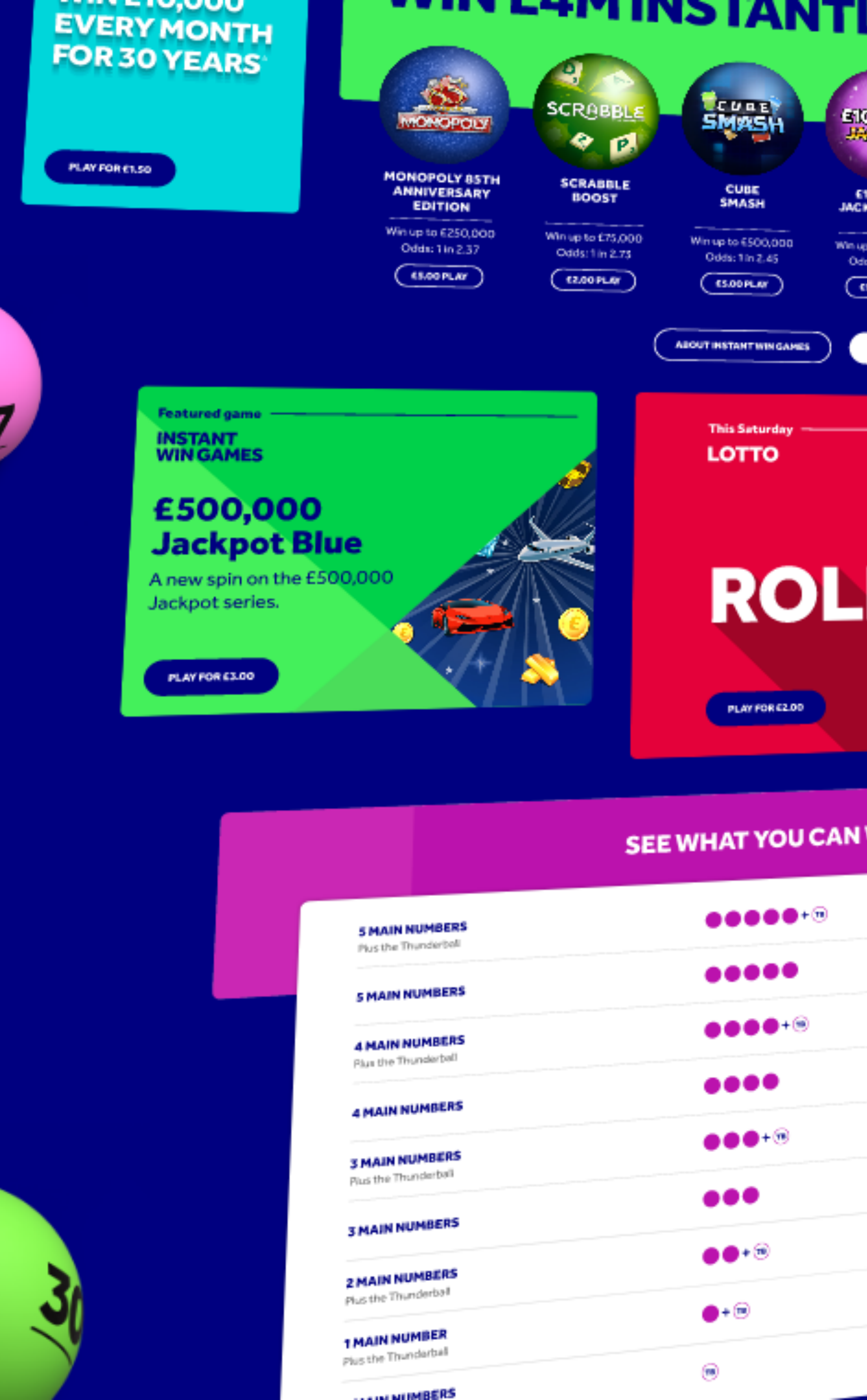




How to Claim

The National Lottery

Dominik Vida - Nov 2021
dominikvida.uk



The process

1

Problem space

- The player's claiming experience
- Behavioural change pain-point

2

Goal setting

- Initiative outline
- Solution timeline
- Success criteria

3

Empathise

- Usability test current state
- Competitive analysis
- Research synthesis

4

Develop

- Decision tree
- Content definition
- Ideation

5

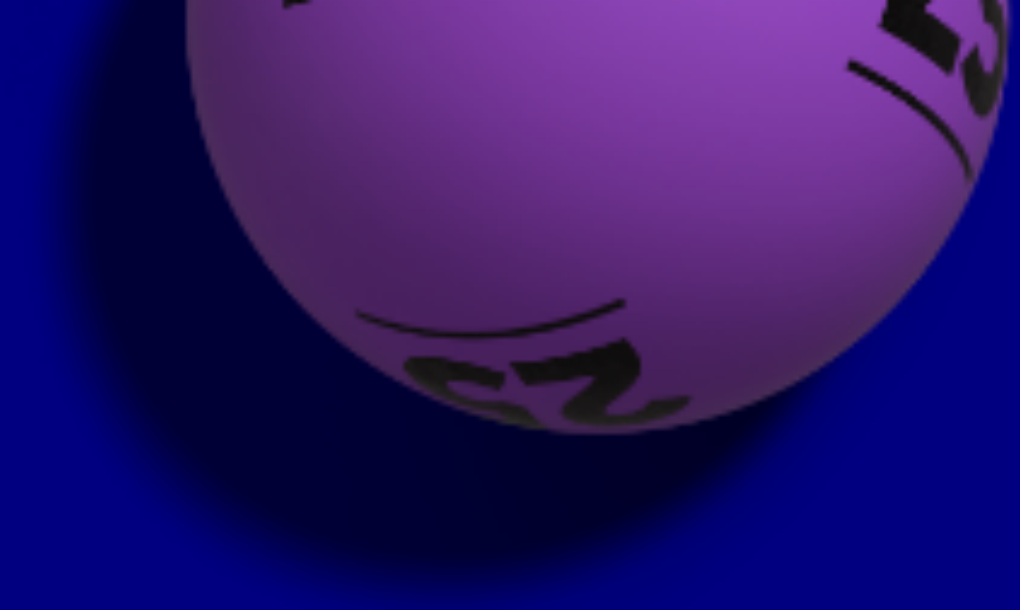
Deliver

- Low-fidelity design
- High-fidelity design
- UX optimisation

6

Validate

- User testing new online claims experience



1 Problem space

The player's claiming experience

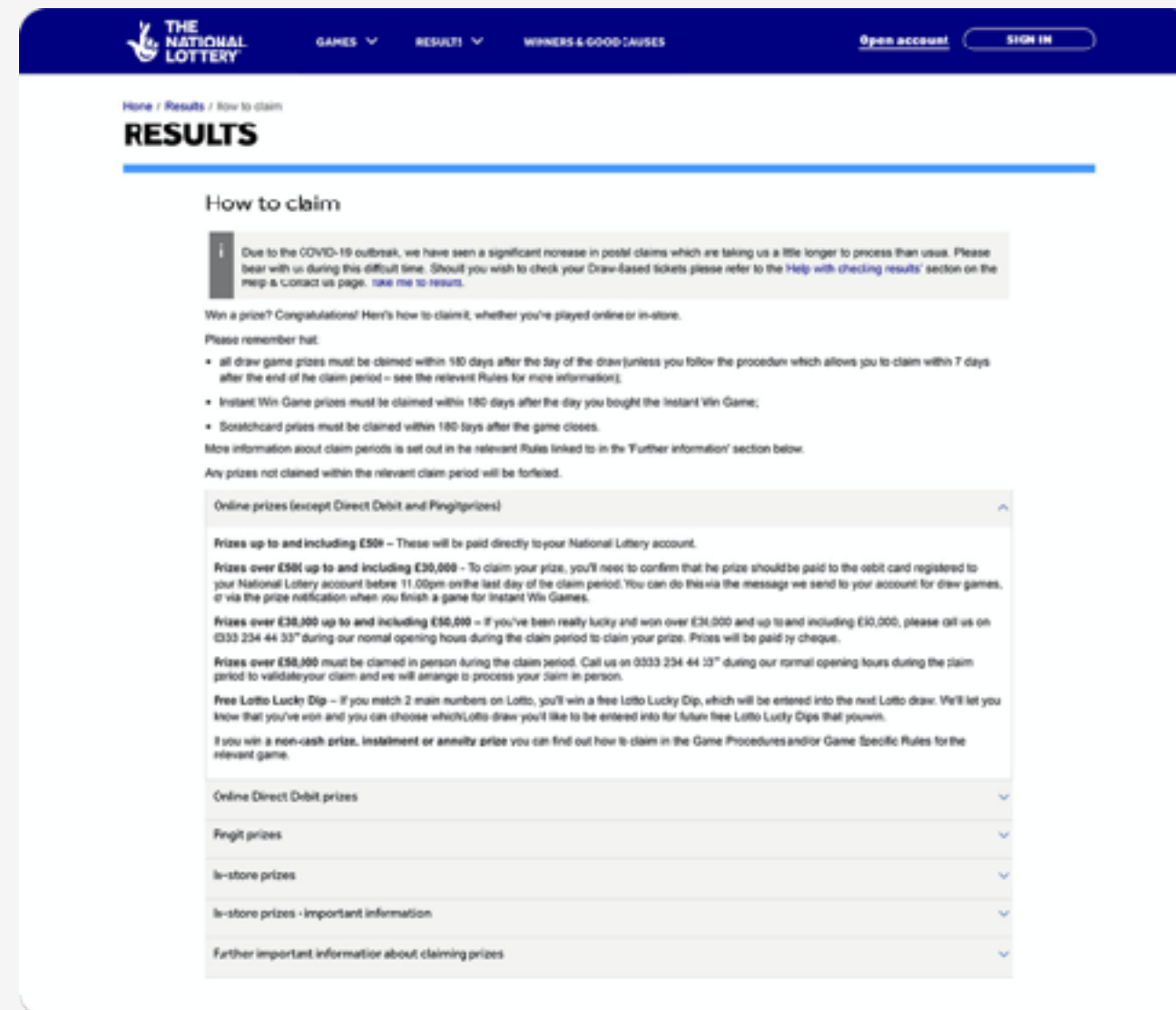
Went from this:



Catered for. Trained personnel providing answers and guidance.

- Excitement as the player handover their winning ticket to the retailer.
- Anticipation leading up to the retailer confirming the winning ticket.
- Guidance on amount won and how to claim it.

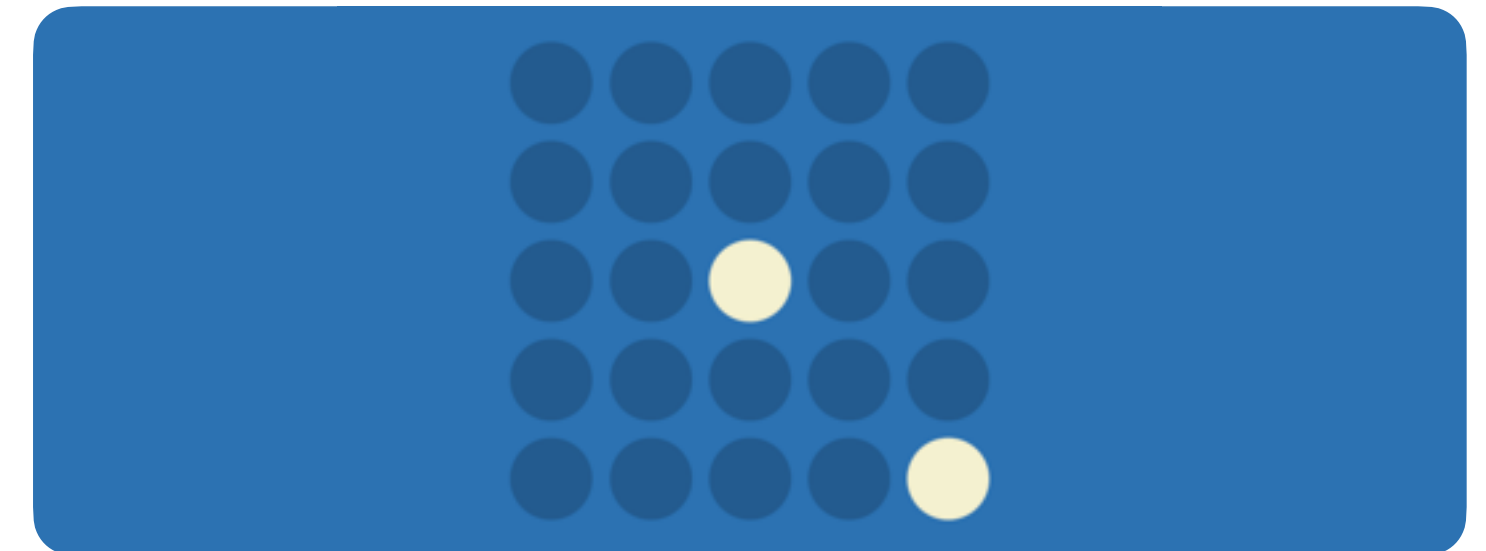
To this:



Self-service. Figure it out.

