

The Lottery Office

Website UX/UI Audit

BY INSPIRED MEDIA CREATIVE

The Lottery Office: UX Audit update

(Updated Sep 28th 2024)

Here is a further analysis of the current site - highlighting what's working, some pain points, and areas of focus / recommendations.

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|--------------------------------------|--------------------------|
| 1.Homepage Design & Visual Hierarchy | 2.Navigation & Usability |
| 3.Onboarding Process & Forms | 4.Mobile experience |
| 5.Accessibility & Inclusivity | 6.Trust & Security |
| 7.Content Strategy | |

PART 1 - SITE ANALYSIS:

1. Homepage Design & Visual Hierarchy

- **Issues / pain points:**
The homepage feels cluttered with multiple call-to-action (CTA) buttons, jackpot amounts, and text blocks competing for attention. Users may experience cognitive overload.
- **Recommendation:**
Simplify by reducing the number of CTAs and using whitespace more effectively to guide the user's eye towards key information, such as jackpot figures and the "Play Now" buttons. Apply a stronger visual hierarchy with contrasting font sizes, bold headlines, and more prominent buttons for primary actions.
- **Source:**
According to Nielsen Norman Group, clarity in visual hierarchy is essential for guiding users towards intended actions without overwhelming them .
<https://www.nngroup.com/articles/visual-hierarchy-ux-definition/>

2. Navigation & Usability

- **Issues / pain points:**
The menu system contains multiple redundant links (e.g., "Lottery Systems," "Combos," "How to Play") that could be condensed into fewer, more intuitive categories. It's difficult to

quickly understand where specific content resides.

- **Recommendation:**
Conduct a card sorting exercise to re-organize the menu and improve information architecture, making it more intuitive and reducing cognitive load.
- **Source:**
Simplified and predictable navigation can significantly improve user experience and reduce decision fatigue. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6119549/>

3. Onboarding Process & Forms

- **Issues / pain points:**
New users face potential confusion during sign-up. The verification steps aren't always clearly explained, and users might struggle with form validation errors without helpful error messages.
- **Recommendation:**
Implement inline validation and provide clearer guidance on the requirements for form fields. Adding real-time feedback for errors can prevent user frustration.
- **Source:** According to research from the Interaction Design Foundation, real-time form validation reduces abandonment rates during the onboarding process .
<https://www.smashingmagazine.com/2022/09/inline-validation-web-forms-ux/>

4. Mobile Experience

- **Positive Aspect:**
The website is responsive and adapts well to smaller screens, ensuring mobile usability. The core actions (e.g., lottery participation) remain accessible and visible.
- **Improvement:**
The mobile menu could be simplified further. On mobile, hidden content under menus or accordions requires multiple clicks to access, which slows down navigation. Consider consolidating menus and improving the prominence of essential functions like signing in or playing.

5. Accessibility & Inclusivity

- **Issues / pain points:**
There's a lack of sufficient color contrast between some text and background elements, making it difficult for users with visual impairments to read. Additionally, there's no clear focus state for keyboard navigation, which can hinder accessibility.
- **Recommendation:**
Improve color contrast (minimum WCAG ratio of 4.5:1 for text), and ensure focus states are well-defined for keyboard users. Implement ARIA (Accessible Rich Internet Applications) tags for enhanced screen reader compatibility.
- **Source:** According to Usability.gov, meeting WCAG standards improves inclusivity and ensures compliance with global accessibility standards .
<https://www.wcag.com/resource/what-is-wcag/>

6. Trust & Security

- **Positive Aspect:**
The site prominently displays security assurances such as government licensing and encryption, which helps build user trust.

This is crucial in the online lottery space where users are especially concerned about legitimacy and data security.

7. Content Strategy

- **Issues / pain points:**
The content can be dense, especially when explaining the lottery systems and how to play. This risks users skimming or skipping important information.
- **Recommendation:**
Simplify content using more concise, scannable text. Utilize bullet points, infographics, or videos to explain complex processes like how lottery systems work.
- **Source:** As outlined by NNG, simplifying complex content makes it more digestible and user-friendly . <https://www.nngroup.com/articles/ux-writing-study-guide/>

By addressing these key issues, the Lottery Office can improve usability, enhance user trust, and ensure a more seamless experience across devices.

