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INFOTOBACCO INTERACTIVE

USER INTERVIEWS

Final Report

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Ipsos

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PURPOSE

The purpose of the Health Canada Infotobacco Web site is to provide members of the Canadian general public with more information on tobacco and the effects it has on people's health, and to offer advice on how to quit smoking.

Health Canada wishes to gauge the public's reaction to the site, specifically, its layout (the way in which information is arranged) and its usability (the ease with which this information can be accessed).

STATED OBJECTIVES

The main objective of this qualitative research project is to gauge Canadians' reactions to the current layout of the Infotobacco Web site. Qualitative research will focus on overall Web site appearance, including general graphic presentation or layout, and ease of navigation elements.

METHODOLOGY

Study methodology consisted of a total of 29 Interactive User Interviews (IUI) conducted in three cities (Ipsos-Reid recruited a total of 10 participants per city. Participants' attendance was confirmed on the day before interviews were to take place. One participant did not attend.)

Interviews were conducted in the following three cities: Montreal, Ottawa and Halifax. The IUIs were conducted with members of the Canadian general public. Special quotas were established based on age of participants, usage of tobacco products, frequency of access to the Internet, and actual hours spent on the Internet (excluding sending or receiving e-mail). Interviews were conducted individually with each participant. After a brief introduction, participants were instructed to open the Infotobacco Web site and complete a series of site-related navigational exercises. Upon completion of each exercise, participants were questioned on the site's usability, content, and overall layout. Following this, all respondents were asked to evaluate the Tobacco Control Programme Web site using essentially the same evaluation criteria.

The findings from this study have been organized around the following areas:

- FEATURES OF A GOOD WEB SITE AND A BAD WEB SITE,
- INFOTOBACCO.COM,
- INFOTOBACCO/ON THE ROAD TO QUITTING,
- INFOTOBACCO/SECOND HAND SMOKE,
- INFOTOBACCO/YOUNG, COOL AND SMOKE FREE, and
- TOBACCO CONTROL PROGRAMME Web site.

A Note of Caution

Results from Interactive User Interviews are qualitative in nature. The reader is cautioned to view these findings as hypotheses rather than as definitive conclusions. Although consistencies and logic lend confidence to analysis and interpretations, given the small sample size (n=29) ,there is no way of determining the degree to which the opinions expressed are reflective of the study population at large.

Key Findings

Infotobacco Overall Impressions

- Initial reaction to the Infotobacco.com main page is favourable. Participants appreciate its simplicity and lack of clutter. The Infotobacco heading and the visual of the dancing cigarette elements are tend to first grab participants attention
- Overall, participants feel Infotobacco's initial page clearly sets the tone for what is to come, i.e., information on smoking, and more specifically, how to stop.

Smoking Cessation Web site

- There is some confusion surrounding the use of the word "Cessation", many seeing it as problematic. Likewise, the distinction between "health warning messages" and "health information messages" is seen as somewhat ambiguous.
- Many participants (smokers and non-smokers alike), feel that the Web site would benefit from the addition of some of the "stop smoking" images that are currently being used on cigarette packages. In their opinion, these images would be in keeping with the overall "stop smoking" initiative undertaken by Health Canada, more or less of an extension to the overall branding exercise and, they would provide real shock value.
- The initial Smoking Cessation Web page is seen as well organized. The six sub-headings (Health Facts; On the Road to Quitting; Young, Cool and Smoke Free; Second Hand Smoke; Educational Resources; and Links) are considered clear and to the point. The site is easy to navigate (i.e., moving from one section of the site to another), and the information found on the Smoking Cessation Web site is viewed as interesting and informative to most.

On the Road to Quitting

- Initial reaction to On the Road to Quitting is positive. Terms such as "uncluttered", "clear", "simple", and "easy to understand" are used to describe it. Web site information is considered relevant and the language used is simple and easy to understand. Many like the ease with which they can access information and appreciate the tools provided to assist them in quitting smoking.
- Possible improvements to this Web site could include: A larger font size used throughout to facilitate reading and, an emphasis on the benefits/advantages of quitting.

