



**Alec Morrison**  
alec@alphaalec.com

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## **0. Introduction**

The British Columbia Lottery Corporation (BCLC) is the governing body of all gambling that occurs in British Columbia, regulating and running it on behalf of the government as a Crown corporation. This means that any lotteries, casinos and similar gaming establishments in BC cannot be started or run independently – they must go through BCLC. This does not restrict BC residents from using online gambling sites that reside elsewhere, however.

BCLC formed in 1984, and since then their mission has been to responsibly manage gambling in the province in a manner that benefits its residents. They value integrity, social responsibility and respect. One major factor is what they do with the money they make. They use it to support communities in a variety of ways, and, more recently; they played a significant role in sponsoring the Vancouver 2010 Winter Olympics.

## 1. Site Goals

No matter what BCLC itself contributes its revenue to in the end, the fact remains that the company is in place to generate profit. The BCLC website is the perfect medium for that, and given their recent expansion to PlayNow.com, it is one they are clearly willing to employ use of. A redesign of the main BCLC site that follows the release of PlayNow.com will further boost their online presence and continue the clientele increase.

To build public image requires openness, so one clear goal is for the site to be the main access portal for individuals to gain any and all information about BCLC. This includes seeking details about the games offered, the rules and regulations of those games, the locations of casinos and gaming centres found in British Columbia and where all the information that the company are obliged by law to provide can be found (such as GameSense and the Service Plan).

BCLC is the only organisation within British Columbia that is government sanctioned to allow gambling, so their website needs to be the primary access point for all the unique games that only they are legally allowed to offer. This includes providing a clear and direct link to PlayNow.com, their online gaming site, as well as linking to the many offline services they offer, such as the Lotto 6/49.

The company wishes to invest in their infrastructure and technology in order to develop their operational effectiveness in the future. To spearhead this investment, BCLC seek to use their website to continue to promote their evolution from a basic lottery corporation to a full fledged gambling entertainment company and how one of their process end purposes is to provide support to health care, education and other programs. Promoting themselves in this way raises awareness in what they do to the public, and in doing so encourages them to participate in what BCLC offers. Game with BCLC, help BC itself.

## 2. User Experience

As the company's name implies, BCLC's audience is primarily based in and aimed at British Columbian resident (though some of their lotteries are nationally drawn). They control all the casinos, ticket gaming and online gaming when it comes to gambling in the province on behalf of the government. Given the nature and location of the corporation, expansion to audiences outside of British Columbia is unlikely without working together with another provincial regulating body. For the time being however, the focus remains on their current clientele and expanding their known presence within the province.

### 2.1 Defining the Audience

1. Player wanting to play games offered by BCLC, such as accessing PlayNow.com and purchasing lottery and other gaming tickets online.
2. Players searching for the location of a casino or other gambling facility.
3. Players looking up current draw results and viewing the latest promotions
4. Players wanting information about the responsible gambling programs BCLC runs.
5. Various individuals (members of the public, researchers, press) looking for information about BCLC, including how much money they make, where that money goes, current and future plans and other information.
6. Players looking to find out how to file complaints
7. People browsing the site for current job vacancies

### 2.2 User Scenarios

#### Scenario 1



Jack has recently moved to British Columbia from the United Kingdom, and is new to the different lottery and gambling system found here. Being a long time player of the UK's National Lottery, he investigates what the equivalent here might be. He quickly finds out that BCLC is the governing body behind such activities and that their website is the place to go to find any and all information on what and how to play.

Sitting down at his computer and typing in the URL, Jack goes to the BCLC site, and quickly notices a clear link 'How to Play' in the global navigation menu. The page offers a simple and easy to understand breakdown of the three types of gaming (casino, retail and chances gaming) and lists of links to the various games that come under those categories.

Making the connection between National Lottery and Lotto, Jack selects the top option of that particular group of games, 6/49. This takes him to a page that gives a brief overview of the game (what it is, the odds involved, and ways to play), quickly confirming this is the equivalent he is looking for and where he needs to go to buy a ticket.

## Scenario 2



Jane is a teacher with two weeks of holiday soon coming up. She and some friends decide to spend the time travelling through the Okanagan, taking the opportunity to see some of their friends dotted around the region and to relax and let off some steam.

