

IDAHO LOTTERY MOBILE APP RFB

Questions & Answers

Updated February 24, 2022

1. Do you have a budget for the app?

We do have a marketing budget that will fund the cost of this app, however we do not intend to publish a budget. It is up to the bidder to provide a competitive bid based on the requirements.

2. We are a small company, is it worth us even trying to get the bid?

We sent the bid request to companies of all sizes. It's up to each company to determine if it's worth their time. We encourage any and all participation from all sized companies.

3. Section 1.4, Page 2. Bid and project timeline. **Would the Lottery extend the bid submission deadline?**

The Idaho Lottery does not intend to extend the bid deadline.

4. Section 3.2, page 9. The RFB states "Points awarded per ticket must be set in the admin site of the VIP Club and fed through the API." **Who is responsible for managing points in the admin site of the VIP Club, the Lottery, the successful bidder or a third-party?**

The Idaho Lottery is responsible for setting these criteria through the VIP Club admin site, which was built and is hosted by a third-party.

5. Can the Lottery provide more details on the API used to award points?

The API simply validates a ticket is valid and then rewards the points based on what we have set up in the VIP Club. It checks to see if a ticket has already been used. Below is a sample of an error returned when a ticket code has already been entered:

```
[status] => error  
[message] => Code d17e3a35dbbfd57a942ff3a90ffaadd2 already used by some other  
user.  
[partID] => 267202  
[gameID] => 1612  
[ticketCode] => 1612-0004416-022-4607
```

Here are the basic fields that will need to be set up:

Parameters:

[partID] => 289840

[gameID] => 1615

[ticketCode] => 1615-0010855-015-3222

Endpoint:

Timestamp: 2021-10-28 13:49:38

Case: The ticket code is invalid (fails verification against hashed file)

```
1  {
2    "status": "error",
3    "message": "Invalid Code Provided."
4  }
```

· Case: The user has entered this ticket before

```
{
  "status": "error",
  "message": "Code 1234 already used by mohit pawat."
}
```

· Case: Another user has already entered this ticket

```
1  {
2    "status": "error",
3    "message": "Code 1234 already used by some other user."
4  }
```

· Case: The ticket is valid and hasn't been entered before

```
1  {
2    "status": "ok",
3    "message": "Scratch entry completed."
4  }
```

6. Section 3.2, page 11. Regarding the posting of winners, the RFB states "This will be passed through the API to the Mobile App." **Is the Lottery open to a solution in which winners are displayed in the app via a web view pointing to the corresponding page of the VIP Club website? Would the Lottery please provide more details on the API used to upload winners?**

Yes, we would be open to this. Currently there isn't a winners API feed to our mobile app so this would need to be built by our VIP Club developers to provide that to the mobile app. The current API is a Rest API.

7. Section 3.2, page 12. VIP Club DO GOOD Donation Items. **Is the counter for the number of purchasable items available in this category controlled by the website (as is the VIP Club Purchasable Items described in the RFB) and the mobile app needs to connect to the website to display this counter? Or is the mobile app intended to host this counter?**

The VIP Club will control the counter and the mobile app just needs to connect to it. See sample API Response for a purchasable below:

```
{
  "status": "ok",
  "message": "Rewards Catalog",
  "data": {
    "current_page": 1,
    "data": [
      {
        "id": 251346,
        "rewardian_id": null,
        "rewardian_endpoint": null,
        "name": "Tesla Model S",
        "brand_id": 1843,
        "slug": "tesla-model-s",
        "image_url": null,
        "description": "Tesla Electric Car.",
        "status": null,
        "internal_cost": null,
        "cost": 1,
        "tax_cost": 0,
        "shipping_cost": 0,
        "sku": null,
        "manufacturer": "Tesla Motors",
        "merchant_url": null,
        "model_no": null,
        "country_code": null,
        "is_digital": 0,
        "gift_card_recipient_email_needed": 0,
        "max_qty_per_order": 999,
        "max_orders": null,
        "large_image_url": null,
      }
    ]
  }
}
```

Here is a sample response for a user's transaction:

Case: The user's transaction was successful

```
{
  "status": "ok",
  "message": "Product purchased."
}
```

· Case: The user has selected a quantity exceeding availability

```
{  
  
  "status": "error",  
  
  "message": "There is not enough of 'Casio Desktop Printing Calculator' in stock  
to place this order.",  
  
}
```

· Case: The user does not have enough points to complete the transaction

```
{  
  
  "status": "error",  
  
  "message": "You do not have enough points to redeem your cart items. You need  
3504 more points.",  
  
}
```

8. Section 3.2, page 13. Registration data collected shall include. **Does the Lottery require identity verification (ex. via SSN4) to be added to account registration requirements in order to support the Mobile Cashing feature described later in the RFB?**

We do not wish to store SSNs. It is our understanding that the SSN would be entered and verified at the time of depositing cash into the bank, but not stored. Please provide recommendations.

