FRUIT EXPLOSION BID REQUEST
Questions & Answers
April 15, 2025

1. **Will the Idaho Lottery be providing any design guidance and/or requirements?**

   Yes, the Idaho Lottery will provide our brand guidelines and scratch ticket artwork as assets that can be used and referenced. Here are links to the artwork and our brand guidelines:

   Fruit Explosion Ticket Artwork:
   https://drive.google.com/drive/folders/1zQqZxWBmwFCMcEYbvtq1sIAV222zikwv?usp=sharing

   Brand Guidelines:
   https://drive.google.com/drive/folders/1S85bh6UHCxmhvlyX-c5PYJkWVVUKNYpl?usp=sharing

2. **Does the Idaho Lottery envision a single level of gameplay or a series of levels? Do they expect difficulty progression for these?**

   The Idaho Lottery is open to adding features that enhance the play experience, however, it's important that the gameplay doesn't rely on skill. While having levels is a great idea, the number of entries awarded for each scratch ticket code should be predetermined. Ultimately, players will win based on that fixed amount.

3. **Does the Idaho Lottery envision the gameplay to have a fixed duration (whether for a single level or for the complete game)?**

   I don't think there needs to be a fixed duration, but we will want to make sure it doesn't take too long to get to the entries. Players may have multiple tickets so we just want to make sure they can get their entries in. There should be a skip button to automatically reveal entries if they don't have time to play the game and just want to skip to see how many entries they've won.

4. **Confirming that gameplay has no influence on prize outcome?**

   Correct. There can be no skill involved; the prize is pre-determined.

5. **What sort of participation does Idaho Lottery expect for this experience?**

   We would anticipate 20,000 – 50,000 users per year.

6. **Are there any technical considerations (prohibited platforms/languages, tooling, etc.) that should be considered?**

   We want our game to be easily accessible and provide a seamless, highly entertaining, customer experience. We would love to hear your recommendations.

7. **What is the estimated lifespan of this game and how long should we plan to support the application?**

   Usually, our Scratch Games are on the market 6 months to a year. We have no way to predict what the sales will be or when it might claim out. If the first game is highly successful, we may launch another Scratch Game utilizing the same interactive 2nd chance game. The developer should plan to support the application for as long as the Idaho Lottery sees fit. This might be for a year or longer.

8. **Are you interested in one, responsive web application that works on all devices (Desktop, Tablet and Mobile), or are you also looking for a stand-alone native application to be placed in the Google Play Store and App Store to run on smartphones?**

   We would like one responsive web application that works on all devices; however, we are open to other recommendations.