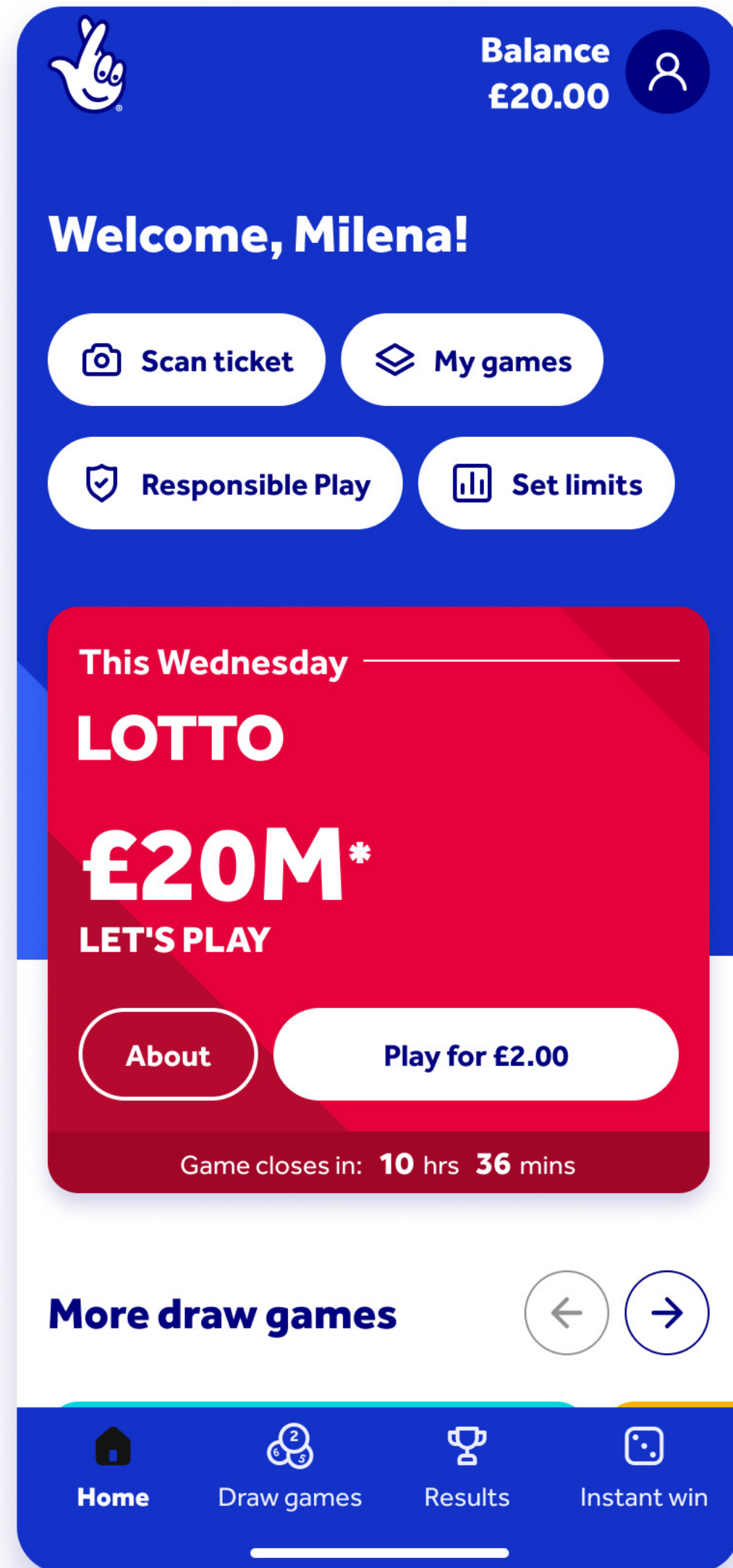


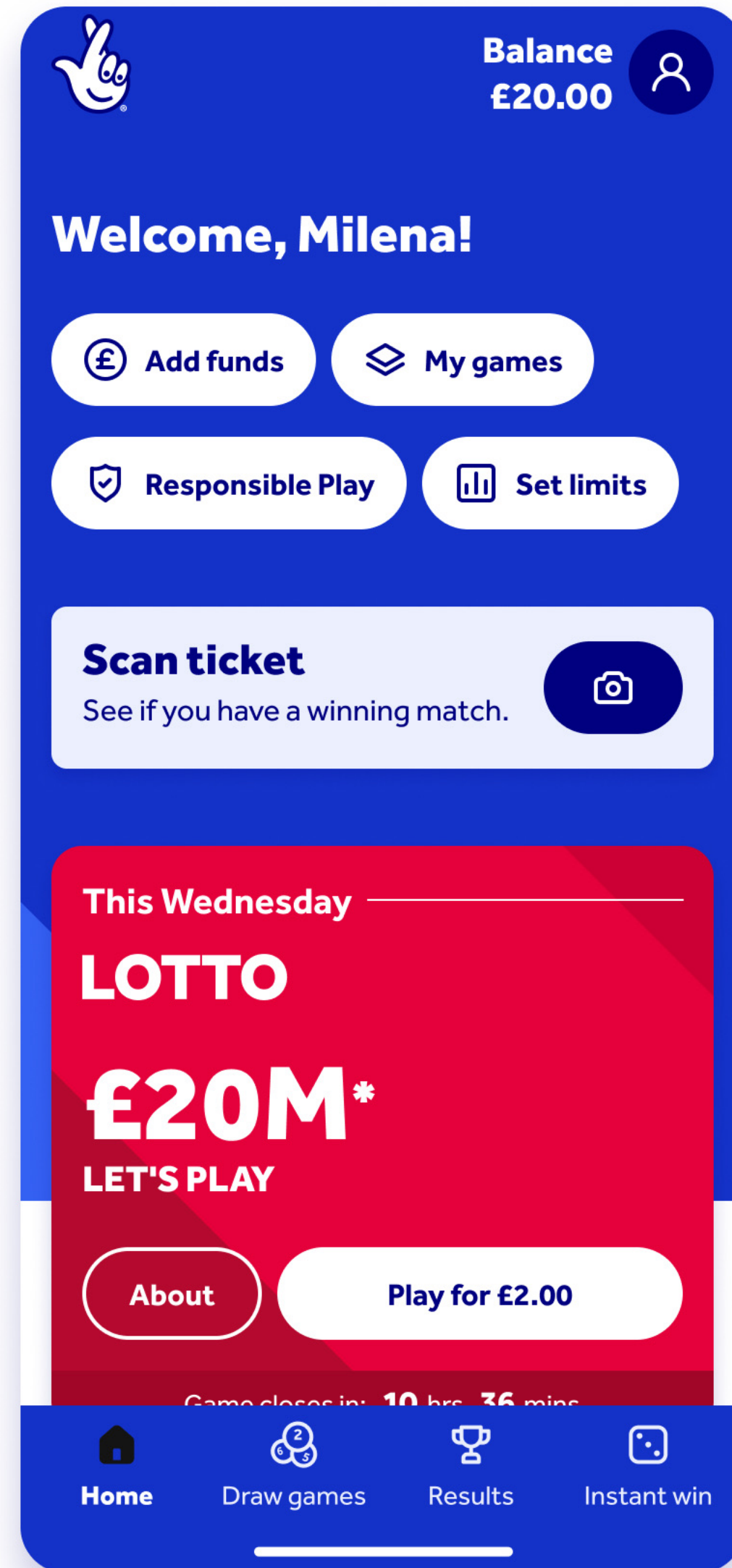
## Version 1

"Scan ticket" is part of quicklinks and further in the in page flow



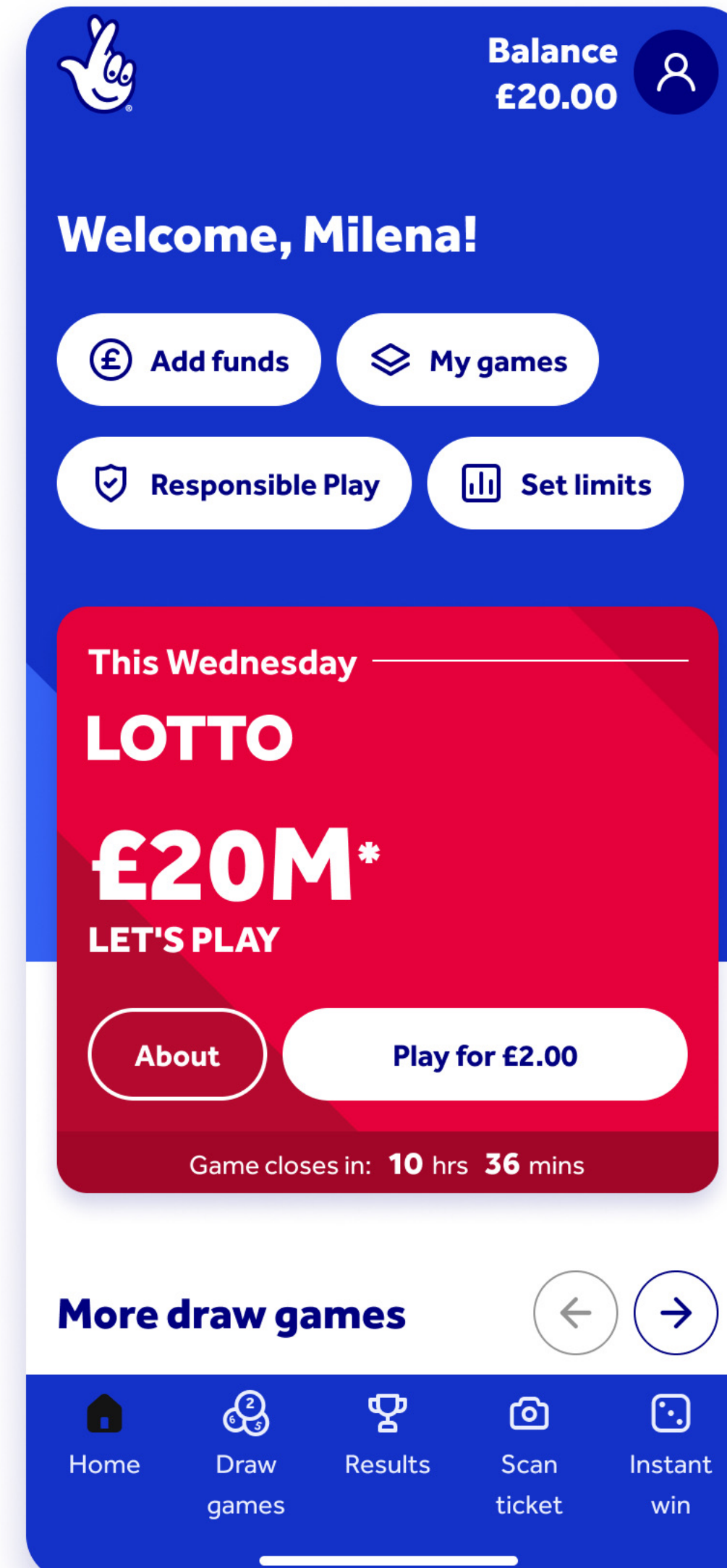
## Version 2

"Scan ticket" is highlighted below quick links



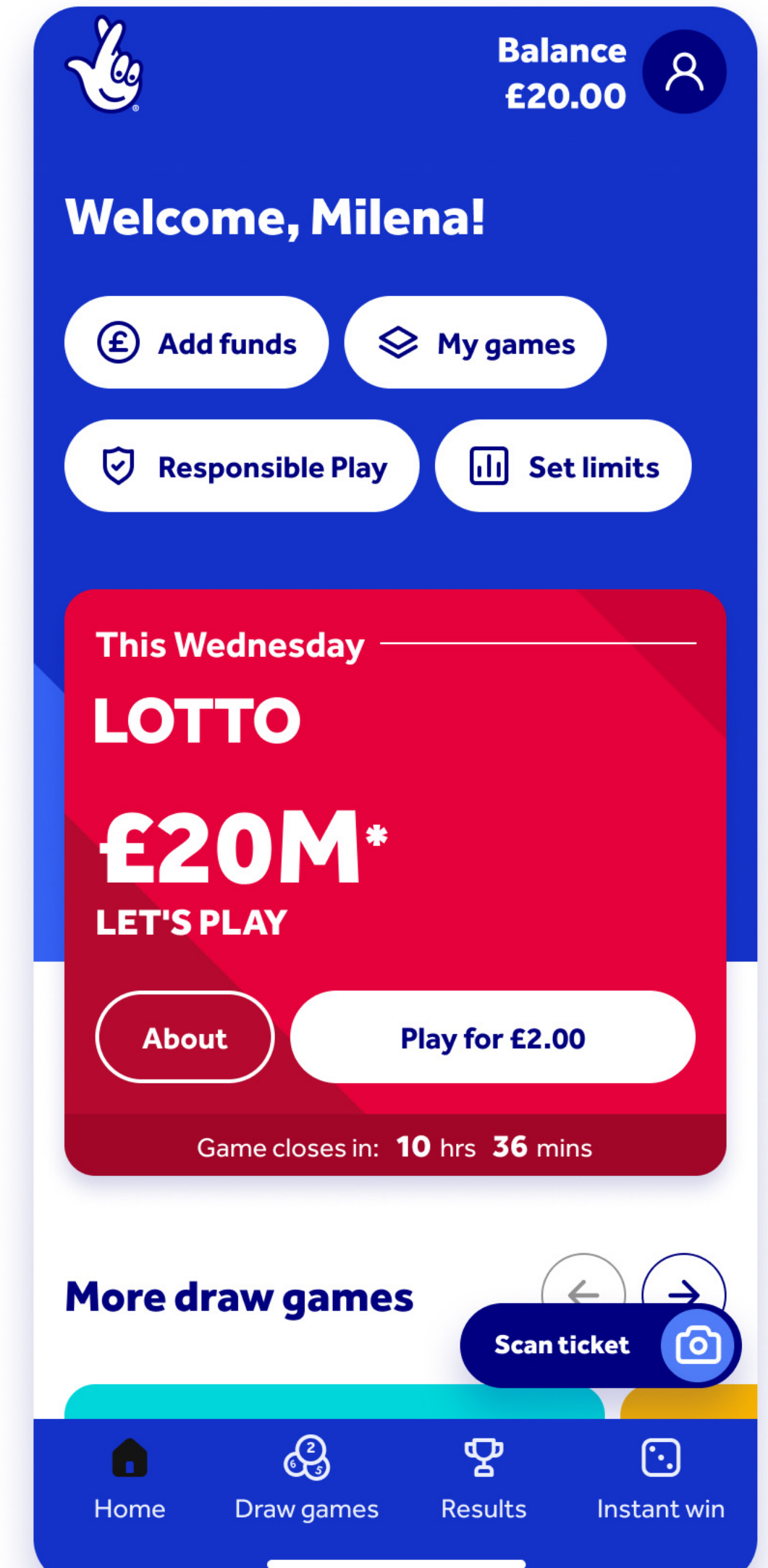
## Version 3

"Scan ticket" is still part of navigation



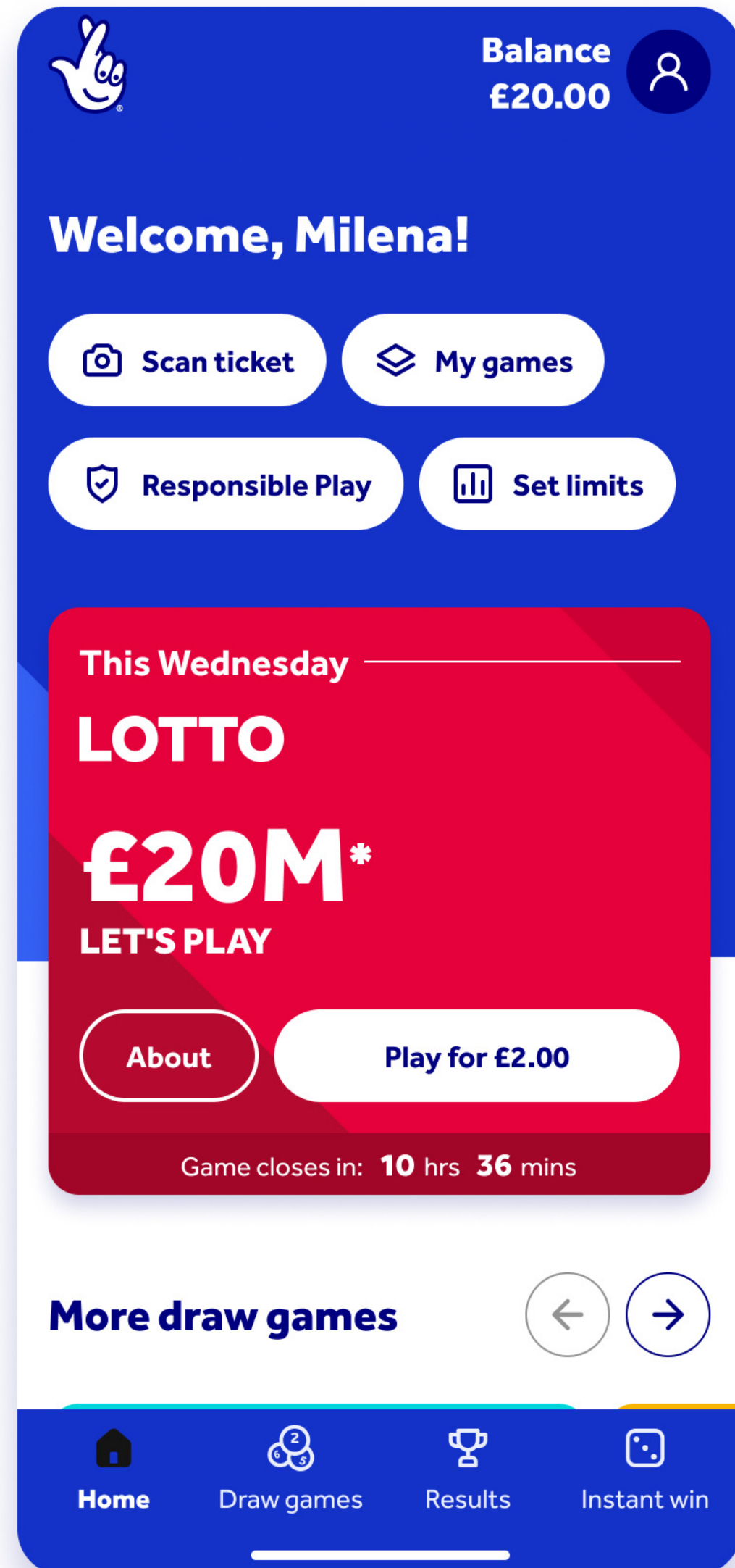
## Version 4

"Scan ticket" is a sticky button in the bottom-right corner



## Version 1

“Scan ticket” is part of quicklinks and further in the in page flow



## What did you think about the location of the button links at the top of the page?

### 36 were positive

“It stands out and is easy to find”

