

# What to expect as a user research participant with the IPO

.....

The Intellectual Property Office user panel is a community of customers who help inform how we develop future services. Participating in the user panel provides an opportunity to have your say about how these services look and feel by participating in User Research. Without your support it is impossible for us to develop future services which meet your needs.





## What participants can expect

When you sign up to participate in IPO user research ([online](#) or by emailing [usertesting@ipo.gov.uk](mailto:usertesting@ipo.gov.uk)) you will be invited to complete a survey to provide some details about yourself so we can match you to the most appropriate user research activity. This is called a screener survey.

Once matched, you will be asked about your availability and invited to participate in a research activity. The format of research activities varies and may include:

- Email questionnaires
- Online testing of services
- User Research sessions which take place, online, at our facilities, or your place of business.

User Research sessions will vary in style and content, depending on what stage a project is at, and will generally last between 60-90 minutes. These sessions could include:

- exploratory conversations in a 1:1 setting during which you may be asked about your day-to-day activities, your interactions with our existing services and what you might expect from future services,
- a group/focus group style discussion with activities for you to complete or demonstrations of early versions of our services.

You may be invited to test partial or full prototype/trial services, guidance pages or other content.

**Sometimes, we'll have a member of the team taking notes, and there may be observers from the project team in some sessions – if you're not comfortable with this, that's fine, just let us know at the time of booking.**

## How user researchers should treat you

IPO researchers are guided by our research ethics principles. We adhere to the Market Research Society (MRS) Code of Conduct in every interaction.

You will be given clear and full information about any user research activity and what your participation will involve. Participation is completely voluntary, and you may opt out of being contacted for these research activities at any time by emailing [usertesting@ipo.gov.uk](mailto:usertesting@ipo.gov.uk).

## Your information

We will use the information you provide to determine your eligibility for our user experience research activities. This information will not be shared with third parties or used for marketing purposes.

For further information about how we treat your personal information, please see our [Personal information charter](#).

## Research results

You can ask to be told about the outcomes of the research when the project has finished.

**Please note:** By joining our user panel, this does not guarantee you will receive an invitation to any research activity and receiving an invitation does not guarantee you will ultimately be chosen to participate.