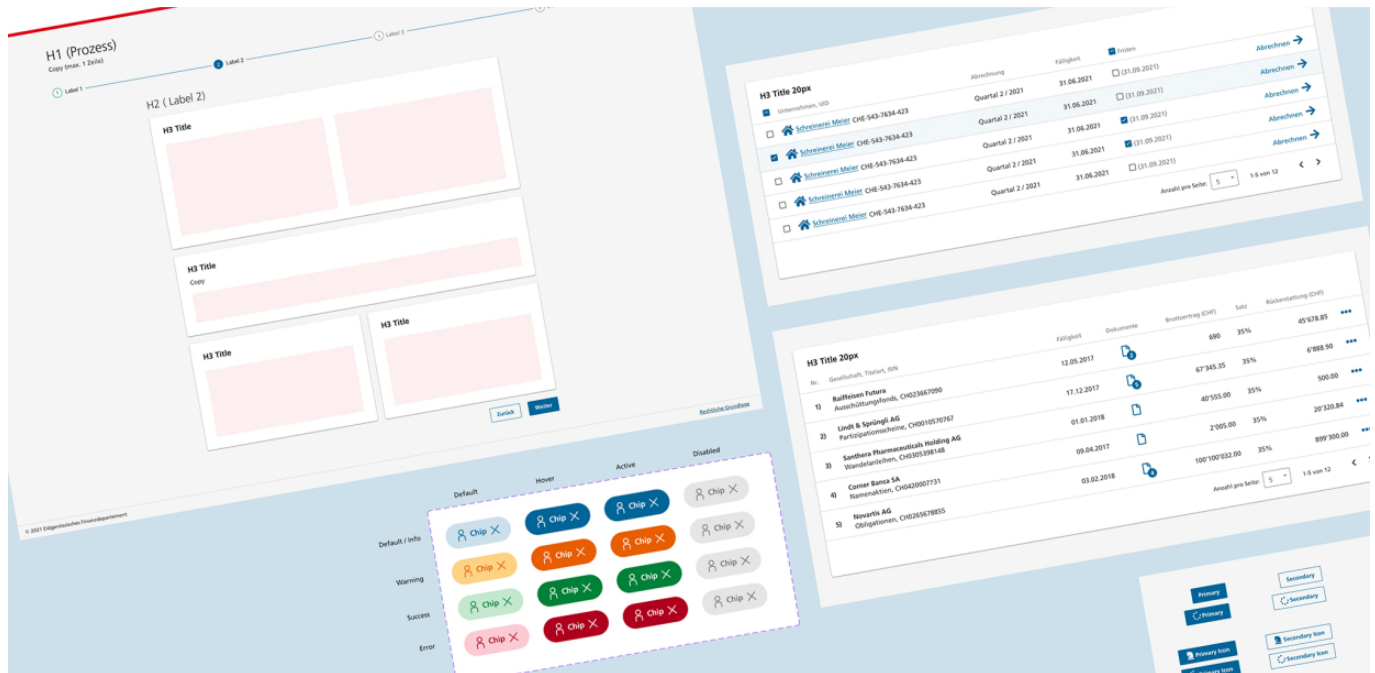


# UX Design System for the Swiss Federal Tax Administration



**The Swiss Federal Tax Administration (FTA) is digitizing its tax transactions. We developed design guidelines for them to improve the user experience (UX) and implement it consistently across all FTA services. We then documented these guidelines in a design style guide.**

**Thanks to the consistent design and recognizable user-interface elements, the FTA's services are easy for users to understand and use efficiently. Also, in terms of IT development, recurring components ensure that new services can be implemented more efficiently.**

## Our services

- Determining design system requirements
- Designing user interface (UI) elements and operating patterns in Figma
- Coordinating UI elements functionally, technically and with frontend development
- Ensuring accessibility
- Creating guidelines for UX writing
- Creating and communicating a design style guide
- Completion of design reviews to secure user-interface quality
- Continuously developing the design style guide based on new requirements from experts, developers or findings from usability and accessibility tests.

## Client

Federal Tax Administration FTA

## Facts

Period 2020 - 2023

Project Country Switzerland

## Contact persons

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### Bilder

**Ziel**

Bilder dienen dazu, bestehende Seiten emotional aufzuwerten und aufzufrischen. Bilder geben Halt und erleichtern dem Benutzer den Einstieg in eine komplexe Thematik. Angenehme Bilder helfen zudem, Spannung und Neugierde bei den Eingangsseiten zu erzeugen. Um sie in Inhalt akzentuieren können oder Funktionen hervorheben zu können, können auf diese in der Navigation eingewiesen werden.


**Bildsprache**

Die Bildsprache der ESTV auf dem ePortal setzt den Menschen in den Mittelpunkt. Die Nutzung von ESTV Services wird dabei in realen Situationen und Umgebungen dargestellt. Personen werden dabei immer komplexer, offen, sympathisch und selbstbewusst.

**Tonalität**

- Die Farben sind warm und natürlich. Sie erzeugen eine angenehme Atmosphäre und ein einladendes Gesamtbild.
- Naturnahere Bilder werden bevorzugt und bilden einen positiven Rahmen für die Inhalte.
- Die Richtung ist klar und von der Seite zum Benutzer. Das Licht erzeugt dabei eine positive und motivierende Wirkung.

