



## **LOTTERY APP DEVELOPMENT**

REQUEST FOR BID

January 20, 2022

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## **SECTION 1 – GENERAL BID INFORMATION**

### **1.1 LOTTERY MISSION & VISION**

The mission of the Idaho Lottery is to responsibly provide entertaining games with a high degree of integrity to maximize the dividend for Idaho Public Schools and the Permanent Building Fund.

The vision for the Idaho Lottery is to be the highest performing jurisdiction in North America.

### **1.2 RFB OVERVIEW**

The Idaho Lottery, (hereinafter “Lottery”) is inviting responses from qualified, Web/App Design/Development/Strategy companies to provide development for the Idaho Lottery’s Mobile App.

The scope of this bid request is to update and improve the current functionality of the Idaho Lottery’s Mobile App in order to provide an exceptional experience for our customers.

### **1.3 OBJECTIVES**

The Idaho Lottery Mobile App first launched in 2017. Since that time, the VIP Club has become an important asset to the Lottery and to our players. The need for easy access to VIP Club features and information has increased. This proposed renovation of the Mobile App must achieve the following objectives:

- 1) The main focus of the app must be on the VIP Club experience
- 2) Allow easy access to relevant information
- 3) Keep things simple, clean, and fun
- 4) Deliver a world-class experience for our customers through additional engagement, entertainment, relevancy, and personalization
- 5) Allow for increased connectiveness and communication
- 6) Move the Mobile App to Idaho Lottery’s AWS servers
- 7) Allow for easy play with features that remove pain points

#### 1.4 BID AND PROJECT TIMELINE

The anticipated timeline is as follows:

##### **EVENT:**

Publish Request for Bid document

##### **Bid Submission deadline (4:00 p.m. MT)**

Committee Recommendation to Lottery Director

Idaho Lottery Commission Request for Approval

Notification to Respondents

Contract Negotiation

New Contract in Place

Project Begins

Estimated Completion Date

##### **DATE AND YEAR:**

January 20, 2022

February 17, 2022

March 15, 2022

March 17, 2022

March 17, 2022

March 17 - 24, 2022

March 31, 2022

April 1, 2022

TBD - as soon as possible

***This timeline is subject to change at the discretion of the Lottery.***

#### 1.5 LATE BIDS

Any Bids received after 4:00 p.m. MT on February 17, 2022 will not be considered.

#### 1.6 LOTTERY CONTACT INFORMATION:

If you need clarification or have questions about the proposed mobile app project, please contact:

**Sherie Moody-St.Clair, RFB Coordinator**

Deputy Director of Marketing, Idaho Lottery

1199 Shoreline Lane, Suite 100

Boise, ID 83702

(208) 780-2530 or cell (208) 608-3893

[sms@lottery.idaho.gov](mailto:sms@lottery.idaho.gov)

Questions and answers will be posted for all prospective bidders at:

<https://www.idaholottery.com/pages/rfp>

## **1.7 BID SUBMISSION**

Please send bids to:

Idaho Lottery

Attn: Sherie Moody-St.Clair, RFB Coordinator

1199 Shoreline Lane, Suite 100

Boise, ID 83702

-OR-

Electronically to:

[sms@lottery.idaho.gov](mailto:sms@lottery.idaho.gov)

Technical proposal bids may include additional support materials such as video presentations, links to software solutions, and/or sample mobile apps. All additional materials must be provided as links in the submitted bid request.

Additionally, one (1) complete redacted electronic version (.pdf file) of your entire bid must be provided for public record request purposes in accordance with, and subject to, Appendix B, herein, PUBLIC REQUESTS AND REQUESTS FOR CONFIDENTIALITY, p.28.

Failure to comply with or adequately respond to requested information in any section of the RFB may result in Bid rejection. Please read the document thoroughly.

Determination of the winning bid, if any, will be at the sole discretion of the Idaho Lottery. The Lottery reserves the right to reject all Bids.

## **SECTION 2 – RESPONDENT’S INFORMATION**

### **2.1 CONTACT AND QUALIFICATIONS**

- a. State Respondent’s name, address, telephone, e-mail, and website. Identify the key contact and disclose who, within your firm, will have the primary responsibility for the Lottery project.
- b. Specify the legal status of your firm (partnership, corporation) and the year your establishment was organized to do business, as it now exists.
- c. Describe your firm, including size, areas of specialization, expertise, organization chart, and client base.
- d. Describe your accounting system for tracking hours worked and expenses charged to your clients. Describe how you would monitor the Lottery project.
- e. List the names, addresses, and telephone numbers of three business references for which work has been performed and describe the type of service provided. Provision of these references constitute a grant of permission for the Lottery to contact the named references.
- f. Please list any accounts you resigned from or who chose not to retain your services within the last three years, including organization name, contact persons, phone numbers, e-mail addresses, and billing size of account. Provide a brief explanation of why the account was lost or resigned. If your firm has had a contract terminated for default, please indicate as such. Termination for default shall be defined as notice to stop performance due to non-performance or sub-standard performance.
- g. Please provide 2 – 3 examples of similar work to the scope outlined in this RFB. Share successes and learnings from these projects.

