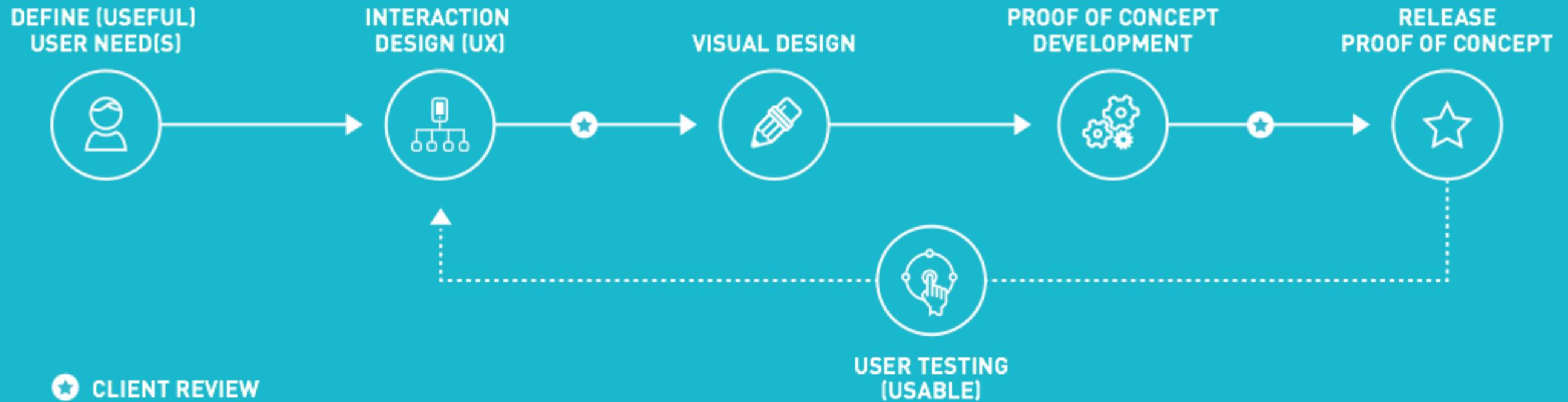


CALHEERS

INCOME COLLECTION

CHAOTIC  MOON





HUMAN CENTERED DESIGN

Great design starts and ends with the user. This is the process we follow. It is not only about creating a better design but about improving efficiencies, reducing risk, and avoiding costly rework—measure twice, cut once.

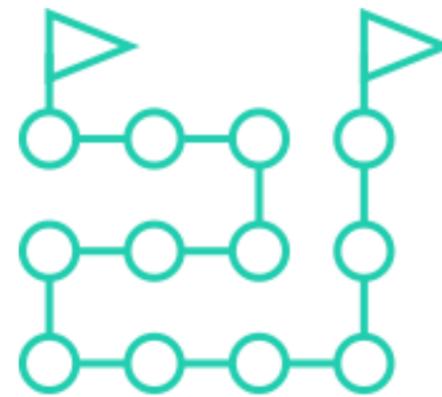


DESIGN PILLARS



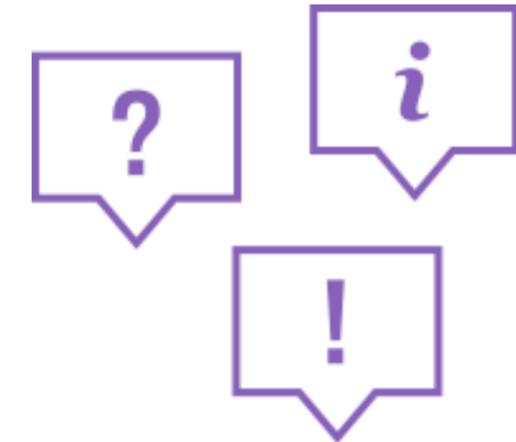
Personalize

Adapt flows in response to user input, and provide flexible controls to refine content based on user needs.



Simplify

Define sections with simple, focused, and approachable content with clear wayfinding and progress indicators.



