'esprit qu'il s'agit là d'un prototype du site.

5.5 J'aimerais maintenant que vous preniez quelques minutes pour naviguer sur le site, à partir de cette page. Allez où vous voulez mais encore une fois, veuillez garder à l'esprit que ce site est un prototype, et que vous risquez donc de découvrir des culs de sac et certaines imperfections (des fautes d'orthographe,

des sections pas encore disponibles en français, etc.) Veuillez noter sur une feuille de papier les endroits que vous consultez, et l'impression que vous avez eue de chacun. Nous en discuterons dans quelques minutes.

<Le modérateur laisse aux participants de 3 à 5 minutes pour consulter le site>

Bon; veuillez maintenant décrire où vous êtes allé et l'impression générale que vous en avez retiré. Qu'est-ce qui a bien fonctionné et qu'est-ce qui n'a pas très bien fonctionné? Avez-vous eu des surprises agréables ou des déceptions?

- 5.6 En général, que changeriez-vous pour améliorer cette section du site? Que faudrait-il ajouter, enlever ou modifier d'une façon ou d'une autre pour mieux répondre à vos besoins et à vos attentes?

6.0 Commentaire sur les éléments spécifiques *15 minutes*

Le Service canadien des forêts a créé pour son site Web un certain nombre de nouveaux éléments destinés à permettre aux utilisateurs de personnaliser leur expérience. Un de ces éléments est le **Centre de référence**, auquel vous pouvez avoir accès à partir du menu situé à gauche, sur la page d'accueil.

- 6.1 Avant de nous pencher sur cet élément, veuillez me dire quels genres d'informations vous aimeriez trouver dans une section intitulée **Centre de référence**?
- 6.2 Prenez maintenant quelques minutes pour naviguer dans cet élément du site. Quand vous aurez terminé, nous parlerons de certaines de vos impressions au sujet du **Centre de référence**.
- <Le modérateur invite les participants à cliquer sur le lien approprié.>*
- 6.3 Maintenant que vous avez eu l'occasion d'explorer le **Centre de référence**, dites-moi à quel point il répond aux attentes que vous aviez mentionnées plus tôt?
- 6.4 Veuillez décrire où vous avez été, dans cette section, et quelles sont vos impressions générales à son sujet. Qu'avez-vous aimé au sujet du **Centre de référence**? Qu'est-ce qui vous a déplu?
- 6.5 En général, que changeriez-vous pour améliorer le **Centre de référence**? Que faudrait-il ajouter, enlever ou modifier d'une façon ou d'une autre pour mieux répondre à vos besoins et à vos attentes?

Un autre élément nouveau du site Web du Service canadien des forêts s'appelle **Profil régional**. Comme dans le cas du Centre de référence, on accède à cette section à l'aide du menu de gauche de la page d'accueil.

6.5 Avant d'y jeter un coup d'œil, dites-moi ce que vous vous attendez à pouvoir faire dans une section intitulée **Profil régional**? Qu'est-ce que cette section devrait vous permettre de réaliser?

6.6 Prenez maintenant quelques minutes pour explorer cette section, en choisissant une région à l'aide du sous-menu et en cliquant ensuite sur le lien « Nouvelles – Médias » situé à gauche. Quand vous aurez terminé, nous parlerons de vos impressions relativement à la section **Profil régional**.

<Le modérateur invite les participants à cliquer sur le lien approprié.>

6.7 Maintenant que vous avez eu l'occasion d'explorer une partie du **Profil régional**, à quel point cette section reflète-t-elle les attentes que vous avez exprimées plus tôt? Est-ce bien ce que vous pensiez?

L'élément **Profil régional** va éventuellement modifier la priorité du contenu présenté sur le site, en fonction d'une région spécifique. Par exemple, si vous choisissez dans le **Profil régional** la région des Laurentides, les renseignements affichés auront spécifiquement trait à cette région.

6.8 Veuillez expliquer où vous êtes allé dans cette section, et quelle en a été votre impression générale. Qu'avez-vous aimé au sujet du **Profil régional**? Qu'aimeriez-vous y changer?

6.10 Est-il probable que vous ayez recours à cet élément dans l'avenir? Pensez-vous qu'il est important de présenter un contenu spécifique à votre région? Pourquoi ou pourquoi pas?

7.0 Conclusion

5 minutes

- 7.1 Tenant compte de ce que vous avez vu aujourd'hui relativement à ce nouveau prototype, comment le décririez-vous à un ami ou à un collègue? Qu'est-ce que le site Web du Service canadien des forêts?
- 7.2 Avez-vous des derniers commentaires ou des recommandations additionnelles à offrir à notre client, pour le redéploiement du site Web du Service canadien des forêts?



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