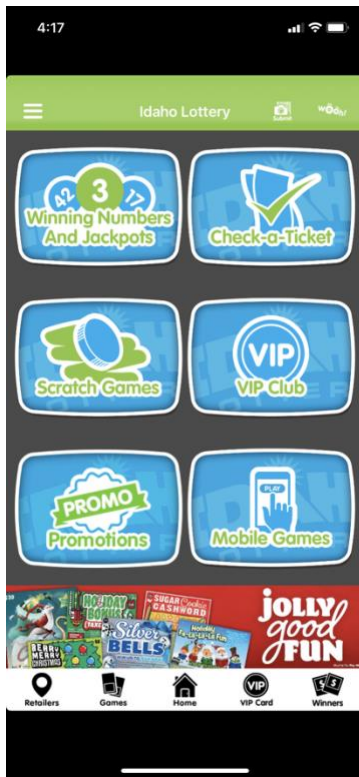
### **2.2 PROPOSED PROJECT TEAM**

Provide a description of your proposed team for this project. Indicate whether they are employees or contractors.

## SECTION 3 – MOBILE APP DEVELOPMENT PROJECT DESCRIPTION

### 3.1 CURRENT MOBILE APP OVERVIEW

Currently the app is focused on the most visited information on our website and features the six most visited pages from our site on the home page.



Bidders are encouraged to visit/download the current app as well as the new VIP Club website at <http://vip.idaholottery.com> and our main website <http://www.idaholottery.com>

#### 1) Pain points identified with current Mobile App:

- Purpose needs to be redefined – must be focused on the VIP Club experience
  - VIP Club items are hidden/difficult to access
- Not personalized – load VIP Club info specific to the player
- Too much clutter, too much info, not simple, not intuitive
- Needs to work – load fast, automatically load by geolocation
- Too many steps
- No clear purpose

- Dated design
- Complicated login – the new app should have face recognition/fingerprint recognition/pin
- Too many steps to get to the Reward Zone
- Players have to learn to use it
- Points and transactions are not easy to find
- Multiple vendor APIs
- Needs technical support for players

Please provide your feedback and perspective on the current platform and our analysis.

### **3.2 NEW LOTTERY APP REQUIREMENTS AND DESCRIPTION**

While the old Idaho Lottery Mobile App was built with the best intentions, the way the app is being used has created a need to shift the design and focus. The new Idaho Lottery Mobile App must be focused on the VIP Club experience with easy access to the relevant information our players want and need. It should also be easy to use, simple, and fun.

The new Idaho Lottery Mobile App should be built for the future, utilizing new technologies that enhance the user's experience including facial recognition for login.

The following information outlines the Mobile App structure and internal rough wireframes. Your proposal must include feedback, proposed layout changes, mockups, and functionality you are able to provide in your development of the Idaho Lottery app.

#### **APP INTRO SCREEN:**

The new app must include a loading screen with the Idaho Lottery logo and "Must be 18+" disclaimer. This screen must be able to be changed seasonally to add to the entertainment and engagement of the app.

#### **HOME SCREEN:**

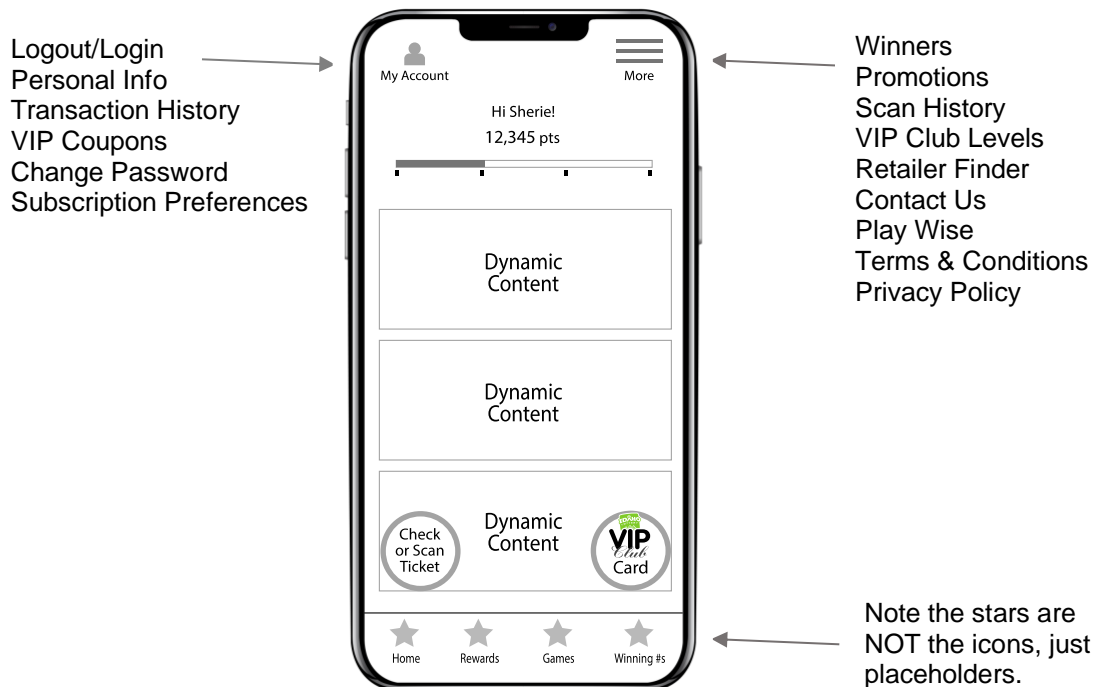
The home screen must have the following elements:

- Welcome to VIP Club Member



- Current VIP Point Balance
- VIP Club Card
- Check or Scan Ticket
- Dynamic Content - Promotions & Offers, Do Good, Jackpot Alert, Recent Draw Results, Winners
- VIP Account Access
- Navigational Bottom Menu
  - Home
  - Reward Zone
  - Games
  - Winning Numbers

Here is a rough wire frame of the home page:



**In your bid response, please provide proposed design and layout with explanation of details.**

#### **VIP Club Card:**

- Upon registration a unique VIP Club number will be issued to the new member.
- When the member clicks on the VIP Club card button to pull up their digital VIP Club

card with their name, their VIP Club number and a scannable QR Code format must be included so that the barcode can be scanned at retail before a player makes a lottery purchase. Placement of the QR Code needs to be in the top 1/3 of the phone to allow for scanning on our vending machine. Here is the current digital VIP card:



### **Check or Scan Ticket:**

This feature must allow players to scan any Idaho Lottery ticket to see if they have won a prize. The user will be presented with the value of the winning ticket up to \$599. The user will be prompted to contact the Idaho Lottery for any value above \$599.

