ADDENDUM NO. 1 TO ALL OFFERORS:

Reference: Request for Proposal: **RFP# 5116MG**

Commodity: **Mobile App Development**

Dated: **September 9, 2020**

All offerors are required to acknowledge all RFP addenda in their proposals.

1ˢᵗ Round of Questions and Answers

1. Q: Is this a new contract or is there an incumbent currently providing the services?

    A: The Lottery currently has a mobile app. This will be a new contract to develop a new app.

2. Q: If applicable, what is the NTE amount or budget range?

    A: Not applicable. Please provide your most competitive price to meet the needs of the RFP.

3. Q: Being an Indian company, Can we participate in this RFP?

    A: Yes

4. Q: Submission of the RFP will be done Online / Via mail.

    A: This is a sealed RFP. Offerors may submit a sealed hardcopy or sealed USBs with a redacted and non-redacted version.

5. Q: Any Presentation, if required, will be done via Video conferencing.

    A: Due to COVID 19, the Lottery anticipates presentations to be conducted via web conference.

6. Q: We know that you have posted a Tender for a Mobile App project. Is it still relevant?

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A: Yes

7. Q: Are you willing to outsource abroad? If yes, tell us if we may apply with a bid for this project and how you would like to proceed.

A: Yes. Please review the RFP for response submittal instructions.

8. Q: Do you have a list of Prime Contractors that are bidding on this opportunity that we could partner with?

A: The Lottery is unsure of who will submit a response until the due date and time.

9. Q: What are the main reasons the Lottery wishes to replace the existing app?

A: To increase functionality, mainly to include the ability to play iLottery games.

10. Q: Where is the Lottery in the market research process?

A: The Lottery has a dedicated market research team, and conducts both longer-term surveys designed to capture consumer trends and interest in the Lottery as well as more focused research for offerings such as the mobile app. Research was conducted into the current version of the mobile app through MyGameRoom surveys, focus groups with different segments of players and retailers, and through the Lottery's tracking study. Additional research into consumer trends, user feedback, and customer experience improvements for the app is an ongoing process.

11. Q: If the selected vendor could provide it, would the Lottery be interested in an integrated, software-development-focused research plan as part of the development effort?

A: Offerors are encouraged to offer optional services in addition to the required services.

12. Q: Can the Lottery provide any existing research results (user interviews, the focus segments from the typing tool, etc) for the selected vendor to use to inform the development effort?

A: Yes, upon contract award.

13. Q: Should we plan to completely overhaul the design of the existing app?
A: Yes, the Lottery currently has a mobile app, and this contract will be to develop a new mobile app. The Lottery's requirements in the RFP are designed not to be prescriptive, but to allow Offerors to propose a solution that both meets the requirement while differentiating their offering in terms of customer experience. For example, the Lottery has a requirement to include winning numbers information in the mobile app. While the existing app offers winning numbers information, the Offeror should provide their best recommendations on how players should access and interact with winning numbers information.

14. Q: Are there any existing branding standards for the Lottery that we need to adhere to? If so, can you provide a brand guide or other documentation we can follow?

A: Yes, the Lottery will be able to provide brand standards documentation and style guides to the selected partner upon contract award.

15. Q: What is the Lottery's expected annual spend for the initial development year? For subsequent years?

A: Please see Question #2.

16. Q: What types of devices does the Lottery plan to use to run the proof-of-concept application (for example, an emulator? physical devices?)

A: The Lottery will be testing the proof on concept on a variety of Android and Apple devices, as well as through emulators and services such as AWS Device Farm.

17. Q: If using physical devices, what size devices will the lottery be using?

A: The Lottery will be testing on a variety of physical Android and Apple devices that will differ in size.

18. Q: Is there a specific alternative app store that the Lottery prefers for the "full version" of the Android application?

A: Previously, the Lottery's Android app was available for download from the Lottery's website. Offerors are encouraged to provide their recommendations on additional opportunities to raise the profile of the "full" version and drive player acquisition via downloads.

19. Q: The Lottery is pursuing additional and updated research to better understand the motivations of users of the app, as well as opportunities for improvement to navigation flows and other customer-identified pain points.
   i) Is this something that you are seeking from the selected partner, or is this already in motion?

   A: Research is ongoing, and the selected partner will have access to existing research. If desired, the selected partner may be able to work with the Lottery to inform and direct additional research if any gaps are discovered that will ultimately support a better app experience.

20. Q: The Lottery has established numerous Key Performance Indicators (KPIs) such as app downloads, account registration, and increasing frequency of play.
   i) Can we please get the actual values from these KPIs?

   A: The Lottery's agency and digital-specific KPIs and goals will be shared with the selected partner upon contract award.

21. Q: Statement of Needs.
   i) Could we please get some more information on what is meant by managing player messaging within the app?

   A: In the Statement of Needs, "managing player messaging" reference to reviewing and responding to player feedback within the app stores or other review sites/sources as designated by the Lottery. Offeror would be expected to identify any existing trends, issues with new releases, etc. and respond accordingly.

