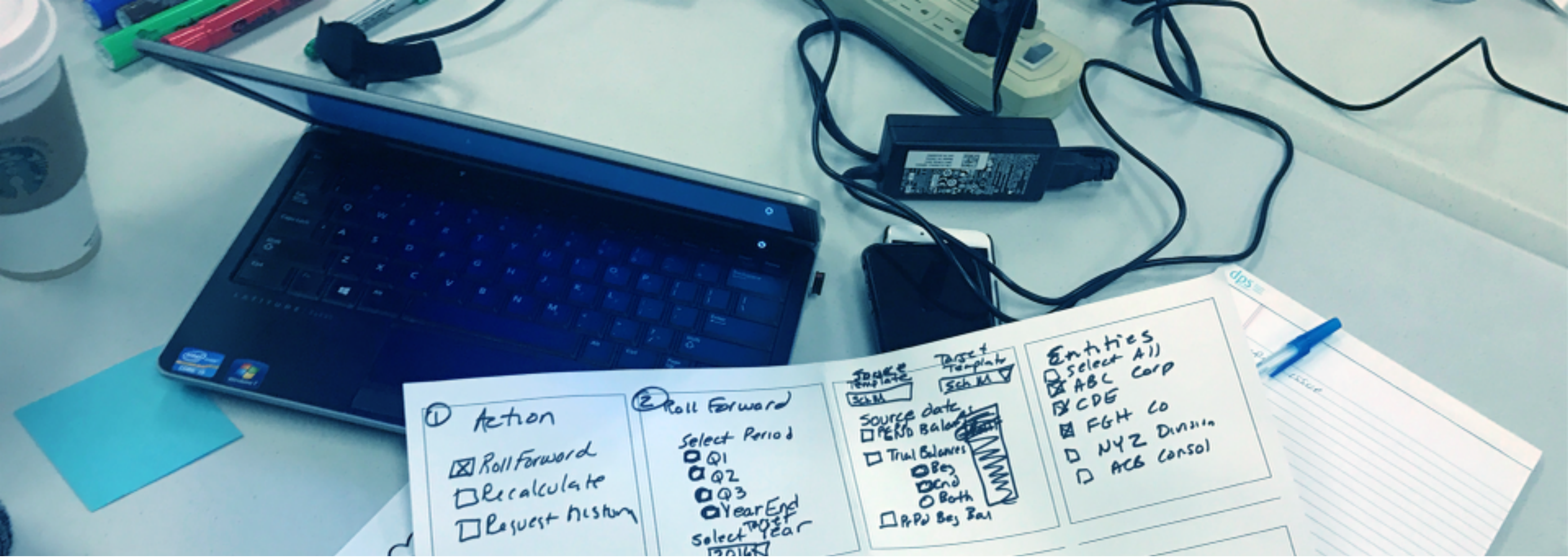

ONESOURCE Tools Workshop Outcome

Dataflow, Audit Manager, R&D Tax Credit

The intelligence, technology and human expertise
you need to find trusted answers.

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We brought together the ONESOURCE Tools stakeholders from product and development to participate in three 2 hour sessions to identify opportunities for Dataflow, Audit Manager and R&D Tax Credit.

Overall Goal

High-level personas & pain points

Define customer journeys

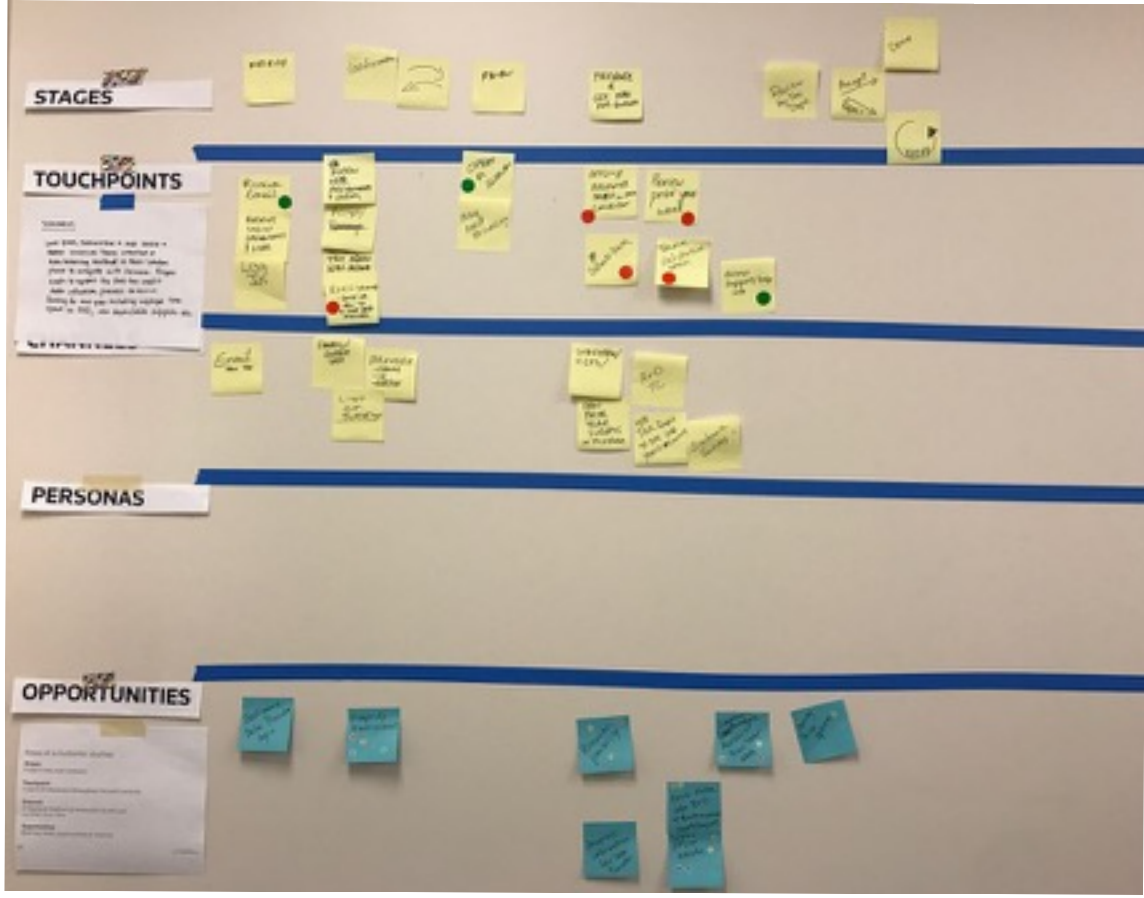
Uncover opportunities based on customer pain points

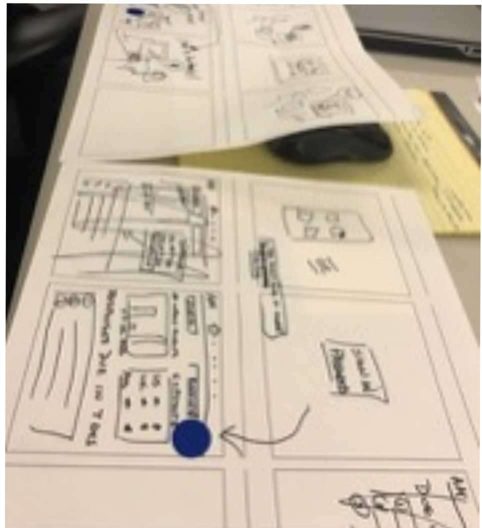
Sketch and validate proposed solutions

Our Approach: During the Workshop

1. **Persona Validation**
2. **Customer Journey Mapping**
    - Capture detailed steps and touch points of the process
    - Identify gaps and opportunities
3. **Identify high and low points in the process**
4. **Vote on biggest opportunities**
    - Group voting to identify the most impactful opportunities
5. **Concept sketching of opportunities**
    - Sketch high-level concepts


OPPORTUNITIES


STAGES
TOUCHPOINTS
PERSONAS
OPPORTUNITIES



R&D Tax Credit

Combines comprehensive, web-based software with professional services to identify qualifying research and development activities and help maximize your tax credit.

R&D Tax Credit Takeaways

- Data providers needs easy access to surveys and a mobile (responsive) solution
- Administrators (tax analysts) are spending too much time on tracking data collection
- Possibility to use MTI functionality for survey
- Data providers may not be tech savvy
- Possible need for 3rd party integrations, e.g. time tracking

Melinda

Sr. Tax Manager (Administrator)
Anheuser-Busch
Dallas, TX

Melinda owns the R&D tax credit in a particular country for the MNC.

R&D Administrator Pain Points

- Cross-departmental, no working relationship/hierarchy, may not know each other
- Pulling wage data
- Calculations
- Putting data together in format needed
- Parent/Child approach has issues, e.g. load source data into system

Thomas

Sr. Tax Analyst

Anheuser-Busch
Dallas, TX

Thomas is responsible for the calculation and data collection process including surveys for this credit, working with the scientist(s).

Samantha

VP, Taste & Brew Sciences (Data Provider)
Anheuser-Busch
London, UK

Samantha is the data provider, conducting the research and providing information to the analyst for this specific tax credit.

VP/Data Provider - Pain Points

- No time to fill out surveys
- Accessibility is important
- If they need to register or use an add-in they will walk away
- May collaborate with employees to collect data
- Need to data entry, need to copy/paste
- Any obstacle will cause them to be noncompliant
- Being asked for data by someone she doesn't report to
- Reassignment of data collection
- Data e.g. time spent on projects
- May need to give staff data provider her log-in or ask Administrator (Tax Dept) to reassign

Bryan

Taste & Brew Scientist (Data Provider)
Anheuser-Busch
London, UK

Bryan is the scientist on Samantha's team and provides majority, if not all the data for the R&D Tax Credit process.