Appropriate messaging must show for non-winning tickets, for when draw has not been held, previously paid, and for invalid scans. Players authenticated as a VIP Club member must automatically receive one time points for Scratch tickets scanned. If the ticket is a non-winning ticket that is eligible for a current second-chance drawing, players authenticated as a VIP Club member must be presented with the option to automatically enter the ticket into the drawing and be prompted to hold on to the ticket because they will need to present it to the Lottery if they are chosen as the winner. A scan history must be made available to the player through the hamburger menu.

Players can also receive VIP points for Scratch games. Functionality must allow players to manually enter the 14-digit number on the back of the Scratch ticket followed by the 4-

digit pin found under the latex on the front scratch area or scan their ticket using the Check/Scan feature on the app to get their points. Points awarded per ticket must be set in the admin site of the VIP Club and fed through the API.

### **Dynamic Content Areas:**

These areas should be controlled by the Lottery with the ability to set rules/triggers for dynamic content based on a user's play and interests. Functionality in this area must allow for content to include:

- Latest news/campaign
- Promotions and Offers (API)
- Jackpot Alerts (XML feed)
- Recent Draw Results (XML feed)
- New games (XML feed and API)
- Winner Announcements/Winners (XML feed)
- Alert of a new item in the Reward Zone
- Third-party advertisement

**Reward Zone:** Currently the Reward Zone offers three areas. This area allows VIP Members to use their points to enter a Sweepstakes, buy a Purchasable, or donate their points to a Do Good project.

- **VIP CLUB Sweepstakes**
  - There must be no limit on the number of Sweepstakes drawings that can show in the Rewards Center.
  - The Idaho Lottery Security team will conduct the drawings by pulling a report from the Club and running it through their RNG (Random Number Generator) to select the winner(s).
  - The Lottery will then upload the winner(s) name through the administration section of the VIP Club to be posted for that Sweepstakes drawing. This will be passed through the API to the Mobile App.
  - Security will contact the winner(s) and the Lottery will mail the designated prize(s).
  - All winners must be displayed in the "Winners" section on the Mobile App.

- **VIP Club Purchasable Items**

- The VIP Club must allow the Lottery to promote items for purchase. Items will typically be “while supplies last”. The mobile app must be connected to the website to allow it to track purchases, inventory, and automatically remove an item when it is sold out.
- A counter must be displayed to know how many items are left for purchase. When this counter reaches zero, it must be automatically removed from the site.
- All fulfillment reports will come from the VIP Club website admin.

- **VIP Club DO GOOD Donation Items**

- This section allows players to donate their points to include, but not limited to, Classroom Wishlist projects and Bucks for Books.
- These will essentially be purchasable items with a set number to be purchased.
- A counter must be displayed for players to know how many items are left for purchase. When the counter reaches zero, it should be removed from the site.
- The Idaho Lottery will then fulfill the Do Good project once it’s funded.

**My Account:**

This page is the hub for the player’s information and functionality must include , at minimum, the following items:

**1) Login/Logout/Register**

If a player is a current member, login must be very easy and consistent.

Users must be able to use facial recognition to login or manually enter their email address and password. If the user wishes to logout, that option must be easily available.

Players must be able to register as a member of the VIP Club on the app if they are not a member already.

**Registration data collected shall include:**

- Name (First and Last)
- Email Address – username
- Password
- Mailing Address
- City, State, ZIP and Country
- Phone Number
- Gender
- Birth date
- Opt in choices driven through Marketo:
  - Winning numbers emails or texts
  - E-Newsletter
  - Promotions, new games and special offers

**2) Personal Information**

1. VIP Club Member Level
2. Total Points
3. First and Last Name
4. Address (street address, city, state, zip)
5. Email Address

**3) Manage/Change Password**

**4) Manage Subscription Preferences – hooks with Marketo**

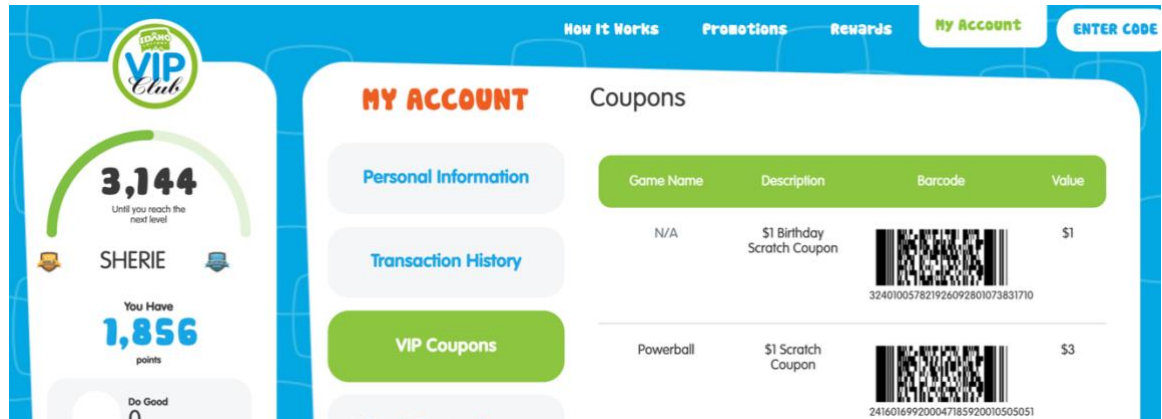
**5) Transaction History**

1. Purchases in-store
2. Second-chance draw entries
3. Sweepstakes entries
4. Purchasables bought
5. Scratch tickets entered for points
6. Points given or removed by admin – Ad Hoc

