



Skatteetaten

«Am I a commuter?» Wizards and step by step

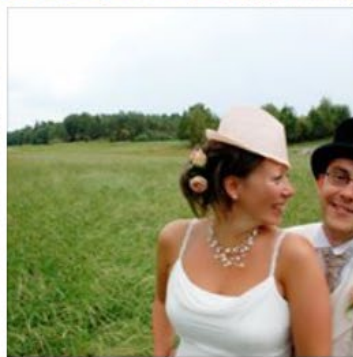
September 27th, 2019 - PLAIN

Lars Rønn, web-editor skatteetaten.no, The Norwegian Tax Administration

Twitter:

@skattenmin

@larsronn





Skatteetaten

Today I am going to talk about...



Skatteetaten





Skatteetaten

I love to build!





Skatteetaten

**I am honored to come and talk to
you about building!**



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Building houses is not that different from building content and services.

You have to do it **step by step.**



Skatteetaten

It's actually really pretty *easy*!

But have in mind...

The user **feel safe enough** to help himself when:

I need to know everything I'll need to do

I need to know when I can start

I need to know the right order to do things in

I need to know how long it will take

I need to know what I'll need to provide

I need to know how much it will cost

Yes, we
stole it

Thank you
Kate and
gov.uk

- I get to know **everything** I have to do
- I know **when** I can start
- I know the **right order** to do things in
- I know **how long** it takes
- I know what I'll need to **provide**
- I know how much it will **cost**
- I know the **consequences** of the choices I have
- I **get help** when I need it



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How we made the user more safe to help themselves when reporting commuting in the tax return



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In Norway you can
save a lot of money
on your taxes
because you can get
deductions when
commuting



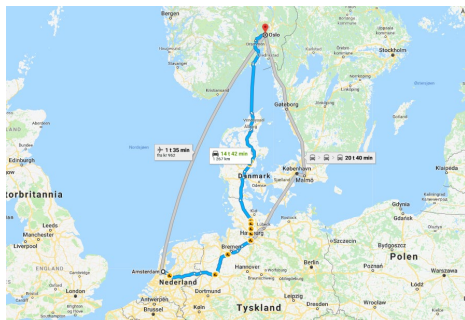
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The problem

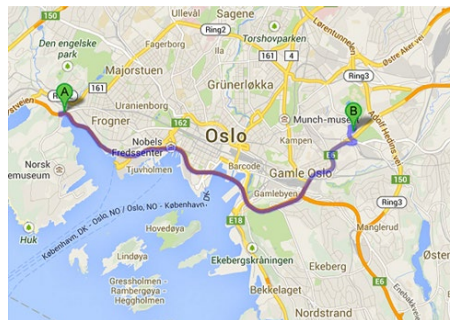
The user task «commuting» it's by our legal definition **two different things** with two sets of rules

85 000
taxpayers

Commuting



Work journey



470 000
taxpayers

- There are big challenges in both areas: Several target groups, **compliance** and self-service on the internet
- Foreigners (languages/cultures) are a large part of the target group

Existing information was **too complex** for John Does (and even experts)

Originally, the sets of rules for **commuting** and **work journeys** contained **19 790 words** in this format.

Existing information was **too complex** for John Does (and even experts)

To know if you are a commuter and what rates you should use, you have to meet **various criteria.**

Existing information was **too complex** for John Does (and even experts)

If you fulfil all criteria,
you must report
different numbers in
various fields in the
tax report.



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Different sources to identify user needs

