



USPTO Website Next Generation

User Centered Design (UCD)

Wei Ding

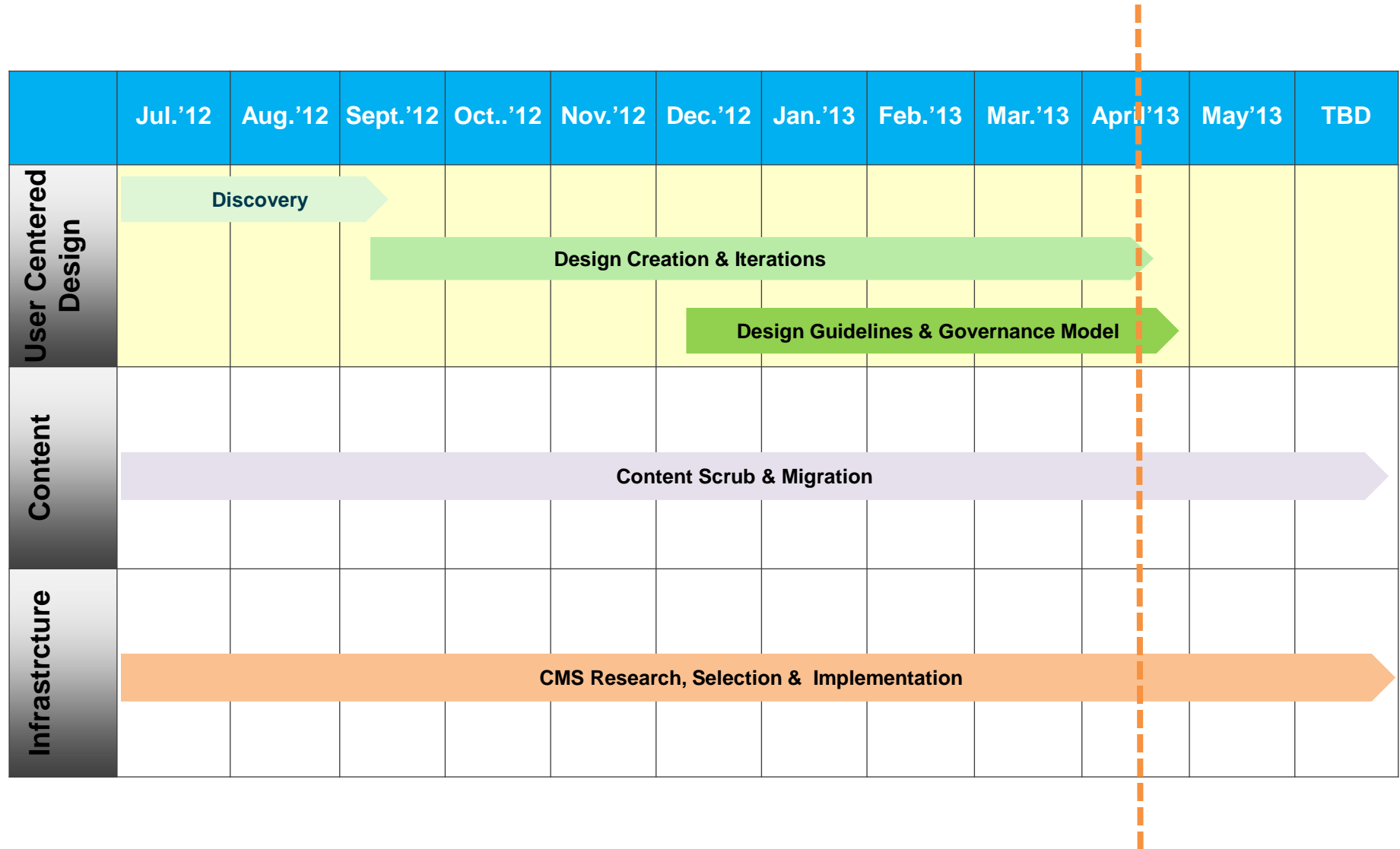
Agenda

- Project background
- Overview of the User Centered Design (UCD) process
- Design demo
- Next steps
- Questions