## 6) Coupons

The mobile app must serve up any VIP Club coupons in the player's account so they can access and use them when they are at the store.

These coupons will have a unique barcode that will be generated through Marketo and provided through an API with a description (see sample below).



### Games:

This section must show all the Idaho Lottery games including the following:

#### 1) Draw Games:

Currently we have the following Draw Games: Powerball, Mega Millions, Lucky for Life, Lotto America, 5 Star Draw, Idaho Cash, 2by2, Weekly Grand, Pick 4 and Pick 3. The following must be accessible for each of these games:

- Logo/Name
- Winning Numbers
- Jackpots
- ALL Past Numbers
- How to Play
- Prizes and Odds

#### 2) Scratch Games:

This section must show all the current Scratch Games, including the following information:

- Name/Ticket Art

- Price
- % Sold
- Remaining Prizes
- Overall Odds
- Top Prize
- How to Play

### **3) InstaPlay Games:**

This section must show all the current InstaPlay Games, including the following information:

- Name/Logo
- Price
- Overall Odds
- Top Prize
- How to Play

### **4) Raffle Games:**

This section must show the following \$1,000,000 Raffle information when on sale (typically in the fall for 2-3 months):

- Logo/Name
- Number of Tickets Remaining
- % Sold

Once the tickets have sold out, this section must show when the announcement will take place. After the announcement, this section must show the Winning Number(s).

The Raffle % Sold and Number of Tickets Remaining must be part of the scrolling dynamic content on the homepage of the app while Raffle is on sale.

### **5) Tab Games:**

This section must show all the current Tab Games, including the following information:

- Name
- Art

- Top Prize
- Overall Odds
- How to Play

For **ALL GAMES**, in your bid, please describe the proposed functionality and organization of games for simplicity and ease. A mobile example the Lottery team liked for this section was similar to Door Dash.

### **Winning Numbers:**

Functionality must provide for a quick list of all the recent winning numbers and jackpot amounts for each draw game.

### **Hamburger Menu Items:**

### **Winners:**

This section must display winners for Promotions, 2<sup>nd</sup> Chance Promotions, Reward Zone Sweepstakes Drawings, and VIP Club Level winners. Information must indicate date, name of Promo/Sweepstakes, prize won, winner's name(s), city and state. This information must be filterable by any of the above criteria.

### **Promotions:**

Functionality must provide for a display of current and past promotions. Authenticated VIP Club members must be able to enter promotions or 2<sup>nd</sup> Chance drawings via the Mobile App. They must either be able to scan a ticket or manually enter tickets for entry. Each drawing type will have a different requirement for entry. Drawing types include Scratch, Draw, InstaPlay, Tabs, Voucher, or External Promo. Below are the code requirements by drawing type:

- Scratch tickets – 14-Digit Code
- Draw tickets – 20-Digit Code
- Voucher – 20-Digit Code
- PullTab tickets – 14-Digit Code
- External Interactive Game – 8-Digit alpha numeric code
- External - Directing them to an external URL

Button should say "Play Now" if they get to play a game for entries



- Number of tickets required for entry can vary [1 – 20]
- Customer page for promotions/2<sup>nd</sup> chance should display:
  - Image
  - Rules
  - Promotion/2<sup>nd</sup> chance description
  - Number of Tickets required for entry
  - Entry Field with instructions
  - Start Date and Time
  - End Date and Time
  - Winners

Also associated with the second-chance draws and promotions is the following messaging:

- Confirmation screen message (Serves as a reminder to hold on to their ticket until the drawing.)
- Thank you copy
- Inactive copy

This information needs to be passed through an API to our VIP Club website vendor for messaging and so Lottery Security can perform the drawing and post the winner. Past promotions must make the winners, promo description and rules available for players after the entry period has expired.

### **Scan History:**

Functionality must show a history of all tickets scanned through the “Check or Scan a Ticket” button. If the user mobile cashed a ticket, this must be indicated. If a player received points for a ticket, this must be indicated. If a player entered the ticket into a promotion, this must also be indicated.

### **VIP Club Member Levels:**



Functionality for VIP Club Member Levels must include:

- Point levels and member level (silver, gold, platinum, and diamond)

- The mobile app needs a point barometer that shows players where they are regarding their membership level. This should be similar to the Starbucks app with their stars. We need a motivator that shows players how close they are to the next level.
- Currently when a player purchases a Draw ticket, the retailer must first swipe their card and then produce the ticket. This ties the transaction to the VIP number associated with the barcode on the VIP Card. A nightly transfer of points from our POS system to the VIP database occurs to keep members balances up-to-date. The mobile app must be able to receive this data and display it for the user.
- Players receive points based on purchases on Draw Games. Point values can be changed for promotional purposes at any time. For instance, players may get double points for Raffle purchases for one week during the launch.
- Players can get points for Scratch games by manually entering their codes or scanning their tickets. Since this can happen either on the Mobile App or through the VIP Club website, this information must be passed through the API.