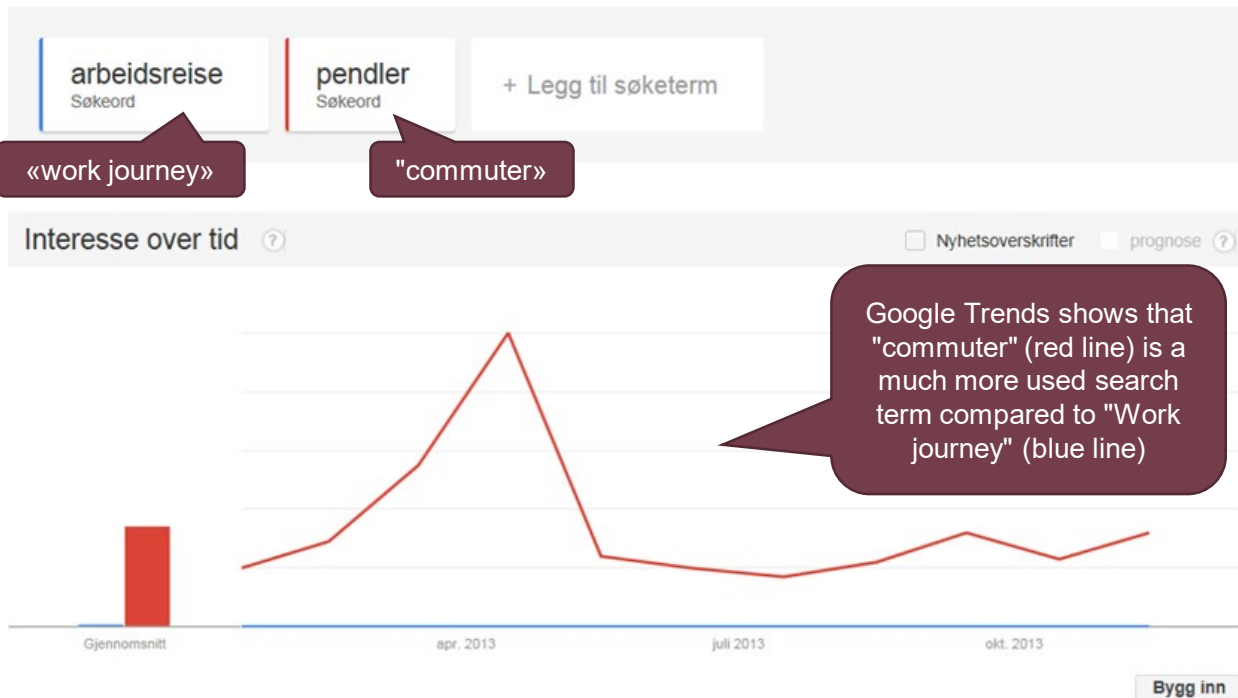


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Finding user words

- Google/trends

Google
Norge

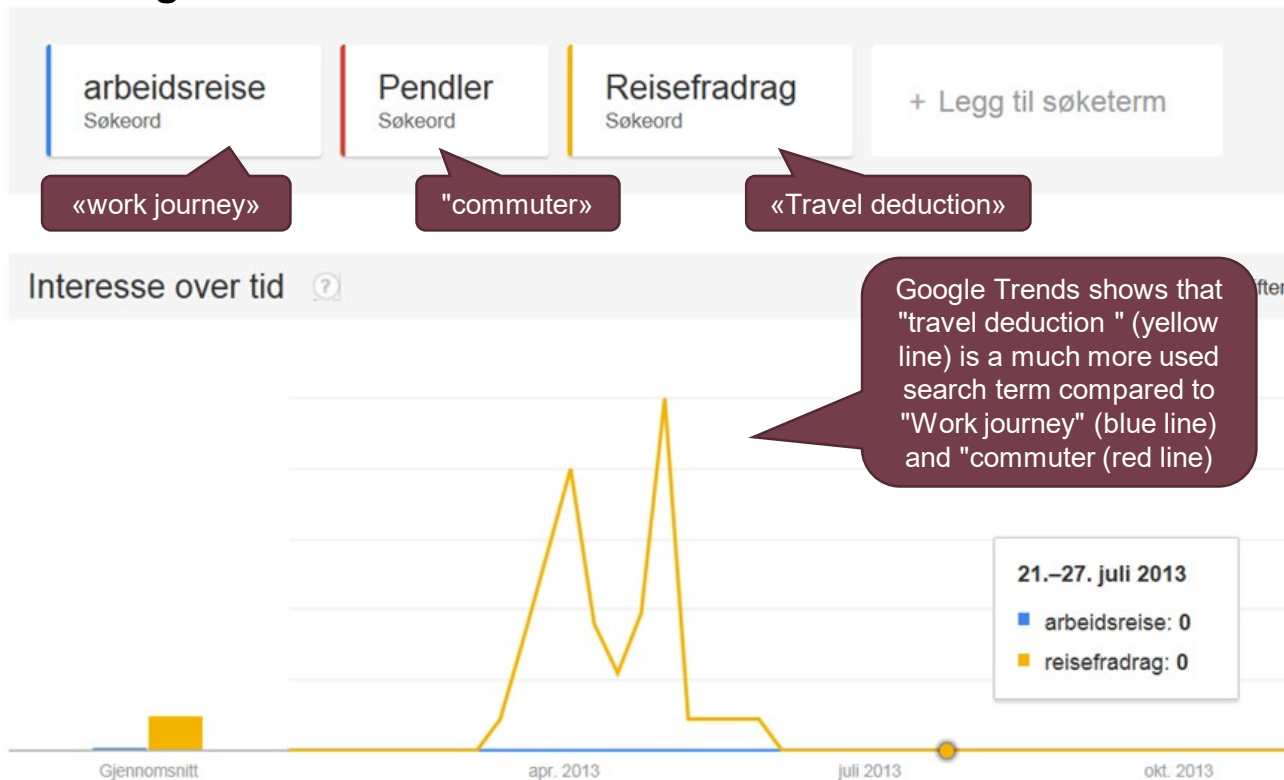




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Finding user words

- Google/trends

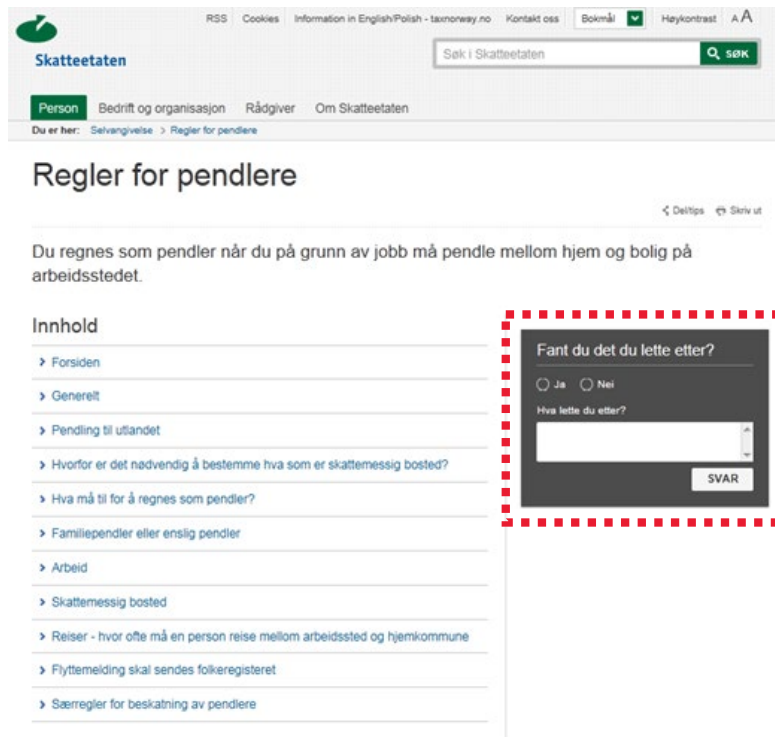


pendler ble ikke søkt etter ofte nok i til å vises i diagrammet. Prøv å velge en lengre tidsperiode.

Google/trends –Norway in 2013

Analytics and **question box**

- Time on page: 00:39
- Question box «No» : 86 %



The screenshot shows the Skatteetaten website with the title 'Regler for pendlere'. Below the title is a table of contents with links to various sections. A red dashed box highlights a feedback question box on the right side of the page. The question box contains the text 'Fant du det du lette etter?' and two radio buttons for 'Ja' and 'Nei'. Below the radio buttons is a text input field labeled 'Hva lette du etter?' and a button labeled 'SVAR'.

All sources for user needs, analytics and the question box “Did you find what you were looking for” helped us “prove” to lawyers and managers that the user did not find what they were looking for



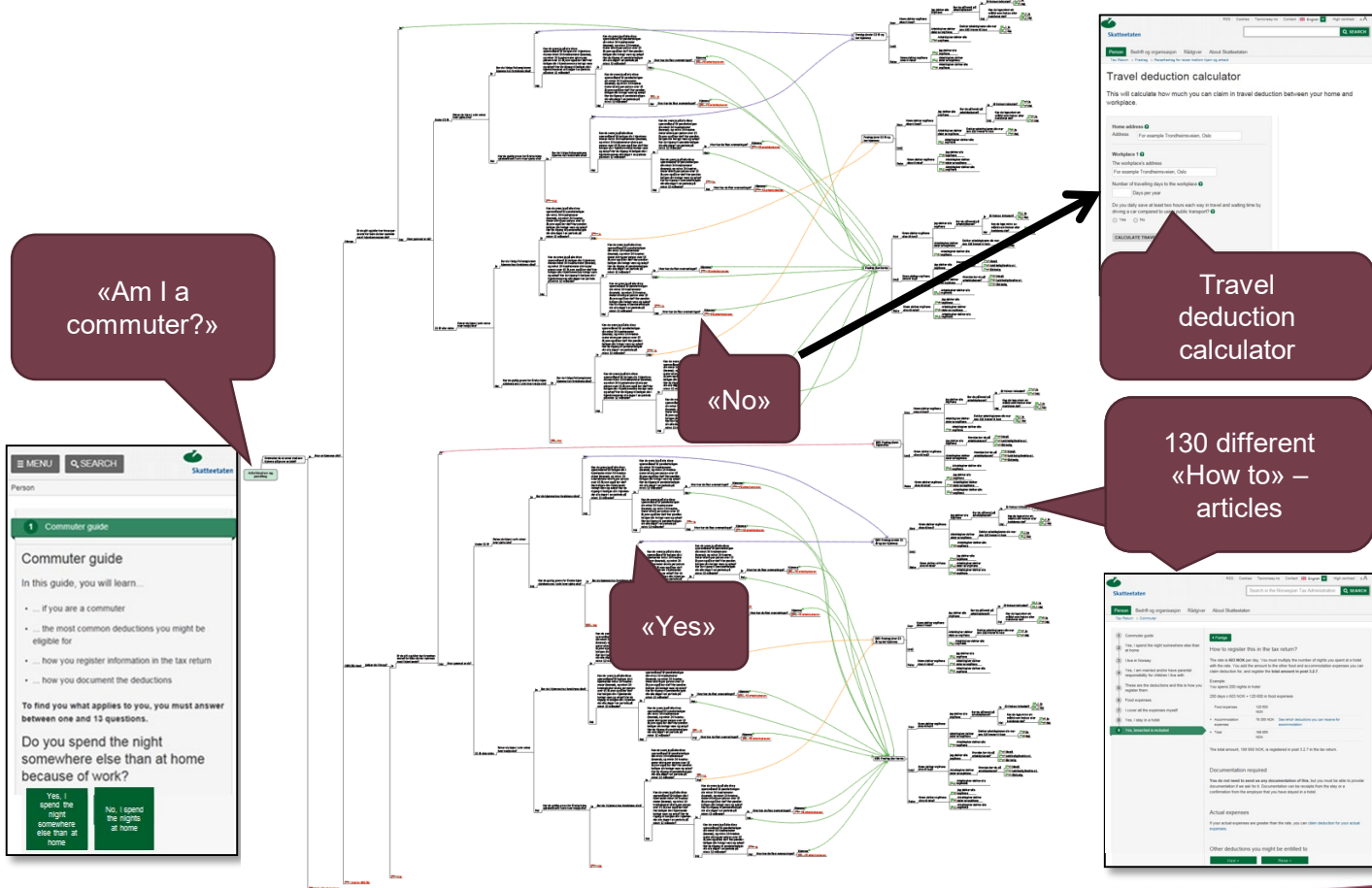
We analyzed our content and user patterns in multiple channels. The conclusions:

- The terms “commuting” / “work journeys” are **mixed by the users**. They use the terms «commuting» and «work journeys» as one: Commuting. (But it is legally two different things, with two different actions).
- “Commuting” and “work journeys” constitute large volume of traffic on skatteetaten.no, but the website **lacks content** about this.
- **Low satisfaction** on “commuting” in our **query box** on skatteetaten.no.
- Tax payers **who make mistakes** when reporting commuting in the tax return, **do not contact us**.
- **Those who do contact us, rarely make mistakes** when reporting commuting in the tax return.
- Tax payers have a lot of trouble reporting commuting correctly, because **reporting** must be **done in various fields** in the tax return.
- Tax payers often **use the wrong rates** when reporting.