Positive aspects

Here are several positive aspects of the Lottery Office website:

Clear Value Proposition:

The purpose of the site, to allow users to buy lottery tickets and participate in international lotteries, is immediately evident, ensuring users understand the service right away.

Security and Trust:

The site prominently highlights its government licensing and security measures, building trust with users.

Mobile Responsiveness:

The design adapts well to mobile screens, providing a seamless experience for users on different devices.

Jackpot Highlights:

Jackpot amounts are clearly displayed, drawing users' attention to high-priority content.

Structured Layout:

The site's layout is well-organized, with lotteries, jackpots, and results placed logically, minimizing user confusion.

Prominent User Support:

The "Help" and "Contact" sections are easily accessible, making it convenient for users to get assistance.

Clear CTAs:

The site uses clear call-to-action buttons like "Play Now," making it easy for users to understand the next steps.

Accessibility concerns

there are some accessibility concerns with the Lottery Office website:

1. **Color Contrast on Buttons and Text:**

Some buttons and text (especially light-colored text on light backgrounds) may lack sufficient contrast, making it harder for users with visual impairments to read.

For example, **jackpot numbers** or secondary information in lighter tones could violate WCAG's 4.5:1 ratio.

2. **Keyboard Focus Indicators:**

Navigating the site using only a keyboard lacks clear visual indicators.

Users relying on keyboard navigation might not see where their focus currently is, making it difficult to interact with elements like links or form fields.

3. **Alt Text for Images:**

Some images, particularly promotional banners, appear to lack descriptive alt text.

This can hinder users who rely on screen readers from understanding the content or context of these images.

Addressing these issues would make the site more accessible for users with disabilities, ensuring compliance with accessibility standards like WCAG 2.1.

(Updated Sep 28th 2024)

Designing a lottery website requires careful consideration of user experience (UX) to ensure that users can easily and securely participate in lotteries. Here are some best UX practices for designing an effective lottery website:

UX Best practices

Clear and Intuitive Navigation:

Ensure that the website's navigation is straightforward. Use clear menus, labels, and buttons to help users easily find the information they need, such as **how to play, results, winners, and contact information**.

Mobile Responsiveness:

Make sure the website is optimized for mobile devices since many users will access it on smartphones and tablets. The design should adapt to various screen sizes and orientations.

Simplified Registration and Login:

Keep the registration and login process as simple as possible. Only ask for essential information and consider offering social media or single sign-on options for convenience.

Transparent Information:

Provide clear and concise information about the lottery rules, terms and conditions, odds of winning, and prize distribution. Transparency builds trust with users.

Secure Transactions:

Implement strong security measures for financial transactions. Users must feel confident that their payment and personal information is safe. SSL encryption and secure payment gateways are crucial.

User-Friendly Ticket Purchasing:

Make it easy for users to select and purchase lottery tickets. Use a simple and intuitive interface with clear instructions. Offer features like quick picks and the option to save favorite numbers.

Notification System:

Implement a notification system to inform users about upcoming draws, results, and any winnings. This can be done via email, SMS, or push notifications.

Clear Checkout Process:

The checkout process should be straightforward, showing the total cost, selected numbers, and any additional options like subscription services. Provide multiple payment methods.

Responsible Gaming Features:

Promote responsible gaming by offering features like setting deposit limits, self-exclusion options, and links to resources for gambling assistance.

User Account Dashboard:

Create a user-friendly account dashboard where users can manage their tickets, view transaction history, and update their profile information.

Live Chat Support:

Offer real-time customer support through live chat or a chatbot to help users with questions or issues. Ensure clear contact information is available as well.

Results and Winners Page:

Keep users informed about the latest lottery results and showcase previous winners. This builds excitement and trust in the lottery.

Accessibility:

Ensure that the website is accessible to all users, including those with disabilities. Use alt text for images, provide keyboard navigation, and ensure good color contrast.

Compliance:

Comply with legal regulations and licensing requirements for online gambling and lotteries in the regions you operate. Make this information readily available to users.

Remember that lotteries are heavily regulated in many places, so it's essential to work with legal experts to ensure compliance with local laws and regulations. User trust is a critical aspect of any lottery website, so a transparent and user-friendly experience is crucial for success.

