VIRGINIA LOTTERY

Elevating Player Experience

Crafting a Transformative Lottery Mobile App

La’Fleurs 2023



About Me

Reasons vs. Results



How Did We Get Here?

- Convenience app
  - Total Users: ~160K
  - Ratings: 4.0 Android / 3.9 iOS
- Launched 5.0 (new app experience) in May 10, 2022
  - By end of June: 217,475
  - By end of June: 12% of Depositors are in app
- Nov 2023
  - 398,707 Total Users
  - Ratings: 4.3 Android / 4.6 iOS
  - 51% of Depositors are in app

Keeping the End In Mind

Key Areas of Focus for our App



Voice of the Player & Maintaining a two-way dialogue



User-Centric Approach to Design/UX



Long-Term Support



Evolution & Innovation

Unveiling the Magic: Two-Way Dialog

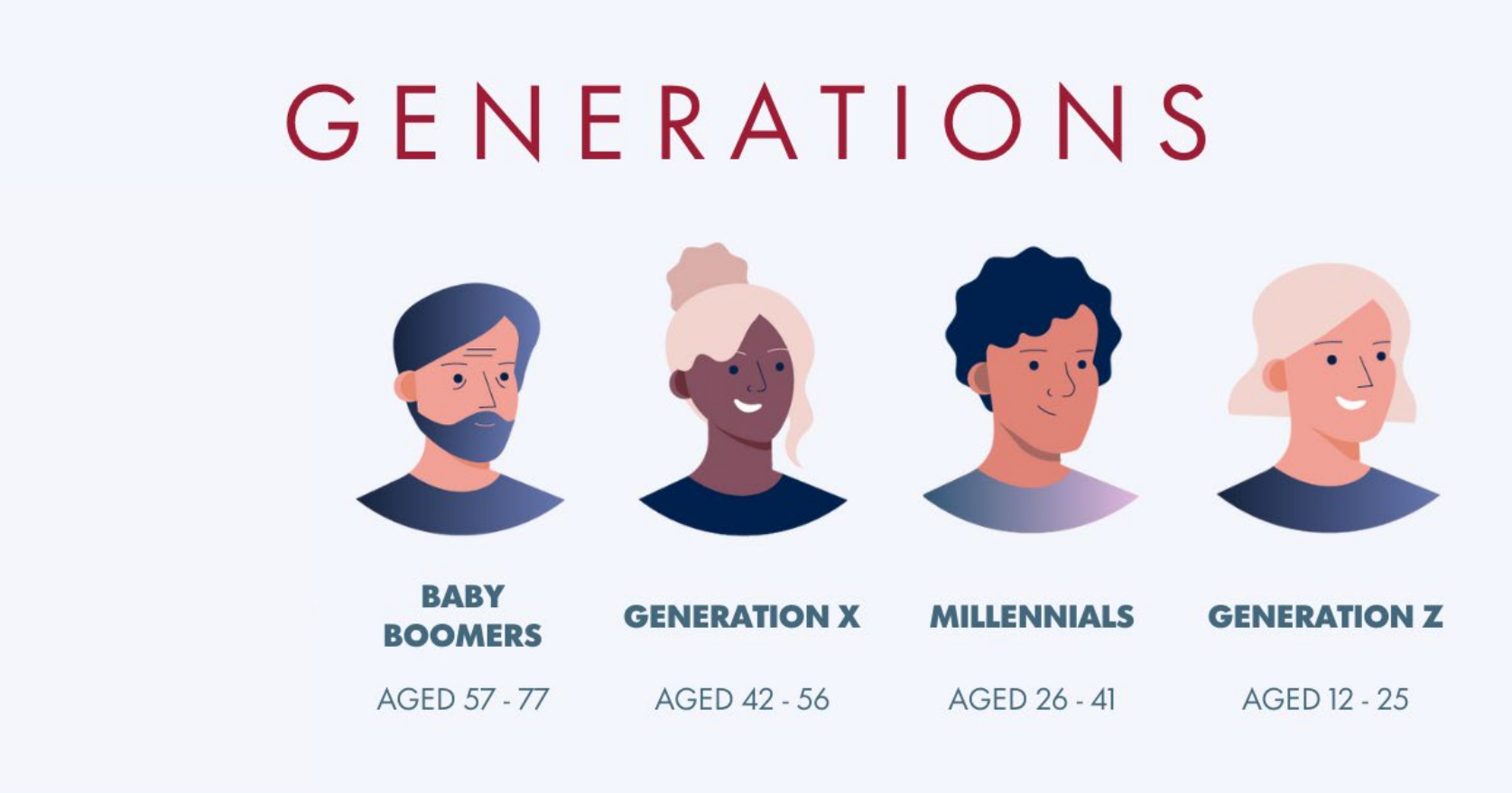
4.3 Stars for Android with 10.7K reviews |. 4.6 Stars for iOS with 26.6K reviews



