

PRODUCT NAME

Tax Free!

Info in, money out.

Product info

Background

Tax Free! lets users enter all of their tax information in an intuitive interface.

Tax Free! then calculates everything for them and shows how much they owe or how big their refund will be.

Users can scan their tax documents or import them electronically, but this costs money.

Business goals

Current revenue/user: \$5

Next quarter revenue/user: \$7

Product goals

To be determined by team

% time to research:

% time to development:

% time to documentation:

User info

End users

Tasks:

- Enter tax document information.
- Send completed taxes to government.

Frustrations:

- Taxes are complicated and they don't want to think about it.
- They don't know if they can trust a web company with their financial/identity info.
- The user interface isn't as intuitive as the developers believe it to be.

3rd-party system administrators

Tasks:

- Retrieve data from Tax Free! database.
- Send data to Tax Free! database.
- Audit system security.

Frustrations:

- The API documentation is outdated/unhelpful.
- Security flaws are common.

PRODUCT
OWNER

SME

EXECUTIVE

DOCUMENTARIAN