Our approach to solving the problem:

We made a commuter-guide which contains **user-friendly questions** based on the legal terms, giving you all the proper **«how to»-information at the end** if you fulfil the requirements

Concept: a «question tree» to send taxpayers to the correct user task

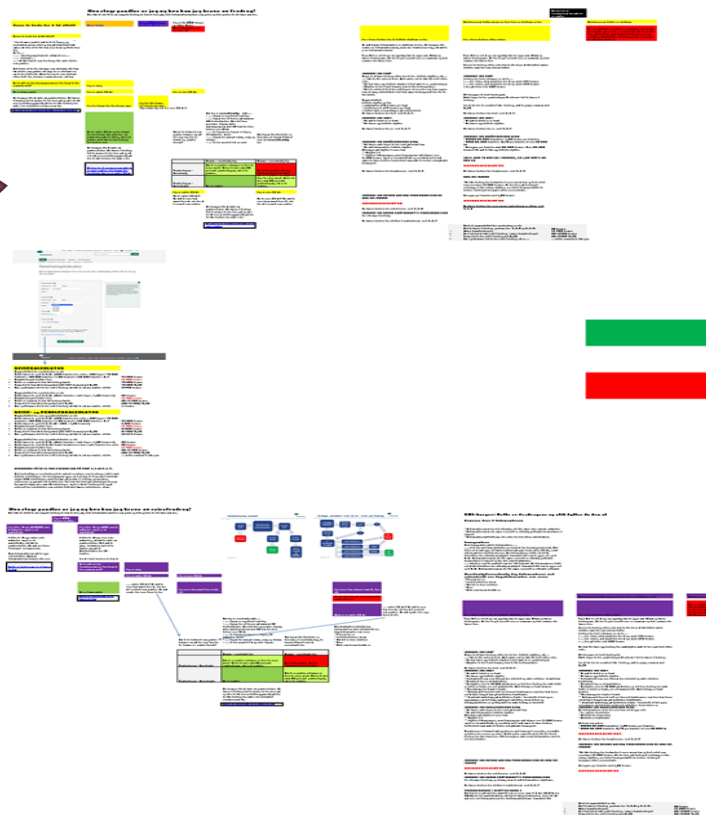




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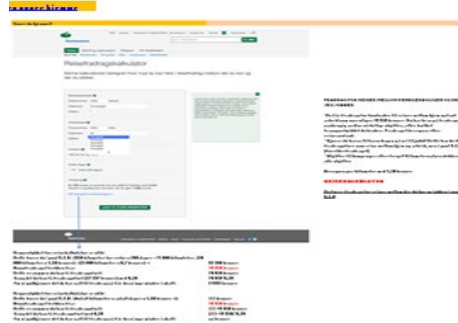
Version 0.1

We started to structure the questions/answers in excel:





Version 0.2

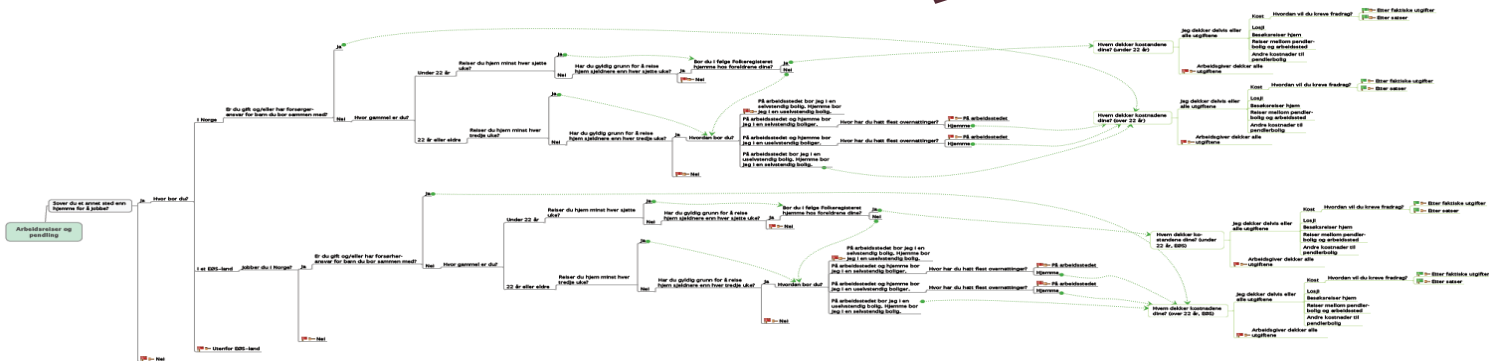




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Version 0.4

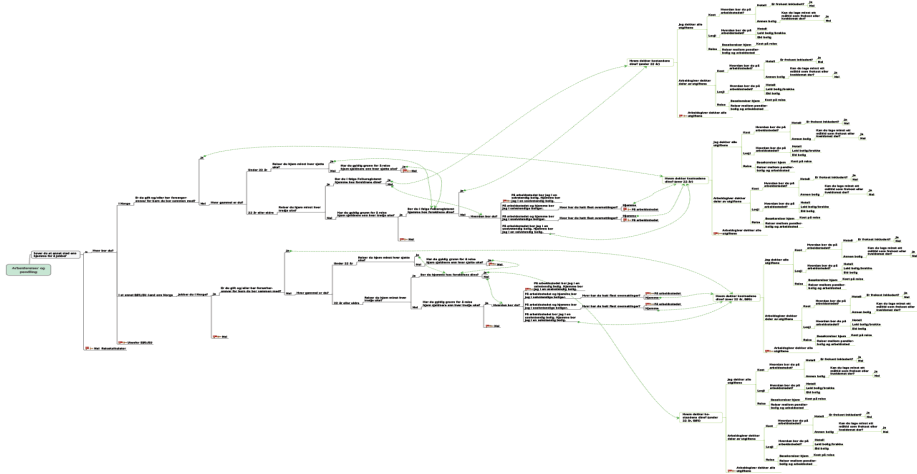
The question structure became too large and complex, so we continued with mind maps.