- Player believes they are a winner - is eager to find out how to claim their prize.
- Driven to online channels, an alien environment for them.
- Greeted with an uninviting page with an overwhelming amount of information - most of which is not relevant to them.

Consider peoples' cognitive bias:



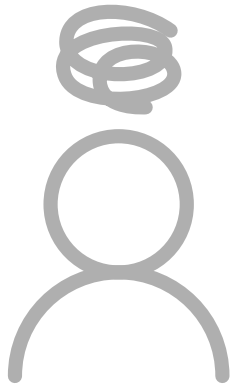
Peak-End Rule

People judge an experience largely based on how they felt at its peak and at its end, rather than the total sum or average of every moment of the experience.

<https://lawsofux.com/peak-end-rule/>


Behavioural change pain-point

The major shift in customer behaviour quickly turned into the second most frustrating parts of the end-to-end player journey.



2nd

Highest pain-point for the National Lottery player



9%

Of average monthly inbound complaints*

*An average of 110,000+ complaints in April 2020, the beginning of lockdown in the UK due to Covid 19

Player journey impact



2

Goal setting



Initiative outline


Goals

- 1 Improve the players' online experience by making finding out how to claim prizes of all tiers and stipulations easy and self-serving.
- 2 Transform the UX & UI by introducing a simple decision tree. Categorisation of content that is self-explanatory and guides users toward achieving their goal of finding out how to claim any particular tier/ type of prize.
- 3 Improve sentiment at the end of the player's journey with The National Lottery and incentivise users to play again.

Player benefits

- Self-serving prize claiming experience
- Provided guidance and reassurance for players so they finish their online journey with the National Lottery with confidence; excited to enter it again.

Solution timeline

- 
- User-testing current experience
 - Competitive analysis of existing decision making user flows
 - Decision tree information architecture
 - Content definition
 - Ideation
 - Low-fidelity design
 - High-fidelity design
 - Validate new experience through focus group testing

Success Criteria

- 1 Proven improvement in the categorisation and findability of prize claiming information.
- 2 Successful implementation of a simple and easy-to-use decision tree.
- 3 Mitigation of the volume of inbound complaints regarding how to claim prizes.
- 4 Better player sentiment toward the online 'How to Claim' page.

3

Empathise



User testing current state

An unmoderated user testing session was formulated through UserTesting.com to understand user sentiment toward the ‘How to Claim’ page.

5

Questions

10

Participants

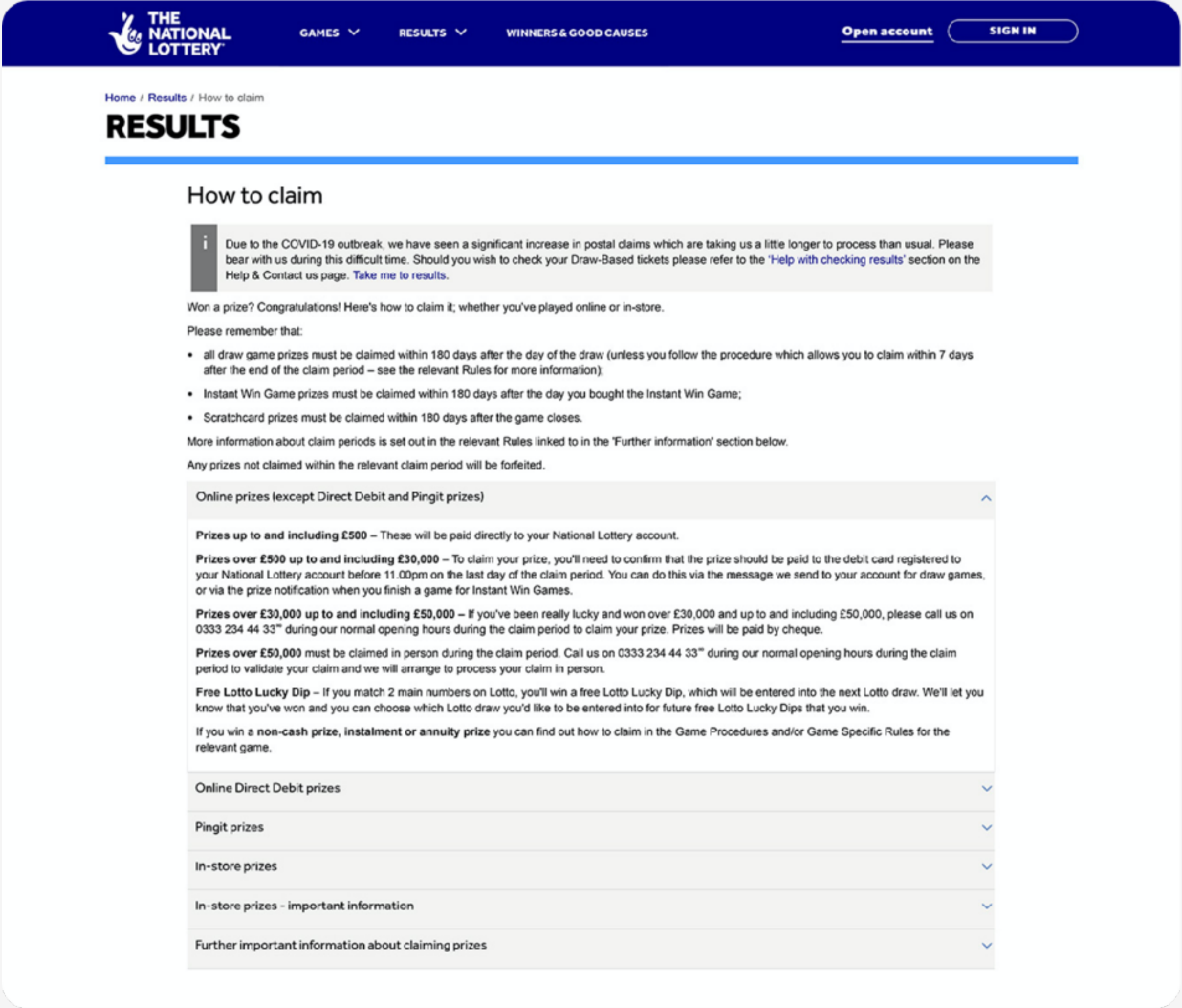
Areas of focus

1. Perception

2. Interaction

3. Scenario
4. Experience

5. Point of view



User testing report

		Winners/how to claim page report										RESULTS
Participant		1	2	3	4	5	6	7	8	9	10	Summary
Questions/Tasks												
1	Please have a good look at this page and explain your initial thoughts. Make sure you don't leave this page during this entire session.	It feels tiring to read because there is no colour or graphics that can make it easier	This is a very text heavy page and there are no illustrations for support or images.	The page looks very business like and dull. But it should have the information I am looking for	There is a lot of information here to go through and I usually wouldn't bother	The information is separated out very well and there is a lot to read about	This seems like a terms and conditions page to me which makes sense as to why it is so dull	I'm still not sure how I claim and I'm guessing I need an account to claim my prize	So far all I am seeing is rules and not actual instructions on how to claim	There is a lot of grey tone and plain text, it does not feel very inviting	It is a very bland page and the text is very small, making it hard to read	<ul style="list-style-type: none">- The lack of colour particularly stands out to users, making the page seem "uninviting" and "dull".- The page seems "text heavy" to users- The page has a "business like" and "terms/conditions" feel to it
2	Now feel free to interact with this page but remain on it. Do you think this page is helpful and that it gives you everything you need to easily claim your prize?	The information is there but I feel it is very difficult to find what you're looking for.	The layout of the information on the page is confusing and random	It doesn't seem easy to me to find what I am looking for and it feels like a buzzkill	I think it has excess information and the categories are too broad	Yes I'm sure it would have everything I need in order to claim a prize	It seems like a lot of hassle to go through when trying to claim a prize	I guess it does but it will take me a while to find what I am looking for	The instore tab is the most useful but it has so much information that it strains my eyes	It lacks colour to quickly help me navigate around and the structure isn't very clear	The bold text helps and the font size is too small/cluttered together	<ul style="list-style-type: none">- There is a lack of structure within the tabs- Users feel like they have to put in a lot of "effort" to find what they are looking for- The font size is too small
3	You've just won a £109 cash prize with a ticket you've bought at your local shop - does this page give you clear guidance on how to claim your prize?	I find it difficult because I have to read everything to find what I am looking for	There needs to be better separation between paragraphs, perhaps bullet points or a table format	I do like how thorough the information is and I can read it very fast	Yes it does but the titles within the tabs are misleading and sometimes confusing	Yes the in store tab has everything I need to claim £109	It does have all the relevant information that you need to claim your prize but you have a lot to read through	The instore tab has all the information I need	I was able to get advice on exactly how to claim £109 but I had to shuffle through a lot of information to find it	The "instore prizes" and "instore prizes important information" tabs confuse me. Which should I click on first?	Yes it does give clear guidance	<ul style="list-style-type: none">- The relevant information is displayed and conveyed to the majority of users in this task- The titles of the tabs cause some confusion among users
4	Based on what you've just experienced on this page, would you know how to easily claim your prize next time you win?	Yes I would but it is not a very pleasant page	No it is too text heavy and confusing	Yes I would based on the content of the page	I don't imagine that I would visit this page at all and I would go and ask my local shop how to claim	I would indeed, it is all laid out there and I would know how to claim a prize online or instore	There is a lot of information to take in and the page seems bloated	Yes but I imagine myself relying on a retail store because it just seems easier	I feel like I would have more concerns for claiming over £500 as it is not very clear on how to claim	I feel like there are a lot of core pieces of information that I may overlook and not notice	My only worry is that I may need to read everything in order to find what I'm looking for	<ul style="list-style-type: none">- The page can make it "difficult" for some users to find what they are looking for- Some users prefer to seek advice from retail stores, as it seems easier- Important points are situated around excess information being conveyed on the page
5	If you were the web designer, what part of this experience would you change and what would that change be?	How to check if you won and how to claim should be on separate pages	I would include more colour and arrows so that the page is less text heavy and has better structure	I would add more colours and split the screen into rows. I would also include a pop up to highlight the important information	I would change the look, feel and layout of the page. There needs to be more thrill and happiness. Right now it just seems sad	I would remove the horizontal tabs and include a grid format, so that the information is easier to digest	I would separate the information into more categories so that it is easier to read	It would be more convenient to make a search and answer page	It's all just a massive chunk of text and not clearly laid out. There needs to be better structuring and use of images	The page needs more aesthetic guidance, with the aid of colour separation and illustrations	It would be great to see more colour and increase the font size	<ul style="list-style-type: none">- Majority of users would like to add more colour on the page to convey the information better- Users highlight that better structure is needed within the tabs to better digest the information- More thrill and excitement needs to be added to the page

User research synthesis

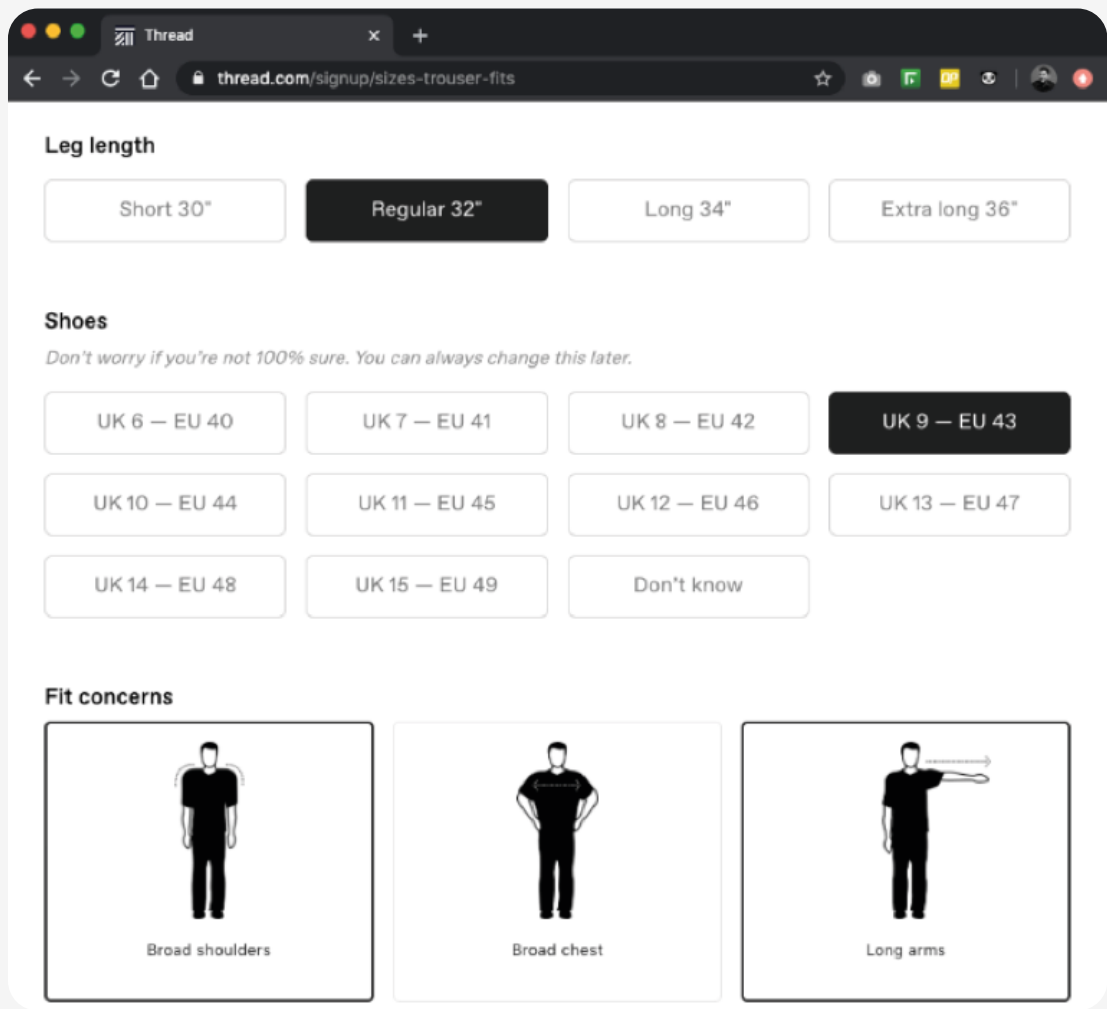
Results showed great pain the user experience, with users highlighting they would avoid the page and seek assistance. Insights provide clear reasoning behind why there is an influx of inbound complaints.