“Good placement and easy to see.”

“Quite easy to locate. Being at the top of the page your eye quickly navigates in that direction.”

### 2 were more neutral

“It’s okay, but it looks a bit cluttered next to the other options.”

“They are very prominent, but there isn’t a strong link between them, and I am not sure they should be above the draw information.”

### 10 were negative

“I didn’t notice it”

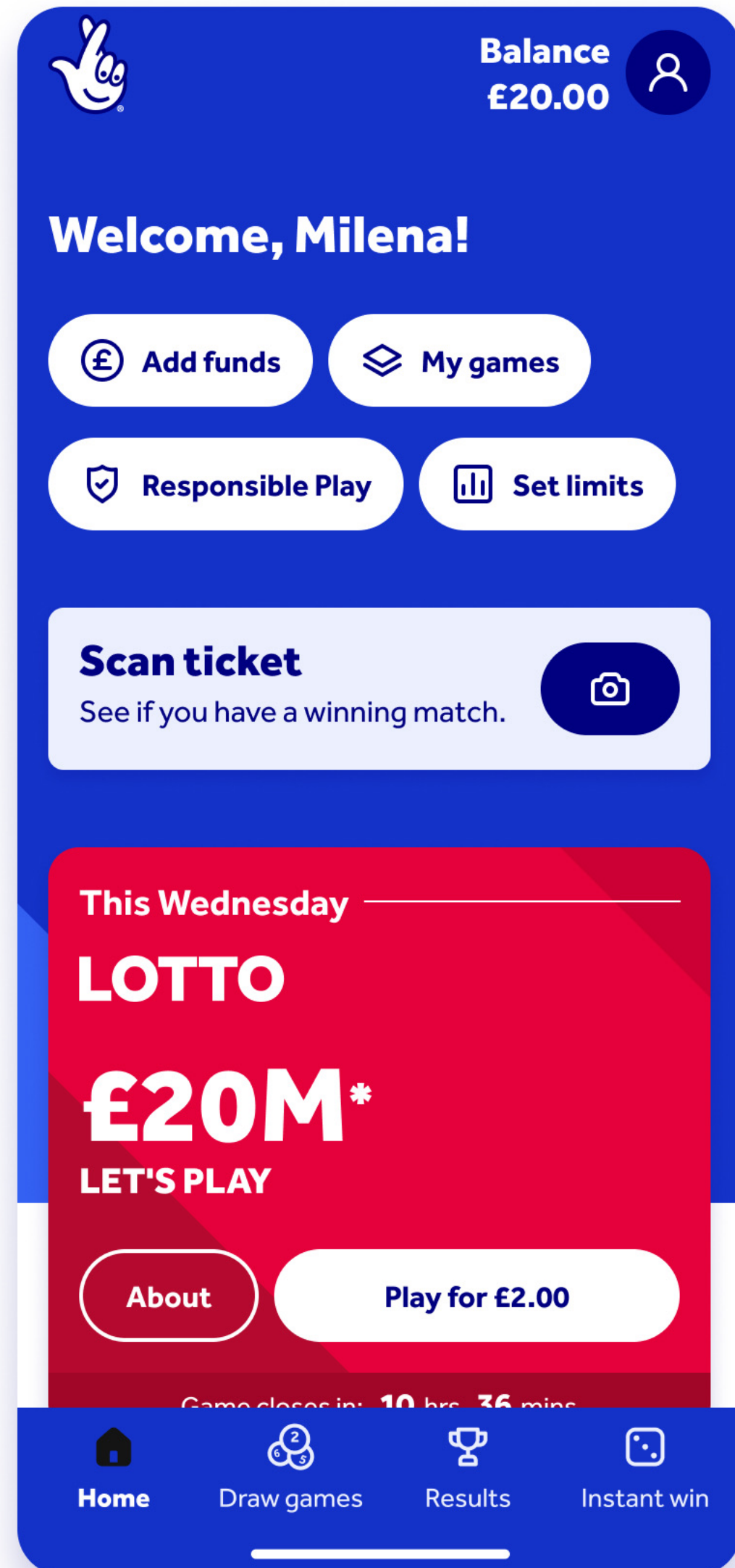
“Hard to see”

“Don’t like this at all”

**2 were off topic**

## Version 2

“Scan ticket” is highlighted below quick links



## What did you think about the location of the big button on the page?

### 41 were positive

“It was very easy to find and is very convenient”