- Survey’s and feedback
- Innovative problem-solving
- Tell users when you expect features, or you will fix it. Then update them once you do.
    - This often times helps users change their app store ratings.

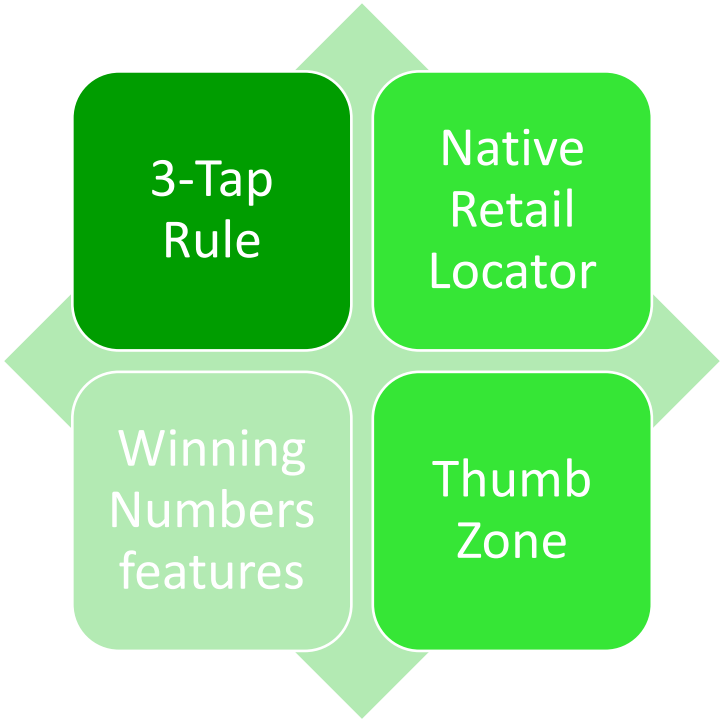
Across the Generations

User expectations evolve across generations, and we should recognize the significance of tailoring our apps to resonate with their diverse preferences