**Beispiele**




### Error-handling

#### 1.1 Fehlermeldungen in Formularen

##### 1.1.1 Initial keine Fehlermeldungen anzeigen

Nicht und keine Fehlermeldungen anzeigen. Erst durch Klick auf Weiter werden die Angaben der Nutzenden validiert.



**1.1.2 Verhalten und Anzeige von Fehlermeldungen nach Klick auf 'Weiter'**

Gibt es ungültige oder fehlende Angaben in erforderlichen Feldern, gelangt der Nutzer bei Klick auf «Weiter» (1) nicht zum nächsten Schritt, sondern der Nutzer wird zurück zum **Startschritt**. Dort wird der Nutzer über eine oblique Markierung (Pfeil) auf fehlende oder ungültige Angaben aufmerksam gemacht (2).

Excerpts from the FTA Design Style Guide

### Checkliste WCAG2.0

Stand: 01.01.2020

**Einführung**

Die Checkliste WCAG2.0 enthält die wichtigsten Anforderungen an die Barrierefreiheit. Die Checkliste ist als Hilfsmittel zur Überprüfung der Barrierefreiheit von Webseiten und anderen digitalen Produkten zu verwenden.

**Referenzen/Quellen**

- Die Checkliste basiert auf der «Accessibility Checklist 2.0» der AIG (Association of Internet Graphics) und der «Accessibility Checklist 2.0» der AIG (Association of Internet Graphics).
- Die Checkliste ist als Hilfsmittel zur Überprüfung der Barrierefreiheit von Webseiten und anderen digitalen Produkten zu verwenden.

**Abgrenzung**

Die Checkliste enthält keine Kriterien aus der Barrierefreiheitsrichtlinie nach WCAG 2.0.

**Checkliste**

Wichtig: Die Checkliste ist als Hilfsmittel zur Überprüfung der Barrierefreiheit zu verwenden. Die Checkliste ist als Hilfsmittel zur Überprüfung der Barrierefreiheit von Webseiten und anderen digitalen Produkten zu verwenden.

No.	Prüfung	Thema	WCAG-Referenz	Barrierefreiheitsstufe	Prüfung
1	Wahrnehmbarkeit	Nicht Textinhalt	5.1.1	A	Alle Bilder haben eine alt-Attribut, unabhängig ob ausgefüllt oder leer (z.B. leer: alt="")
2	Wahrnehmbarkeit	Nicht Textinhalt	5.1.1	A	alt-Text ist eindeutig
3	Wahrnehmbarkeit	Nicht Textinhalt	5.1.1	A	Deutliche Bilder haben einen kurzen alt-Text (z.B. "Bild")
4	Wahrnehmbarkeit	Nicht Textinhalt	5.1.1	A	alt-Text für Bilder mit einer Funktion beschreiben diese Funktion (z.B. "Bild")
5	Wahrnehmbarkeit	Nicht Textinhalt	5.1.1	A	alt-Text beschreibt sich von den Bildinhalten (z.B. "Bild")
6	Wahrnehmbarkeit	Nicht Textinhalt	5.1.1	A	alt-Text beschreibt sich mit "Bild von...", "Bild eines...", "Bild von...", etc.
7	Wahrnehmbarkeit	Nicht Textinhalt	5.1.1	A	alt-Text von verlinkten Bildern weist auf das Ziel des Links hin (z.B. "Bild von...")

### ESTV Content Styleguide

Stand: 01.01.2020

**Der ESTV Content Styleguide ist der Standard für alle Texte im ePortal. Er dient als Leitfaden für den Inhalt und die Gestaltung von Texten. Er ist in drei Teile unterteilt: 1. Was leistet UX-Writing? 2. Grundlagen 3. Schreibregeln des Bundes.**

#### 1. Was leistet UX-Writing?

UX-Writing (User Experience Writing) umfasst alle Texte, die Nutzenden und Nutzer über eine User Interface (Benutzeroberfläche) sehen oder hören. Dazu gehören: Buttons, Apps, Benachrichtigungen, Headlines, Hauptüberschriften, Headlines, H2, H3, H4, H5, H6, H7, H8, H9, H10, H11, H12, H13, H14, H15, H16, H17, H18, H19, H20, H21, H22, H23, H24, H25, H26, H27, H28, H29, H30, H31, H32, H33, H34, H35, H36, H37, H38, H39, H40, H41, H42, H43, H44, H45, H46, H47, H48, H49, H50, H51, H52, H53, H54, H55, H56, H57, H58, H59, H60, H61, H62, H63, H64, H65, H66, H67, H68, H69, H70, H71, H72, H73, H74, H75, H76, H77, H78, H79, H80, H81, H82, H83, H84, H85, H86, H87, H88, H89, H90, H91, H92, H93, H94, H95, H96, H97, H98, H99, H100, H101, H102, H103, H104, H105, H106, H107, H108, H109, H110, H111, H112, H113, H114, H115, H116, H117, H118, H119, H120, H121, H122, H123, H124, H125, H126, H127, H128, H129, H130, H131, H132, H133, H134, H135, H136, H137, H138, H139, H140, H141, H142, H143, H144, H145, H146, H147, H148, H149, H150, H151, H152, H153, H154, H155, H156, H157, H158, H159, H160, H161, H162, H163, H164, H165, H166, H167, H168, H169, H170, 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