



IRS2Go

Meeting the needs of IRS' mobile device users

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The Landscape



- More and more people are using mobile devices to engage in online interactions
 - Surfing
 - Networking
 - Buying
- Mobile device users are talking less and less on their mobile devices
- Many companies are providing an alternative corporate Web presence specifically designed for mobile device users
- More and more companies are delivering applications (apps) specifically designed for mobile devices
 - iPhone
 - Android
 - BlackBerry





The Landscape (Cont.)



- Billions of app downloads >> *Hype*
- Tens of millions of iPhone/Android users
- Million+ apps available

- Marketing efforts and cost don't correspond to uptake >> *History*
- Only 23% of downloaded apps used

- Market is expanding >> *Hope*
- Viable communication and service delivery channel



The Catalyst



- The current administration
- eGov initiative
- Commissioner mandate to provide new services to **individual** taxpayers
- Other government agencies are already in the space
- Proactive delivery approach to assess technology before proliferation





The Approach and Process



- Assemble small executive team to drive implementation
- Define draft short-term and long-term vision
- Use prototyping capability to develop requirements and gain approval
- Avoid traditional implementation models that slow progress
- Engage specialized vendor with extensive experience in the space



The Results and Potential Benefits

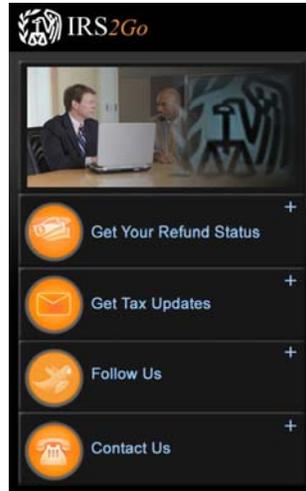


- Deliver App to iPhone, iPad and Android devices
- Commit to a six-week development cycle using few resources
- Contain app development costs (less than \$50K total)
- Gain real experience in new space
- Leverage and develop internal resources
- Integrate IRS new media initiatives
- Reach new users via new channels





The Demo



The Demo (Cont.)





The Demo (Cont.)



Get Your Refund Status
Based on the following information you entered:

SSN or Taxpayer ID: **###-##-0000**
Filing Status: **Single**
Refund Amount: **\$2828**

Your refund status is:

Sent/Direct Deposited: **March 15, 2011**
Amount: **\$2828.00**
Reference Number: **1212**

Your tax refund will be mailed on March 15, 2011. If you do not receive the refund by April 15, 2011, please contact us again. We are unable to take any action until then.

United States Treasury



The Demo (Cont.)



Get Tax Updates
Enter your e-mail address to subscribe to Tax Tips and get tax information via e-mail from the IRS daily during the tax-filing season and periodically the rest of the year.

e-Mail Address:

[Subscribe >>](#)

@





The Demo (Cont.)




The Demo (Cont.)






The Message and Plan



- Released on January 15, 2011
- Reach new customers in new ways
- Grow IRS2Go to deliver more services via mobile devices
- Focus on key functionality
 - Get refund status
 - Get tax updates
 - Follow us on Twitter



The Buzz and Numbers



- IRS2Go ★★★★★
- Nearly **250,000** downloads
 - iPhone downloads: **110,000+**
 - Android device downloads: **135,000+**

"For an app that's been developed by the IRS, I must say I was quite surprised by how sharp this app's design is. The app is very easy to navigate."
Yahoo Finance

"A new iPhone app from the Internal Revenue Service means the days of checking your bank balance every 10 minutes is over."
Wall Street Journal

"IRS2Go: America's Favorite Government Agency In the Palm of Your Hand."
Taxdocket.com

"Unfortunately there is no function for "ABOLISH IRS, LIVE OFF THE GRID AS SOVEREIGN CITIZEN OF MY BUNKER STATE." Sorry, people who would like that.."
Consumerist.com

"It's prettier than I thought it would be. It looks like someone put a little thought into it."
TaxGirl.com

"IRS2Go has a clean layout that is easy to navigate."
Shoppe.com