22. Q: Is Xamarin required for the development of this application or can we recommend native development, other cross-platforms such as React Native or Flutter, or a wrapped web experience (see question 3d below)?

A: No, Xamarin is not required. Offerors are expected to provide their best recommendations on a development platform and approach that will best meet the requirements of the RFP.

23. Q: Technical Requirements.
   i) Can you provide a list of security and technology standards that the Star Board uses during code assessments?
   ii) Can we have some more information on their testing responsibilities?

A: The STAR (Security and Technology Architecture Review) team is a cross-functional group that is engaged when a project calls for a new technology or significant change to an existing technology utilized by the Lottery. The STAR Team will then, in partnership with the appropriate stakeholders, identify any issue, concern, risk, as well as potential impact to other Lottery systems and existing infrastructure. The STAR team will also work with each project team on the solution to track and address issues, risks, and concerns that may arise. More information on the STAR process will be shared with the selected partner once a contract is awarded.

Additionally, the STAR team should not be confused with the Lottery's QA process and testing responsibilities.

24. Q: Will we get access to the code and existing business rules/logic if we win this proposal?

A: The selected vendor will not receive access to the Lottery's existing app code base, however, the Lottery will be able to share existing business logic with the new vendor as part of the discovery process once a contract is awarded.

25. Q: Can you give us more information on the light vs full application?

A: The "full" version of the Android app would include iLottery gaming functionality, as well as all the functionality of the "light" version. The "light" version of the app would include the ability to check winning numbers, login to your account, enter 2nd Chance promotions, and view promotional content, among other activities.

26. Q: Is this due to legal restrictions?

A: Real money gaming apps are currently restricted in the Google Play store in the United States.

27. Q: What features legally can be in the light vs full application?

A: See question #25.

28. Q: Can you please share additional information regarding the wallet integration strategy?

A: The Lottery plans to integrate with the existing iLottery wallet currently used by players. The initial need for wallet integration would be to allow for players to purchase Lottery games via the mobile app. Future phases of the wallet integration would include making purchases of Lottery products at retail using funds in a players' iLottery wallet, or allowing a player to redeem their winnings from a physical Scratcher or draw game ticket into the iLottery wallet.

29. Q: Would the connection be with mobile SDKs? REST APIs?

A: There are multiple connections and integrations that will be required as part of this mobile app project. Those include mobile SDKs, Restful and Restless APIs, XML feeds, SFTP servers, and other types of integrations.

30. Q: Can you provide clarity regarding the types of 3rd Party widgets that will need to be integrated?

A: As covered in Question #29, there are a variety of 3rd party integrations required as part of this project. This includes integration with the Lottery's login and registration, the Lottery's iLottery gaming system, a player's wallet, geolocation and identity services, 2nd Chance promotions, satisfaction surveys, and winning numbers information.

31. Q: Maintenance and Post-Launch Support. The desire to deploy major updates without re-downloading the app.
    i)   Is the Virginia Lottery looking for a wrapped Web experience?
    ii) Does this only apply to the full version of the Android apps, or does it apply to the other apps as well (as in, no App Store updates)?

A: The Lottery is seeking Offerors best recommendations on native vs. Hybrid vs. Web-

app-based approaches to developing the new version of the app. The ability to release app changes and content updates without forcing users to download a new version of the app is desirable.

32. Q: How will other vendors supply updates for games they are providing? HTML5? SDK? 3rd party library?

A: Once a contract is awarded, the selected partner is expected to work with the Lottery's existing game studio partners to determine the best way to integrate iLottery functionality for games and purchases into the app while adhering to Apple and Google requirements.

33. Q: Will the VA Lottery be able to give access to their accounts or do they want us to create new accounts for this application?

A: New accounts would be created. Offeror shall have the ability to submit completed apps and agree to pertinent terms and conditions of the respective app stores on behalf of the Lottery.

34. Q: Is it possible to get an extension on this RFP due to the requirements of both proposal and proof of concept submission?

A: No

35. Q: Can the requirement for submission be changed to allow for electronic submission rather that hard copy delivery, due to Work from Home Covid current state?

A: Please see Question 4.

36. Q: Are there legal or regulatory constraints keeping the Lottery from amending its existing contract with IGT to include this development?

A: No.

37. Q: For the full Android version, what's your rationale for not leveraging the Google Play Store to install?

A: See question #26.

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38. Q: Is the Keno animated live drawing feed in video format or is the animation rendered in the mobile app?

    A: The Keno animation is currently rendered in the mobile app, but a video format version is available as well.

39. Q: Does their current CMS provider support personalization or will the offeror be responsible for creating this?

    A: The Lottery currently uses Sitecore as its content management system, which does support personalization. Depending on the recommendation presented by the Offeror and approved by the Lottery, personalization of content may be driven via Sitecore, or if implicit or trigger-based, may occur within the app.