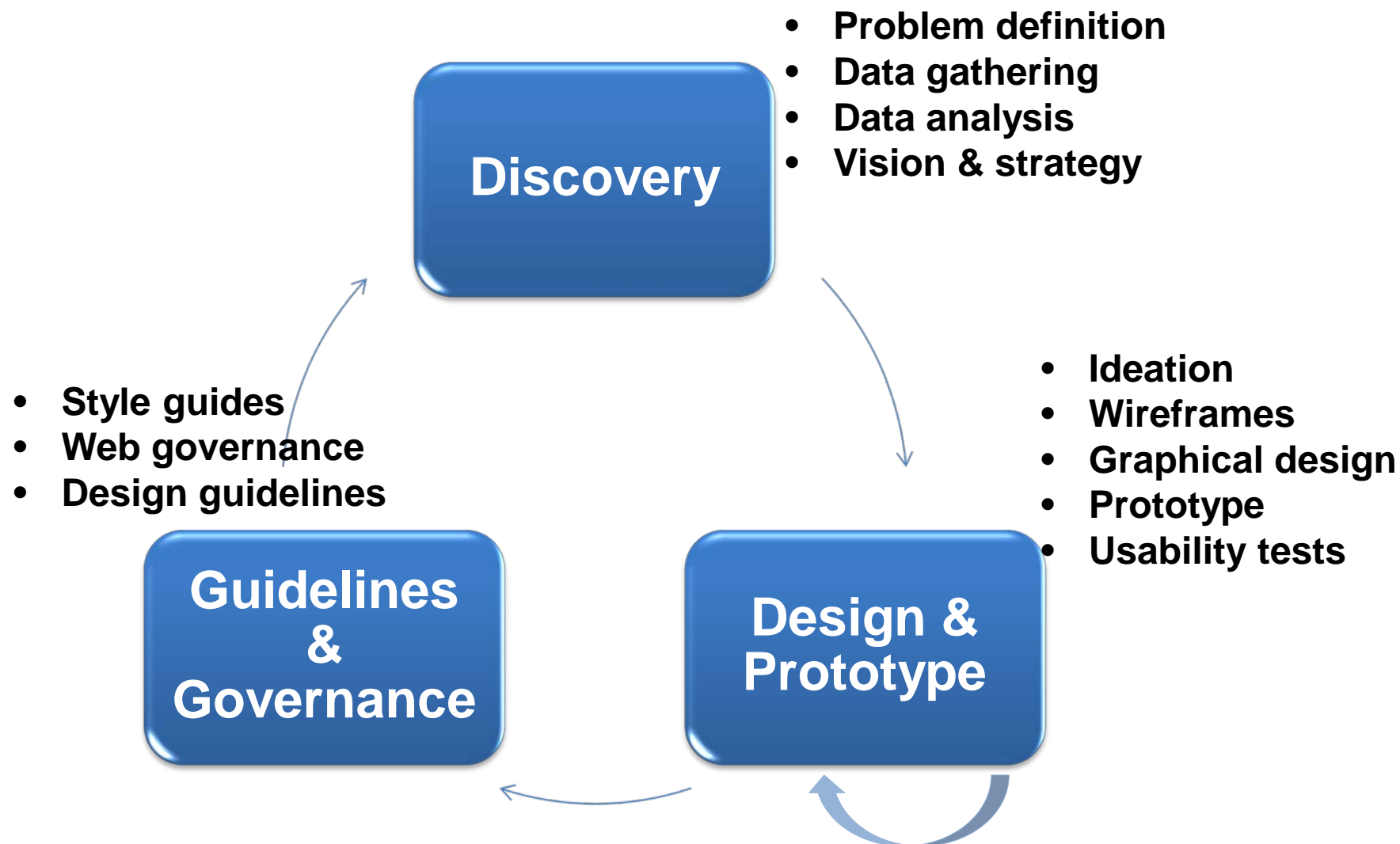
Objectives of Website Next Gen

- The first step to make USPTO.gov a highly usable, useful and desirable website to all intended audiences, based on a thorough understanding of the user types, needs, motivations, and tasks.
- Increase user satisfaction especially novice user satisfaction.
- Enhance operational efficiency.
- Be aligned with the Federal Mobile Strategy.