“Perfect, can be seen as soon as you are on this page.”

“This concept is brilliant as users won't have scroll through before been able to complete the checking process”

“It was easier to see and to navigate. Most old people who play the lottery will appreciate it better. Good for their eyesight and also they don't have to start searching for it”

### 1 was more neutral

“It feels good and nice also since it is a lot bigger but I prefer the first design of these prototypes”

### 5 were negative

“Didn't think stood out from the rest of the text and colourways”

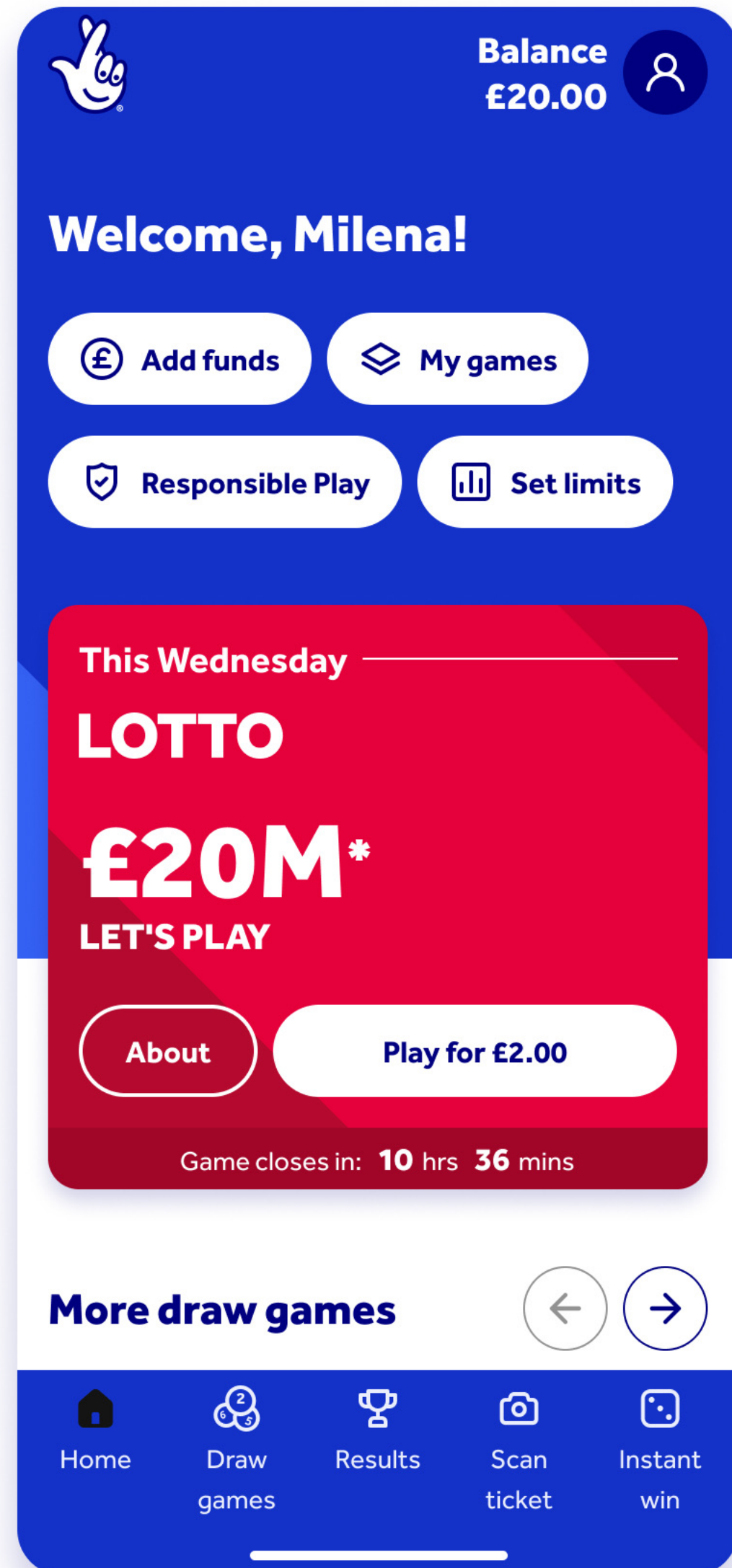
“I found this one slightly harder as I had to scroll and find the tab”

