

HUNGARY

A GOOD EXTERNAL GRABS YOU...

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This year has already been full of challenges, and digitization has been the answer to most problems. As the virtual space has been gaining more and more weight, the renewal of the website of NTCA could not be delayed anymore either.

The most expedient algorithm for creating well-functioning portals is to turn the customer's goals into "change" (realize) by external professionals. NTCA's new website is also being created on such a basis. Experts have researched what the clients expect, listened to what the agency wants to communicate, and are trying to reconcile these two sources. In addition to the structure and the content based on it, visual display also plays an important role. As the saying goes on the net, "The good external catches your eyes, whereas internal content keeps your attention."

Today, the new approach is also spreading in public administration, the "shoes from the shoe store" style has faded more and more into obscurity. The website of NTCA, nav.gov.hu, is still a popular site in terms of traffic, with an average of almost 66,000 clicks a day. Many people search, but certainly fewer find. No wonder, since this interface is over 9 years old this year. Its structure and appearance were shaped, when NTCA was founded. Then, our work was characterized by a different approach, a different amount of information with different emphases. So we have grown out of the framework of that time in every possible way since then.

It is important and even mandatory for the tax administration to publish all information of public interest on its website. From the taxpayer's point of view, the priority is obviously different, the primary one is that everyone can find the rules and information about them as easily as possible. Science lies in the simultaneous validation of these two perspectives.

The screenshot shows the NAV website interface. At the top, there's a navigation bar with 'Magánszemélyek' (Individuals) and 'Teljes nézet' (Full view) tabs. Below that is a search bar and a 'Keresés' (Search) button. The main header reads 'Nemzeti Adó- és Vámhivatal' (National Tax and Customs Administration). The content area is divided into several sections: 'eSZJA' (Electronic tax declaration), 'Illeték' (Excise duties), 'Üzemszünetek' (Service interruptions), and 'COVID-19'. Below these is a 'Hírfolyam' (News) section with a list of articles, including one about the 2020/8 tax question and another about the 2020/7/21 document. There's also a 'Legutóbbi nyomtatványok' (Latest tax forms) section with a list of forms like '20734 Adattap' and '207101 Bejelentő- és változásbejelentő lap'. At the bottom, there are three promotional tiles: 'Jelentkezz pénzügyőrnek!' (Apply for tax inspector), 'Szja-bevallás' (Income tax return), and 'Ingatlanalkalculator' (Real estate calculator).

In order to make the new site, its structure, transparent and easy to use for non-professionals, as part of the KÖFOP project, a company, independent of NTCA, assessed the taxpayers' expectations regarding the site. The information obtained in this way determined the direction of the developments.

The in-depth interviews provided a number of lessons learned, helping to identify the most important taxpayer needs related

to the new website. In the participants' view in the research, there would be a need for a search engine on the NTCA website that works well and is easily accessible on the home page. It is also important to have a well-structured menu bar, fewer and more transparent layout of icons, and there is a need for separate interfaces for experts and individuals.

Eye camera testing has also yielded interesting results. Evaluators assessing the results have learned that website visitors view the top third of the screens most often, so the most important information is worth placing there on the new website. The most important conclusion of the research methods is the need for simplicity for taxpayers.

The current website has already been given a "face-lift" to take the processes forward, but the substantial changes will be implemented on the new website. In order for the restructuring to take place, the huge amount of information available on the current website needs to be reorganized and assigned to target groups. This required and requires even today the coordinated work of several professional fields, which also needs to be supported by the functional areas. The staff of the IT Institute, Pillér Ltd. (an economic organisation owned or operated by NTCA), and the Communication Department as well as that of other professional fields also participate in the development tasks taking place within NTCA.

In the first step, based on the research results and the prepared design plans, a requirements specification defining the functionality of the new website was prepared. In parallel, it was necessary to determine what content and documents would be transferred from the old site to the new one. The amount of data is well illustrated by the more than 50,000 row data table that systemizes the documents. Each professional field took its part by reviewing its own materials, which posed a particular challenge because, in addition to the volume of the materials, colleagues also had to make sure they provided the various information with appropriate keywords.

Good keywords help taxpayers to get the content they are looking for, so our colleagues also needed to think with the head of taxpayers. After all, our task is not only to act as a news portal to publish the latest information, but also to communicate the legislation in a way that is understandable to taxpayers.

The new website, both in appearance and structure, is designed to reflect NTCA as a service provider. It will be a compass for taxpayers to help them find what they are looking for and will provide an easier, faster and safer way to resolve tax issues, while also providing a positive user experience for site visitors.

A new feature not yet offered by NTCA will also be available on the site, i.e. the 'myNTCA' service. Here, users will have the opportunity to customize the NTCA online interface according to their own interests. Based on their individual preference, they can select the menu items and headings that are most important to them, thus simplifying navigation on the site. They can mark and collect a special section that information, announcements and other items published on the site that they are likely to read several times. They can identify the sections and the content changes which they are most interested in with the help of a tool compiling their own news feed (latest news). From the published standardised forms, users will be able to select and sort the ones they want to access most quickly through 'myNTCA'. Of course, other content posted on the Website will not be hidden either, and there will be content and information that will be displayed in any case, such as "Downtimes", "Important information", "Fuel prices" and so on. To create a customized online interface, all the user has to do is to register with an email address. By storing 'myNTCA' settings on the server of NTCA, the interface will be device and browser independent. This means that taxpayers can log in and access their personalized pages from any laptop, PC, or even mobile device.

There are also plans to set up collection pages on the new website, such as

"Customer Compass," where information to help the taxpayer will be gathered based on a specific theme or set of criteria.

The new interface represents the appearance of a clean, 'no frills' style. The new design is also decisive because the additional subpages must adapt to the appearance of the main page.

In addition to the website, the NTCA mobile application and the intranet interface will also be updated. The appearance of the intranet portal will be completely renewed, similar to the pages of nav.gov.hu. Although the two portals are completely different, they harmonize in their mood, colour scheme and design. Since a complete system change will also take place in the case of the intranet, the content must be moved between the two systems in the background. In this case, the content of the last two years will be automatically transferred from the old to the new page. However, content earlier than that will need to be reviewed individually by each professional field to see if it is still needed or not.

There is a growing interest in the NTCA mobile application, more and more people are downloading the application every month, so updates are expected on this platform as well. "Tax Account Query" appears as a new feature in the application. The menu items shall also include a link to the 'myNTCA' interface to be created on the nav.gov.hu portal.

The preparations for the creation of the new website can also be measured well in numbers. So far, a total of 182 hours of consultation has been held by the participants to the "project" in 73 video conferences, and more than 3,000 pages of information have been reviewed. ■

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