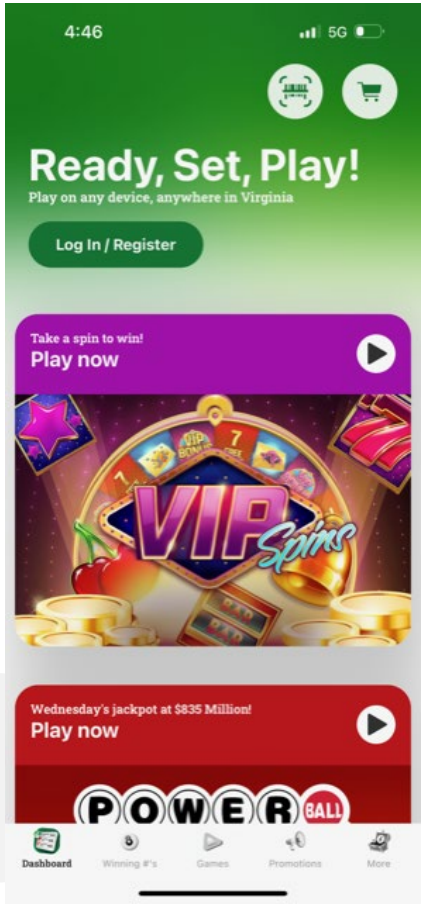
User-Centric Approach to Our Success

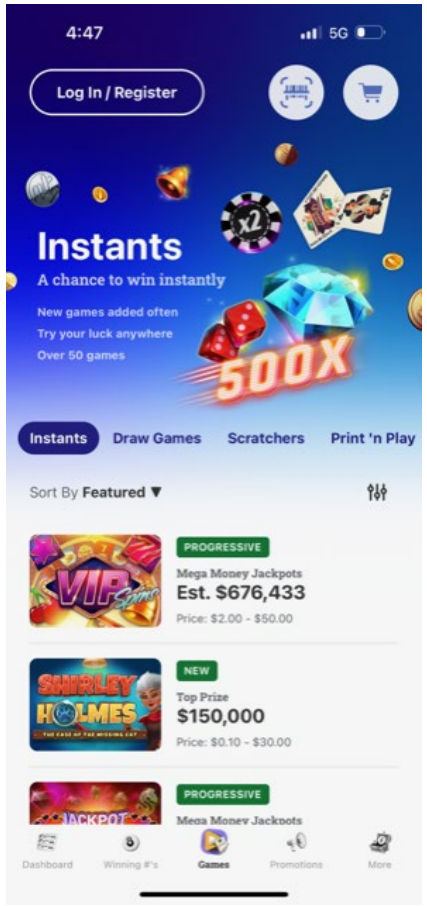
Our approach is rooted in providing core NATIVE features that genuinely cater to player needs, emphasizing engagement and experience:

