#3. What are the most significant registration challenges for photographers, graphic artists, and/or illustrators?

The online copyright registration process is the most annoying, consistently confusing site on the internet. When people talk about how bad the government is at doing something compared to private industry, the online copyright process is a classic example. It is an embarrassment.

If people had the option to register their copyrights on Amazon, or Ebay, or pretty much any other site out there, literally no one would ever use this site again. Why? Because it takes 4-5 times longer to complete the form than it should.

The flow is totally counter-intuitive. Often the largest, most obvious button with the word that sounds like the next logical step is not the correct choice at all. Then you have to guess which button gets you back on track, which is often another bad choice. Meanwhile some poorly worded, less obvious button is the one you needed to choose in the first place.

This site feels like it was designed 20 years ago by someone who (sort of) knew computers but was clueless about how human beings think.

Honestly, it is possible nowadays to get someone who gets computers AND people. They are out there.

Bottom line, the site needs to be redesigned from the ground up by an industry professional who can bring it up to current standards of flow, intuitiveness and ease.

Furthermore, the cost savings in terms of the number of hours your employees have to spend on the phone explaining this confusing mess to their customers would pay for the improvements in no time.

And don’t forget, we ARE customers, only we are customers who are stuck coming back not because you have earned our trust and good will, but because we have no other options!

How about reversing that trend?

Thank you.

M. Richards