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**Product Vision,  
Principles, Strategy,  
and Process.**

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# Purpose of this slide deck:

Have a common understanding on

- Align departments and clients on what we are building and why.
- Help designers and developers understand how their work fits into this vision.
- Help determine the priority of future problems/opportunities - based their alignment to this vision.

## **Our Vision:**

**Everything we do is to  
connect, build and  
optimise tools that grow  
lottery businesses.**

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# At the moment we focus on saving costs

- Automating processes
- Building tools to improve efficiency and reduce waste
- Provide previously separate technology in one suite.

# And enabling growth

- Give marketing the tools they need to increase sales
- Focus on a better web and app customer experience
- Optimise the subscription payment products.

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# How this ties into our overall business goals:

Charity lotteries is an underserved market that we have experience in, It's worth over \$1B

SaaS is a scalable business model and offers an additional revenue stream to our sales on Oz Lotteries.

The improvements we make to our platform, can also improve Oz Lotteries, as well as scale other business opportunities such as lottery management services.



**To realise this vision we focus on:**

**5 Product Principles**

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# We always start with the problem

To get the best solutions our designers and engineers need to deeply understand the problem we're solving. We continually evolve this understanding, and persistently return to it to ensure we haven't veered off course.

## How this impacts you:

Before solution shaping starts Designers and Engineers will need to understand the problem. Hopefully is well defined, but if you have questions ask your PM. Ideally we will also try get you some face to face time with the end users as well.

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# We prioritise the end user

**We serve your best interests by prioritising your end users.** Our job is focus on the customer, marketer, operator or administrator actually using our tools.

## How this impacts you:

If you're designing something make sure you always have the end user in mind. If you need more insights ask a product designer, PM or reference customer.



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# We think big, but start small

Big things have small beginnings. **We always try to find the smallest coherent solution.** This enables us to ship sooner and learn faster. In a nutshell this is about being **agile and lean.**

## How this impacts you:

We will ask to ‘hammer scope’ to find out how much of the proposed solution we can strip away and still solve the problem. This isn’t about cutting quality, it’s about shipping sooner and use those learnings to guide our next iteration.

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# We remove the riskiest assumptions first

The sooner you get feedback on your assumptions, the sooner you can ship value. Sometimes that's by shipping and measuring an MVP, other times that's doing tech spikes and prototypes.

## How this impacts you:

Through Solution shaping and in particular De-Risking we're going to try and remove the riskiest assumptions **before** they enter a cycle. This gives the business and teams the best chance possible to remove, or at least account for, any unknowns that might come up in delivery.

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# We measure what's important, then close the loop

We have clear measures of success for every problem and we track **what we ship!** Shipping is the beginning, more than the end. We use our data to continually improve our products.

## How this impacts you:

Teams will know upfront how their solutions will be measured. It also means you will have visibility over the impact your changes are making.

**Our product process**

**What this looks like in  
practice.**

**The users we focus on and**  
**How we measure**  
**success.**

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# Customers

## Area of responsibility

Customers have a self service digital experience that increases their value.

## We measure success by:

- Growth in customer spend.
- Growth in customer acquisition rate.
- Growth in customer retention rate.
- Growth in subscription payments.
- % of sales generated via this channel
- Growth in the customer satisfaction rating.

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# Marketers

## Area of responsibility

Marketers have the tools they need to promote Lotteries.

## We measure success by:

- New communication channels we facilitate.
- Growth in the value generated by Marketers
- Reduction in time spent on repeat tasks.
- Marketers satisfaction with our platform.

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# Operators

## Area of responsibility

Operators have the tools they need to support customers and facilitate sales.

## We measure success by:

- New sales channels we facilitate.
- Growth in operator driven acquisition / revenue.
- Reduction in time spent on repeat tasks.
- Operators satisfaction with our platform.



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# Administrators

## Area of responsibility

Administrators have the tools they need to run lottery draws and report on their outcomes.

## We measure success by:

- Reduction in time spent setting up and administering lotteries.
- Accuracy and availability of reports needed for financial decisions.
- Administrators satisfaction with our lottery administration tools.

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# Our Priorities

**For 2019/20 these are the priorities in order:**

- New PBJ Clients and their contractual deliveries.
- Oz Lotteries improvements and opportunities.
- Creating a more scalable PBJ platform.
- Non-contractual improvements to PBJ.

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**Questions?**