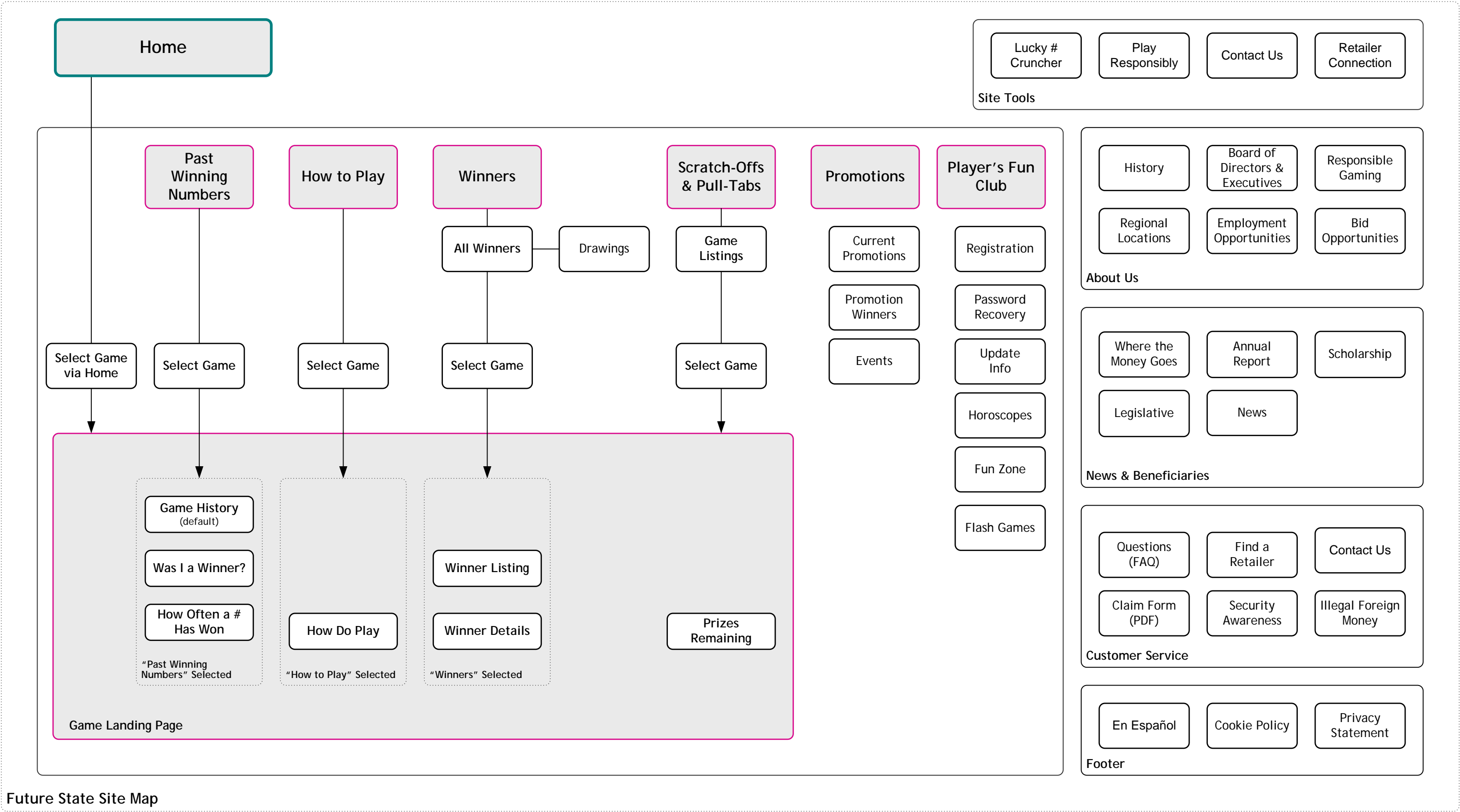
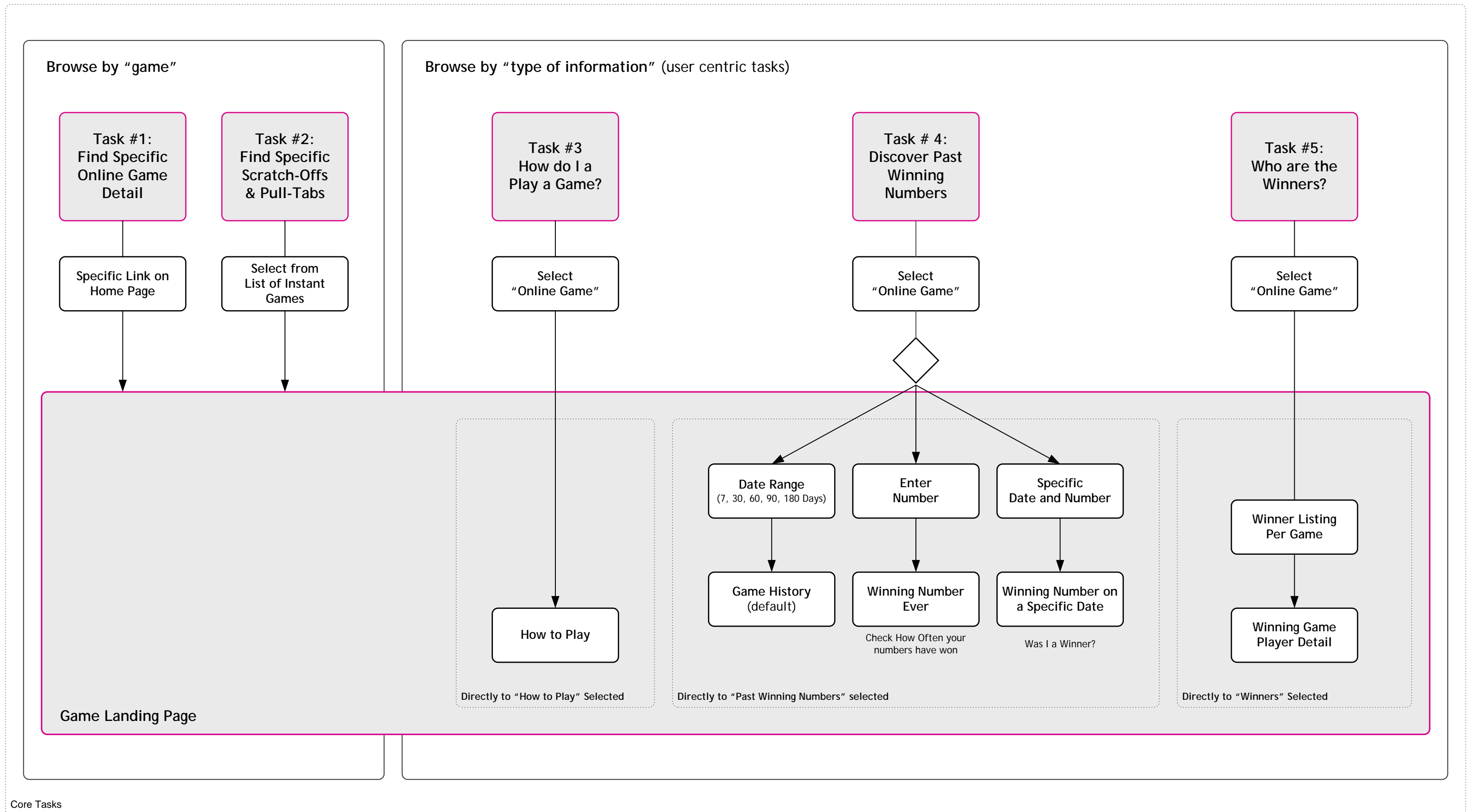