“Not as obvious as the previous”

**2 were off topic**

## Version 3

"Scan ticket" is still part of navigation



## What did you think about the location of the button in the bottom navigation?

### 31 were positive

"Familiar and easy to find"

"Ideal, easy to see and click on"

"It is where I would expect to find it."

"Ohhh this is so brilliant, just have to look through the icons at the bottom side and click"

### 10 were more neutral

"Took a moment to find it"

"Less easy to see"

"Looks more simple but not easy to locate in my own view."

### 7 were negative

"It was not obvious though if you were doing this often you would get used to it."

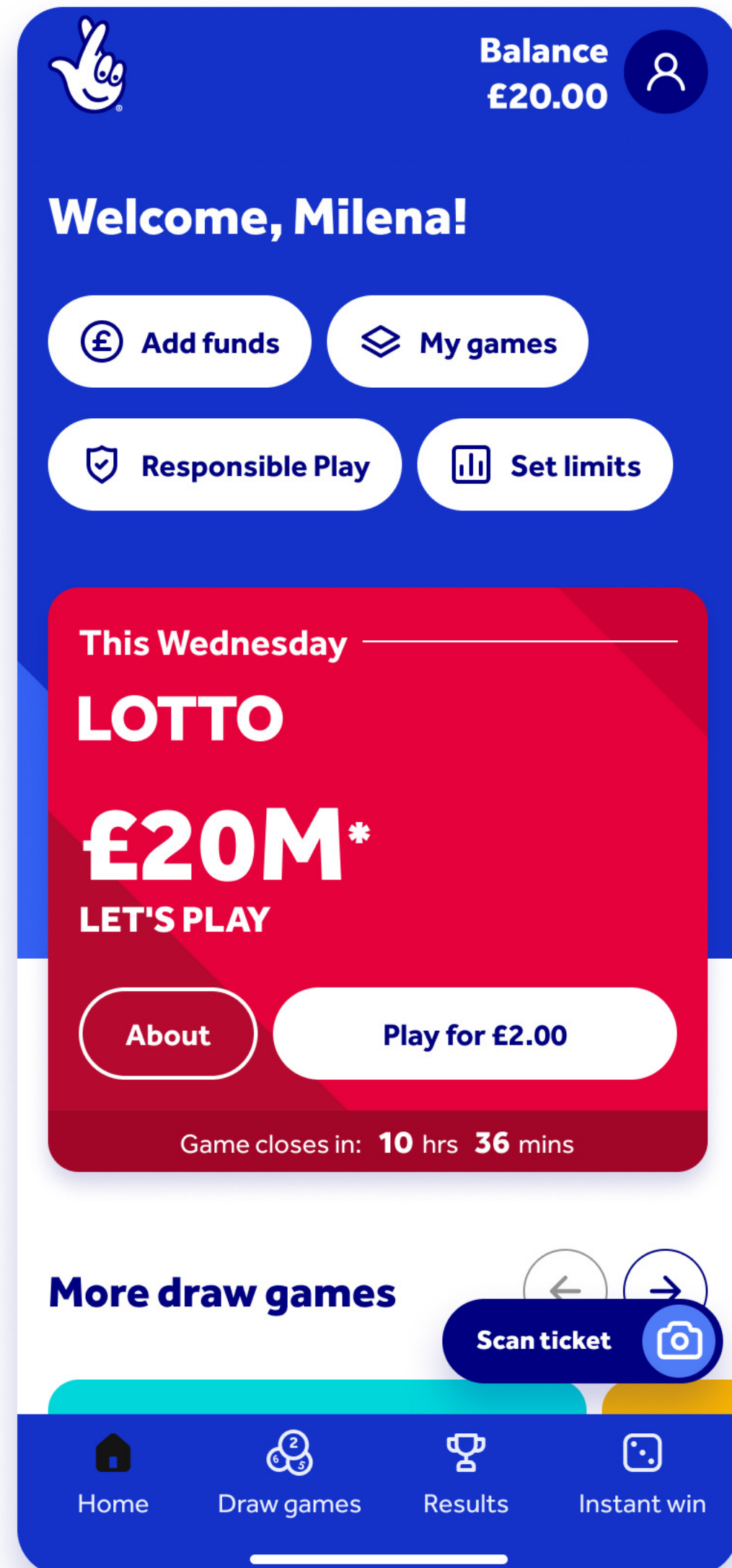
"I don't like it. I prefer it at the top."

"It was less obvious where to click"

**1 was off topic**

## Version 4

"Scan ticket" is a sticky button in the bottom-right corner



## What did you think about the location of the sticky button in the bottom-right of the screen?

### 20 were positive

"Spotted it fairly quickly"

"Very simple to locate."

"Very convenient position"

### 6 were neutral

"Ok but obscuring part of the screen"

"Again, would get used to it as a regular player"

"It's ok but good a moment to see it"

### 19 were negative

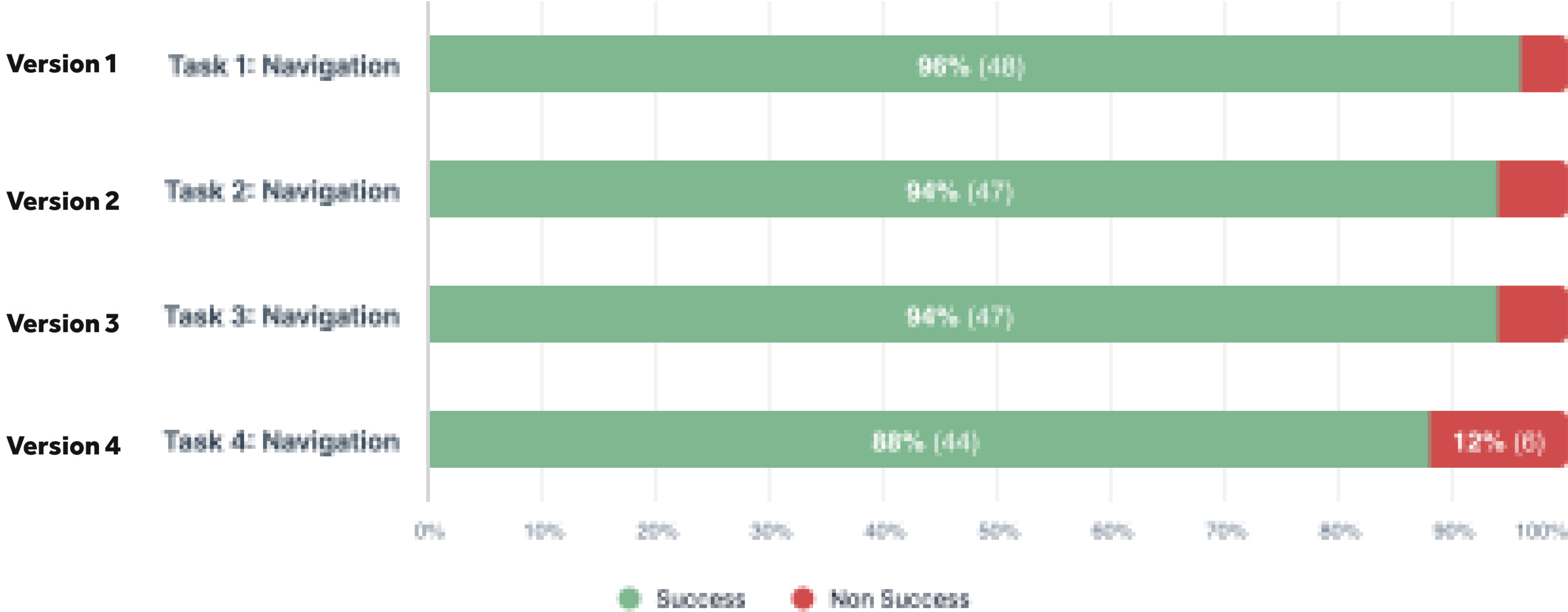
"I think it would look better at the bottom bar. It sort of interferes with the play button."