Whilst planning the trip, one of Jane's friends suggests that they visit one or two of the casinos. They do a Google search for 'Okanagan' casinos, are immediately find the BCLC page for their casino in Kelowna. The required information on location and opening times is easily found, but there's also a handy link that takes the group to a new page on the main BCLC site, outlining the other regional casinos located in Kamloops, Penticton and Vernon.

Despite the initial search result, the group decides to do their casino visit in Kamloops as there are other activities they wish to do with their time in Kelowna. However, they're pleased with the extra locations the link in their search yielded, and make a note of the other three regional casino locations for future reference.

## Scenario 3



Daniel has only recently started playing the Lotto 6/49 and Lotto Max, but isn't exactly sure where he can check the winning numbers. Checking his ticket, he notices that there's a link to the BCLC site printed on it, so he enters the URL and goes there.

Very helpfully, the most recent winning numbers are displayed right on the main in an easy to spot location. Daniel also notices that just below these is a link to previous numbers. Clicking this he finds that BCLC has provided a log of the winning numbers from previous weekly draws, allowing him to check a ticket he'd forgotten to a couple of weeks ago.

Pleased with his discovery on just how easy it was to find what he was looking for, Daniel spends a few more minutes have a look at the site, in particular reading the new promotions available listed in the news section of the main page. He sees that PlayNow.com have a special new registration promotion currently, and intrigued with this, he navigates to that external gambling site to investigate further.

### 3. Competitive Analysis Summary

As all casinos and ticket gaming in British Columbia are Government controlled through BCLC, there is no offline, physical competition within the province (however there are numerous casinos located just over the U.S border in Washington that are easily accessible from the lower BC mainland). Therefore, the main source of competition for BCLC is in the form of rival online casino sites. Due to their nature, anybody in British Columbia can access them, and many advertise themselves in the media.

Main online competitors

1. Full Tilt Poker
2. PokerStars
3. Bodog

It's important to note here that in the following competitive analysis, Bodog was analysed with its .com address, not its .ca one. As the three competitors are worldwide site URLs, this may skew their statistics compared to BCLC. However, this comparison still remains valid to observe, especially if BCLC wishes to compete with their rivals.

Full Tilt Poker (<http://www.fulltiltpoker.com/>)



Full Tilt Poker presents a very obvious message in what it is they're offering – it's in their site address and the main page is filled with poker related imagery. They are also able to capture the interest of potential players by clearly showing that you can play for free or for money.

The site takes a very direct and easy approach into its navigation.

There main global navigation is clear and easy to see, with well designated topics, with a lot of space to occupy. Some of these are too deep however, containing so many drop-down links that it disappears off your page (and as there's no scroll, you have no idea what the bottom 'available' links are). Many more global links are present lower down the page, giving viewers the options they might need, but not cluttering the header area in doing so. They also have a nicely located search bar, with a 'Help & Support Center' link beside it, easily found for anybody who might require it.

Statistics and point wise (see Appendix A), Full Tilt Poker is the highest graded site of BCLC and its competitors. Despite some coding issues, it is by and far the most viewed site, logging in over one million unique visitors (compared to BCLC's 4,777). Whether or not this is due to their also high search terms and referring sites, they are clearly doing

some right in attracting visitors. The site also scores well in overall functionality. It loads quickly for both high and low speed internet connections, and visitors are spending in excess of four minutes on the site on average, a notable length of time.

Overall, Full Tilt appears to be doing a lot of things right to be getting the kind of visitor activity they are. It should be noted though that unlike BCLC and Bodog, Full Tilt Poker focuses really on only a single game – poker. That it does not have to widely spread its attention to other aspects such as lotteries, casinos and other games may be a factor in its success.

PokerStars (<http://www.pokerstars.com/>)



Like with Full Tilt Poker, PokerStars makes it clear what's available with them. And again, poker is the only game on offer, though upon scrolling down they do show what variations of the game are playable here, be it for free or for money.

This site is possibly the most aesthetically pleasing of the four being reviewed. It displays a nice variety of colours without going overboard and distracting the viewer away from the intended message.

The use of global navigation links has both positive and negative qualities here. The choice of which links being used are good ones, but they have the appearance of being crammed together in the thinner page width that PokerStars uses. Additionally, they offer no drop down menu links, so without actively clicking on each one, you have no idea how deep they might go.