Staff/Data Provider - Pain Points

- No access to mobile solutions
- No time
- Any obstacle excuse not to provide data
- Why no rollover from last year? Prior year survey, pre-populate from last year, etc.
- Lack of integration with business services e.g. project tracking
- Inability to leverage existing data

Customer Journey Map

Scenario 1 & 2

Last year, Samantha and her Taste & Brew Sciences team created a successful brewing method in their London plant to compete with Guinness. Bryan needs to support the R&D Tax credit data collection process to receive funding for next year including employee time-spent on R&D, non-depreciable supplies and any contract resources.

Samantha - VP, Taste & Brew Sciences

Bryan - Taste & Brew Scientist

Last year, Samantha and her Taste & Brew Sciences team created a successful brewing method in their London plant to compete with Guinness. Bryan needs to support the R&D Tax credit data collection process to receive funding for next year including employee time-spent on R&D, non-depreciable supplies and any contract resources.

Persona: Samantha, Data Provider
Journey: R&D Tax Credit

STAGES	Notified	Confirmation	Review	Prepare & Gather Survey Info	Review by Tax Department
TOUCH POINTS	Receive Email ↓ Receive Login Credentials & Link ↓ Log In	Review Assigments & Verify ↓ Accept ↓ Contact Tax Admin (Non-assign) ↓ Reassignments (Some or all to different data providers)	Open Survey ↓ May Need to Reassign ↓ Review	Offline Response, Prep & Data Collection ↓ Collect Data ↓ Review Prior Year's Work ↓ Resolve Validation Errors ↓ Access Support / Help Info	Review Notify ↑ Rejected Accepted ↓ Done
CHANNELS	Email (from Tax Dept)	Email (from Tax Dept) R&D Tax Credit Survey	R&D Tax Credit Survey	Subsystem/Files R&D Tax Credit Fileroom (Open prior years)	
OPPORTUNITIES	Bookmark Data Provider Login	Simply Reassignment Process ● ● ● ●		Browser Compatibility ● ● ● Improve/Automate Review of Prior Year's Work ● ● ● Move Data into R&D with Automated Export/Import & Support "Offline" Activity ★ Survey Print Options ●	

LEGEND

● ONE VOTE ★ WINNING IDEA HIGH POINT LOWPOINT

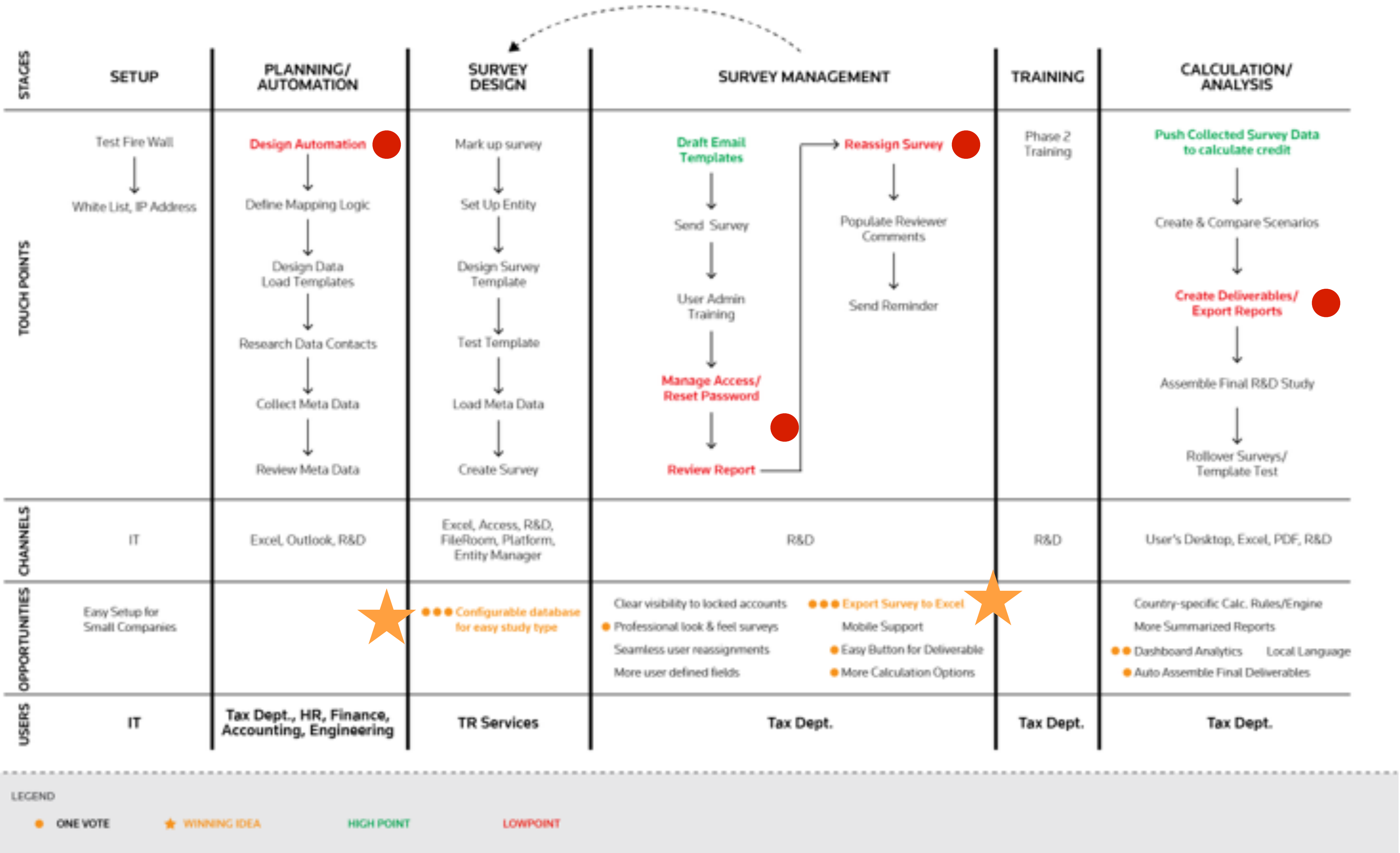
Melinda begins the process of the collecting information for Anheuser-Busch to receive the R&D Tax Credit. She assigns majority of the data collection and calculation work to Thomas. He is responsible for the communication between the Taste & Brew Sciences group and the tax department.

Melinda, Sr. Tax Manager

Thomas, Sr. Tax Analyst

Melinda begins the process of the collecting information for Anheuser-Busch to receive the R&D Tax Credit. She assigns majority of the data collection and calculation work to Thomas. He is responsible for the communication between the Taste & Brew Sciences group and the tax department.

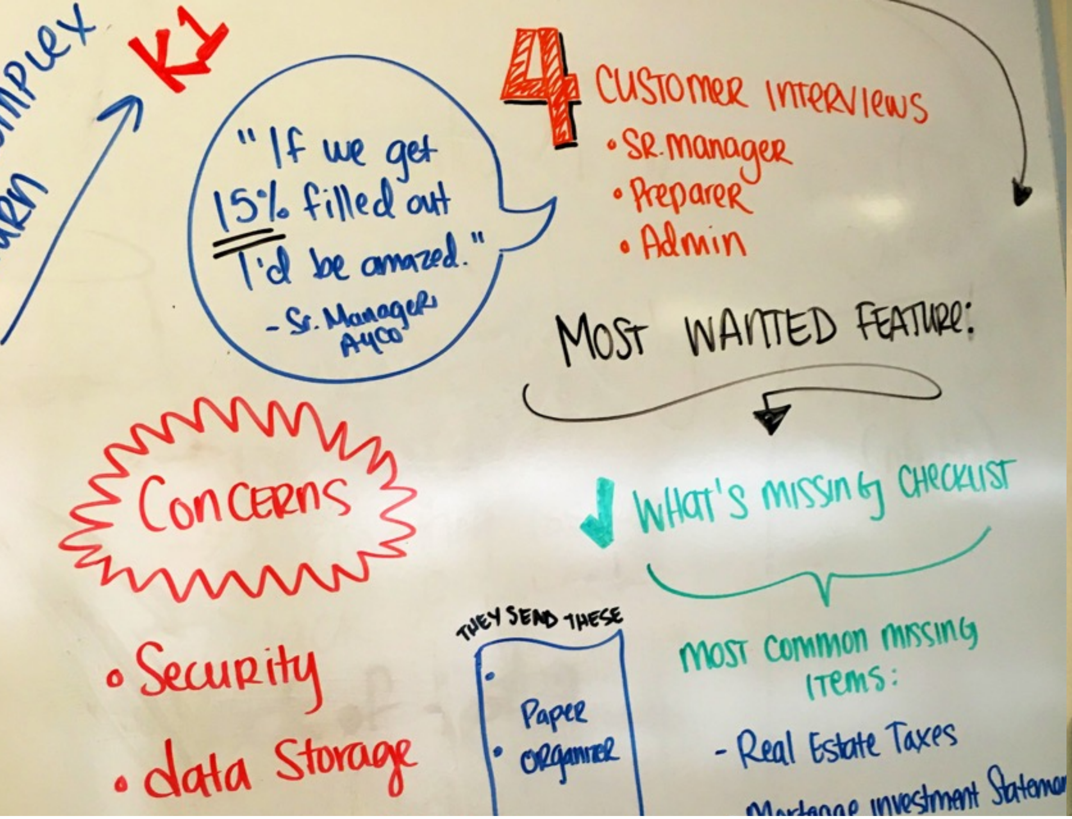
Persona: **Sr. Tax Manager, Administrator**
Journey: **R&D Tax Credit**



Next Steps

- UX Roadmap
- Stakeholder Interviews
- Customer Interviews / Observational Research
- Concept Designs

Any Questions?