"It took me a little while to see it because it is in a part of the screen that I associate with content rather than an action."

"It's a bit lost"

**1 was off topic**

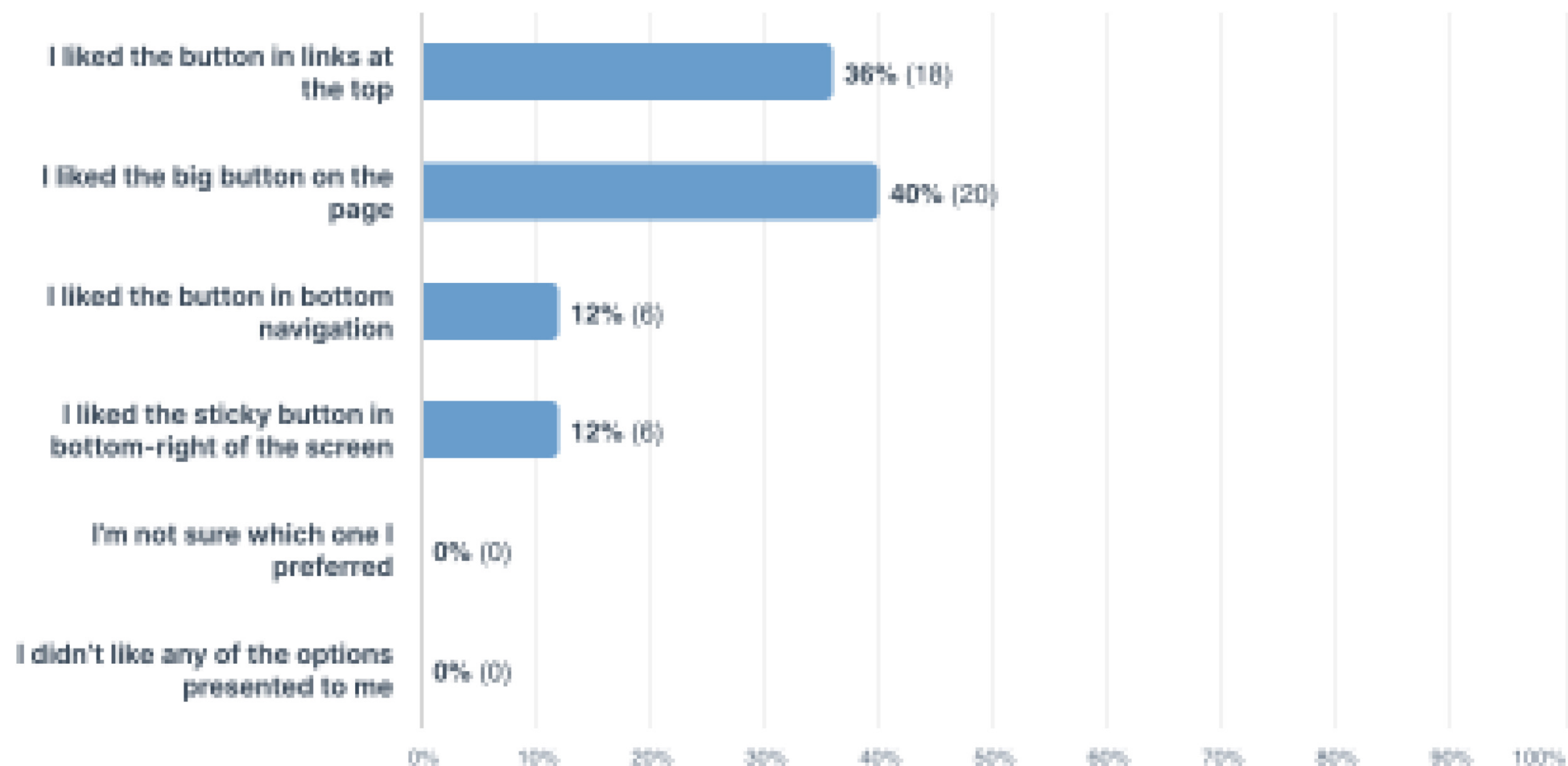
# Tasks Summary



1. Out of the options you have seen and navigated through, which answer best suits your experience? Please explain why in the comment box below

...

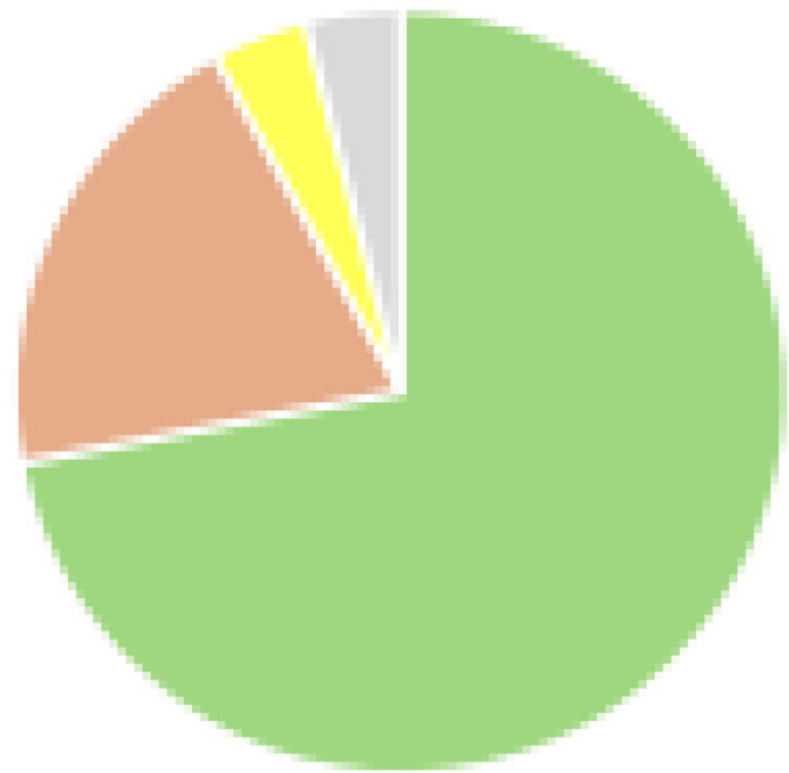
50 responses



**Version 2** had the most positive sentiment in the comments participants left at the end of test

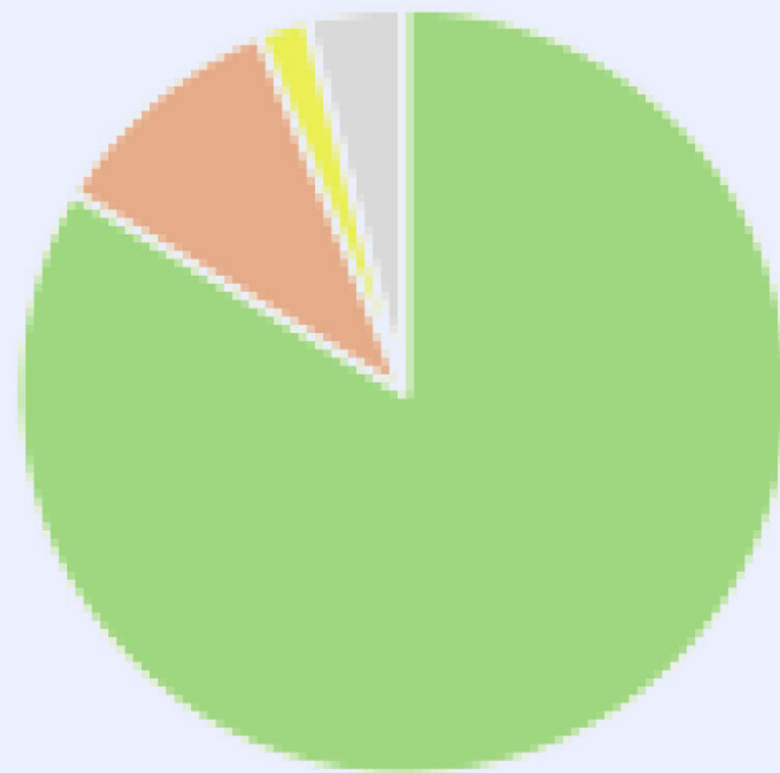
### Version 1

What did you think about the location of the button links at the top of the page?