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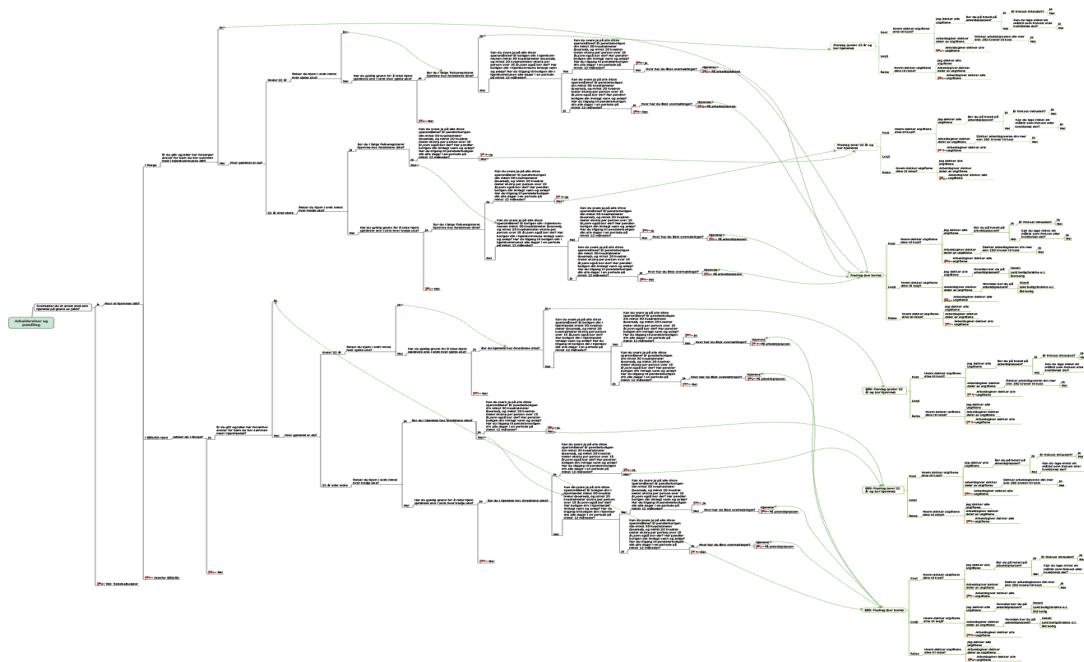
Version 0.7





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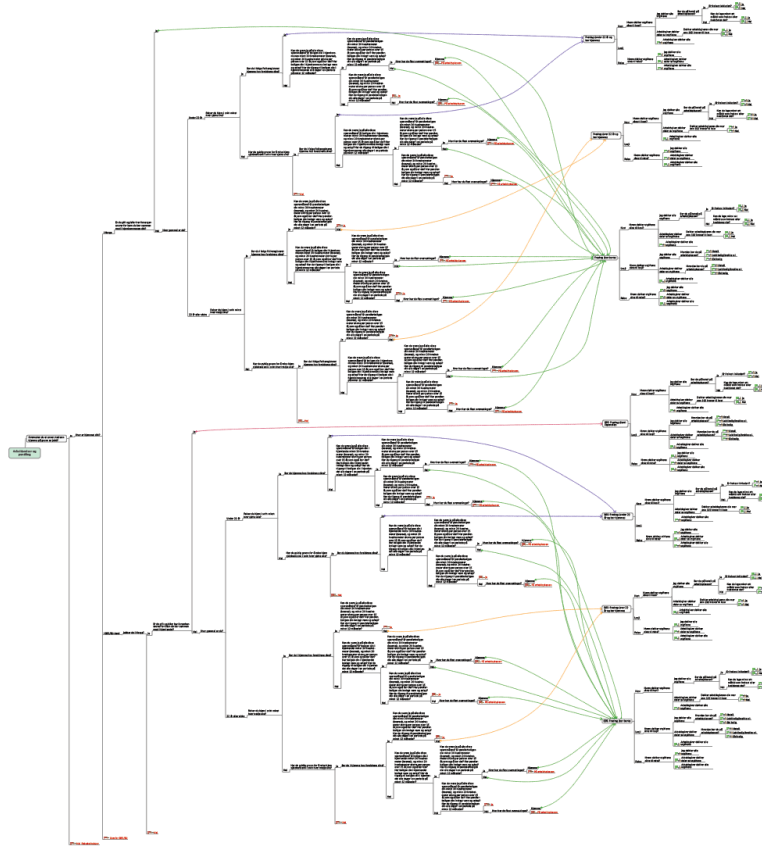
Version 0.95





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Version 1.0



Finally finished, but
we could have
continued working to
make better questions
and answers

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Tax Return > Topic and deductions > Work and education > Commuter

Commuter guide

Commuter guide

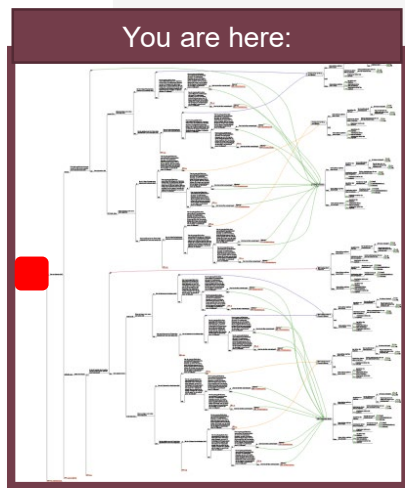
In this guide, you will learn...

- ... if you are a commuter
- ... the most common deductions you might be eligible for
- ... how you register information in the tax return
- ... how you document the deductions

To find you what applies to you, you must answer between one and 13 questions.

Do you spend the night somewhere else than at home because of work?

Yes, I spend the night somewhere else than at home No, I spend the nights at home



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Commuter guide

Commuter guide

In this guide, you will learn...

- ... if you are a commuter
- ... the most common deductions you might be eligible for
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The questions are designed so that

- the answers are mutually exclusive
- Taxpayers can respond right away
- Words and concepts are the users' own - not the Tax Administration



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 [Yes, I spend the night somewhere else than at home](#)

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Where is your home?

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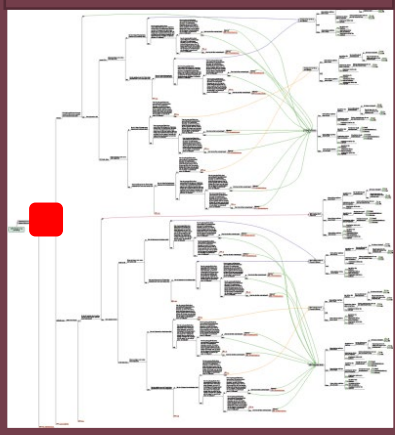
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Tax Return > Commuter

- Commuter guide
- Yes, I spend the night somewhere else than at home
- I live in Norway

< Forrige

Are you married and/or have parental responsibility for children you live with in your home municipality?

Yes No

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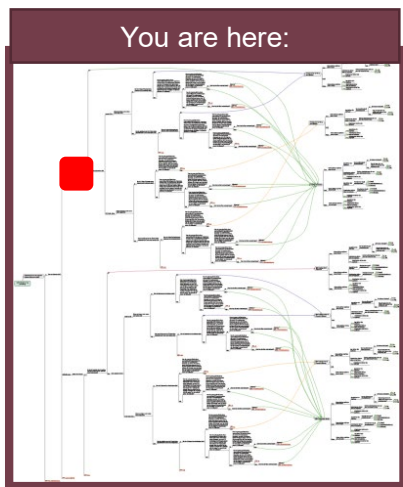
Yes, I spend the night somewhere else than at home

I live in Norway

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Commuter guide

Yes, I spend the night somewhere else than at home

I live in Norway

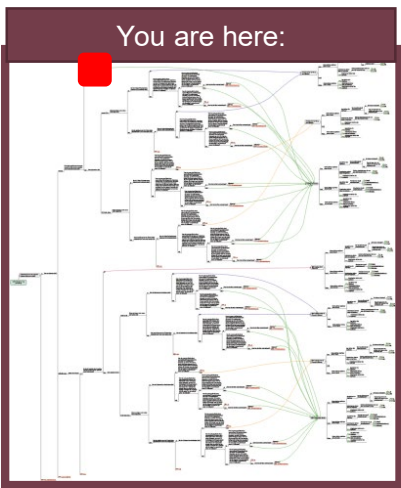
4 Yes, I am married and/or have parental responsibility for children I live with

These are the deductions and this is how you register them

You are a commuter.

< Forrige

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Commuter guide

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Commuter guide

Yes, I spend the night somewhere else than at home

I live in Norway

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These are the deductions and this is how you register them

[← Forrige](#)

When you commute, you might be entitled to deductions for expenses for food, accommodation and travel. You must answer some further questions in order to learn more about the deductions.