LEDO

Workshop discoveries

June 2016

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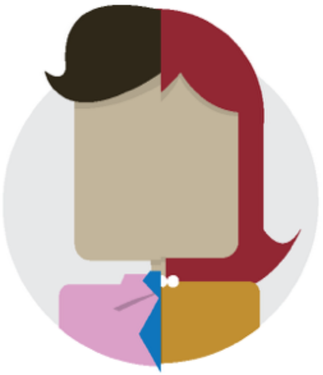
Pain Points & Needs

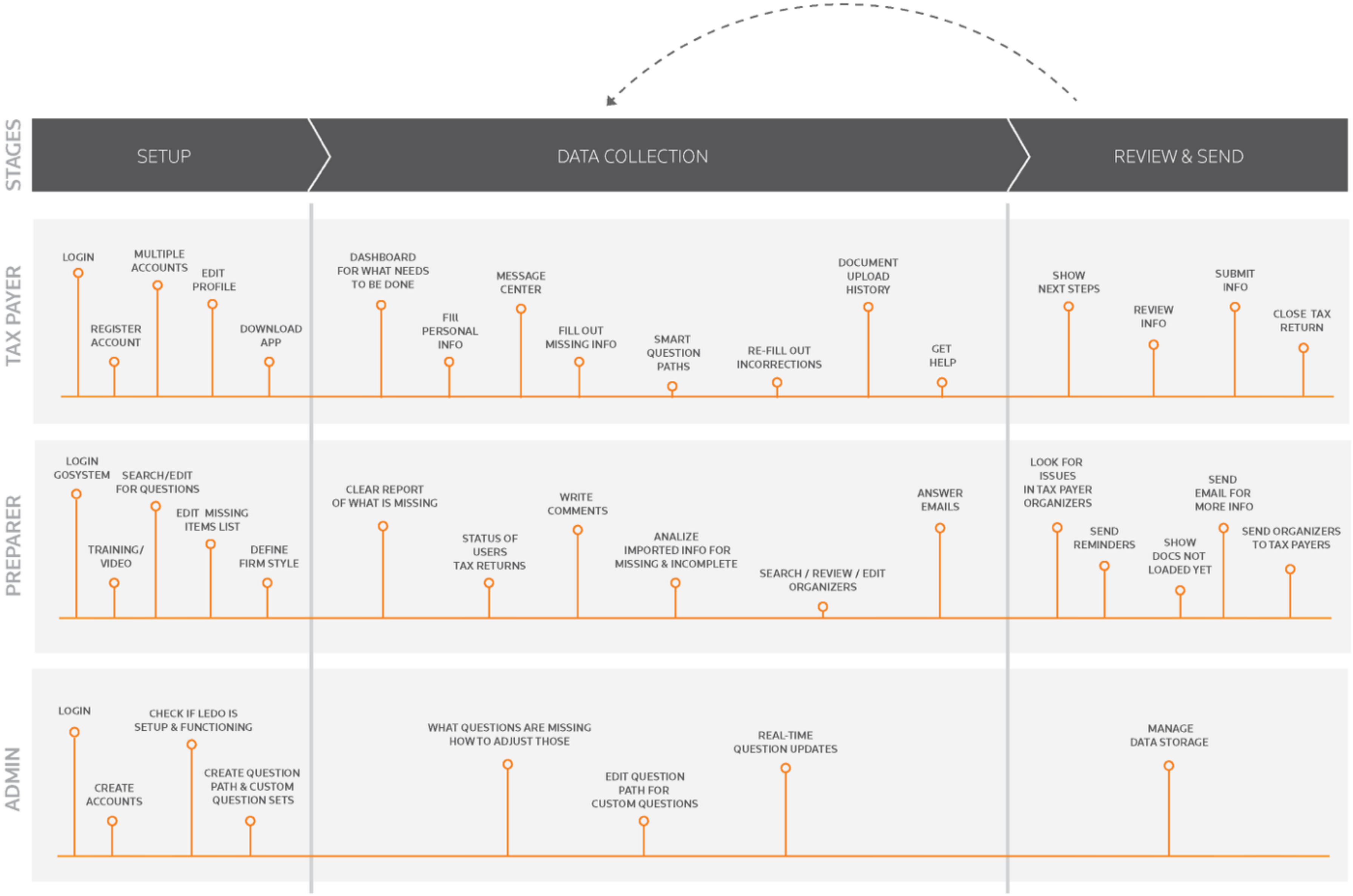
- Logging In
- Shoe box Data Storage
- Security
- Manual Process
- Too Many Steps
- Error Messaging
- Notifications
- Simple, Easy to Understand Interface
- Usable on Touch Screens
- Mobile App

Solutions

- Message Center
- Easy, Straight Forward Questions & Entries
- One Place to Keep track of all returns
- Display Useful Information Up Front
- Allow User to Update Missing Items & Create Comments
- Documentation Trail
- Only Ask What is Necessary
- Put All Features in 1 App



Tax Payer
Preparer
Admin



Opportunities

- Smart Question Path
- Clear Report of what is missing
- Better Way to Communicate
- Document Center to View & Manage

Next Steps

- Tax Payer Entry Point Email & Login Experience
- Schedule-C Tax Payer Data Collection Workflow
- Tax Payer Dashboard

MYTAXINFO

User Testing Findings

Oct. - Nov. 2016 | Landon Register

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Methodology

5 Remote Sessions

45min Avg. Length

7 In-person Interviews

20min Avg. Length

Users were given a scenario and a series of tasks they were asked to accomplish in the prototype. Via Webex or at the Synergy Innovation lab, they were able to interact with the product and provide feedback to their experience.

Remote sessions were recorded via webex

Participants

REMOTE

Managing Tax Director
KPMG

Tax Manager
KPMG

Partner
KPMG

Principal GTI
KPMG

Engagement Manager
KPMG

SYNERGY PROFESSIONAL

Preparer & Reviewer
Private CPA Firms

Director of Firm
Private

Technology Director
Crowe Horwath

Sr. Tax Manager/Tax Manager
Medium CPA Firm

Scenario

Your company is about to start preparing taxes for 2016 and has acquired MyTaxInfo for this process. As a preparer you would like to login and start the process.

MTI / Key User Test Findings
Preparer Dashboard Walkthrough

Preparer Dashboard Walkthrough

COMPLETION SUCCESS

STEP 1:
Explain % amounts on accounts

STEP 2:
Explain what the organizer tabs mean

STEP 3:
Explain the meaning of the statuses

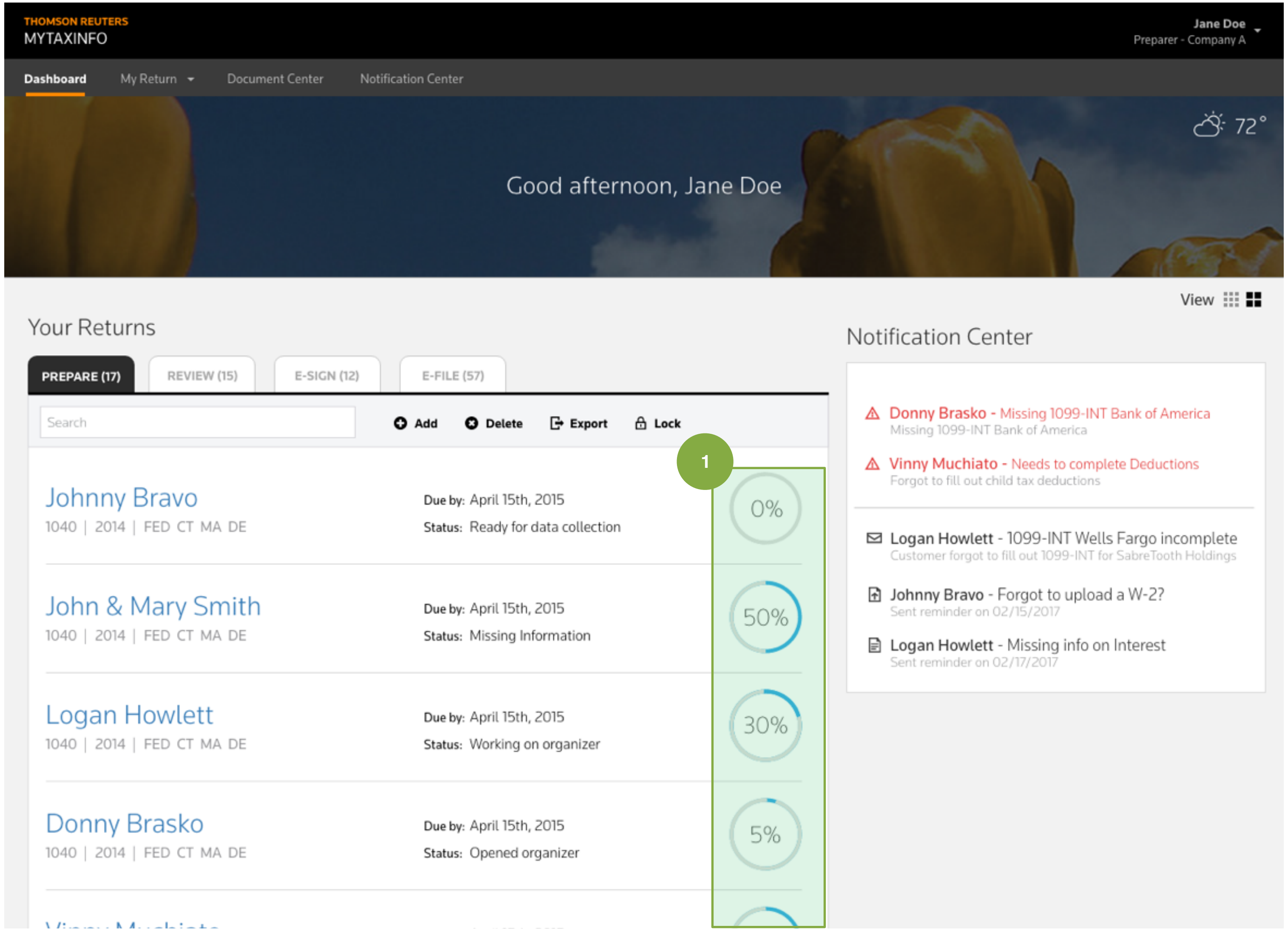
STEP 4:
Overall feedback

Success
The user easily completed the step

Moderate Issues
The user experienced problems but were able to continue

Critical Issues
Users were not able to complete the step or required assistance from the moderator

