

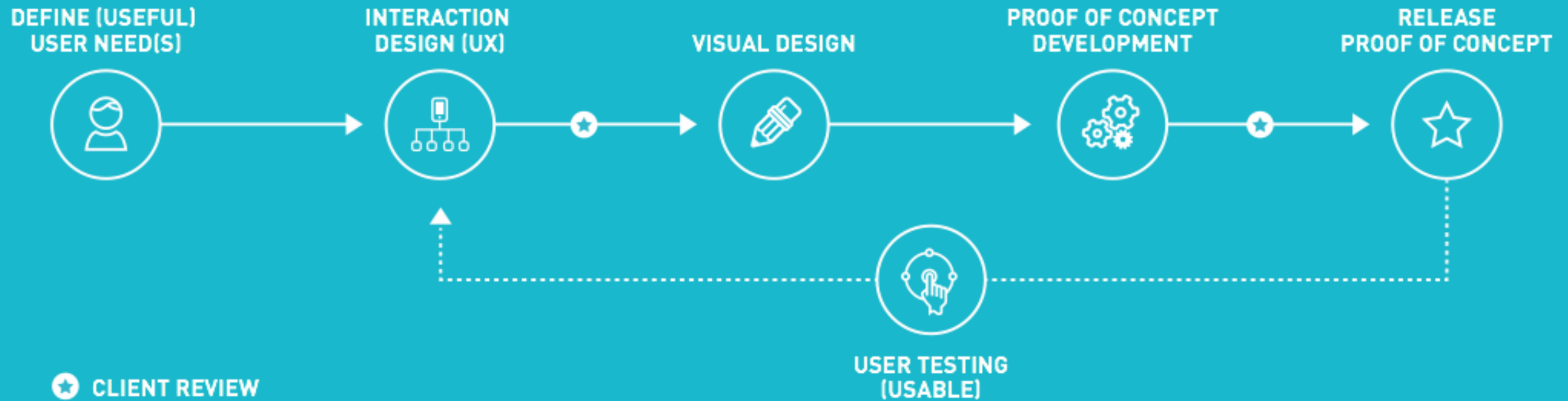
CALHEERS

# INCOME COLLECTION

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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.

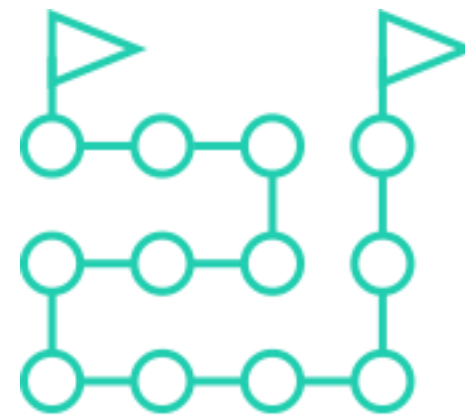


# DESIGN PILLARS



## 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**

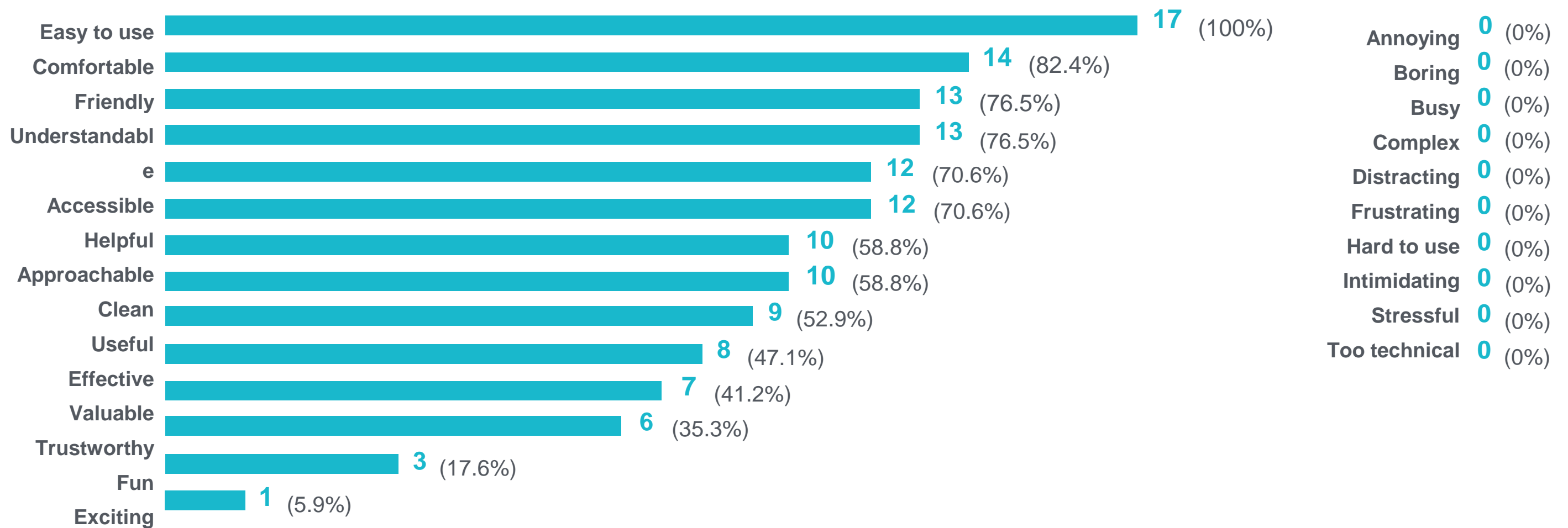
**Round 3:**  
**LA to Bakersfield**  
**Week of 9/19**



