

EXPLORING AUGMENTED REALITY

**Sogeti provides Camelot UK
with the assurance to trial new
augmented reality Scratchcard campaign**



Summary

Camelot UK, the operator of the UK National Lottery, was looking to attract, retain and engage with retail customers in a new way.

Camelot UK chose to introduce augmented reality app, **Blippar**, to give its Scratchcards and POS an additional dimension for a 10 week campaign running up to Christmas 2014.

However, with limited internal resources free to test the customer experience, flow and functionality, and only a short window in which to test, Camelot Global - provider of testing services to Camelot UK, looked to Sogeti's UK-based web and mobile testing lab, **Sogeti Studio**.

Sogeti delivered the project within just three weeks, testing across a range of mobile devices and using a flexible resourcing model. The subsequent campaign was successful which has increased appetite within Camelot UK to run similar projects in the future.

The Client

Camelot UK has been the licensed operator of the UK National Lottery since its launch in 1994. For the last 20 years, Camelot UK has run one of the world's most successful lotteries which now typically returns more than £33million each week to National Lottery Good Causes, transforming the lives of people and communities throughout the UK.

Camelot UK offers a wide range of regularly-refreshed draw-based and instant play games across a number of channels - players are able to buy tickets in-store, online or on mobile devices.

As a responsible operator, Camelot UK is also charged with a duty of care to its players and winners, and with maintaining public trust and confidence in The National Lottery.

The Challenge

Camelot UK was looking for a new way to attract more people to engage with its brand by making its games more interactive and fun to play. It decided to look for a digital, cross-channel solution and chose to trial Blippar - an augmented reality app which customers can download on their phone to bring products to life. As part of a marketing campaign, Camelot UK wanted to trial



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Julie Allam, Senior Project Manager, Camelot UK

Blippar on a £2 Christmas Cash Scratchcard (available in 3 different scenes) and a promotional poster, to deliver a digital and interactive experience.

Upon "Blipping" the Scratchcard, players would be taken to a 3D augmented reality landing screen on their smartphone which would give them several options including the chance to play a fun free game (and enter a prize draw), as well as tips and ideas to 'gift' National Lottery Scratchcards that could be shared on social media. iOS users could also link through to download the National Lottery app as well as to the mobile site to play National Lottery Instant Win Games.

Brand and reputation are important to Camelot UK and so it was imperative that the Blippar campaign worked seamlessly.

However, due to the need to meet the deadline for the commercial campaign, time was restricted and Camelot Global was constrained by the number of internal resources due to other riskier and higher priority projects. *"Testing the project internally would have meant additional cost in terms of resources and mobile devices (as our existing suites were all being used on other priority projects) and rescheduling other work would have had unfortunate impacts on our commercial plans,"* said Biraj Nakarja, Head of Quality Assurance and Testing at Camelot Global. Due to the perceived lower risk, Camelot Global decided to outsource the testing of the Blippar project from start to finish.

In 2014, Sogeti had gone through an RFP process and was selected as Camelot Global's preferred test supplier due to its international presence, availability of Sogeti Studio, as well as its on and offshore capabilities, so they were first consideration to take on the project. However, the project budget was strict and wouldn't require full-time testing resources. For many testing providers this may have been

an issue, but Sogeti Studio – Sogeti’s on-demand, UK-based web and mobile testing lab was the ideal solution. “We were impressed with the flexibility Sogeti Studio provided – they understood our tight budget and having the ability to scale resources up or down in a day or two was attractive,” confirmed Nakarja. The range of devices available, and the fact that the work would be carried out in the UK were also positives.

The Solution

The Sogeti Studio team worked closely with both Camelot UK and Blippar to complete the project, starting with the creation of a number of User Stories and a project brief. From here, UAT test coverage was defined by Sogeti in collaboration with the other parties.

Sogeti Studio was tasked with testing the functionality associated with player experience and flow. This included: whether users could see and play the game; reopening/closing game; confirming that users were 16 years old or over; negative testing of high priority scenarios; whether users were correctly entered into the overall draw; email notification of draw entry; and validating the Gift, National Lottery and Instant Win buttons. In addition, the Studio team also tested end to end data flow to confirm that, once the players’ data had been collected, the resulting data file could be sent to Camelot UK in the correct format. All of the above was tested across iOS and Android mobile operating systems, based on the devices most commonly used by Camelot UK customers (Apple, Samsung and others hosting Android operating systems).

Testing and any resulting bug-fix/upgrades were performed on a Live environment, hidden from the general public. Defect Management was closely managed by the Sogeti Studio Test Manager – any issues were logged and reported on in Blippar’s defect system (JIRA), where they could be monitored by the project team and Blippar.

Initially Sogeti was providing daily update reports to Camelot UK, but the client decided that the related time and effort involved wasn’t necessary until the core testing phase began, therefore Sogeti adapted to produce half-weekly and weekly reporting.

Sogeti was able to scale testing up and down depending on when Blippar was ready to hand over and Camelot UK was impressed with the flexibility it saw. When Sogeti had to make a change in its Project Lead, this didn’t affect delivery: “The handover between Sogeti Project Leads was exceptionally good, I hardly felt there was any change at all – you often don’t even get that seamlessness with people on site. They were very good at stepping in and stepping out,” expressed Julie Allam, Senior Project Manager at Camelot UK.

Benefits

“The project has absolutely been a success, the team delivered everything we wanted. We are not aware of any issues arising throughout the 10 weeks the Blippar campaign was running,” said Nakarja.

Camelot UK saved money by using Sogeti Studio due to the lower day rate vs using onsite Sogeti resources. They also saved money by being able to down tools and pick them up again at points when they were waiting on Blippar to hand over. Time was saved in terms of not having to recruit more in-house resources too.

Strategically, the success of this project has opened Camelot UK’s commercial team up to using Blippar and other similar strategies again in the future in order to encourage further engagement with the brand. Blippar has allowed Camelot UK to capture valuable data about its players and their habits which they can use to generate further interaction and sales with its audience.

The fun free game was a great success with over 12,000 players playing and entering the draw to win a £1,000 shopping voucher. The game was a simple ‘wack a snowman’ game whereby players had to hit as many snowmen and reindeer as they could in 30 seconds whilst avoiding Santa.

Throughout the campaign, Camelot UK received 120,580 unique Blipps, with positive qualitative feedback from its players who loved having a ‘free second chance’ to play a game, including: “I thought it was brilliant fun, it was easy to scan and play” and “It sure raised my interest”. The blippable Christmas Cash Scratchcards accounted for around a third of all £2 scratchcard sales and the index was a very good 111%. Camelot UK also gained a 50% opt in rate for further marketing communications.

Conclusion

“The project worked so well that I would have no qualms about using Sogeti Studio again in the future for similar projects. The team got up to speed very quickly, even though they weren’t on site. Communication was very good and there was always someone available to speak to. There were no negatives.”

**Julie Allam, Senior Project Manager,
Camelot UK**

Contact Sogeti UK

To learn how Sogeti’s Testing Services can help you achieve your testing and QA goals, please visit: uk.sogeti.com or contact us directly via email at enquiries.uk@sogeti.com