



**My life. My taxes. My plan.**

To the average person, tax information is difficult to **access**, and **understand**...

# What do we see today when we look at our taxes?

- Pages of impersonal stats
- No clear hierarchy
- Unclear terminology
- Exhaustive list of unrelated information
- One-way report, with no guidance

**Internal Revenue Service**

This Product Contains Sensitive Taxpayer Data

**Tax Return Transcript**

Request Date: 04-17-2016  
Response Date: 04-17-2016  
Tracking Number: XXXXXXXX

SSN Provided: XXXXXXXX  
Tax Period Ending: Dec. 31, 2015

The following items reflect the amount as shown on the return (PR), and the amount as adjusted (PC), if applicable. They do not show subsequent activity on the account.

**SSN:**  
**SPOUSE SSN:**  
**NAME(S) SHOWN ON RETURN:**  
  
**ADDRESS:**  
  
**FILING STATUS:**  
**FORM NUMBER:**  
**CYCLE POSTED:**  
**RECEIVED DATE:**  
**REMITTANCE:**  
**EXEMPTION NUMBER:**  
**DEPENDENT 1 NAME CTRL:**  
**DEPENDENT 1 SSN:**  
**DEPENDENT 2 NAME CTRL:**  
**DEPENDENT 2 SSN:**  
**DEPENDENT 3 NAME CTRL:**  
**DEPENDENT 3 SSN:**  
**DEPENDENT 4 NAME CTRL:**  
**DEPENDENT 4 SSN:**  
**PTIN:**  
**PREPARER EIN:**

**Income**  
WAGES, SALARIES, TIPS, ETC:  
TAXABLE INTEREST INCOME: SCH B:  
TAX-EXEMPT INTEREST:  
ORDINARY DIVIDEND INCOME: SCH B:

QUALIFIED DIVIDENDS:  
REFUNDS OF STATE/LOCAL TAXES:  
ALIMONY RECEIVED:  
BUSINESS INCOME OR LOSS (Schedule C):  
BUSINESS INCOME OR LOSS: SCH C PER COMPUTER:  
CAPITAL GAIN OR LOSS: (Schedule D):  
CAPITAL GAINS OR LOSSES (Form 4797):  
TOTAL IRA DISTRIBUTIONS:  
TOTAL PENSIONS AND ANNUITIES:  
TAXABLE PENSION AND ANNUITIES:  
TAXABLE PENSION/ANNUITY AMOUNT:  
RENT/ROYALTY/PARTNERSHIP/ESTATE (Schedule E):  
RENT/ROYALTY/PARTNERSHIP/ESTATE (Schedule E) PER COMPUTER:  
RENT/ROYALTY INCOME/LOSS PER COMPUTER:  
ESTATE/TRUST INCOME/LOSS PER COMPUTER:  
PARTNERSHIP/S-CORP INCOME/LOSS PER COMPUTER:  
FARM INCOME OR LOSS (Schedule F):  
FARM INCOME OR LOSS (Schedule F) PER COMPUTER:  
UNEMPLOYMENT COMPENSATION:  
TOTAL SOCIAL SECURITY BENEFITS:  
TAXABLE SOCIAL SECURITY BENEFITS:  
TAXABLE SOCIAL SECURITY BENEFITS PER COMPUTER:  
OTHER INCOME:  
SCHEDULE EIC SE INCOME PER COMPUTER:  
SCHEDULE EIC EARNED INCOME PER COMPUTER:  
SCH EIC DISQUALIFIED INC COMPUTER:  
TOTAL INCOME:  
TOTAL INCOME PER COMPUTER:

**Adjustments to Income**  
EDUCATOR EXPENSES:  
EDUCATOR EXPENSES PER COMPUTER:  
RESERVIST AND OTHER BUSINESS EXPENSE:  
HEALTH SAVINGS ACCT DEDUCTION:  
HEALTH SAVINGS ACCT DEDUCTION PER COMPTR:  
MOVING EXPENSES: F3903:  
SELF EMPLOYMENT TAX DEDUCTION:  
SELF EMPLOYMENT TAX DEDUCTION PER COMPUTER:  
SELF EMPLOYMENT TAX DEDUCTION VERIFIED:  
GEOGH/SEP CONTRIBUTION DEDUCTION:  
SELF-EMP HEALTH INS DEDUCTION:  
SELF-EMP HEALTH INS DEDUCTION:  
EARLY WITHDRAWAL OF SAVINGS PENALTY:  
ALIMONY PAID SSN:  
ALIMONY PAID:  
RA DEDUCTION:  
RA DEDUCTION PER COMPUTER:  
STUDENT LOAN INTEREST DEDUCTION:

With so much information in front of us, we have the ability to manage our taxpayer responsibilities and make **effective** decisions about our **personal** finances.