Choose the deductions you wish to examine:

[Food expenses >](#)
[Accommodation >](#)
[Travel >](#)

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4 Yes, I am married and/or have parental responsibility for children I live with

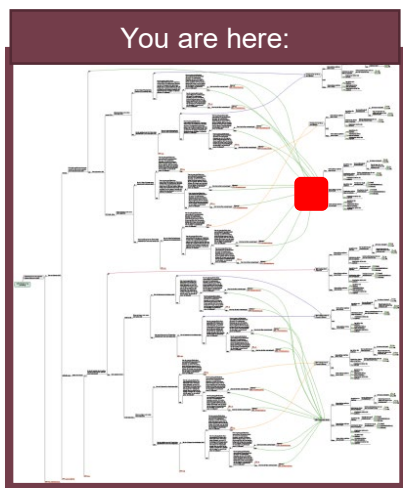
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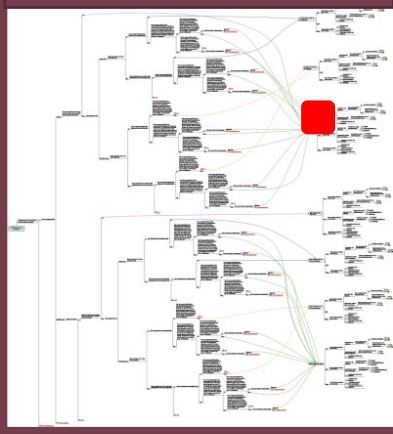
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[Yes, I spend the night somewhere else than at home](#)
[I live in Norway](#)
[4 Yes, I am married and/or have parental responsibility for children I live with](#)
[These are the deductions and this is how you register them](#)
[Food expenses](#)

[← Forrige](#)

Who covers your food expenses?

[I cover all the expenses myself](#)
[My employer covers parts of the expenses](#)
[My employer covers my expenses](#)

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These are the deductions and this is how you register them

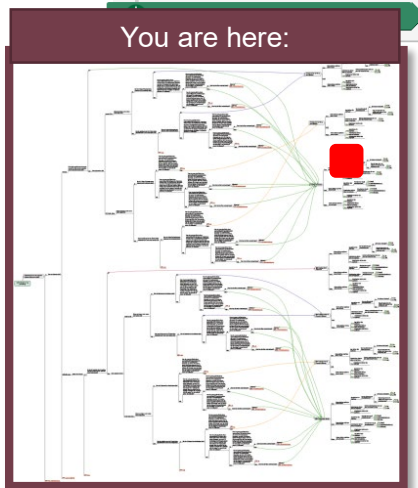
Food expenses

< Forrige

Do you live in a hotel at the workplace?

Yes, I stay in a hotel

No, I do not stay in a hotel



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Commuter guide

Yes, I spend the night somewhere else than at home

I live in Norway

4 Yes, I am married and/or have parental responsibility for children I live with

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Food expenses

I cover all the expenses myself

< Forrige

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- Food expenses

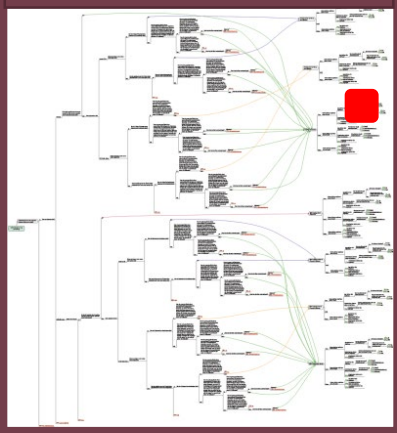
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Is breakfast included?

Yes

No

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- These are the deductions and this is how you register them
- Food expenses
- I cover all the expenses myself
- Yes, I stay in a hotel

< Forrige

Is breakfast included?

Yes

No

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- These are the deductions and this is how you register them
- Food expenses
- I cover all the expenses myself
- Yes, I stay in a hotel
- Yes, breakfast is included

< Forrige

How to register this in the tax return?

The rate is 621 NOK per day. You must multiply the number of nights you spent at a hotel with the rate. You add the amount to the other food and accommodation expenses you can claim deduction for, and register the total amount in post 3.2.7.

Example:

You spend 200 nights in a hotel

200 days x 621 NOK = 124 200 in food expenses

Food expenses	124 200 NOK	
+ Accommodation expenses	79 358 NOK	See which deductions you can receive for accommodation
= Total	203 558 NOK	

The total amount, 203 558 NOK, is registered in post 3.2.7 in the tax return.

If your employer offer a canteen or similar where breakfast, lunch and dinner is served, and the employees' payment is at least equivalent to the market price for such food, you can claim a deduction at the lowest rate of NOK 195 per day.

[Log in and fill in your tax return](#)

[How to change to english version of Altinn](#)

Documentation required

You do not need to send us any documentation of this, but you must be able to provide documentation if we ask for it. Documentation can be receipts from the stay or a confirmation from the employer that you have stayed in a hotel.

Actual expenses

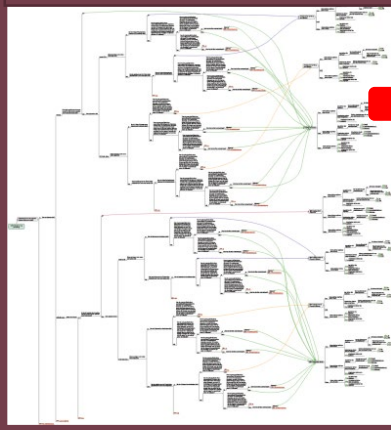
If your actual expenses are greater than the rate, you can claim deduction for your actual expenses.

Other deductions you might be entitled to

[Accommodation >](#)

[Travel >](#)

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You can access more information regarding other deductions for commuters

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- 3 I live in Norway
- 4 No, I am not married or have parental responsibility
- 5 I am under 22 years old
- 6 No, I do not, on average, travel home at least every six weeks
- 7 No, I do not have a valid reason

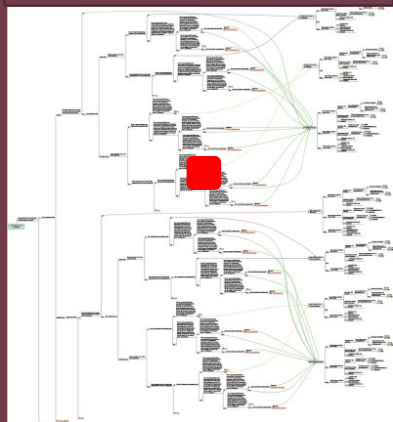
← Forrige

You are not a commuter and are not entitled to a deduction for commuting.

However, if you have a long distance to travel between your home and your workplace, you might be entitled to a travel deduction. [Calculate your travel deduction here](#)

If not defined as a commuter, you get a link to the «Travel deduction calculator» (Work journeys)

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Tax Return > Fradrag > Reiseutgifter for reiser mellom hjem og arbeid

Travel deduction calculator

This will calculate how much you can claim in travel deduction between your home and workplace.

Home address

Address

Workplace 1

The workplace's address

Number of travelling days to the workplace

Days per year

Do you daily save at least two hours each way in travel and waiting time by driving a car compared to using public transport?

☐ Yes ☐ No

CALCULATE TRAVEL ROUTE >

Add workplace 2

Reset the calculator

CALCULATE TRAVEL DEDUCTION >

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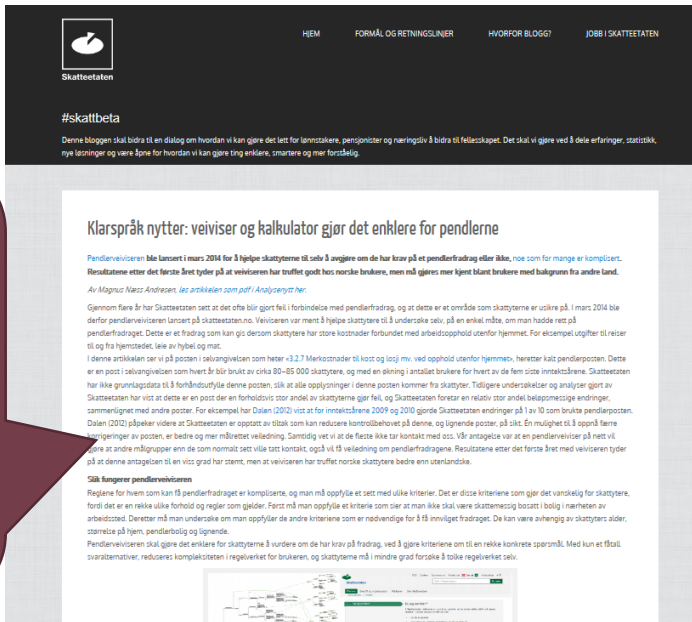
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Result

We started analyzes to measure the impact of what was reported in the tax return.



