

Strategy for Enhancing the Usability of Digital Tax Services



The Swiss Federal Tax Administration (FTA) is digitizing its services. We are helping the agency by establishing a user-centered design approach aimed at orienting FTA services to the needs of their users right from the start. Therefore we worked a strategy on how this incorporation can succeed involving all stakeholders. We developed measures and are supporting their implementation.

Our services

- Conducting interviews with FTA employees
- Analyzing the current situation: To what extent are user-centered design approaches already established at the FTA?
- Developing clear UX (user-experience) goals in strategy workshops with tax specialists and IT development teams
- Defining strategic goals and fields of action
- Developing personas
- Designing and launching measures to implement the strategy
- Undertaking communication measures for UX knowledge transfer
- Defining the UX design process and integrating it into the product development process
- Developing a UX governance and implementing UX in all relevant IT processes

Client

Federal Tax Administration FTA

Facts

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Project Country Switzerland

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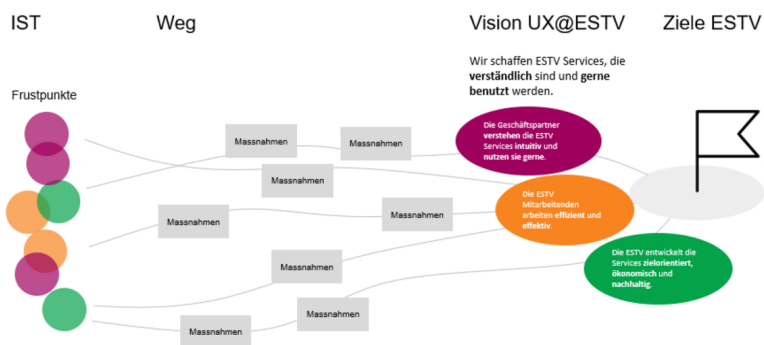
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Conducting interviews with FTA employees to ascertain the current situation regarding the incorporation of UX in the agency



Joint development of a persona in workshop



From current state to target state: we analyzed the current state, defined a vision, developed and implemented appropriate measures