- When questioned if "On the Road to Quitting" would be a helpful tool for those who considered quitting smoking, participants are split, most saying it certainly could be of assistance once they knew about it, which implies that additional efforts should be made to increase general awareness of the site among smokers.

Young, Cool and Smoke Free

- Young participants say they would continue to search for information posted in this section because it was relevant to them. They feel the site is visually appealing. However, many feel this Web page would benefit from more youth-oriented information, which could be made available through additional links.

Tobacco Control Programme

- Initial reactions to the Tobacco Control Programme site are mixed, with a lean to the negative. Many participants say, that the sheer quantity of information available on this site, is somewhat overwhelming
- Participants feel the information posted on the Tobacco Control Programme Web site is more technical in nature, and therefore less suited to the general public. This site is considered less visually appealing and more cluttered than the Infotobacco site.
- When asked about their general level of interest in the information provided, participants often comment, unprompted, that they prefer Infotobacco.

Infotobacco.com or Tobacco Control Programme

- Overall, Infotobacco.com is preferred among Interactive User Interview participants. In their opinion, it is less cluttered and easier to understand. Its layout is preferred, and the site is seen as providing clear choices and options to search for information. Writing is considered clear, non-technical and easy to understand. In participants opinion, the site name "Infotobacco" is much easier to remember.

EXPECTATIONS OF A WEB SITE

Participants' expectations about the overall appearance of a Web site are largely driven by their reasons for visiting it. More precisely, Web sites visited for entertainment purposes are expected to incorporate more visual elements (graphics, flash pages, advertisement banners, links). Conversely, Web sites visited for informational purposes tend to be mainly text-based. Not surprisingly, in such cases, evaluation criteria tend to focus on content and less on appearance. It should be noted that although participants generally agree on expectations of a Web site, younger participants are more likely to appreciate interactive Web sites than are their older counterparts.

FEATURES OF A GOOD WEB SITE AND A BAD WEB SITE

Elements of a Good Web Site

Generally speaking, when participants were questioned about what makes a good Web site, clarity and conciseness top the list. Participants were quick to comment that above all, site content must be relevant and clearly organized. In their opinion, the combination of these elements will largely determine whether a Web site is seen as user-friendly and its information accessible. Regardless of whether a site is visited for entertainment or informational purposes, ultimately, it is clarity, conciseness, relevance and a good layout that create the overall impression people have of a given Web site, and the likelihood of their returning to it.

Elements of a Bad Web Site

If a good Web site is clear, concise, relevant and well organized, a bad Web site is likely to have visual elements that are perceived as useless, e.g., flashing ads and/or banners. In addition, a bad Web site is cluttered and visually overwhelming. A bad Web site is not user-friendly, often containing useless links and requiring needless scrolling to get to pertinent information because there is too much text.

REACTIONS TO INFOTOBACCO.COM

Participants were shown the Infotobacco.com main page and were asked what their first impression was. They were also questioned about the Web site's purpose, sponsorship and ease of navigation within the site.

Generally speaking, initial reaction to the Infotobacco.com main page was quite favourable. Many participants commented on its simplicity and lack of clutter. When specifically asked what elements first grabbed their attention, the Infotobacco heading and the visual of the dancing cigarette were cited most often. Many participants commented that the initial page clearly sets the tone for what is to come, i.e., information on smoking, and more specifically, how to stop. The animated cigarette was seen as eye catching and not superfluous. Younger participants tended to mention it in a positive light. In addition, participants found Infotobacco clear, easily read, and easy to understand. Furthermore when questioned about who sponsored this Web site, most participants felt that it was clearly branded as a Health Canada Web site. For many, the visual of the individual smoking a cigarette also helped define the purpose of the site.

Regardless of age and Internet experience, all participants with the exception of one individual in Montreal, felt that the "Enter" button was easy to locate, and that further progression into the Web site was uncomplicated.