Perception	Interaction	Scenario	Experience	Point of view
Have a good look at the page and give your initial thoughts.	Begin interacting with the page. Is it helpful in finding out how to claim?	You are a winner of £109 from a ticket you bought in-store. Please find out how to claim it.	Based on your experience, would you you know how to claim the next time you win?	What would you change about the page?
<p>The lack of colour particularly stands out to users. Makes the page seem “uninviting” and “dull”</p> <p>The page seems “text heavy” to users</p> <p>The page has a “business like” and “terms & conditions” feel to it</p>	<p>There is a lack of structure within the accordions</p> <p>Users feel like they have to put a lot of “effort” into finding what they are looking for</p> <p>The font size is too small</p>	<p>The relevant information is displayed and conveyed to the majority of users in this scenario based task</p> <p>The similar accordion headings create confusion for some users as they do not know which one to go into</p>	<p>The page makes it “difficult” for some users to find what they are looking for</p> <p>Some users prefer to seek advice from retail stores, as it is easier to get answers</p> <p>Highlighted pain-points around excess information unrelated to users’ query</p>	<p>Majority of users would like to apply more colour to convey the information better</p> <p>Users highlight that better structure is needed within the accordions to better categorise the information</p> <p>More thrill and excitement needed on the page</p>

Competitive analysis

For the empathise phase, 7 end-to-end decision making user flows from different businesses were evaluated. Highlighted are 3 key takeaways that influenced the ideation phase later on in the study.

