

Figure 5.7b : Simplification of Figure 5.7a to emphasise the major nodes (DFO 2006)

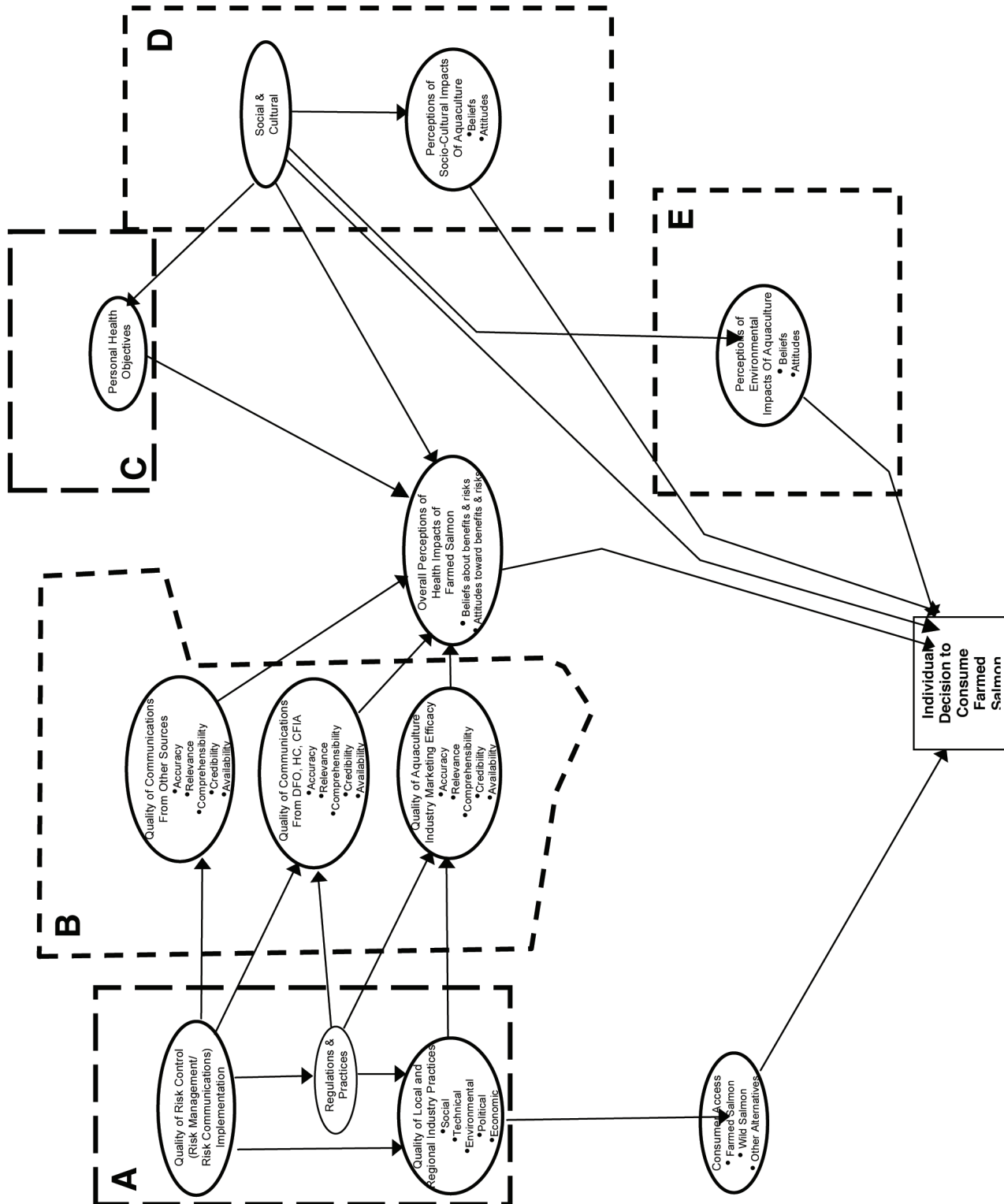


Figure 5.8a : A mental model of factors influencing consumers decision to buy seafood as seen by a representative survey of the public overlaid on the expert model of Figure 5.7.a (DFO 2006). The colour (not the size) of each oval is proportional to the importance of the factor's influence on the factor (oval) or decision (box). The arrows indicate what decision or factor is influenced. Dashed boxes represent logical groupings of factors.