In regards to statistics and points scored (Appendix A), PokerStars is graded second. It contains excellent coding, with no validation errors or warnings, though it is almost inaccessible for viewers on mobile devices. This is a serious drawback, as the number of users on mobile devices is rising very quickly, and whilst individuals likely won't be gaming on these, there is no reason they shouldn't be able to access information they might be searching for on them.

Though not as high as Full Tilt Poker, PokerStars still manages to boast an impressive 785,000 unique visitors and with a search term amount on par with Full Tilt, there no lacking of traffic. Despite this however, the average time spent on the site is the lowest of the four under examination. The site's load times are a mix of poor, being very fast for most normal internet speeds, but falling far behind if you have a slow connection speed.

Overall, PokerStars presents an excellent site, with lots of visitors and activity, though it certainly needs improvement in some areas (such as mobile access and low internet speed users). Like with Full Tilt Poker, they might have the advantage of only focusing on a single game.

Bodog (<http://www.bodog.com/>)



Bodog present their site with a calm efficiency. Their layout has an interesting and effective state of not being cluttered and overloading a viewer with information, but neither does it appear sparse. They colours used adds very well to this effect – the main headline employs high contrast colouring, but lower down, the colours have been toned down in brightness and (to a lesser extent), saturation. This allows for some good variation without being overbearing.

The navigation takes a different route here, compared to the others. What appears to be a very narrow global navigation is actually four links to subdomain areas. There is actually very little you can do whilst remaining in the main Bodog domain site, though it does make your choice of where you can (or must) navigate to very clear.

Looking at statistics and points for Bodog offers some interesting insights. Though they actually grade lower than BCLC in points (see Appendix A), this is only apparently due to technical issues, such as validation errors, mobile device access and site load time. Where it arguably counts, Bodog far outstrip BCLC and even the other two sites in some areas. They claim over half a million unique visitors, but really shine when it comes to their very high number of search terms, referring sites and destination sites. A reason for the very high amount of search terms could be due to the wider variety of activities they offer. As BCLC are similar in this regard, it is perhaps something they should look into. Bodog's crowning achievement however, is perhaps the average amount of time visitors spend on the site – a very impressive six and a half minutes.

Overall, Bodog display an impressive and successful site, showing that despite inaccessibility in some areas, they still get a lot of activity.

(See Appendix A for Competitive Analysis statistics)

## 4. Design Proposal – Site Content

### 4.1 Content Grouping and Labelling

The redesign of the BCLC site isn't as much about adding new pages and functions (though this will occur), but rather working on regrouping and relabeling content so it's more user friendly. This is due to several factors, including:

1. Vague labelling. For example, Rapid Help is the old name for the F.A.Q. section
2. Unnecessary labelling. Right under a global navigation link, often it will have a repeat link to the same page. An example would be the global navigation 'Lotteries' and the first drop down menu link would be 'Lotteries Home'.
3. Repetition of pages in menus. BC Gold appears under both casinos and chance gaming and F.A.Q. links appear all over the place.

To get past these problems and more will involve avoiding the use of any type of confusing jargon and keeping terminology neutral. This is especially important to note when you consider how Alexa.com reported in their audience snapshot that the BCLC site is more frequented by users who are over 65 years old with some sort of college education. These are the kind of people who *might* be more likely to browse the site, but that doesn't mean content and terminology should be created with them in mind.

In regards to adding new pages, one area to focus on is social networking, something that's growing more and more important to businesses these days. The main on-site addition here would be a Web 2.0 blog section, along with links to BCLC Facebook and Twitter pages on the main page (creation of accounts that can be linked to will be necessary here). This use of social networking will work excellently with BCLC's goal to build public image and trust.

### 4.2 Functional Requirements

As the main site isn't where players go to actually play (that's reserved for PlayNow, casinos and ticket stores), but where they come to find results and information. This means that whilst functionality isn't too complex (such as what PlayNow would require for security purposes and interactivity), they are still extremely important for overall site success. For example, it is critical that the page containing the winning Lotto 6/49 numbers updates correctly and on time, whilst still displaying previous winning numbers.

The functions therefore that are required for the redesign can be implemented by using HTML, PHP and mySQL, or through a specifically created content management system, such as Drupal or Joomla. The use of Wordpress or Nucleus will be appropriate to accommodate the site blog. In any case, it will require something that is database driven to deal with the constantly updating winning numbers and results, whilst retaining previous and recent ones.

