HM Revenue & Customs
A major project for HM Revenue & Customs reviewed the information architecture of their online content about VAT, and the problems associated with parallel publishing on paper and online. We compared the order in which content is presented with the order in which it is actually needed by its users and proposed new structures to align it more effectively.

We were also involved with another key project at HMRC to diagnose the cause of errors in forms, and to determine which could be put right through clearer writing and design.