

# The Mobile App: Gateway to the Modern Lottery Experience

## Convenience is Calling

We all know that in the contemporary world, convenience is more than an aspiration – it's a necessity. "Time is a currency – one that consumers are looking to maximize," reports Foresight Factory, a leading global consumer trends agency. This determined quest for "speedy service" has taken us to everyday advantages we now take for granted: one-tap payments, 60-second news podcasts, and hyper-expedited delivery services. Of course, looming large and facilitating this convenience are ubiquitous mobile phones, used for a seemingly endless myriad of life's activities – from swiping to select a date to watching a movie, paying a bill to purchasing a plane ticket, "liking" a social post to yes, making a phone call.

With almost 100% of consumers confirming ownership in most countries around the world, mobile phones are everywhere. In fact, a recent Foresight Factory study

found that 99% of occasional and/or weekly lottery players own a mobile phone. No wonder jurisdictions are now providing responsible access to lotteries in the palms of adult players' hands via their mobiles – with no need for them to go to retail, or even log onto a computer. For instance, this ease of use has helped more than 163K Kentucky Lottery players and over 413K Georgia Lottery players download their state lottery apps in 2023.

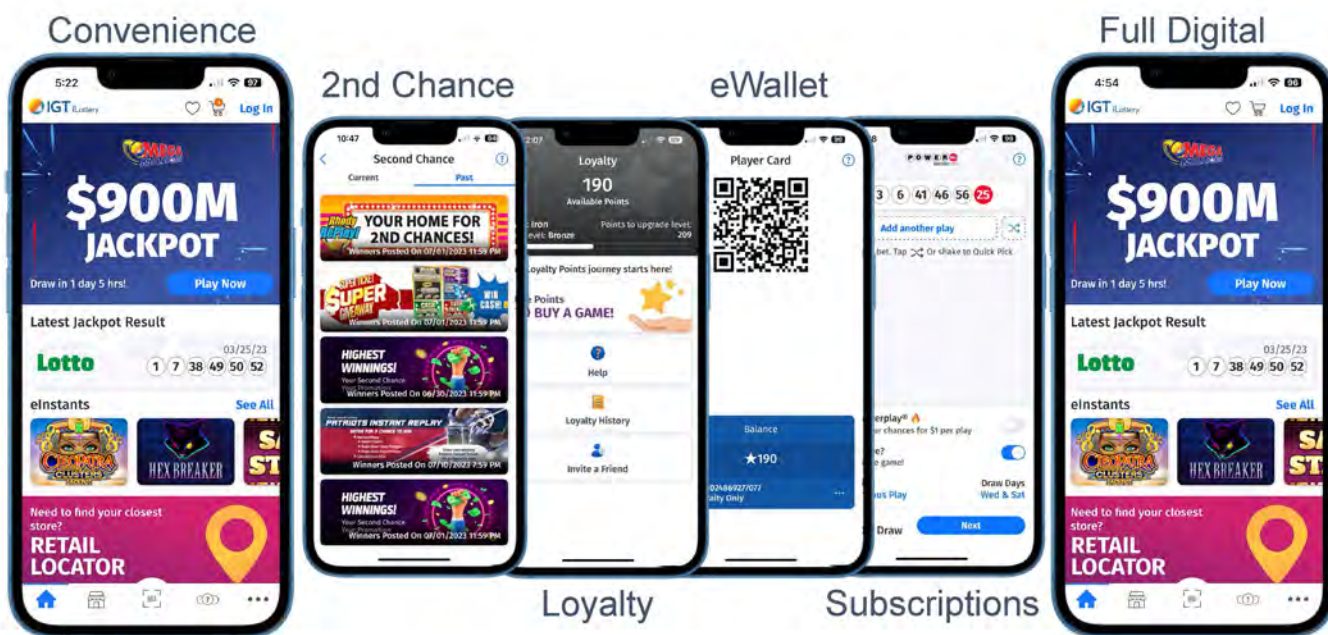
Offering mobile apps is a natural way for lotteries to strengthen their link to a younger generation of players. As a global leader in gaming, IGT is committed to helping lotteries deliver a convenient – and outstanding – mobile experience to players with engaging games, intuitive features, and helpful tools. **IGT develops and manages IGT's award-winning mobile app for lotteries, which are made available for both iOS and Android users and can be downloaded from the App Store or accessed via Google Play.**

## C'mon Get App-y

When choosing/implementing a mobile app, lotteries benefit from architectures that enable some key factors for success. Chief among them is that **the app follows the latest industry standards. IGT utilizes the React Native framework, which ensures a lightweight, modular, flexible construction, enabling frequent updates and facilitating configuration changes and migrations.**