Nielsen Norman Group

Jakob's Ten Usability Heuristics

1 Visibility of System Status

Designs should **keep users informed** about what is going on, through appropriate, timely feedback.

2 Match between System and the Real World

The design should speak the users' language. Use words, phrases, and concepts **familiar to the user**, rather than internal jargon.

5 Error Prevention

Good error messages are important, but the best designs **prevent problems** from occurring in the first place.

8 Aesthetic and Minimalist Design

Interfaces should not contain information which is irrelevant. Every extra unit of information in an interface **competes** with the relevant units of information.

3 User Control and Freedom

Users often perform actions by mistake. They **need a clearly marked "emergency exit"** to leave the unwanted state.

6 Recognition Rather Than Recall

Minimize the user's memory load by making elements, actions, and options visible. Avoid making users remember information.

9 Recognize, Diagnose, and Recover from Errors

Error messages should be expressed in **plain language** (no error codes), precisely indicate the problem, and constructively suggest a solution.

4 Consistency and Standards

Users should not have to wonder whether different words, situations, or actions mean the same thing. **Follow platform conventions.**

7 Flexibility and Efficiency of Use

Shortcuts — hidden from novice users — may **speed up the interaction** for the expert user.

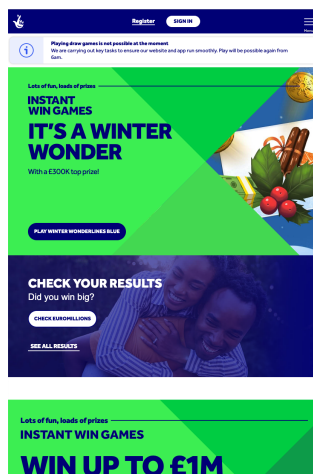
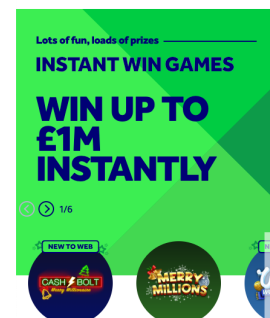
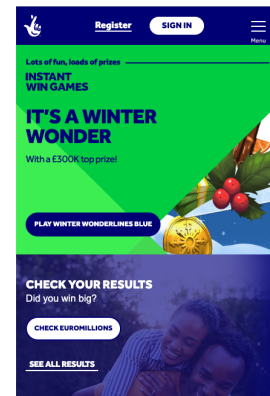
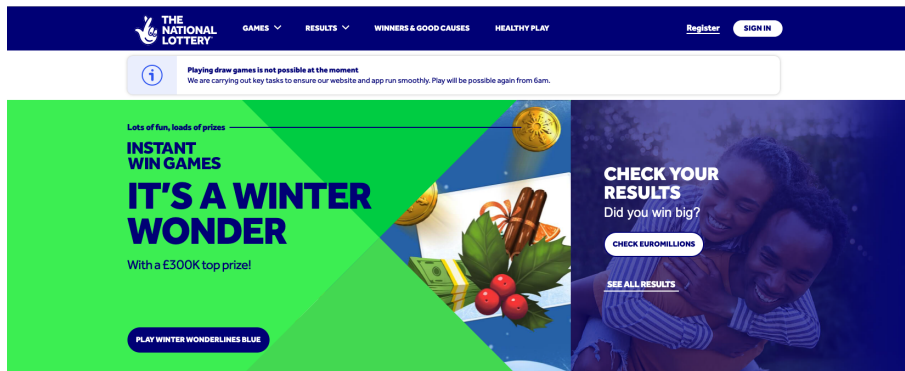
10 Help and Documentation

It's best if the design **doesn't need** any additional explanation. However, it may be necessary to provide documentation to help users understand how to complete their tasks.

Research and observations.