High Level Project Timeline



User Center Design Process



Cross-Project Coordination: MyUSPTO, FPNG & other IT Next Gen Projects

Discovery Phase Activities

28 stakeholder
interviews

6 focus groups
sessions
with **35** users

9 + 5 user
interviews

Competitive & beacon
analysis of **11** sites

Review of
44 existing
documents

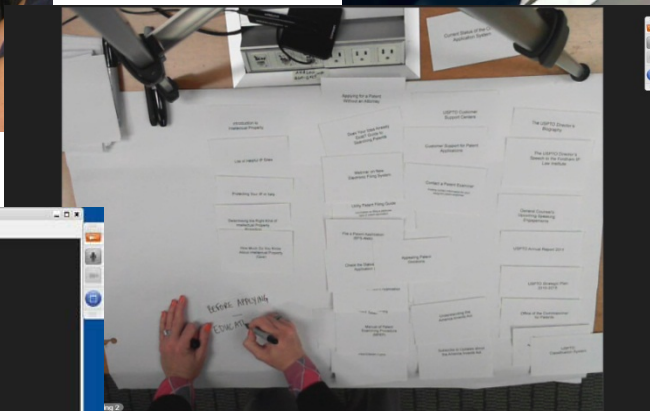
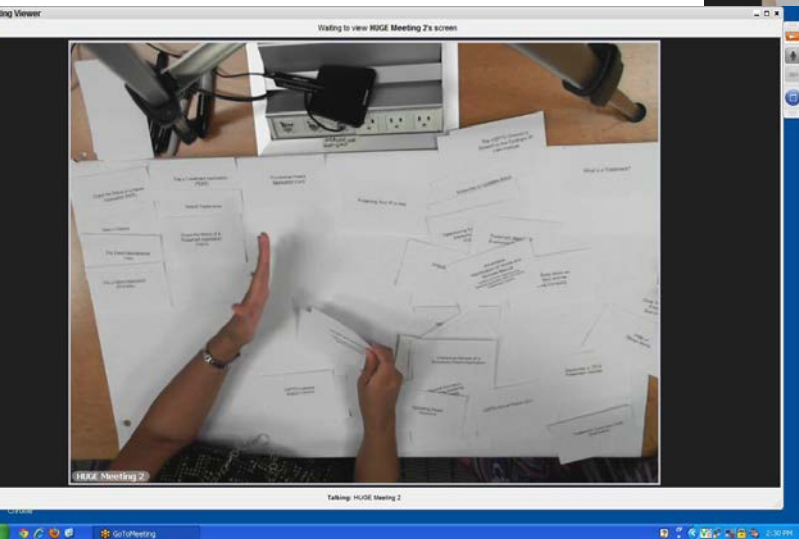
Content
assessment of
500 webpages

