REcountant

For all things unmemorable.

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ATCM 4364.501, Group 3

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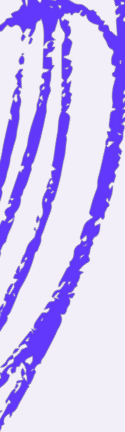Lead UX Designer – Jacob Montgomery
Lead Designer – Kaylee Gabrielson

01

Challenge Overview

The Challenge

1. Understand the trends and needs of future accounting professionals
2. Design a solution that solves one of their top problems

Research Questions

1. What motivates current accounting students? What doesn't?
2. What factors have led to the decline of the accounting field in the eyes of Gen Z?
3. What are the biggest problems that Gen Z accountants face?

02

User Research

Primary Research

📅 **User Interviews**

- 7 total user interviews
- Based on interviewee feedback, young accountants would benefit from:
  - **A resource hub:** accounting terminology, up to date GAAP rules & IRS tax laws, program specific resources
  - **The use of AI**
    - To help reduce the amount of tedious work
    - To help with information recall
- Multiple interviewees stated that AI is a useful tool, and can be used to cut back on the tedium of work, and with helping recall certain pieces of information.

"...Just because there's so much information that you have to know. Especially if you're like starting out or you don't have a lot of experience, you can just reference it"

📅 User Survey

- **Sample:** 97 people, majoritively taken from the UT Dallas population of accounting majors, within the JSOM business school.
  - 64.9% Juniors, 24.7% Seniors, etc.
  - 61.9% Female, 37.1% Male, etc.
  - 59.8% started college as an accounting major

Is there something you wish you knew about the field of accounting before you entered it?	What are your thoughts on the developments in AI? How will it affect the field of accounting?	In your opinion, what is the biggest problem that faces young accountants today?

- "It is more of a reading and writing field than math."
- "It's more of understanding where the numbers are coming from. This major covers a lot of terminology and memorization."

- "I believe AI Technology will help on the basic, tedious tasks of an accountant."
- "AI will allow accountants to… instead focus on implementing different financial strategies for clients."

- "You can only front load so much work during off season… accountants still find themselves work long hours for months."
- "Understanding and keeping up with all the new and existing regulations."

Competitive Analysis

To guide the development of our product and get a feel for what accountants find valuable, we analyzed various products targeted towards accountants.

TaxDome

Solves various challenges for accountants and CPAs by simplifying document management, automating workflows, and facilitating efficient collaboration.

Cons:

- Learning curve
- Inefficient UI

Toggl

Provides accountants with one of the most important features to help them with their jobs, which is helping them create and simplified and streamlined process of information.

Cons:

- Limited desktop functionality, better on mobile

Power BI

BI allows for users to aggregate their data into one centralized place, such as the built in Data Hub. This allows users to browse a list of all the data in an organization.

Cons:

- Expensive
- Bulky user interface

What We Found

- Older generations in the accounting industry intensely dislike the younger generation
- Current accounting work can be highly time-consuming
- Frequent googling of updated IRS laws and the never-ending lists of tax and GAAP terms needed to do their job accurately.

The Problem

When newly graduated accountants want to refresh themselves on changing tools and regulations, they need a **resource** that **consolidates** the **changing regulations in one place**, to help them stay up to date on the information they need to do their jobs.

$\rightarrow$

Our Goal with REcountant

Our goal was to create an accessible, reliable, and progressive database that would attract young accountants coming into or who have recently joined the professional field in the accounting industry.

We want to help optimize their efficiency and reduce the amount of time they have to spend researching the intricacies of constantly changing tax laws.

03
Design

Who are we Designing for?

- Gen Z accountants

- Who struggle to keep up with changing times

- Wants a resource that can keep them up to date

Lisa Numerals

"Color" quote

"Which Excel formula do I use again?"

Demographics

- 23 years old
- From Portland, OR
- Accounting Major
- Graduate Student
- Lives in rented apartment

Personality

- Friendly
- Analytical
- Problem Solver
- Ambitious
- Conscientious
- Intuitive

References + Influences

- YouTube
- Fox News
- Reddit
- X (Formally Twitter)

Bio

After graduating from The University of Texas at Dallas, Lisa is ready to tackle graduate school and prepare to take the CPA exam to pursue a career in Tax Accounting as a corporate accounting intern with TMN Toyota Motor. She was ready to dip her feet into the accounting world. Yet, despite these accomplishments, Lisa needs help to keep up with the ever-changing accounting regulations and GAAP rules. Occasionally, it is difficult to remember specific Excel formulas on long nights. She wishes she had a resource to look up and refresh herself on the different accounting knowledge.