# USER TESTING ROUND 1 RESULTS



# FEELINGS WERE OVERWHELMINGLY POSITIVE



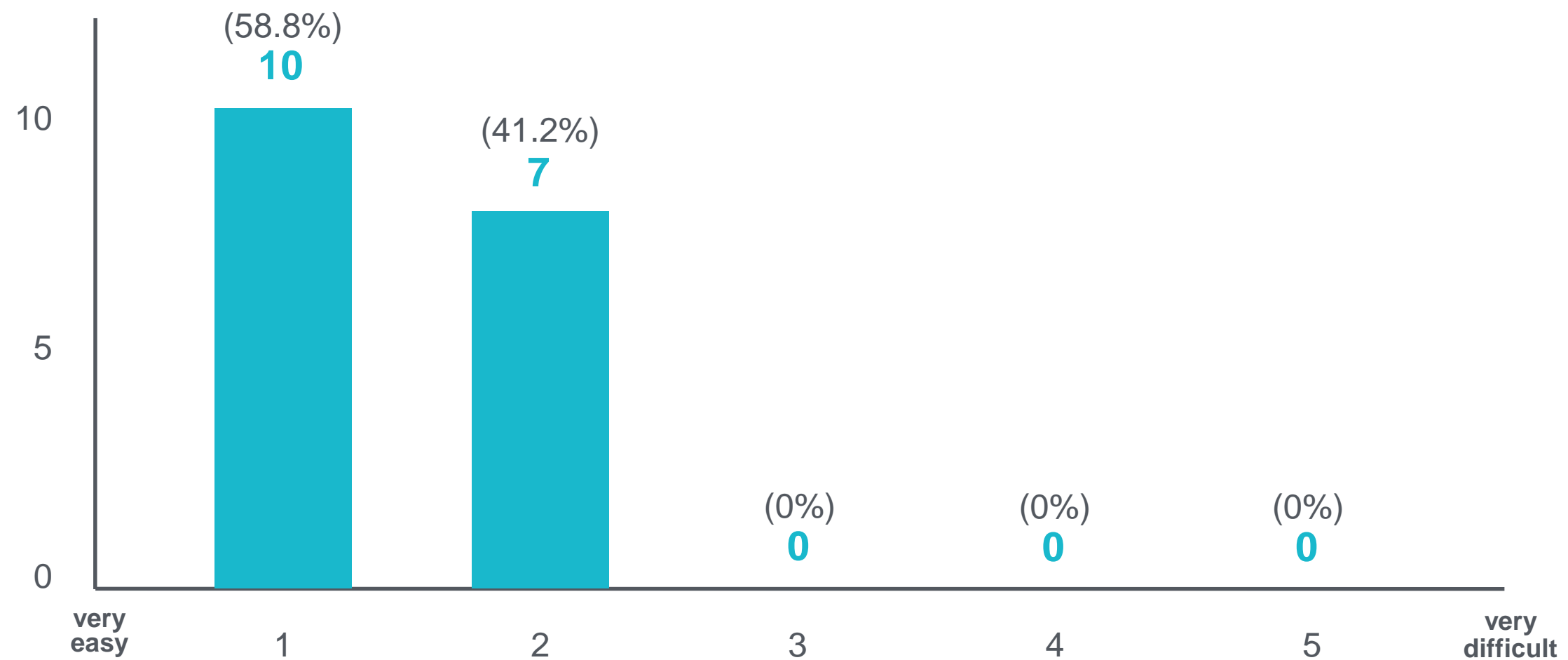
Q: “Which words best describe this application experience? Select all that apply.”



