Additional treatments – how often the lottery is held

Display lottery chances in frequencies or percentages

“Share” lottery – do you want to share it with a friend. If you don’t do it you see them winning. Pooling winnings.

Illusion of control. How can we increase the illusion of control.

“You have been lucky today, so play” “You have not been lucky, so you are due”

suggest complete design

develop app vs hiring someone