Motivations

- Owning a private practice in the future
- Finish Accounting graduate program
- Get CPA Certified

Frustrations

- Lack of Time
- Small, very specific details
- No Work/Life Balance

Scenerio

Lisa has started her internship at TMN Toyota Motor and needs some help with a project given to her as an intern. So she decided to look through the company's resource tools to help their employees, and a helpful tool caught her eye: an accounting knowledge repository. Faithful, Lisa believed it would have the tax regulation she sought. Clicking through a seamless, aesthetic user experience, she finds a notification bar on the front page with information on the newest regulation changes. Delighted by how easily she found the info, Lisa decided to browse the repository a little bit. She found a list of the different Excel commands and main formulas used in accounting through a drop-down menu. When Lisa clicked on a formula she struggled with, the tool provided her with an explanation and example of how to apply the formula to Excel. Lisa was amazed at how easily the accounting repository immediately provided her with the needed information. She will use this tool more often throughout her accounting career.

The Brand Identity

REfresh your accounting knowledge with us here on REcountant.

REcountant

For All Things Unmemorable

Logo

REcoutnant

REcountant

Typography

Avenir Next LT Pro

I love Recountant

I love Recountant

I love Recountant

Color Palette

Tag Line

"For All Things Unmemorable"

04
Features & Prototyping

Features

Archive
- The archive catalogues GAAP updates provided by the FASB, and tax law updates and revisions provided by the IRS.

Article Database
- The Article Database provides users a with a searchable catalogue of articles related to GAAP and IRS law.

Excel Hub
- The Excel Hub serves as a search engine of the most commonly used accounting formulas and commands that are used in Excel, while also providing examples of how to use those formulas.

AI Abstracts
- A large learning model used to summarize the key updates of an article to give users an overview of what the article contains. This would be trained on existing GAAP and IRS articles in order to provide a more accurate abstract.

How REcountant Works

Backend API

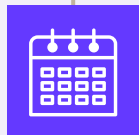Scrapes and catalogues FASB and IRS websites as they publish updates related to GAAP or Tax Law.

Archive

Scraped data is organized into pages, sorted by year and topic: GAAP or IRS, then added to the Archive and Articles section of Recountant.
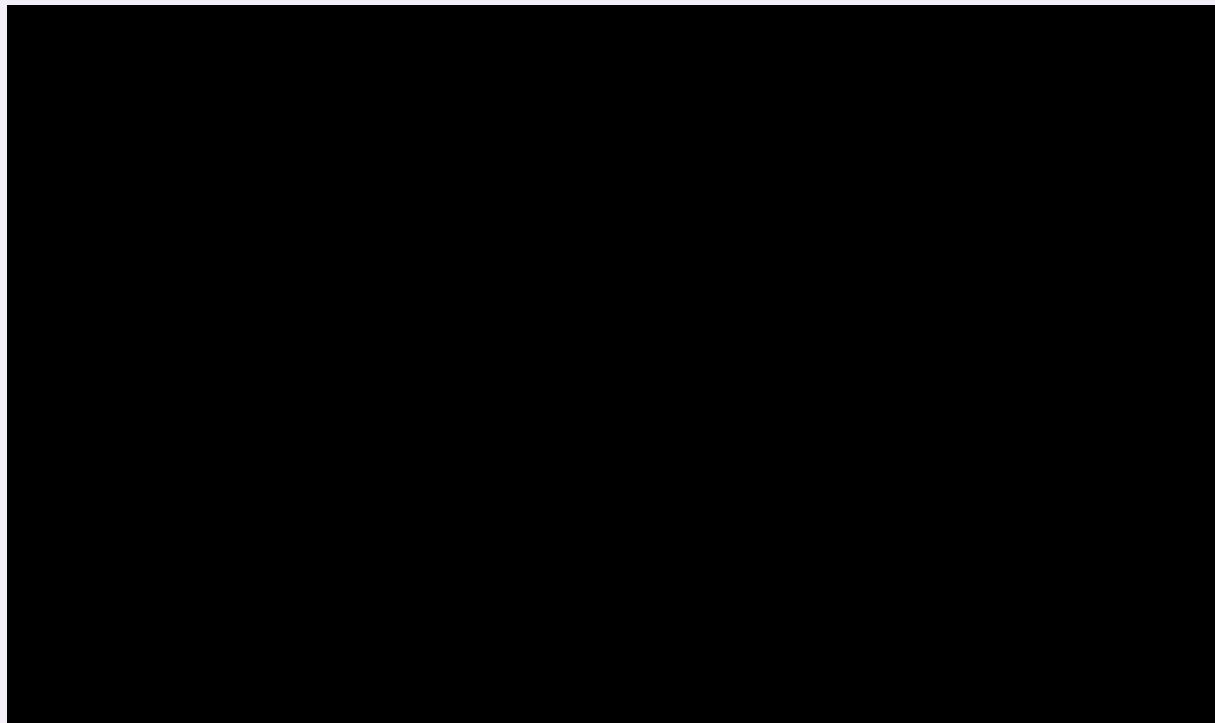
AI Abstracts