Step 1: Understanding % on account completion



1

% on account completion

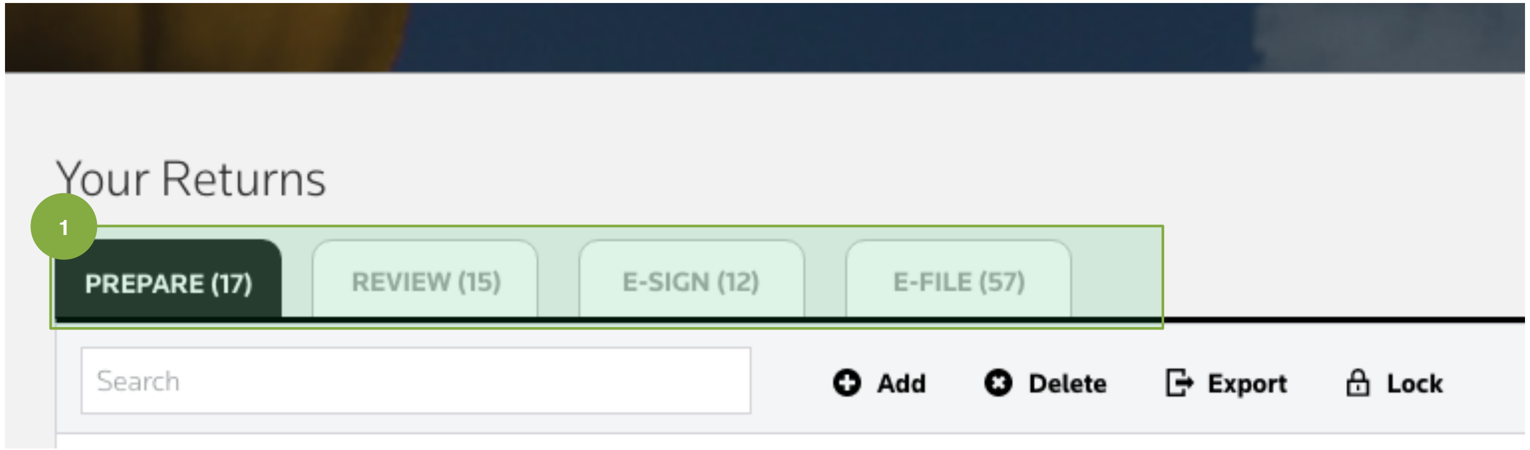
All participants were able to successfully understand it meant the % complete in the users organizer, per section.

Feedback

- “% is hard to gauge”
- “i don't understand the math, but I understand what it means!”
- “This would be great”

Success   Moderate Issues   Critical Issues

Step 2: Explain what the organizer tabs mean



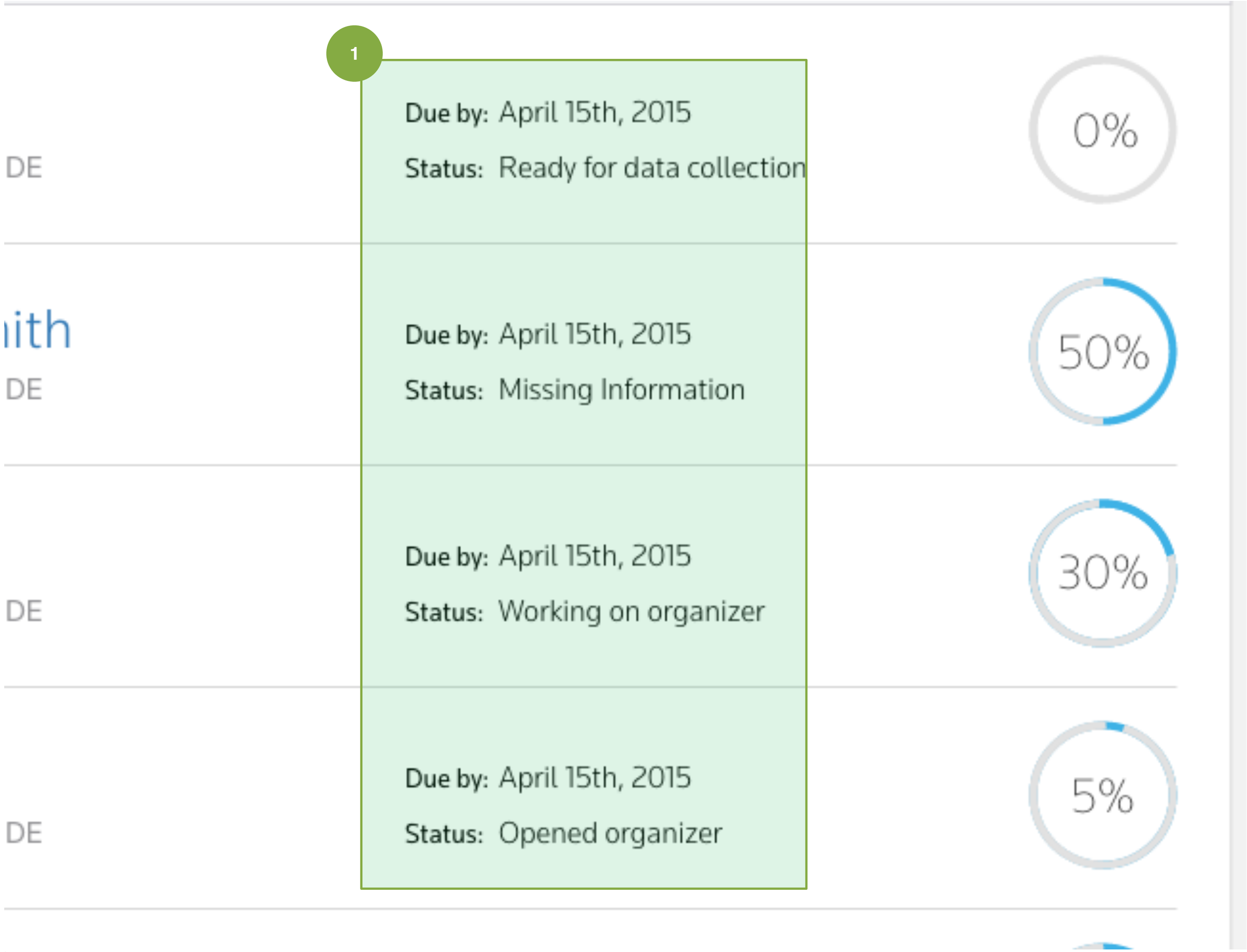
1 **Organizer Tabs**

All participants successfully understood that the tabs reflected the main sections in a users return.

NOTE

KPMG partner noted that they wouldn't use the review, e-sign, or e-file tabs and continue to use their workflow.

Step 3: Focus on the statuses, what do they mean?



1 **ADD RETURNS**

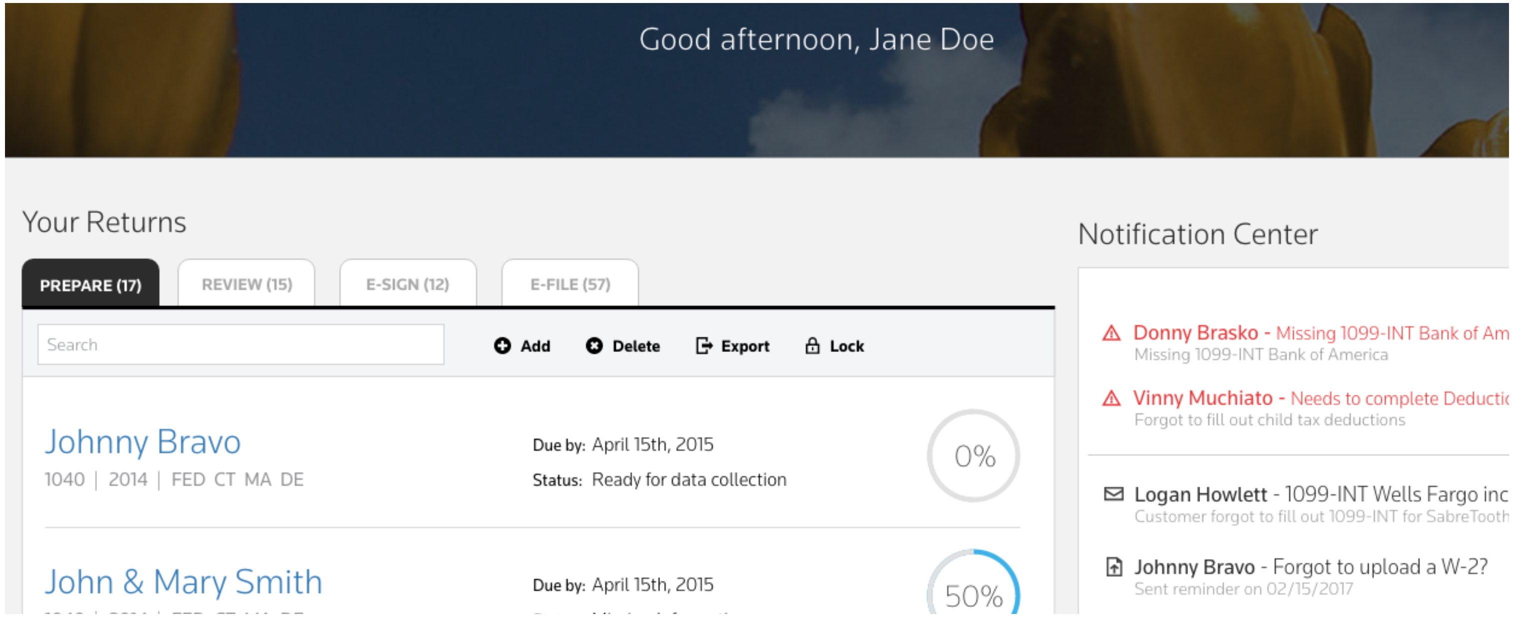
All participants understood the statuses. They should reflect their business workflow.