## SIMPLICITY RESONATES

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

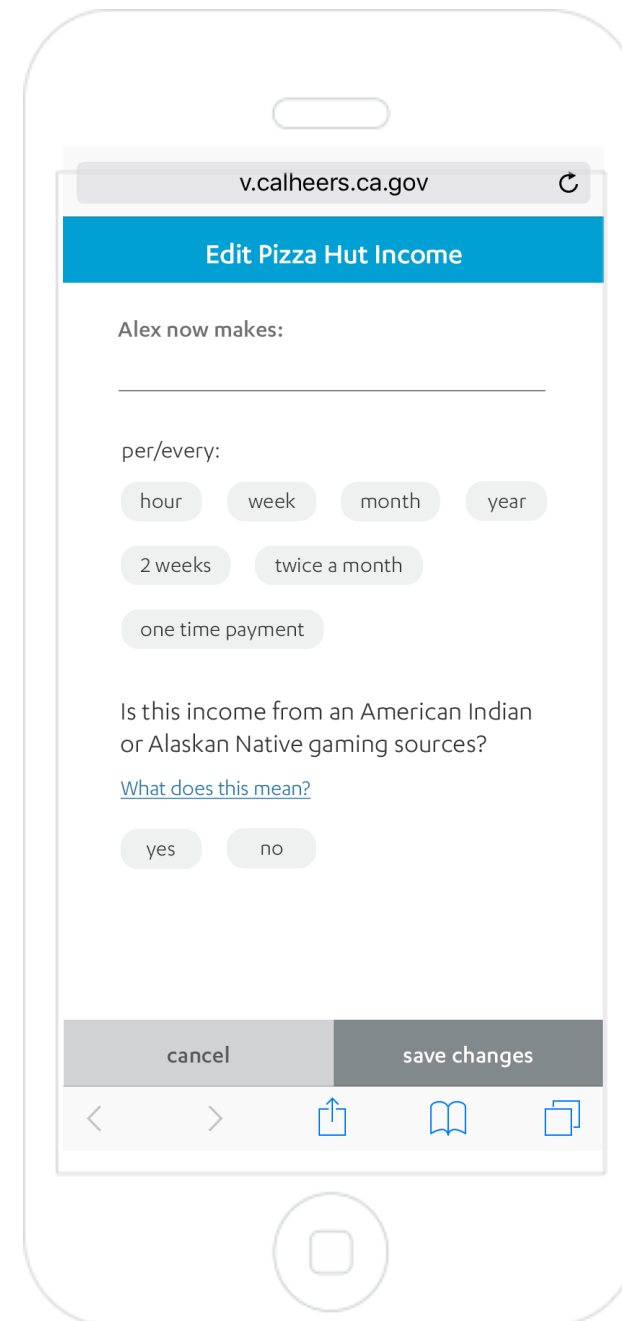
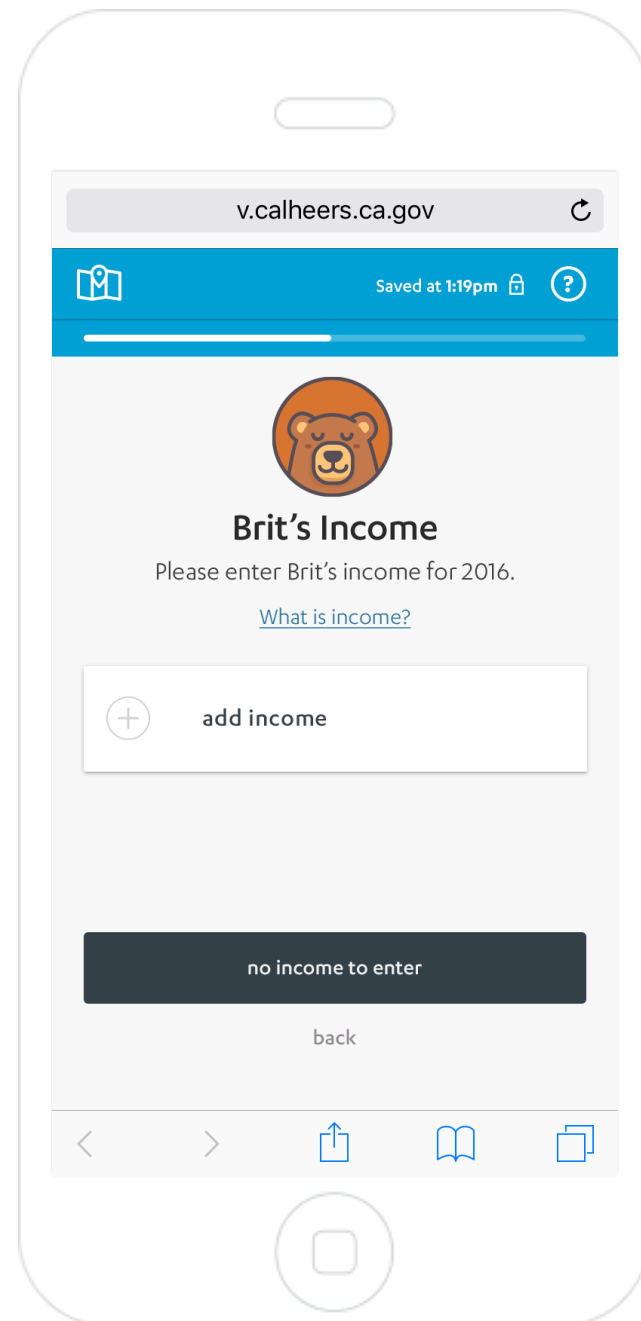
**This means:** the current visual and interactive style meets consumer expectations for this genre of content.



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