Although initial reactions to the Web site were for the most part positive, some participants felt the initial page would benefit from certain improvements. More specifically, there was a feeling among some that the text relating to the Web site's mission¹ could benefit from being set in a larger font. In addition, participants in Montreal and Halifax commented that the menu bar should be centred. Participants also commented on the unusual amount of blank space at the bottom of the introduction page.

¹ The Web site's mission reads as follows: "Welcome to "infotobacco", the site that gives you more information on tobacco, its health effects and advice on how to quit. Congratulations on taking the first step on your way to a smoke-free life! We are constantly adding new information, so check back with us again."

Reactions to INFOTOBACCO – Follow-up Page

Upon completion of the initial page evaluation, participants were instructed to move forward into the site. As mentioned previously, none of the participants had difficulty doing this, regardless of their level of familiarity/usage with the Internet. As with the first Web site, participants were questioned about what elements they noticed first upon moving on to the subsequent Web page. Most commented on the "stop smoking" sign and the visual of the cigarette butts that appears at the bottom of this page. Once more, participants' initial impressions were favourable. Participants said that this page looked uncluttered and concise.

"intéressant, choix faciles à comprendre, images plaisantes"
"pas trop d'éléments....c'est juste assez."

In addition, some participants commented that the additional text that appears beneath each of the sub-headings once the cursor is positioned on them was a clever way to minimize page clutter and was graphically interesting.

It should be noted, however, that despite their positive reactions to the overall layout and clarity of this page, many participants felt that the wording used in each of the sub-headings could have been simplified. More specifically, English participants, for the most part, felt the use of the word "Cessation" was problematic. In fact, this opinion was shared by those who, when asked, had a clear understanding of the word "cessation". Likewise, the distinction between "health warning messages" and "health information messages" was seen as somewhat ambiguous. In short, participants felt that a change in the wording used for these sub-headings would eliminate any possible confusion that may exist.

"table of contents, titles are clear except for cessation... use other terms such as quitting or how to quit"

"cessation – people would be confused with cessation"

"warning – like the ones on the pack?" "information... don't see a difference between warning and information."

"titles are not clear... smoking cessation does not mean a thing ... should say- reasons to stop smoking."

It should be noted, however, that the term "J'arrête" used in the French version of the Web site was considered clear and unambiguous to French-speaking participants. The French versions of "Health Warnings Messages" and "Health Information Messages", however, were the source of some confusion.

Interestingly, when asked what possible improvements/changes might be made to this page, many participants, smokers and non-smokers alike, felt that the page would benefit from the addition of some of the "stop smoking" images that are currently being used on cigarette packages. When asked to explain why they felt this way, participants offered two reasons:

- 1) These images would be in keeping with the overall "stop smoking" initiative undertaken by Health Canada, more or less of an extension to the overall branding exercise.
- 2) These images provide real shock value. This view was also shared by most of the younger smokers interviewed.

Next, participants were instructed to go to the Smoking Cessation page. Once more, initial reactions were quite positive. As was the case with previous pages, participants felt that this page was well organized. The six sub-headings (Health Facts; On the Road to Quitting; Young, Cool and Smoke Free; Second Hand Smoke; Educational Resources; and Links) were considered clear and to the point. In addition to finding the site easy to navigate (i.e., moving from one section of the site to another), participants, for the most part, also remarked that the information found on the Smoking Cessation Web site was interesting and informative.

As part of the Cessation Web site navigational exercise, participants were asked to visit specific areas based on their individual profile. As such, smokers and those living with smokers were instructed to spend some time reviewing "On the Road to Quitting". Younger smokers, i.e., those between 16 and 24 years of age, were asked to look at "Young, Cool and Smoke Free", and non-smokers and those living with smokers were asked to consult "Second Hand Smoke".