Analysis of **17**
months worth of
Google Analytics
data

20 months worth
of ForeSee online
surveys

Analysis of
7,206 ForeSee
free-form answers

Snapshots of UCD Activities



Labeling				Readability			Context		
Topic	Visible Page Name	Primary Heading Label	Subheading Label(s)	Reading Ease	Average Grade Level	Percent of Complex Words	Audience	Brand	Timing
Landing Page	USPTO.gov	United States Patent & Trademark Office		39.2	10	26.33		2 - Medium	1 - Low
Patents Landing Page	Patents	Patents	What is a Patent?	40.2	8.8	25.14	Novice Patent	1 - Low	2 - Medium
Process for Obtaining a Utility Patent	Process for Obtaining a Utility Patent	Process for Obtaining a Utility Patent		26.4	10.3	31.36	Novice Patent	2 - Medium	2 - Medium
Search for Patents	Search for Patents	Search for Patents	New to Patent Searching?	46.8	8.2	22.33	Novice Patent	1 - Low	1 - Low
Current Fee Schedule	Current Fee Schedule	UNITED STATES PATENT AND TRADEMARK OFFICE	Effective September 26, 2017	76.3	4.4	13.49		1 - Low	2 - Medium
File Online	File Online	File Online	File Online	31	9.6	30.63	Novice Patent	2 - Medium	2 - Medium
Check the Filing Status of Your Patent Application	Check the Filing Status of Your Patent Application	Check the Filing Status of Your Patent Application		35.1	9.3	26.86	Novice Patent	2 - Medium	2 - Medium
Maintain Your Patent	Maintain Your Patent	Maintain Your Patent		54.2	6.9	21.11	Novice Patent	2 - Medium	2 - Medium
Patent Trial and Appeal Board	Patent Trial and Appeal Board	Patent Trial and Appeal Board	The Patent Processing System	34.6	9.2	29.29	Novice Patent	1 - Low	1 - Low
Change Ownership	Change Ownership	Change Ownership	Change of Owner (Assignment)	38.7	8.9	27.27		2 - Medium	2 - Medium
Office of Patent Classification Labeling	Office of Patent Classification	Office of Patent Classification	The Office of Patent Classification	30.9	9.9	27.87		2 - Medium	2 - Medium
Patent Classification Home	Patent Classification Home	Site Data is Current as of April 1, 2017	A. Access Classification Information	66.2	5.8	14.11		1 - Low	1 - Low
United States Patent & Trademark Office	United States Patent & Trademark Office	United States Patent & Trademark Office	United States Patent & Trademark Office	39.2	10	26.33		2 - Medium	1 - Low
Classes Arranged by Class	Classes Arranged by Class	Classes Arranged by Class							1 - Low
Patent Classification	Patent Classification	Patent Classification							1 - Low
Classification	Classification	Classification							1 - Low
Classification	Classification	Classification							1 - Low
Examiner Handbook	Examiner Handbook	Examiner Handbook							2 - Medium
Classes in the	Classes in the	Classes in the							2 - Medium
Patent Form	Patent Form	Patent Form							1 - Low
Patent Status	Patent Status	Patent Status							1 - Low
Electronic Business	Electronic Business	Electronic Business							1 - Low
Getting Started	Getting Started	Getting Started							1 - Low
20 of the Most	20 of the Most	20 of the Most							1 - Low
Patent Online	Patent Online	Patent Online							2 - Medium
Laws, Regulations, Policies & Procedures	Laws, Regulations, Policies & Procedures	Laws, Regulations, Policies & Procedures	Laws, Regulations, Policies & Procedures	38.4	9	27.68	Expert Patent	2 - Medium	2 - Medium
Patent Examination Policy	Patent Examination Policy	Patent Examination Policy	Patent Examination Policy	23.2	11	33.01	Expert Patent	2 - Medium	2 - Medium
Patent Related Notices	Patent Related Notices	Patent Related Notices	Patent Related Notices	48.1	8.4	21.58	Expert Patent	2 - Medium	2 - Medium
Final Rule Revision of Power	Final Rule Revision of Power	Final Rule Revision of Power	Final Rule Revision of Power	38.1	8.9	28.99	Expert Patent	1 - Low	1 - Low
Final Rule 37 CFR 1.121 Re	Final Rule 37 CFR 1.121 Re	Final Rule 37 CFR 1.121 Re	Final Rule 37 CFR 1.121 Re	38	8.9	28.41	Expert Patent	1 - Low	1 - Low
American Inventor's Protection	American Inventor's Protection	American Inventor's Protection	American Inventor's Protection	29	9.9	32.42	Expert Patent	1 - Low	1 - Low
Comments From the Public	Comments From the Public	Comments From the Public	Comments From the Public	44.5	9	22.38	Expert Patent	1 - Low	1 - Low
Resources and Guidance	Resources and Guidance	Resources and Guidance	The following policies, procedures	36.4	9.2	27.60	Novice Patent	1 - Low	1 - Low
Patent Terms Extended	Patent Terms Extended	Patent Terms Extended	Patent Terms Extended	30.9	9.7	29.53	Expert Patent	2 - Medium	2 - Medium
Patent Business Methods	Patent Business Methods	Patent Business Methods	Patent Business Methods	31.7	9.8	29.45	Novice Patent	2 - Medium	2 - Medium
Patent Business Goals - Financial	Patent Business Goals - Financial	Patent Business Goals - Financial	Patent Business Goals - Financial	48.9	7.7	23.17	Expert Patent	2 - Medium	2 - Medium
Patents Software Tools	Patents Software Tools	Patents Software Tools	Patents Software Tools	34.1	9.3	27.11		2 - Medium	2 - Medium
Types of Patent Applications	Types of Patent Applications	Types of Patent Applications	Types of Patent Applications	23.1	10.8	32.05		2 - Medium	2 - Medium
Provisional Application for Patent	Provisional Application for Patent	Provisional Application for Patent	Provisional Application for Patent	45.6	8.7	25.09		2 - Medium	2 - Medium
Nonprovisional (Utility) Patent	Nonprovisional (Utility) Patent	Nonprovisional (Utility) Patent	Nonprovisional (Utility) Patent	60.3	7.8	16.87	Novice Patent	1 - Low	1 - Low
Patents Guidance, Tools & Resources	Patents Guidance, Tools & Resources	Patents Guidance, Tools & Resources	This publication provides a basic	50.4	10.4	19.11	Novice Patent	1 - Low	1 - Low
International Protection	International Protection	International Protection	Providing information on patent p	26.7	10.4	29.88	Expert Patent	2 - Medium	2 - Medium
PCT Legal Administration	PCT Legal Administration	PCT Legal Administration	The Office of PCT Legal Adm	49.7	7.9	21.47	Expert Patent	2 - Medium	2 - Medium
Patent Prosecution Highway	Patent Prosecution Highway	Patent Prosecution Highway	Patent Prosecution Highway	28.1	10	31.60	Expert Patent	2 - Medium	2 - Medium
Common Application Form	Common Application Form	Common Application Form	Common Application Form	38.6	9.1	26.35	Expert Patent	2 - Medium	2 - Medium
United States Patent & Trad	United States Patent & Trad	United States Patent & Trad	United States Patent & Trad	38.7	8.8	28.72	Expert Patent	2 - Medium	2 - Medium
New Route Pilot Between U	New Route Pilot Between U	New Route Pilot Between U	New Route Pilot Between U	38.7	8.8	28.72	Expert Patent	2 - Medium	2 - Medium

500 pages audited:

Representing 6% of most active content collection (out of 8374)

Including the top 200 most trafficked pages, and 300 other representative pages (or page types)

High Level Design Strategy

Insights	Design Strategy
The current navigation doesn't mirror how users think.	<ul style="list-style-type: none">• Organize the website based on user tasks• Increase consistency and predictability
Novice users and expert users have different needs	Satisfy users at each end of the spectrum of expertise
There are barriers to interacting with USPTO.	<ul style="list-style-type: none">• Flaunt our best assets.• Foster a relationship by developing a community of confident users.

