# MOBILE APPLICATION EVOLUTION

The newest convenience and wagering enhancements to IGT's award-winning mobile app optimize the player experience with a fresh design and improved navigation and features.

I n 2022, leading industry organization SBC named IGT as North America Lottery Supplier of the Year based on the strength of the company's iLottery solution and services. In particular, the award recognized IGT's dedication to customers, quality eInstants library, integrated technology, cloud innovation, and its mobile applications.

Understanding the importance of developing, deploying, and supporting digital lottery products, IGT has strategically structured its iLottery business as a standalone unit within the lottery product vertical. To support customers in the category's expansive growth, IGT has employed top-level talent cross all iLottery products and services disciplines to focus more than 500 people solely on iLottery. The company's investment in people is matched by its investment in technology. For example, after winning the 2021 International Gaming Award for Lottery Product of the Year, IGT further developed its mobile solution and is now releasing enhancements to its convenience and wagering apps, keeping pace with consumer demands.

IGT's suite of next generation apps, from convenience to wagering, now allow individual lotteries to make their own changes to content such as text, images, and banners via a content management system and then publish immediately – without any wait or technology support. The apps will continue to fulfill lottery customers' brand standards with a custom
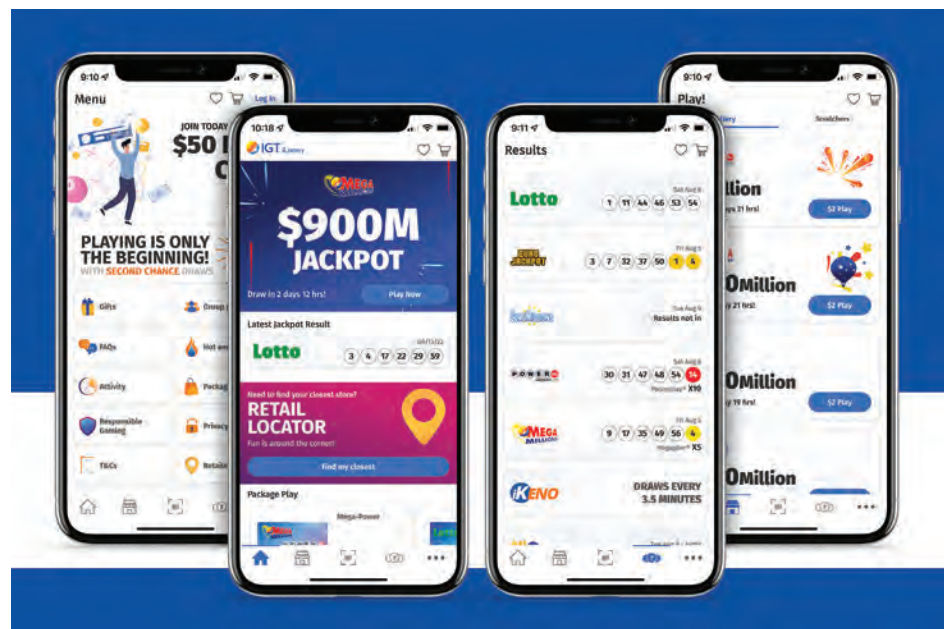
IGT's next-generation mobile apps incorporate optimized player journeys, improved features, and a user-friendly interface.

look and now utilize a lightweight, flexible-framework architecture to make content changes fast and easy.

"We not only updated the architecture but also the aesthetic," said Hardeep Bhachu, IGT Director, Portal and Mobile App. "Following the latest best-design practices and ADA compliance guidelines, our user-interface experts focused on creating a neutral interface to create a modern and clean design while providing players with a content-focused experience. By incorporating interactive animations and boosting the use of in-app gestures,

the player's attention is drawn to what is important – the content. As always, all updates we make adhere to Apple's and Google's stringent guidelines."