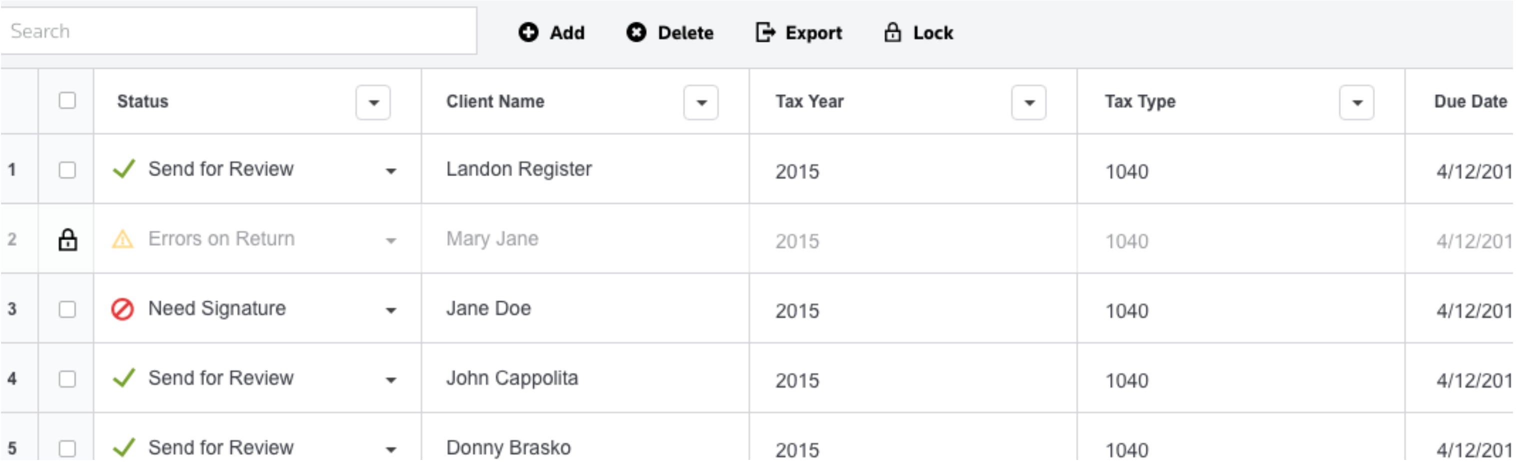
User Suggested Statuses:

- Sent organizer to client
- Sent back to preparer
- Opened by preparer
- Requested missing information
- Received missing information
- Completed preparation and sent for review
- Taxpayer is reviewing
- E-file is setup

Success Moderate Issues Critical Issues

Step 4: Feedback on overall Dashboard layout





Preparer Dashboard Feedback

Users all gave great feedback on the overall direction of the dashboard.

- "Don't use return. Start return makes the user feel like they are doing the return and not me."
- "I really like the layout and graphics. Its simple."
- "Use unique identifiers to separate the name"
- "Switching views would be nice to have. (switching from Grid to simple view)"
- "Ability to flag VIP clients"
- "Notification center could have 100's of people in there. Maybe a filter (aging, VIP, due date)"
- "Both names aren't needed, only primary tax payer is important"

Success **Moderate Issues** **Critical Issues**

MTI / Key User Test Findings
New Taxpayer Initial Questionnaire Walkthrough

Initial Questionnaire

COMPLETION SUCCESS

STEP 1:

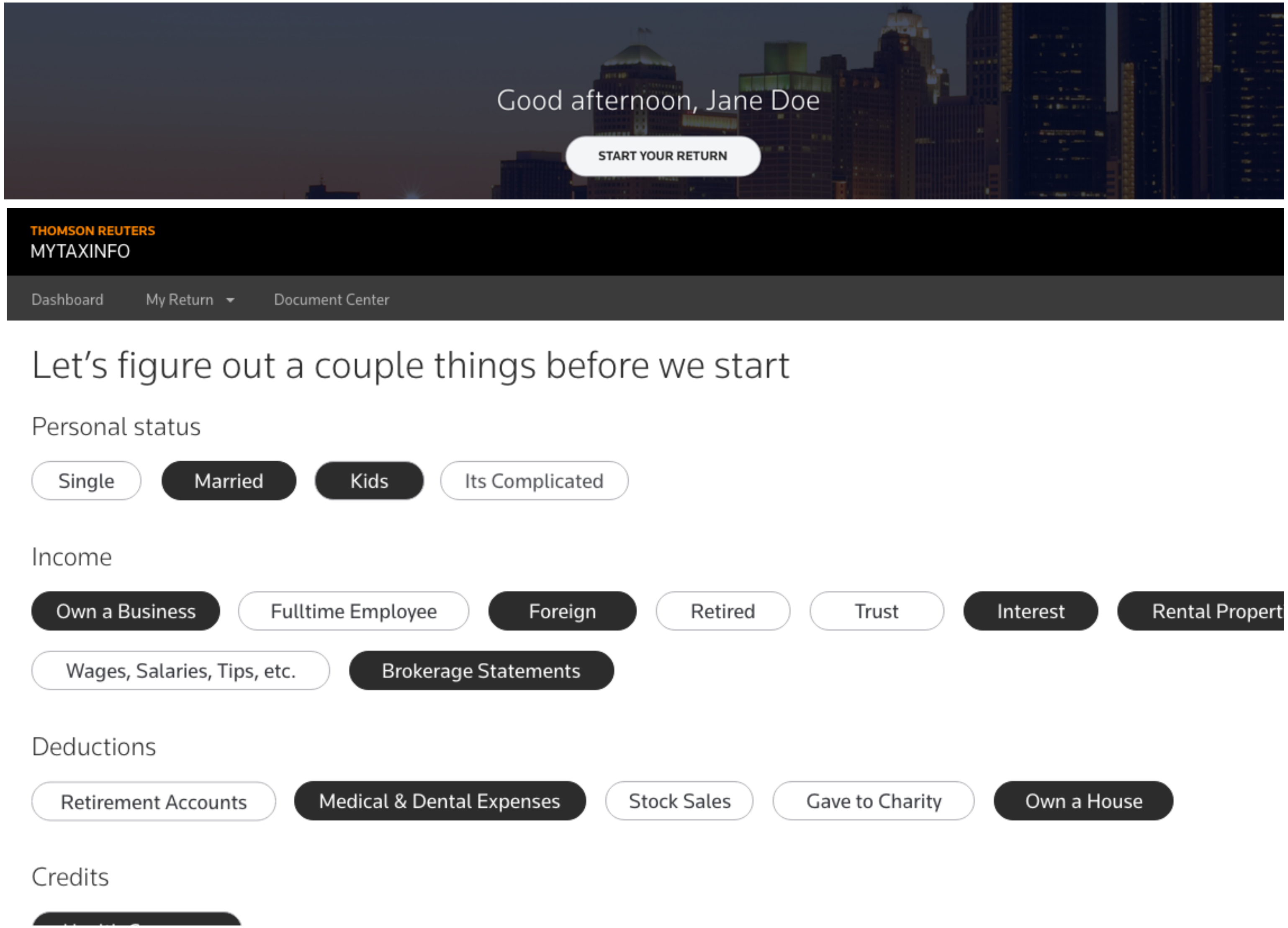
Received an email from preparer, how would you begin?

Success
The user easily completed the step

Moderate Issues
The user experienced problems but were able to continue

Critical Issues
Users were not able to complete the step or required assistance from the moderator

Start your return & Overall feedback



1 **Fill out initial questionnaire**

Users understood the intent on the initial questionnaire.

NOTE

- Make sure to include all main buckets
- Separate each section into its own screen
- Simplify terms
- Make sure terms are prevalent to businesses workflow

2 **Feedback**

- "What does foreign mean?"
- "Add Tax payments"
- "Additional help on the terms would be very helpful"
- "Maybe separate these on to pages instead of 1 screen"
- "What about dependents that aren't kids?"

Next Steps

- **PM** to prioritize of New Taxpayer Initial Questionnaire
- **Product/BA** to further define Big Buckets e.g. Income, Credits, etc. and tooltip content
- **UX** to restructure content and workflow

MTI / Key User Test Findings
Returning Taxpayer Questionnaire Walkthrough

Questionnaire Walkthrough

COMPLETION SUCCESS

STEP 1:

Explain how to go back to where you left off on your return

STEP 2:

Fill out Basic Information

STEP 3:

Explain the summary. Helpful at each step, or after whole section

STEP 4:

