

New Website / Website Redesign Questions:

1. **What are your goals for the new website?** *(Example: We would like the site to be easier to navigate and more modern looking. We would also like users to be able to find information easier on our website so that our agency receives less phone calls.)*

The main goal of the website revamp is to bring the Tax Commissions' website in-line with the agency's mission and values.

- Mission- Voluntary tax compliance through innovative customer service, courteous and professional conduct, effective education and fair administration.
 - Embrace a "Mobile First" Design: we will consider the layout of pages on a phone/tablet first, and then look at what can make them more interesting or creative when shown on bigger screens.
- Values
 - Fairness-
 - All pages ADA compliant
 - Accountability-
 - Integrate interactive data visualizations so taxpayers can dig into tax data firsthand. (tableau+, Power BI, or other applications?)
 - Analytics- Measure traffic, time on page, and bounce rates to better understand where we can get the most improvement and give a baseline to measure against going forward. Spend some time assessing overall traffic, and the overall trends. Try to identify spikes, especially if they coincided with big changes in the website
 - Integrity-
 - Cultivate a unified look and feel between the different hub sections and departments within the agency.
 - Use Search Engine Optimization to help taxpayers navigate to the exact site they need through a search engine query.
 - Respect-
 - Create a site that is simple to navigate and maintain.
 - User experience testing pre and post launch.

2. **What is the primary message you wish to convey with the new website?**

We want to be easily accessible and approachable by taxpayers

3. **What are the primary service(s) that your agency/commission/board provides?**

Provides tax law education/translation for the processing and collection of revenue from state taxes.

4. Who are the key decisions makers for the new website?

John, Nick, Lindsey, Renee, Marc, Oscar Avila, Nicholai, Barbra

5. Should they be included in all emails/meetings?

No, all e-mails/meetings should be directed to Lindsey and Renee, who will then disseminate information and forward meetings as needed.

6. Who will manage the website once it has launched? One person or multiple people?

Barbra will be the main point of contact for all ISTC website maintenance post launch.

7. Do you foresee any content revamping or re-organization compared to the existing website?

If it would help navigation, we are very open to looking at any reorganization recommendations you have.

8. Do you have a deadline for launching the new website?

Sooner is better than later, but there is currently no drop-dead date for the project.

9. Are there specific colors you would like used in the new website design?

Yes. See the attached file WebStyleGuideJuly2021.png for details.

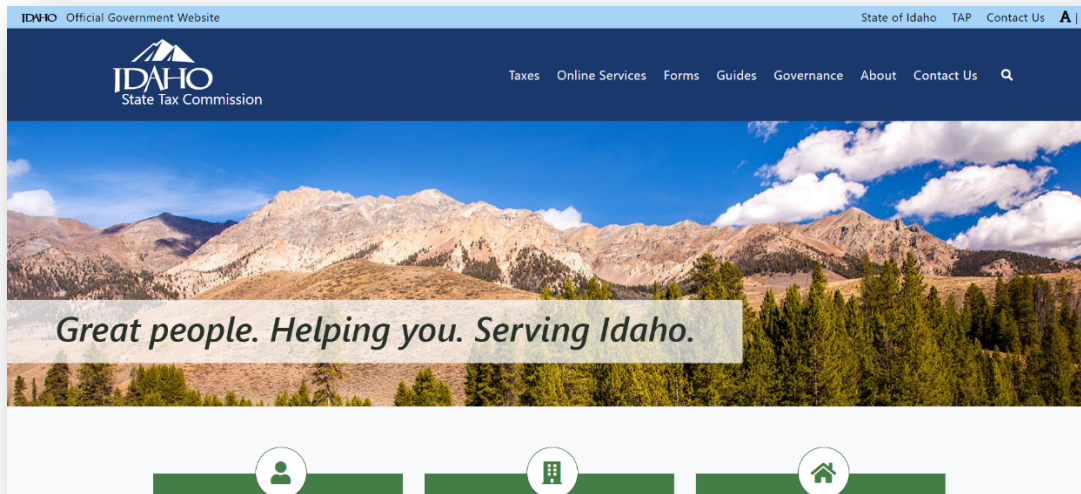
10. Are there specific colors you DO NOT want used in the new website design?