40. Q: Can our 1) redlined of the Special Terms, 2) Signature And Offeror Profile Sheet, and 3) Cover Letter be exempt from the 50-page limit of our proposal?

    A: Yes

41. Q: Will the Lottery accept responses created in PowerPoint and converted to PDF?

    A: Yes

42. Q: Do APIs / web services already exist for all required integrations with in-scope functionality, or will any need to be built? If so, how many?

    A: Yes, existing APIs and web services exist for the required integrations. New integrations for additional functionality as outlined in the RFP would need to be built.

43. Q: General – How many PAMS will the successful Offeror be integrating with (i.e., iLottery, 2nd Chance, etc.)?

    A: See Question #30.

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44. Q: General – How many game providers will the successful Offeror be integrating with for the launch of the app? Can the Lottery provide a list of game providers?

    A: The Lottery currently has two game providers, with plans to add additional game studios in the future.

45. Q: General – Approximately how many games can be expected from each provider?

    A: The Lottery will make a final determination on how many and which games to include within the mobile app's iLottery offering once a contract is awarded.

46. Q: Section II. Background – Is SiteCore CEP mandated as the CMS?

    A: No. The Lottery requires that the proposed solution allow for as much independent content management by the Lottery as possible.

47. Q: Section III., B. Additional App Requirements, 12. Reviews – Can the Lottery please provide a definition or example of 'loot boxes'? Does this refer to a consumable virtual item that players can redeem/pay money for in order to receive a random selection of other virtual items?

    A: In the context of digital or app-only promotions, "loot boxes" would refer to an interactive reveal of an incentive (either randomly or as determined by the Lottery) awarded to a player for completing an action within the app. For example, a player might receive an entry into eXTRA Chances for logging into the app on consecutive days, or a player might receive a free play for an iLottery game if they enter in a certain type of Scratcher or draw game into a 2nd Chance promotion.

48. Q: Section IV., B. Specific Proposal Requirements, Item #7 – Can the Offeror provide links to existing production apps in lieu of a Proof of Concept?

    A: No.

49. Q: Section V: How will the 6 evaluation criteria be weighted?

    A: The Lottery does not currently provide this information until after an awarded contract.

50. Q: Section IV.A.1.a: Please confirm that the POC should be included on each USB accompanying the written proposal (rather than on a separate USB).

   A: Yes, proof of concept shall be provided on each USB. A link may also be submitted in addition to the USB if preferred.

51. Q: Section IV.A.1.a: Would the VA Lottery like pricing to be submitted in a separate hard copy volume and USB from the rest of the proposal?

   A: No

52. Q: Is there an expected release date for v1 of the new app?

   A: As stated in the RFP, Offeror is expected to provide a timeline for the project based on the requirements included in the RFP.

53. Q: Is there already a budget allocated for this project? If so, how much?

   A: Please see Question #2.

54. Q: Is the VA Lottery expecting a partner to use the existing app, and its codebase, as a starting point for the new app? Or is this a complete rebuild, including fresh design?

   A: This is a complete rebuild, including fresh design. See Question #13 for more information.

55. Q: What other state lottery applications does the VA Lottery see as good examples for UX/ engagement?

   A: The Lottery monitors a variety of peers and competitors within the Lottery and gaming space, but would expect the Offeror to provide a recommendation on a user experience that competes with best in class experiences from eCommerce and gaming apps outside of the Lottery space.

56. Q: Who are the current vendor partners for:
- Lottery's login and registration process?
- Messaging platforms for SMS and email?
- Identity verification?
- Geolocation services?
- Digital advertising attribution?
- Lottery gaming systems?
- Payment and account wallet systems?

A: Login and Registration – NeoPollard Interactive (NPI)
SMS and Email – Listrak
Identity Verification – Idology
Geolocation – Geocomply
Digital Advertising – Internal
Gaming System – IGT and NPI
Payment and Wallet - NPI

57. Q: Can the VA Lottery share the existing digital roadmap for iLottery games (for the website)?

A: Yes, the Lottery will share the roadmap for iLottery games with the selected vendor.

58. Q: Did the VA Lottery partner with an external vendor for the current version of the app? Is the incumbent in consideration for the next version? What lessons learned can be shared from the development of the original application?

A: Yes, the Lottery partnered with an external vendor for the current version of the app. Lessons learned from the development of the original application will be shared once a contract is awarded. See question #36 for more information.

59. Q: Can the VA Lottery provide additional information about existing user research - are you looking for a partner to update existing research or perform new research?

A: See question #10 and #19.

60. Q: Does the VA Lottery have any technical requirements around mobile frameworks (hybrid vs fully native), or are you looking for the offeror to make a recommendation as part of the proposal?

A: The Lottery expects the Offeror to make a recommendation as part of their proposal.

61. Q: Can the VA Lottery share any current product analytics for the existing lottery application?

A: No. Information on app analytics will be shared with the selected partner once a contract is awarded.