Another key is to establish a **clear product vision for developers to work toward as they shape the user interface and experience.** Common goals for lottery apps should include:

- Providing user-centric design
- Crafting a seamless and integrated experience
- Reducing visual and messaging clutter – apps developed by IGT aim for minimalism; for ideal usability, one core



When the question is, "Is there an app for that?" the response is yes – for future-forward lotteries that offer mobile apps to their customers, backed by the relevant Application Programming Interface (API) and services to help drive these experiences.

main action is typically the content hero of each user screen

- Displaying information based on hierarchy and prioritization
- Engaging for both veteran and new players

Foresight Factory emphasizes that consumer log-in, sign-up, and checkout experiences must run smoothly, as new customers need to see the benefits of purchasing from a new brand quickly. The same goes for lotteries. A clear and useful repository of Help information and in-app Help tools on a well-designed app can make sign up and purchase even smoother.

## Their App-y Place

**IGT's mobile apps enable lottery customers to make fast and seamless app changes to text, banners, and images, and push them live in real time.**

Plus, while pure functionality and speed are key product attributes for today's consumers, it is important that a balance be struck between convenience and personality, too. That is why a colorful, engaging, branded mobile app is essential for a lottery's growing success.

Lotteries can help players seamlessly engage with user-friendly visuals and features. IGT developers include best-practice elements in their design such as:

- **Onboarding welcome screens**
- **"Parallax" scrolling** — more immersive browsing experience with added depth and 3D effects
- **Animations** for satisfying player engagement
- **Relevant and flexible lottery elements** and themes such as logos, branding, fonts

## All Access

Accessibility is an important consideration, as it **is key that mobile apps be friendly and usable by all types of players of legal age, with varying levels of mobility and ability.** IGT helps our customers ensure compliance with the Americans with Disabilities Act (ADA). Each component is built with accessibility in mind. Features are tested to ensure adherence to accessible design standards

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“For years, I've wished for an app that scans your scratch off tickets immediately here in WI. Voila! You can also see every scratch game available in state and check the jackpots for state and national lotto games. Very, very pleased Wisconsinite here!”

(3/15/23)

“About time!! Outstanding and innovative! This app gives customers security and comfort, knowing they can scan their own ticket without worrying if the store or gas station attendant is being truthful!! So glad they developed this app!!

(3/31/23)

“Great app. It makes life a lot easier.”

(5/4/23)

“Thank you WI Lottery!!! All of the most current lottery info at your fingertips. The ticket scanner also works great/fast. I will never again throw away a winning ticket I had mistaken for a loser. :) Not having to take a stack of tickets into the convenience store to manually scan to verify winner/loser is also great.”

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Above are just a few recent positive testimonials from satisfied Wisconsin Lottery consumers about the ease of using the mobile app.



and guidelines for text contrast, utilizing relevant Plugins & Validator (speech support from Apple and Google) during design and development, enabling Voiceover (Apple) and Talk Back (Android), and user support.

IGT continually checks its apps for ongoing ADA compliance, reducing copy and using icons to help guide a diverse range of players in the appropriate direction. Developers can scale font sizes based on phones' text size accessibility settings. Alternative text, where necessary, is present to provide relevant labels for those players

who use screen readers. Contrast ratios are adjusted as applicable for compliance.

## There's an App for That

**There are generally two types of mobile apps for lotteries to consider for player enjoyment: the mobile convenience app and the mobile wagering app, both maximized when backed by the relevant Application Programming Interface (API) to help drive these experiences.**

The **mobile convenience app** provides

players with the opportunity to check winning numbers, locate stores, retrieve draw and scratch ticket information, check for jackpot info, and sign up for alerts. Convenience apps do not accept wagers, bets, or payments of any kind through mobile applications.