We need taxes that are...

## **Personalized**

Tax information that is useful for me.

## **Empowering**

Use my tax eligibility to plan my retirement future.

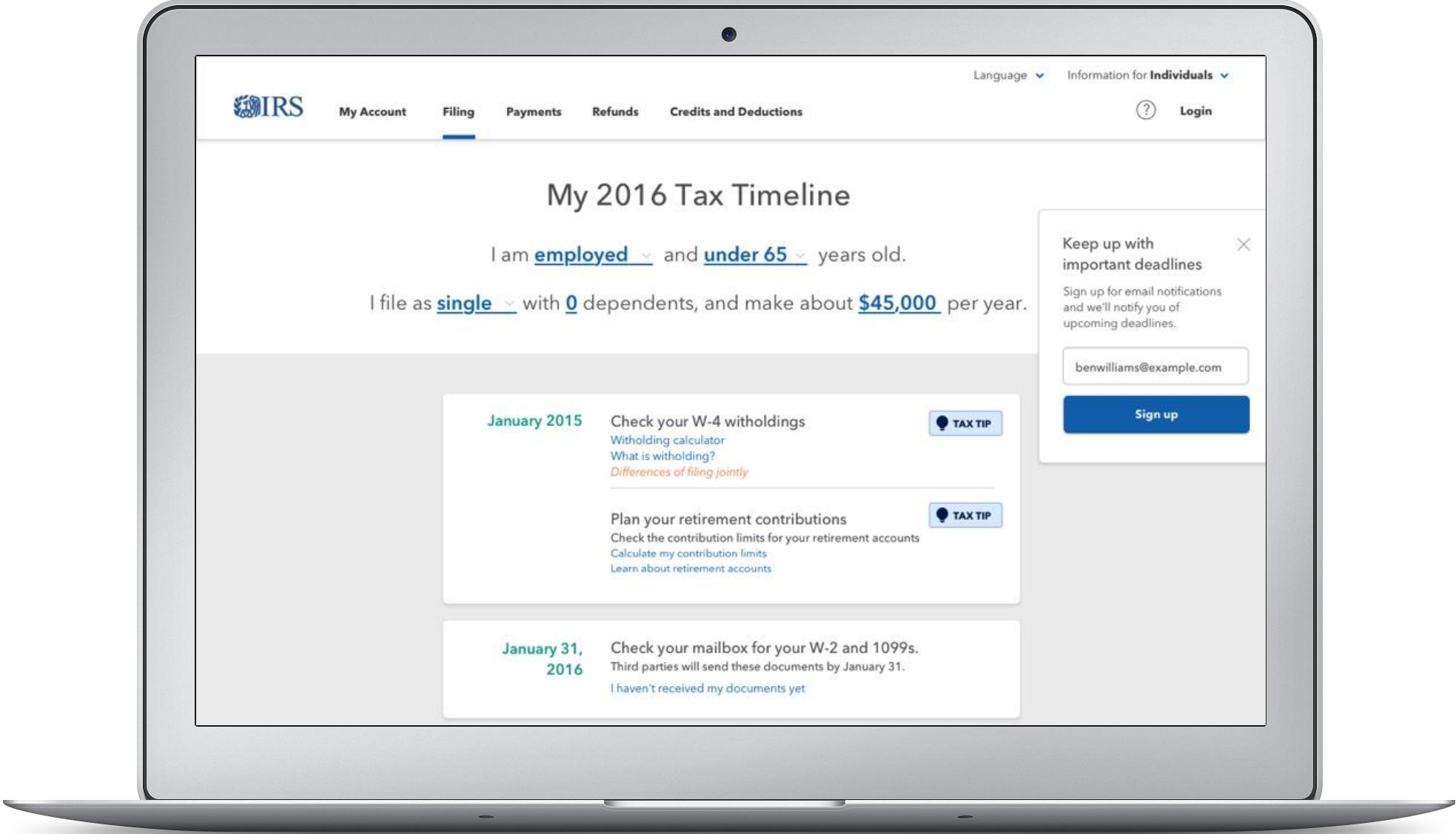
## **Transparent**

Tax information that is clear and easily understandable.

