

Appendix A :
Interview Guide

1. Cover Letter

Box 3077

Gaborone

Botswana

25th May 2000

To whom it may concern,

I am a DPhil candidate at the University of Pretoria. I am conducting a research on the usability of website for providing information to people in the Textile Sector of the Small and Medium Scale Enterprises in developing countries, Botswana in particular. In the process I have developed web site, the content of which is based on their expressed information needs. The site may later be converted into an audio and multimedia system for the benefit of those that may not be able to read.

I am requesting you to participate in evaluating this site. A questionnaire is provided to assist you in this process. Please complete the questionnaire and add any other comments that you may find useful.

Please visit site <http://www.intoweb.co.za/botswana> for the purposes of assessing this site.

Thank you for your assistance

Buhle Mbambo

Textile Sector Information Site: Questionnaire

Demographic information

1. Age Below 20

20---29

30---39

40---49

50---59

Above 60

2. Sex (Tick appropriate box below)

Male	Female
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3. Nationality _____

Educational Background

4. Please indicate your highest level of formal school

Tick	Level of Education
	Primary School Certificate
	Junior Certificate
	O level
	Certificate/Diploma
	Bachelor's degree
	Masters degree
	Ph.D

5. Can you read

English Yes/

No

6. Do you speak

English Yes/

No

7. What

language do

you speak mainly? _____

Information needs of Entrepreneurs in textile sector

8. Please identify what you consider to be your information needs.

a) Marketing information.....

b) Information on materials.....

c) Information on government schemes.....

d) Information on training.....

e) Information on managing a business.....

f)Other

Please add others

9. Where do you normally get this information? *Please tick from the list below*

a) Nobody gives it to us.....

b) I do not know where to ask.....

c) From one of the following:

Information Centre	Tick
BOCCIM	
UB Clinic	
Radio	
Newspaper	
BOTSBOA	
Internet	
Friends	
Other _____ _____	

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10. Please indicate by ticking in appropriate box which of the above sources are the most adequate ?

Information Centre	Most adequate	Adequate	Least adequate	Irrelevant
BOCCIM				
UB Clinic				
Radio				
Newspaper				
BOTSBOA				
Internet				
Friends				
Other _____ _____ _____ _____				

11. Which of the following statements describes your knowledge of computing?

Use of computers	True	False	Frequently	
I have never used a computer				
I have basic				

knowledge of computers				
I use computers often in my work				
I have never used an ATM machine				
I use it for e-mail				
I use it for WWW				
I use it for word processing				
This is the first time I am using WWW				

12 . Have you ever used a computer programme to access information on business?
 Yes or No

Using this particular programme

13.What was you first impression of the programme? Please tick most appropriate answers.

a) It looks it takes too long to load.....

b) It looks attractive.....

c) It is too bright.....

d) It was just fine.....

e) It looks terrible.....

14. How do you find the index page? *Please select all the most appropriate answers*

- a) It gives clear directions.....
- b) The introduction is sufficient.....
- c) The introduction was insufficient
- d) It raises my curiosity to explore.....
- e) The index page does not give clear instruction...
- f) The index page gives clear instructions.....
- g) The index page put me off from using the site.....

15. How easy was it to use the site?(*please tick the most appropriate answer*)

- a) The links worked perfectly.....
- b) The links did not work.

c) It was easy to move from on screen to another

d) It was not easy to move from one screen to another...

e) It was easy to move around the site.....

f) It was not easy to move from screen to another.....

16.Content of site

a) How could the information on the screen have been more useful to you?

b) What information would you have liked to see added to the site to make it more adequate for your needs?

17) What other information could be added to the site in order to improve its quality?

18). Under what circumstances would you return to use this site again? *(Please elaborate your answer)*

Thank you for answering these questions. All your comments will be used to make this site more useful for you.