Vendor Questions and MUSL Responses

Note: Questions deemed by MUSL to be outside the scope of design and development of a Powerball mobile app were not identified and addressed in this document.   MUSL rephrased similar questions.

In addition to submissions by USPS or overnight courier (with a copy email to procurement@musl.com), interested vendors may hand-deliver their proposals.

MUSL will provide the selected vendor with a brand style guide.

The anticipated project schedule and deliverables in the RFP may be revised based on the selection process and information provided by the selected vendor.

This is for a MUSL mobile app – not for all lotteries that sell Powerball. Vendors should focus on the requirements of the RFP for MUSL use – not requirements of lotteries selling the game.

_____

Question1. Will MUSL consider languages other than Xamarin?

Response1. _Yes. MUSL will consider languages other than Xamarin so long as the solution is cross-platform._

Q2. Does the mobile app have a Content Management System using which we will be able to fetch the data and display it in the mobile app?

_R2__. The Powerball Mobile App should include a Content Management System as recommended and/or developed by the company selected in response to the RFP issued on January 2, 2020._

Q3. For the given mobile application, will MUSL provide the required APIs (Application Program Interface) to fetch the data from the backend?

_R3__. MUSL will provide some of the data, such as winning numbers and grand prize amounts from the Powerball.com website. APIs for the bar code or OCR code on the tickets will need to be accessed or obtained from the ticket suppliers. MUSL will assist the selected vendor accomplish the access to this information._

Q4. Would a vendor be able to win your RFP if they use offshore staffing for the   actual development work, in conjunction with USA based management?

_R4__. Probably not. Due to various security requirements, MUSL performs background checks on vendor staff assigned to certain projects, such as this one._

Q5. Would the requirement to conduct a background check on a non-US citizen be waived?

R5. No.

Q6. What functionality can be accessed through existing APIs:
   i.   Query per ticket id
   ii.   General data regarding draw winning numbers
   iii.   Something else?

R6i. No.

R6ii. Yes

R6iii. Grand prize amounts.

Q7. Is it necessary to integrate with all members of MUSL or there is one single vendor that provides all necessary APIs?

R7. There is not a single vendor that provides all necessary APIs. There is a finite number of vendors that supply gaming systems. MUSL will assist the selected vendor in obtaining information regarding APIs.

Q8. Clarification required:
   a.   Page 1, Introduction: "… ***and gaining access to applicable lotteries***"
   b.   Page 1, Introduction: " ***The app will not allow purchase of tickets, but should have the capability of re-directing users to various state-specific websites for further information.*** " – what exactly does it mean? In case any of these websites provide ability to buy a ticket the app may be rejected by Google Play
   c.   Page 2, Background information: "…. ***enter and save ticket numbers and other information***" – please elaborate regarding "other information"
   d.   Page 2, Background information: "… ***view present and past winning numbers (manual, and/or camera OCR entry availability)*** – please clarify

R8a. MUSL anticipates that the mobile app will be able to re-direct users to lottery websites.

R8b. The Powerball mobile app should direct players to state lotteries' websites for information, not to purchase tickets from the Powerball mobile app that is the subject of this RFP.

R8c. The term "other information" may include information such as whether the ticket was a computer or manual pick, whether Power Play was selected, date of drawing, and whether the ticket is a multi-draw. The app should allow flexibility to add information as needed.

R8d. The Powerball mobile app must be able to allow the user to view the winning numbers from past drawings. Ticket images should not be uploaded to a server.

Q9. Page 2, Background information: ***"… (play slips, tickets) that do not use universal bar codes or design"*** – please provide examples

R9. MUSL is unable to provide various lotteries' play slips and actual tickets at this time. It will assist the selected vendor in obtaining information necessary for the successful design and development of the app.

Q10. Page 3, General Requirements, a.: Please explain what is meant by "…addresses ADA compliance."

R10. The Powerball mobile app must adhere to any requirements (if any) under the Americans with Disabilities Act.

Q11. Once awarded, will the successful vendor have contact with individual lotteries or only MUSL staff?

R11. MUSL anticipates that the successful vendor will have contact with MUSL; if additional information is required from the lotteries, MUSL will work with those lotteries to provide the information to the selected vendor.