Add 2 dependents

Success

The user easily completed the step

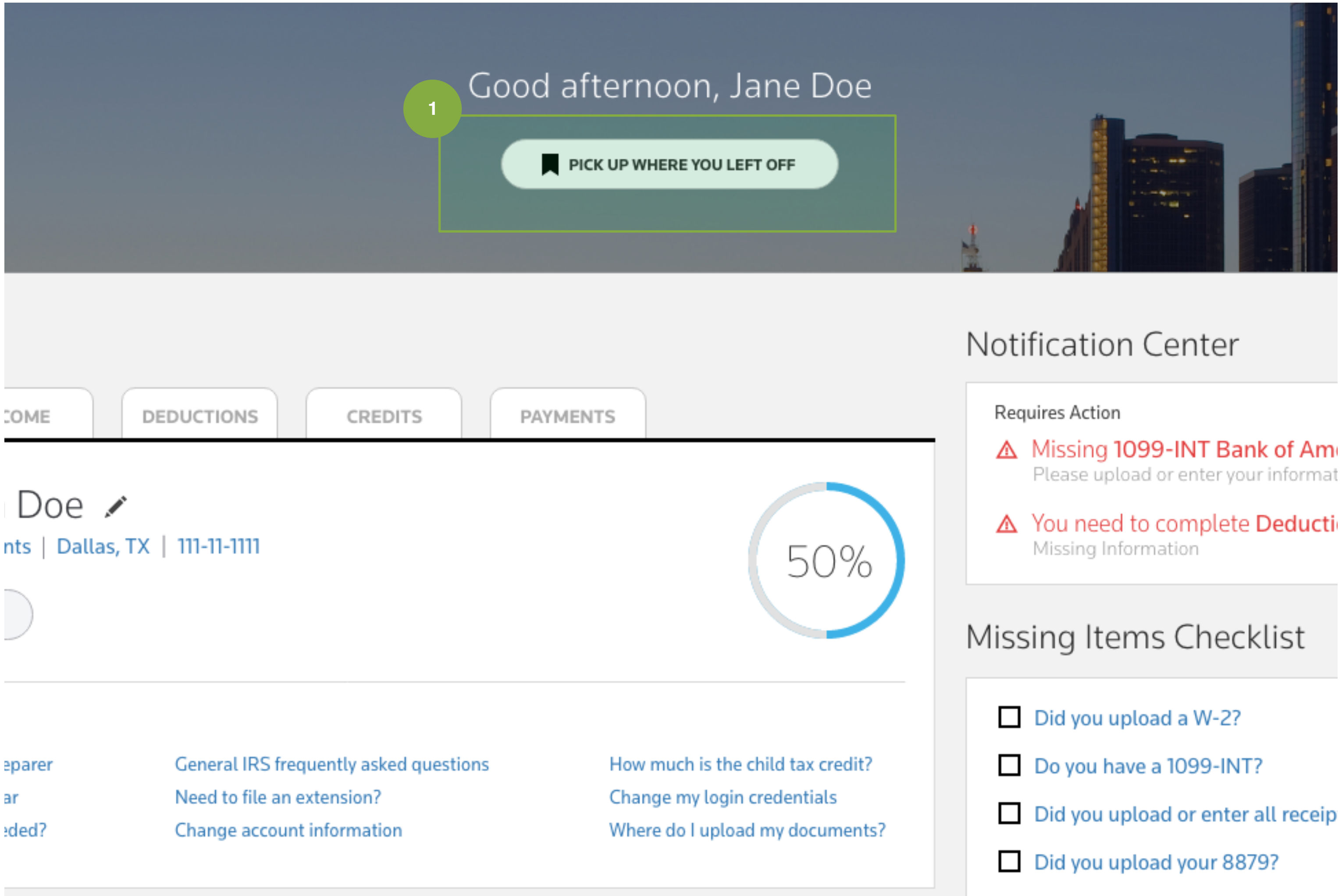
Moderate Issues

The user experienced problems but were able to continue

Critical Issues

Users were not able to complete the step or required assistance from the moderator

Step 1: Explain How Go Back To Where You Left Off

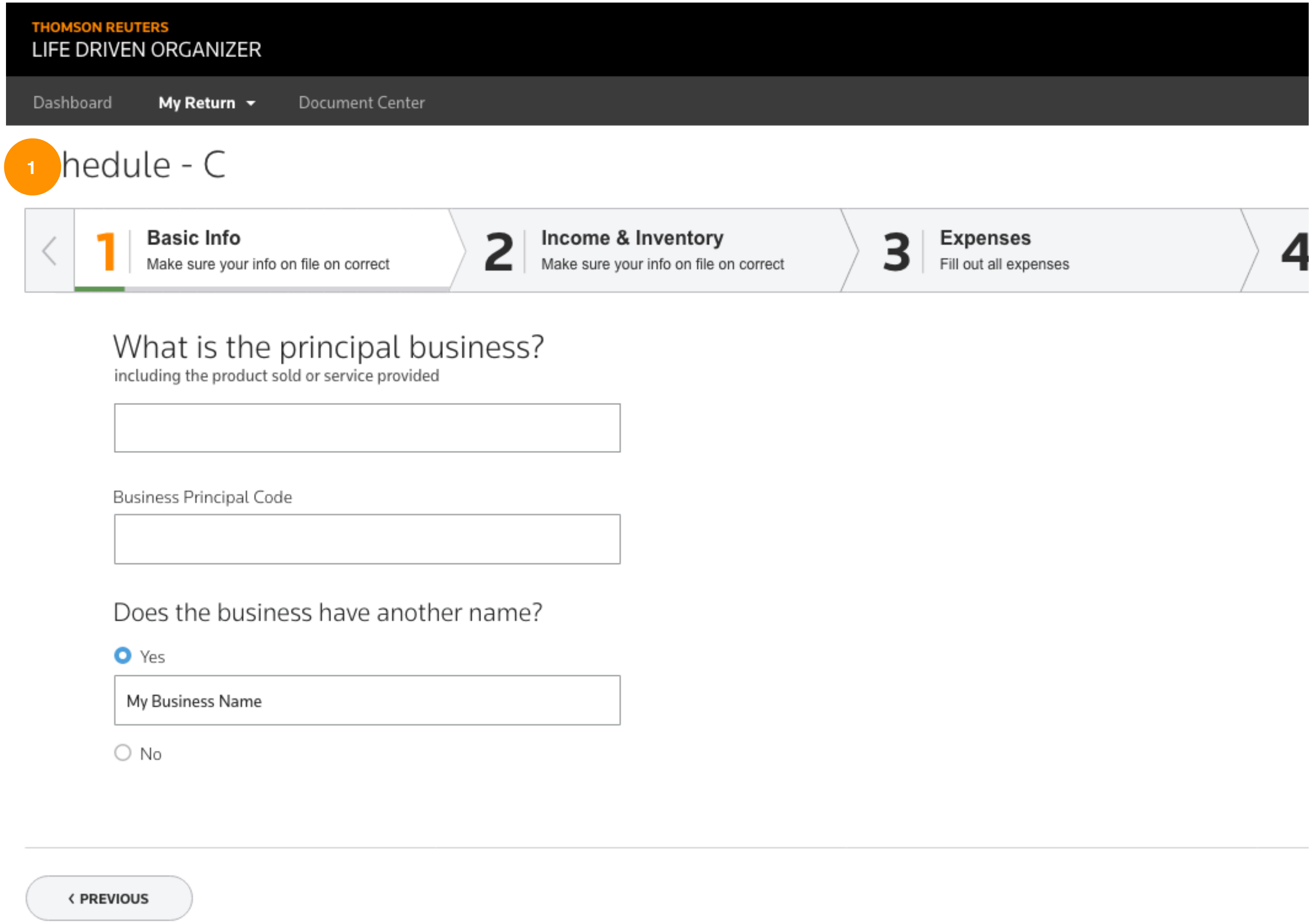


1 **Go Back To Where You Left Off**

All participants were able to successfully click the "Pick up where you left off" button, without us finishing our question most of the time.

Success Moderate Issues Critical Issues

Step 2: Fill Out Basic Information



1 Fill Out Basic Information

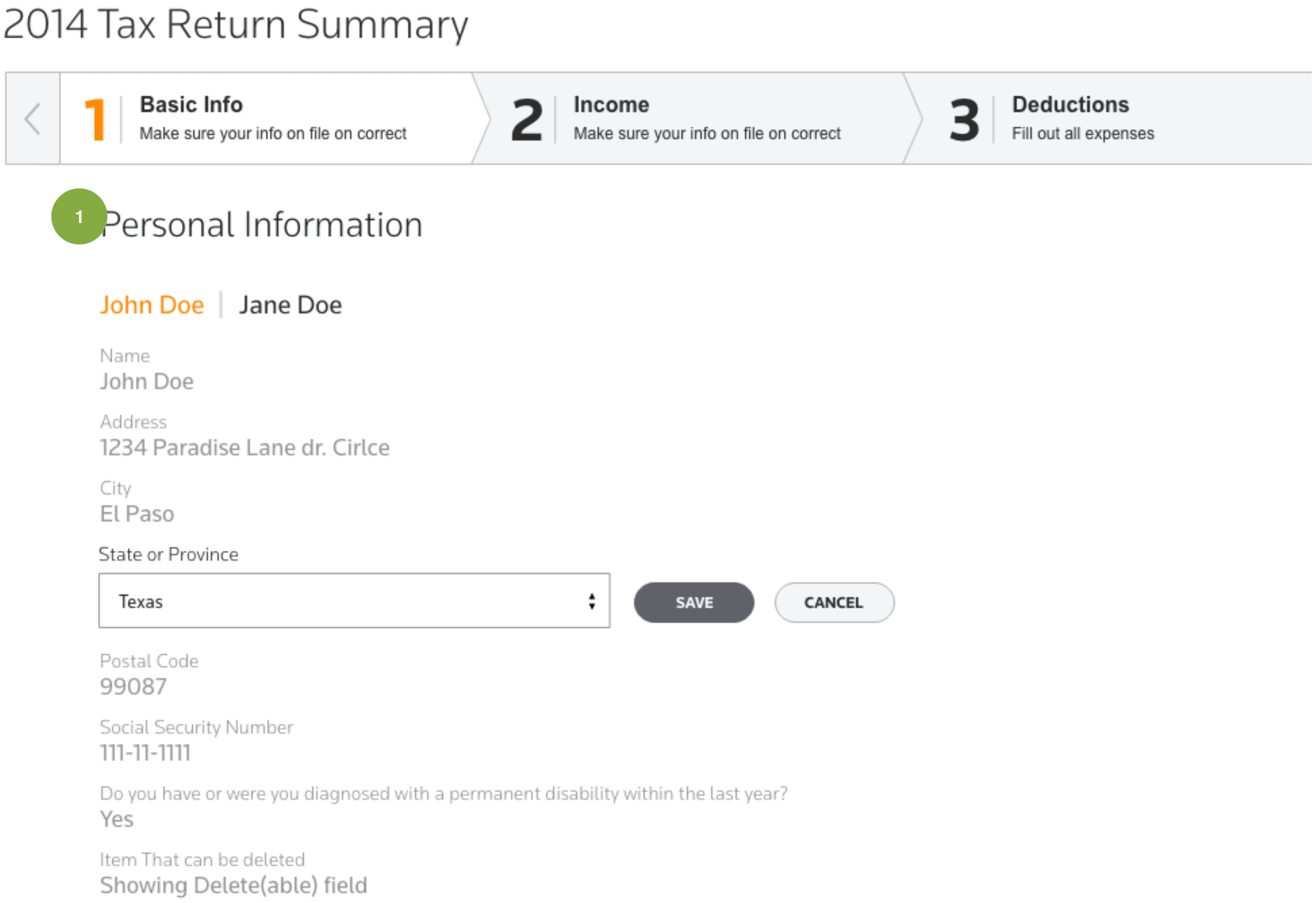
All participants were able to successfully go through the basic information section up to the summary. **screen from prototype*

Feedback

- Do not use "My Return/Return"(Navigation)
- Input masking & validation were wanted
- Liked the functionality of smart display groups (information displaying after an answer is made)
- Liked the simplicity & seeing only what is needed at the time
- Married/couple info should be filled out at the same time
- Specify "next & previous" buttons (Next: Income | Back: Basic Information)
- Users showed frustration with the Calendar component (birthdate question)
- Steps need to be clear and prevalent to business

Success Moderate Issues Critical Issues

Step 3: Explain the Summary. By Step, Section, or not at all.