Thread - an AI driven personal stylist



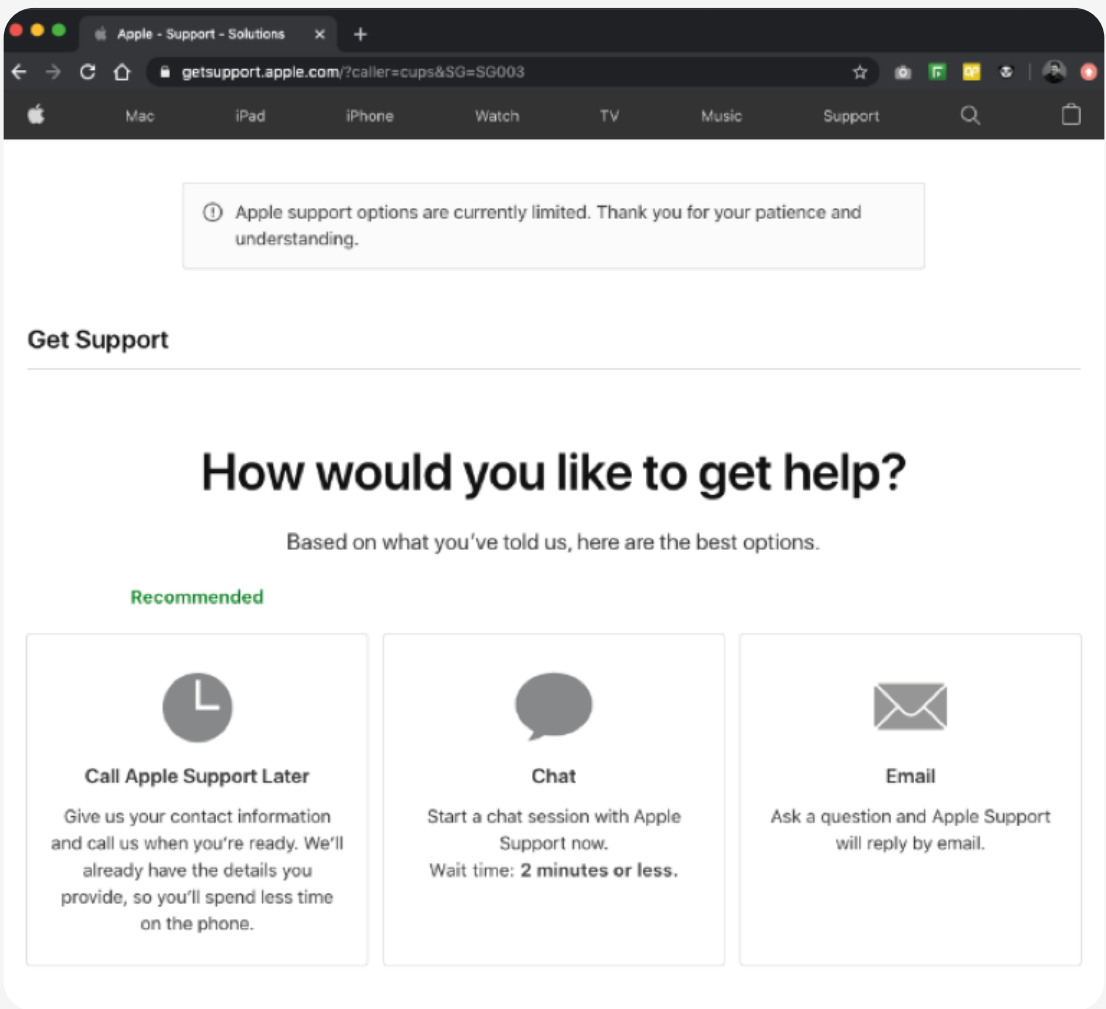
Large selection areas

Clear indication of selections made

Progressive disclosure

Shows breadcrumb trail of decisions as user navigates through the tree

Apple - Get support



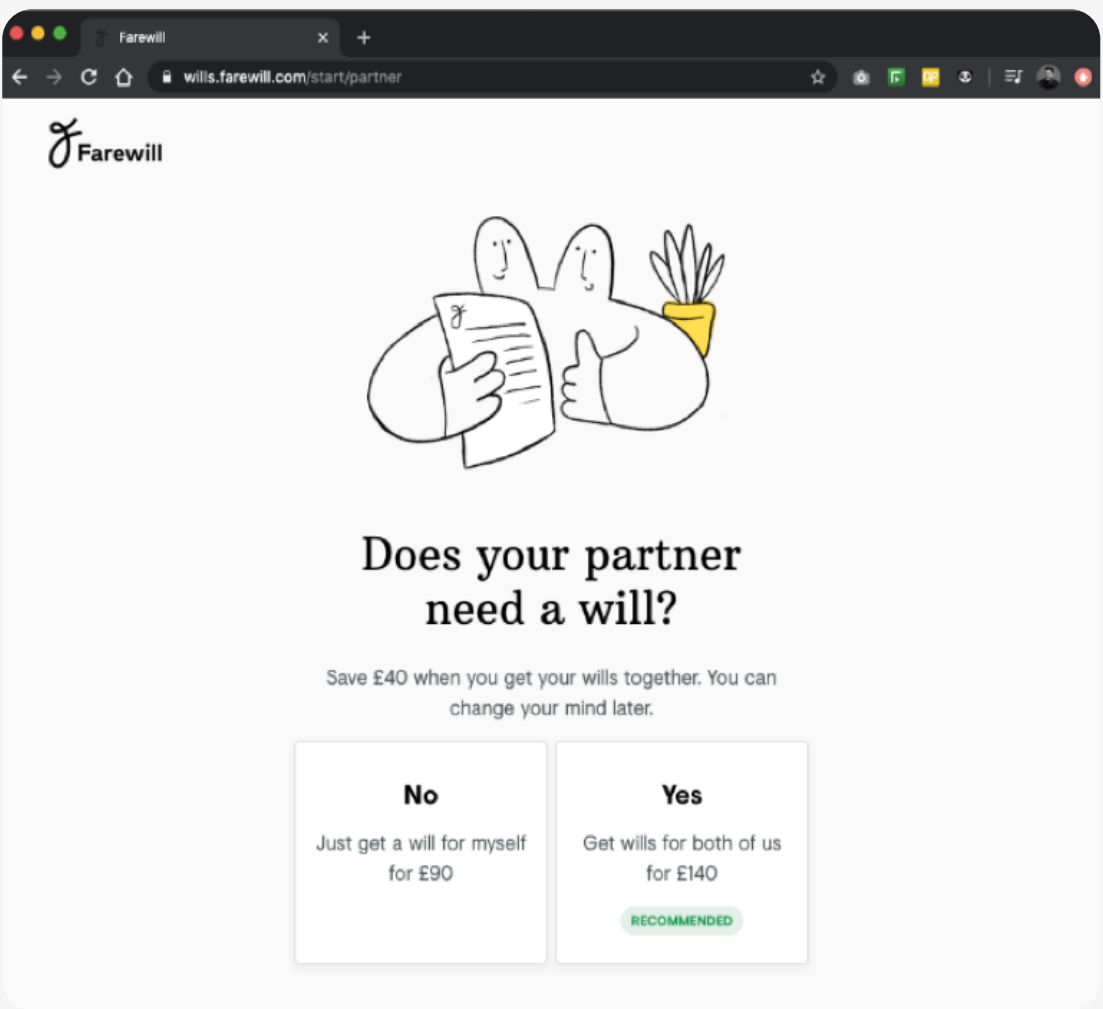
3 courses of action

1 key recommendation

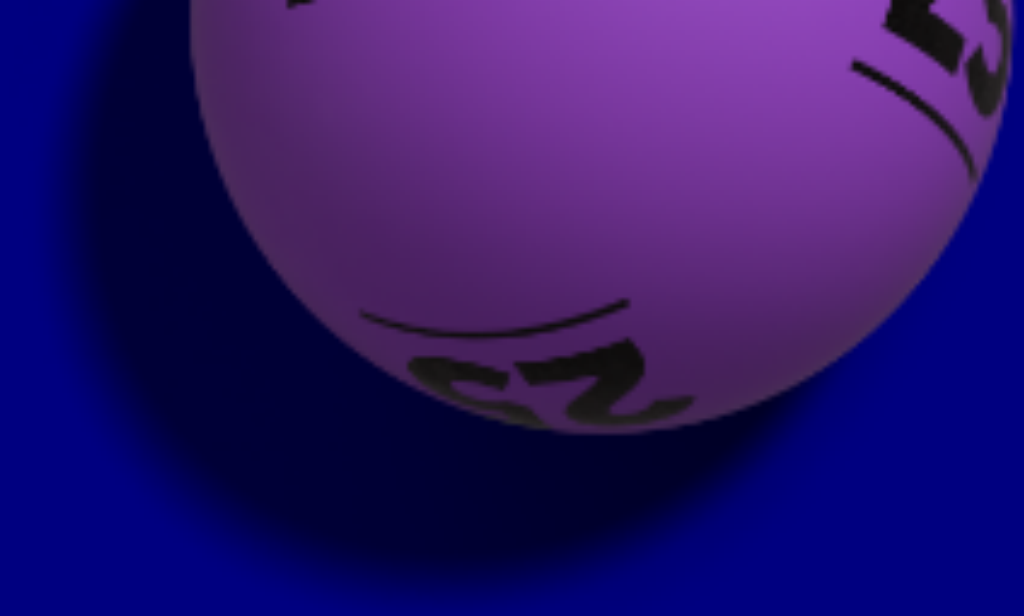
Imagery/iconography

Guides toward executing quick decisions

Farewill - Write your will



Clearly indicated recommended course of action

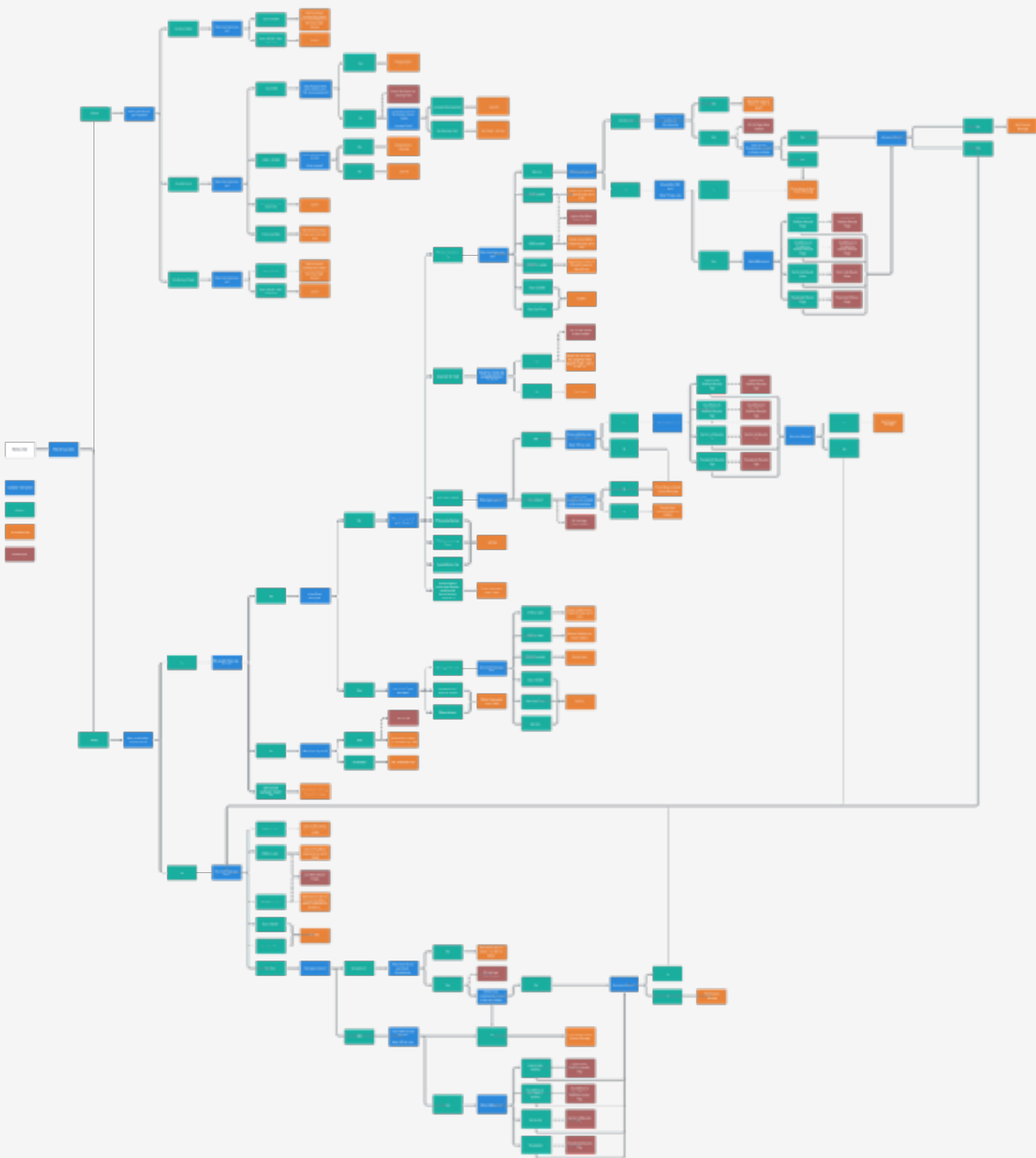


4 Develop

Decision tree evolution

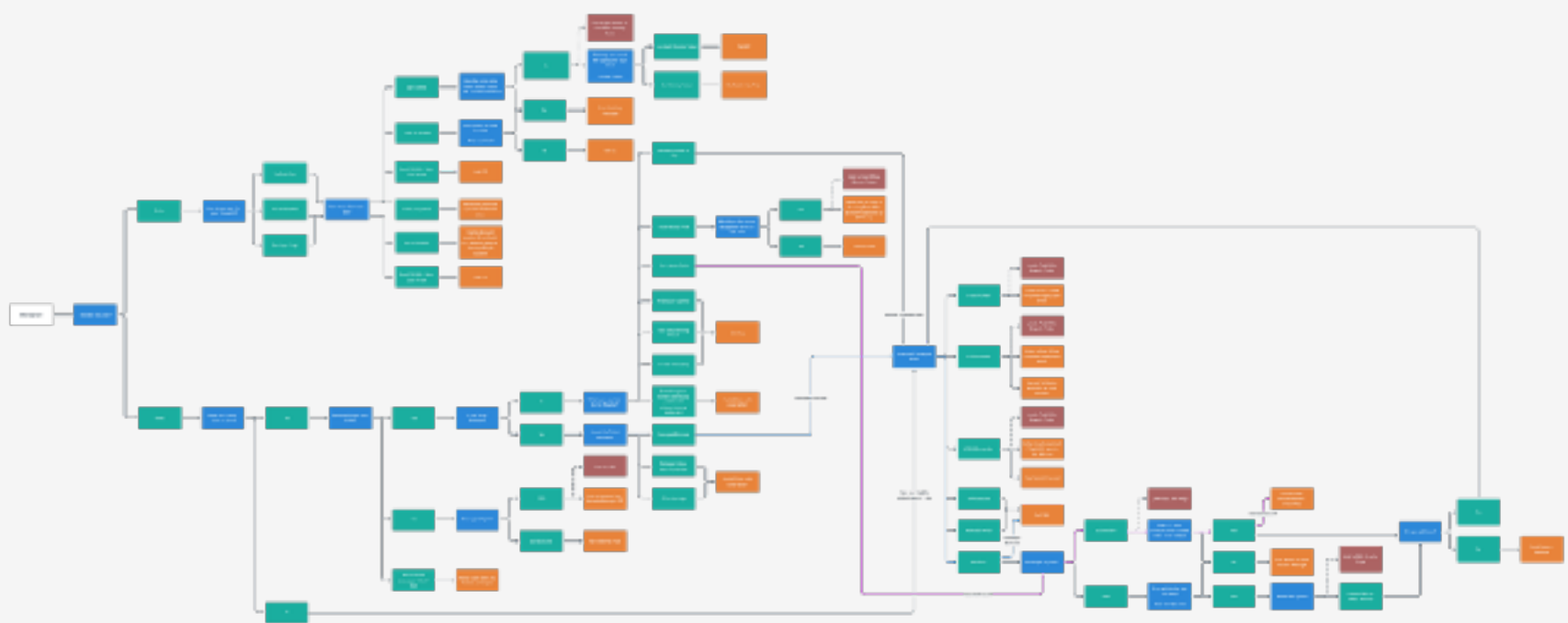
Phase 1 Covers business logic

Collaborated with the Claims team to understand the 'How to Claim' decision tree logic.



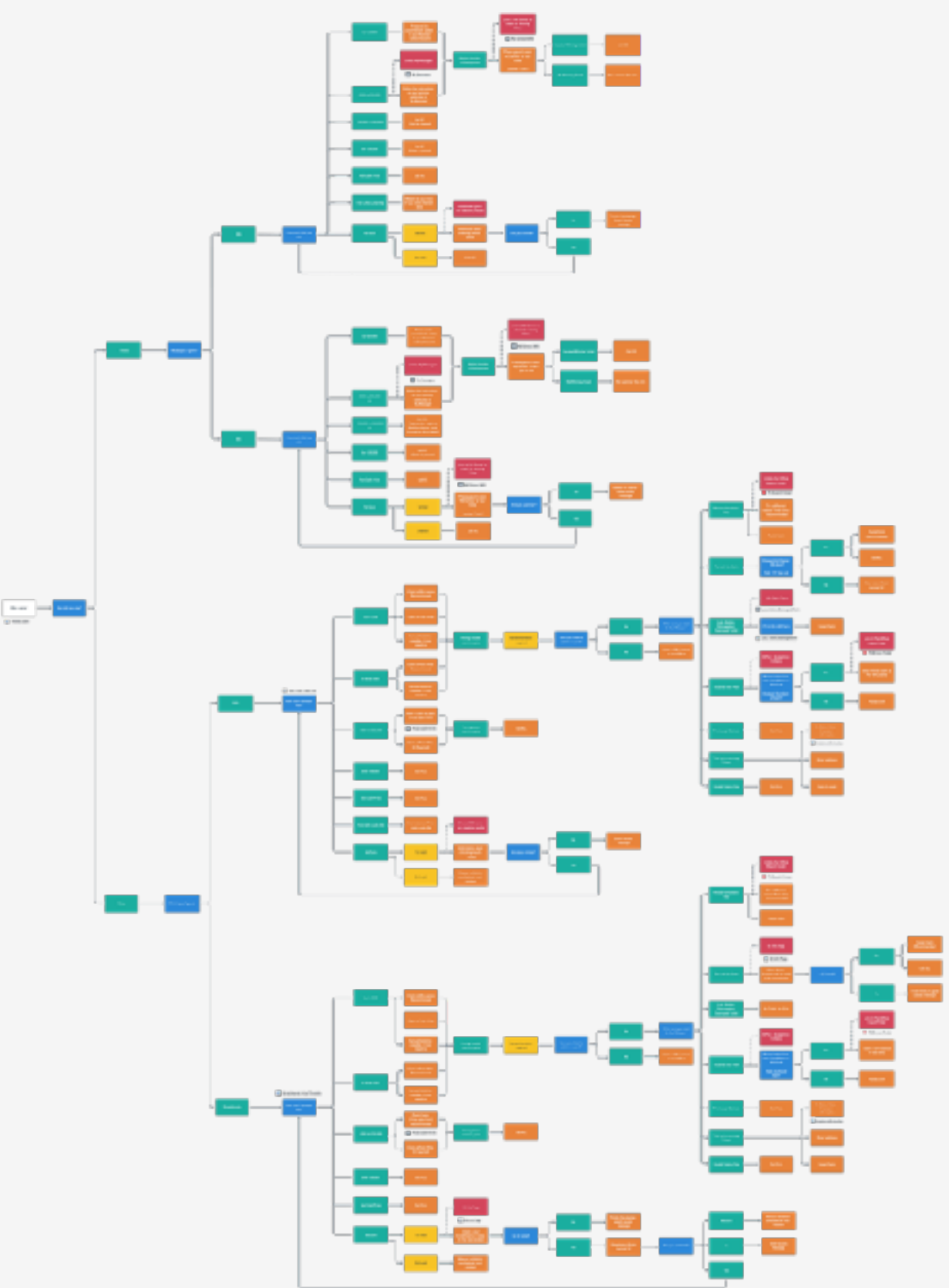
Phase 2 Refined business logic

Simplified the decision tree down to its simplest form to present and articulate convolution.



Phase 3 Simple & consistent

Reworked the decision tree to achieve simplicity and consistency in the experience.



Decision tree (before)

Phase 1 Covers business logic

1 Potential errors when attempting to claim at forefront of journey

Users may be coming to the how to claim page inquisitively.

By surfacing potential blockers they may have experienced, assumes the visitor is a winner.