Q12. What are MUSL's long-term strategic objectives for the nationwide launch of a single Powerball mobile app?

R12: This question is not relevant to the requirements of the RFP.

Q13. Does MUSL anticipate, during the life of the contract, that the Powerball app will be configured to support transactional Powerball sales in those lottery jurisdictions where lottery sales are permitted online?

R13. Transactional Powerball sales capabilities are not a part of the project at this time.

Q14. The RFP requests solutions for player email communications, push notifications and data analytics services. Does MUSL require a CMS and a data platform solution, including resource personnel to support digital marketing communications and business intelligence services as part of the solution configuration for the Powerball mobile app?

If no, please clarify how MUSL views digital marketing and business intelligence services as part of the solution.

R14. MUSL requires a CMS for the mobile app. MUSL will require the ability to provide updated information and content to the mobile app.

Q15. Ownership of the code is identified in the RFP as belonging to MUSL. Please explain the rationale and business purpose behind this requirement as mobile app development code is normally proprietary to the app provider. Will MUSL accept a license to use the code as opposed to outright ownership?

R15. MUSL will consider a license to use the code if the license agreement is advantageous to MUSL.

Q16. **Reserved**.

Q17. **Section A. Page 2**: Ideally, the app will scan any ticket or play slip from any and all of the 47 jurisdictions that sell the POWERBALL game.
- Would MUSL please explain the intent of the play slip scans and how they would be used once successfully scanned? What requirements does MUSL have for the use of that scanned play slip?

R17. MUSL wishes to allow users of the Powerball mobile app to scan their ticket images locally and not uploaded to a server. MUSL wants users to use the app for ease of retention of their information, and to check winning numbers. No other requirements are anticipated at this time.

Q18. Section B.1.c, Page 3: Would MUSL please clarify what is meant by "sub-content for other games"?

R18. MUSL revises this requirement. No other sub-content for other games will be necessary.

Q19. Section B.1.e, Page 3: This language seems to indicate the app is intended to include informational pages for each participating lottery. Would MUSL please provide more details on what these informational pages would contain, who is responsible for developing and updating these pages, and how often updates to these pages are anticipated to occur?

R19. The Powerball mobile app should allow users to easily identify other states, and provide a link to state lotteries' webpages. It is not anticipated that any other information will be necessary.

Q20. Section B.1.e, Page 3: The mobile app design must incorporate a variety of information, including, but not limited to near real-time updates of selected numbers for Powerball drawings and informational pages of participating lotteries.

Q20a. Would MUSL please describe the number of data sources for the near real time updates?

R20a. MUSL will be able to provide data sources for the updates to the Powerball drawings and grand prize amounts.

Q20b. Would MUSL please describe the sort of services required for the individual participating lottery web pages?

R20b. No work for the individual participating lottery web pages is required for this project.

Q21. Section B.1.f, Page 3: This requirement states the app should include the potential to "…allow entry points for promotions…". Would MUSL please provide more information on how these entry points would be awarded and subsequently utilized for a promotion?

R21. MUSL will rely on the successful vendor to help determine what types of entry points are needed if any promotions are offered.

Q.22. Section B.2.a, Page 4: What is intended by the requirement for the app to be "available for download from a website"? In cases outside of an APK download for Android devices, would this mean linking from a website to the app download in the appropriate app store?

R22. Yes. It is anticipated that the Powerball mobile app will be downloaded from applicable app stores.

Q23. Section B.3.i, Page 5: Some repairs to a mobile application may require resubmission and review by the app stores. As no vendor can control the turnaround time of app store reviews, would MUSL please revise this requirement to indicate the one (1) business day turnaround time excludes the time requirement for app store reviews and approval?

R23. MUSL can agree to this revision.

Q24. Section B.8.b, page 7: What information should be provided for each mobile app example, and is it required the mobile app examples currently be live and available for download?

R24. MUSL requests interested vendors to supply information they believe will be representative of the design and development skills that can be offered.

Q25. Section B.8.k, page 8: What sort of back-end systems and types of data is this requirement referencing?

R.25 MUSL has an expectation to include some information that requires a CMS. Please describe how your proposed solution will address the same.

Q26. Are the terms and conditions of the Mobile Application Development and Services Agreement subject to negotiation?