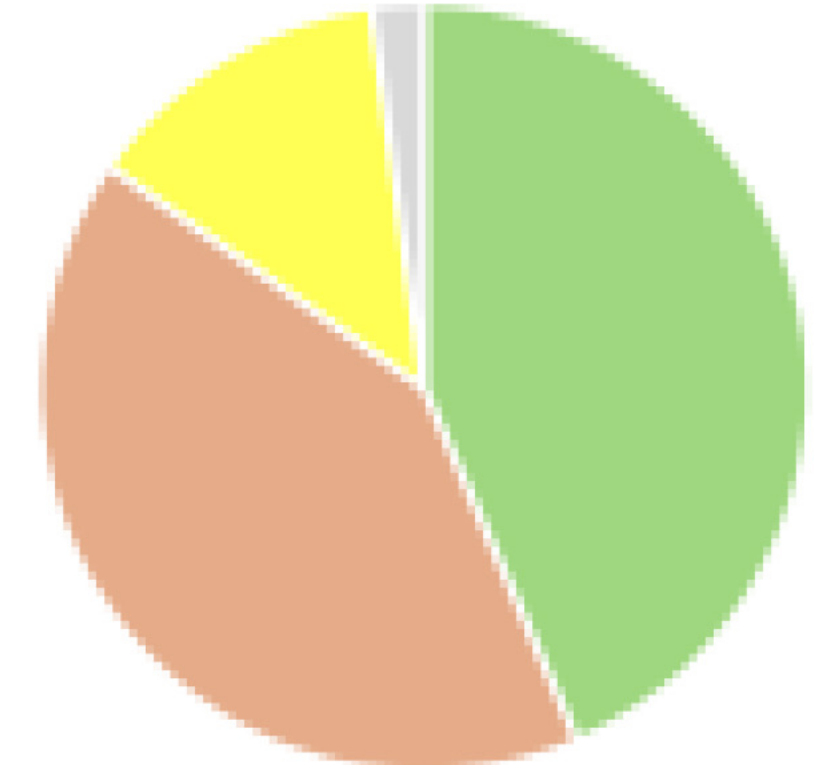
### Version 2

What did you think about the location of the big button on the page?



### Version 3

What did you think about the location of the button in the bottom navigation?



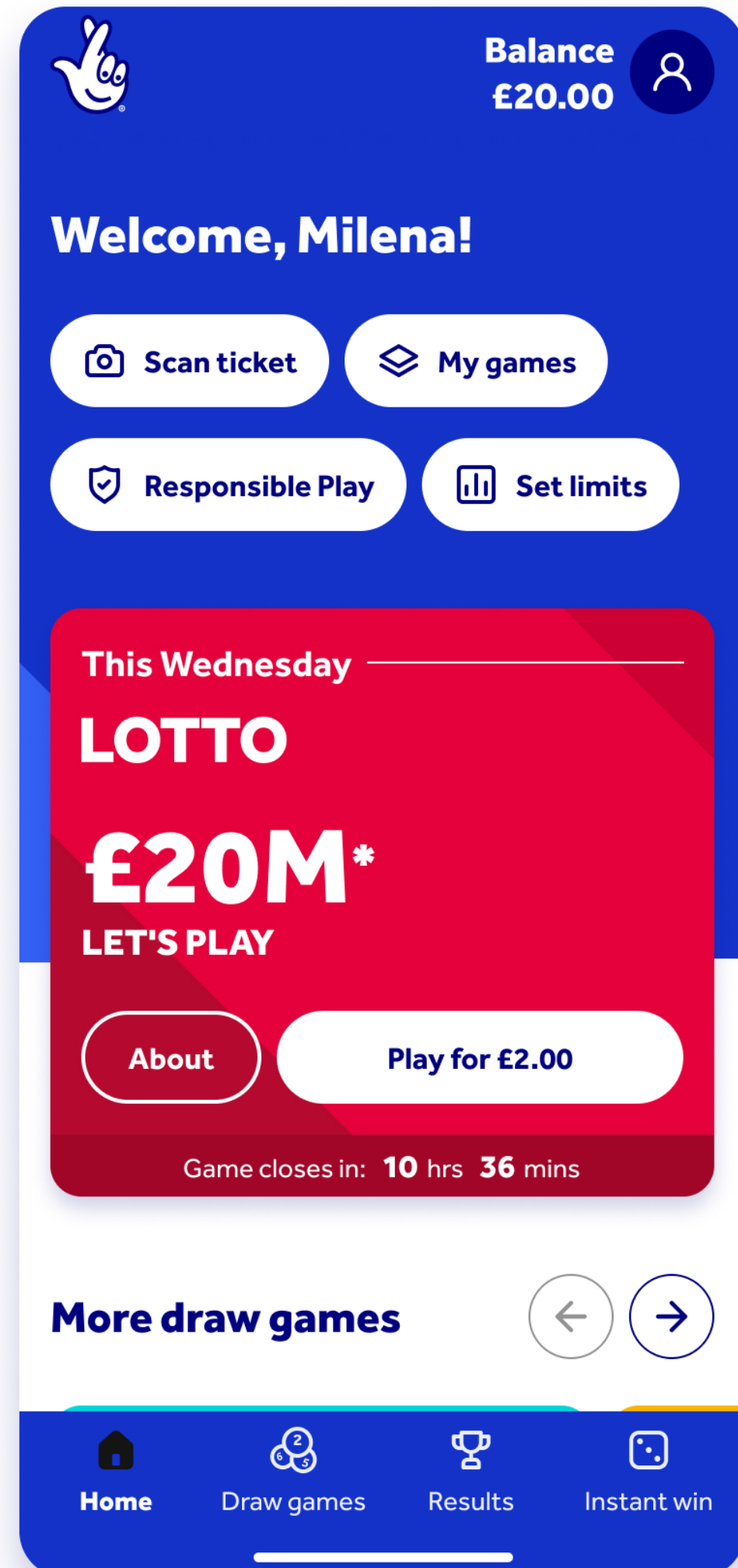
### Version 4

What did you think about the location of the sticky button in the bottom-right of the screen?