(See Appendix B for full Content Inventory listing)

## **5. Design Proposal – Site Structure**

### **5.1 Site Structure Listing Summary**

Section 0: Home

Section 1: About BCLC

Section 1.1: Benefitting BC

Section 1.2: Taking Responsibility

Section 1.3: Putting You First

Section 1.4: Media Centre

Section 1.5: Corporate Information

Section 1.6: Careers

Section 1.7: Newsletter Sign Up

Section 2: GameSense

Section 2.1: Our Commitment

Section 2.2: Programs

Section 2.3: Gambling Myths

Section 2.4: Knowing the Games

Section 2.5: Do You Need Help?

Section 2.6: Voluntary Self-Exclusion

Section 2.7: Information Resources

Section 3: Lotteries

Section 3.1: Lotto 6/49

Section 3.2: LOTTO MAX

Section 3.3: BC/49

Section 3.4: Pacific Hold'Em Poker

Section 3.5: SportsFunder

Section 3.6: Extra

Section 3.7: Keno

Section 3.8: Pull Tab

Section 3.9: Scratch & Win

Section 3.10: Millionaire Life

Section 4: Casinos

Section 4.1: About Casino Gaming

Section 4.2: Live Entertainment

Section 4.3: Games

Section 4.4: Casino Locations

Section 4.5: Horse Racing

Section 4.6: Know the Games

Section 5: Chances Gaming

Section 5.1: What is Chances?

Section 5.2: Chances Games

Section 5.3: Where you can Play

Section 5.4: BC Gold

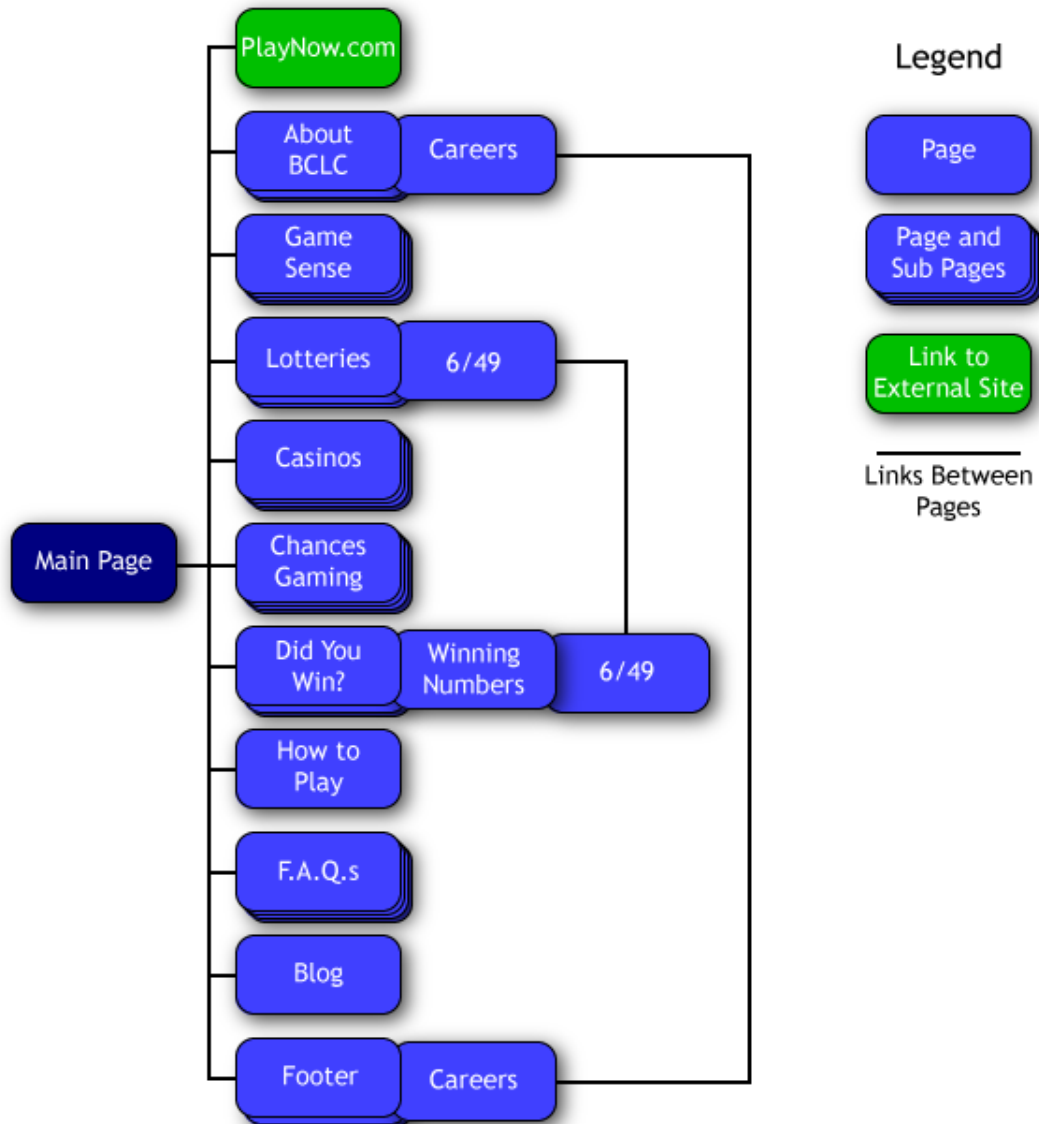
Section 6: Did You Win?