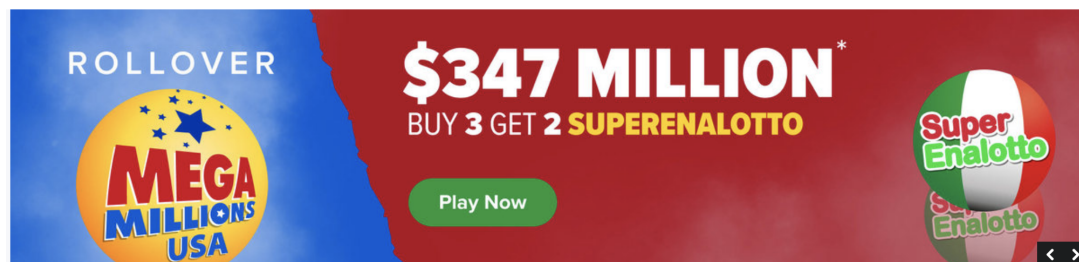
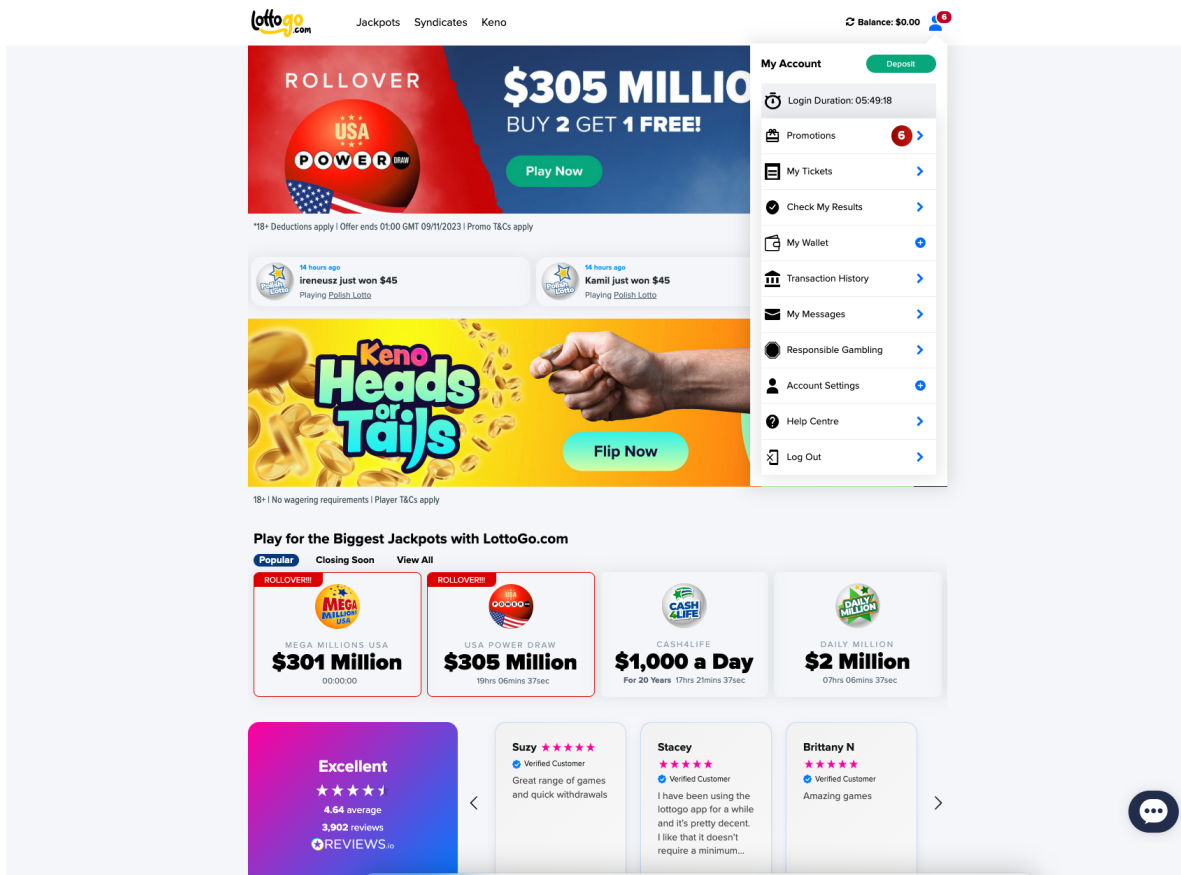
Our research into the general design patterns of competitor sites enables us to propose some suggested changes that will improve the customer experience. These sites are not perfect in every way but we have cherry picked the design patterns that work well.