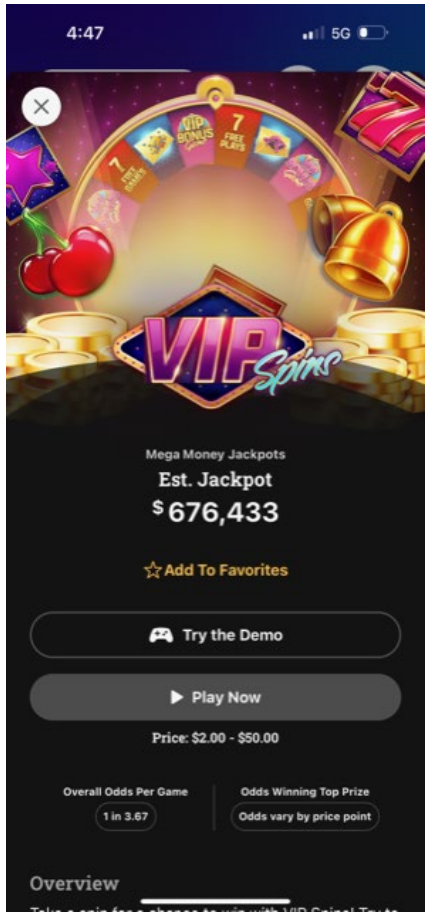


User-Centric Approach to Our Success

3-Tap Rule



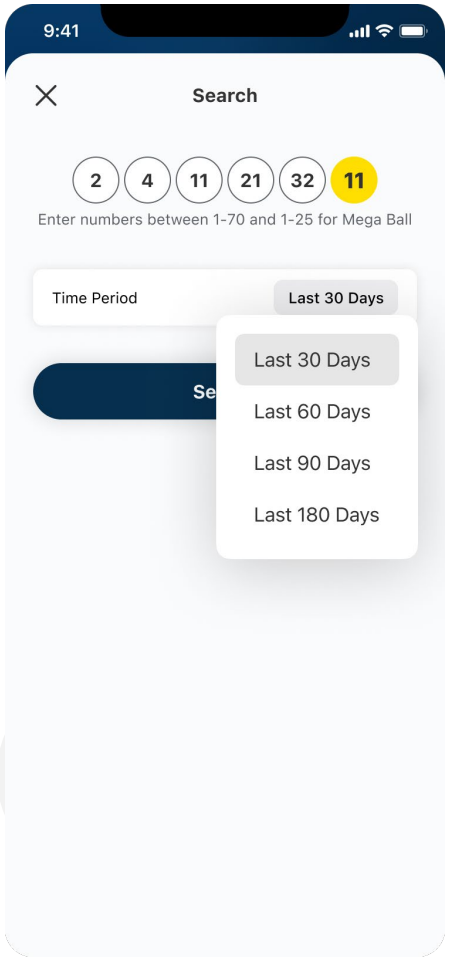


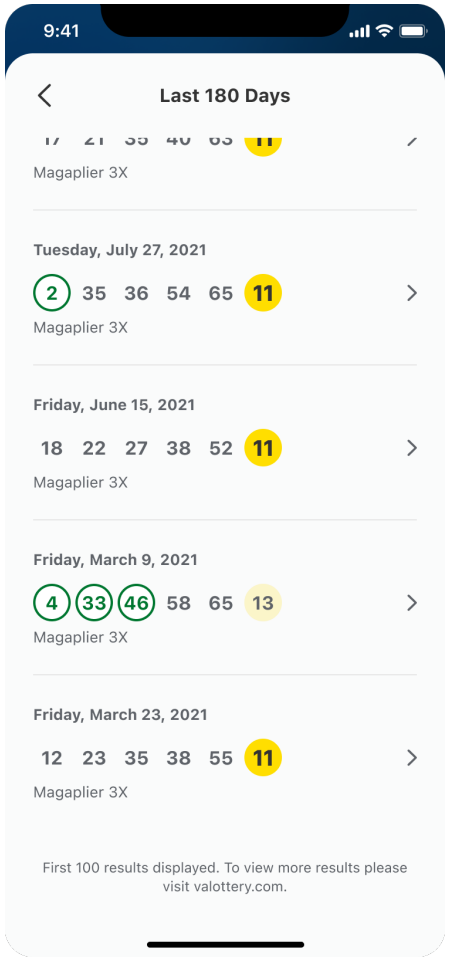


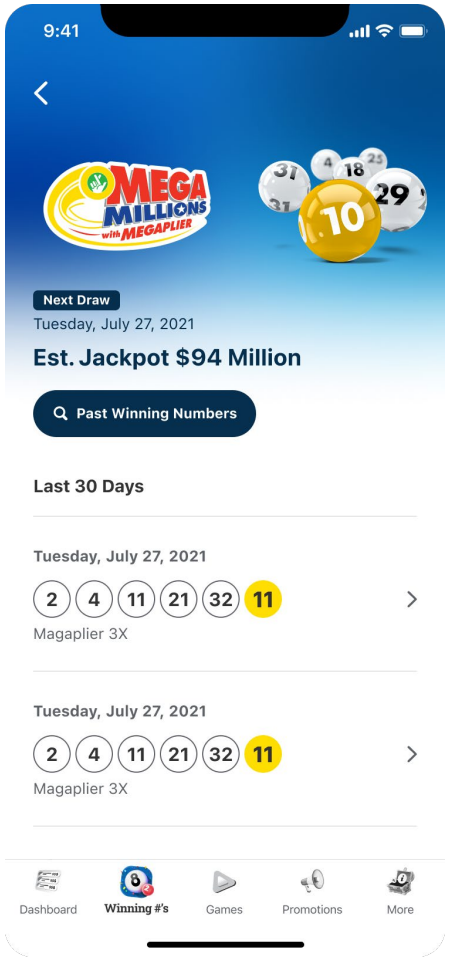


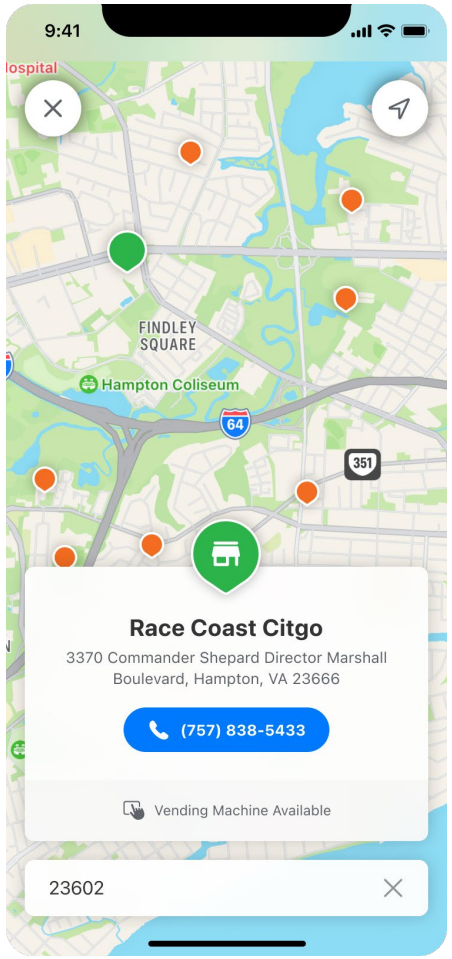
User-Centric Approach to Our Success

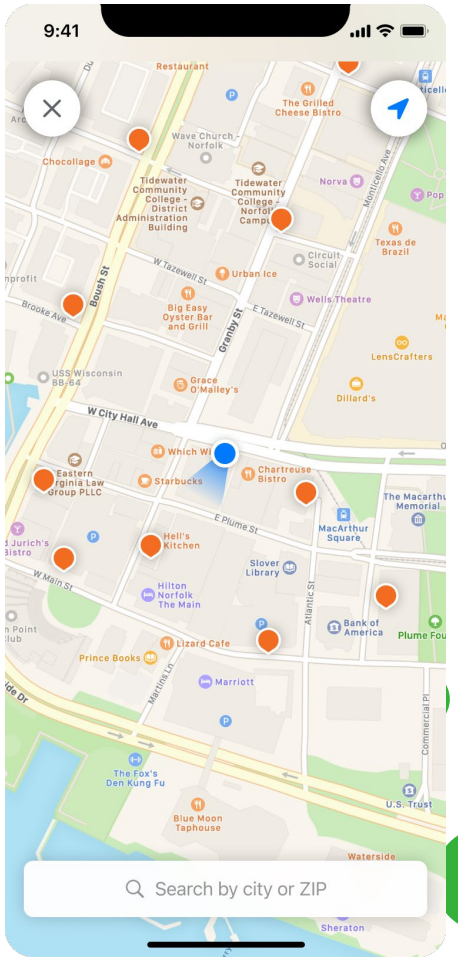
Native Retail Locator & Winning Numbers





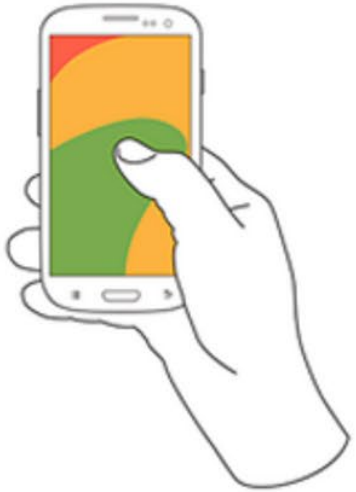






Thumb Zone

Most people are on the move, and only have one hand to use.



49%
one handed



36%
cradled



15%
two handed

Long-Term Support



Retail Partners App Ideas

Changed to focus on retail partnerships



Future & Innovative App Ideas

Bold: what can be done with current tech

Winning Numbers Notifications for real-time result alerts.

Introducing the concept of personalized notifications and appearance.

Proposing Social Sharing from the scanner to celebrate wins and boost engagement.

Varying App Store Pages

Exploring NFC Tags & Image recognition for unique challenges and experiences while providing confidence to retailers.

360 Live Draws: immersing users in the excitement through web & VR headsets.

Open the app with a youtube shorts style video of a winner welcoming the users to the app. Change it out every 2-4 weeks. Also only show them the video every other week.



Key Takeaways

Batman is only as good as how many tools he has in his utility belt. The app is not the belt but one tool of the players utility belt.

“When I buy a dog, I don’t do the barking for it.”–Tom Murphy (taught Warren Buffet). Let users tell you what they want through surveys, reviews, and email. Connect with the most vocal users.

And even once you respond in the moment, when you add the feature/fix, follow up again, months later to let them know you fixed it and would like for them to retry it.

Consider the Thumb Zone.

Side Note: Use the Apple office hours. They send an email once or twice, sometimes more, a quarter about speaking to a live Reviewer or some App Store personnel.

Thank you

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