R26. MUSL wishes to alleviate protracted contract negotiations. Interested vendors should anticipate that while some modifications may be acceptable, time is of the essence for start, and completion of this project. Vendors may submit redlines to the Mobile Application Development and Services document, or provide a copy of standard terms and conditions used by the vendor.

Q27a. How would you describe success for this app from both a business and brand perspective? What is the main consumer communication goal? What are we providing them that they need, and/or what problem are we solving?

R27a. MUSL does not currently offer a Powerball mobile app. The overarching goal of the Powerball app is to provide a fully functioning, user-friendly app that allows users to store information and check winning numbers and grand prize amounts. Application success will likely be reflected in user ratings and reviews.

Q27b. Do you have milestone goals for active users, downloads, engagements, etc.?

R27b. No.

Q28. Do you have partners in mind for attribution, analytics, in-app notifications and age verification, or are you looking for us to recommend partners?

R28. No. MUSL will rely on the successful vendor to provide information and assistance.

Q29. Do you anticipate the selected vendor will manage customer engagement (messaging planning, creative, playbook development and best practices)?

R29. Not at this time.

Q30. Do you anticipate the selected vendor will manage the strategy and development of response content for use in managing app store reviews/responses?

R30. *Yes*.

Q31. What is the expectation around "regular updates"? What do "regular updates" typically include?

R31. *The phrase "regular updates" (platform versioning, debugging, etc.) will be dependent upon the functionality of the app during the maintenance period as defined in the agreement between MUSL and the successful vendor.*

Q32. Does the deliverable include the mobile application and a service platform supporting the mobile application?

R32. *Yes*.

Q33. The RFP requests activities such as the confirmation of winning numbers and viewing past winning numbers. Do current systems of record exist for winning-number verification and winning-number history? Is there an existing and accessible API for the app to interact with this data?

R33. *Yes*.

Q34. Is this a mobile app redesign? If yes, can we do a technical review of current code and architecture?

R34. This is not a mobile app <u>re</u>design project. This project is for the design and development of a Powerball mobile app. MUSL does not currently manage a Powerball mobile app.

Q35. Does a data source exist that associates the state lottery(ies) and GeoCoordinates?

R35. Yes, but access is not required for this project.

Q36. Is there any expectation of updating/modifying app content or behavior beyond the simple management of enabling or disabling additional game content?

R36. Yes, likely within the maintenance period as defined in the final contract between MUSL and the successful vendor.

Q37. Will you provide Acceptance Testing parameters prior to development and design?

R37. Yes.

Q38. The timeline notes a 3-month project. What is driving that expectation? Are you open to a phased approach?

R38. The project schedule is an anticipated schedule. MUSL desires to have a fully functioning Powerball app, which is as important as the final launch date within an acceptable timeframe as mutually determined by MUSL and the selected vendor.

Q39. Do you anticipate an integrated team where MUSL has daily contributors to stand-ups and testing?

R39. Yes, as the project demands.

Q40. Please confirm that the app is not expected to integrate with individual lottery central systems. It is clear that integration with individual lottery websites is required.

R40. The Powerball mobile app is expected to integrate with individual lottery central systems. MUSL will assist with this process.

Q41. Can MUSL provide a sample of each unique ticket format (for example: single line, multi-line, multi-draw, power play, bar code type, etc.) that the application must be able to support?

R41. MUSL is unable to provide examples at this time, but will assist the selected vendor in obtaining the necessary information.

Q42. Does MUSL expect that OCR will be the primary method to identify numbers on the tickets from all jurisdictions? If not, what would OCR be used for?

R42. MUSL expects that multiple methods will be used, including OCR.

Q43. Would MUSL consider server side OCR if the vendor can demonstrate suitable handling and security of the image file?

R43. The application should not upload information to a server.

Q44. Our understanding is that play slips represent unpurchased tickets and would not be scanned for the purpose of ticket checking. Please explain how play slips are used in this application.

R44.The app is not expected to scan play slips.

Q45. For past winning numbers, what should the duration be for past results to be available in the app (i.e., six months, 12 months, two years, etc.)? Would MUSL provide an API to retrieve this information?

R45.On the app, 10-years' worth of information should be available. Yes.

Q46. What is the range of anticipated number of players for the app? Can MUSL provide the average number of weekly tickets sold for weeks not containing a jackpot run? Can MUSL also provide the number of tickets sold for the last significant jackpot run?