Design Iterations: rough concepts

Home

Schematic

Navigation

Support for novices. Sets the tone and positions USPTO.

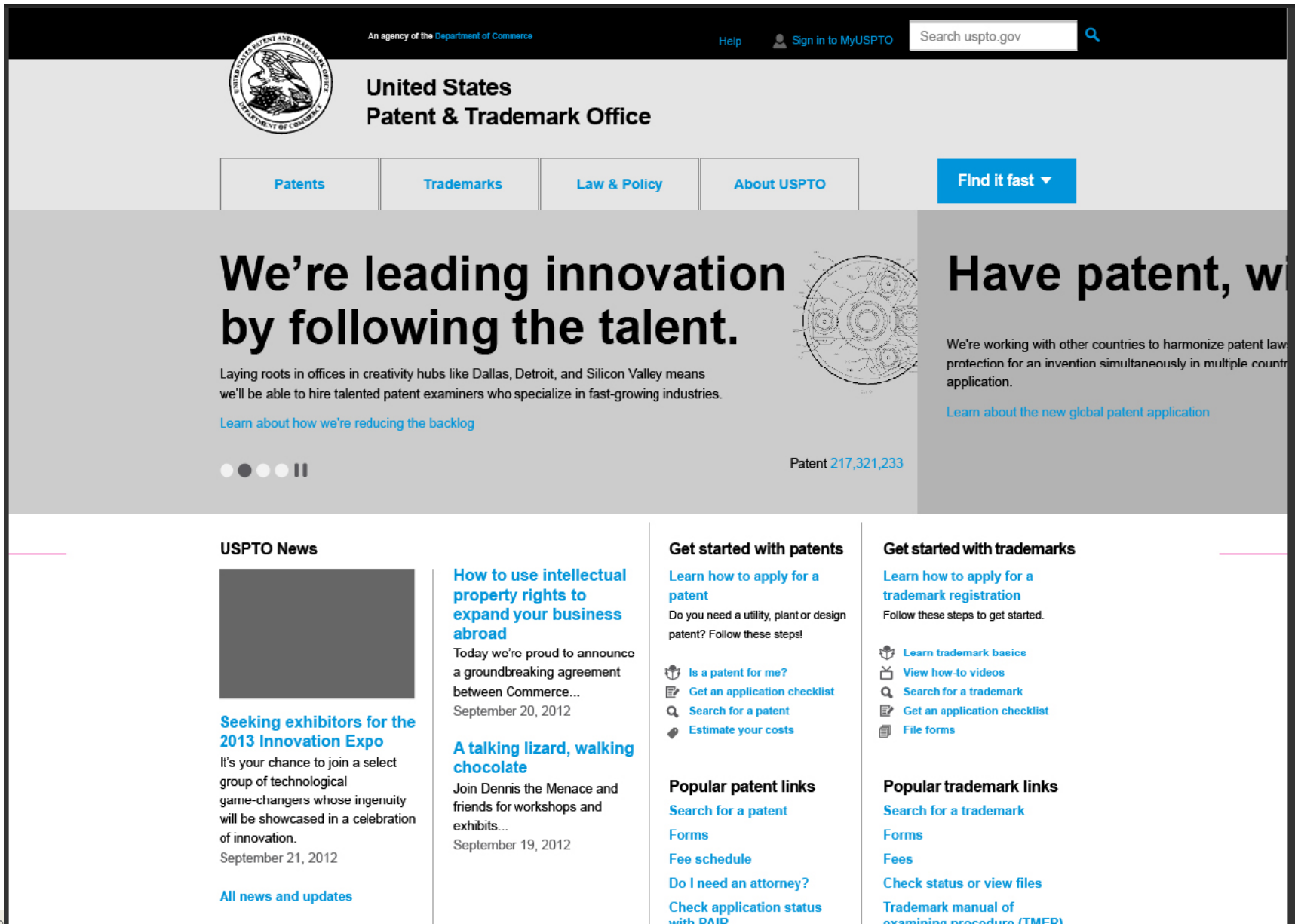
News, events, initiatives.