On the Road to Quitting (smokers/persons living with smokers)

As was the case with previous Web pages on the Infotobacco Web site, initial reaction to this page was positive. Once more, terms such as "uncluttered", "clear", "simple", and "easy to understand" were used to describe it.

"like it... easy to read, a lot of information in a couple of pages"

Despite this, participants did comment on a few visual elements they felt would benefit from some clarification. More precisely, many participants expected the five bullets listed beneath the words "This site has information on..." to be linked to a page containing relevant information for each of the corresponding bullets. Participants mentioned that the use of the arrows lead them to believe that these bullets would be linked, while others simply said that it is common on other Web pages for bullets or itemized categories such as these to be linked to the information they relate to. As well, many participants felt that the font size used throughout this site could be bigger to facilitate reading.

Participants were generally satisfied with both the nature and the extent of information provided to them once they clicked on one of the two circles that appear at the bottom of this page. More specifically, under the section entitled "As a personal assessment & planning guide", many appreciated being able to customize/personalize the Web site.

"bonnes (informations) oui surtout la page auto-diagnostique"

Generally speaking, participants were quick to comment that they liked the ease with which they could access information and appreciated the tools provided to assist them in quitting smoking.

"there is information to pass on to my friends – step by step programs to quit"

Once more, most respondents considered the information relevant. Participants tended to think that the language used was fairly simple and easy to understand. When asked if more information should be included in this section, most felt that the current content was sufficient.

Those living with smokers mentioned that although this page provides useful information relating how to cope with quitting, it should also emphasize the benefits/advantages of quitting.

Participants were also questioned about the need for and usefulness of a daily e-mail message targeted specifically to those who are "on the road to quitting". Initial reaction to this idea was mixed, with a lean to the positive, with many respondents saying that a daily e-mail was a good idea, and that it should include interesting facts and words of encouragement in support of those who are in the process of quitting. Having said this, it should be noted that most participants were quick to qualify their answer by saying that ultimately, the will to quit must already exist for this type of motivator to have any impact. Participants also said that any eventual e-mail should be personalized, which implies that a simple form letter sent out to all who have visited the site would have little or no impact, and would quickly be deleted from the Inbox..

Participants were then asked if they thought that "On the Road to Quitting" would be a helpful tool for those who considered quitting smoking. Again, participants were split, with most saying it certainly could be of assistance once they knew about it, which implies that additional efforts should be made to increase general awareness of the site among smokers.

Both smokers and non-smokers alike felt that the site might be of use for non-smokers. More specifically, participants from both of these groups mentioned that the "Second Hand Smoke" section might be of interest to non-smokers.

Second Hand Smoke (persons living with smokers/non-smokers)

Participants' reaction to this section of the Smoking Cessation Web site was positive. Again, participants felt that the information provided was easy to read, easy to understand, and clearly organized.

When asked if they were surprised by any of the information provided, comments focussed on the various health effects of second hand smoke (contaminants, chemicals, and ventilation).

Young, Cool and Smoke Free

Younger participants were instructed to have a look at the "Young, Cool and Smoke Free!" page. Most of the younger participants acknowledge that they would continue to search for information posted in this section because it was relevant to them. Generally speaking, younger participants felt that the site was visually appealing, with a few respondents saying that the option of downloading a screensaver was a good idea. Having said this, many younger participants felt this Web page would benefit from more youth-oriented information, which could be made available through additional links. Other additions/changes suggested by participants included:

- relevant statistics on the real costs (\$) associated with smoking,
- more information on the health effects smoking has on youth,
- the addition of similar pictures as those used on cigarette packages would be a good idea, and
- ensure that the site's writing style fits the intended audience (youth).

TOBACCO CONTROL PROGRAMME

Subsequent to their evaluation of Infotobacco.com, all participants were asked to evaluate the Tobacco Control Programme site using the same criteria. Participants were instructed to spend a few minutes navigating the site, after which they were asked to give their overall impression of the site. Questioning focussed on the quality of the information provided, its relevance to them, the style of writing used, the likelihood of them recommending this site to friends and family members who smoke, and the likelihood of them returning to this specific site.