## **Accessible**

Most important and relevant tax information can be easily found.

Enabling people to **plan** for a **better future...**





<b>Tech savviness level</b>	<b>High</b>
<b>Marital status</b>	<b>Newly married</b>
<b>Gender</b>	<b>Male</b>
<b>Age</b>	<b>20-25</b>

## Current behavior

I am very internet savvy so I would like to file my taxes online.

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## My main goal

I want to be able to file my taxes easily without a lot of confusion and without taking a lot of my time. I have never done this before so I need information to clarify the process.

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## My challenges

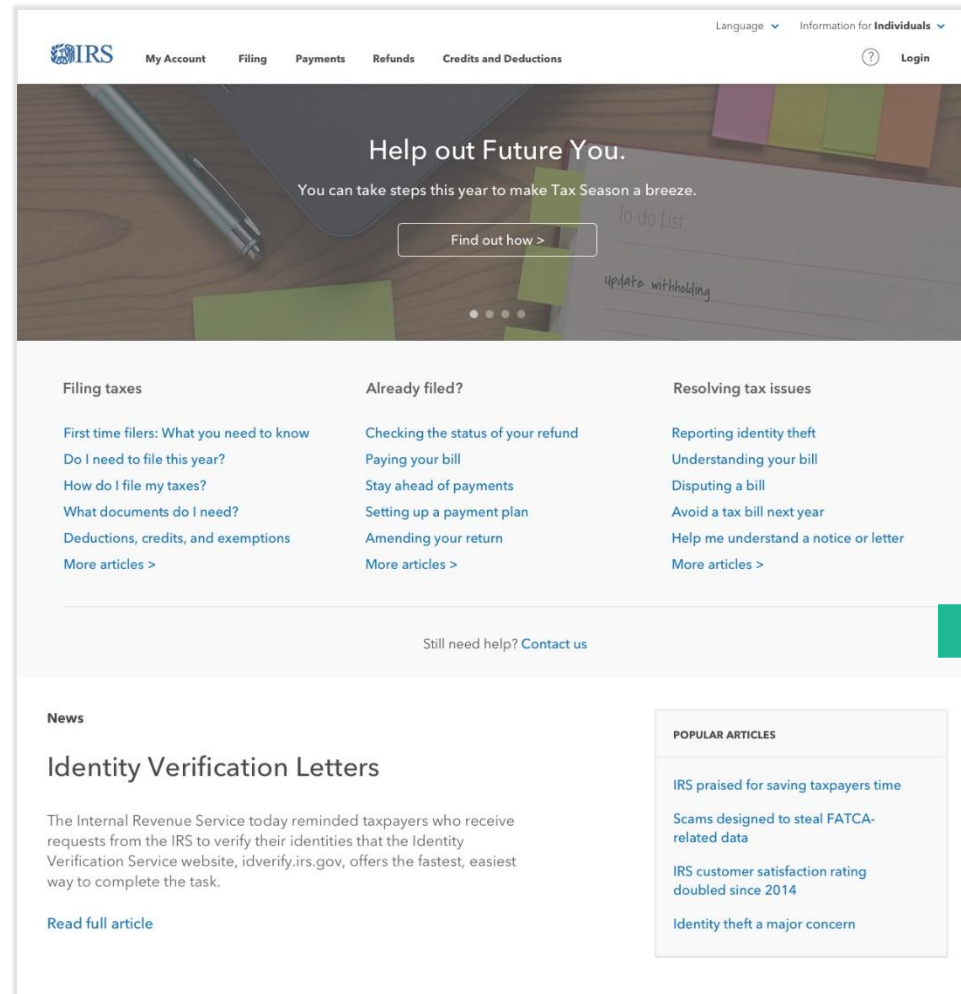
I do not have clarity about the process to file taxes or my tax filing status. Similarly, I do not know my tax eligibility for certain benefits.