1 **Summary: to be, or not to be.**

All participants were asked if they wanted a summary, after each step, at the end of the section, or not at all. Most preferred having the summary after each step.

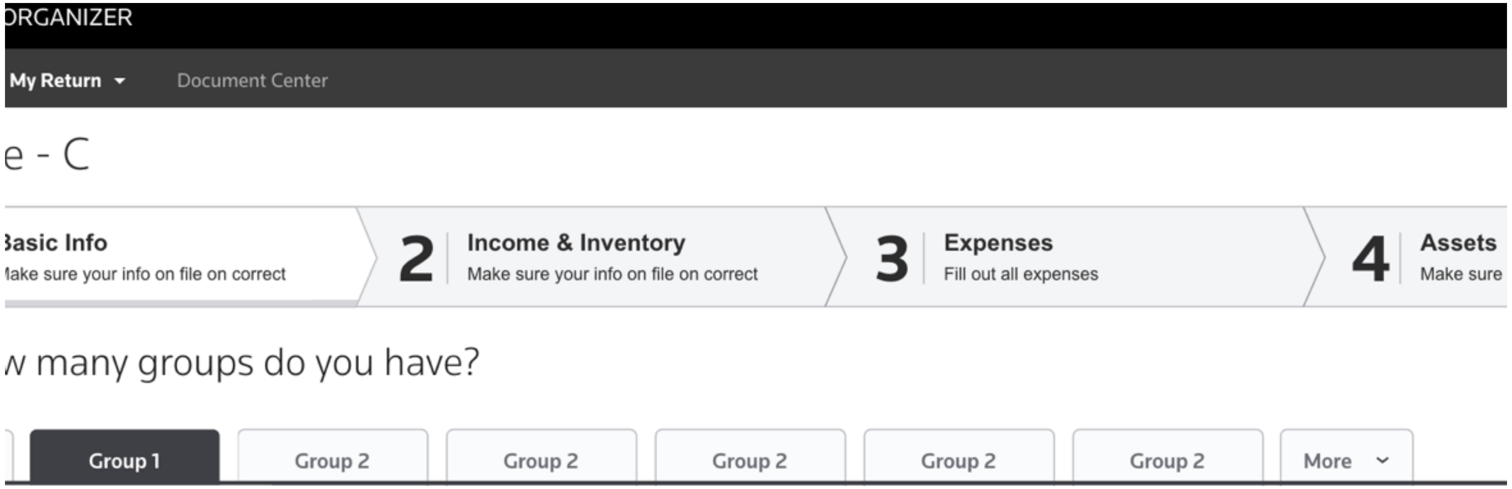
**screen from prototype.*

Feedback

- 4 out of 5 participants wanted the summary after each step, instead of at the end, or not at all
- **1 participant did not want the summary at all, instead a comparison screen"*
  - KPMG Partner

Success   Moderate Issues   Critical Issues

Step 4: Add Two Dependents



1

Add Two Dependents

All participants were asked to add two dependents from the questionnaire. This showed a basic example of group information. Users added two dependents with minor notes.*screen from prototype.*

Feedback

- When showing in the demo, the "add dependent" verbiage had users a bit confused. Change to "Add dependent, or Add another"

MTI / Key User Test Findings
Taxpayer Dashboard

Taxpayer Dashboard

COMPLETION SUCCESS

STEP 1:

Received a notification to upload a document. Upload the document.

STEP 2:

Upload from dashboard

Success

The user easily completed the step

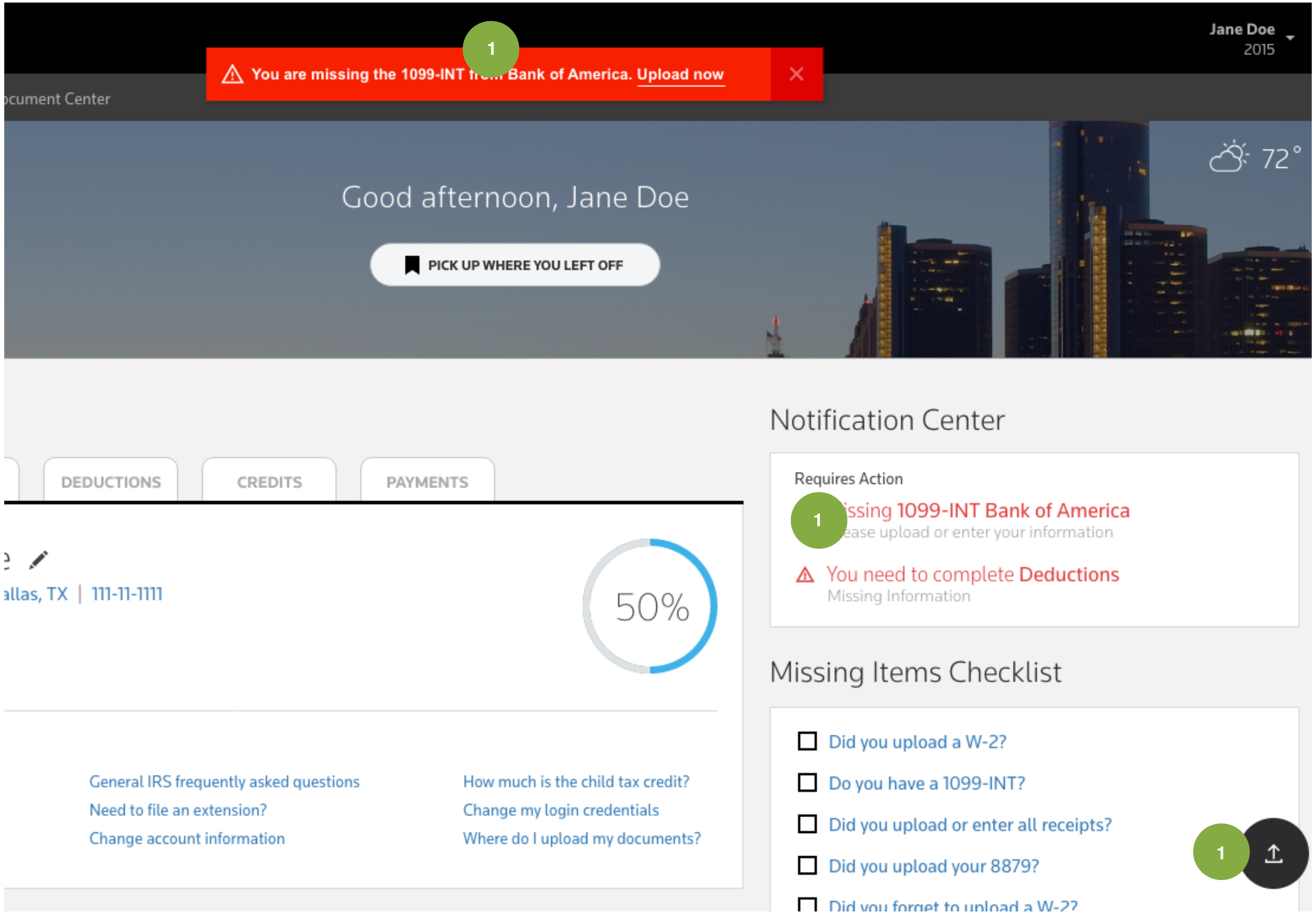
Moderate Issues

The user experienced problems but were able to continue

Critical Issues

Users were not able to complete the step or required assistance from the moderator

Step 1: Upload Document



1 **Upload Document**

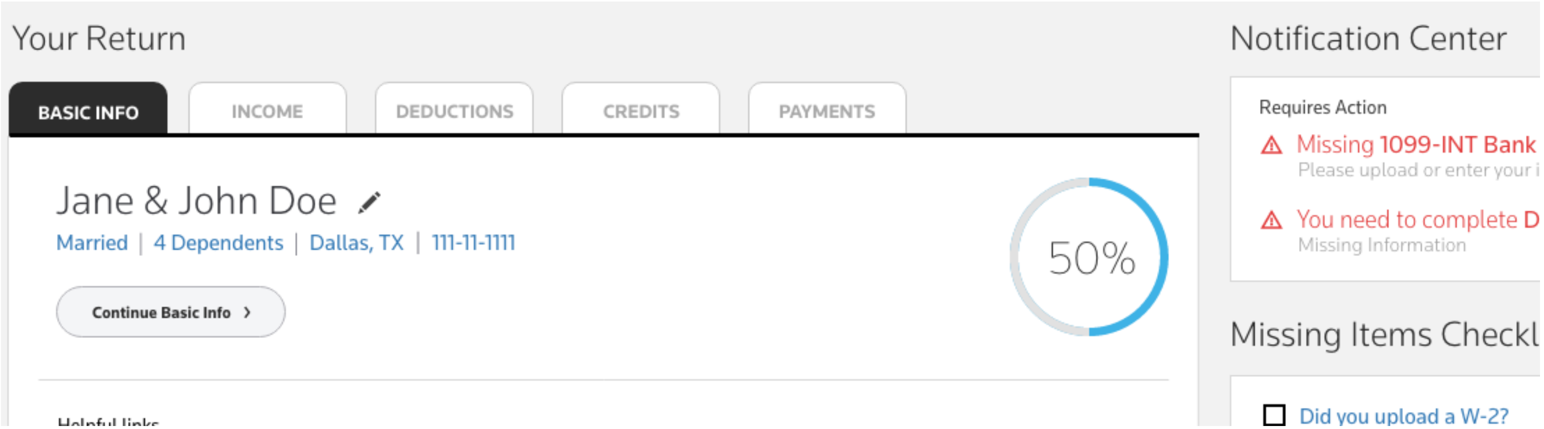
All participants were asked to upload a document after receiving a notification from the preparer to do so. All users found a way to upload. (Notification alert, Notification center item, and upload button)

