

2006 NASCIO AWARD NOMINATION

Government: Government to Citizen

Oklahoma Lottery Web Site



Submitted by: OK.gov, Oklahoma's Official Web Portal (www.OK.gov)

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Executive Summary

November 2, 2004, was an exciting day in Oklahoma history as the citizens of Oklahoma voted to pass legislation creating the first ever Oklahoma Lottery.

On October 12, 2005, instant tickets went on sale to the public and OK.gov launched Oklahoma's first lottery site (<http://www.lottery.ok.gov>) within a two-week turnaround time.

On the day of the launch, the Oklahoma Lottery site featured:

- Ten informative pages featuring upcoming game information
- A customized Content Management System (CMS)
- A "Locate a Retailer" mapping tool
- A "Locate a Retailer" management application
- OK.gov Live Help public service

The curious public and media swarmed the new site, with over 54,000 hits received on the day of launch. Within the next eight months, the site grew to average over 51,000 hits per day and featuring ten applications accessible to the public.

Within the next two weeks OK.gov launched

- Games section and a Games Management Tool allowing administrators to add, edit and remove games and "How to Play" instructions on the site.
- Pick 3 section and a Pick 3 Results Management Tool allowing administrators to add Pick 3 winning numbers to the site.
- Mass Email Tool allowing administrators to create email groups and set up automated daily emails, primarily to the media.
- Winners section and a Winners Management Tool allowing administrators to add new winners information and photos to the site.

Project Description

The Oklahoma Lottery Web site features innovative technology to fulfill public demand for information. Because this is the first ever lottery in the state of Oklahoma, Oklahoma citizens crave details on how to play games, where to find the nearest retail location and what the winning numbers are. Innovative ideas with tight deadlines were required to meet the needs of the public and the Oklahoma Lottery.

Within two weeks of the site's launch, the following applications were launched to accommodate for the release of Pick 3, the first of two online games for the Lottery:

- Games section and a Games Management Tool allowing administrators to add, edit and remove games and "How to Play" instructions on the site
- Pick 3 section and a Pick 3 Results Management Tool allowing administrators to add Pick 3 winning numbers to the site
- Mass Email Tool allowing administrators to create email groups and set up automated daily emails, primarily to the media
- Winners section and a Winners Management Tool allowing administrators to add new winners information and photos to the site

The screenshot shows the Oklahoma Lottery website interface. At the top, there is a navigation bar with the Oklahoma Lottery logo and the slogan "Benefits Oklahoma Education". Below this is a search bar and a message: "The current estimated Powerball Jackpot is \$ 60 million". The main content area is titled "Pick 3 Results" and features a large "PICK 3" logo. To the right, the winning numbers for 06/05/2006 are displayed as 5, 8, and 6. Below this is a "Winning Numbers" section with a table of results for the last fourteen days. To the right of the table is a "Winning Number Search" section with a form to check numbers for a specific date. A list of retail locations is provided, including KOKH-FOX in Oklahoma City, KOCB-WB in Oklahoma City, and KWBT-WB in Tulsa. A "Play here" button is visible in the bottom left corner.

Date	Numbers	Winners
06/05/2006	5 8 6	Winners
06/04/2006	2 5 8	Winners
06/03/2006	9 4 3	Winners
06/02/2006	9 7 2	Winners
06/01/2006	5 4 7	Winners
05/31/2006	1 7 3	Winners
05/30/2006	4 1 5	Winners
05/29/2006	6 6 1	Winners
05/28/2006	7 4 9	Winners
05/27/2006	5 4 1	Winners
05/26/2006	2 4 5	Winners
05/25/2006	4 2 4	Winners
05/24/2006	4 2 0	Winners
05/23/2006	8 2 7	Winners

In anticipation of second online game, Powerball, beginning in mid-January of 2006, OK.gov relocated the Lottery's Web site and applications to a high volume server. In January of 2006, OK.gov launched the Powerball Jackpot numbers on the site. The Powerball numbers featured an xml feed from MUSL.org (Multi-State Lottery Association). The data from the feed is used to generate Powerball results on the homepage and in mass emails. The Lottery's site received almost 3 million hits within a two-day period following the launch of Powerball ticket sales.

In order to keep up with the public demand for information, two additional applications were launched in February of 2006, enabling the public to have immediate access to view current and past winning numbers for Pick 3 and Powerball.

The two new applications featured search utilities on the site for the public search for winning numbers by date or by numbers. The public can check their numbers by entering them into the search utility and viewing search results displaying date, numbers, prize level, and prize amount.

The two new applications also featured an administrative tool accessible in the CMS, for the lottery to add new winning numbers to the databases.