FOCUSED ON PLAYER APPEAL

IGT adopts a data-first strategy when designing products and uses data to understand player behavior. All versions of the redesigned mobile app feature an optimized player experience, making it easier for players to register, deposit

Most Mobile App Deployments:
12 Global Customers

money, find winning numbers, save favorite picks, and more. By aggregating the various interactions across multiple player sessions utilizing various data sources, tools like Google Analytics, and player research feedback, IGT's mobile development team redefined player journeys and flows and addressed any unexpected player behaviors that were observed.

Using this data, IGT redesigned the home screen to prominently display the next available jackpot draw game, jackpot amount, and a countdown for the next draw, followed by the most recent winning numbers, a scrolling game carousel, and a retailer locator. The new bottom navigation bar and the positioning of content on the homepage are configurable, so that each lottery has the flexibility to promote features based on the needs of its players.

To ensure the design had maximum player appeal, IGT conducted usability interviews in April 2022 with a mix of current retail and online lottery players. Overall, the users reported that they found the app easy to navigate, user friendly, and simple to use, allowing them to easily create plays and scan tickets. "We're pleased with the player feedback and are excited to increase our momentum by continuing to make improvements based on learnings from the player-review sessions," said Bhachu. "This feedback is essential to understanding and meeting player needs."
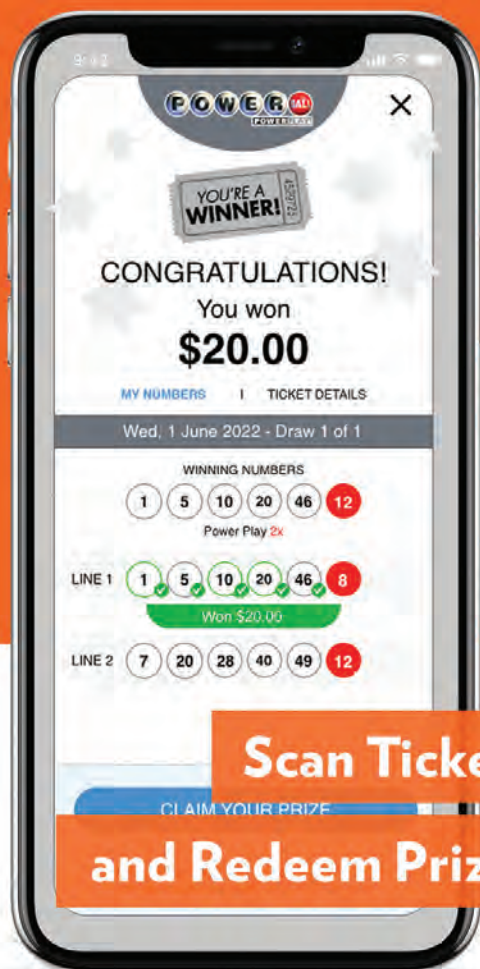
BRIDGING RETAIL AND DIGITAL CHANNELS

OMNIA™, IGT's integrated Aurora and iLottery systems, enables lotteries to offer a variety of convenient, digitalized player services at retail – what IGT calls Connected Play – whether they offer iLottery or not.

IGT's latest mobile apps enable Connected Play, which digitizes the retail lottery experience, delivering greater convenience for players and retailers. The solution offers players a secure, paperless, and cashless experience where services in retail and digital channels are connected throughout the player journey. For example, players can use the mobile app to scan a winning ticket and redeem winnings directly into their eWallet without the need to enter a retail location.

Utilizing light registration, configurable to lottery operator needs, players create an account with a single piece of personal information like an email address to establish a unique Player ID. Retail transactions using the mobile app are associated with that player, providing lotteries with actual retail player data. Lotteries benefit tremendously from having access to this retail behavior along with digital player data that unlocks the ability to communicate personalized and relevant messaging to players.

IGT's next generation iOS and Android convenience app is available now and debuts with an IGT lottery customer in Q4. Stop by IGT's booth #543 at the World Lottery Summit for demonstrations of the convenience and wagering apps plus Connected Play. Read more about OMNIA™ in this issue or visit us at WLS. ■