New Jersey, Indiana, Florida, Tennessee, Texas, West Virginia, and Wisconsin have deployed official lottery convenience apps in partnership with IGT. Recently, as part of the ongoing contract extension with the Wisconsin Lottery through May 2026, IGT launched its enaaina Wisconsin Lottery

### Convenience Apps



### Wagering Apps



User-testing the latest mobile convenience and wagering apps helps ensure lotteries are delivering the convenient services and enjoyable experiences that today's players are looking for.

mobile convenience app. Enthusiastic players immediately began downloading it upon launch. **Great new feedback alert:** In the first month after the app became available (February 14 to March 13, 2023), there were 5.6 thousand smartphone downloads for the app —2.9 thousand on iOS, and 2.7 thousand for Android. **Player feedback has been uniformly positive; Wisconsinites gave the app a stellar rating of 4.9 out of 5 on the App Store!**

Configured per state requirements, convenience apps allow players to do some or all of the following:

**View** current winning numbers

**Check** current jackpots

**Search** past winning numbers and payouts

**Get** scratch-off game details and remaining prizes

**Review** “How to Play” information for all games

**“Pick Numbers”** to create and save favorite numbers

**Utilize** “Hot and Cold Numbers” to see most/least frequently drawn number trends

**Locate** the nearest authorized lottery retailers

**Customize** notifications

**Shake** their phone to select random numbers to play

**Use** “Ticket Checker” feature to scan ticket barcode or manually enter it to determine if they’re a winner

**Scan** a digital playslip at a retailer to (anonymously) purchase draw game and eInstant tickets, and even save it if desired to use every time they play

**Access** Responsible Gaming information

These features and more — with an additional layer of valuable components — are also offered via the **mobile wagering app** where legislation allows.

IGT has launched wagering apps for lotteries in Georgia, Kentucky, and Rhode Island. “We are proud of the smooth delivery and the encouraging reactions from players,” said Srini Nedunuri, IGT SVP, Global iLottery.

Players have the full range of lottery services at their fingertips and on the go,

with mobile wagering apps including the type of one-click purchase options that today’s consumers demand. As previously noted, backed with the necessary API and services, a versatile range of lottery offerings can include opportunities to play Lotto, draw-based games, numbers wagering, Keno, eInstants, and even Group Play (a digital version of the office “lottery pool” that reduces administration challenges). Wagering app users can also sign up for recurring subscriptions such as for draw-based continuous play or configured draws. Other wagering app elements include:

- **Second Chance:** Draw-based game/scratch ticket second chance entry, ticket and points-based drawing, bonus options
- **Loyalty:** Chance to earn points for wagers; points can be used for entry into second chance or to purchase games
- **eWallet:** Can be used at retail, for transactional or wallet purchases, “top ups,” claim winnings into wallet (low/medium wins) and digital playslips

With wagering apps, when players purchase draw games and play eInstants, for lotteries utilizing IGT’s Connected Play and iLottery solution, wagers are securely recorded against the player’s profile. Prizes can be paid directly to the player’s iLottery account/eWallet. Plus, the lottery will receive valuable player information.

## All About the App-titude

IGT customers can benefit from the company’s experience with app best practices including:

**Responsible Gaming** session, purchase and deposit limits; time out and self-exclusion

**Geolocation**

**App Store/Google Store** compliances, approvals, and engaging presence

**Compliance** with guideline changes

**Player** permissions and privacy

**Native** framework

## Analyze This

IGT’s back-end platform enables lotteries to learn about player behavior by storing

transactions and providing a 360-degree player view. IGT can help lotteries bring information together via predictive analysis and actionable data. Lotteries can access meaningful data about players and how they use their apps. IGT can also provide customers with analytic dashboards and track KPIs and conversions.

## It’s Best to Test

To ensure ideal mobile app outcomes, user journeys should be backed with analytics, to optimize prior to launch. Apps that IGT creates for lotteries are fully user-tested. Users are also asked about their habits and purchasing behaviors through questions with rating scales. **User-testing provides IGT with key findings** that allow it to provide recommendations for their lottery customers, content creators, and designers, to make their apps fresh, friendly, intuitive, and relevant.

For instance, IGT recently conducted a study with players about the content most interesting to them on a mobile app home page to identify the most relevant information possible to feature there. **“We continue to user-test our product on an ongoing basis and iterate for future updates to benefit customers,”** said Emilia Ciardi, IGT Marketing Manager.

## Freedom Forward

Foresight Factory believes convenience will continue to be valuable for the freedom it creates. IGT can provide the expertise needed to make convenience part of the lottery mobile app experience too. IGT iLottery experts furnish the content, creative, portfolio, delivery, operations, and player support to, as Foresight Factory calls it, “smooth bumps on the customer (and supplier) journey.”

Mobile phones — large and small, iOS and Android, are essential convenience tools. “IGT’s work with lotteries to bring mobile apps to life reinforces our commitment to deliver convenient, player-facing digital solutions, driving player engagement,” said Nedunuri.

IGT is excited for players to use their official lottery mobile convenience and wagering apps, and to work with lotteries to responsibly help generate revenue for lotteries, retailers, winners, and good causes. ■