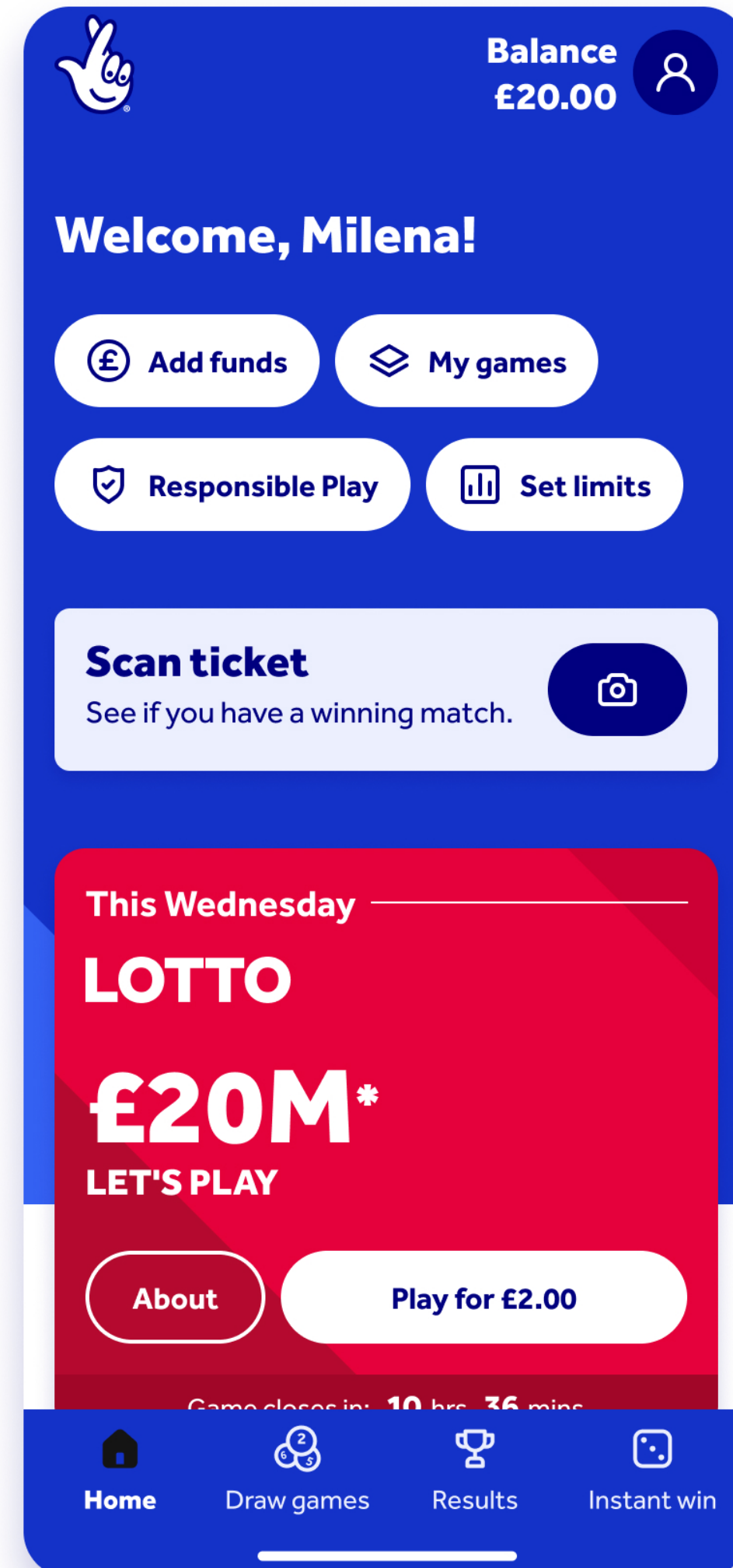
## Version 1

"Scan ticket" is part of quicklinks and further in the in page flow



## Version 2

"Scan ticket" is highlighted below quick links



**Version 1** and **Version 2** were the best performing versions across all of our tests.

## Sentiment

**Version 2** got the most positive sentiment in the comments left by participants after the task across all tests.

### Version 1 - Quick links

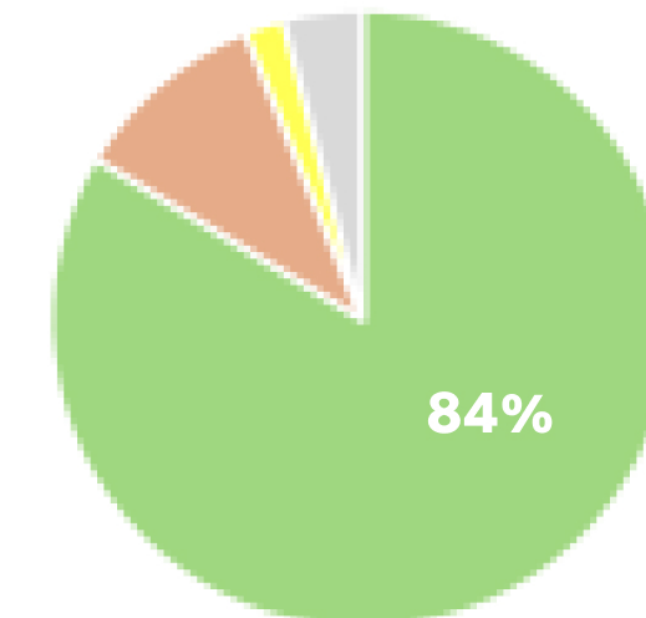
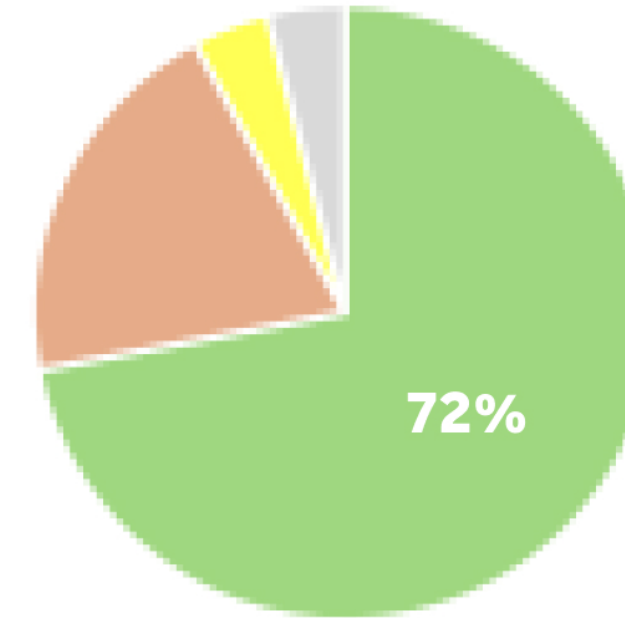
What did you think about the location of the button links at the top of the page?

### Version 2 - Card

What did you think about the location of the big button on the page?

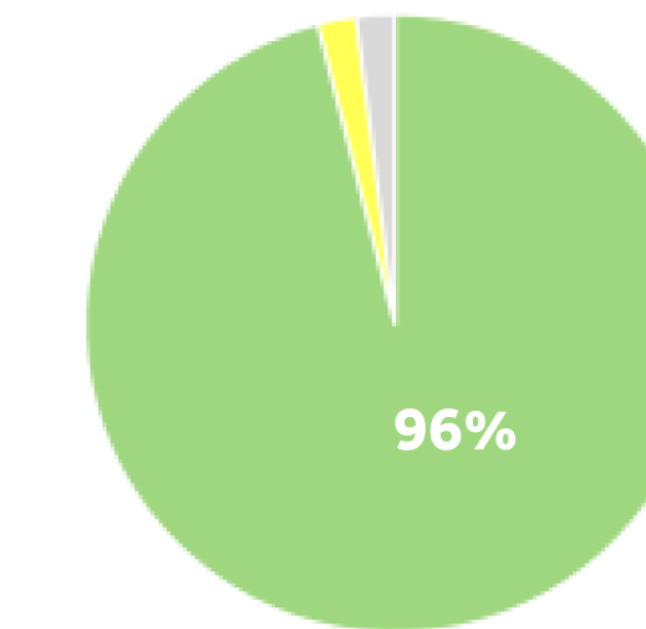
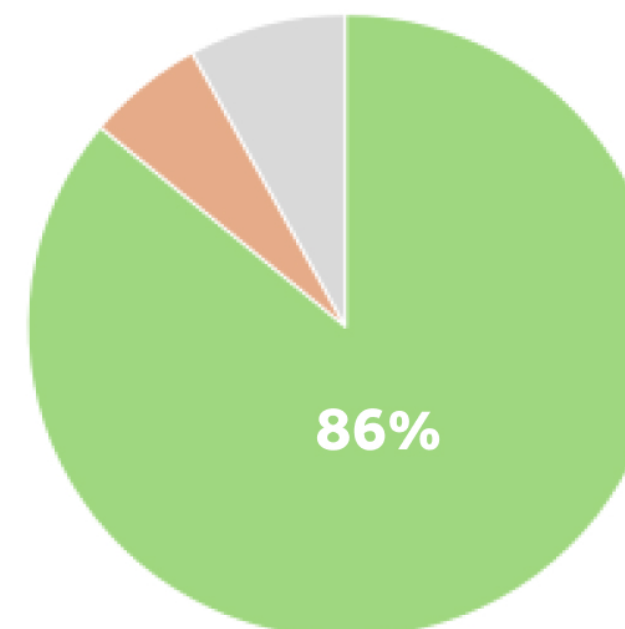
#### Combined test 1

Players that may not have used the app



#### Combined test 2

Players that have used Scan Ticket



#### Individual tests

Tests 1 & 2, Task 1



## Performance – Navigating the app

**Version 2** performed slightly better in our two additional tasks on the Individual tests.

But the difference is one successful participant in both tasks (45 vs. 44 and 35 vs. 34). Additional testing is proposed for the task of navigating to Thunderball.