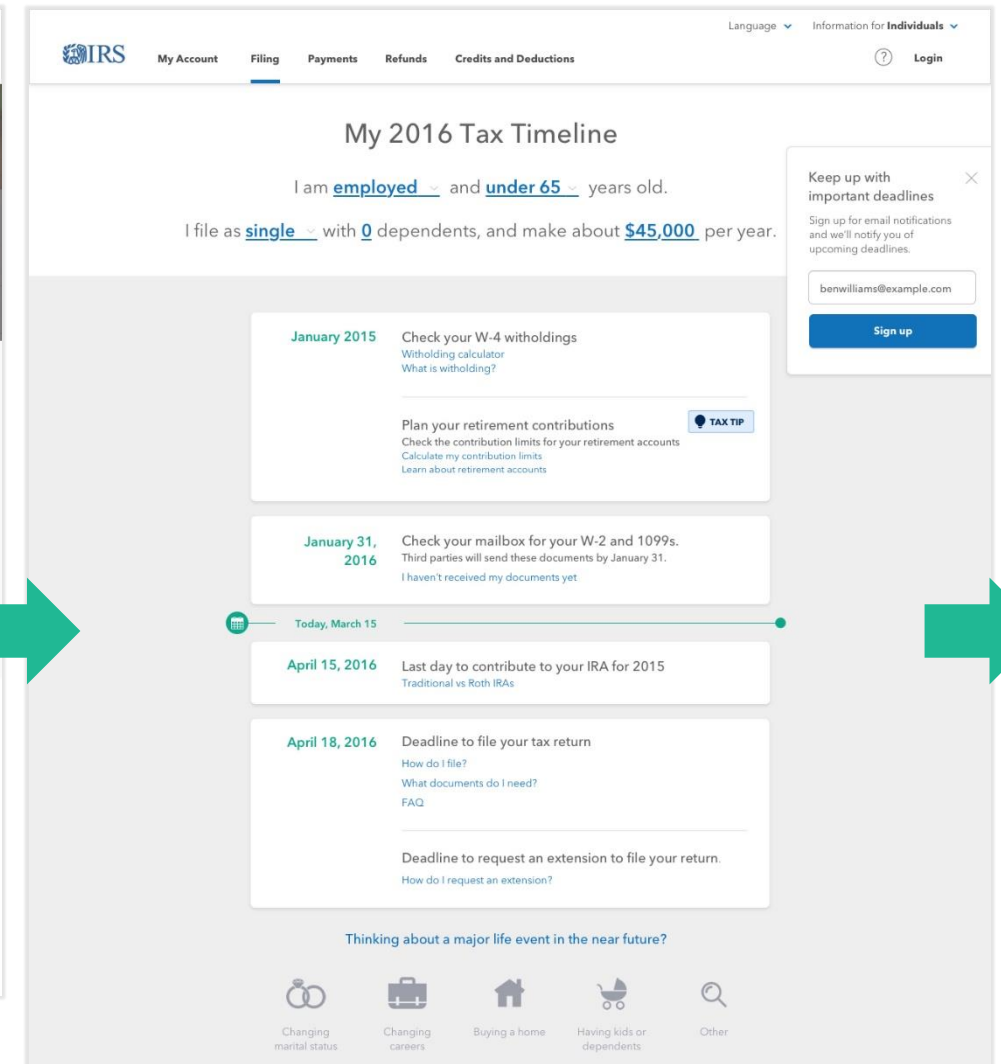
# First time filer Overall journey

(Personalized)

The IRS website provides personalized information to a first time filer to help them understand their filing schedule.



A clean, simple landing page guides Benjamin towards understanding the steps he needs to take to file.



Based on the information Benjamin enters about himself, a customized tax timeline is presented to him.

# First time filer Overall journey

(Personalized)

Filers can use filters and planning tool to have the right relevant information based on basic personal information and life changing events.

Plan for 2016

Choose one or more life events to see how it might impact your taxes for next year:

Getting married Changing careers Buying a home Having kids or dependents Other

What will your spouse's income be? \$30,000

What will your new income be? \$50,000

Will you be self employed? Yes

What to expect based on your life events above

In 2015, married filing separately taxpayers only receive a standard deduction of \$6,300 compared to the \$12,600 offered to those who filed jointly.

Tax payers in your tax bracket save an average of 10% by filing jointly

If you are self-employed, you will need to file an annual return and pay estimated tax quarterly. Self-employed individuals generally must pay self-employment tax (SE tax) as well as income tax.

Self-employed tax payers can contribute up to 34% of their income toward retirement and reduce taxable income.

Update My Timeline

Benjamin is able to plan for potential changes to his filing schedule by selecting from major life events

April 15, 2016 Last day to contribute to your IRA for 2015  
Traditional vs Roth IRAs

April 18, 2016 Deadline to file your tax return  
How do I file?  
What documents do I need?  
FAQ

Deadline to request an extension to file your return.  
How do I request an extension?

Thinking about a major life event in the near future?

Changing marital status Changing careers Buying a home Having kids or dependents Other

2 weeks after filing Your tax return has processed  
Your bill or refund amount will be confirmed at this time.  
How do I check the status of my tax return?

