

### ABOUT THE TAX DESIGN CHALLENGE

The goal of this challenge is to reimagine the taxpayer experience and design the taxpayer experience of the future. With over 200 data fields at play, how might we design, organize, and present tax information in a way that makes it easier for taxpayers to manage their taxpayer responsibilities, and to use their own taxpayer data to make informed and effective decisions about their personal finances?

## **STATISTICS**

48 Design Submissions

15,000+

TaxDesignChallenge.com Visitors

Challenge.gov
Followers

6 Prize Categories

5 IRS
Judges

Challenge Winners

### **WINNERS**



#### **Andrew Miller**

Andrew is a user-interface designer and front-end web developer, currently working as a contractor for Sandia National Labs. In his free time he serves as the Creative Director of Model T Digital, a freelance web developing agency.



### **Andrea Angquist**

Andrea is an award-winning designer living and working in Silicon Valley. Currently, she is a Product Designer for Pivotal, where she helps companies design and launch new products and transform their teams using Lean UX and Agile methodologies.



### Sam Nguyen

Sam is a CERTIFIED FINANCIAL PLANNER™ professional, an Enrolled Agent, and is pursuing the Certified Public Accountant license. He is currently a tax advisor at Alexandria Capital, an SEC-registered investment advisory firm in Washington, DC.



#### Vidhika Bansal

Vidhika Bansal is a UX Strategist with a background in behavioral science, research, and human-centered design. She is passionate about the power of words and thoughtful design to build experiences that make people's lives easier, healthier and happier.



#### **Dante Vono**

Dante is a User Experience Designer who has been creating interactive tools for the web since 2000. His specialties include personal finance, investment tools, and data visualization. He's designed solutions used by millions on major financial news websites.



# IRS MyService by Andrew Miller

#### First Place, Best Overall Design

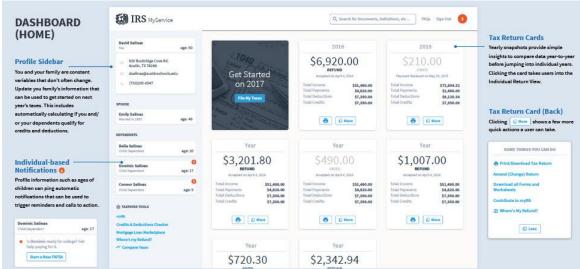
Highest combined score in all categories – Overall Appeal, Taxpayer Usefulness, Financial Capability, Visual Hierarchy, Information Density, and Accessibility.

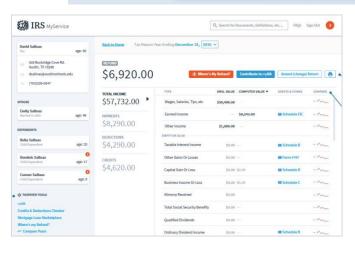
#### First Place, Best Taxpayer Usefulness

Allows the user to better understand and meet his or her taxpayer responsibilities.













# IRS 365 by Andrea Angquist

#### Second Place, Best Overall Design

Second highest combined score in all categories – Overall Appeal, Taxpayer Usefulness, Financial Capability, Visual Hierarchy, Information Density, and Accessibility.

#### Second Place, Best Taxpayer Usefulness

Allows the user to better understand and meet his or her taxpayer responsibilities.













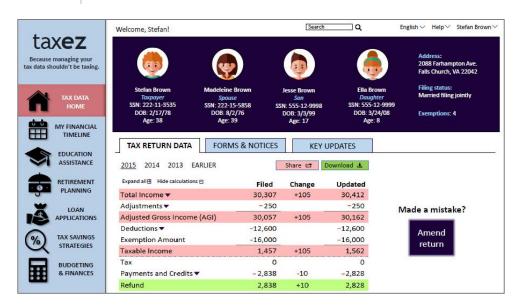




## taxez by Sam Nguyen & Vidhika Bansal

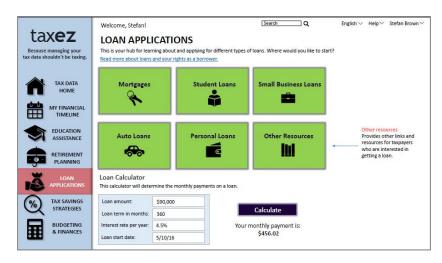
#### First Place, Financial Capability

Makes it easier for the taxpayer to make informed and effective decisions about their personal finances.









NOTE: This is a sample view of the winner's submission.



# MyTaxOnline by Dante Vono

Second Place, Best Financial Capability

Makes it easier for the taxpayer to make informed and effective decisions about their personal finances.