Section 6.1: Prize Claims

- Section 6.2: Watch the Draws
- Section 6.3: Winners and Winning Numbers
- Section 6.4: Luck Magazine
- Section 7: How to Play
- Section 8: Frequently Asked Questions
  - Section 8.1: Submit a Question
- Section 9: Blog
- Section 10: Privacy Policy
- Section 11: Legal
  - Section 11.1: Terms of Use
  - Section 11.2: Copyright and Trademarks
- Section 12: Site Map

(See Appendix C for full Site Structure listing)

## 5.2 Architectural Blueprint



The above blueprint shows a representation of the intended global navigation system, whilst also showing examples of linking relationships between pages.

## 5.3 Global and Local Navigation Systems

For a site whose content covers many distinctly different areas, a simple, yet effective, global navigation is required. The main menu bar of the global navigation has been placed horizontally and made fairly broad, both to reduce and accommodate the depth that some sections have.

To help maintain good information scent, each main global navigation page will contain local navigation in the form of a horizontal list displaying its child pages. Bread crumb links will also be added to inform a site viewer exactly where they are, and what section of the site they're viewing.

Global navigation will be made up of the following three areas:

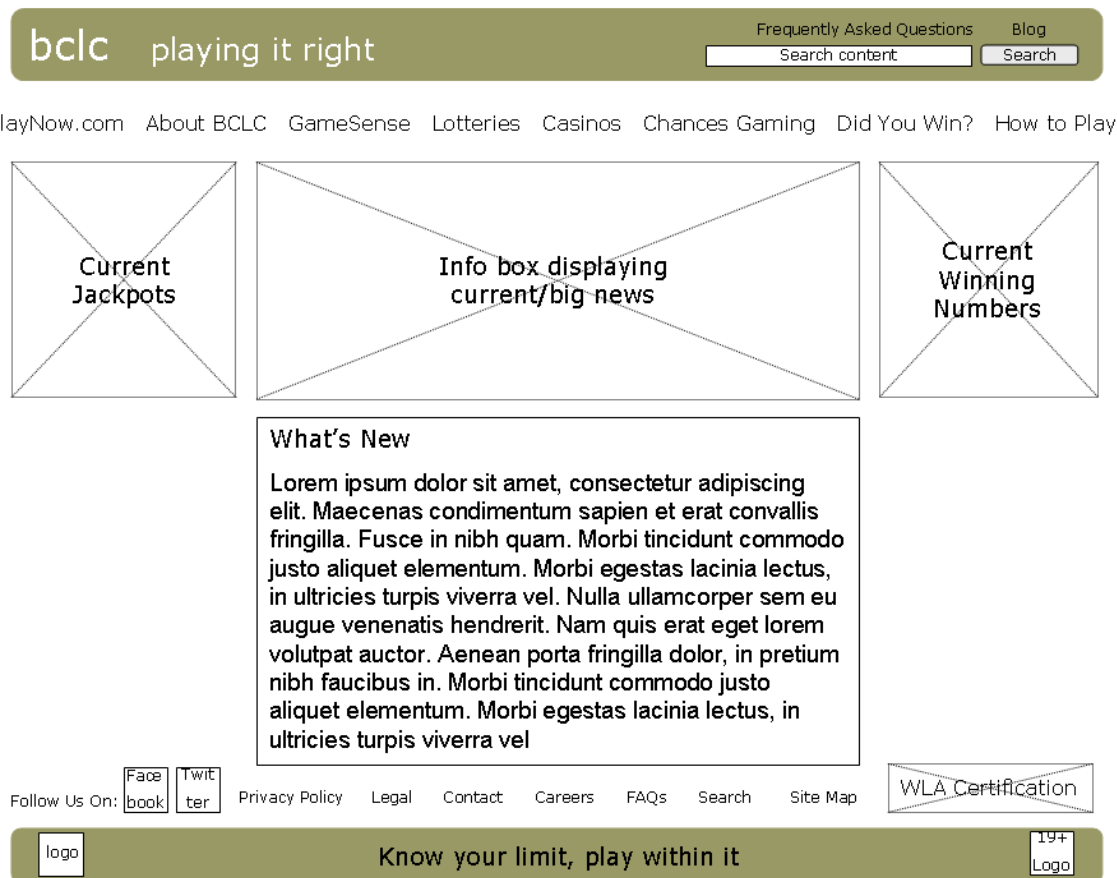
1. Header Banner (located on the right side): Frequently Asked Questions, Blog, Search Bar and Button
2. Horizontal menu: PlayNow.com (link to an external site), About BCLC, GameSense, Lotteries, Casinos, Chances Gaming, Did You Win?, How to Play.
3. Footer (located just above the footer banner): Privacy Policy, Legal, Contact (a child page of About BCLC), Careers (a child page of About BCLC), F.A.Q.s (identical to the one located in the header), Search (identical to the one located in the header), Site Map.