Innovative ideas are essential for the daily operation of the Oklahoma Lottery's Web site. Public demand for up-to-date Lottery information keeps the site in a continuous mode of evolution.

Future plans for the site include the following new applications to be implemented into the site content and CMS administrative tools:

- Super Retailers
- Players Club
- Big Winners
- Pick 3 Doubler
- Cash 5
- Foreign Language Content

The template also features an integrated Google search appliance that provides a robust search utility that accesses all content of the Lottery Web site, providing quick and accurate results. The Google appliance enables the public to search for key terms on the site rapidly and is accessible throughout the site in the lower left corner of the header.

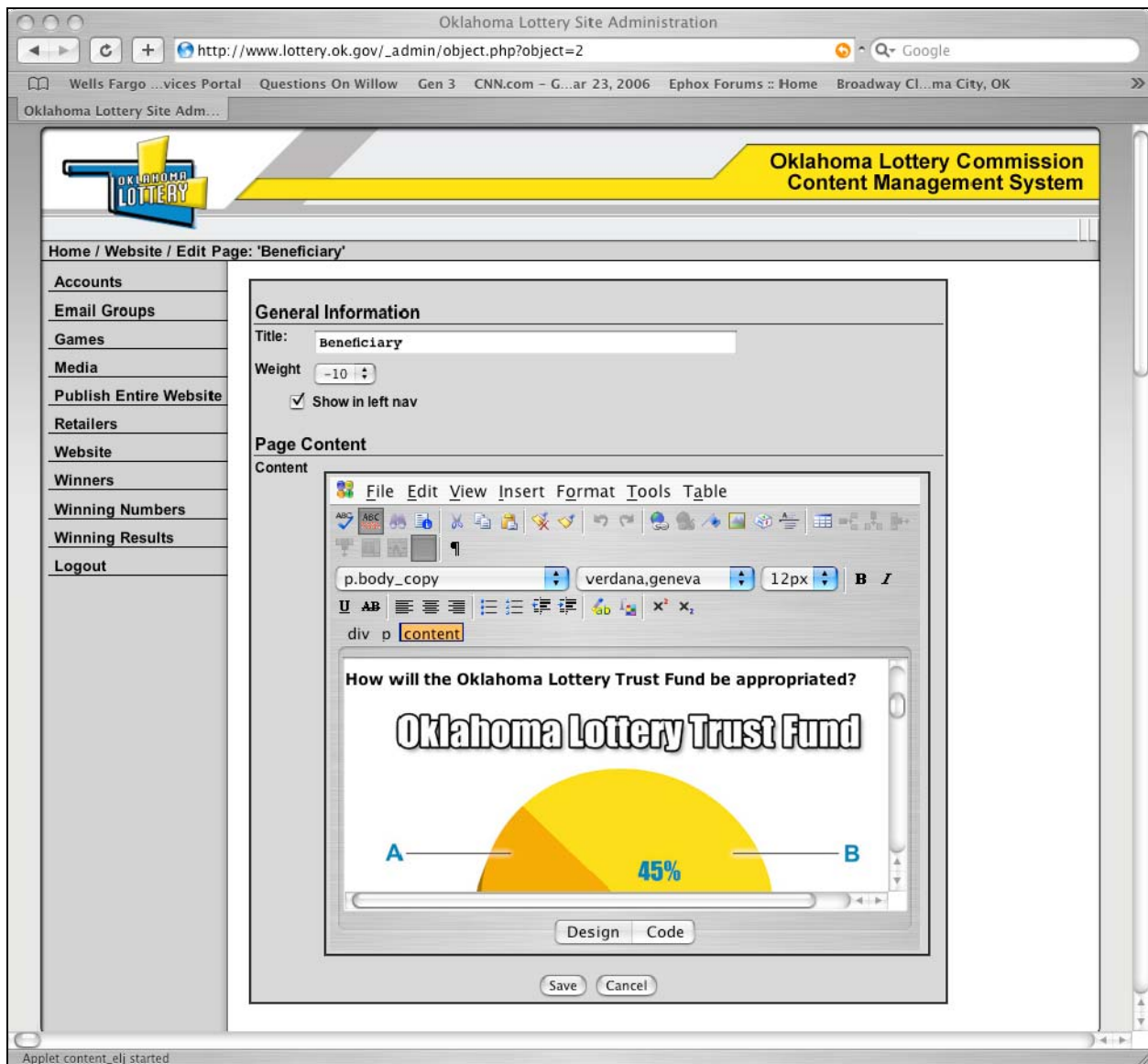
In accordance with high accessibility standards, all citizens of Oklahoma can access the Oklahoma Lottery Web site. All services developed for the site meet or exceed these standards, which are based on federal section 508 standards. Accessibility standards were implemented into the Lottery's CMS as well. All of the site's static content is added and updated through the CMS by Lottery staff members.

