



EXECUTIVE SUMMARY:

MISSOURI BUSINESS TAX

Small business owners like Wayne, who sells firewood on the side, represent many Missourians navigating the MyTax Missouri portal. While Wayne is honest and hardworking, using online tax systems is frustrating.

PROBLEM STATEMENT

How can we improve the experience of a small business owner who is filing and paying taxes online?

KEY PAIN POINTS

- **Log-in Issues.** Passwords expire every 90 days, users get locked out, no 'see password' option.
- **Education Gaps.** Small business page hard to find, resources buried, lack of awareness of incentives.
- **User Guidance.** Unclear navigation, minimal in-portal instructions, difficult contacting support.

RECOMMENDATIONS FOR IMPROVEMENT

- Add 'see password' feature and expiration reminders at log-in.
- Make the small business page easier to find and promote its benefits via site links, social media, and events.
- Promote the 2% timely payment allowance with campaigns (Wayne saved \$100- what will you save?).
- Encourage MyTax portal registration by showing clear benefits versus filing as a guest.
- Add in-portal instructions, links to tutorials, and a 'Contact Us' button for quick support.

CONCLUSION

By implementing these improvements, Wayne and other small business owners feel more confident, better supported, and even motivated to file on time. With clearer guidance, easier log-ins, and smarter education, the Department of Revenue can turn frustration into trust.