62. Q: Is the VA Lottery using Sitecore for the current version of the application? If so, what version?

A: No, the Lottery is not using Sitecore for the current version of the application.

63. Q: Is the VA Lottery open to using a different, vendor-recommended CMS/CEP platform for the new version of the application?

A: Yes. See Question #46 for more information.

64. Q: Can the VA Lottery provide API documentation for the current Single Sign On API for user authentication?

A: SSO API documentation will be provided to the selected Offeror once a contract is awarded.

65. Q: The RFP mentions a third party lottery API for scanning tickets, finding retail locations, and viewing current, future, and past information regarding jackpot amounts and winning numbers. Can the VA Lottery provide any documentation or information regarding this API?

A: Documentation and additional details on ticket scanning and validation, retail locations, jackpot amounts, and winning numbers will be provided to the selected Offeror once a contract is awarded.

66. Is the VA Lottery looking to migrate users from the current application to the rebuild? Should the vendor include a migration plan for sunsetting the current version of the application?

A: Yes, vendors should include their recommendations on how to transition users between the current and new versions of the app.

67. Q: What tools and technologies is the VA Lottery currently using for push notifications and tracking user engagement?

A: The Lottery's existing push messaging capabilities are integrated into the current version of the mobile app, and are very broad in terms of reach, with limited segmentation opportunities. The Lottery uses Listrak for email and SMS communications, and the opportunity to integrate with Listrak's push messaging solution is available to the selected Offeror. The Lottery is also open to alternative or additional solutions for push messaging. Metrics for user engagement are tracked through existing engagement systems and Lottery-created dashboards.

68. Q: Does the VA Lottery have specific metrics and data tracked and stored in your Data Warehouse? Is the data warehouse formatted along specific data schema?

A: Yes, the Lottery has specific data and metrics that are tracked within the Lottery's data warehouse. No, the data warehouse is not formatted along a specific data schema, and any CSV file can be accepted.

69. Q: Does the VA lottery require the POC submission to be an Android Package (APK), or can the submission be an iOS binary buildable via xCode?

A: Offerors should provide the proof of concept submission as both an APK and an IPA file.

70. Q: Existing app functionality:
6. 2nd Chance promotions - Clarification/explanation of:
- eXTRA Chances
- Instant win
- Draw game add-em-up

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A: The Lottery offers a variety of different 2nd Chance promotion types, which are different in terms of game eligibility, prizes and drawings, mechanism of entry, and how prizes are awarded. For the eXTRA Chances promotion, many Scratcher tickets are eligible for entry, and the price point equates to the number of entries (for example, a $5 "10X The Money" Scratcher would receive five entries). Instant-win prizes are prizes that are randomly seeded throughout the day by the Lottery to be unlocked at a certain time. When that "unlock" time occurs, the next player to enter into the promotion would be awarded the prize to claim. Draw game add-em-up promotions allow a player to enter non-winning draw game tickets, and combine purchase price to create an entry (for example $3 of Pick 3 tickets and $2 of Cash 5 tickets = $5, enough to build an entry).

71. Q: Draw games:
- Clarification is needed of "the ability to design draw games screens to include future opportunities to incorporate Play Now Calls to Action depending on the app version."

A: The statement relates to the design of user interfaces on high-traffic screens of the "light" and "full" versions of the mobile app. For example, a player might check winning numbers for Mega Millions within the app. In the "light" version of the app, a player might be encouraged to download the "full" version of the app to purchase Mega Millions tickets online. On the "full" version of the app, that CTA might be replaced with a content-managed incentive or other offer related to Mega Millions or another game.

72. Q: Keno:
- More information is required on animated live drawing feed – do you want to stream / animate it in real time? Which service provider will provide it? How should the integration work?

A: See Question #38 for more information. Yes, Keno drawings should be available in real time. The Lottery currently partners with IGT to provide Keno drawing information. Offeror is expected to work with the Lottery's existing partners to determine the best way to integration Keno drawing information into the app.

73. Q: Digital PlaySlip/Favorites:
- What's the business flow? Is it similar to pdf 417 tickets redemption code?
- What code types are supported by the terminals?

A: Currently, a player can create a digital playslip for draw games within the app, which mirrors a traditional retail playslip in terms of the options available, number of drawings, and bet types (exact, any, front pair, etc.). The digital playslip is currently created as a

QR code that is read by the retail terminal or the Lottery's vending machine. The Lottery's system also accepts PDF417 bar codes.

74. Q: Wallet Integration:
- What kind of wallet VA is using currently?
- What can be stored in the wallet?
- What can the player do with his wallet?

A: A player's wallet is provided by the Lottery's iLottery partner NPI. A player can deposit funds into their wallet, use those funds to purchase draw or Instant games, receive bonus funds as determined by the Lottery, and to withdraw their winnings from the wallet.

75. Q: iLottery
- Are you familiar with the challenges to provide links to real money games in the app and adhere to Apple 4.7 guidelines and Android guidelines?