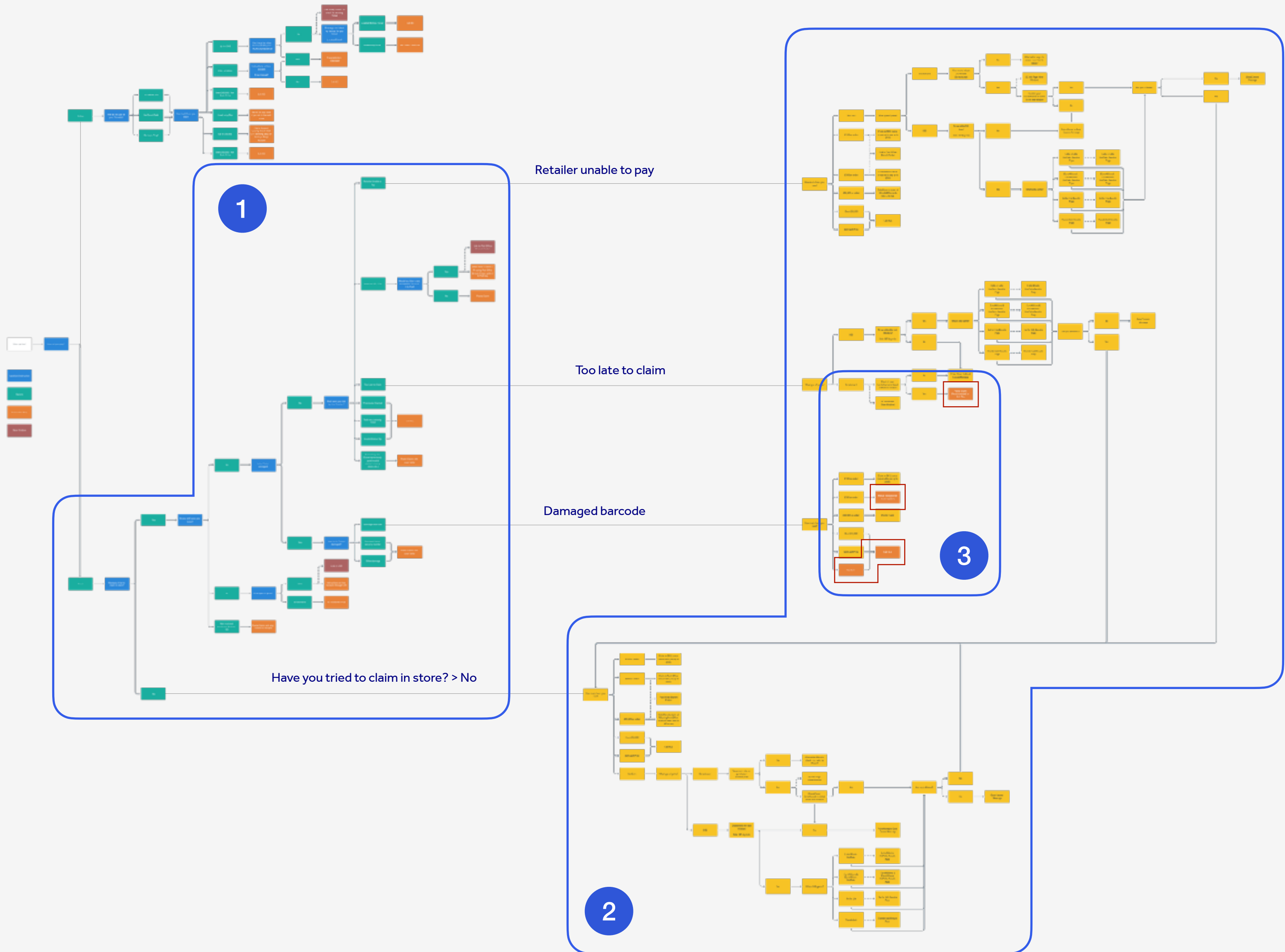
2 Duplicated prize tier information at end of journey

It takes users between 4 to 11 steps to uncover how to claim their prize.

Prize tiers within their respective sub-categories all have the same claiming process.

3 Edge cases to be mindful of

There are 4 edge cases that alter the claims process that must be considered.



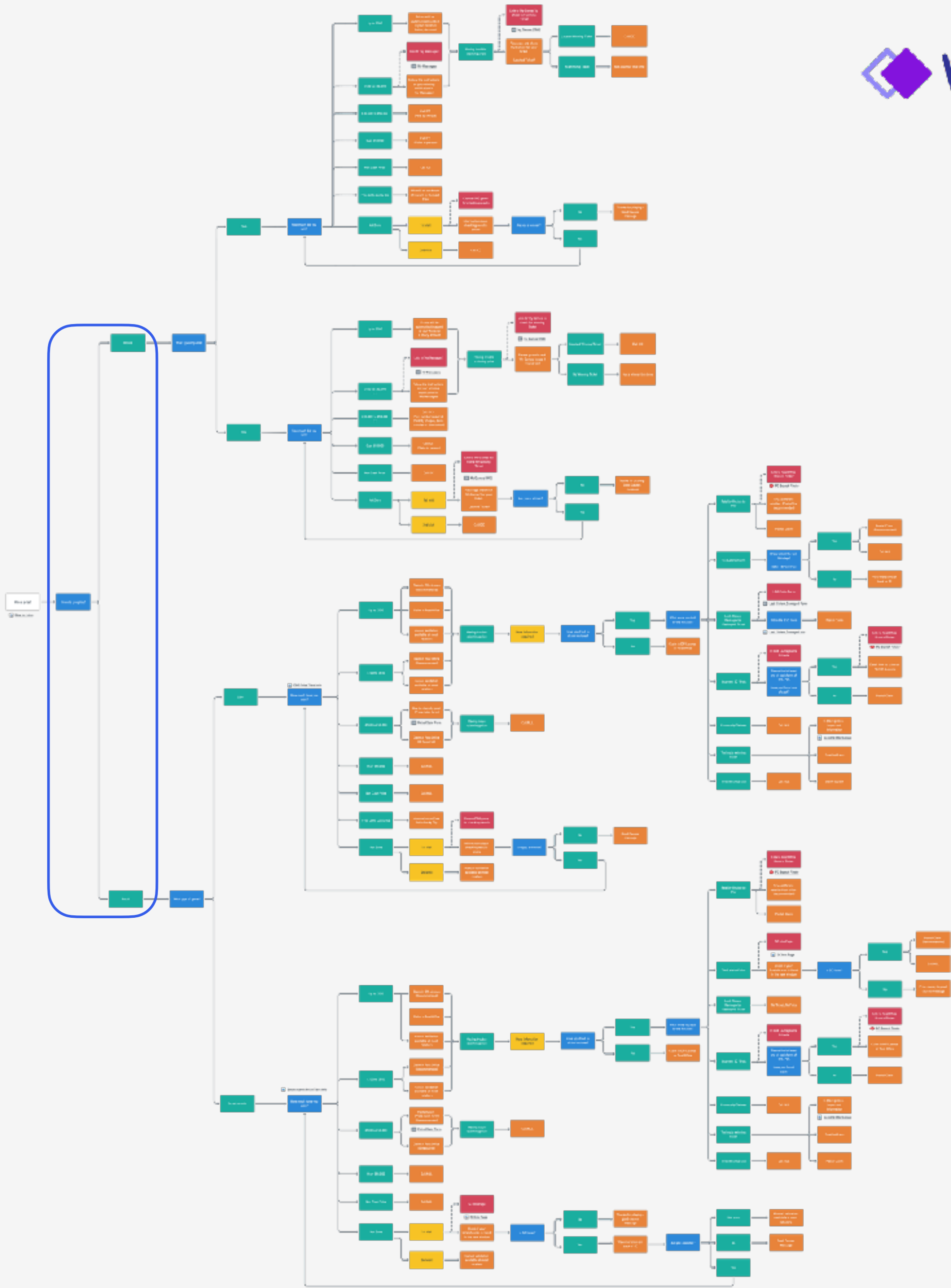
Decision tree (after)

The reworked decision tree makes finding out how to claim any prize as simple as 1, 2, 3.

1

Where did you play?

Online or Retail



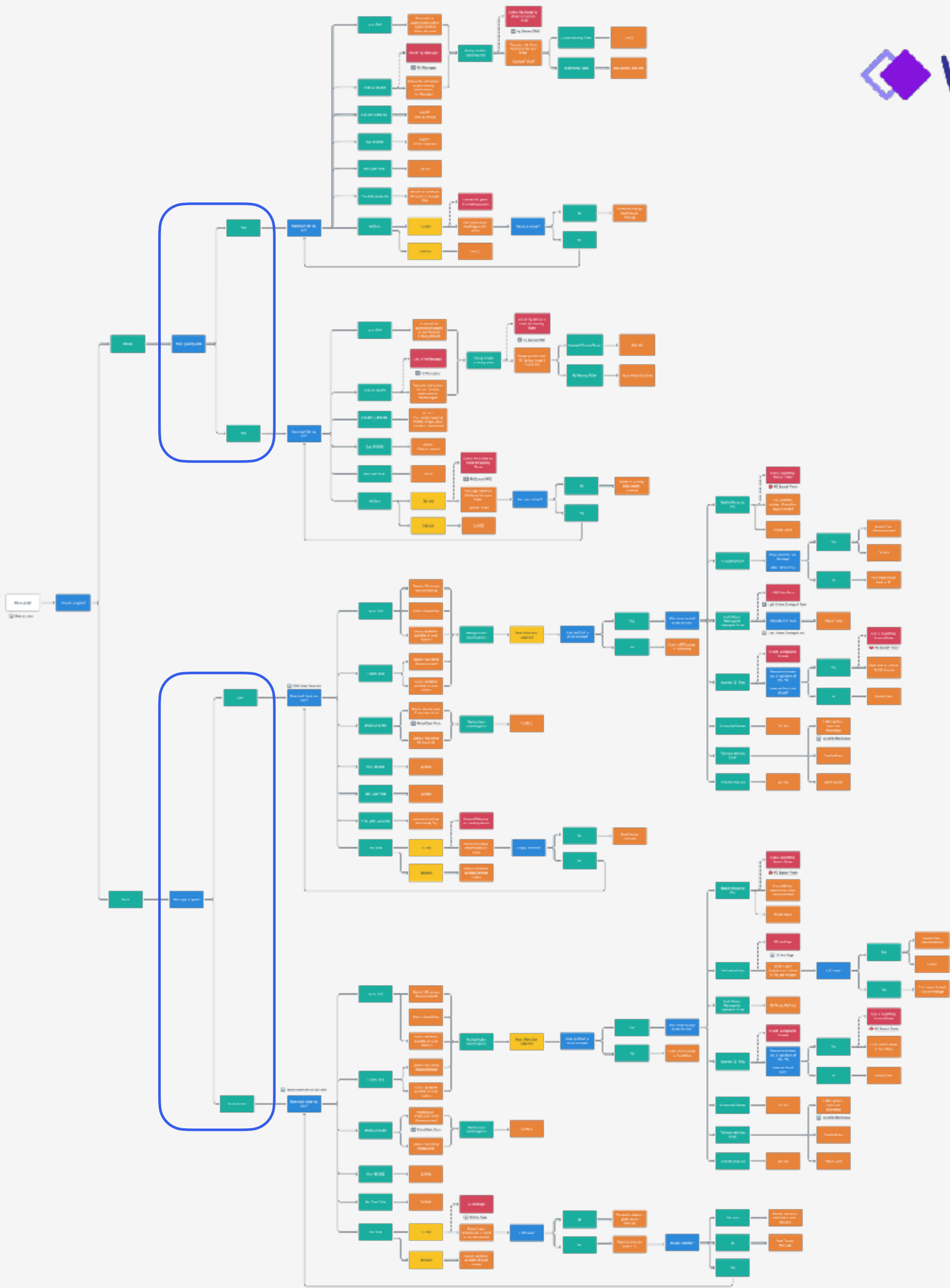
Decision tree (after)

The reworked decision tree makes finding out how to claim any prize as simple as 1, 2, 3.

1 Where did you play?

2 What did you play?

Draw game or Scratchcard



Decision tree (after)

The reworked decision tree makes finding out how to claim any prize as simple as 1, 2, 3.