The screenshot shows the Skatteetaten website with a dark header containing navigation links: HEM, FORMÅL OG RETNINGSLINJER, HVORFOR BLOGG?, and JOBB I SKATTEETATEN. Below the header is a section titled '#skattbeta' with a sub-header 'Derne bloggen skal bidra til en dialog om hvordan vi kan gjøre det lettere for lønntakere, pensjonister og næringsliv å bidra til fellesskapet. Det skal vi gjøre ved å dele erfaringer, statistikk, nye løsninger og være åpne for hvordan vi kan gjøre ting enklere, smartere og mer forståelig.' The main article is titled 'Klarspråk nytter: veiviser og kalkulator gjør det enklere for pendlerne'. The text discusses the launch of the 'Pendlerveiviser' (Commuter Guide) in March 2014, which aims to help taxpayers understand their tax situation better. It mentions that the guide is available in Norwegian, English, and Arabic. The article also discusses the 'Kalkulator' (Calculator) which helps taxpayers estimate their tax liability. The text is in Norwegian and mentions various tax-related terms and statistics.



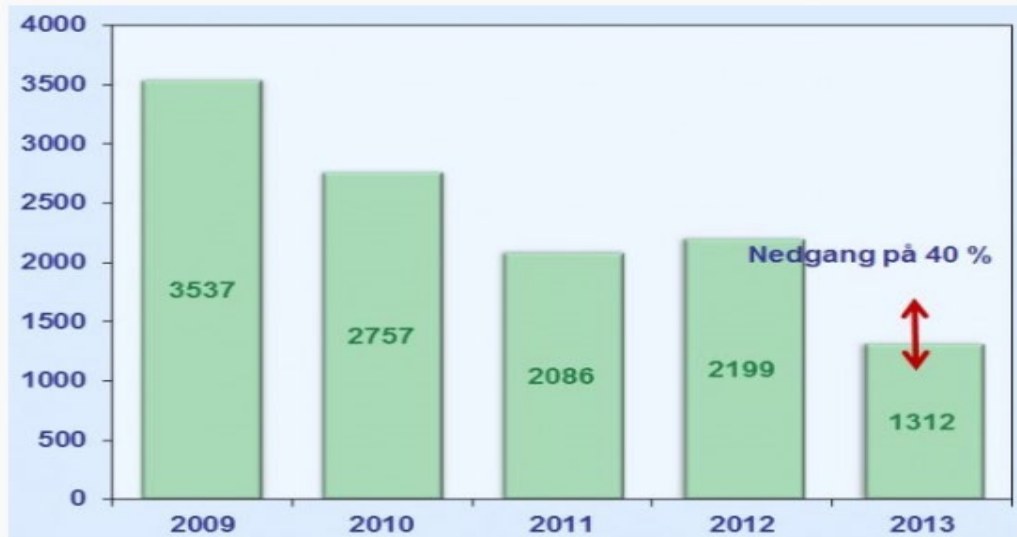
The screenshot shows the Skatteetaten website header with navigation links: HEM, FORMÅL OG RETNINGSLINJER, HVORFOR BLOGG?, and JOBB I SKATTEETATEN. Below the header is a section titled '#skattbeta' with a sub-header 'Derne bloggen skal bidra til en dialog om hvordan vi kan gjøre det lett for lønntakere, pensjonister og næringsliv å bidra til fellesskapet. Det skal vi gjøre ved å dele erfaringer, statistikk, nye løsninger og være åpne for hvordan vi kan gjøre ting enklere, smartere og mer forståelig.' The main article title is 'Klarspråk nytter: veiviser og kalkulator gjør det enklere for pendlerne'. The article text discusses the launch of a commuter guide and calculator on March 3, 2014, aimed at helping taxpayers understand their commuting costs and tax implications. It mentions that the guide is designed to be simple and user-friendly, with a focus on providing clear information and reducing complexity. The article also mentions that the guide is available in both Norwegian and English, and that it is designed to be easy to use for both taxpayers and tax administrators. At the bottom of the article, there is a small diagram showing the flow of information between the taxpayer, the tax authority, and the employer.

Conclusion: The commuter guide makes it **easier** both for users and the tax administration

40% fewer appeals for unclaimed deductions

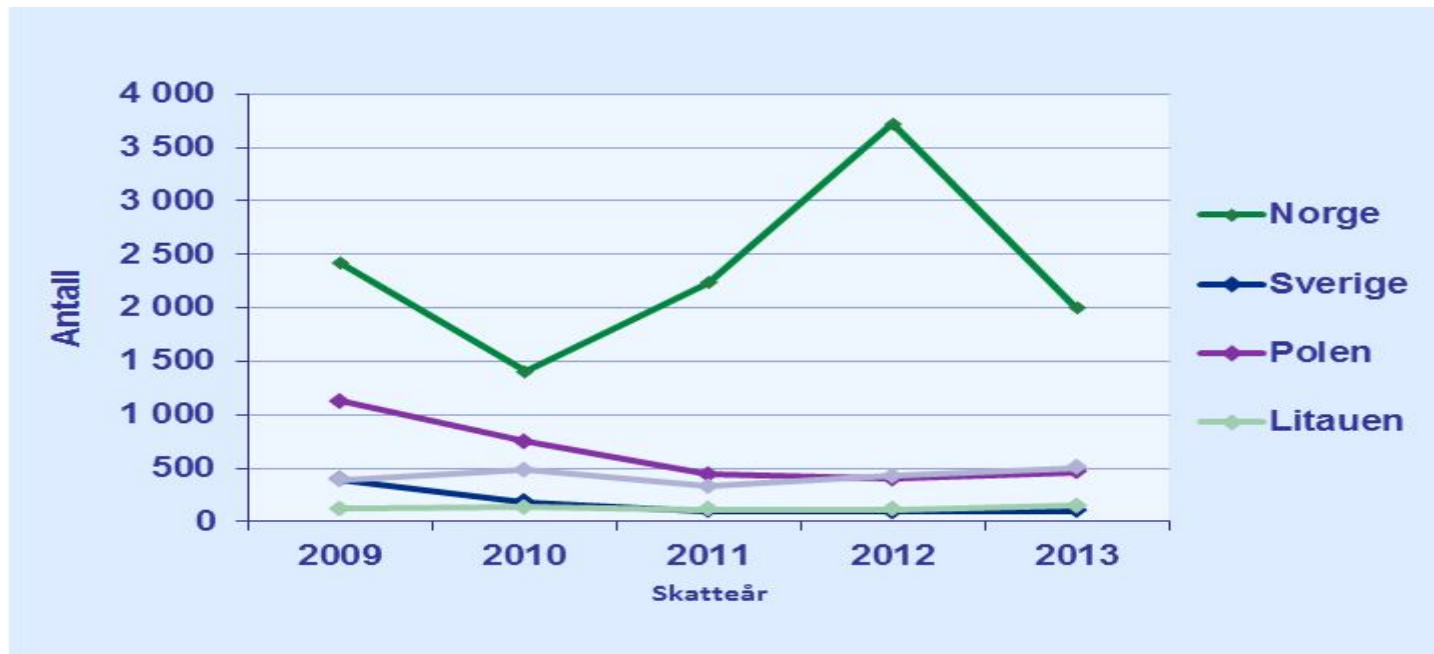
Færre klager på manglende fradrag

Hvert år er det en gruppe skattytere som ikke krever fradraget på selvangivelsen, men som kommer med klagesak om krav på fradrag etter at likningen er ferdig. Selv om denne gruppen er forholdsvis liten i størrelse, er ressursbruken knyttet til denne behandlingen stor.