A: Yes, the Lottery is aware of the challenges related to Apple 4.7 guidelines for game development, as well as the Android restrictions on apps related to real-money gaming.

76. Q: Will the awarded vendor have full access to existing source code?

A: No. See Question #24.

77. Q: Light and Full versions for Android Page 9, B, item 7 - What is the CTA (call to action) scope of Android "light" version.

A: The "CTA (call to action)" within the light version would be opportunities to encourage an app player to download the "full" version of the app. See question #71 for additional information.

78. Q: Background Page 4, II, paragraph 3 - "......the Lottery is pursuing additional and updated research…" (Page 4, Background II). Is this research underway? Can the vendor assist with this discovery? Or have access to this discovery information in preparation for this RFP?

A: See question #10 and #19.

79. Q: Background Page 4, II, paragraph 3 - Please provide the segmentation type identified segments of focus for users" for our UX design purposes?

A: The Lottery has identified segments #4, #3, and #1 as primary segments for focus for the existing version of the mobile app.

80. Q: Background Page 5 - Would we be required to use the standard technologies listed here? Our assumption is that this information largely refers to the website platform, and not the mobile applications. If we are developing native iOS applications, for example, we would prefer to use XCode and Swift, which are best done on the MacOS platforms.

A: No, the selected Offer would not be required to use the technologies listed here. The information included in the background section of the RFP regarding the Lottery's current technology stack is meant to be illustrative of the types of systems that an Offeror would potentially need to integrate with (such as Sitecore). Offerors are expected to provide their best recommendations on a development platform and approach that will best meet the requirements of the RFP.

81. Q: Additional App Requirements Page 8, B, item 1- What Android and iOS versions should be supported? Can you provide traffic insight from analytics to help validate the supported operating system versions?

A: The Lottery's current app covers approximately 95% of handsets and devices used by Lottery players. Analytics information on devices and mobile operating systems will be made available to the selected Offeror once a contract is awarded.

82. Q: Additional App Requirements Page 8, B, item 2 - Push Notification Integration. Do you have a preferred solution selected, or can the vendor make recommendations?

A: See Question #67.

83. Q: Additional App Requirements Page 8 & 9, B, item 6 - One future state capability is the ability to "use existing balances from a player's digital wallet." Does this digital wallet refer to Apple Pay and Google Pay, or a new wallet that needs to be created?

A: No, this specific capability refers to the player's existing iLottery wallet balance. The ability to use Apple Pay and Google Pay as a funding or payment method is on the Lottery's roadmap for future development.

84. Q: Apple and Google Guidelines Page 9, 8 - Will assisting Lottery game providers in iOS development take place within native app refresh Agile sprints, or will this have a separate development track/timeline?

A: This work on iOS game development would be separate from work on core functionality of the mobile app. As stated in the RFP, although the Offeror will not be developing games, they shall have the ability to assist the Lottery's game provides with determining the correct coding methodology to ensure correct app functionality. Additionally, Offeror shall have the ability to work with the Lottery's existing game partners to determine the best way to integrate natively developed games into the app.

85. Q: Survey Page 10, B, item 11 - Does the Virginia Lottery have a desired survey SDK we should consider?

A: Yes, the Lottery currently works with Verint/Foresee to conduct both informational and transactional surveys, and Offeror must have the ability to support installing the Verint/Foresee SDK for both survey types into the app to measure player engagement and experience, satisfaction, and likelihood to engage in future behaviors.

86. Q: Maintenance and post-launch support Page 11, E, item 1 - We need clarification on which content needs to be controlled for curation. How is this content handled currently? Do you want to keep using that platform/system or are you looking to replace it?

A: Content for the mobile app is designed, created, and approved by the Lottery, but updated by the Lottery's current mobile app partner. The Lottery expects the selected Offeror to make a recommendation on the best solution to allow as much management and control of content by the Lottery as possible.

87. Q: Maintenance and post-launch support Page 11, E, item 2 - Can you clarify what you mean by "....deploy major app update releases without requiring users to re-download the new version of the app…" Does this mean that you want the app to be updated over the air without having to submit the app through Apple and Google verification?

A: Offeror is expected to make a recommendation on an approach and solution that will minimize the need for users to have "forced" download of the app, with rare exceptions for major functionality and new releases approved by the Lottery.

88. Q: Technical requirements - Page 12, F, Item 2 & 5 - Does the Virginia Lottery have an internal testing team? What is the scope of this testing team? Penetration (PEN) testing? SAST? DAST? Code Quality? Etc. Is this team dedicated exclusively to native app builds, or would we have to schedule app integrity checks around other VA projects?

A: Yes, the Lottery has an existing Change Control team that is responsible for QA testing for functionality of new releases. Additionally, the Lottery's Security and IT teams are involved with penetration testing, code reviews, and SSL/TLS testing. Testing of new app functionality would need to be coordinated along with other Lottery projects.

89. Q: Is automated testing currently utilized? If so, can you provide names of the products? If not, may we recommend solutions?

