

# User Experience Design for the Swiss Federal Tax Administration



**The Swiss Federal Tax Administration (FTA) is continuously digitizing its tax transactions. We are supporting them in developing comprehensible, user-friendly online services. This step-by-step digital transformation will enable users to handle their tax transactions without any disruptions. Our EPB-UX team designed various user journeys along the transformation process, conducted user research, designed the UX (user experience) architecture and developed the UX design for the new digital services.**

## Our services

- Clarifying the project goals; determining the technical requirement through workshops and surveys
- Conducting collaborative design workshops using design thinking methods
- Creating user journeys
- Designing UX architecture, interaction design, information architecture, user experience and interface design
- Coordinating functional and technical concepts
- Ensuring barrier-free access
- Creating clickable prototypes
- Evaluating concepts through usability testing
- Transferring design concepts to the development team
- Accompanying implementation and conducting design reviews

## Client

Federal Tax Administration FTA

## Facts

Period 2020 - 2023

Project Country Switzerland

## Contact persons

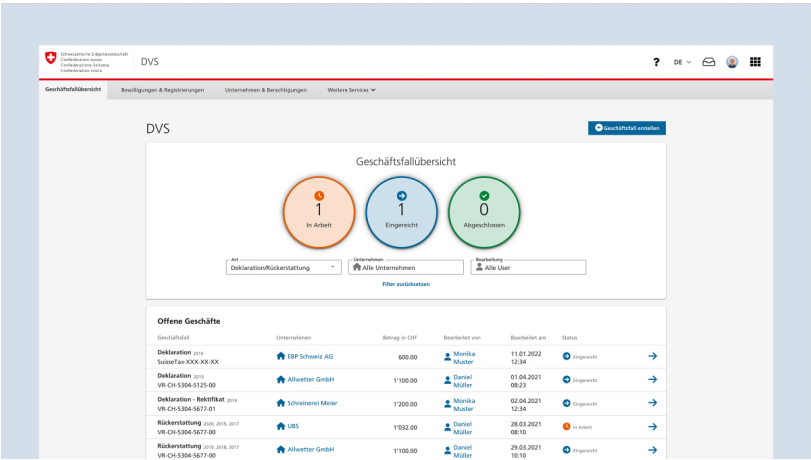
Sarah Schöni  
[sarah.schoeni@ebp.ch](mailto:sarah.schoeni@ebp.ch)

Nicola Winzer  
[nicola.winzer@ebp.ch](mailto:nicola.winzer@ebp.ch)

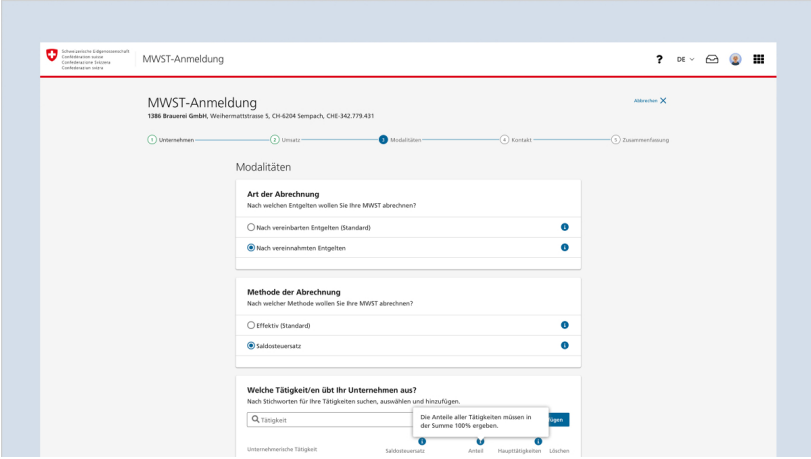
Rebekka Holzer  
[rebekka.holzer@ebp.ch](mailto:rebekka.holzer@ebp.ch)