9. Section 3.7, page 21. Push Notifications. **Can the Lottery please provide an estimate as to the quantity of push notifications they intend to send, as well as a quantity of geo-location targeted push notifications intended?**

We estimate we would send 1 – 2 geo-targeted push notifications a month and 1 mass push notification a month.

10. Section 3.14, page 22. **Customer Support Tools. Does the Lottery intend for the successful bidder to provide ongoing customer support to players for the mobile application?**

No, the Idaho Lottery intends to provide ongoing customer support for our players. However, if you provide this for other clients, we'd be open to reviewing associated costs and the details.

11. Can the Lottery specify the contract term for the Lottery App project?

The contract term for the Lottery App will be until the project is complete, launched and all aspects are functioning successfully. Ongoing maintenance or updates contracts will be determined by submitted bid options. Based on previous experience this is usually a renewal annual contract that lasts 3 – 5 years.

12. Is there a limit to the file size of email attachments that the Lottery can accept? If so, and a respondent's proposal exceeds this size, will the Lottery except multiple files containing a proposal?

We do not have a limit on the file size of an email attachment. However, if you need to, feel free to either split up files or send a link via a file transfer service or site.

13. Section 3.2 New Lottery App Requirements and Description, Transaction History –

Would the Lottery require the Transaction History to show all draw entries from all Second-Chance promotions including the promotions hosted and managed by 3rd party vendors?

Yes, Transaction History should show all draw entries from all Second-Chance promotions including promotions hosted and managed by 3rd party vendors.

14. Section 3.2 New Lottery App Requirements and Description, Draw Games –

The RFB states that for Draw Games, the player must be able to access "ALL Past Number" (bullet 4). Can the Lottery please confirm that there won't be any limitations on searching past numbers? For example, if a player is looking for Winning Numbers from 2010, the app should be able to display that information.

Correct, the player should be able to search any past date for winning numbers.

15. Section 3.3 Dynamic Content Automation System –

Can the Lottery please confirm that Dynamic Content Automation can be fully achieved using the Marketo Marketing System and the Mobile App vendor must push all the necessary data to Marketo and display the dynamic content within the app? In other words, does Marketo have the rules engine to satisfy the use cases that are listed in the RFB, provided that the data exists in Marketo?

After discussions with our Marketo representative, Marketo would not be able to provide the solution for dynamic content within the app. Bidders will need to provide this solution within the app.

16. Section 3.7 Push Notifications – The RFB states that the vendor should recommend a Push Notification Solution, can the Lottery please confirm if Marketo is capable of sending push notifications? If yes, would the Lottery consider using Marketo for push notifications?

Yes, Marketo can send Push Notifications and we would consider adding this functionality. The rough cost as quoted by Marketo is \$7,000 per year, so this would need to be considered by bidders when determining overall costs for the project.

17. Section 3.8 Web Hosting Environments/Structure – The RFB states “Please describe what your hosting needs will be within our AWS structure”. Is the Lottery open to having the Vendor provide all necessary hosting needs for the Mobile App?

No, the Idaho Lottery prefers to have the Mobile App hosted on the Idaho Lottery’s AWS infrastructure. The Idaho Lottery would work with the successful bidder to have all necessary access and servers required for this project.