Humanize

Supplement content with visual aids, remove stigma by socializing the culture, and provide hints and tips throughout the journey.



USER TESTING DATES

Round 1:
Fremont, CA
Week of 8/1

Round 2:
San Diego, CA
Week of 8/29

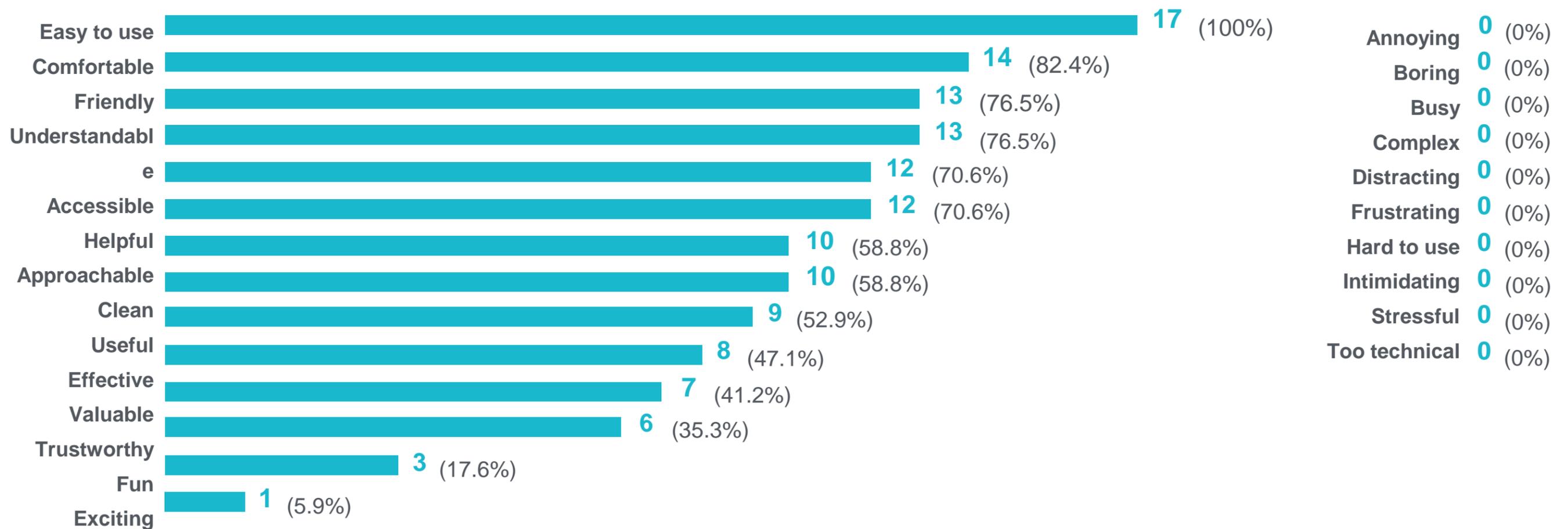
Round 3:
LA to Bakersfield
Week of 9/19



USER TESTING ROUND 1 RESULTS