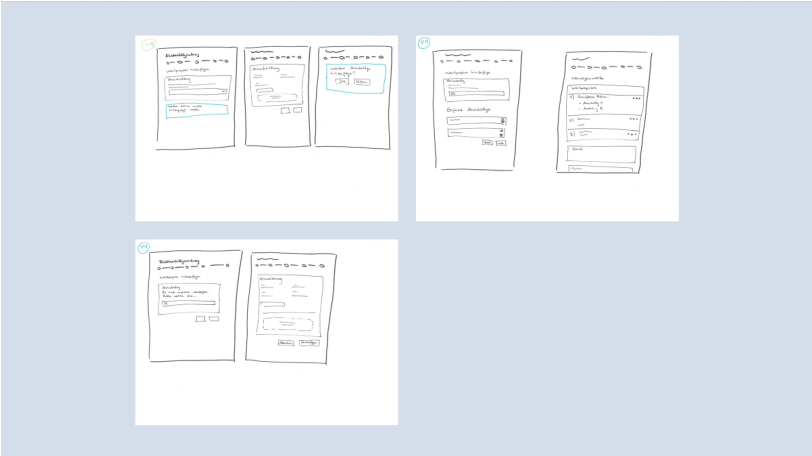
Collaborative workshop



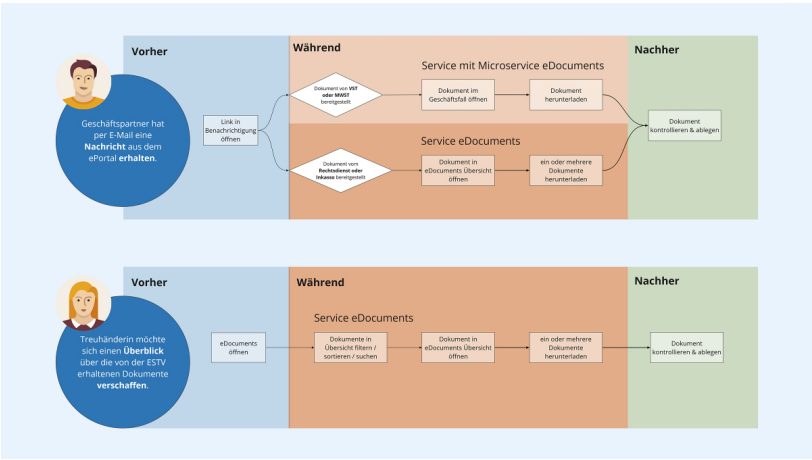
Mockup of the withholding tax business case overview



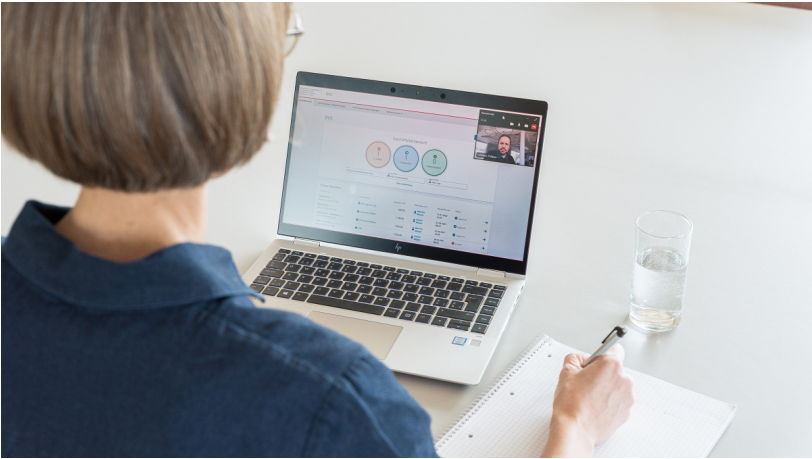
Mockup of the step-by-step process for VAT registration



Hand-drawn sketches of proposals to facilitate withholding tax services



User journey covering a service for downloading documents the FTA makes available to its customers



Online test of a prototype to uncover usability problems before implementation