### Navigating to Lotto

#### Version 1 - Scan Ticket in Quick Links

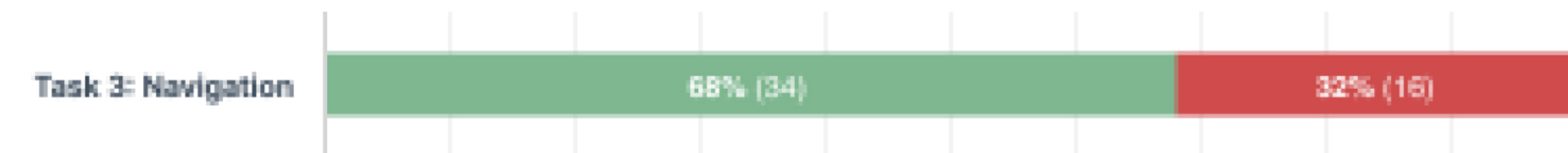


#### Version 2 - Scan Ticket card

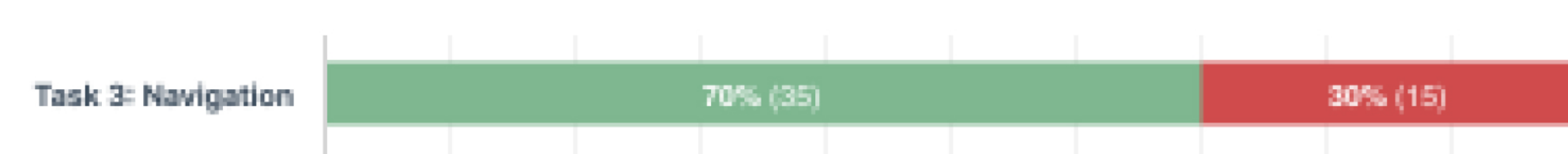


### Navigating to Thunderball

#### Version 1 - Scan Ticket in Quick Links

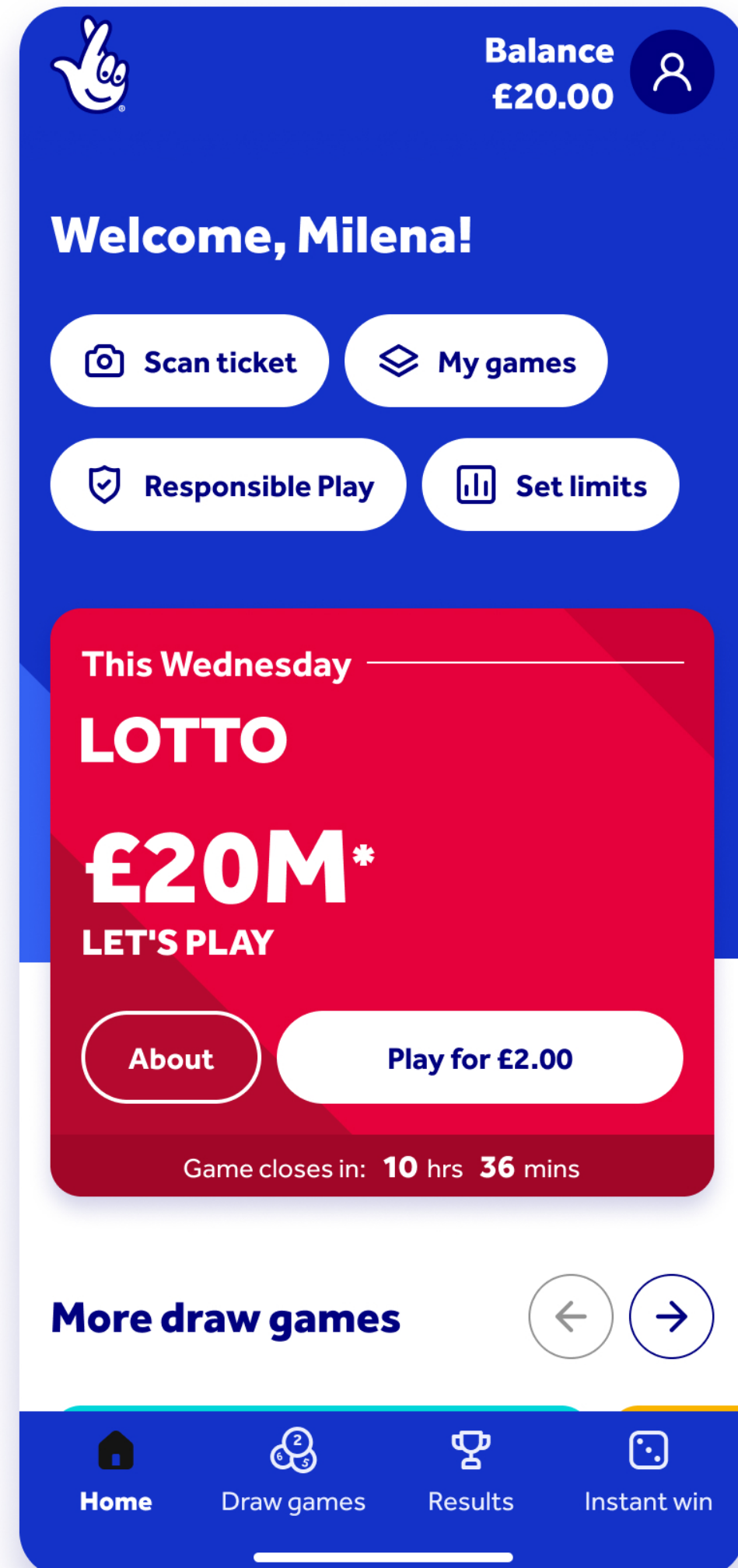


#### Version 2 - Scan Ticket card



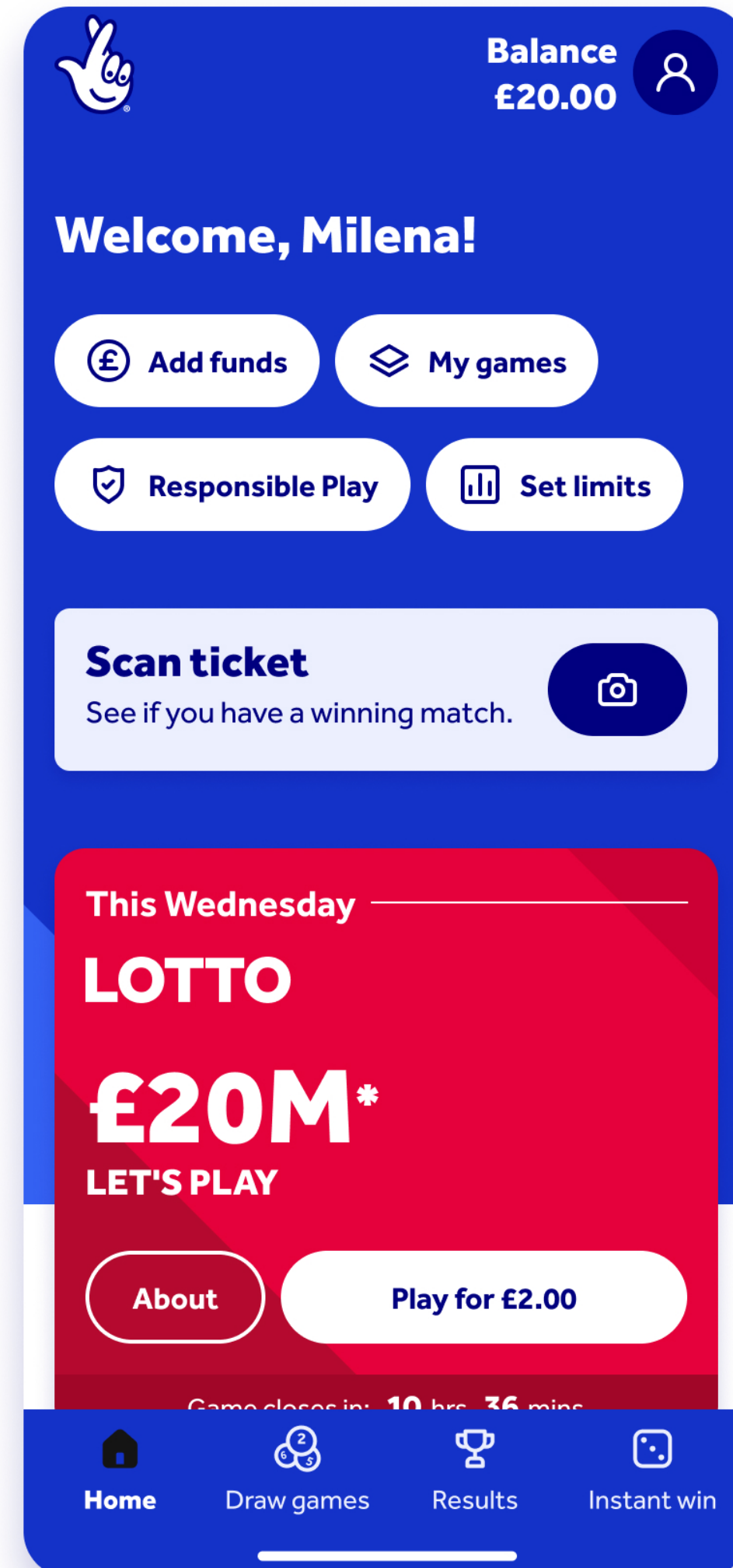
## Version 1

"Scan ticket" is part of quicklinks and further in the in page flow



## Version 2

"Scan ticket" is highlighted below quick links



**Version 1** performed better (with a slight margin) than Version 2.

**Version 2** was preferred when participants were asked for their preference and also consistently showed the most positive sentiment in their free text comments.