Initial reactions to the Tobacco Control Programme site were mixed, with a lean to the negative. Generally speaking, participants felt that the sheer quantity of information available on this site was somewhat overwhelming, with many participants commenting that there was simply too much information posted. In addition, there was a sense from many participants that the information on the Tobacco Control Programme site was more technical in nature, and therefore less suited to the general public.

"(information) not as easy to read, font too small, poor layout"

When asked about their general level of interest in the information provided, participants often commented, unprompted, that they preferred Infotobacco. In addition, this site was deemed as less visually appealing and more cluttered than the Infotobacco site. Interestingly, non-smokers tended to have a more favourable impression of the Tobacco Control Programme site than did smokers. When questioned about the likelihood of them returning to this specific site or of recommending it to friends and family members, participants, regardless of their age and regardless of whether or not they were smokers, most often said they would be more likely to visit and recommend Infotobacco. In addition, when asked which of the two sites tested (i.e., Infotobacco, or Tobacco Control Programme) they would be more likely to bookmark, most said they would bookmark Infotobacco.com.

PREFERENCE INFOTOBACCO.COM OR TOBACCO CONTROL PROGRAMME

Overall, Infotobacco.com was preferred among Interactive User Interview participants. This site was considered less cluttered and easier to understand. Most felt that Infotobacco benefited from a better layout, and as a result, was more attractive. Overall, the site provided clear choices and options to search for information. The writing was considered clear, non-technical, and therefore easy to understand. In addition, some participants felt that the site name "Infotobacco" was much easier to remember.

"Infotobacco (Web site) is more likely to help someone quit"

"more information on health effects for both smokers and non-smokers"

"would be more of an influence to quit smoking due to the fact that it is interactive"

APPENDIX I – SCREENER

Good morning/afternoon/evening, my name is _____ and I am calling from the Ipsos-Reid Corporation, a national marketing research organization. We are a professional public opinion research firm that gathers opinions from people. From time to time, we solicit opinions by sitting down and talking with people. We are preparing to conduct a series of these discussions and are calling to see if you would be willing to participate. The discussion will take about one hour and those who qualify and attend will receive \$50 as a token of our appreciation.

Would you be interested in participating in one of these discussions which would be held at a location in _____ on _____?

Yes **CONTINUE**

No **THANK AND TERMINATE**

Now, I would like to ask you a few questions to see if you qualify to attend.

(NOTE TO INTERVIEWERS: ALL QUOTAS ARE STRICT, WITH THE EXCEPTION ON GENDER)

1. Do you or does anyone in your household work in any of the following areas?
(READ LIST) IF "YES" TO ANY – THANK AND TERMINATE

- In an advertising agency
- A market research company
- The media, that is for TV, Radio or a newspaper
- A graphic design or Web-site design firm
- In Computer hardware and or software sales
- The federal government
- The health care sector (doctor/nurse)

2. Which of the following age groups do you belong to?

Less than 16 years of age **(THANK AND TERMINATE)**

16 to 25 years of age **(CONTINUE) => (QUOTA – 4 PER CITY)**

26 to 34 years of age **(CONTINUE) => (QUOTA – 4 PER CITY)**

35 to 55 years of age **(CONTINUE) => (QUOTA – 2 PER CITY)**

55 years of age or older **(THANK AND TERMINATE)**

(INTERVIEWER RECORD GENDER, DO NOT ASK)

Male **(SOFT QUOTA - 5 PER CITY)**

Female **(SOFT QUOTA - 5 PER CITY)**

3. Do you smoke cigarettes/cigars/pipe?

YES => **CONTINUE FOR POSSIBLE RECRUIT (QUOTA – 7 PER CITY)**

NO=> And do you have friends/relatives who currently smoke?