#### **Retailer Finder:**

Retailer Finder functionality must allow a user to find the nearest retailer. They must be able to use their current location or enter an address to pull up a map. A map must appear along with a list of retailers below the map indicating how close each retailer is and the products they sell. If the user wants directions, they must be able to just click on “Get Directions” and it must give them directions.

#### **Contact Us:**

The mobile app user must be able to click the Contact Us button to pull up a contact form. This form must allow the user to select a “reason for contact” from a drop-down menu. These items must include: Request a physical VIP Card be Mailed; Account Point Issue; Sweepstakes/Purchasable; Promotion; Public Information Request; Comment/Feedback; Report a Technical issue; Other. Fields to be filled out by the submitter:

- First Name

- Last Name
- Email Address
- Mobile Text Number
- iOS/Android/other
- Message
- VIP Number

Upon submitting the form, the Idaho Lottery must receive an email or text so they can respond to the inquiry or solve the identified issue.

### **Play Wise:**

Functionality for this section must include the following copy:

**Play Wise** is a philosophy where responsible lottery fun creates meaningful benefits for all Idahoans.

**Play Wise** is more than winning the Lottery. **Play Wise** means:

- Knowing your play benefits Idaho public schools and colleges.
- Understanding your play supports businesses in your community.
- Recognizing your limits when you play.
- Sharing the celebration when you and others win.
- Reinforcing confidence in the openness, fairness and high integrity of Idaho Lottery games.
- Telling the stories of how your play benefits all of Idaho.
- It's not child's play. You must be 18 years of age to buy, sell, or redeem Lottery tickets in Idaho.

### **The Facts About the Lottery**

1. It only takes one ticket to win.
2. All winners purchased at least one ticket.
3. The chances of winning are zero if you don't buy a ticket.

### **Protect Your Winning Ticket**

Lottery tickets are ***bearer instruments***. This means we pay the person who signs the ticket and presents it for payment. To collect your winnings, always remember to:

1. Sign the back of your ticket.
2. Check your Draw game tickets carefully. Winning tickets expire 180 days from the draw date.
3. Claim Scratch Games prizes as soon as you can. Winning tickets expire and cannot be paid after 180 days from the official end of the game.

### **Lottery Players Do Good**

Idaho Lottery players do good for their community every time they play. Since beginning in 1989, the Idaho Lottery has returned \$961.5 million to benefit Idaho public schools and buildings and Idaho-owned businesses have earned nearly \$250 million from selling lottery tickets to players. As a player, you can participate in our additional Do Good Programs including Classroom Wishlist or Bucks for Books. In addition, the Idaho Lottery offers Scratch for Schools to Idaho public schools for even more opportunities to earn money for their school.

### **Insights**

- Lottery games are intended to be fun entertainment.
- Play what you can afford, don't go overboard.
- Have an entertainment budget and stick to it.
- Luck is not just around the corner. Know when to stop.
- "Neither a lender nor a borrower be." Never borrow money to play the Lottery.
- Know when, where, and how to ask for help. Resources are available to you if you or someone you know is struggling with addiction to anything from drinking to drugs or gambling.

### **We Care**

We believe in the Idaho Careline (2-1-1) and the National Council for Problem Gambling for their efforts in helping individuals with addiction.

Free, confidential help is available 24 hours a day, 7 days a week.

- Local Idaho Careline (Idaho Department of Health and Welfare):
  - Call 1-800-926-2588 or dial 2-1-1
  - Visit [www.idahocareline.org](http://www.idahocareline.org)
- National Council on Problem Gambling
  - Call 1-800-522-4700

- Visit [www.ncpgambling.org](http://www.ncpgambling.org)

### **Idaho benefits when we Play Wise.**

**Terms and Conditions:** Copy to be provided by the Lottery.

**Privacy Policy:** Copy to be provided by the Lottery.

## **3.3 DYNAMIC CONTENT AUTOMATION SYSTEM**

We want the Dynamic Content portion of our app to serve up content based on the information we know about the user. We also want to be able to have some control over this area if we want everyone to see something. Here are some possible use cases:

- A user is a Cashword Scratch player and enters lots of Cashword tickets for points. A new Cashword ticket launches and when the user pulls up the app they see the new scratch game message and art.
- A player has purchased a Powerball ticket. Last night was the drawing, so when a player goes to the app, they see the Powerball draw results.
- A player has entered the Holiday Scratch 2<sup>nd</sup> Chance Bonus. The drawing will happen soon, the player will see the Holiday Bonus advertisement.
- A player entered the Weekly Grand 2<sup>nd</sup> chance. The drawing result is shown on the home screen with a link to see all winners.
- A player has over 1,000 points. A scrolling left to right banner appears with all the items in the Reward Zone to use their points on.
- A Do Good project from their area of the state is in the Reward Zone. A banner advertising the Do Good project shows up in their feed.
- A player plays Powerball and the jackpot is over \$200 Million. The Powerball jackpot shows up in their content.

The Idaho Lottery currently uses a third-party CRM/Marketing Automation System called Marketo. It allows us to streamline communication, create relationships with existing and future VIP Club members and serve up dynamic content. Bidders need to provide pricing for both options:

- Utilize Marketo's APIs, tokens and custom objects to serve up dynamic content
- Utilizing information on the app itself to serve up dynamic content

### **3.4 MOBILE CASHING**

Currently players are required to visit an Idaho Lottery retailer, mail in their ticket, or visit Idaho Lottery headquarters to claim a prize. Retailers are increasingly limiting the amount of cash they hold in their cash registers. Prizes \$599 or less can be paid without filling out a claim form. In the new mobile app, we would like to give players the ability to scan a ticket using the scan feature and if they win a prize \$599 or less, give them the option to do “mobile cashing”. We envision this to mean using a “Cash Now” button and electronically sending the cash to their bank account via their digital device. These cashing/validation limits/amounts may change in the future.

