

Facilitator Guide – Focus Group

While waiting for everyone to arrive, have the participants fill out the background information form if they have not done so already. Additional time can be given at the end.

Thanks for agreeing to be part of the focus group. We appreciate your willingness to participate.

Facilitator and assistant facilitator (if present) will introduce themselves.

The reason we are having these focus groups is to find out_____.
We need your input and want you to share your honest and open thoughts with us.

I want to first mention some ground rules:

1. WE WANT YOU TO DO THE TALKING.

We would like everyone to participate.

I may call on you if I haven't heard from you in a while.

2. THERE ARE NO RIGHT OR WRONG ANSWERS

Every person's experiences and opinions are important.

Speak up whether you agree or disagree.

We want to hear a wide range of opinions.

3. WHAT IS SAID IN THIS ROOM STAYS HERE

We want folks to feel comfortable sharing when sensitive issues come up.

4. WE WILL BE RECORDING THE GROUP

We want to make sure to capture everything you have to say.

We don't identify anyone by name in our report. You will remain anonymous.

IF THERE ARE OTHERS PRESENT IN OBSERVATION ROOM:

Also, there are a few people observing this session in another room. (They can't see us, just the screen.)

Have the participants sign the audio and video recording consent form
Begin the focus group discussion topics

Discussion (see questions below)

Thank you for your feedback today, it is much appreciated. Before you go, would you be interested in participating in another feedback session at a later date?

Stop the recorder and save the file. Thank participants for their time

Focus group discussion topics

While there may be variations in the discussion questions due to the user activities being discussed each week, the following list provides examples for the facilitator -

- How do you currently use the applications available through USPTO in your day to day work?
- How do you think your workflow would change if you had to submit applications in an alternate form?
- Describe an activity in the current process that you believe is unnecessarily complex.
- Describe a part of the current process that you believe is most susceptible to your making mistakes.
- What tips would you provide to someone just starting in your office regarding the use of USPTO applications?
- What do you think was the most useful comment brought up during discussion?
- Are there any comments or observations about the topic we have been discussing that no one has brought up that you believe are important to mention?

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