The National Lottery www.national-lottery.co.uk



- The navigation is consistent on mobile and tablet
- The separation between main logo, login/sign-up and burger menu elements is clean and balanced (mobile + tablet)
- The main page banner is responsive and makes use of space efficiently when viewed on mobile and tablet. The design is clean and separates graphics from text and has multiple CTA's
- The top coloured strip uses the full width of the browser, helping to make the site design feel more contained and structured.
- The main banner also fills the width using colour - helping to draw the users attention to the main information.
- Clear CTA or reference to **'responsible play'**

Lotto Go <https://www.lottogo.com/>

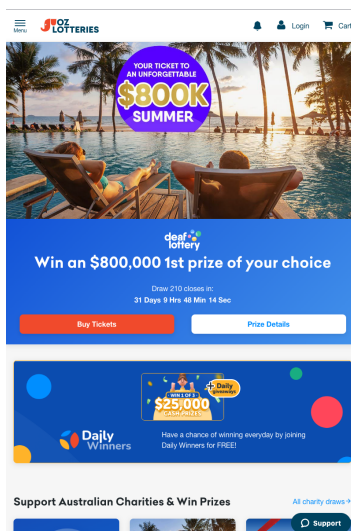
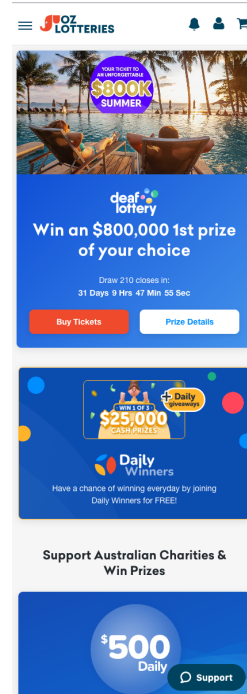
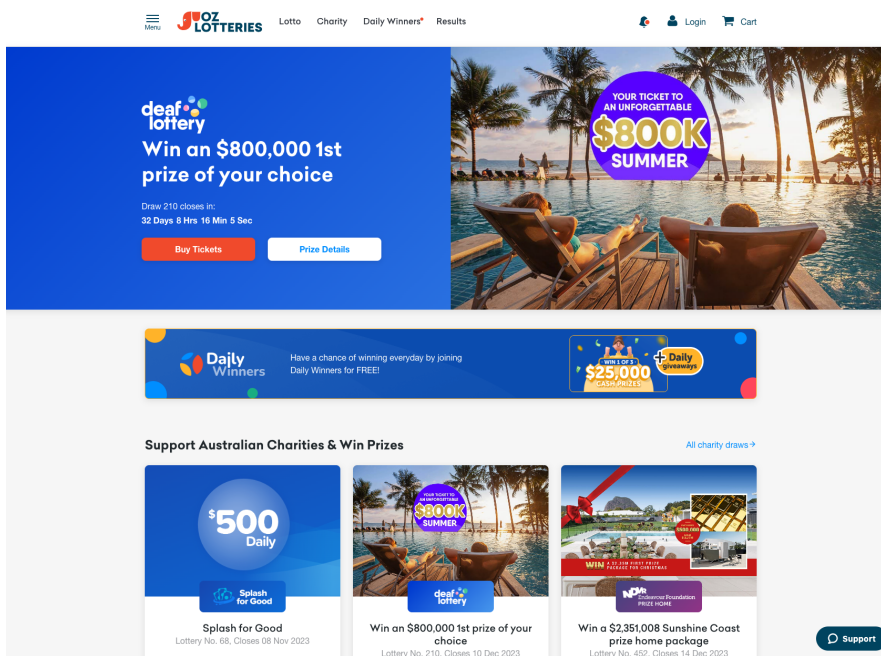


- arrows let the user know there are multiple banners to see and they can navigate between them.



- logged in users see a notification badge which helps to alert users of new promotions.
- Top white strip is a clean separation between main navigation and page content.
- Bottom right features a **support CTA**, when clicked shows a group of help and support options.
- Main page banners are smaller in height so more promotions can be seen at a glance

Oz Lotteries - <https://www.ozlotteries.com/>



- Top white strip is separated by the featured banner that takes the full width
- Iconography for notification, account, and cart without text but clear to the user on mobile
- notification icon is highlighted by a red badge when there are new features/promotions
- Featured banner has clean separation between graphics and text (no gradients overlay) and is fully responsive.
- Bottom right features a **support** CTA, when clicked shows a search input.

