

Interview 1: For the Project Team

Hello, our names are Lily Garfinkel, Joe Scheufele, Ben Staw, and Wayde Whichard, and we are a student team from Worcester Polytechnic Institute. We are working with the United States Patent and Trademark Office for our Junior year project. The Patent Office has asked us to develop a passive data collection plan to assist in measuring trends in customer satisfaction and sentiment with regards to the patent application process. To do this, we have been gathering information on the possible use of passive data collection. If you are willing, we would like to ask you a few questions about these topics. Your answers will be kept completely confidential and anonymous, and you are not required to answer any questions you do not wish to. You may end your participation at any time and need not answer every question. These responses will be recorded only for the purposes of our research. None of the interview recordings will be shared and shall remain anonymous and confidential. All recorded interview information will be destroyed at the completion of this project.

1. To start us off, briefly tell us about what you do at the USPTO:
 - a. Who are the customers you work most closely with?
2. What insights can you provide into the ways the USPTO collects customer perceptions based on the patent application process?
3. What types of customer data do you use regularly?
4. How have you used or sought out this customer information?
5. What would you say is missing from the information provided to you?

We plan to collect data from the internet. Our focus will be generally on past USPTO customer feedback found through discussion posts on websites, blogs, and social media. This is known as passive data, and it does not require consent from any individual to be collected because it was posted publicly.

6. If passive data were collected more broadly, in what ways could it help your work?

7. Based on our description of passive data collection, in what ways could this system usefully diversify the information you currently use?
8. What ethical issues or concerns might you have about passive data collection?
9. What other concerns do you have about passive data collection?