June 15, 2016 Quarterly taxes due  
If you are self-employed, you will need to file an annual return and pay estimated tax quarterly. Self-employed individuals generally must pay self-employment tax (SE tax) as well as income tax.  
How is self-employment tax calculated?

4+ weeks after filing Refund or payment due  
If you do not pay the full amount you owe by the tax deadline, even if you file an extension, you will be assessed a penalty of 0.5% of your balance due per month. Refunds can take up to 4 weeks or more.  
How do I check the status of my refund?  
How do I pay my balance?  
How do I set up a payment plan?

September 15, 2016 Quarterly taxes due  
If you are self-employed, you will need to file an annual return and pay estimated tax quarterly. Self-employed individuals generally must pay self-employment tax (SE tax) as well as income tax.  
How is self-employment tax calculated?

Stay on top of your future.

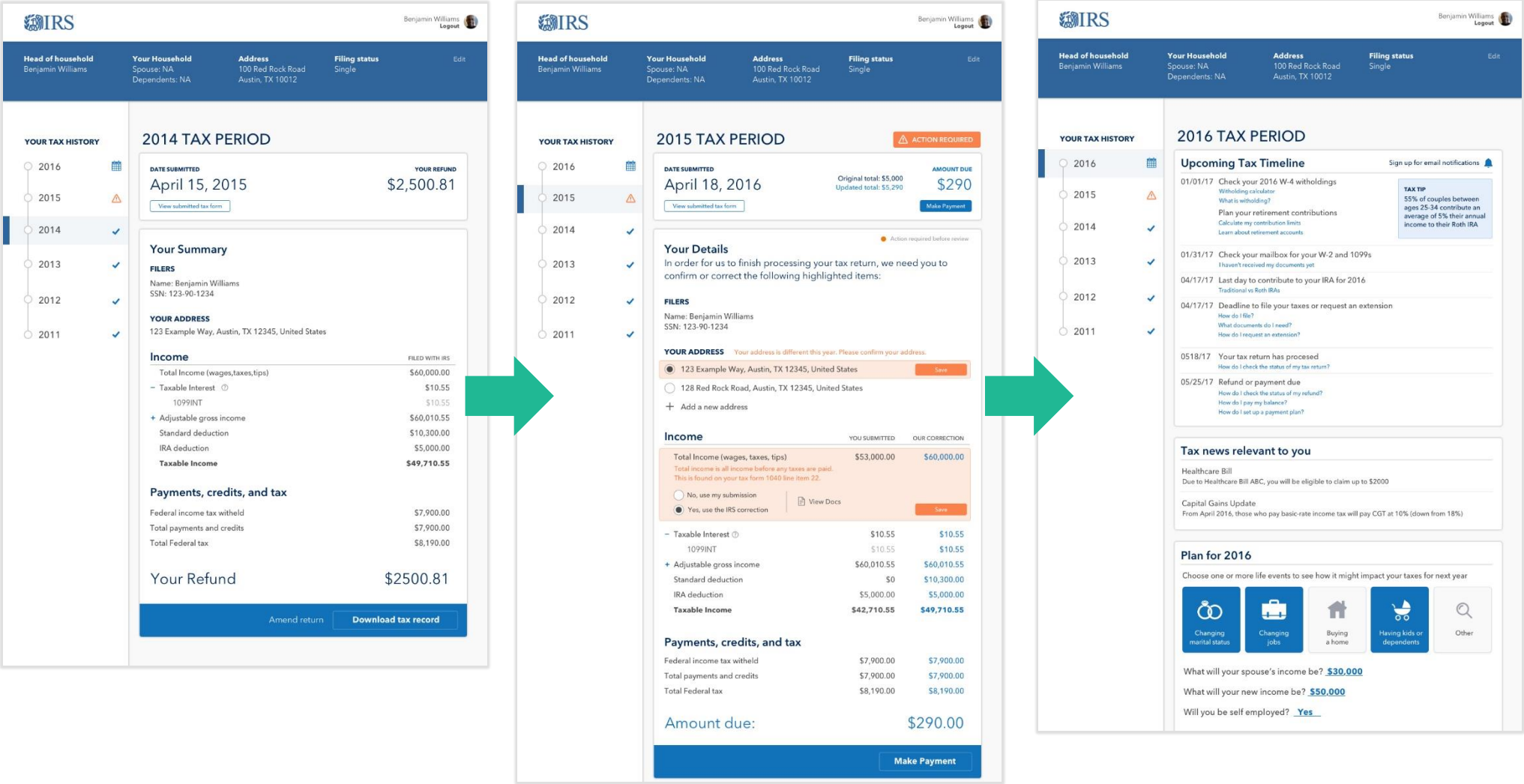
Save My Timeline

Benjamin's tax schedule with all relevant information are updated based on his selected life changes

# Return filer Overall journey

Transparent

For return filers, the website grants access to past returns, allows resolution of issues on filed returns and provides a schedule for upcoming returns.