The CMS focuses on an easy-to-use design utilizing a template similar to the site. The CMS template is simple and clean in design with light grey being the accent color. Agency staff can edit, create, delete, preview and publish directories and pages within the site with the CMS. A tool is also provided to upload images and documents to the site. The CMS is accessible 24 hours a day and seven days a week, allowing the Lottery instant access to update the site.

In addition to editing the site and uploading media, lottery staff members have access to seven application management tools within the CMS, allowing the staff to update information within the databases related to applications on the site.

The CMS plays a major role in providing a high level of functionality for the Oklahoma Lottery Web site. The CMS incorporates the administrative tools to the applications accessible on the site. The continuous flow of new information on the site is contributed to the CMS, as it plays an intricate role in the site's functionality.

From the public's perspective of the site, to the editing of the site by Lottery staff members, the Oklahoma Lottery Web site utilizes design, templates, administrative tools, and applications that provide for a fully functional site from end-to-end.



The Oklahoma Lottery site is located at: www.lottery.ok.gov. Please visit the site and view the warm colors, fresh content, and valuable applications. We would enjoy the opportunity to provide a demonstration of the administrative tools within the CMS. Please give us a call at 1-800-955-3468, ext. 101 and we will provide an interactive demonstration of the CMS.

Significance to the Improvement of Government

Upon the launch of the site, the Oklahoma Lottery immediately improved its ability to communicate effectively with the public and the media. Once the Lottery developed a staff of 12, only five months were available before the launch of the first Instant Games (Scratchers). The ability to disseminate information to the public quickly became a reason for concern, as staff members were busy organizing the launch of the first ever Oklahoma Lottery.

The curious public and media swarmed the new site, with over 54,000 hits received on the day of launch. Within the next eight months, the site grew to average over 51,000 hits per day and featuring ten applications accessible to the public.

With their new site, content management system and online applications, the Oklahoma Lottery significantly improved their ability to satisfy the public demand for details on the hottest topic in Oklahoma.

Benefits

User Benefits

The Oklahoma public, media, and individuals throughout the world have access to the Oklahoma Lottery's winning numbers and information through the easy-to-use Web site and online applications. Users may learn how to play Lottery games, search winning numbers and locate the nearest retail location 24/7/365, and only need access to the Internet.

Taxpayer Benefits

Citizens are able to get information from the Oklahoma Lottery on their terms. With a Web site and online application, the Lottery is able to deliver information to the public outside of standard business hours. By promoting self-service, the Lottery is able to serve the public without having to direct personnel to handle these tasks.

Agency Benefits

The Oklahoma Lottery is able to release information through an easy-to-use content management system. By providing information in an electronic format, Lottery personnel are able to direct users to their Web site rather than spend valuable time on the telephone. Once winning numbers are drawn, the Lottery can handle the online announcement of the winning numbers through a variety of customized management tools.

With an average of over 51,000 hits per day since January 2006, and over 382,000 unique visitors per month since January 2006, it is estimated that the Oklahoma Lottery saves approximately \$47,750 per year. This figure is based on the number of visitors to the site, in turn reducing the staff time required for answering phone inquiries.

State Benefits

In addition to saving government money, the Lottery site allows the state to service a wider variety of constituents 24/7/365 to increase Lottery knowledge. Through the use of an Internet connection, one is limited by location.

Return on Investment

No formal Return On Investment analysis was done for the Lottery's Web site and applications; however, the Lottery estimates an average savings of approximately \$47,750 per year. This figure is based on the number of visitors to the site, in turn reducing the staff time required for answering phone inquiries.

Before the launch of the Oklahoma Lottery Web site, Lottery staff spent a significant amount of time with user requests by phone from the public and the media. Eight months following the launch of the site, the OK.gov Help Desk increased the number of total requests by 56%. The increase in requests is attributed to the launch of the Oklahoma Lottery site. Such usage rates have allowed Lottery requests to be handled effectively by OK.gov support personnel. With support services provided by OK.gov staff, Lottery personnel are able to dedicate saved time to other projects and the public is able to get rapid results online instead of having to call the Lottery for information.

With Web site and application standardization, significant cost benefits arise. In particular, Lottery dollars are saved in the design process of the site, as the Lottery utilizes the CMS to edit the site, rather than paying an agency an hourly rate to design their site pages.