Figur 5. Antall skattytere som har fått innvilget fradrag etter klage. 2009–2013.

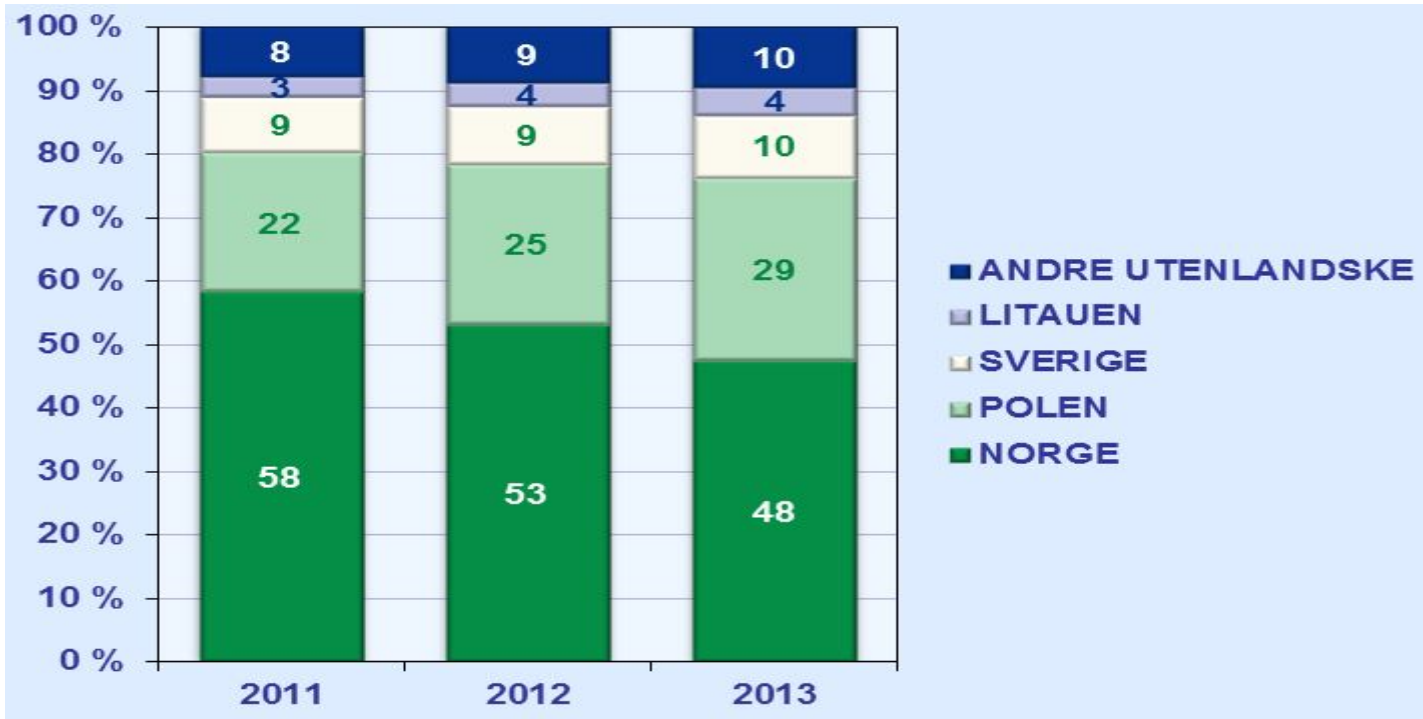
Number of refused claims for commuter deduction **reduced by 40 %**





Skatteetaten

We achieved the goal: The **right tax payers** are claiming the deduction,
fewer Norwegians and more Polish people



Fewer «am I a commuter?» queries to the helpline, but more with complex questions about commuting

Antallet henvendelser har gått ned

Hvilken effekt innføringen av pendlerveiviseren kunne forventes å ha på henvendelsene om denne posten til Skatteetaten, var usikker. På den ene siden ville vi kunne forvente at antallet henvendelser ville gå ned, siden behovet for veiledning kunne dekket av veiviseren. På den andre siden, kunne det hende at innføringen av pendlerveiviseren ville medføre at antall henvendelser som gjaldt denne posten ville gå opp, siden skattytere fortsatt kunne ha ubesvarte spørsmål, eller være usikre, selv etter bruken av veiviseren.

Det vi fant, var at antallet henvendelser om pendlerposten både på Skatteetatens kontorer for publikumsveiledning, og på vår telefontjeneste, gikk ned fra året tidligere. Samtidig så vi også at det var en sterk sammenheng mellom besøk på pendlerveiviseren og henvendelser på telefon til oss. Dager med høyere besøkstall på pendlerveiviseren, var også forbundet med flere henvendelser om denne posten til Skatteetatens telefontjeneste. Denne samvariasjonen så vi i mindre grad for besøk til publikumsveiledningene. Dette kan tyde på at enkelte skattytere velger å ta kontakt med oss etter at de har brukt pendlerveiviseren, men fortsatt er usikre på enkelte områder. At denne sammenhengen er sterkest for telefon er positivt for Skatteetaten, siden dette er den kanalen vi i stor grad ønsker at skattytere med mer krevende spørsmål skal henvende seg gjennom.



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Skatteetaten

**If you want to create wizards
and step by step - here are
some tips**

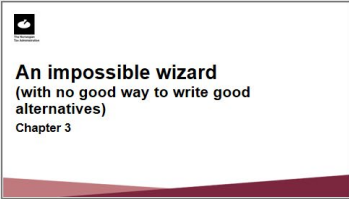


Skatteetaten

1. Design/redesign templates to make wizards and step by step



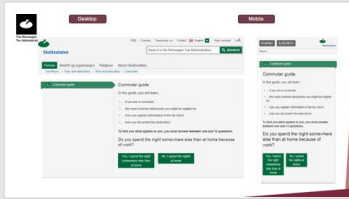
As my incredible talented and good colleague Synve Røine Fossum told you yesterday - we redesigned the wizard-template



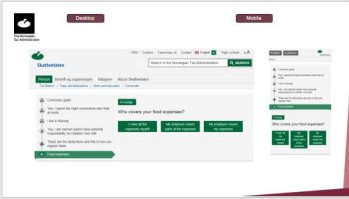
31



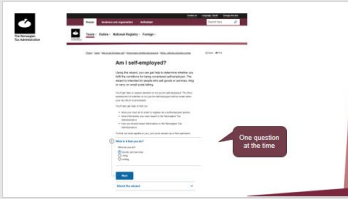
32



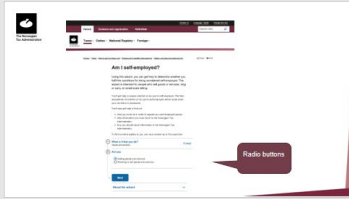
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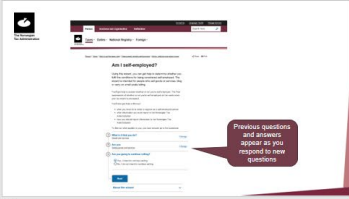
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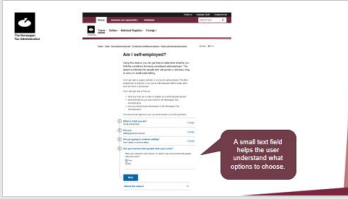
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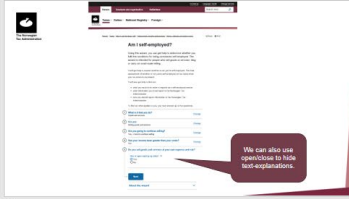
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Skatteetaten

Desktop

Mobile

**Skatteetaten**

[RSS](#) [Cookies](#) [Taxnorway.no](#) [Contact](#) [English](#) [High contrast](#) [A A](#)

[SEARCH](#)

[Person](#) [Bedrift og organisasjon](#) [Rådgiver](#) [About Skatteetaten](#)

[Tax Return](#) > [Topic and deductions](#) > [Work and education](#) > [Commuter](#)

- Commuter guide
- Yes, I spend the night somewhere else than at home
- I live in Norway
- 4 Yes, I am married and/or have parental responsibility for children I live with
- These are the deductions and this is how you register them
- Food expenses**

[← Forrige](#)

Who covers your food expenses?

