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Australian Taxation Office

A better online user experience for taxpayers

Accenture helps the ATO develop digital services that are easier for taxpayers to use

High performance. Delivered.

The Australian Taxation Office (ATO) is Australia's federal revenue agency, which was responsible for collecting more than A$336 billion (about US$234 billion) from taxpayers in the 2014–15 financial year. In the same year, it employed more than 20,000 people, who processed almost 23 million payments.

The ATO wanted to evolve its user experience (UX) capability to satisfy community demands for high-quality digital services that are easy to use, as well as provide extensive self-service capabilities.

This collaboration resulted in improve the UX capability, culture, and created a solid foundation for future development allowing the team to deliver UX projects more effectively.

The Opportunity

In 2013, the ATO teamed up Accenture and Avanade UX specialists to transform its digital services for mobile users. This involved redesigning the ATO's primary digital touch points, including its public websites and mobile app.

These projects were successfully delivered in 2013 and led to new opportunities. Continuing its user-focused approach, the ATO decided to carry on collaboration with Accenture's UX team to further design, develop and deliver enhanced digital services to taxpayers.

Strategy | Consulting | Digital | Technology | Operations

Solution

ATO's Integrated Solutions Design team collaborated with Accenture's UX services team on a number of projects, to create innovative, intuitive, and aesthetically pleasing user interfaces. These interfaces had to meet strict accessibility standards and work within the ATO's branding guidelines. The work encompassed all aspects of the UX design process, including user research, information architecture, interaction design, ideation, rapid prototyping, usability testing, visual design, front-end development and training.

Championing the mobile-first approach and accessibility best practices, Accenture and ATO teams worked together to:

- Provide UX design best practices to internal ATO business stakeholders
- Design and facilitate workshops with internal ATO business stakeholders to understand their requirements
- Train in rapid prototyping tools and agile methodologies applied to UX
- Provide UX support to development teams throughout the product journey.

As well as providing training and support to the ATO, Accenture helped:

- Produce high-quality prototypes for usability testing in the ATO's Co-Design Centre
- Evaluate user interfaces for new and existing websites
- Develop a library of reusable components for use in rapid prototyping tools
- Code, develop and integrate the online applications' presentation layers.

The Results

Improved UX culture

Internal business stakeholders, designers and developers at the ATO can now draw on a well-established, user-centred approach to design when creating new experiences for customers.

Prototyping and wireframing skills

The ATO's Integrated Solutions Design team has the skills and tools to produce interactive prototypes by applying the rapid prototyping software Axure. These prototypes are created for usability tests, and make it easier for delivery teams to share and improve their ideas.

UX framework

To support the ATO's accessibility guidelines and mobile-first approach, Accenture's team created a front-end components catalogue. Established to provide a rich source of tools and information about interfaces, it has become a UX framework that facilitates collaboration between designers and developers across the ATO.

Many projects have benefitted from the ATO's UX approach, including:

- Building a central platform for businesses to interact with government. This project is a whole-of-government initiative launched by the Digital Transformation Office (www.dto.gov.au)
- myTax, the online service individuals can use to lodge their income tax returns. Feedback on the myTax user experience has been very positive and it is scheduled to replace the previous eTax platform in 2016
- ATO Beta, a website established so that the ATO can test future online features and gather user feedback from the public. This site supports user-centric design principles by broadcasting potential changes and feedback from users before gathering and implementing them

- ato.gov.au, the ATO's primary website, which provides detailed information on all tax and superannuation topics and a doorway into the ATO's online services. This site has been redesigned to improve accessibility, mobile compatibility and ease of use
- Single Touch Payroll, a new online application to support employer-to-employee relationships for tax obligations. This is still in development but has been designed to fit neatly into the existing online services experience
- ATO Online, the ATO's transactional website, which offers a suite of digital services for individuals and small businesses. The user experience design team has helped deliver a range of features including a single view of accounts, activity statement lodgement, client detail maintenance, online payments and a range of other personalised features.

About Accenture

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