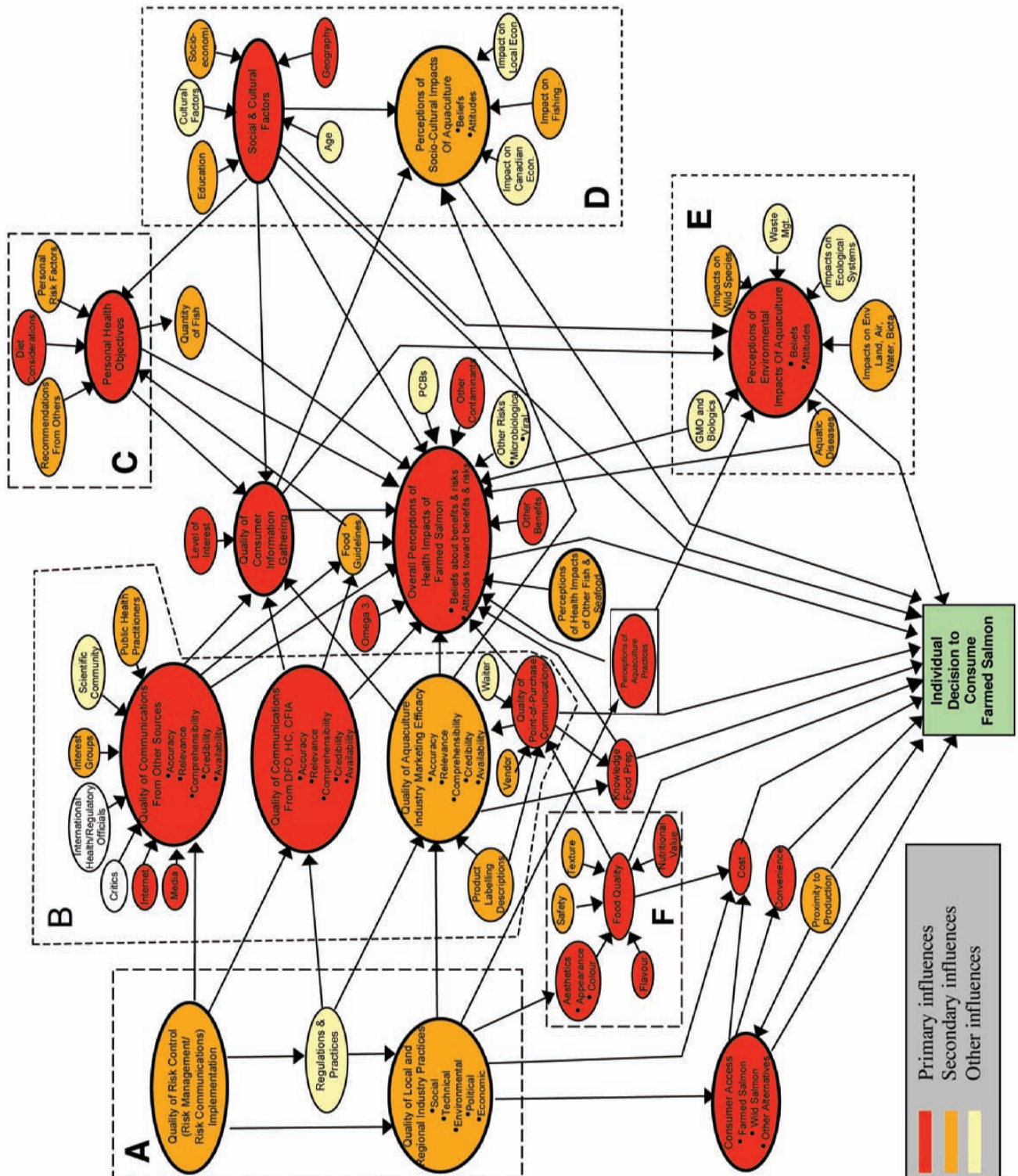


Figure 5.8b : A mental model of the primary factors influencing consumers decision to buy seafood as seen by a representative survey of the public overlaid on the expert model of figure 5.7b (DFO 2006). The colour (not the size) of each oval is proportional to the importance of the factor's influence on the factor (oval) or decision (box). The arrows indicate what decision or factor is influenced. Dashed boxes represent logical groupings of factors.