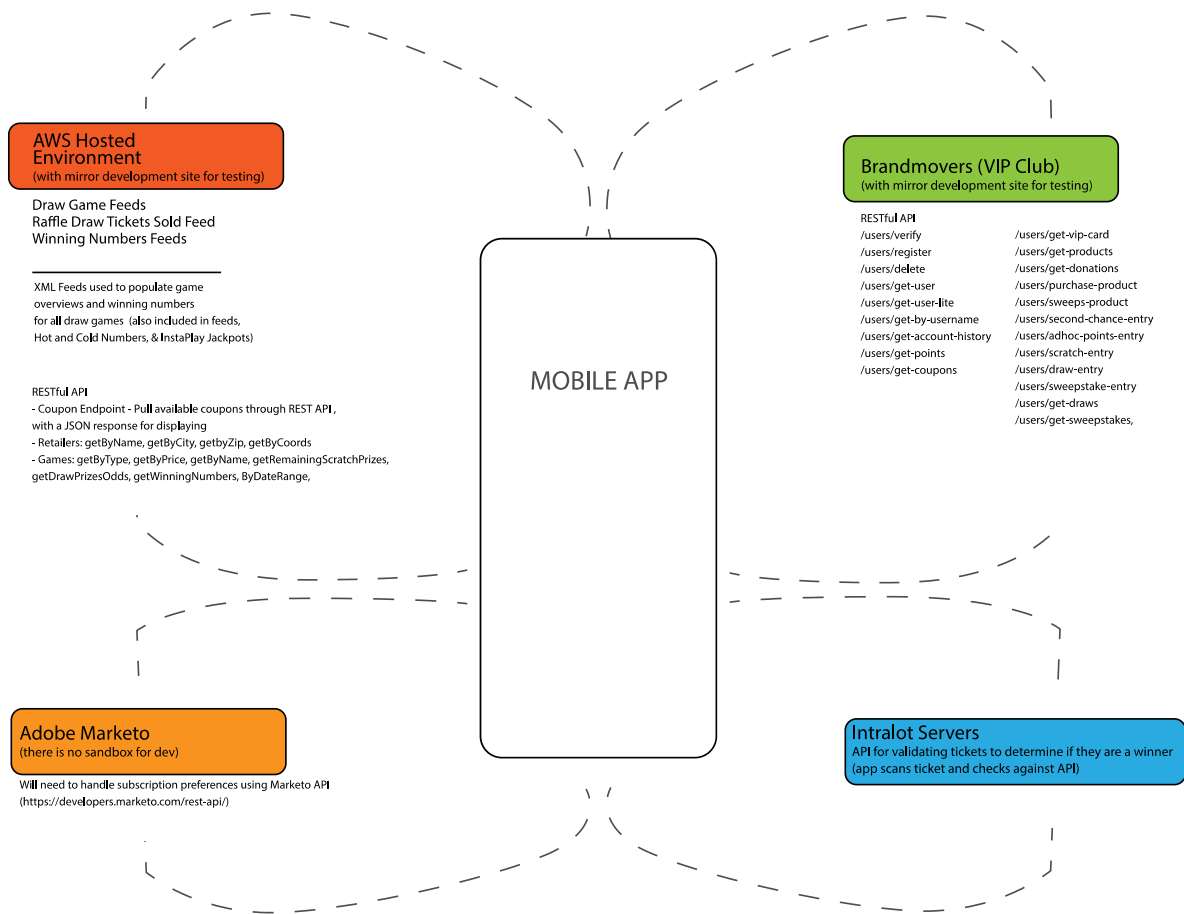
18. Can the Lottery clarify all the necessary integrations with Marketo that would need to be setup by the Mobile App vendor?

At this date, the required integrations with Marketo are the following:

- Subscription preferences (communication options)
- Push Notifications (if through Marketo)

The app will need to communicate a variety of items to the VIP Club which will then get passed through to Marketo. The existing VIP Club server will be the master database for our club.

19. We have identified a number of required interfaces. These add complexity to any solution. Understanding them will help us provide a more accurate estimate. Can you provide a current state architecture diagram showing the current interfaces (and associated systems) to the existing mobile app? And, any relevant technical details for the interfaces?



20. In the RFP you reference “Move the Mobile App to Idaho Lottery’s AWS servers”. Our assumption is that the to be built app would be built on the AWS platform so no app migration needed. Are there other apps that would need to be migrated to AWS as part of this scope? Is there a data migration that is part of this scope or is data housed in an existing 3rd party system that will interface with the new app?

You are correct, the app would be built on the AWS platform so there is not a migration needed. There are also no other apps that need to be migrated and the database for the VIP Club will remain in its current location. Our apologies the word “move” is probably not appropriate.

21. The RFP is heavily focused on the VIP experience. Our assumption is that the Lottery leadership has performed an analysis of what is most important to the app users to identify that as a priority. Can you validate that was done? And provide any additional context? We are asking the question in the spirit of being a partner who wants to understand the why behind something versus building something without understanding the reasoning.