Previous year's returns are readily available and can be downloaded with right visual cues to indicate any actionable items

Discrepancies between Benjamin's filing and the information the IRS has on file can be easily reconciled online by Benjamin

Benjamin can leverage a tax planning tool to receive a personalized tax schedule for upcoming filings, including the effect that certain life events would have on his filing

# Return filer

Transparent

The IRS website provides personalized information to help guide the user through the upcoming filing process.

The home page is personalized to Benjamin – his address, household and filing status are clearly displayed throughout the navigation process

A clear schedule shows Benjamin exactly what he needs to for his filing and when

Changes to the tax code that may affect Benjamin based on his filing status are clearly flagged for him

Leveraging big data analytics, Benjamin is provided with useful tips on possible deductions and filing statuses

Advice on how Benjamin's taxes may change based on changes to his behavior help Benjamin plan easily in advance for his tax future

Links to FAQs help create an informative, seamless journey for Benjamin

Benjamin Williams  
Logout

Head of household  
Benjamin Williams

Your Household  
Spouse: NA  
Dependents: NA

Address  
100 Red Rock Road  
Austin, TX 10012

Filing status  
Single

Edit

YOUR TAX HISTORY

2016

2015

2014

2013

2012

2011

2016 TAX PERIOD

Upcoming Tax Timeline

Sign up for email notifications

01/01/17

Check your 2016 W-4 withholdings

Withholding calculator  
What is withholding?  
Plan your retirement contributions  
Calculate my contribution limits  
Learn about retirement accounts

01/31/17

Check your mailbox for your W-2 and 1099s

I haven't received my documents yet

04/17/17

Last day to contribute to your IRA for 2016

Traditional vs Roth IRAs

04/17/17

Deadline to file your taxes or request an extension

How do I file?  
What documents do I need?  
How do I request an extension?

0518/17

Your tax return has processed

How do I check the status of my tax return?

05/25/17

Refund or payment due

How do I check the status of my refund?  
How do I pay my balance?  
How do I set up a payment plan?

TAX TIP

55% of couples between ages 25-34 contribute an average of 5% their annual income to their Roth IRA

Tax news relevant to you

Healthcare Bill

Due to Healthcare Bill ABC, you will be eligible to claim up to \$2000

Capital Gains Update

From April 2016, those who pay basic-rate income tax will pay CGT at 10% (down from 18%)

Capital Gains Update

From April 2016, those who pay basic-rate income tax will pay CGT at 10% (down from 18%)

Plan for 2016

Choose one or more life events to see how it might impact your taxes for next year

Changing marital status

Changing jobs

Buying a home

Having kids or dependents

Other

What will your spouse's income be?

\$30,000

What will your new income be?

\$50,000

Will you be self employed?

Yes

What to expect based on your life events above

In 2015, married filing separately taxpayers only receive a standard deduction of \$6,300 compared to the \$12,600 offered to those who filed jointly.

Tax payers in your tax bracket save an average of 10% by filing jointly

If you are self-employed, you will need to file an annual return and pay estimated tax quarterly. Self-employed individuals generally must pay self-employment tax (SE tax) as well as income tax.

Self-employed tax payers can contribute up to 34% of their income toward retirement and reduce taxable income.

If you're planning to have kids you will qualify for a 529 college savings plan

Based on your estimated earnings your Federal taxes are expected to increase by \$200-\$400

# First time filer

## (Empowering)

For first time filers, the IRS website prompts Benjamin to provide basic information to provide a personalized tax schedule

Benjamin can receive generic tax planning information or enter simple information about his filing status to help personalize his journey

Benjamin's tailored schedule for his first tax filing is laid out in a simple, easy-to-follow format