Other, specialised global navigation will include link icons to social networking pages, Facebook and Twitter specifically. These will be located in the bottom right area of the page. Local navigation for each of these sections will mirror the subsections found in the site structure listing.

## 6. Design Proposal – Site Visual Design

Now that the site goals and users have been defined, competition has been analysed and site content and site structure have been organised, it is possible to generate a visual representation of what the reworked site could look like. In this case, it has taken the form of a wireframe. This is a template of the main site page that contains the content and structure, but with no actual design added – the finished product won't look like this!

### 6.1 Wireframe



The most noticeable change here is the global navigation, and how now most of it is either focused in either the single bar below the header banner or the area located above the footer banner. Other visible changes include the addition of social networking icons (Facebook and Twitter, bottom left) and a web 2.0 blog link (located top right).

## 7. Conclusions

To draw from the entire brief and summarise the plans for the BCLC site redesign, and how we will implement it all. It can essentially be split into four areas: site goals and users, reworking what you can see on the site, reworking what you cannot see on the site and new additions.

The goals and users are important to reiterate, as it is that information that the entire redesign is based on. BCLC's goals include building their public image and trust, increasing revenue, providing an excellent access point to PlayNow.com and developing operational effectiveness. The main users are those wishing to play games offered by BCLC, players searching for casino locations, player looking up current draw results and people looking for information on the responsible gambling programs that BCLC runs.

As far as reworking what can be seen, this will involve relabeling and restructuring the site content, erasing vague wording and enabling easier browsing. In regards to what cannot be seen, this entails improving the site coding, getting rid of HTML errors, increasing site search terms so that when subjected to future competitive analyses, BCLC matches up to sites such as Full Tilt Poker, PokerStars and Bodog.

Finally, there are high recommendations of expanding into social networking. This is a phenomenon that's becoming increasingly important and useful to businesses currently, providing an efficient and effective way to spread information and promote yourself. Additionally, very few (if any) of BCLC's competitor's employ the use of social networking and web 2.0 blogs, so this is an excellent opportunity for the company to take a stride forward.