- 1

Where did you play?
- 2

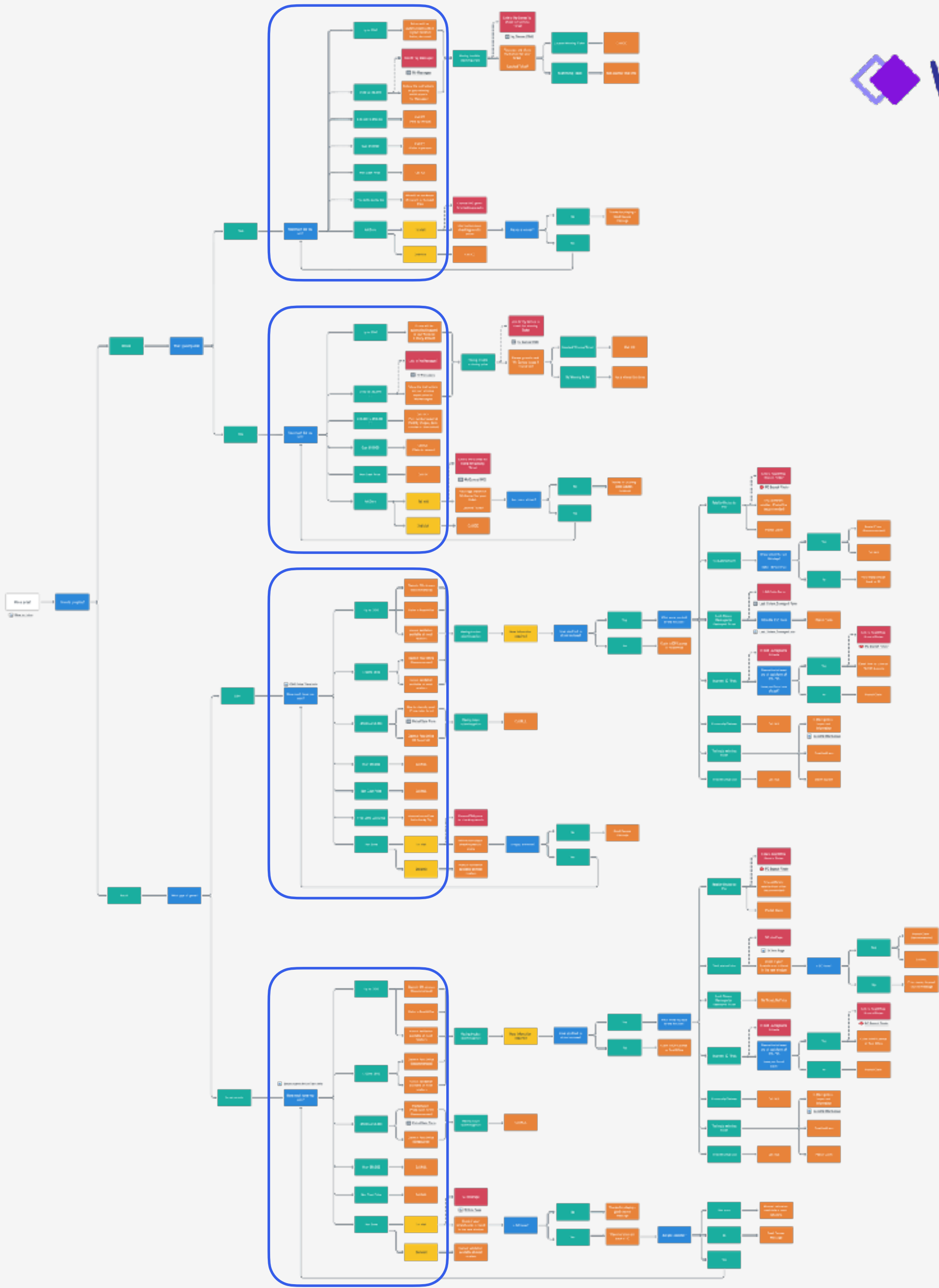
What did you play?
- 3

How much did you win?
- Prize tier

Low

Medium

High

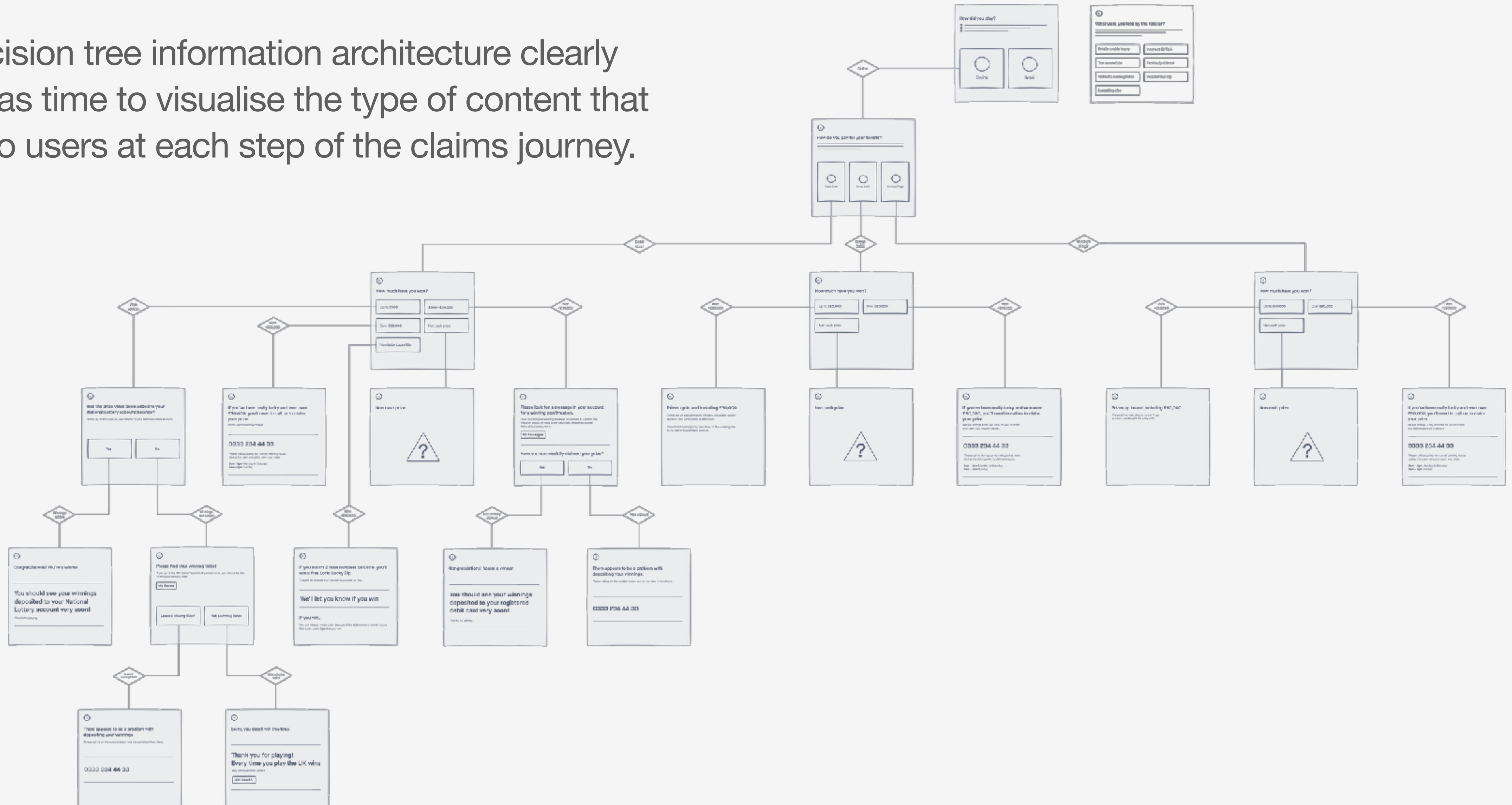


 Whimsical

-

Content definition

With the decision tree information architecture clearly defined, it was time to visualise the type of content that will display to users at each step of the claims journey.

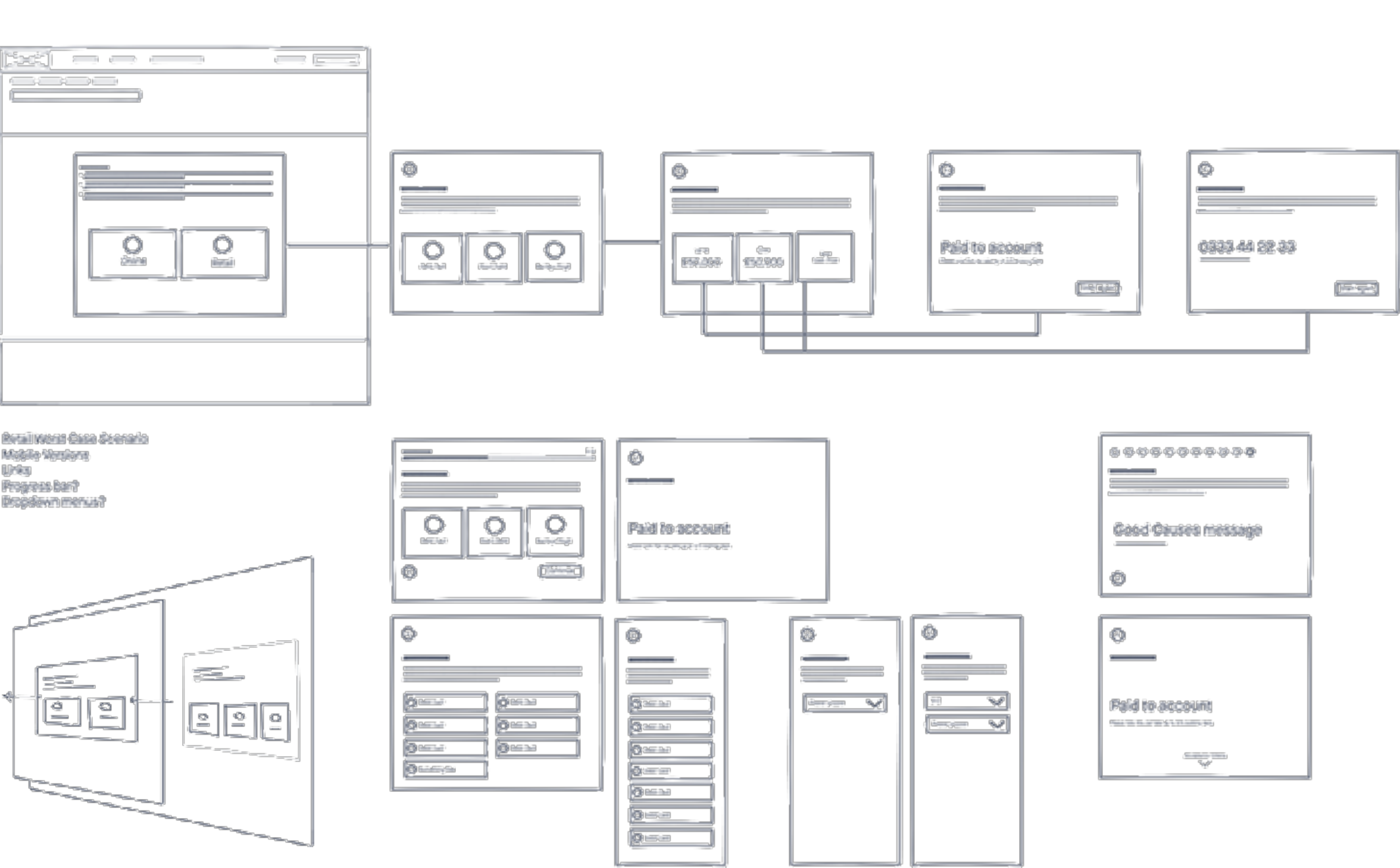


Ideation (1/2)

Two concepts of information logic was presented to engineers and stakeholders to gage viability.

Concept A

Staged disclosure



Concept B

Progressive disclosure

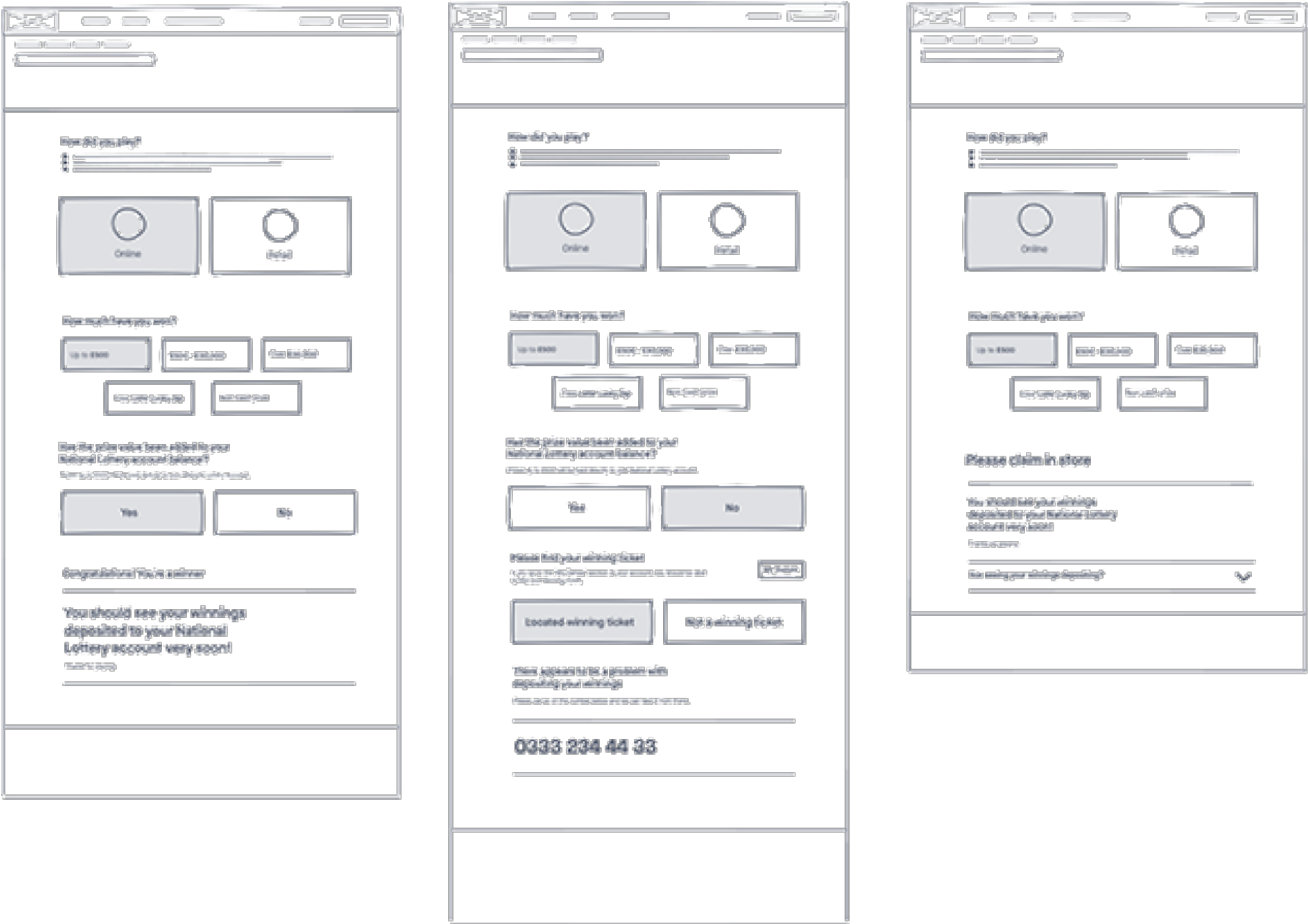


Ideation (2/2)

A consensus was reached that progressive disclosure is the most time efficient for implementation. Further ideation was explored to gage levels of interactivity the team would like to bring to the experience. In the end, a marry of the two content structures proved to be most desirable, viable and feasible.