I cover all the expenses myself

My employer covers parts of the expenses

My employer covers my expenses

[MENU](#) [SEARCH](#) 

Person

- Commuter guide
- Yes, I spend the night somewhere else than at home
- I live in Norway
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[← Forrige](#)

Who covers your food expenses?

I cover all the expenses myself

My employer covers parts of the expenses

My employer covers my expenses

Am I self-employed?

Using this wizard, you can get help to determine whether you fulfil the conditions for being considered self-employed. The wizard is intended for people who sell goods or services, blog or carry on small-scale letting.

You'll get help to assess whether or not you're self-employed. The final assessment of whether or not you're self-employed will be made when your tax return is processed.

You'll also get help to find out:

- what you must do in order to register as a self-employed person
- what information you must report to the Norwegian Tax Administration
- how you should report information to the Norwegian Tax Administration

To find out what applies to you, you must answer up to five questions.

1 What is it that you do?

What do you do?

- ☒ Goods and services
☐ I blog
☐ Letting

Next

[About the wizard](#)



Less noise



Skatteetaten

[Person](#) / [Taxes](#) / [Help to get the taxes right](#) / [Employment, benefits and pensions](#) / [Hobby, odd jobs and extra income](#)

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1

What is it that you do?
Goods and services [Change](#)

2

Are you
☒ Selling goods and services
☐ Planning to sell goods and services

Next

About the wizard

▼

Mobile first



Skatteetaten

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[Person](#) [Business and organisation](#) [Rettkilder](#)

 [Taxes](#) [Duties](#) [National Registry](#) [Foreign](#)

[Person](#) / [Taxes](#) / [Help to get the taxes right](#) / [Employment, benefits and pensions](#) / [Hobby, odd jobs and extra income](#)[Share](#) [Print](#)

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1

What is it that you do?
Goods and services

[Change](#)

2

Are you
Selling goods and services

[Change](#)

3

Are you going to continue selling?
☒ Yes, I intend to continue selling
☐ No, I do not intend to continue selling

Next

About the wizard

▼

Step by step

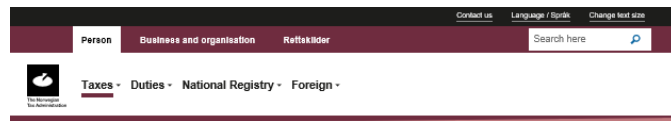


Skatteetaten

2. Write the startpage first

The startpage must contain answers to the questions:

- Who is the wizard for?
- What do you get to know by answering the wizard?
- What do you need to have before you start the wizard?
- Any reservations
- How many questions do you have to answer?



Person / Taxes / How to get the taxes right / Employment, benefits and pensions / History, old jobs and extra income

Share Print

Am I self-employed?

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1 What is it that you do?

What do you do?

☒ Goods and services

☐ I blog

☐ Letting

Next

About the wizard



Skatteetaten

3. Create questions and answers

- The user must be able to answer the questions there and then
- Answers must be **mutually exclusive**. For example “Yes” or” No”

3 Are you going to continue selling?

- ☒ Yes, I intend to continue selling
☐ No, I do not intend to continue selling

4 Has your income been greater than your costs?

When you look back over the past 12 months, has your income been greater than your costs?

- ☒ Yes
☐ No



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4. Use the **words of the users** - not the terminology of your organization

- Refer to further contact point where it is natural (either for difficult, voluminous or other business reasons)

5. All information of what you must do, must come at the endpage

- The end page - the text that answers YES / NO and gives an in-depth explanation of WHO and HOW to carry out the task.
- DO NOT write the texts of the endpages **until the structure** of the questions is **finally completed**.



Our indicative answer:

You're self-employed.

You must do the following:

1. Register the business

You must decide which organisational form would be most appropriate.

Register your business in the Register of Legal Entities by completing the [Coordinated register notification](#).

If your business has taxable turnover and/or your withdrawals exceed NOK 50,000 over a 12-month period, you must [register your business in the VAT Register](#).

You should also set up a separate bank account for the business.

[Get off to a good start as a self-employed person](#) ▼

2. Pay advance tax

As a self-employed person, you must pay tax based on the profit you expect to make.

- [Advance tax for sole proprietorships](#)
- [Advance tax for private limited companies](#)

3. Report and submit information

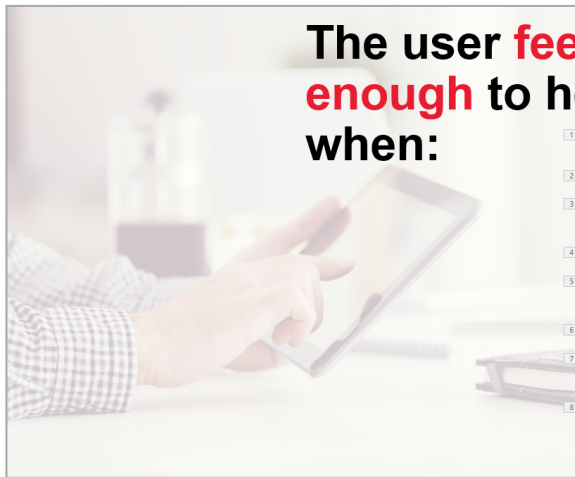
As a self-employed person, you must report certain things.

- You must submit a tax return. The way in which you must [submit the tax return](#) will depend on the type of business you're reporting for and running.
- If you're registered in the VAT Register, you must submit the [VAT return](#).
- If you have employees, you'll have more obligations as an [employer](#).



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Wizards and step by step is really simple to make, just have this in mind:



The user **feel safe enough** to help himself when:

1. I get to know **everything** I have to do
2. I know **when** I can start
3. I know the **right order** to do things in
4. I know **how long** it takes
5. I know what I'll need to **provide**
6. I know how much it will **cost**
7. I know the **consequences** of the choices I have
8. I **get help** when I need it





Skatteetaten

Thank you!

Please contact:

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Twitter: @larsronn

Web-editor skatteetaten.no

The Norwegian Tax administration

Skatteetaten.no





Skatteetaten

Resources

Content

Commuter guide: <https://www.skatteetaten.no/en/person/taxes/get-the-taxes-right/employment-benefits-and-pensions/travel-home-work/commuter/commuter/commuter-guide/?15342=0>

Travel deduction calculator: <https://www.skatteetaten.no/en/person/taxes/get-the-taxes-right/employment-benefits-and-pensions/travel-home-work/reisefradragkalkulator/>

Commuter deduction calculator: <https://www.skatteetaten.no/en/person/taxes/get-the-taxes-right/employment-benefits-and-pensions/travel-home-work/commuter/pendlerfradragkalkulator/>

Blogposts

Read how we made the commuter-guide on our BETA-blog

https://translate.google.com/translate?sl=no&tl=en&js=y&prev=_t&hl=no&ie=UTF-8&u=http%3A%2F%2Fbeta.skatteetaten.no%2Fslik-laget-vi-pendlerveiviseren%2F&edit-text=&act=url

The BETA-blog is originally written in Norwegian and is translated by Google translate. Original blog: <http://beta.skatteetaten.no/slik-laget-vi-pendlerveiviseren/>

Effects

<https://translate.google.com/translate?hl=no&sl=no&tl=en&u=https%3A%2F%2Fbeta.skatteetaten.no%2Fklarsprak-nytter-veiviser-og-kalkulator-gjor-det-enklere-for-pendlerne%2F&sandbox=1>

The BETA-blog is originally written in Norwegian and is translated by Google translate. Original blog: <https://beta.skatteetaten.no/klarsprak-nytter-veiviser-og-kalkulator-gjor-det-enklere-for-pendlerne/>