A: No, the Lottery is not currently using any automated testing solutions. Offeror may provide recommendations on automated testing solutions if so desired.

90. Q: Specific Proposal Requirements - Page 14, B, Item 7 - The RFP states we should send an "Application Programming Kit (APK) format" for the Proof of Concept application. Does this mean that you prefer that our POC is an Android build?

A: See question #69.

91. Q: Based on our reading of the RFP documentation, the request is for native applications on both iOS and Android. Our further assumption is that the Android "Light" build will be a hybrid experience. Would you consider Globant's Flutter expertise for your hybrid solution, ensuring both iOS and Android "light" coverage?

A: Offerors are expected to provide their best recommendations on a development platform and approach that will best meet the requirements of the RFP.

92. Q: Can you provide any technical details (i.e. API Contracts, WSDL, OpenAPI, endpoints) for your APIs? For both REST or SOAP.
a. Winning numbers

b. Single Sign On (what solution is used? Firebase?)
c. Jackpot amounts
d. Lottery games to be integrated (Keno, Scratchers, etc)
e. Digital playslip
f. Location of traditional or non-traditional Lottery retailers

A: Documentation on technical integrations will be provided to selected Offeror once a contract is awarded.

93. Q: Is there an expected go-live date for the new mobile apps? Have any dates been committed to?

A: Offerors are instructed to submit a timeline of how long the app will take to develop. The go-live date will depend on the awarded Offeror's proposed schedule.

94. Q: Regarding the prioritization for the roadmap. Is the objective one simultaneous release of full feature set, or sequentially over a period of time? What is the delivery expectation in Year One?

A: As part of the RFP, the Lottery has established a set of "Existing App Functionality", as well as a set of "Additional App Requirements" that would be needed as part of the MVP for the app. The items listed as "Optional Features" would be candidates for future app releases.

95. Q: Is ADA Compliance a consideration? If so, what WCAG 2.0 level is desired?

A: Yes, ADA Conformance is important to the Lottery. The Lottery strives to achieve WCAG 2.1 level AA standards for its digital properties.

96. Q: Is there an existing Style Guide and/or Design System in place?

A: See Question #14.

97. Q: Can API modifications/addendums/revisions take place if the vendor proposed and/or the Virginia Lottery designs require doing so? If API revisions are necessary, can they be completed in time for our schedule?

A: The Lottery expects that the selected Offeror would be able to use the existing integration points and APIs that are currently available. Any additional development work to modify or enhance these exist APIs would need to be evaluated and approved by the Lottery, including not only level of effort, but impact on the overall development timeline for the mobile app project.

98. Q: Is Code Obfuscation required/necessary?

A: Yes, Offeror would be required to mask source code for the app.

99. Q: Are there restrictions on Open Source utilization?

A: No, there are no restrictions on Open Source utilization, as long as proper security precautions are taken.

100. Q: Do we need to consider internationalization and localization? That is, will this application only ever be in English, or are other languages being considered, such as Spanish?

A: Currently, the Lottery's roadmap plans for the mobile app do not include a Spanish language version.

101. Must the existing Web View content be preserved? If not, can you please detail which Web View pages need conversion to native screens?

A: The Lottery expects the selected Offeror to make recommendations on opportunities to streamline content within the mobile app. Certain content and actions on the Lottery site (promotional information, drawing dates, registration process, etc.) were purposely excluded from the mobile app, but the Lottery is open to considering new approaches as recommended by the selected partner.

102. Q: Should the applications be developed to use only Portrait Mode? Or can we recommend other approaches?

A: The Offeror is encouraged to recommend an approach that will best meet the requirements of the RFP.

103. Q: General

Question: Would the Lottery please provide an unprotected version of the RFP in PDF or word format? We want to ensure we can effectively search and accurately recite all the requirements in the proposal development process.

A: Due to audit reasons, we cannot provide an unprotected version.

104. Q: General

Question: For all third party API integration with mobile, would the Lottery please provide their end-to-end implementation process such as: API documentation, integration, UAT, workflow etc. required prior to committing to integrate with each 3rd party vendors/applications?

A: Yes, the Lottery will be able to provide more specific information on the required integrations once an Offeror is selected.

105. Q: General

Question: How does the Lottery plan to onboard their old patrons from their current mobile application to the newly developed application via transition plan/phase?

A: See Question #66.

106. Q: Section III.A, Additional APP Functionality, items 1 - 6, Page 6
Question: How often would the Lottery like to be involved in changing the mobile app content - real-time versus offline – concerning their new games, promotions, tutorials, etc.? Please specify the areas and frequency of access the Lottery is expecting?

A: The Lottery expects the selected Offeror to make a recommendation on the best solution to allow as much management and control of content by the Lottery as possible.