Concept B.1

Linear content flow



Concept B.2

Dynamic content flow



5 Deliver



Low-fidelity design



Lorem ipsum [SIGN IN](#)

HOW TO CLAIM

Congratulations, we love making winners - but before you make a claim, remember:

- All draw game prizes must be claimed within 180 days after the draw.
- Instant Win Game prizes must be claimed within 180 days after the day you bought the Instant Win Game.
- Scratchcard prizes must be claimed within 180 days after the game closes.

✓ **How did you play?**

First things first. Did you use a computer or device or buy a paper ticket in a store?

Online

In a store

✓ **What did you play?**

Did you pick the right numbers and win a lottery draw game? Or did you win playing one of our online Instant Win Games?

Draw game

Instant Win Game

✓ **How did you pay for your ticket?**

Do you have a Direct Debit set up or pay via your National Lottery account?

Debit card

Direct debit

Pingit

✓ **How much did you win?**

Any win is a great feeling. Just remember, depending on the amount's won, there are different claim processes to follow.

Not sure?

If you can't find the information you need here, and you played a draw game, you can check to see if you've won via **My account / My games**. Alternatively, please call Customer Services on 0533 234 44 33.

Up to £500

£500 to £30,000

£30,000 to £50,000

Over £50,000

Non cash prize

Free Lotto lucky dip

Lorem ipsum [SIGN IN](#)

HOW TO CLAIM

Congratulations, we love making winners - but before you make a claim, remember:

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Draw game

Instant Win Game

✓ **How did you pay for your ticket?**

Do you have a Direct Debit set up or pay via your National Lottery account?

Debit card

Direct debit

Pingit

✓ **How much did you win?**

Any win is a great feeling. Just remember, depending on the amount's won, there are different claim processes to follow.

Not sure?

Up to £500

£500 to £30,000

£30,000 to £50,000

Over £50,000

Non cash prize

Free Lotto lucky dip

Prizes up to £500

Great stuff. Prizes up to and including £500 are paid directly to your National Lottery account. Simple.

[Need more help?](#)

UX optimisation



If you paid by Direct Debit or Pingit, all prizes up to £50,000 will automatically be paid straight into your bank account.

Online → Draw game

How to claim

HOW TO CLAIM

Congratulations, we love making winners - but before you make a claim, remember:

- All draw game prizes must be claimed within 180 days after the draw.
- Instant Win Game prizes must be claimed within 180 days after the day you bought the Instant Win Game.
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✓ How did you play?

First things first. Did you use a computer or device or buy a paper ticket in a store?

Online

In a store

✓ What did you play?

Did you pick the right numbers and win a lottery draw game? Or did you win playing one of our online Instant Win Games?

Draw game

Instant Win Game

✓ How did you pay for your ticket?

Do you have a Direct Debit set up or pay via your National Lottery account?

Debit card

Direct debit

Pingit

✓ How much did you win?

Any win is a great feeling. Just remember, depending on the amounts won, there are different claim processes to follow.

Not sure?

Up to £500

£500 to £30,000

£30,000 to £50,000

Over £50,000

Non cash prize

Free Lotto lucky dip

Prizes up to £500

Great stuff. Prizes up to and including £500 are paid directly to your National Lottery account. Simple.

Need more help?

THE NATIONAL LOTTERY

GAMES RESULTS WINNERS & GOOD CAUSES

Sign in 10 min

Balance £12.50

How to claim

HOW TO CLAIM

WE LOVE MAKING WINNERS

If you think you've won a prize, follow this step by step guide on how to claim.

- All draw game prizes must be claimed within 180 days after the draw.
- Instant Win Game prizes must be claimed within 180 days after the day you bought the Instant Win Game.
- Scratchcard prizes must be claimed within 180 days after the game closes. [Scratchcard game closures](#).

✓ How did you play?

Where you played affects how you can claim your prize.

Online

Retail

✓ What did you play?

A lottery draw game where you picked numbers or one of our online Instant Win Games.

Draw game

Instant Win Game

✓ How much did you win?

How you claim will depend on your prize amount.

Up to £500

£500.01 to £30,000

£30,000.01 to £50,000

Over £50,000

Monthly prizes

Free Lotto Lucky Dip

Not sure if you're a winner?

You can check the outcome of your draw games in the [My games](#) section of your account.

Prizes up to £500

Great stuff. Prizes up to and including £500 are paid directly to your National Lottery account balance.

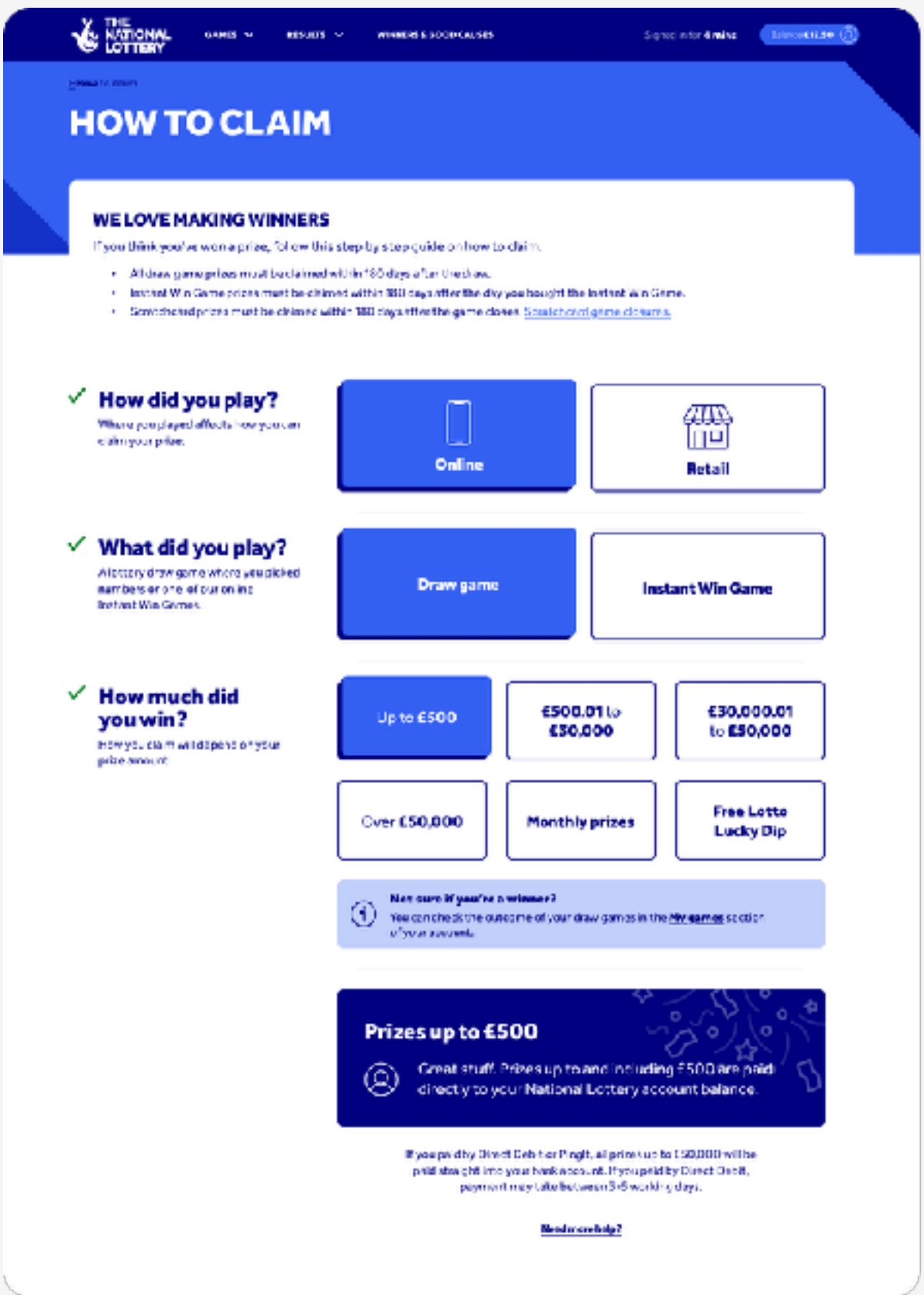
If you paid by Direct Debit or Pingit, all prizes up to £50,000 will be paid straight into your bank account. If you paid by Direct Debit, payment may take between 3-5 working days.

Need more help?