The mobile cashing functionality requires prompts for players to be a VIP Club Member and to securely add a bank account. They must cash only one ticket at a time. This initiative will require hooks and integration with our Gaming System/Central System to mark tickets as validated and paid. Partnering with third-party providers is acceptable. Please provide pricing for this option as a separate itemized item.

### **3.5 APPLICATION PROGRAMMING INTERFACES (APIs)**

To maintain the consistent functioning of the App the Idaho Lottery uses real-time APIs with quick response time. This also allows VIP Club Single Sign On (SSO) for existing and future VIP Club members. The Games Information API would include information about the Scratch Games, Draw Games, Raffles, PullTabs, TouchTabs, and InstaPlay. This information would include the following for each game: price, description, launch date, expiration date, standard game art, odds of winning, percent sold, top prize remaining, and prize structure. The Retailer Information API would include information relating to all retailers carrying Idaho Lottery products. Specifically, the retailers API would include the following information for each retailer: retailer name, retailer address (street number, street name, city, zip), hours of operation, and games they carry. Any API connection or development work must be included and outlined in your bid, including option items if applicable.

### **3.6 XML FEEDS**

The current mobile app uses XML feeds for draw results, jackpots, hot and cold numbers, and a list of current Scratch Games and prizes.

### **3.7 PUSH NOTIFICATIONS**

The Idaho Lottery would require the ability to send Push Notifications. Currently the Idaho Lottery uses Push Woosh. Please recommend a solution for push notifications in your bid. Include pricing for connecting a solution, if necessary. Push Notifications must be able to be targeted by geo-location and VIP Club information.

### **3.8 WEB HOSTING ENVIRONMENT/STRUCTURE**

- **Hosting Platform/Architecture:**

Currently the Idaho Lottery uses AWS to host its [www.idaholottery.com](http://www.idaholottery.com) site. This is using Linux servers and a sequel database system. Our VIP Club site is hosted by a third-party also on AWS and is in a Linux environment. Please describe what your hosting needs will be within our AWS structure.

- **Development language:**

Please describe what coding/system/language you will use to develop the new mobile app.

### **3.9 APP PLATFORMS**

We want a mobile app developed for iOS and Android platforms. Please include detailed limits or advantages with your proposed mobile app development strategy.

### **3.10 PROJECT MANAGEMENT**

This is a large and important project for the Idaho Lottery. Please describe your project management process. What is your proposed timeline for our Mobile App Development project? How do you propose to keep the project on track and within budget?

### **3.11 DESIGNING AN EPIC MOBILE APP**

Please describe your creative and strategic process for designing a new mobile app for a client.

### **3.12 TESTING AND Q&A**

Please describe your testing and quality assurance methodology.

### **3.13 TRAINING, SUPPORT & MAINTENANCE**

Please describe the training plan you provide prior to launch, and the support you will provide post launch. We understand that with any new mobile app, some maintenance is required as bugs are inevitably discovered in the live environment. Once everything is up and running, the successful vendor must provide ongoing maintenance to account for new versions of iOS and Android to make sure the app is compatible with the latest mobile operating systems. Please submit itemized pricing for this in your bid submission.

### **3.14 CUSTOMER SUPPORT TOOLS**

Please describe any tools you propose to build into the VIP Club to allow the Idaho Lottery to streamline requests for technical support, game support, information requests, etc.



## **SECTION 4 - OWNERSHIP AND COMPENSATION**

Each bid must include an itemized Price Statement of the vendor's proposed compensation for undertaking and completing all phases of the Idaho Lottery Mobile App Development Project. Bidders must also provide separate itemized pricing for the following items:

- Section 3.3 – Dynamic Content
  - Utilize Marketo's APIs, tokens and custom objects to serve up dynamic content
  - Utilizing information on the app itself to serve up dynamic content
- Section 3.4 – Mobile Caching option
- Section 3.7 – Push Notifications
- Section 3.13 – Ongoing Maintenance
- Any "out of scope" costs and processes related to compensation

Bidders shall anticipate that the Idaho Lottery will own the source code, design and functionality for the proposed solution without additional royalty or other payments.

If the successful bidder uses proprietary or licensed software in the development of the final product, conditions of licensing rights must be detailed in the proposal and subsequent contract.

No re-licensing, replication or sharing of the finished product shall take place without the express written consent of the Idaho Lottery and will be subject to the terms of the final contract developed between the Idaho Lottery and successful bidder.

## **SECTION 5 – BID EVALUATION**

### **6.1 INTRODUCTION**

An Evaluation Committee will evaluate each Bid that is properly submitted and will make a contract award recommendation to the Director, which will then be presented to the Idaho Lottery Commission for approval.

Bids that fail to provide specific information to adequately describe a Respondent's proposal for the mobile app development services requested in this RFB may be deemed non-responsive and may be rejected.

Respondents must be as specific as possible in describing the details of their Bid. Respondents are forewarned that a Bid that meets requirements with the lowest price might not be selected if, in the Lottery's judgment, a higher-priced Bid offers greater overall value to the Lottery.