107. Q: Section III.B, Additional APP Requirements, item 1, Page 8
The RFP section states: 1. Offeror shall have the ability to provide different app versions for Android and iOS, based on requirements unique to each ecosystem and the specific requirements for the gaming industry.
Question: Would the Lottery please specify the total number of mobile users, iOS, Android and their expected year-on-year growth plans for mobile usage?

A: Information on Lottery KPIs, goals, and current status will be shared with selected Offeror once contract is awarded.

108. Q: Section III.B, Additional APP Requirements, item 2, Page 8
The RFP section states: Ability to integrate creation and dissemination of push notifications to the Lottery's current engagement platform, allowing for a greater degree of control and focus with messaging, timing, and audience.

Question: Would the Lottery please specify and provide more information on their current engagement platform for push notifications?
Question: Would the Lottery please provide their current overall architectural diagram that includes the Lottery engagement platform for push notifications?

A: The push notification platform within the existing mobile app does not allow for any segmented or targeted broadcasts. Additionally, the existing mobile platform does not allow for any "deep linking" to content or screens within the app. Information on the Lottery's current push notification engagement platform architecture can be shared once an Offeror is selected.

109. Q: Section III.C, Optional Features, item 7, Page 11
The RFP section states: Ability to engage Lottery players in a TBD capacity to help recommend games, drive app usage based on preferences and budget, provide a personalized virtual assistant, integration augmented reality within the app to enhance the in-store experience based on the Lottery's strategic roadmap for customer loyalty, chat functionality and rewards.
Question: Would the Lottery please elaborate more on expected experience for their optional mobile platform requirements to support virtual assistant, AR/VR, etc.? Would the Lottery please provide their strategic and future mobile app roadmap?

A: These "Optional Features" are representative of future directions and possibilities that a mobile app could take, but are not prioritized roadmap items from the Lottery for future development. Information on the Lottery's mobile app strategy and goals will be provided once an Offeror is selected.

110. Q: Section III.E, Maintenance and Post-Launch Support, item 1, Page 11
The RFP section states: Offeror shall have the ability to allow the Lottery the ability to control content management to the maximum extent possible.
Question: Would the Lottery please provide all details on their content management workflow, approval and integration processes, and all other related documentation?

A: See questions #86 and #106. Information and documentation on the Lottery's existing content management workflow and integration processes will be shared once an Offeror is selected.

111. Q: Section III.F, Technical Requirements, item 3, Page 12
The RFP section states: Offeror shall have the ability to load data into the Lottery's Data Warehouse.
Question: Would the Lottery please provide the data model, data dictionary, and ERD diagrams for their current data warehouse?

A: This information will be shared once an Offeror is selected.

112. Q: Section IV, Proposal Preparation and Submission Requirements, item A.1.a, Pages 12-13
The RFP section states: In order to be considered for selection, Offerors must submit a complete response to this RFP. One (1) original and five (5) copies of each proposal must be submitted to the Lottery. Each hardcopy proposal must also contain the following:

(1) An electronic version of the complete proposal on a jump drive, and
(2) An electronic version of the complete proposal with any proprietary information removed. Proprietary information is detailed in section 2.d. below.
Question: Due to the COVID-19 coronavirus pandemic, our company is strictly enforcing limited access to our facility. Only a limited number of critical personnel are allowed to enter the building due to strict social distancing rules and regulations, in order to protect essential personnel. Given our limited access to the office, would the Lottery please consider allowing vendors to submit electronic-only versions of their proposals, for both the complete and redacted versions, via email submission to the Procurement Manager?
Question: If so, would the Lottery please provide the size limitation of their email exchange?

A: Please see Question #4.

113. Q: Section IV, Proposal Preparation and Submission Requirements, item A.2.b, Page 13
The RFP section states: Proposals are limited to a maximum of 50 pages.

Question: Due to the technical details required to answer the RFP, would the Lottery consider increasing the page limit to a maximum of 100 pages?

A: No

114. Q: Section IV, Solicitation Questions and Procurement Timeline, item 2, Page 15
The RFP section states: Section C.2 RFP Addendum #2 (response to vendors questions round #2) is due on September 21, 2020 and the Proposal is due on September 28, 2020.

Question: Given the current schedule, proposals are due just five (5) days after the Lottery answers the last round of questions, which does not allow adequate time for the vendors to react and fully address any changes that might evolve from the Lottery's answers. Would the Lottery please consider extending the due date of the proposal from September 28, 2020 by 3PM EST to October 12, 2020 by 3PM EST?

A: No, due date remains unchanged.

115. Q: Section IV, Solicitation Questions and Procurement Timeline, item 2, Page 15
Question: Would the Lottery please provide the planned implementation (go-live) date for the mobile app project?

A: Offerors are instructed to submit a timeline of how long the app will take to develop. The go-live date will depend on the awarded Offeror's proposed schedule.

