

## Portal Survey

1. Describe the type of business activity your business is involved in.
2. Your position or title within your organisation;
3. Before joining the portal please how did your organisation transact business? Please tick those options that apply to your business;
  - Face to face
  - Telephone
  - Fax
  - Post
  - Website
  - Email
  - EDI (Electronic Data Interchange)
  - Web based order forms
  - Other...
4. Did the business have a web site presence before becoming involved with the portal? If yes, please indicate by ticking the box what that site provided
  - Information only
  - Information with some user interaction
  - Full e-commerce facility
  - Other ....
5. Has this changed since joining the portal? (Y/N) If yes what changes have you made?
6. What encouraged your business to become involved with the portal?
7. How do you believe your customers will interact with the portal?
8. What were your initial expectations about the portal?
9. Have these expectations changed? If yes, describe how.
10. Did you have any initial reservations or concerns about joining the portal?
11. If you had reservations/concerns, do you still have those concerns? Have they changed? Please describe.
12. On a scale of 1 Disagree Strongly to 5 Agree Strongly please indicate the extent to which you agree or disagree with the following:
  - The creation of a business website is part of our marketing program
  - Becoming involved with the portal will help the business to embrace e-commerce.
  - I see our business as being relatively technologically innovative.
  - The business was moving towards an e-commerce approach before the establishment of the portal
  - The business has increased awareness of e-commerce since becoming involved with the portal.
  - The portal has encouraged the business to considered e-commerce.
  - Before the introduction of the portal my organisation had no plans to use e-commerce
13. The portal will
  - make it easier for clients to do business with us
  - enable the business to win new markets
  - help the business to grow
  - be a cost effective way of dealing with clients
  - be much more than an electronic brochure
  - raise the profile of the business
  - make it easier for potential customers to find the company
  - encourage more people in the region to use each other's services.

## Open-ended Interview questions

Questions with business participants explored their expectations and other issues relating to their participation in the business portal. The following questions guided the interview:

1. When the portal was being designed were you consulted on any of the issues relating to its design or development? If you were please describe your input.
2. Have you been consulted since joining the portal on any matters relating to the way it is run or designed? If you have what has your input been?
3. Thinking back on your decision to join the portal what were your main reasons?
4. What were your expectations? What did you hope to get out of it?
5. Was the ability to conduct e-commerce a factor in your decision to participate? Please explain further
6. Were you considering a move to e-commerce before joining the portal?
7. Have your expectations of the portal changed overtime?
8. Have those expectations been met? Describe further.
9. If you were able to, what three recommendations would you give to those who are managing the portal to improve it from your perspective?
10. What issues have arisen that you did not anticipate? Please describe.
11. Please describe any costs that the business has incurred as a result of being a member of the portal.
12. How much time would you spend each eke on matters relating to your involvement with the portal? For example time might be spent on answering e-mail, maintaining your website etc.
13. Were you are aware of all the costs associated with being a member of the portal? If not what additional costs have you incurred?
14. Thinking about the design of the portal do you think it works well for you?
15. Do you think it works well for your customers?
16. Has there been an increase in business as a result of being a member of the portal?
17. Are there any other issues that have not been covered that you believe are important in terms of your involvement in this portal?