

Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 0651-0080)

TITLE OF INFORMATION COLLECTION: G282: USPTO user feedback for public-facing website.

PURPOSE: USPTO wants to collect customer feedback on its public-facing websites and a contact center. The feedback will be used by the business owners to improve existing public facing webpages. Using customer feedback to inform web changes and customer information will ensure the USPTO is maintaining or improving its customer experience.

DESCRIPTION OF RESPONDENTS: Respondents will be users of the my.uspto.gov public-facing website, the www.USPTO.gov public-facing website, and users of the Trademark contact center.

TYPE OF COLLECTION: (Check one or multiple)

- | | |
|--|--|
| <input type="checkbox"/> Customer Comment Card/Complaint Form | <input checked="" type="checkbox"/> Customer Satisfaction Survey |
| <input type="checkbox"/> Usability Testing (e.g., Website or Software) | <input type="checkbox"/> Small Discussion Group |
| <input type="checkbox"/> Focus Group | <input type="checkbox"/> Other: _____ |

CERTIFICATION:

I certify the following to be true:

1. The collection is voluntary.
2. The collection is low-burden for respondents and low-cost for the Federal Government.
3. The collection is non-controversial and does not raise issues of concern to other federal agencies.
4. The results are not intended to be disseminated to the public.
5. Information gathered will not be used for the purpose of substantially informing influential policy decisions.
6. The collection is targeted to the solicitation of opinions from respondents who have experience with the program or may have experience with the program in the future.

Business Unit: _____/Jill A. Leyden/_____

To assist review, please provide answers to the following question:

Personally Identifiable Information:

1. Is personally identifiable information (PII) collected? Yes No
 - 1a. If Yes, is the information that will be collected included in records that are subject to the Privacy Act of 1974? Yes No
2. If applicable, has a System of Records Notice been published? Yes No

Gifts or Payments:

Is an incentive (e.g., money or reimbursement of expenses, token of appreciation) provided to participants? Yes No

BURDEN HOURS

Name of Instrument	No. of Respondents	Participation Time	Burden
MyUSPTO Customer Satisfaction Survey	14,000	3 minutes	700 hrs
Updated www.uspto.gov Customer Satisfaction survey	28,000	20 seconds	156 hrs
Updated Trademark Assistance Center survey	5,100	20 seconds	28 hrs
Totals	47,100 yr	- - -	884 hours/yr

The USPTO estimates that 100% of the surveys will be conducted electronically.

FEDERAL COST: The estimated annual cost to the Federal government is the hourly rate of \$52.66 per hour for a GS-13 step 5 + 15.80 (30%) * 100 hours and \$62.23 per hour for a GS-14 step 5 + 18.67 (30%) * 100 hours. \$68.46 * 100 hours and \$80.90 * 100 hours = **\$14,936.**

If you are conducting a focus group, survey, or plan to employ statistical methods, please provide answers to the following questions:

The selection of your targeted respondents

1. Do you have a customer list or something similar that defines the universe of potential respondents and do you have a sampling plan for selecting from this universe?
 Yes No

If the answer is yes, please provide a description of both below (or attach the sampling plan)? If the answer is no, please provide a description of how you plan to identify your potential group of respondents and how you will select them?

Users of each website will get a “pop-up” customer satisfaction survey after visiting two or more webpages. They will not receive the survey more often than every six months. Users of the Trademark Assistance Center receive a survey after service, but are not sent multiple surveys for multiple calls made close together.

Administration of the Instrument

1. How will you collect the information? (Check all that apply)
 - Web-based or other forms of Social Media
 - Telephone
 - In-person
 - Mail
 - Other, Explain: live poll software
2. Will interviewers or facilitators be used? Yes No