The screenshot shows the IRS 'My 2016 Tax Timeline' page. At the top, the IRS logo is on the left, and navigation links for 'My Account', 'Filing', 'Payments', 'Refunds', and 'Credits and Deductions' are in the center. On the right, there are links for 'Language', 'Information for Individuals', a help icon, and 'Login'. The main heading is 'My 2016 Tax Timeline'. Below it, a form prompts the user to enter personal information: 'I am employed and under 65 years old. I file as single with 0 dependents, and make about \$45,000 per year.' A 'Sign up' button is visible in the top right corner. The timeline itself consists of several steps: 1. January 2015: Check your W-4 withholdings (Withholding calculator, What is withholding?), Plan your retirement contributions (Check the contribution limits for your retirement accounts, Calculate my contribution limits, Learn about retirement accounts), and a 'TAX TIP' button. 2. January 31, 2016: Check your mailbox for your W-2 and 1099s. (Third parties will send these documents by January 31. I haven't received my documents yet). 3. Today, March 15: A horizontal timeline bar with a green dot at the end. 4. April 15, 2016: Last day to contribute to your IRA for 2015 (Traditional vs Roth IRAs). 5. April 18, 2016: Deadline to file your tax return (How do I file? What documents do I need? FAQ), and Deadline to request an extension to file your return (How do I request an extension?). At the bottom, there is a section titled 'Thinking about a major life event in the near future?' with icons and links for 'Changing marital status', 'Changing careers', 'Buying a home', 'Having kids or dependents', and 'Other'.

Benjamin can receive e-mail notifications about his filing – this encourages him to sign up



# First time filer

(Empowering)

Benjamin can explore how potential life events would affect his filing

Benjamin can select different potential life events that would impact his filing schedule and status

Benjamin receives specific advice on how these life events would affect his return schedule

Language Information for Individuals Login

My Account Filing Payments Refunds Credits and Deductions

Plan for 2016

Choose one or more life events to see how it might impact your taxes for next year:

Getting married

Changing careers

Buying a home

Having kids or dependents

Other

What will your spouse's income be?

What will your new income be?

Will you be self employed? ☒ Yes

What to expect based on your life events above

In 2015, married filing separately taxpayers only recieve a standard deduction of \$6,300 compared to the \$12,600 offered to those who filed jointly.

Tax payers in your tax bracket save an average of 10% by filing jointly

If you are self-employed, you will need to file an annual return and pay estimated tax quarterly. Self-employed individuals generally must pay self-employment tax (SE tax) as well as income tax.

Self-employed tax payers can contribute up to 34% of their income toward retirement and reduce taxable income.

Update My Timeline

Deadline to request an extension to file your return.

How do I request an extension?

Thinking about a major life event in the near future?

Changing marital status

Changing careers

Buying a home

Having kids or dependents

Other

Based on data analytics, Benjamin receives tips on how these life changes tend to affect returns

# First time filer

(Empowering)

Benjamin's personalized tax filing schedule is updated based on potential life events

Benjamin's tax filing timeline is updated to reflect his selected life events – he now has a simple and effective tool to understand the schedule for his first filing

April 18, 2016

Deadline to file your tax return

How do I file?


What documents do I need?


FAQ


Deadline to request an extension to file your return.


How do I request an extension?


Thinking about a major life event in the near future?

Changing marital status

Changing careers

Buying a home

Having kids or dependents

Other

2 weeks after filing

Your tax return has processed

Your bill or refund amount will be confirmed at this time.

How do I check the status of my tax return?

June 15, 2016

Quarterly taxes due

If you are self-employed, you will need to file an annual return and pay estimated tax quarterly. Self-employed individuals generally must pay self-employment tax (SE tax) as well as income tax.

How is self-employment tax calculated?

TAX TIP

4+ weeks after filing

Refund or payment due

If you do not pay the full amount you owe by the tax deadline, even if you file an extension, you will be assessed a penalty of 0.5% of your balance due per month. Refunds can take up to 4 weeks or more.

How do I check the status of my refund?

How do I pay my balance?

How do I set up a payment plan?

September 15, 2016

Quarterly taxes due

If you are self-employed, you will need to file an annual return and pay estimated tax quarterly. Self-employed individuals generally must pay self-employment tax (SE tax) as well as income tax.

How is self-employment tax calculated?

Stay on top of your future.