Tools & links

548 px

Navigation

Design Iterations: Evolving



The screenshot shows the USPTO website homepage. At the top is a black navigation bar with the USPTO logo, the text "An agency of the Department of Commerce", and links for "Help", "Sign in to MyUSPTO", and a search bar labeled "Search uspto.gov". Below this is a grey header with the USPTO seal and the text "United States Patent & Trademark Office". A navigation bar contains links for "Patents", "Trademarks", "Law & Policy", "About USPTO", and a blue "Find it fast" button with a dropdown arrow. The main content area features two large banners. The left banner, titled "We're leading innovation by following the talent.", includes text about hiring talent in hubs like Dallas, Detroit, and Silicon Valley, a link to "Learn about how we're reducing the backlog", and a progress indicator with five dots. The right banner, titled "Have patent, wi...", includes text about harmonizing patent law and a link to "Learn about the new global patent application". Below the banners are three columns of content. The first column, "USPTO News", features a news item about seeking exhibitors for the 2013 Innovation Expo. The second column, "Get started with patents", lists links for learning how to apply for a patent, checking if one is needed, getting a checklist, searching for a patent, and estimating costs. The third column, "Get started with trademarks", lists links for learning trademark basics, viewing how-to videos, searching for a trademark, getting a checklist, and filing forms. At the bottom, there are sections for "Popular patent links" and "Popular trademark links", each with links for search, forms, fees, and status checks.

United States Patent & Trademark Office

Patents Trademarks Law & Policy About USPTO Find it fast ▾

We're leading innovation by following the talent.

Laying roots in offices in creativity hubs like Dallas, Detroit, and Silicon Valley means we'll be able to hire talented patent examiners who specialize in fast-growing industries.

[Learn about how we're reducing the backlog](#)

Patent 217,321,233

Have patent, wi

We're working with other countries to harmonize patent law protection for an invention simultaneously in multiple countries.

[Learn about the new global patent application](#)

USPTO News

Seeking exhibitors for the 2013 Innovation Expo

It's your chance to join a select group of technological game-changers whose ingenuity will be showcased in a celebration of innovation.

September 21, 2012

[All news and updates](#)

How to use intellectual property rights to expand your business abroad

Today we're proud to announce a groundbreaking agreement between Commerce...

September 20, 2012

A talking lizard, walking chocolate

Join Dennis the Menace and friends for workshops and exhibits...

September 19, 2012

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Do you need a utility, plant or design patent? Follow these steps!

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- [Get an application checklist](#)
- [Search for a patent](#)
- [Estimate your costs](#)

Get started with trademarks

[Learn how to apply for a trademark registration](#)

Follow these steps to get started.

- [Learn trademark basics](#)
- [View how-to videos](#)
- [Search for a trademark](#)
- [Get an application checklist](#)
- [File forms](#)

Popular patent links

- [Search for a patent](#)
- [Forms](#)
- [Fee schedule](#)
- [Do I need an attorney?](#)
- [Check application status with PAIR](#)

Popular trademark links

- [Search for a trademark](#)
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- [Fees](#)
- [Check status or view files](#)
- [Trademark manual of examining procedure \(TMPEP\)](#)



Patents

Trademarks

Law & Policy

About USPTO

MyUSPTO

Find it fast

Has your invention already been patented?

Find out by searching our collection of patents from 1790 to today

Search by inventor, patent#, product, company, etc.

Quick Search

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Quick search is limited to lorem ipsum dolor sit amet, consectetur adipiscing elit dat.



Patent No: 6234487

Has your invention
already been patented?Is your trademark
already registered?Is your intellectual
property protected
overseas?

Is your trademark



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1024x768 fold



Seeking exhibitors for the 2013 Innovation Expo

Join a select group of tech game-changers whose ingenuity will be showcased in a celebration of innovation.

September 21, 2012

How to use intellectual property rights to expand your business abroad

Today we're proud to announce

Events

Upcoming events

USPTO is sponsoring inventors' workshops in cities across the U.S.

Careers

We're hiring

We're hiring in the electrical, chemical, and mechanical disciplines.

Director's Blog

Congress acts on AIA Corrections Bill

The 112th Congress makes progress on AIA before adjourning its session.

Data Visualization Center USPTO dashboards

The October 2012 summary of

Learn About the Process

Patents

Is a patent for me?

Find out if a utility, design, or plant patent is right for you.

Application process

Learn the steps needed to submit a patent application.

Search for a patent

Find existing patents and public patent applications.

Fees

Lists all fees for applying, approval, and maintenance.

Trademarks

Trademark basics

Learn the value of a trademark and find out if it's right for you.

