



## Case

When SKAT deferred its mobile 'Self-Key' service

"The user dialogue conducted by MindLab showed us that our customers are not yet ready to do their taxes by mobile phone"

Henrik Kähler  
Project Manager, the Tax Authority

**MIND  
LAB**

## Case

# When SKAT deferred its mobile ‘Self-Key’ service

**The staff of the Danish Tax Authorities, SKAT, was considering developing a mobile SMS version of its ‘Self-Key’ service to enable individuals to fill in their tax returns digitally and on the move. But MindLab’s inclusion of citizens in testing the SMS solution showed that SKAT’s vision was not eagerly embraced by those for whom it was intended. For instance, the citizens explained that they did not want to be sitting with all their tax-related documents on the commuter train while they texted SKAT. This insight led to SKAT putting off the concept of a mobile version of Self-Key service, allowing them to avoid devoting costly development hours to a solution that people were not ready for in practice.**

### MindLab involved:

- Nine citizens in a MindLab workshop.

### Principal results:

- The concept of a mobile version of Self-Key service was taken off the table and resources that would have been expended on further development were saved.
- MindLab simultaneously developed a catalogue of ideas for the development of a future version of Self-Key service that was quality assured both by front-line staff and by citizens. The catalogue now serves as a reference work for SKAT.
- Prioritization of ideas for a future version of Self-Key service that focus on the needs of citizens.