FEELINGS WERE OVERWHELMINGLY POSITIVE



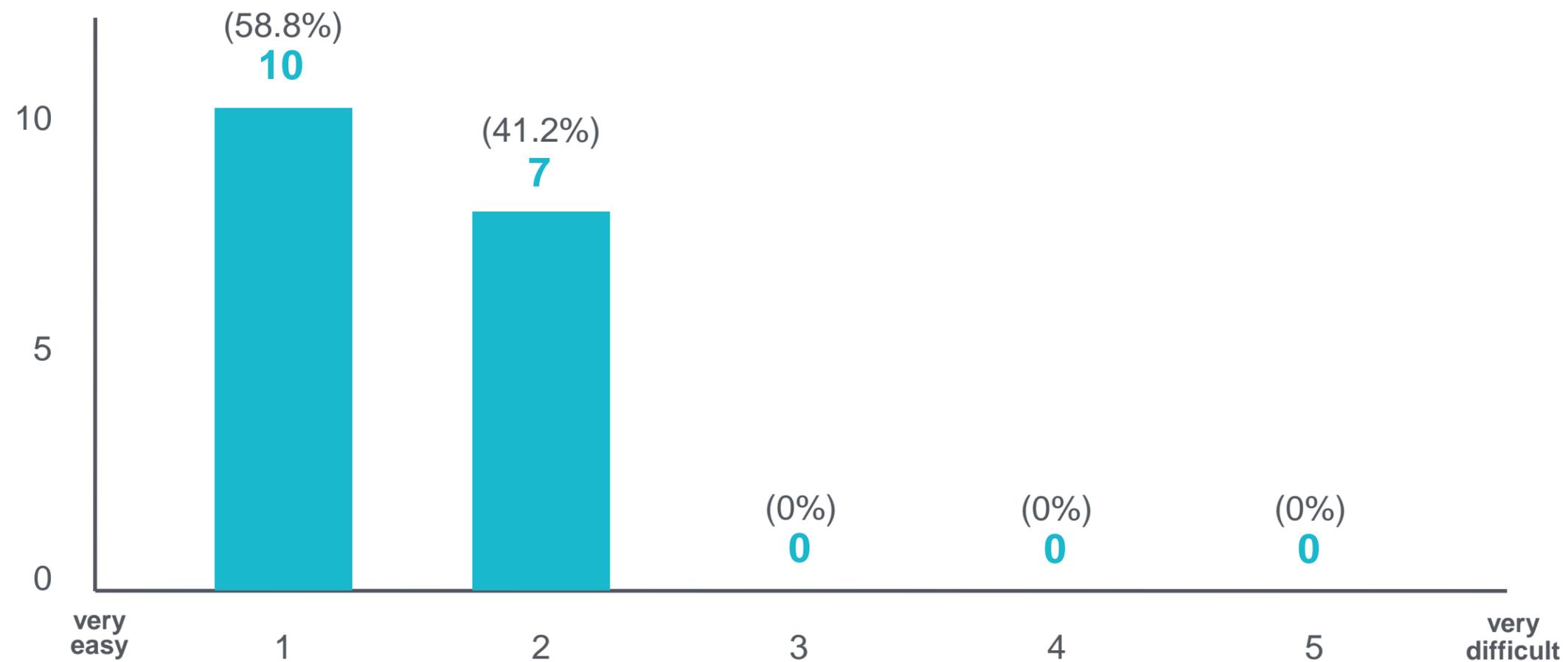
Q: “Which words best describe this application experience? Select all that apply.”



SIMPLICITY RESONATES

Users appreciated the clean layout, friendly imagery, simple language and screen-by-screen navigation, and many compared it favorably to TurboTax.