116. Q: Section V, Evaluation, items A.1 – A.6, Pages 15-16
The RFP section states: The Virginia Lottery seeks to Contract for the goods and/or services described herein with the responding Offeror who submits the best proposal as modified through negotiations. The written proposals, and any subsequent negotiated offers, will be evaluated and judged by the Virginia Lottery based on the following criteria:

1. Functionality
2. Offerors Experience
3. Project Approach and Support
4. Proof of Concept
5. Price
6. Minority-owned, women-owned and small business participation
Optional features may be used for evaluation purposes after initial scoring has been completed if the Lottery determines proposed options are in its best interest.
Question: Would the Lottery please provide the evaluation weight scoring criteria for items 1-6 and the optional features?

Question: For item #5, Would the Lottery please clarify how the pricing will be evaluated when the hours in the table are estimated hours?

Question: For item #6, Would the Lottery please specify the expected base percentage for the minority-owned, women-owned, and small business participation? How will this percentage be evaluated in the scoring criteria? Please provide the rules and specifics for this participation?

A: Please see Question #49. The "*Total Estimated Cost*" table will be used to evaluate price. There are no SWaM goals for this. Offerors are encouraged to utilize SWaM subcontractors as needed. Please note, all SWaM business must be certified by the Virginia Department of Small Business and Supplier Diversity (SBSD) to be considered SWaM. Score is dependent on the percentage of contractual funds being allocated to SWaM business, total number of SWaM subcontractors to be used, and if the prime contractor is a SWaM.

117. Q: General – Does the limit of 50 pages include items listed in Specific Proposal Requirements, i.e., Cover Sheet, App Development Methodology, Maintenance and Technical Support Plan, References, Redlined Terms and Conditions, etc.?

     A: Yes. Please note the redlined Terms and Conditions, Signature and Offeror Profile Sheet, and Cover Letter do not count towards the 50 pages

118. Q: General – In terms of marketing and managing content on the Mobile App, will this be overseen by the Lottery or the successful Offeror?

     A: The Lottery expects the selected Offeror to make a recommendation on the best solution to allow as much management and control of content by the Lottery as possible.

119. Q: General – Due to circumstances surround Covid-19, including delays to shipping timelines as well as travel restrictions, would the Lottery consider accepting electronic submissions via email, rather than hard copies? If not, if an Offeror receives notice that its proposal shipment has been delayed and will not be delivered to the Lottery by the submission due date and time, would the Lottery accept an electronic submission via email provided that the Offeror has also included proof indicating the physical shipment's delayed arrival?

     A: Please see Question #4. Offerors should ship their proposals with enough lead time to ensure the submission is received by the due date and time.

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120. Q: Section III., B. Additional App Features, 12. Reviews – What is the anticipated level of assistance from the Offeror in terms of the review plan. Would the successful Offeror only work with the Lottery to develop a plan, or would the Offeror also assist the Lottery in soliciting feedback from players?

A: This item includes working with the Lottery to develop a plan to address user reviews and feedback, identifying trends and issues based on app store reviews, in-app surveys, or other feedback, and to assist the Lottery in soliciting feedback from players.

121. Q: Section III., C. Optional Features, 1. Digital Only 2nd Chance Promotion – This requirement references an Offeror's ability to support incentives and promotions geared toward a digital audience. Can the Lottery clarify if the digital audience refers only to Mobile App users, or users across all the Lottery's digital touchpoints (i.e., loyalty, iLottery, etc.)?

A: This requirement refers to incentives and promotions that would be exclusive to the mobile app.

122. Q: Section X. Pricing – The Lottery is requesting the development costs for the Mobile App and for Post-Launch Support. For a complete solution, support costs are typically inclusive of hosting and maintenance, and related costs. Would the Lottery please add the following to the "Post-Launch Support" table as follows: Annual Hosting Costs, and Annual Maintenance Cost?

A: The Lottery is open to different pricing approaches as long as the provided table is completed as well. The completed table will be used evaluate pricing as is.

123. Q: 13. Section X. Pricing – In the Total Estimated Costs table, would the Lottery please confirm that the costs for Mobile App Development and Post-Launch Support Estimated Costs are the same values as shown in the Mobile App Development line item cost mentioned in the same section and the total cost of the Post-Launch Support table?

A: Yes.

124. Q: Section X. Pricing – We understand that the contract term is for one year plus four (4) renewals. Would the Lottery please clarify if the post-launch support estimated cost is assumed to be the annual ongoing costs for future renewals?

A: The Post-Launch support pricing is for any work to be completed after the launch of the mobile app. The Lottery is open to additional pricing models provided the tables in the RFP are completed as well.

125. Q: Section III., C. Optional Features, 1. Digital Only 2nd Chance Promotion – Do these promotions refer to eInstants only or the Lottery's eXTRA Chance Program as well?

A: See question #121. These "Digital Only 2nd Chance Promotions" would be independent of the Lottery's iLottery game offerings (such as eInstants) as well as the Lottery's traditional 2nd chance promotions (such as eXTRA Chances). These Digital Only 2nd Chance promotions are intended as a driver for player acquisition and mobile app adoption as an exclusive offer not available through the Lottery's other digital properties.

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