

17 May 2017

Dear K. R. Reid,

OFFICIAL INFORMATION ACT REQUEST

This letter is in response to your enquiry to Lotto New Zealand on 16 April 2017. Your request and our responses are as follows:

I'm requesting any info related to:

- 1. Navigation layout design online & in-app**
- 2. User journey & feedback loop for buying a lotto ticket online & in-app – e.g., post-ticket purchase feedback**
- 3. User journey and feedback loops for the login, logout & account management, e.g. post-login feedback for previous purchases**
- 4. Display of lotto results – the 'animated draw' is gone, how was this decision reached?**
- 5. Average breadcrumb trail length - how many clicks old vs new design for common user journeys?**
- 6. Post-launch testing, analytics and user feedback**

Specifically, this OIA is to request (in relation to the above 6 points) any documentation, emails, reports & media related to technical UX processes and techniques that were used – e.g.: user observation, stakeholder interviews, hi/lo fi prototypes, wire-frames, storyboards, need-finding, card-sorting, discovery process, contextual inquiry, personas, user feedback loops, user journeys, user interviews, user tests, user research, questionnaires, comparative analysis etc.

In regards to question 4, the animated draw has been temporarily removed from the MyLotto desktop and mobile sites and the MyLotto App. The animated draw is intended to be restored before the end of May.

In regards to questions 1, 2, 3, 5 and 6, we regret to advise that this request has been refused under section 9(2)(b)(ii) of the Official Information Act 1982, for reasons of commercial sensitivity.

Please note that you have the right to seek a review by the Ombudsman of Lotto NZ's decision to refuse, as outlined above, the information requested.

Please contact me if you require any further clarification of this information on (09) 358 9361.

Kind regards

Emilia Mazur
General Manager, Corporate Communications