Office Action Experience Map

Guiding Principles

Accuracy and professionalism Timeliness $ Income

User Journey

STAGES: EXAMINE → IDENTIFY → CREATE → WRITE → REVIEW → SIGN → MAIL

FACETS

SCENARIOS

- EXAMINE: PLANNING FOR THE BI-WEEK; PRODUCTION AND DOCKET MANAGEMENT GOALS; DETERMINE CASE READINESS; FAMILIARIZE & REFAMILIARIZE; REVIEW RELATED CASES; EVALUATE PATENTABILITY; COMMUNICATE WITH MENTOR
- CREATE: CREATE APPROPRIATE OA; WORK WITH EXISTING OFFICE ACTION; START FROM PREVIOUS OA; FIND AND INSERT STANDARD AND PERSONAL FORM PARAGRAPHS
- WRITE: EDIT OFFICE ACTION IN PROGRESS; CORRECT RETURNED OFFICE ACTION; CREATE PERSONAL PARAGRAPHS FOR FUTURE USE; ATTACH DOCUMENTS AND FORMS TO OA
- REVIEW: FIND OFFICE ACTIONS TO REVIEW; TRACK OFFICE ACTION STATUS; REVIEW JR EXAMINER'S OA; RETURN JR EXAM OA FOR CORREX; COMMUNICATE WITH JR EXAMINER
- SIGN: SIGN OA

ACTIVITIES

Review related cases; Evaluate patentability; Confirm due date; View counts; Determine readiness; Get notifications; Review OA docket; Create office action; Insert paragraphs; Existing office action; Create blank document; Insert paragraphs; Edit document(s); Insert image; Attach files; Import prior docs; Insert paragraphs; Add/review notes; Consult peers; Add/review notes; Review office action; Edit document(s); Sign OA; Print OA; Mail OA; Verify completion

CONTEXTUAL INQUIRY

ACTORS

User; Mentor; User; User; Mentor; User; Mentor; Applicant; Consult; Reviewer; User; TSS

INTERVIEWS, SURVEYS, FOCUS GROUPS

THINKING

- How are my counts this bi-week?
- How is my Tier 2 bonus target?

- What's back in my docket today?
- Has that review been completed?
- Must work on Examiner's Answer

- Did I make a previous OA like this?
- How can I template this paragraph?
- I should review the notes first...

- I have so many questions about how to move forward on this...
- Am I addressing every limitation in this claim?
- Remember to finish and submit an interview summary...

- Are claims properly addressed?
- I'll correct this, instead of a note...
- This isn't the right paragraph

- Do I have all the required attachments?
- Did I renumber the claims?

INTERVIEWS, USABILITY TESTING, CONTEXTUAL INQUIRY, SURVEYS

DECIDING

- Needs for my productivity goal
- Needs for docket management
- Which OA is this case ready for?

- Which OAs are most urgent?
- Which OAs meet my count goal?
- Which OA should I work on first?

- Which form paragraph do I need?
- Should I consult with my mentor?
- Which prior office action can I use?

- What is the best reference for each of the claims?
- Is this ready to send for review or an informal consult first?
- Is this office action ready to close and submit?

- Which OA should I review first?
- Return to PE or sign and submit?
- Should I reassign this case?

- Should I write an allowance?

INTERVIEWS, USABILITY TESTING, CONTEXTUAL INQUIRY, KIBANA

SAYING

DESIRABILITY EXERCISES, FOCUS GROUPS, TRANSCRIPTS

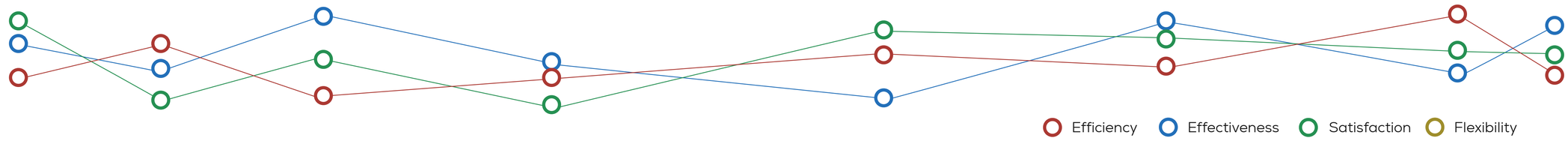
HEDONIC

Task or goal-level measures of affectation (e.g., PANAS), correlated with SDT evaluation (e.g., autonomy, competence, relatedness) and self-efficacy. Outcomes can guide focus on features which target and prioritize the mitigation of negative experiences (those which inhibit "flow"), as well as offer a basis for assessing the importance and value of each feature.

Stimulation Identification Evocation

FOCUS GROUPS, ATTRAK, PANAS, INTERVIEWS

PRAGMATIC



USABILITY TESTING, SURVEYS, KANO STUDIES, TEXT ANALYTICS

Opportunities

GLOBAL			EVALUATE CREATE, ELABORATE		REVIEW, SIGN, MAIL	
Define overall satisfaction levels at each stage for improvement	Define ways to address differences in experience between novice and expert users	Help users make better decisions				

Five dimensions: lens, the journey model, qualitative insights, quantitative information, and takeaways

Information sources

- Usability testing
- Contextual inquiry
- Surveys (inc. embedded)
- Interviews
- PANAS/ATTRAK
- Focus groups
- Text analytics
- Kano studies
- Scenarios
- Help desk records (IT)
- Performance data
- User groups
- Prior stories, writeups