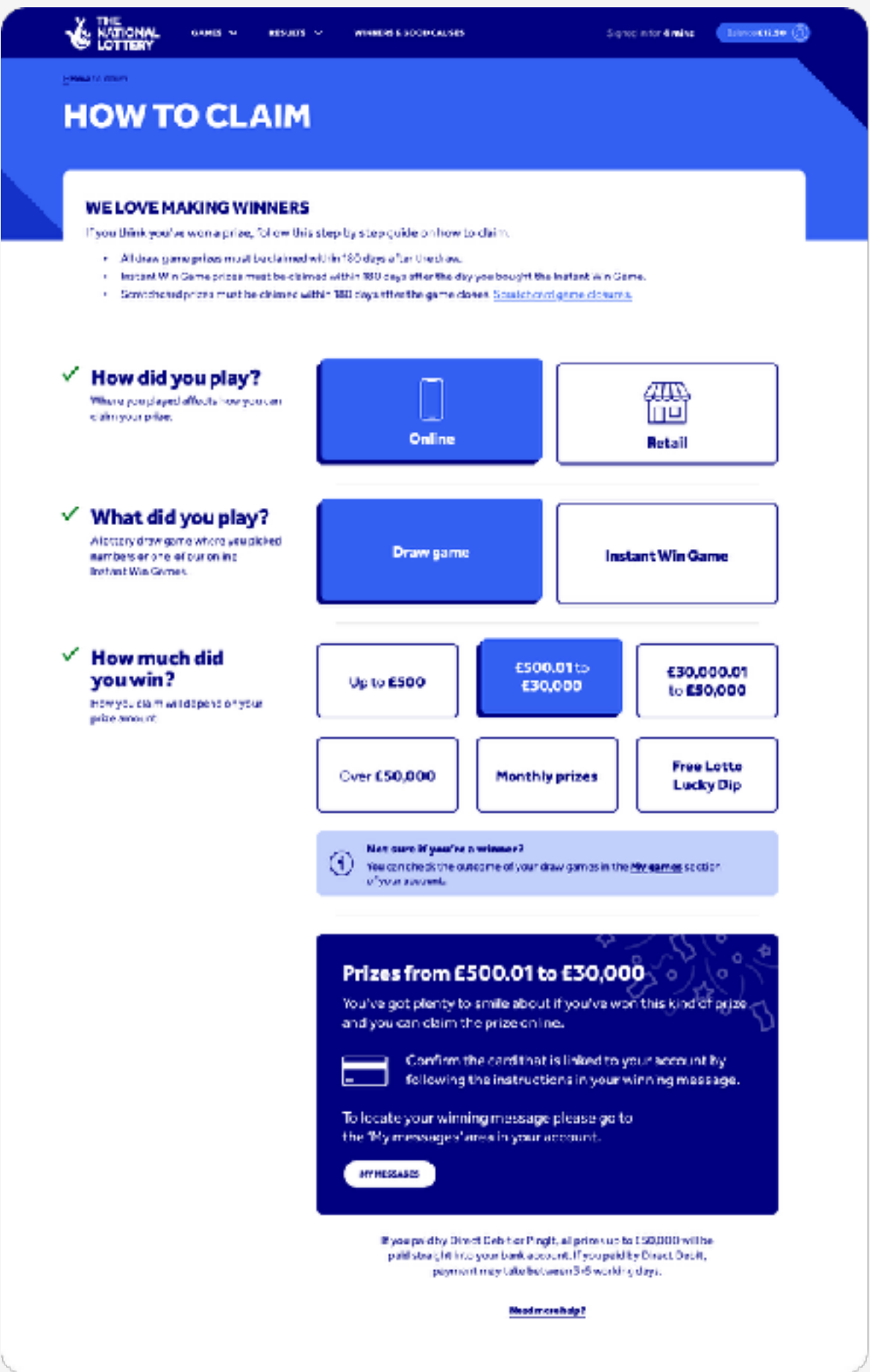


High-fidelity design

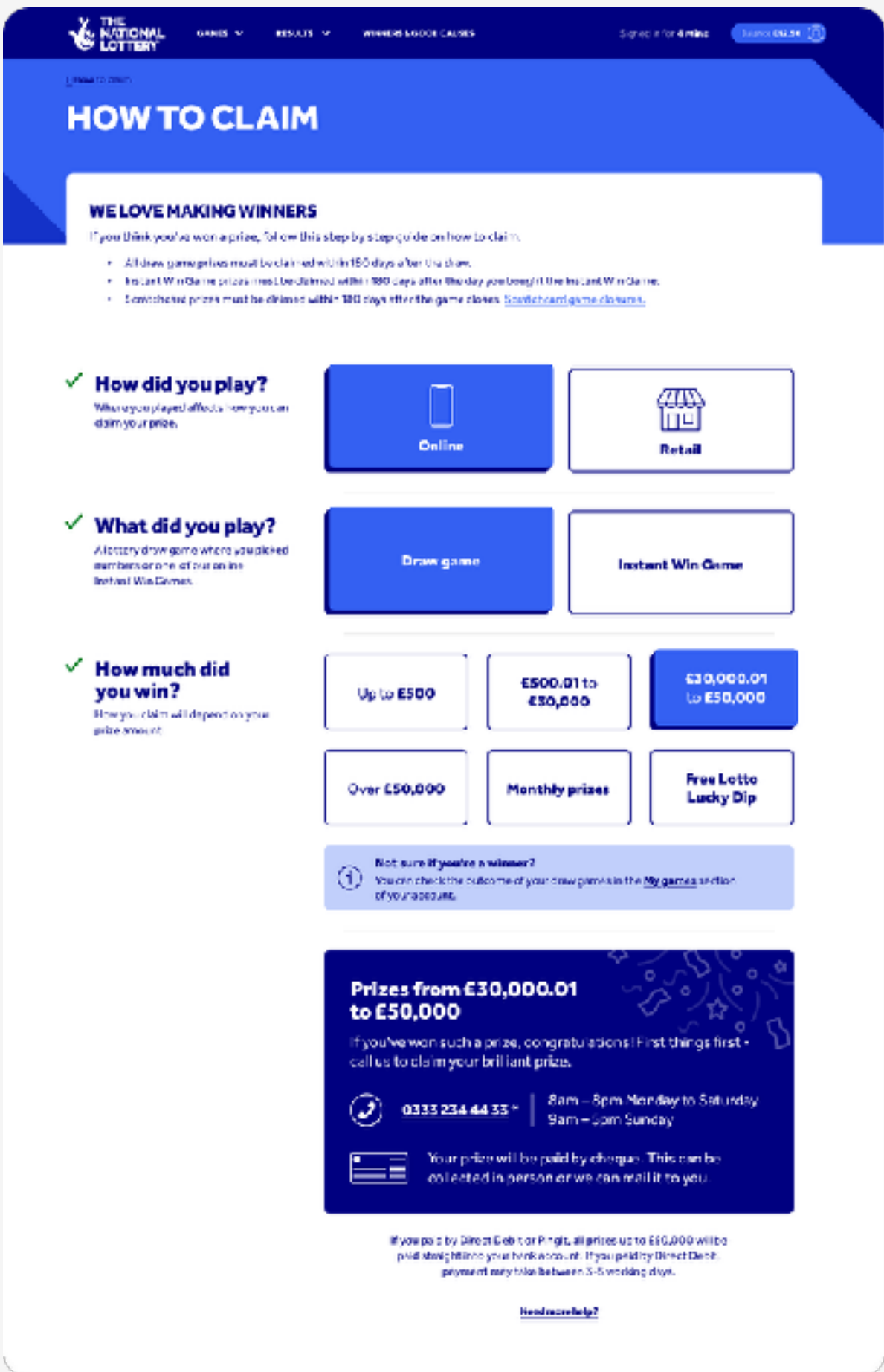
Low prize tier



Medium prize tier



High prize tier




UX optimisation



There are multiple ways to claim prizes that have been played and won in retail.


Retail

Prizes up to £100



Claim in a store


If you've won a prize, brilliant! Just pop along to your local National Lottery retailer. They are required to pay prizes of up to £100, apart from those with till-point terminals, who are required to pay prizes up to £50. Some may pay prizes onto debit cards.



Manual validation available at most retailers

If you believe you are a winner but the National Lottery terminal doesn't scan your ticket or scratchcard's barcode, don't worry. The retailer can manually enter the serial number and double check it for you.

Alternative ways to claim



Claim in a Post Office

Great news if you've won. Just pop along to a designated Post Office to make your claim.

Please search online first for a designated Post Office in your area.

Search for a Post Office using Branch Finder

Wonder what it's like to claim in store?



Primary way to claim

Alternative way to claim

Additional peak of interest

6

Validate



Focus group testing outline

Through PlayerHub, a community of National Lottery power users, a focus group test was conducted to compare the the new online claiming experience against the old.

Objectives

- Comparison and suggested improvements
- General thoughts on the new ‘decision tree’
 - would the redesign make the journey easier?
- Do they understand certain terminology, i.e. “Draw games”, “Instant wins” - do they understand the copy used?

Discussion guide

- Tell us about your claiming experience
- Let’s explore the claiming experience
- The ‘decision tree’ assessment
- National Lottery language
- Comparison and suggested improvements

30 Players

- 15 non-cash winners in the last 6 months
- 15 cash winners in the last 6 months
- 16 females, 14 males
- Ages ranging:
 - 11x 18-34
 - 10x 35-54
 - 9x 55+
- 22 Weekly players, 8 Occasional players
- 12 online only, 3 in-store only, 15 omnichannel

First impressions

Initial thoughts proved a great deal of progress in improving the claiming experience on online channels.

Honestly think the new version is fantastic. So much more **user friendly** and would really **encourage people to find out how to claim** as it is much **straightforward** to use. It would **save time** scrolling through the small print, as it takes you where you need to go with simple questions. It is communicating a very **clear and helpful** way of claiming a prize.

Focus group testing synthesis

The decision tree gamifies the information, which makes it more exciting and a streamlined way to understand the claim process.

Hear it from the National Lottery players



Love the interactive element of these new pages. Taking you through the stages was much easier. I felt it was **much easier to understand**, rather than reading lots of info to find what you needed.



This interactive page is much better and clearer than listing all possibilities. Online information is heading more in the direction of this simple approach.



Everything seemed clear. It **made me feel more connected to the process of claiming**. It was **almost like playing another game** :) It provided a clear and concise process for claims. The information was easy to understand and seemed complete.



Far more exciting. Look and **feels more energised**.

Learnings about the new claiming experience



Players find the step-by-step interactive format fun to click through. This gamified approach makes it feel like a National Lottery game and encourages them to stay on the page and find out more.



The information is broken down into simple bitesize chunks, which are easy to process, helping players to find the answer they need more quickly.



The tone is positive and enthusiastic, making players feel at ease and excited about the claiming process.



The colours and icons used enhance the design, making the page more engaging.

Language evaluation

Overall, the [language used strikes a balance](#) between being [clear and informative](#), but also [light-hearted and informal](#). This is the appropriate tone to achieve, as it [makes the National Lottery feel approachable yet professional](#). Some specific terminology was explored:

Although the terms ‘draw game’, ‘instant wins’ and ‘retail’ are understood, they are not terms players use themselves.

Draw game



I understand 'draw game' to mean a game or EuroMillions; a game with a ticket. **I don't use this phrase**, and I don't usually assign a phrase to games – **I refer to the games individually**.

Instant wins



I understand 'instant wins' to mean the online Instant Win games, such as the Monopoly games.

Retail



I assume retail to mean a shop-purchased ticket, as opposed to online. **I wouldn't generally refer to this as “retail”**.

The player’s online claiming experience

Went from this:

How to claim

i

Due to the COVID-19 outbreak, we have seen a significant increase in postal claims which are taking us a little longer to process than usual. Please bear with us during this difficult time. Should you wish to check your Draw-Based tickets please refer to the 'Help with checking results' section on the Help & Contact us page. [Take me to results.](#)

Won a prize? Congratulations! Here's how to claim it; whether you've played online or in-store.

Please remember that:

- all draw game prizes must be claimed within 180 days after the day of the draw (unless you follow the procedure which allows you to claim within 7 days after the end of the claim period – see the relevant Rules for more information);
- Instant Win Game prizes must be claimed within 180 days after the day you bought the Instant Win Game;
- Scratchcard prizes must be claimed within 180 days after the game closes.

More information about claim periods is set out in the relevant Rules linked to in the 'Further information' section below.

Any prizes not claimed within the relevant claim period will be forfeited.

Online prizes (except Direct Debit and Pingit prizes)	▼
Online Direct Debit prizes	▼
Pingit prizes	▼
In-store prizes	▼
In-store prizes - important information	▼
Further important information about claiming prizes	▼

To this:

WE LOVE MAKING WINNERS

If you think you've won a prize, follow this step by step guide on how to claim.

- All draw game prizes must be claimed within 180 days after the draw.
- Instant Win Game prizes must be claimed within 180 days after the day you bought the Instant Win Game.
- Scratchcard prizes must be claimed within 180 days after the game.

✓**How did you play?**

Where you played and how you played affects the way you need to claim.



Online



Retail

✓**What did you play?**

A lottery draw game where you picked numbers or one of our scratchcard games?

Draw game

Scratchcard

✓**How much did you win?**

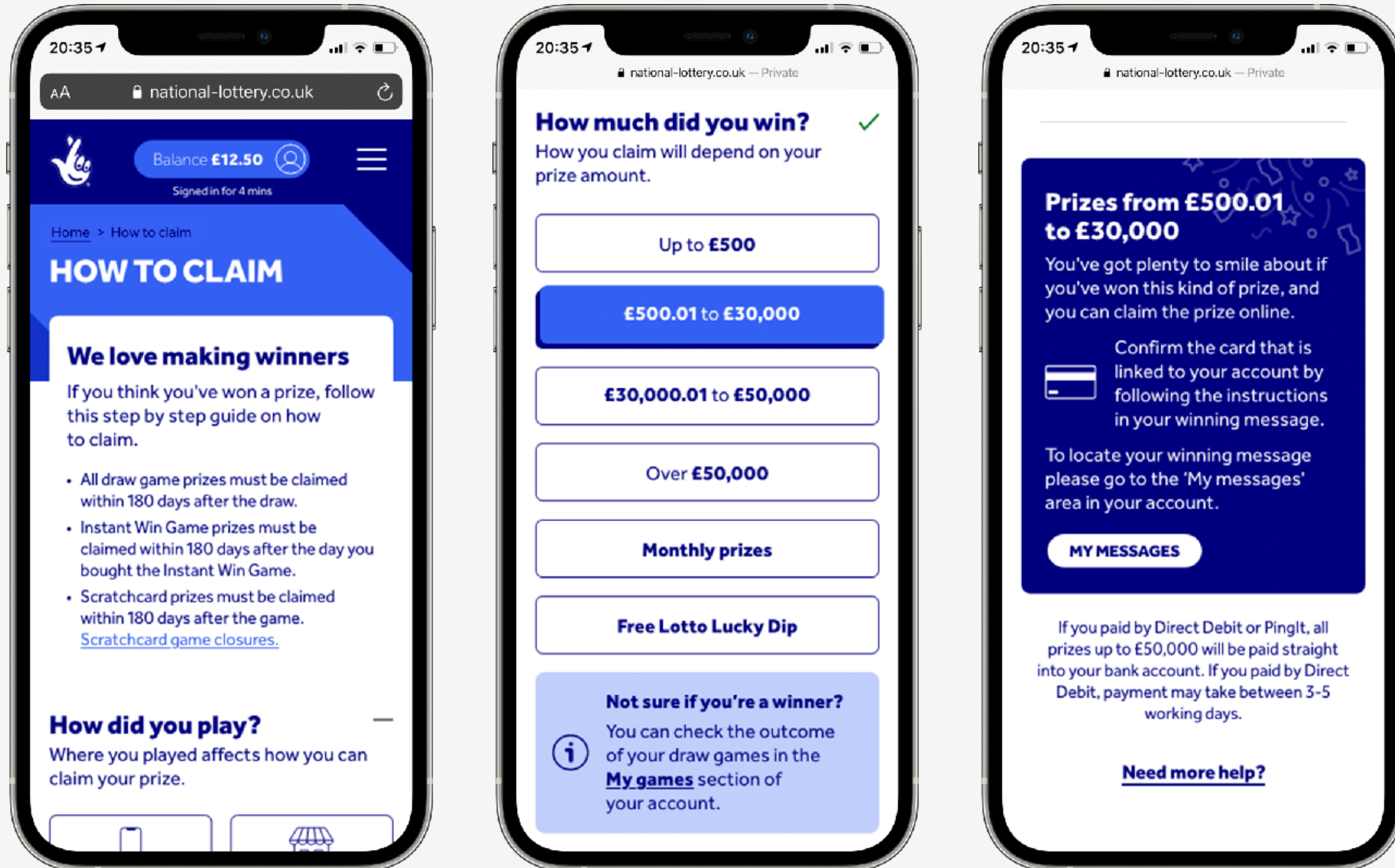
According to the amounts won, there are different processes.

Up to **£100**

£101
to **£500**

£501 to
£50,000

Live product





Thank you

Dominik Vida - Nov 2021
dominikvida.uk