Save My Timeline

Benjamin can save his tax planning scenarios if he signs up with the IRS – because he has already entered information about himself, the sign up process will be easier

# Return filer

Accessible

Discrepancies between the filing and IRS information are clearly displayed to the user and can quickly be corrected

Benjamin can view his submitted form for reference

Benjamin's address in his filing is different from the previous address on file. Benjamin can quickly confirm the correct address

Instead of using postage mail or phone calls, Benjamin can quickly see where the discrepancy is between his filing and the IRS' expected filing, including which line on his return he can find the field

IRS

Benjamin Williams  
Logout

Head of household  
Benjamin Williams

Your Household  
Spouse: NA  
Dependents: NA

Address  
100 Red Rock Road  
Austin, TX 10012

Filing status  
Single

Edit

YOUR TAX HISTORY

2016

2015

2014

2013

2012

2011

2015 TAX PERIOD

DATE SUBMITTED  
April 18, 2016

Original total: \$5,000  
Updated total: \$5,290

AMOUNT DUE  
\$290

View submitted tax form

Make Payment

YOUR DETAILS

Action required before review

In order for us to finish processing your tax return, we need you to confirm or correct the following highlighted items:

FILERS

Name: Benjamin Williams  
SSN: 123-90-1234

YOUR ADDRESS

Your address is different this year. Please confirm your address.

123 Example Way, Austin, TX 12345, United States

128 Red Rock Road, Austin, TX 12345, United States

Add a new address

Income

YOU SUBMITTEDOUR CORRECTION

Total Income (wages, taxes, tips)

\$53,000.00\$60,000.00

Total income is all income before any taxes are paid.  
This is found on your tax form 1040 line item 22.

No, use my submission

Yes, use the IRS correction

View Docs

Save

Benjamin can view the information in his filing that the IRS has on file

2011

SSN: 123-90-1234

YOUR ADDRESS

Your address is different this year. Please confirm your address.

123 Example Way, Austin, TX 12345, United States

128 Red Rock Road, Austin, TX 12345, United States

Add a new address

Save

Income

YOU SUBMITTEDOUR CORRECTION

Total Income (wages, taxes, tips)

\$53,000.00\$60,000.00

Total income is all income before any taxes are paid.  
This is found on your tax form 1040 line item 22.

No, use my submission

Yes, use the IRS correction

View Docs

Save

Taxable Interest

\$10.55\$10.55

1099INT

\$10.55\$10.55

Adjustable gross income

\$60,010.55\$60,010.55

Standard deduction

\$0\$10,300.00

IRA deduction

\$5,000.00\$5,000.00

Taxable Income

\$42,710.55\$49,710.55

Payments, credits, and tax

Federal income tax withheld

\$7,900.00\$7,900.00

Total payments and credits

\$7,900.00\$7,900.00

Total Federal tax

\$8,190.00\$8,190.00

Amount due:

\$290.00

Make Payment

An "Action required" signal indicates to Benjamin that further action is needed on his submitted return

Benjamin can easily make a payment through the website instead of mailing a check

16




# Return filer

Accessible

Past filings are easily accessible and can be downloaded

All of Benjamin's previous tax filings are easily accessible through the navigation panel

Tax information is presented in summarized and easy-to-understand format with options to drill down to detail information (e.g. taxable income can be expanded to see each individual income)



Benjamin Williams  
Logout

Head of household  
Benjamin Williams

Your Household  
Spouse: NA  
Dependents: NA

Address  
100 Red Rock Road  
Austin, TX 10012

Filing status  
Single

Edit

YOUR TAX HISTORY

2016

2015

2014

2013

2012

2011

✓

✓

✓

✓

2014 TAX PERIOD

DATE SUBMITTED  
April 15, 2015

YOUR REFUND  
\$2,500.81

View submitted tax form

Your Summary

FILERS

Name: Benjamin Williams  
SSN: 123-90-1234

YOUR ADDRESS

123 Example Way, Austin, TX 12345, United States

Income

	FILED WITH IRS
Total Income (wages,taxes,tips)	\$60,000.00
- Taxable Interest ⓘ	\$10.55
1099INT	\$10.55
Adjustable gross income	\$60,010.55
Standard deduction	\$10,300.00
IRA deduction	\$5,000.00
Taxable Income	\$49,710.55

Payments, credits, and tax

Federal income tax withheld	\$7,900.00
Total payments and credits	\$7,900.00
Total Federal tax	\$8,190.00

Your Refund

\$2500.81

Amend return

Download tax record

All pertinent info from Benjamin's previous tax returns are available to him in an easy-to-understand format

Benjamin can easily download his previous returns to be as needed (e.g., in a mortgage application)

# Thank You



<https://invis.io/DM76GGMGT>

password: **taxes**



# IRS Tax Challenge Design Team

Yanwing Wong  
Courtney Towner  
Monika Tuchowska