## Appendix A: Competitive Analysis

<b>Scoring System</b>	1st: 4 points	2nd: 3 points	3rd: 2 points	4th: 1 point
<b>w3C Tools</b>				
MarkUp validator	36 errors 47 warnings	5 errors 5 warnings	Passed	65 errors 15 warnings
Link checker	2 issues	12 issues	3 issues	16 issues
mobileOK checker	91% OK	42% OK	15% OK	12% OK
<b>Compete.com</b>				
Unique visitors	4,777	1,034,026	785,145	537,250
Top search terms	16 terms	870 terms	808 terms	1,162 terms
Referring sites	15	1,745	984	1,806
Referring categories	9	149	118	159
Destination sites	14	1,659	884	2,055
<b>Alexa.com</b>				
Alexa traffic rank	37,866	2,736	4,660	5,196
Average load time	Very fast (0.664 sec)	Average (1.734 sec)	Fast (0.923 sec)	Slow (2.174 sec)
% sites slower/faster	88% sites slower	57% sites faster	76% sites slower	68% sites faster
Average time on site	3 minutes	4.5 minutes	2.8 minutes	6.5 minutes
Canadian traffic rank	537	1,249	1,937	3,862
<b>SiteReportCard.com</b>				
Link check	10/10	10/10	10/10	9/10
HTML check	9/10	9/10	9/10	7/10
Load time check	1/10	8/10	1/10	1/10
Meta tag check	10/10	10/10	8/10	10/10
Spell check	10/10	9/10	8/10	9/10
Keyword check	8/10	8/10	8/10	8/10
Overall Rating	8/10	9/10	7.33/10	7.33/10

\*This check is not the same as Alexa.com's check; as it is based off the loading time for a much lower speed internet connection.

## **Appendix A: Competitive Analysis continued**

### Subjective competitive analysis

In regards to page size and layout, PokerStars and Bodog appear to function best, with Full Tilt Poker following and BCLC in last. The top three all have a centralised page, which works excellently with the Z-direction of eye flow design principle. PokerStars and Bodog work slightly better here than Full Tilt Poker as their page width is slightly thinner, which serves to both focus attention and not run the risk of being too wide for a user's monitor. BCLC falls behind here as their page automatically aligns left, interrupting the Z eye flow and in general making you look across from where you eyes normally dwell.

Concerning look and feel, again, BCLC again falls behind its three competitors. It has no consistency in its layout, using many graphical boxes or varying height and width to display information. The other three, however, display areas on the page that contain well defined groupings. In these groupings, width and/or height remain constant, unifying the design in doing so. Full Tilt Poker has the most in common with BCLC here, as they both use a two column layout. The former however seems to flow better, as both of Full Tilt's columns end at the same point before continuing as a single column, whereas BCLC's right column ends before its left one, causing an unbalanced look.

## Appendix B: Content Inventory

Group	Content	Sub Content	Format
<b>About BCLC</b>	About BCLC		Static
	Benefitting BC	Supporting Communities	Static
		Community Engagement	Static
		Financial Chart	Dynamic
		Sponsorships and Events	Static
	Taking Responsibility	Social Responsibility	Static
		Commitment to the Environment	Static
		Economic Accountability	Static
	Putting You First	Quarterly Reports	Dynamic
		You Can Play with Confidence	Static
		Improving the Lottery	Static
		Retailers: Setting a New Standard	Static
		BC Ombudsman	Static
	Media Centre	News Releases	Dynamic
		Information Bulletins	Dynamic
		Photo Centre	Dynamic
	Corporate Information	Performance Highlights	Static
		Our Team	Static
		Corporate Processes	Static
		Corporate Reports	Static
		Finding the Information You Need	Static
		Gaming Facility Relocation Process	Static
		Doing Business with us	Static
	Careers	Contact Us	Static
Careers Listings		Dynamic	
Sign In/Register		Dynamic	
Newsletter Sign Up		Static	
<b>Social Networking</b>	Blog		Dynamic
	Facebook link		External
	Twitter link		External
<b>GameSense</b>	Game Sense		Static
	Our Commitment	Awards and Cerficiations	Static
	Programs	GameSense Information Centres	Static
		GameSense for Parents	Static
		BetStopper	Static
		Appropriate Response Training	Static
	Gambling Myths		Static
	Knowing the Games	Chance Based Gambling	Static
		Skill Based Gambling	Static
	Do You Need Help?		Static

Voluntary Self-Exclusion		Static
Information Resources	Public Service Announcements	Dynamic