IF YES => **CONTINUE FOR POSSIBLE RECRUIT (QUOTA – 2 PER CITY)**

IF NO => **CONTINUE FOR POSSIBLE RECRUIT (QUOTA – 1 PER CITY)**

4. Do you currently have access to the Internet?

YES => **CONTINUE FOR POSSIBLE RECRUIT**

NO => **THANK AND TERMINATE**

5. How long have you had access to the Internet?

▪ Less than six months **(THANK AND TERMINATE)**

▪ Six months or more **(CONTINUE)**

6. In an average week, not counting sending and receiving E- mail, how many hours do you spend connected to and actively using the Internet?

▪ Zero **(THANK AND TERMINATE)**

▪ Less than one hour **(QUOTA – 2 PER CITY)**

▪ 1 to 4 hours **(QUOTA – 5 PER CITY)**

▪ 5 hours or more **(QUOTA – 3 PER CITY)**

7. Excluding emailing, how often do you connect to the Internet and actively look for information in an average week? **(NOTE TO INTERVIEWER, THESE ARE SOFT QUOTAS AND SHOULD NOT BE DEAMED DISQUALIFIERS)**

One to three times a week => **RECRUIT (AIM FOR 3 PER CITY)**

More than three times a week => **RECRUIT (AIM FOR 7 PER CITY)**

Wonderful, you qualify to participate in one of our discussion sessions. The session will be held on **(Read from list ALL SESSIONS TO BE ONE HOUR IN LENGTH ALLOW FOR ONE HOUR FOR LUNCH)**

City	Date	Time	Location
Halifax	TBD	10:00am-5:00pm	TBD
Halifax	TBD	10:00am-5:00pm	TBD
Ottawa	TBD	10:00am-5:00pm	TBD
Ottawa	TBD	10:00am-5:00pm	TBD
Montreal	TBD	10:00am-5:00pm	TBD
Montreal	TBD	10:00am-5:00pm	TBD

We are reserving this discussion time for you. So if for any reason you cannot attend, please call :XXX-XXXX

APPENDIX II – MODERATOR'S GUIDE

INTRODUCTION (5 MINUTES)

Explain to participants:

- Ipsos-Reid Corporation
- the length of session (1 hour)
- taping of the discussion
- one-way mirror and colleagues viewing in back room
- results are confidential and reported in aggregate/individuals are not identified/participation is voluntary/
- the role of moderator is to ask questions, timekeeper, objective/no vested interest
- role of participants: not expected to be experts, speak openly and frankly about opinions, no right/wrong answers
- groups are being conducted on behalf of Health Canada/Government of Canada
- Get participants to introduce themselves and their occupation/hobbies etc.

WARM UP (5 MINUTES)

- ☐ When you surf the net do you prefer plain mostly text Web pages or Web pages with more graphics that are flashier. Why? Do your expectations regarding overall web site presentation vary based on the type of site your visiting (for entertainment vs. for information)
- ☐ In your opinion, what criteria should be considered in deciding if a web site is good or not? (graphics, links, conciseness/clarity, informational value)? Please rank the criteria you've mentioned in order of importance going from the most important to the least. And why do you rank them this way?
- ☐ Ok we've talked about a good site, now I'd like to know what makes a bad site? Can you give me an example of a bad site?

INFOTOBACCO SITE EVALUATION (45 MINUTES)

- ☐ Are you a smoker that is do you smoke cigarettes/cigars? If yes: occasional, moderate or heavy?
- ☐ Have you seen the new cigarette packs with the warnings and photos?
- ☐ Have you had an opportunity to read the information on the inside of the packs? Do you recall any mention of a Web site or telephone number for more information? (Show sample pack after these questions. NOTE: there is no phone number on the packs.)

Ok, now we are going to spend the next little while going over a specific web site.

(Moderator, open INFOTOBACCO.COM splash page.)