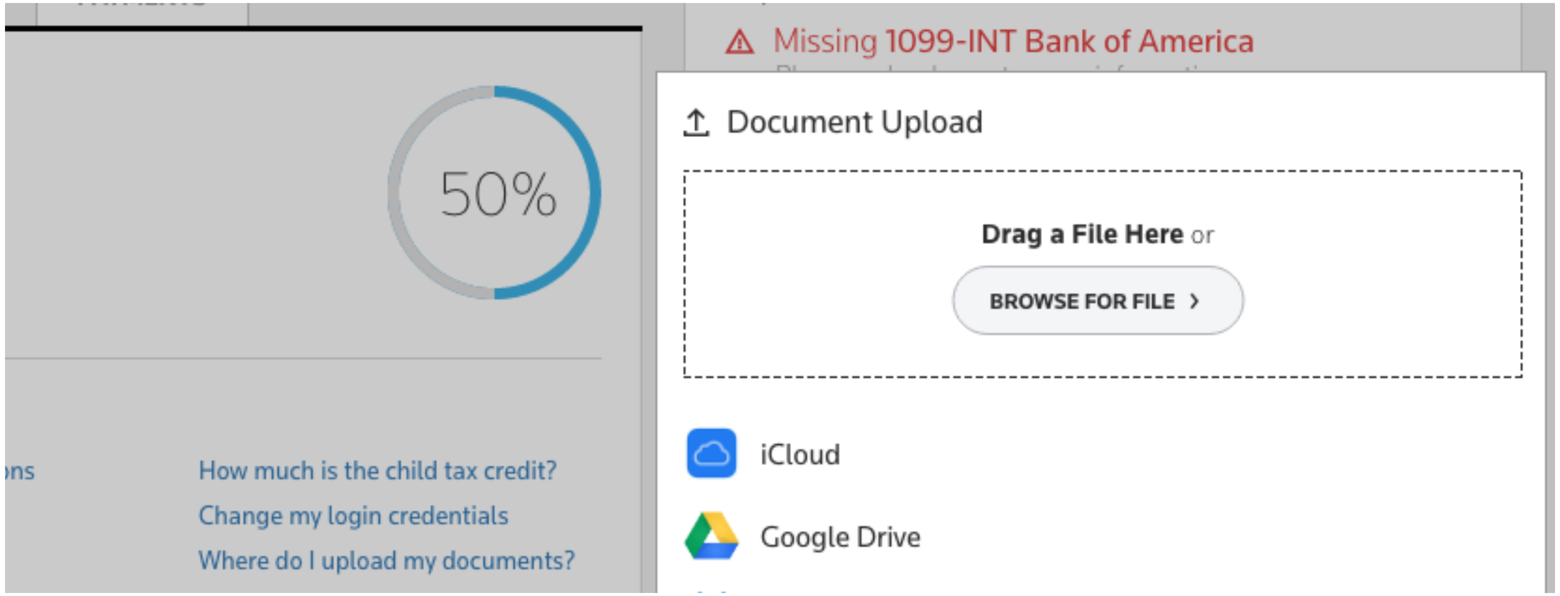
Feedback

- Users found the alert to upload first
- Users like the ability to upload from the same screen, instead of going to document center to upload. ***1 user tried to click the document center for this action. not wrong, but didn't think you could upload from the screen.***
- Users did not understand the icon. Thought it meant share instead (ios pattern). **Should change icon to represent upload.**

Success   Moderate Issues   Critical Issues

Step 2: Upload from Dashboard





Feedback

- “Very clean”
- “Nice look and feel”
- “I like being able to upload directly on the page”
- “Upload icon not clear. Can I share from here?” ***bento-icon-upload**
- “Helpful links are great, but should be more dynamic”
- “Love the Notification Center”
- “Missing info is great. It should link directly to the missing item, so I can fix it.”
- “All of these return categories make sense, except payments”

Success **Moderate Issues** **Critical Issues**

Standard Usability Score

SCALE

Strongly Disagree		Neutral		Strongly Agree
1	2	3	4	5

RESULTS

4.4 /5

I found the system easy to use

4.5 /5

I found the various functions in the system were well integrated.

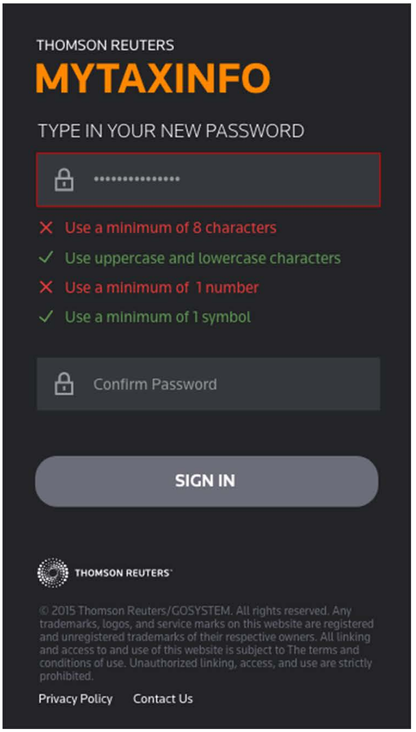
4.5 /5

I felt very confident using the system.

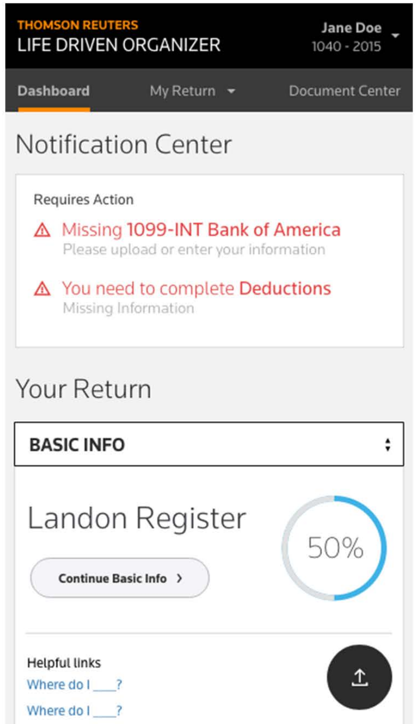
4.5 /5

OVERALL AVERAGE

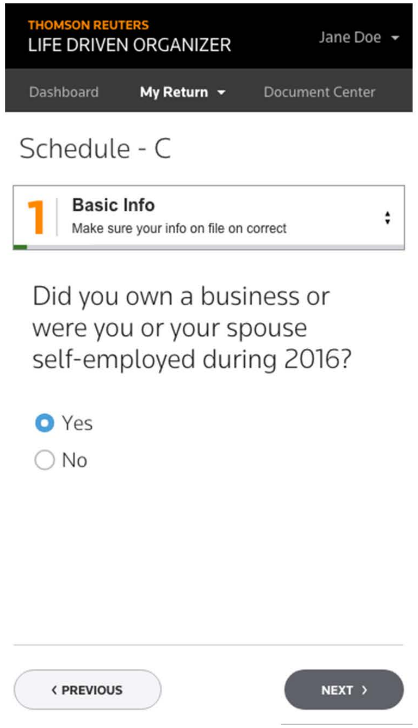
Login



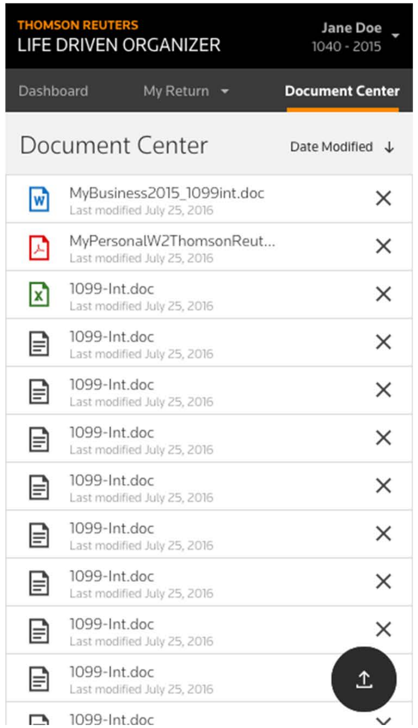
Dashboard



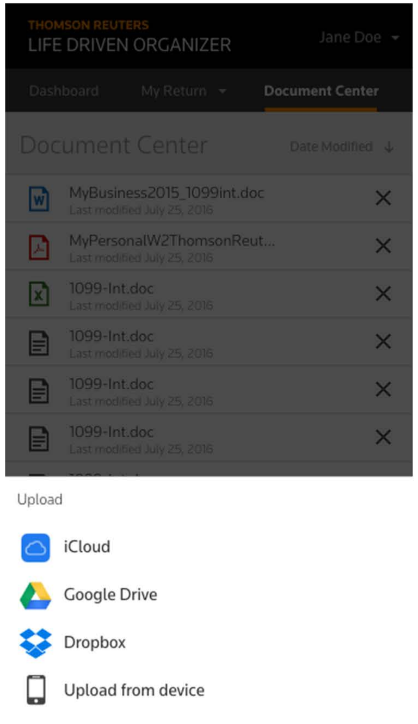
Questionnaire



Doc Center



Doc Center Upload



Doc Center Preview