<b>F.A.Q.s</b>	Frequently Asked Questions	Static
	Submit a Question	Dynamic

<b>PlayNow.com</b>		External
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<b>Lotteries</b>	Lotteries		Dynamic
	Lotto 6/49	Winning Numbers and Winners	Dynamic
		Odds and Frequency Charts	Dynamic
		Prize Claims	Static
		Lotto Subscription	Dynamic
	LOTTO MAX	Winning Numbers and Winners	Dynamic
		Odds and Frequency Charts	Dynamic
		Prize Claims	Static
	BC/49	Winning Numbers and Winners	Dynamic
		Odds and Frequency Charts	Dynamic
		Lotto Subscription	Dynamic
	Pacific Hold'Em Poker	How to Play	Static
		Winning Numbers and Winners	Dynamic
	SportsFunder	SportsFunder Instant Win	Static
		SportsFunder 50/50	Static
		SportsFunder Pull Tab	Static
		Benefitting Amateur Sports	Static
	Extra	Winners	Dynamic
		Odds	Static
	Keno	Winning Numbers and Winners	Dynamic
		Odds	Static
	Pull Tab		Static
	Scratch & Win	Winners	Dynamic
		Instant Win Claimed Prizes	Dynamic
Millionaire Life	Winning Numbers and Winners 2009	Static	

<b>Casinos</b>	Casinos		Dynamic
	About Casino Gaming		Static
	Live Entertainment		Dynamic
	Games		Static
	Casino Locations		Dynamic
	Horse Racing		Static
	Know the Games		Static

<b>Chances Gaming</b>	Chances Gaming		Static
	What is Chances?		Static
	Chances Games	Bingo	Dynamic
		Slots	Static
		Electronic Blackjack	Static
	Racebook	Static	

Where you can Play		Dynamic
BC Gold		Dynamic

<b>Did You Win?</b>	Did You Win?		Static
	Prize Claims		Static
	Watch the Draws	Our Draws Process	Dynamic
	Winners and Winning Numbers	Lotto 6/49	Dynamic
		LOTTO MAX	Dynamic
		BC/49	Dynamic
		Pacific Hold'Em Poker	Dynamic
		SportsFunder 50/50	Dynamic
		SportsFunder 2010 Raffle	Dynamic
		Keno	Dynamic
		Millionaire Life	Dynamic
		Knockout 21	Dynamic
		eBingo	Dynamic
		Extra	Dynamic
		Sports Action	Dynamic
		Scratch & Win	Dynamic
		Set For Life	Dynamic
	Pick a Prize	Dynamic	
	Luck Magazine	Dynamic	

<b>How to Play</b>			Static
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<b>Footer</b>	Privacy Policy		Static
	Legal	Terms of Use	Static
		Copyright and Trademarks	Static
	Contact		Dynamic
	Careers		Dynamic
	Frequently Asked Questions		Static
	Newsletter Sign Up		Dynamic
	Search		Dynamic
	Site Map		Static

## **Appendix C: Site Structure Listing (Complete)**

Section 0: Home

Section 1: About BCLC

Section 1.1: Benefitting BC

Section 1.1.1: Supporting Communities

Section 1.1.2: Community Engagement

Section 1.1.3: Financial Chart

Section 1.1.4: Sponsorship and Events

Section 1.2: Taking Responsibility

Section 1.2.1: Social Responsibility

Section 1.2.2: Commitment to the Environment

Section 1.2.3: Economic Accountability

Section 1.3: Putting You First

Section 1.3.1: Quarterly Reports

Section 1.3.2: You Can Play with Confidence

Section 1.3.3: Improving the Lottery

Section 1.3.4: Retailers: Setting a New Standard

Section 1.3.5: BC Ombudsman

Section 1.4: Media Centre

Section 1.4.1: News Releases

Section 1.4.2: Information Bulletins

Section 1.4.3: Photo Centre

Section 1.5: Corporate Information

Section 1.5.1: Performance Highlights

Section 1.5.2: Our Team

Section 1.5.3: Corporate Processes

Section 1.5.4: Corporate Reports

Section 1.5.5: Finding the Information You Need

Section 1.5.6: Gaming Facility Relocation Process

Section 1.5.7: Doing Business with us

Section 1.5.8: Contact Us

Section 1.6: Careers

Section 1.6.1: Careers Listings

Section 1.6.2: Sign In/Register

Section 1.7: Newsletter Sign Up

Section 2: GameSense

Section 2.1: Our Commitment

Section 2.1.1: Awards and Certifications

Section 2.2: Programs

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