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IP5 Program Management Group

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IP5 Industry Feedback on IP5 Website

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I. INTRODUCTION

1. The Program Management Group (PMG) approved soliciting feedback from IP5 Industry on the IP5 website in May 2021. In August 2021, the EPO provided PMG an update that the IP5 website would be migrated to a new content management platform, and as a result, have a more responsive design. The migration was completed at the end of September.

II. FEEDBACK FROM IP5 INDUSTRY

2. Now that the website has been migrated, the USPTO plans to move forward with sending the request for feedback to IP5 Industry.
3. The agreed upon guidelines are included in the attached annex.
4. Draft text for the email message that will be send to IP5 Industry, which includes the disclaimer text that the IP5 may not be able to incorporate all of their suggestions, is also included in the annex.

III. NEXT STEPS

5. The USPTO invites the PMG to provide any comments on the draft text for the email by the end of December 2021.
6. The USPTO will send the request for request for feedback to IP5 Industry at the beginning of January and request that IP5 Industry provide their feedback by or at the IP5 Consultation Group Meeting.
7. The USPTO will consolidate all feedback received and share with PMG for discussion and determination of next steps at the PMG meeting in advance of the IP5 Deputy Heads.
8. Depending on the nature and extensiveness of the feedback received, the USPTO believes PMG should strive to incorporate the feedback and update the website in advance of the IP5 Heads and IP5 Industry meeting.

Annex 1 – Guidelines for Feedback on Potential Improvement to the IP5 Website

1. Does the website provide the right level of information to educate the public about IP5 cooperation and activities?

- A. Is the information too detailed or nuanced for the general public?*
- B. Does the content support the purpose?*
- C. Do you find the website meaningful?*
- D. Do you find the content to be relevant?*
- E. What is the main purpose for visiting the website?*
- F. What contents are most useful and interesting with respect to the IP5 and the work being undertaken?*

2. Is the format in which the information is shared understandable and clear?

- A. Are the pages easy to read?*
- B. Is there too much or not enough information?*
- C. Are the categories of information useful?*
- D. Is it understandable across user groups?*
- E. What challenges do you experience when going to the website?*

3. Is the website easy to navigate?

- A. Is the website well organized?*
- B. Is the content on the various subpages easy to find?*

- C. Can you search the content you are looking for?*
- D. Are you able to get back to the home page easily?*
- E. Are you able to find and differentiate links easily?*

4. Is the website user friendly?

- A. What do you like most and least about the website?*
- B. Is the site layout simple and useful?*
- C. Is it visibly pleasing?*
- D. Do you like the colors and designs?*
- E. Do you find the images on the website useful and/or relevant?*
- F. What would you change?*

5. What additional suggestions do you have for improvements to the website?

Annex 2 – Draft Email for IP5 Industry

Dear IP5 Industry Colleagues,

During the Industry Consultation Group meeting in February 2021, the IP5 Offices agreed to partner with IP5 Industry on considering further improvements for the IP5 website. Therefore, on behalf of the IP5 Offices, we are kindly requesting feedback from you on specific aspects of the website.

As you are aware, the IP5 website was established in 2009 to educate the public about IP5 cooperation and activities. It was relaunched in 2014 with a more streamlined structure and content, along with introducing the news section and the RSS feed. During the fall of 2021, the IP5 website was migrated to a new content management platform and has a new, more responsive design.

We would now like to ask that you conduct a thorough review of the website, and using the enclosed guidelines, provide feedback to us for potential further improvements that could be made. We value all the feedback that IP5 Industry provides and will strive to incorporate all of your input; however, there may be some feedback that will not be able to be incorporated.

Please provide your feedback in advance of or during the 2022 IP5 Industry Consultation Group meeting. Once we receive all the feedback, we will review and make a

determination on how we can incorporate it. The goal of the IP5 Offices is to have the IP5 website updated with all the feedback that can be incorporated by the IP5 Heads of Office and IP5 Industry meeting in June 2022.

If you have any questions, please do not hesitate to contact us.

All the best,

USPTO on behalf of all the IP5 Offices