### **6.2 EVALUATION COMMITTEE**

The Lottery will conduct a comprehensive and impartial evaluation of all responsive Bids. That evaluation will be conducted by an Evaluation Committee of qualified personnel selected by the Lottery.

### **6.3 INFORMATION FROM OTHER SOURCES**

The Lottery and the Evaluation Committee reserve the right to obtain information concerning a Respondent, which the Lottery or the Evaluation Committee deems pertinent to the RFB, and to consider such information in the Bid Evaluation.

### **6.4 SCORING OF BIDS**

Each responsive Bid will be evaluated and scored based upon the Respondent's ability to provide the mobile app development services described in this RFB. Major criteria and considerations will be the quality of the proposed solution, including prior design work and vision for the project, ability to perform and deliver, as well as likelihood of timely performance and price. Below is an outline of the point values assigned to each area of your Bid.

**Mobile App Development Services Scoring:**

**Technical Response**

**Info & Qualifications (Section 2) 10 points**

**Web Development Proposal (Section 3)**

**App Proposal Detail (3.1 - 3.4, 3.11) 35 points**

**Data Connections, Hosting & App Stores (3.5 – 3.9) 10 points**

**Project Management (3.10) 5 points**

**Testing, Training & Support (3.12 – 3.14) 5 points**

**Total points for Technical Response 65 points**

**Price Proposal (Section 4) 35 points**

**TOTAL SCORE POSSIBLE 100 points**

**APPENDIX A**  
**RESPONDENT'S CERTIFICATION – VIP CLUB WEBSITE**

I certify that I have the authority to bind the Respondent indicated below to the specific terms and conditions imposed in the RFB and offered in the Respondent's Bid. By my signature on this document, the Respondent specifically agrees to all waivers, restrictions, and requirements of the RFB as conditions precedent to submitting this proposal. I also certify that the Respondent has not knowingly made false statements in its response to this RFB or consulted with others for the purpose of restricting the competitive solicitation process. This signed certification must be included in every submission.

RESPONDENT \_\_\_\_\_

CONTACT \_\_\_\_\_

TITLE \_\_\_\_\_

SIGNATURE \_\_\_\_\_

DATE \_\_\_\_\_

☐ I have read, and agree to the terms and conditions of this RFB.

## **APPENDIX B**

### **LEGAL STUFF**

#### **SENSITIVE PROCUREMENT**

This planned acquisition for mobile app development is a Sensitive Procurement and is subject to IDAPA 52.01.03.200.09 (Idaho Lottery Rule 200.09). As such, the selected Respondent is subject to successful completion of a financial and criminal history background check of the organization, its owners, and any staff which will be assigned to work on the mobile app development. Any resulting contract will include requirements regarding confidentiality, insurance, intellectual property assurances and indemnification and other contractual provisions. The Idaho Lottery Commission approved the issuance of this RFB.

#### **INFORMATION FROM OTHER SOURCES**

The Lottery reserves the right to obtain information from outside sources concerning the Respondent(s).

#### **CONTACT WITH RESPONDENTS DURING RFB PROCESS**

During this procurement process, no interested Respondent, and no employee or agent of any interested Respondent, may initiate any unsolicited contact with Lottery employees, managers, officers, or commissioners regarding this procurement. All contact regarding this procurement should be directed through the RFB Coordinator. Any false or misleading representations made by any interested Respondent, their employees or agents, to any Lottery employee or Lottery retailer shall be grounds for disqualification. Any Respondent to this RFB currently doing business with the Lottery may continue to do so and communicate with Lottery employees, however, any communication regarding this RFB, other than through the RFB Coordinator, is prohibited.

#### **PROPOSAL CLARIFICATION PROCESS**

The Lottery reserves the right to request clarification or resolve ambiguities on one or more statements made by a Respondent in its Proposal at any point during the Proposal Evaluation. All clarification will be requested in writing and will be sent to the contact person representing the Respondent. Any such communication may be made by e-mail, fax, mail, overnight courier, or hand-delivered. The Respondent will be given a specific deadline to submit a response. The Respondent will make every effort to respond within the time frame indicated. If it proves

unfeasible, the Lottery and the Respondent may discuss modification of the deadline. The clarification process will not allow revision or supplementation of the Respondent's offering. **Clarification is not a negotiation process.**

### **AMENDMENTS TO RFB**

The Idaho Lottery reserves the right, in its sole discretion, at any time prior to the contract award deadline to change, modify, or cancel all or part of this RFB and procurement. Any addendum(s), amendments(s), or cancellations(s) will be posted on the Idaho Lottery's website at <https://www.idaholottery.com/pages/rfp> and notification by the Idaho Lottery to all responding vendors will be sent via email.

### **PUBLIC RECORDS AND REQUESTS FOR CONFIDENTIALITY**

All Proposals received shall remain confidential until a notice of intent to award a contract is issued. Thereafter, the Proposals shall be deemed public records as defined in Idaho Code, Title 74, Chapter 1.

The Public Records Law contains certain exemptions. One exemption potentially applicable to parts of the Bid may be for trade secrets. Trade secrets include a formula, pattern, compilation, program, computer program, device, method, technique or process that derives economic value, actual or potential, from not being generally known to, and not being readily ascertainable by proper means by other persons and is subject to the efforts that are reasonable under the circumstances to maintain its secrecy.

If Respondents consider any material provided in its proposal to be a trade secret, or otherwise protected from disclosure, Respondent MUST so indicate by marking as "exempt" EACH PAGE containing such information. Marking the entire Proposal as exempt is not acceptable or in accordance with the RFB or the Public Records Law and WILL NOT BE HONORED. In addition, a legend or statement on one (1) page that all or substantially all of the response is exempt from disclosure is not acceptable or in accordance with the Public Records Law and WILL NOT BE HONORED. Prices provided in the Proposal are not a trade secret.