ACTIONABLE RECOMMENDATIONS



- Change the top banner to white and use an inverted logo (lottery office) - increase the height for more balance.
- Change the style of sign up / login CTA's to a button style
- Changed the style of the menu below to dark blue gradient strip - keep menu items in caps and icons white
- Add a 'responsible play' link to main menu
- Change style of menu CTA with the 'burger' icon
- Simplify cart icon by removing circle outline
- Add white border outline around green 'play now' button to stand out more
- Invert the tab menu under heading 'Australia's ticket to the worlds largest....' as show above (white background with dark blue text, and active style is gradient blue)

PART 5. UPDATED ACTIONABLE RECOMMENDATIONS.

Here's a more detailed breakdown of actionable recommendations to improve the user experience of the Lottery Office website:

(Updated Sep 28th 2024)

1. Simplify Visual Hierarchy

- **Issue:**
Multiple CTAs, jackpot details, and promotional banners make the page visually overwhelming.
- **Recommendation:**
Prioritize primary CTAs like "Play Now" with large, distinct buttons and contrasting colors. Use consistent font sizes and clear section headings to guide user attention more effectively.
- **Action:** Introduce more whitespace between elements and reduce competing visual elements.

2. Enhance Navigation

- **Issue:**
The navigation is cluttered with too many similar options (e.g., "Lottery Systems," "Combos," "How to Play").
- **Recommendation:**
Conduct a **card sorting exercise** to identify how users naturally group related links. Simplify the menu by consolidating categories and using clear, intuitive labels. For example, group "Lotto Systems" and "Combos" under one clear section like "Play Options."
- **Action:** Refine the navigation bar and reorganize based on user behavior insights.

3. Optimize Forms

- **Issue:**
Users may struggle with form errors during sign-up, particularly around validation and field-specific guidance.
- **Recommendation:**
Introduce **inline validation** that provides feedback as users fill out the form. Ensure that error messages are both helpful and visible immediately after a user makes a mistake (e.g., incorrect password format or missing field).
- **Action:** Test forms with real users to identify common pitfalls and address them.

4. Improve Accessibility

- **Issue:**
Low color contrast and lack of keyboard navigation support affect accessibility.
- **Recommendation:**
Improve the contrast ratio between text and background for better legibility. Ensure that keyboard focus indicators are clearly visible by implementing **distinct focus states** (such as outlines or color changes) for links and form fields.
- **Action:** Use an accessibility tool like **WAVE** to audit the site and resolve contrast issues and keyboard navigation bugs.

5. Content Simplification

- **Issue:**
Some content, particularly explanations of how to play lotteries, is text-heavy and may confuse or overwhelm users.
- **Recommendation:**
Break down complex information into smaller, digestible chunks. Use **infographics** or short videos to explain processes like purchasing systems or playing lottery combos. Employ concise bullet points rather than long paragraphs.

- **Action:** Rework long sections into scannable formats using clear headings, and test readability using tools like Hemingway App.

6. Mobile Experience

- **Issue:**
Although mobile responsiveness is good, excessive clicks are required to access critical features via nested menus.
- **Recommendation:**
Simplify mobile navigation by reducing the number of nested menu layers and prioritizing important actions like "Play Now" and "Account Login" for easier accessibility.
- **Action:** Conduct usability testing with mobile users to observe pain points and adjust accordingly.

7. User Education

- **Issue:**
New users may not fully understand the process of playing international lotteries or how the website operates.
- **Recommendation:**
Introduce a **guided onboarding tour** or interactive tutorial that walks new users through the steps to create an account, choose a lottery, and make a purchase. Ensure it's skippable for returning users.
- **Action:** Add contextually placed help icons or tooltips that provide explanations without overwhelming users with too much text.

By making these changes, the Lottery Office website can offer a more intuitive, user-friendly experience, reduce user frustration, and increase conversions through better accessibility and simplified processes.

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