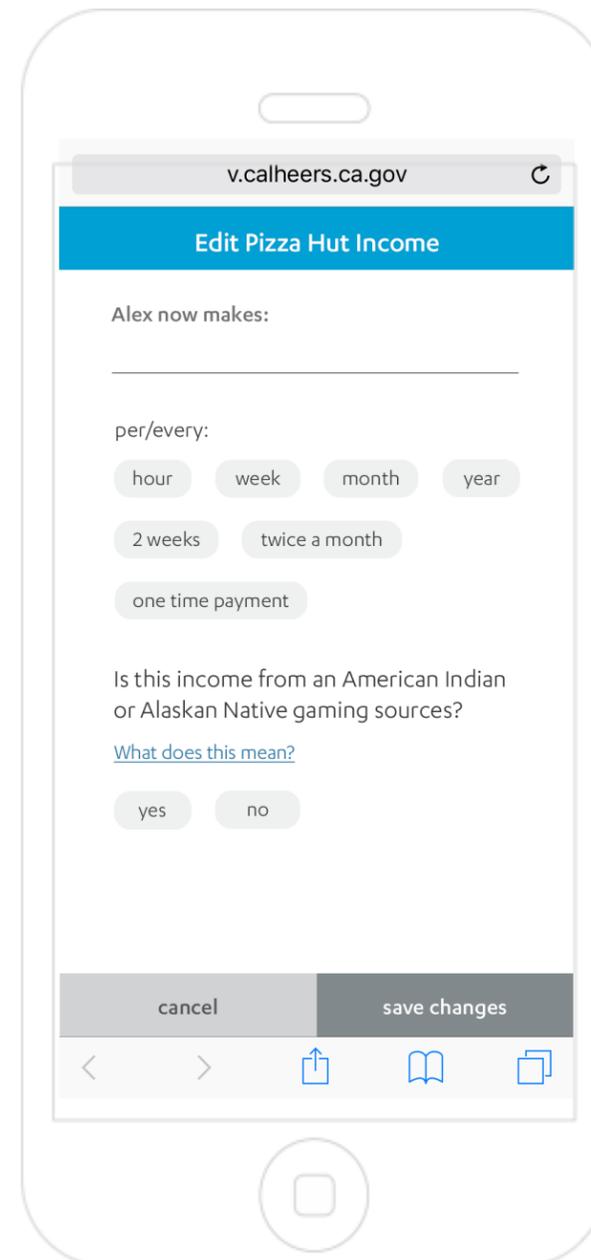
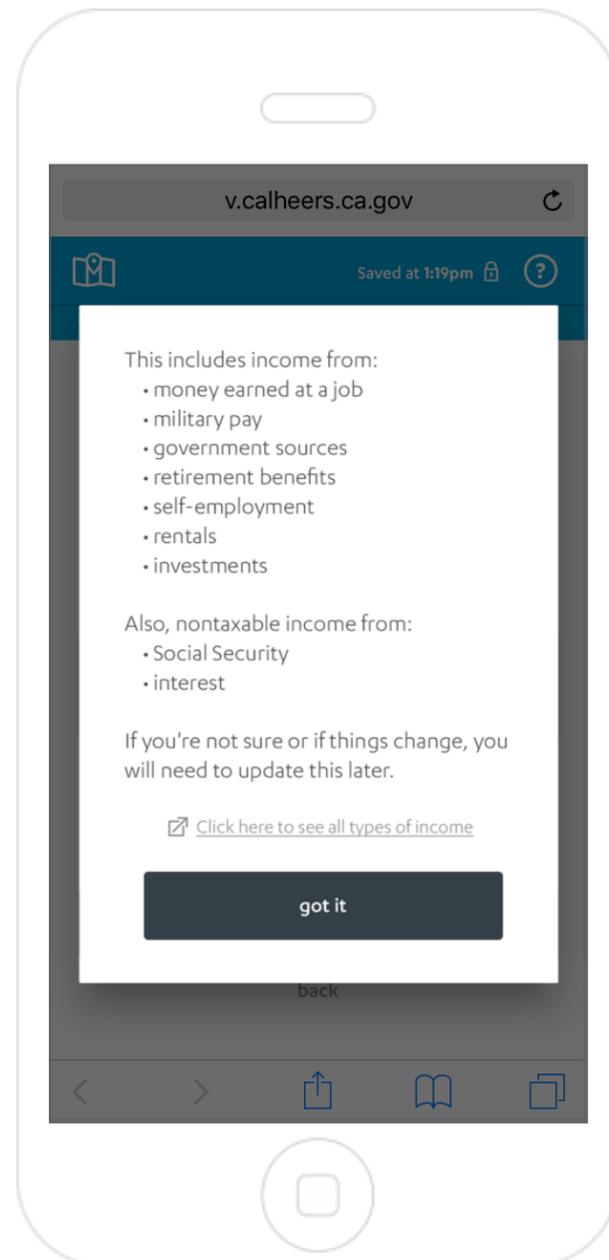
This means: the current visual and interactive style meets consumer expectations for this genre of content.



Q: "How would you describe the process of putting information into the application?"



INCOME ENTRY INSIGHTS



Some participants said they already had a sense of what to include as income, whereas others did not know what value to give for the income name.

Future Iteration Should:

- Activate income types by integrating them into the entry phase for the user
- Explicitly list all income types to include
- Contextually reveal the AI/AN question to users that have identified as a recognized tribe member