- ☐ What is the first thing you notice?
- ☐ Who do you think is the sponsor?
- ☐ Generally speaking, is there anything that grabs your eye, (probe for likes/dislikes)
- ☐ What about how things are laid out? Is it too busy or just right?
- ☐ Should you be provided with more information here? If so what kind of information would you be looking for?
- ☐ What about the "ENTER" Was it clear to you initially how to move beyond this page? Should there be more choices?

OK NOW LET'S MOVE FORWARD IN THE SITE, (INSTRUCT PARTICIPANT TO CLICK ON ENTER) <http://www.infotobacco.com/index2.html>

- ☐ What do you think? Are these titles clear/understandable? For example, what does "CESSATION" mean to you? At first glance, can you tell me what you think the difference is between warning messages and information messages?

NAVIGATIONAL EXERCISE:

<http://www.hc-sc.gc.ca/hppb/cessation/road/index.html>

Ok let's click on "CESSATION". Now I like you to take a few minutes and browse through this area (MODERATOR ALLOW FOR 5 MINUTES NAVIGATION)

- ☐ What did you think? Was the home page intuitive that is, did it present choices that were easily understood? Was it interesting? Was it exciting?
- ☐ Was it clear how to get information on various subject areas? Easy to understand?
- ☐ How about how the information was laid out, did it seem logical and organized to you?

Now I'd like to talk a little about the actual content:

- ☐ What did you think of the actual information?
- ☐ Overall, easy to understand, was the language used clear? Do you think it should be more concise?
- ☐ What about the possibility of having shorter messages and more graphic elements? Good idea/ Bad idea?

(Moderator ask of smokers only)

- ☐ What would you think of a option to sign up for a free e-mail reminder (everyday for 30-days) to help you in your quest to quit, would this be helpful?
- ☐ In your opinion, would this site only be useful to those who are thinking of quitting? Is there information in here that would be of use even if you weren't thinking of quitting?

(Moderator probe on general look, readability, presentation, format changes from one site to another...)

(MODERATOR PROBES FOR PEOPLE LIVING WITH SMOKERS ONLY)

OK, let's go to <http://www.hc-sc.gc.ca/hppb/cessation/air/index.html> and I'd like you to look for information on second hand smoke.

- ☐ What did you think of the information here, anything surprise you?
- ☐ Were you expecting more information? What else might have been covered?
- ☐ Generally speaking, was the information provided clear and easy to understand?
- ☐ Overall, how useful would you say this information was? Did you learn anything new? Were you expecting to?

(MODERATOR PROBES FOR YOUTH BETWEEN AGES 16 AND 24)

OK, let's go to <http://www.hc-sc.gc.ca/hppb/cessation/youth/index.html>

- ☐ Judging from the initial page, would you continue to read and look for information or would you close it down?
 - ☐ If yes, why would you keep reading? What grabbed your attention?
 - ☐ If no, why do you say this? What were you expecting? What could be done to make this more interesting to you?
- ☐ What kind of information could we provide you with to help motivate you to stop smoking?

(MODERATOR, ASK OF ALL)

Upon completion of one of the Navigation exercises, Instruct participant to return to original page (infotobacco.com)

(MODERATOR ASK OF ALL:)

On a scale of 1 to 10 where 1 is very difficult and 10 is very easy, how easy was it for you to go back to the original page

- ☐ Why do you say this? If participant mentions a score of 1 to 5. What could be done to make it easier?

Now I'd like to go to <http://www.hc-sc.gc.ca/hppb/tobacco/>

I'd like you to take a few minutes and navigate through this site.

- ☐ What did you think of the information provided?
- ☐ Would this kind of information be of any interest to you? Why do you say this?
- ☐ Generally speaking, do you think this site would be of interest to the general public/ that is people who do not smoke themselves?
- ☐ Would you return to this site?
- ☐ Do you think this site is a useful tool for someone who would like to stop smoking?
- ☐ Would you recommend this site to your friends/ family members who smoke?
- ☐ What do you think their reaction to this site would be?

Conclusion: (5 minutes)

- ☐ Do you have any final comments:

Thank you for your time.