R46.The information requested varies. By way of example, more than 20,000,000 tickets were sold for the drawing held on Wednesday, January 8, 2020.

Q47. The RFP states that the app should allow users to 'receive notifications for various events. Can MUSL clarify what type of notifications this refers to? Push notifications, email notifications, local notifications, etc.?

R47. Push notifications and email notifications from MUSL.

Q48. There are no specific ADA requirements for Mobile Apps. Can MUSL please clarify the expectation for compliance with respect to this requirement?

R48. If no requirements under the ADA exist for mobile apps, then no ADA considerations are necessary in the design and development of the Powerball app. However, MUSL has some information that the WCAG 20 Level AA is appropriate. Vendors should review the requirements of the ADA, and propose solutions as each may deem required to meet the provisions of the ADA.

Q49. Can MUSL provide an example of a promotion?

R49. New Years' Rockin' Eve is an example of a promotion for which MUSL may want to provide push notifications (see, Powerballrockineve.com). Another example is the promotion of upcoming grand prize amounts.

Q50. Regarding "opt-in to email lists", is the Powerball application responsible for communications to players via email (similar to push notification events), or is the intent to provide player/email opt-in data to MUSL?

R50. The intent is to provide player/email opt-in data to MUSL.

Q51. Should hosting be included in maintenance services?

R51. Yes.

Q52. We understand that the Vendor will provide hosting, technical, and customer support for the app until the technology transfer occurs at the end of the contract, including any renewals. Can MUSL please confirm this understanding?

R52. Correct.

Q53. What is the timeframe MUSL uses to calculate uptime?

R53. Monthly.

Q54. What type of data does MUSL require, how frequently, and for what purpose?

R54. MUSL interprets this question as what type of data is required for email, names, date of birth, and state of residence.

Q55. Can MUSL provide a list of all its relevant network security and authentication requirements?

R.55. MUSL will provide sensitive and secured information to the successful vendor if necessary.

Q56. Security requirements can impact cost. Can MUSL please provide its security requirements and framework?

R.56 MUSL assumes vendors have a security framework, and will work within the existing security framework offered by the selected vendor. Vendors must supply details on security frameworks they employ as part of their proposals.

Q57. What features are available to unauthenticated players?

R57. All functionality other than the ability to scan tickets.

Q58. When does MUSL anticipate the technology-transfer to take place? Please confirm our understanding that this will take place at the end of the contract, including all renewals?

R58. Correct.

Q59. B. Project Requirements, 8. Additional Information Requirements, r. – Can MUSL confirm that this requirement refers to updates to user profile information and notification settings?

R59. Yes.

Q60. Reserved.

Q61. What is the desired uptime for the app?

R61. The app should allow for at least 99.99% uptime. MUSL anticipates no downtime during draw activities, Wednesdays and Saturdays from 9:00 pm CT through midnight CT.

Q62. Would players be required to authenticate to save their app/notification preferences and favorite numbers?

Q62. Yes.

Q63. What email platform will be used to manage subscriptions?

R63. MUSL expects the app to manage subscriptions, with retrieval capabilities to MUSL.

Q64. Should registration and log-in via social platforms be available?

R64. Yes

Q65. Are there special considerations for tickets that are sold via iLottery?

R65. MUSL does not believe there are any special considerations for tickets that have been sold via iLottery.

Q66. Which hardware, OS and versions should the app be built to accommodate?

R66. All major versions of iOS and Android, i.e., within the past two or three years.

Q67. What is the anticipated number of downloads and registrations for the app?

R67. MUSL is unable to provide a sound estimate of the number of downloads and registrations for the app.

Q68. What is the desired amount of content integration between your website and mobile application?

R68. Probably none. MUSL expects to have a CMS available to manage content on the mobile app.

Q69. How will ad support/placement be supported?

R69. MUSL does not anticipate ad placement at this time, but may want to incorporate the same into the app at a later time. For purposes of this project, anticipate no ad placement.

Q70. Do you have established customer insights/studies that will inform the user-experience work, or does the selected vendor need to assume responsibility for up-front strategic discovery deliverables as well?

R70. MUSL may be able to share various information about customer insights with the selected vendor.