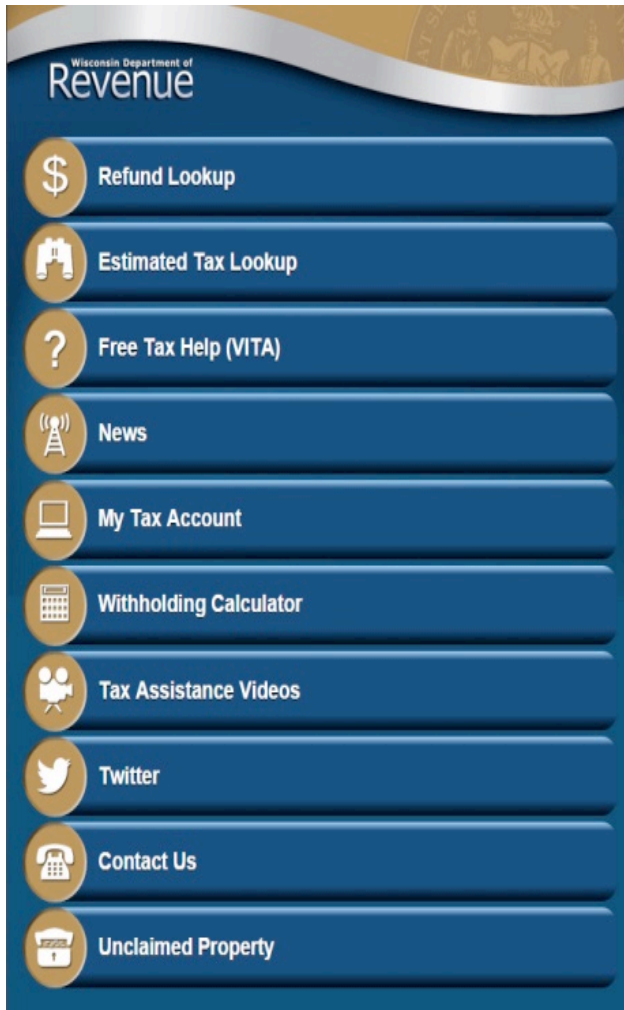


WI DOR Mobile App

Federation of Tax Administrators

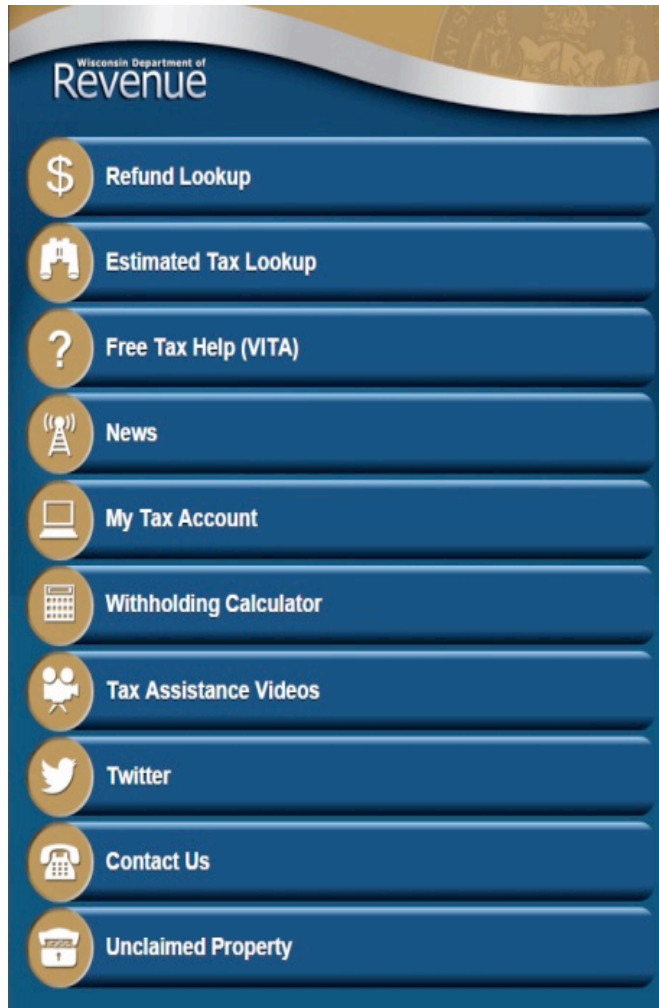
June 16, 2015

Features



- Check status of state tax refund
- Review estimated payments
- Get information on free tax help sites across Wisconsin
- Watch Tax 101, e-file, and other videos
- Read recent press releases and helpful articles
- Find offices and DOR contact information by topic
- Check Twitter feed for latest updates and helpful tips

Features



- Select filing status and number of withholding exemptions to estimate amount withheld by employer
- Search unclaimed property or check status of claim
- File unclaimed property holder report and make payments
- Log on to *My Tax Account* to file and pay business taxes



Features

- Available from Apple and Android app stores
- Developed in-house for both the iOS and Android platforms
- Developed as a mobile web application using JQuery Mobile and our standard web development environment



Features

- Used Apache Cordova to package as an application for each platform
- Makes application look less "native" to platform and more consistent across platforms
- Customer Communications Unit develops buttons and plain language text

Metrics

- App Installs

Year	iOS	Android
2013	1,080	421
2014	5,030	2,822
2015*	2,650	5,594

*Through May 4, 2015

- iOS installs counted by period
- Android installs counted per a given date

Metrics

- 93% of users went to income tax Refund Inquiry

Year	Web	Phone	Mobile	Total
2013	1,272,678	419,732	25,714	1,718,124
2014	1,631,445	563,148	197,381	2,391,974
2015*	1,415,424	338,993	148,972	1,903,389

*Through May 4, 2015



Metrics

▪ Other 2014 Activity

▪ Contact	2331
▪ Payment Inquiry	2263
▪ Withholding	655
▪ VITA	484
▪ Office locations	106

Challenges

- iOS much more difficult to work with
- iOS requires more steps to get into app store
- After release to Apple, up to one week before available to public (Android within 24 hours)
- Changes to DOR's website require duplicative changes to mobile app