Application process

Learn the steps needed to apply for a trademark registration.

How-to videos

Watch series of instructional videos.

Search for a trademark

Search database for existing registrations and applications.

Design
Iterations:
High Fidelity

1280x1024 fold

Popular Patent Links

- Forms
- Fee schedule
- Do I need an attorney?
- Check application status with

Popular Trademark Links

- Fees/Payment Information
- Check status or view files
- Trademark Manual of Examining Procedure (TMPEP)

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United States Patent and Trademark Office
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Find it fast

First time here?

Let us help you find your bearings.

Find out about the different types of Intellectual Property protection, determine what best fits your needs and how to get started.

Get Going

Patent No: 6234487

First time here? Let us help you find your bearings.

Has your invention already been patented?

Basic facts about trademarks

Learn About the Process

Patents

- Is a patent for me?**
Find out if a utility, design, or plant patent is right for you.
- Application process**
Learn the steps needed to submit a patent application.
- Search for a patent**
Find existing patents and public patent applications.
- Fees**
Lists all fees for applying, approval, and maintenance.

Trademarks

- Trademark basics**
Learn about trademarks and find out if it's right for you to apply for registration.
- Application process**
Learn the steps to apply for a trademark registration.
- How-to videos**
Watch instructional videos. Lorem ipsum dolor set amet.
- Search for a trademark**
Search database for registrations and applications.

Patent & Trademark Initiatives

America Invents Act

Your guide to the first-inventor-to-file final rules and guidance. >

USPTO Track One

Need to FAST track your patent? Use Track One - USPTO's Prioritized Patent Examination Program >

Patent Trial & Appeal Board

Formerly the BPAI, the Patent Trial and Appeal Board is an administrative law body of the USPTO, which decides issues of patentability. >

The Director's Forum Blog

FEBRUARY 12, 2013

Wanted: Your Ideas and Feedback About "RCEs"

During the last few years the USPTO has developed and implemented many significant changes to enhance the quality and efficiency of the examination process >

News & Notices

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SEPTEMBER 21, 2012

Seeking exhibitors for the 2013 Innovation Expo

Join a select group of tech game-changers whose ingenuity will be showcased in a celebration of innovation. >

Design Iterations: Refinements



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Application Process

- > [Searching patents](#)
- > [Applying online](#)
- > [Responding to Office Actions](#)
- > [Checking application status](#)
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- > [Ordering certified documents](#)
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Maintaining a Patent

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- > [Forms to file](#)
- > [Maintenance fees](#)
- > [Correcting your registration](#)
- > [Transferring ownership](#)
- > [Renewing your registration](#)
- > [Enforcing your patent rights](#)

Tools & Links



[Patent search PatFT | AppFT](#)

Find existing patents (PatFT) and public applications (AppFT)



[Apply online EFS-Web](#)

File a patent application online with EFS-web



[Check application status PAIR](#)

Check patent application status with public PAIR and private PAIR



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Index of all fees for patent applying, approval, and maintenance



[Forms](#)

Index of all forms required for applications and renewal



[Appeal](#)

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Patents

Trademarks

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- [Viewing documents](#)
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- [Search trademark database](#)
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File forms for application, maintenance and other trademark processes with TEAS
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Register changes to trademark registration information or transfer ownership with ETAS

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TESS

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Find trademark application and registration data



TEAS

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TSDR

[View status & documents](#)

Check trademark application or registration status and view documents with TSDR



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TTAB

[Trademark Trial & Appeal Board](#)



ETAS

AOTW

[Assignments](#)

Transfer (assign) ownership of a mark to another entity,



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Domestic and international rulemaking and law



[Trademark timelines](#)

Learn when to pay application fees and maintenance fees



Patents

Trademarks

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Basic information about intellectual property and general topics concerning patents and trademarks.

[Fees & payments](#)

Information about patent and trademark application, maintenance and filing fees as well as information about paying fees online.

trademarks, the trademark application process and obtaining trademark protection.

[Transferring ownership / assignments](#)

Help with changing the owner or owner's name of a pending application or registered trademark.

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Type your question her

For example, "trademark abandonment", "EFS-Web", or "What is a provision"

Help Topics

Patents

Basic information about patents, the patent application process and obtaining patent protection.

General

Basic information about intellectual property and general topics concerning patents and trademarks.

Fees & payments

Information about patent and

Trademarks

Basic information about trademarks, the trademark application process and obtaining trademark protection.

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Getting started with patents

Applying for a patent successfully requires a strong understanding of the application process, this is the first step to a successful application.

