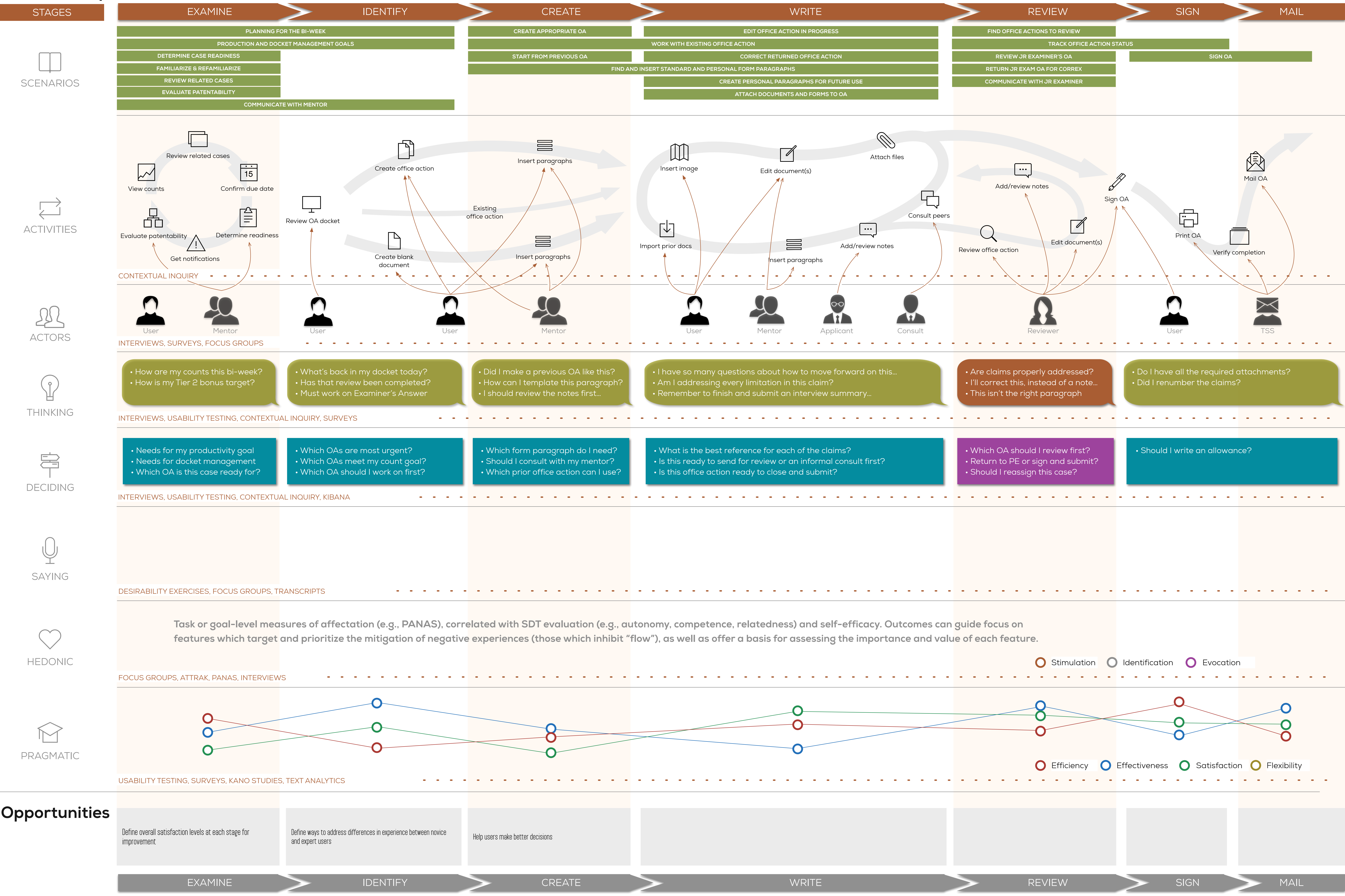


USPTO Office Action Experience Map

Guiding Principles

🕒 Accuracy and professionalism 🕒 Timeliness 💰 Income

User Journey



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

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

Marriott UX Strategy Map