Using a LLM, Recountant will condense articles into a short abstract at the top of the article, giving important highlights as to what's changed.

Search Engine

The Database acts as a search engine that allows for keyword and natural language searches in order to accurately find what the user is searching for. This is similar to how a library database works.

Recountant Demonstration

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Summary

Measuring Success

Profitability

Track overall earnings generated by REcountant.

User Rating

Track overall user reviews and sentiment. With over 4/5 Stars or 85% or higher reviews through online forums.

DAUs & MAUs

Tracking number of daily and monthly active users.

Licensing

The number of firms REcountant is being licensed out to.

Profits

Bringing in **profit to intuit (quarter earnings rate guesstimation)** .

User Experience

user **accessibility rate of 95%**

Future Prospects for REcountant: Another way we would determine the websites success would be **backing and collaboration from the IRS within the first 3 or 4 years of the websites initial upstart.**
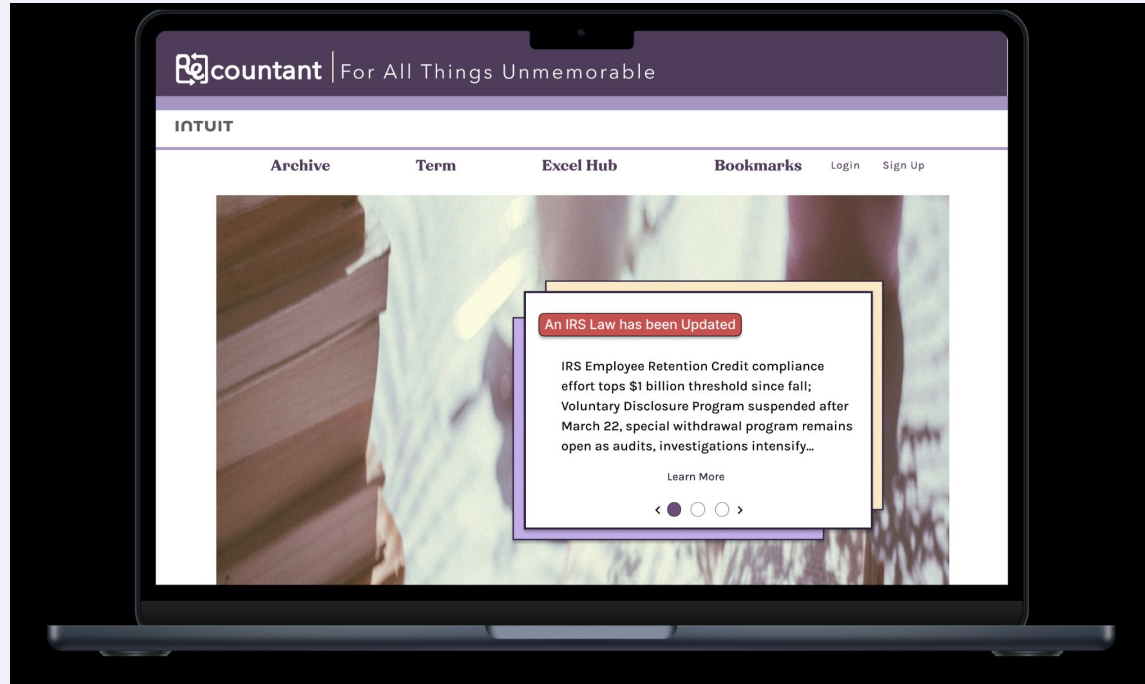
Conclusion

Thanks!

Do you have any questions?

Recountant Demonstration

Figma Prototype

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    - An example of this in action would be Brave browsers AI Summary tool
    -

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