

# Geonomics

## Mapping the Road from GeoSweep to GeoLotto

By Henry Oakes, Co-Founder, Geonomics

Geonomics has come a long way since it started with a bright idea in a spare bedroom back in 2008. Now a well-funded company with a global reputation and a team of 40, evolving the business has been a roller coaster ride of twists, turns and learning curves, taking us up to the point of launching GeoLotto in September—a re-engineered product that builds upon the foundations laid by GeoSweep.

Our experience with the Atlantic Lottery Corporation in Canada (ALC) prompted us to ask ourselves many fundamental questions about both our product and the business as a whole. One particular question had the most profound effect on the way we now see our world—‘who is the customer?’ The answer is that our customers are the players, not the lotteries. We were so fixated on delivering a product for ALC that we neglected the people who matter most—the players. This subtle but important change in mind-set has given us a player-centric approach to product development and an unwavering desire to build lottery products that players love.

The last 12 months have been about going back to basics and stripping our whole product down to its bare bones in an iterative process of market research, in-depth user testing and quantitative analysis of real-life player data. Among other things, our work revealed that some features, such as social groups, different Geo sizes, fancy jargon (what is a “Geo?”), and daily draws didn’t resonate with players. They were considered unnecessary and overly complicated. Responding to this feedback, we set about making a product that has been shaped by the wants and needs of players. In addition to cutting-back on features, we also radically improved the user-

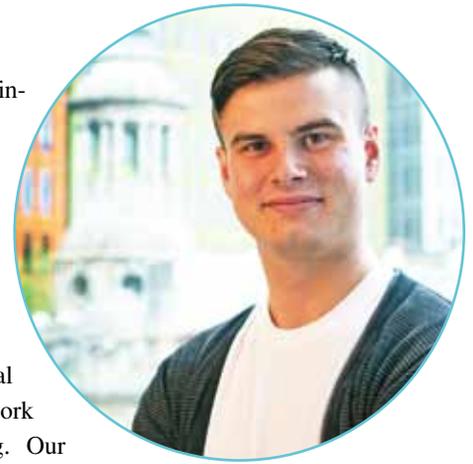
interface to make it more intuitive and easy to use.

The result is a simplified game that serves the core needs of lottery players—a genuine case of ‘less is more.’ After creating this new, lean version of our original GeoSweep, we began work on the game’s branding. Our aim was to create a brand which is instantly recognizable, trustworthy and modern. The previous color scheme of dark purple has made way for a predominantly white look and feel that’s accented with big, bold, bright colors. The new logo and site-wide branding of pink, blue and green conveys a simple message—‘this is, above all, a lottery game.’ Importantly, we felt that the evolution of GeoSweep warranted a new name too, and with that, GeoLotto was born.

After a year of refining and developing, we are now delighted to be working towards our launch in September 2014. Highly optimized digital media will be supported by a nationwide TV campaign that will give GeoLotto the platform it deserves. The first of our weekly £1,000,000 jackpot draws will take place on Saturday 27th September and words can’t describe our excitement.

Of course, September is not the end but the beginning of a journey of continuous product development that will see us react to the learning of being ‘live’ and respond to the ever-evolving wants of our players. Our goal has always been to serve the lottery industry and to help it to thrive now and in the future. And now, more than ever, we believe we have a game which will succeed in doing just this. ♦

*Geonomics will be at NASPL and WLA showing-off GeoLotto in the way only we know how. As always, we’d be delighted to see you all there, and look forward to telling you about our progress post-launch.*



Lottery’s Evolution into Omni-Channel Retailing ... continued from page 33



Like Walgreens, some in the lottery industry have also discovered that players who engage through multiple channels spend more than those who are simply retail players. One lottery found that those who purchased products both in-store and online spent as much as two times more than those who bought exclusively at retail. Several other lotteries in Europe have also experienced growth in their retail business as they launched or expanded internet lottery sales. A strategic omni-channel approach can yield win-win outcomes for traditional retail and online channels.

Simplicity and convenience are key in the ever-evolving landscape of technology-driven consumers. Offering consumers a consistent experience that is easily accessible across all available sales channels heightens brand awareness, encourages customer loyalty, and provides improved flexibility in choosing how to interact with a brand. Creating more opportunity for consumers to engage with lotteries through an omni-channel ecosystem ultimately results in increased revenue—and for lotteries that means more money for the good causes they support. ♦