OMB Proposal Clearance Request – Follow-up Summary Report

1) **Control # (if applicable)**: 1545-2256

2) **Title of Study: IRS2GO v5 User Experience Study**

   Purpose: To conduct user experience research and analysis utilizing rapid prototyping of conceptual designs for the IRS's mobile app, IRS2Go. Respondents will be enlisted at various conferences around the Washington DC region and asked to provide input on a variety of app designs. This information will be used to identify the best designs as well as ways to make those designs even more useful to taxpayers. Testing dates are tentatively scheduled for dates, September 1 through October 31.

   Findings:
   - Users expect to see a landing page, not be dumped right into Refunds. Dumping the user right into refund caused confusion, lack of trust (no branding – didn't know if it was IRS or not), and question why it's called IRS2Go if it only shows refunds. This also resulted in multiple users selecting "contact us" to find a tax prep provider instead of the tax prep provider icon. When asked the same question from the landing page with the menu everyone selected Free Tax Prep provider.
   - VITA should have better text explaining what it is and who qualifies. Additionally, people did not want to or expect to see the map first, they wanted the listing with the option to toggle to a map. Only 1 participant noticed the "list" "map" buttons in the upper right corner – we suggest a tab view might be better.

   Actions taken or lessons learned: Findings were incorporated into IRS2Go application design.

3) **Total Number of requests**

Screened/Interviewed	No. of Respondents	Participation Time	Burden
Total Screened	7	1 min	7 minutes
Total Participants	7	5 min	35 minutes
Total **Response Rate: 100%**			42 minutes

4) **Total Number of questionnaires returned or of participants in focus group, etc.:** 7

5) **Date the data collection began:** October 9, 2014

6) **Date the data collection ended:** October 9, 2014

7) **Response Rate:** Participants voluntarily approached study moderator. 100%response rate.

8) **Actual Burden Hours:** 42 minutes

9) **Cost:** $0

This report is due no later than 60 days after the collection of information has ended using the dated indicated in the approved OMB package. The above information is needed to prepare a report requested by OMB that explains what was accomplished during the OMB clearance period under which these surveys were approved. Space is very limited and information needed very specific. The information you provide should not exceed two pages, if possible. If you have any questions, please contact our office at *OMB_Unit (omb.unit@irs.gov).