Yes, leading up to this change we analyzed our mobile app to determine the important elements, users, opportunities, and pain points. Here's what we found out about the mobile app and our VIP Club consumer:

- 82% of our mobile app users are a VIP Club member.
- 86% identify that entering a 2nd chance or promotion is the main reason they are a VIP Club member. Since the mobile app allows players the ability to enter tickets into these drawings by simply scanning a barcode, the app has quickly become the preferred method of entering tickets.
- Secondary important features include "Check-a-ticket" followed by Winning Numbers.
- 75% surveyed use our Lottery app at least once a week.
- In addition to player input, we did an internal brainstorm with customer service, marketing, sales, management team, and digital partners to gather further insights to map the future of our mobile app.

All of these elements combined to result in the Request for Bid document.

22. Will a bidder be disqualified if they aren't able to host the Mobile App on the Idaho Lottery's AWS servers?

No, the bidder will not be disqualified, however, the evaluation committee will take this into consideration as they do their scoring and review all the bids and what's best for the Idaho Lottery. If a bidder is proposing a different hosting solution, the bidder should provide adequate reasoning for doing so.

23. Will the due date for bid submissions be extended beyond 2/17/22?

Since we have had multiple requests for an extension, we are extending the due date for the Bid Submissions to 3/01/22.

24. Is there a State Gov. Digital Asset Manager where we might get Brand Guidelines, Iconography, Fonts & Logos specific to Idaho Lottery?

Yes, we do have Brand Guidelines and are able to give you access to Fonts and Logos for the Idaho Lottery. Here is the link:

<https://drive.google.com/drive/folders/1dSfKeGIpUBc9iCEzaakkSHNsseKYDxLL?usp=sharing>

25. Working for a lottery has obvious security requirements for those participating. In addition to the expected background checks for any consultants working on the project, can you summarize any additional employee, company executive or company requirements as they pertain to background checks, tax information, etc?

We do not anticipate requiring background checks for this project because the successful bidder will not have access to Lottery gaming systems. Certain NDAs may be required, however.

26. Many RFP's contain the Master Service Agreement Terms and Conditions for the participant to redline with their submission. Would you be able to provide that? And confirm that the winning bid would be able to submit mutually agreeable redlines to the MSA.

We prefer to provide these documents once an intent to award is decided, the bidder will then have ample time to review and such agreements.

27. Many RFP's contain the Master Service Agreement Terms and Conditions for the participant to redline with their submission. Would you be able to provide that? And confirm that the winning bid would be able to submit mutually agreeable redlines to the MSA.

Much of the legal information is in the appendix of the bid. Final terms and conditions will be reviewed and agreed upon during the contract phase.

28. Is it correct to assume that VIP account information (Email, passwords) are primarily stored within Brandmovers? Is it also correct that Brandmovers is used for authenticating user logins? Or is user account information stored elsewhere such as a custom SQL server database or other identity service?

Yes, this is correct, the Email, Passwords and VIP Member information are stored within Brandmover's database and will be used for authenticating user logins.

29. Is there any precedent established or preferred vendor for that can facilitate Mobile Cashing? If not would the Idaho Lottery be open to the possible use of a vendor such as Venmo or PayPal?

It is up to the Bidder to recommend a vendor to the Idaho Lottery for their Mobile Cashing option on the app.

30. Paragraph 3.8, page 22 states "Currently the Idaho Lottery uses AWS to host its www.idaholottery.com site. This is using Linux servers and a sequel database

system. Our VIP Club site is hosted by a third-party also on AWS and is in a Linux environment." When referring to Linux servers is this describing a virtual machine or machines within AWS? And if so would Idaho Lottery be open to provisioning a new VM (Linux or Windows) for supporting mobile app web services within the existing AWS tenant?

Correct, this is a virtual machine and the Idaho Lottery would be provisioning a new VM (Linux or Windows) to support the mobile app within our existing AWS environment.

31. Can you please elaborate on how push notifications should best be targeted? There is mention of using geo-location--does this imply use of geofencing for mobile device location or addresses on file? Also mentioned is use of VIP club information; what VIP club details are likely used?

Push notifications at the bare minimum should be able to go out to all users of the app who have opted in to receive those notifications. However, optimally, push notifications should be relevant to the app user based on their address, geo-targeting based on the location of their phone, games they play based on point accrual, actions within the club that are tracked.

32. Should the new mobile application's aesthetics resemble Idaho Lottery's general branding as found at the main website idaholottery.com (colors, rounded rectangles, etc.)? Or is Idaho Lottery looking to update/change its design?

Yes, the mobile application should resemble the Idaho Lottery's general branding but also the look of the new VIP Club website. It should push us to a new updated look, taking both of these elements to the next level.