None currently.

11. Do you have any specific design elements in mind? *(Example: Our new website must include an image of the ID State Capitol)*

Prominently display the Tax Commission's Vision Statement on all sites (possibly integrated into the header). "Great people. Helping you. Serving Idaho."

Example from earlier conversion's mockups



12. Please list some examples of websites (state and non-state) that you like.

- Explain why you like them or what pieces you particularly like about them: *(Please provide screenshots, URLs, and notes to clearly convey what you like)*

[Idaho State Department of Education](#)

- It has a unified feel to all pages
- They don't use "clip art" style images, keeping the pages clutter-free and professional looking
- There's never too much information on a page, things are broken down into subpages where possible to minimize scrolling. [Link](#)
- There's links at the top to show you the path taken to what page you are on so it's easy to back track to a higher directory

[Idaho Dept of Labor](#)

- Clean, simple front page that is sectioned nicely
- Big bold Search bar at the beginning so people feel free to search upon entering instead of browsing menus and guessing.
- Again, there's links at the top to show you your page navigation
- Contact information/FAQ categories provided in a side column that scrolls with you as you navigate the page. [Link](#)
- Dynamic Data displays accessible to the public
 - <https://lmi.idaho.gov/ces>
 - <https://lmi.idaho.gov/publications/2021/CES/b1-Current-Month-Report.pdf?v=052121>
 - <https://lmi.idaho.gov/projections>

State Controller's Office

- Accessibility controls! This is **huge**(if not almost mandatory) for websites in this day and age.
- Clean stylized icons used throughout.
- Limited color palette. Helps give unified feel and puts an emphasis on the content. When you don't notice a design, it's doing its job.
- The state employee accessible parts are still a little rough design-wise, but the focus should be on what the public has access to, and perhaps the state side will be updated as part of Luma?

California Department of Tax and Fee Administration

- Simple and unified feel with minimal color pallet
 - It's worth noting that this particular tax site does not handle the same amount of tax types that we do, so that lends itself to being simpler, but I think we can still achieve a more de-cluttered look than we have now.
- Integration with Power Bi directly on front page
- Frequently visited pages collected under a How Do I... dropdown that is prominently displayed.
- Nesting menus by topics to reduce the amount of information displayed at one time.

[Link](#)

The screenshot shows a website interface with three main navigation tabs: "File a Return or Prepayment", "Registration & Permits", and "Tax & Interest Rates". The "File a Return or Prepayment" tab is active, displaying a list of links: "File a Return or Prepayment", "File a Use Tax Return", "Amend a Return", "Filing Dates for Sales and Use Tax Returns", "Main Street Small Business Tax Credit Special Instructions for Sales and Use Tax Filers", "Request Relief from a Penalty", "File a Claim for Refund", "Declaration of Timely Mailing", and "Request a Filing Extension". Below this, there are three more navigation tabs: "Resource Center", "Dispute Resolution", "Tax Topics", and "Seminar & Training". The "Resource Center" tab is active, displaying a list of links: "Business Taxes Law Guide", "Regulations", "Proposed Change to Regulations", "Proposed Annotations (CLD)", "Special Notices", "Tax Information Bulletins", "Memorandum Opinions", "Forms - Sales Tax", "Publications - Sales Tax", "Annotations", and "Manuals".

13. Do you currently have marketing materials that we should incorporate into your design?

TAP- Taxpayer Access Portal

Tax FAQs Videos

Social Media Accounts

14. Interested in other Access Idaho Services, such as payment processing or application development?

Curious about application development. Perhaps there are some better solutions to some internal applications (Docutrak, etc) we have that has not been explored yet.