- [Patent basics](#)
- [Process overview](#)
- [Using legal services](#)
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WARNING: Non-USPTO solicitations may resemble official USPTO communications:



Be aware that private companies not associated with the USPTO often use trademark application and registration information from the USPTO's databases to [mail or e-mail trademark-related solicitations](#).

Patent Tools & Links



PatFT

AppFT

Patent Search

Find existing patents and public patent applications.



EFS-Web

Apply Online

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PAIR

Check application Status

Check patent application status with Public and Private PAIR.



Fees & payment information

Index of all fees for applying, approval, and maintenance



Forms

Find existing patents and public patent applications.



PTAB

Appeal

Resolve disputes regarding patents



Laws & regulations

Domestic and international rulemaking and law enforcement



Helpful

876

Applying for the Green Technology Pilot Program

by David Kappos Revised Sept. 27, 2012

Filed In

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What's Next?

[How do I protect my invention overseas?](#)

List of global IP Office web sites and resources.

[How do I protect my invention overseas?](#)

List of global IP Office web sites and resources.

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Detailing the legislative history

Nulla at dui metus. Integer leo ipsum, ornare nec feugiat a, molestie sed quam. Nulla egestas orci ante, id viverra sapien. Nunc assignment eget arcu congue non euismod dolor dictum. Etiam eget mi nec nulla rhoncus pharetra nec in nunc. Nulla id facilisis ligula.

Aliquam augue nibh, ornare sit amet porttitor non, tristique.

Donec elit augue, tincidunt id laoreet sit amet, fermentum eget lectus. Phasellus id arcu at facilisis pretium et egestas ipsum.

Quisque eu turpis at velit eleifend mollis. Integer euismod.

Supreme Court and Federal Circuit decisions

In at tellus est, at blandit orci. Morbi eu eros odio. Nam sit amet cursus diam. Praesent aliquet pulvinar adipiscing



Apply Online

File a patent application online with EFS-Web.



First-Day Filing Fees

List of global IP Office web sites and resources.


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How to apply for a patent

To protect your invention, you may need a patent, trademark, copyright, marketing plan, trade secrets, or some combination of these. If you've determined that a patent is appropriate for you, follow the steps below to apply.

[More information](#)
1 What kind of patent do you need?

2 Get ready to apply

3 Prepare and submit your application

4 Work with your examiner

5 Receive your approval

6 Maintain your patent

Step 1

What kind of patent do you need?

Before you begin preparing a patent application, find out if you really need a patent or some other form of Intellectual Property protection. There are three general types of patents: utility, design, and plant. You might also want to consider to apply for provisional patent if you're short on time.

[Definition of Patent](#)

Utility Patent

Issued for the invention of a new and useful process, machine, manufacture, or composition of matter, or any new useful improvement thereof.

[Definition of Utility Patent](#)
[What is the difference between Utility Patent and Patent for Invention?](#)
[What is the difference between provisional and non-provisional patent application?](#)

Design Patent



Inventors Assistance Center

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1. Getting Started

2. Application Process

3. Maintaining a Trademark

Getting Started with Trademarks

Before you apply for a trademark you should familiarize yourself with the basics. Determine if you need a trademark or another form of Intellectual Property protection.

- [Trademark basics](#)
- [Process overview](#)
- [Using legal services](#)
- [Non-USPTO solicitations](#)
- [Madrid Protocol](#)
- [Local assistance](#)
- [How-to videos](#)
- [Trademark FAQs](#)

WARNING: Non-USPTO solicitations may resemble official USPTO communications:



Be aware that private companies not associated with the USPTO often use trademark application and registration information from the USPTO's databases to **mail or e-mail trademark-related solicitations**.

Trademark Tools & Links



TESS

Search trademark database

Find trademark application and registration data



TEAS

File online

File forms for the trademark application, maintenance and other trademark processes with TEAS



TSDR

View status & documents

Check trademark application or registration status and view documents with TSDR



Fees & payment information

Trademark application and maintenance fees & payment information



TTAB

Trademark Trial & Appeal Board

Resolve disputes regarding trademarks



ETAS

AOTW

Assignments

Transfer (assign) ownership of a mark to another entity, change the owner name, search the assignment records



Laws & regulations

Domestic and international rulemaking and law enforcement



Trademark timelines

Learn when to pay application fees and maintenance fees

Design Phase Research Activities

Card Sorting	Moderated Participants 16	Online Sessions 88
Usability Testing 1	Participants/ Sessions 16	Business Observers 20
Business Reviews	Review Sessions 26	Business Reviewers 70+
Usability Testing 2	Participants/ Sessions 19+	Business Observers 25+

Next Steps

- Governance model
- Working with other work streams through the project lifecycle
- Communications plan

Thank You!

Questions?