The Lottery, to the extent allowed by law and in accordance with the RFB, will honor a designation of nondisclosure. Any questions regarding the applicability of the Public Records Law should be addressed to your own legal counsel PRIOR TO SUBMISSION of the Bid.

If a Respondent's Bid contains information that the Vendor considers to be exempt, Respondent must also submit an electronic redacted copy of the Bid with all exempt information removed or blacked out. The Lottery will provide this redacted Bid to requestors under the Public Records Law.

Respondent shall indemnify and defend the Lottery and the State of Idaho against all liability, claims, damages, losses, expenses, actions, attorney fees and suits whatsoever for honoring a designation of exempt or for the Respondent's failure to designate individual documents as exempt. The Respondent's failure to designate as exempt any document or portion of a document that is released by the Lottery shall constitute a complete waiver of any and all claims for damages caused by any such release. If the Lottery receives a request for materials claimed exempt by the Respondent, the Respondent shall provide the legal defense for such claim.

#### **PROPERTY OF THE LOTTERY**

Materials submitted in response to this RFB will become the property of the Lottery and will not be returned. The Idaho Lottery shall have the right to use all ideas, adaptations of ideas, and concepts contained in any Proposal received in response to the RFB subject to the intellectual property rights of the Respondent. The Lottery reserves the right to use any and all information contained in a Proposal to the extent permitted by law. Selection or rejection of the proposal will not affect this right.

#### **INCURRED COSTS ASSOCIATED WITH BIDS**

The Respondent must not hold the Lottery liable for any of the costs incurred by a Respondent in preparing or submitting a Bid including, but not limited to, preparation, copying, postage, and delivery fees, and expenses associated with the oral presentations, which may be required by the RFB evaluation committee.

#### **ACCEPTANCE PERIOD**

Bids shall remain valid and subject to acceptance by the Lottery for a period of 180 days from the Bid due date of February 17, 2022. Failure to adhere to this requirement may result in Proposal disqualification. Respondents will be strictly held to the terms in their Proposals. The contents of the RFB and the Proposal will become contractual obligations in the event of Contract Award.

## **DISCLOSURE PROHIBITION**

Information provided in a Bid, including Price, must be held in confidence by the Respondent and not be revealed or discussed with competitors except as required by jurisdictional law. The Bid must remain confidential while the evaluation committee reviews all of the Bids submitted in response to the RFB.

The Bids will be available for inspection according to Lottery policy and jurisdictional law after the Notice of Intent to award a Contract is announced by the Lottery. All matters set forth in a Respondent's Bid including, without limitation, technical information, required services, question responses, and creative samples may be subject to disclosure after Contract. Once again, the Lottery will base its disclosure decision on existing Idaho law.

## **DISQUALIFICATION FOR BUSINESS INCAPABILITY**

Financial and business stability of the Respondent and wherewithal to perform and support the Lottery are required. Criminal and financial background checks will be conducted prior to awarding a contract. If insufficiencies, as determined by the Lottery at its sole discretion, are found, a contract will not be awarded.

If, at any time prior to signing of a written Contract, the Lottery reasonably determines that a Respondent does not possess adequate financial ability or requisite stability to carry out the obligations of the Contract, the Respondent may be disqualified from further consideration.

If, at any time after Contract execution, the Lottery reasonably determines that the successful Respondent does not possess adequate financial ability or business stability to continue to carry out the obligations of the Contract, the Contract may be terminated.

## **REJECTION/SELECTION OF PROPOSALS**

The Lottery may reject any or all Bids or any portion thereof, advertise for new Bids, arrange to receive or itself perform and obtain the services requested in the RFB, abandon the need for such requested services, or award in whole or in part a Contract deemed to be in the best interests of the Lottery.



Respondents will be held to the terms submitted in their Bids but may be required to reduce costs depending upon aspects of the proposed services that may be determined by the Lottery to be unnecessary.

The Lottery will notify in writing those Respondents who submit a Bid in response to the RFB, but who are not awarded the Contract. The acceptance of a Bid will not diminish the Lottery's right to negotiate specific contract terms, including price, with the apparent successful Respondent.

### **INDEPENDENT PRICE DETERMINATION**

By submission of a Bid, the Respondent must certify – and in the case of a joint Bid, each party thereto must certify as to its own organization – that in connection with the Bid the prices in the Bid have been arrived at independently, without consultation, communication, or contract for the purpose of restricting competition as to any matter relating to such prices with any other Respondent or with any competitor.

### **CHANGE OF OWNERSHIP/FINANCIAL CONDITION**

If a Respondent (including the parent or holding company of the Respondent) experiences a substantial change in its ownership or financial condition after its Bid has been submitted and prior to the execution of the Contract with a successful Respondent, the Respondent must notify the Lottery in writing at the time the change occurs or is identified.

A “substantial change” in ownership or financial condition is defined as an event which following generally accepted accounting principles, would require a notation in the Annual Report of a publicly traded United States or Canadian corporation, or equivalent standard.

Failure to notify the Lottery such a substantial change may result in the disqualification of the Respondent.

### **NEWS RELEASES**

News releases pertaining to the RFB or the services, study, data, or project to which it relates must not be made without prior written Lottery approval, and then only in accordance with explicit written instructions from the Lottery. The results of the RFB process must not be

released without prior approval of the Lottery, and only then to designated persons and/or media organizations.