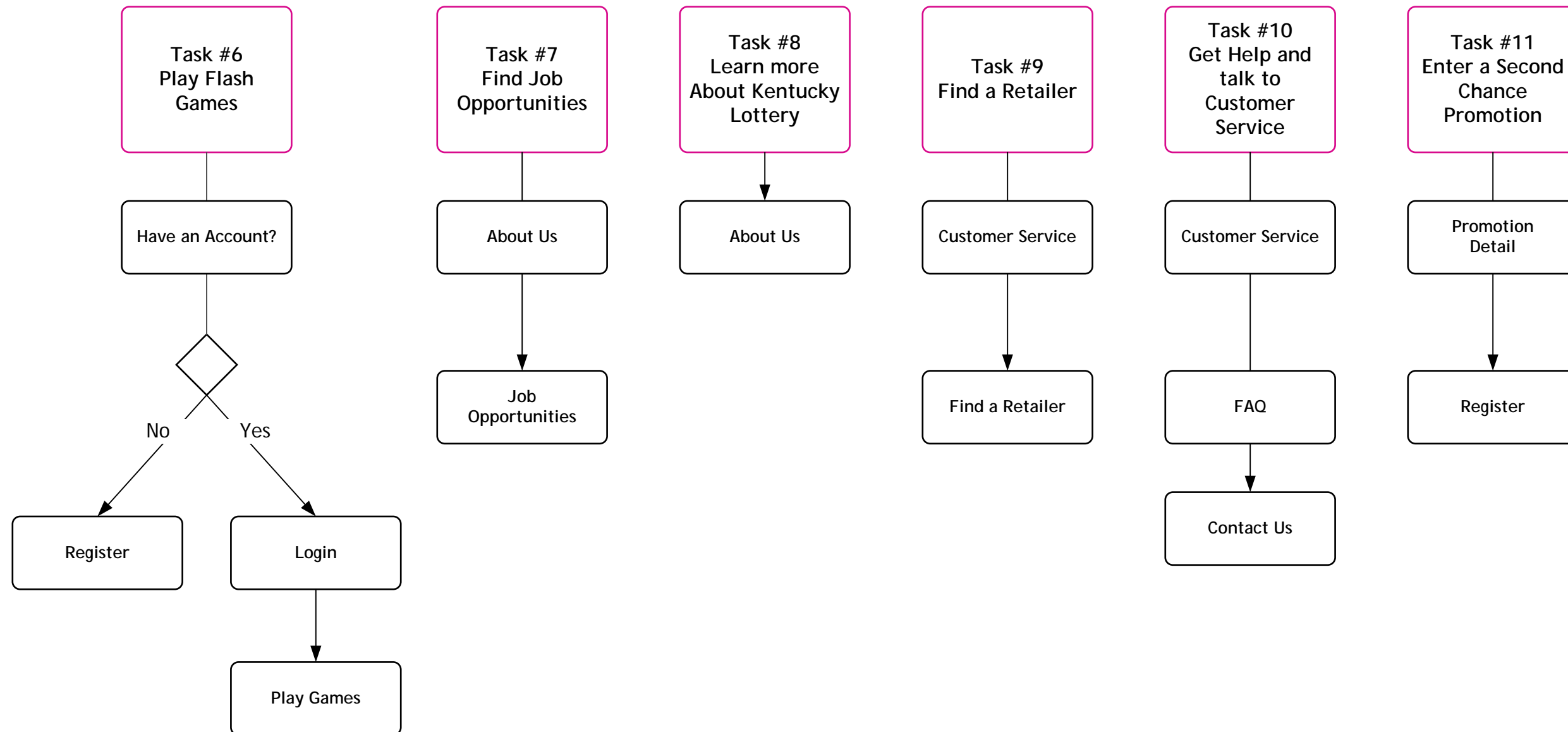


Current State Site Map

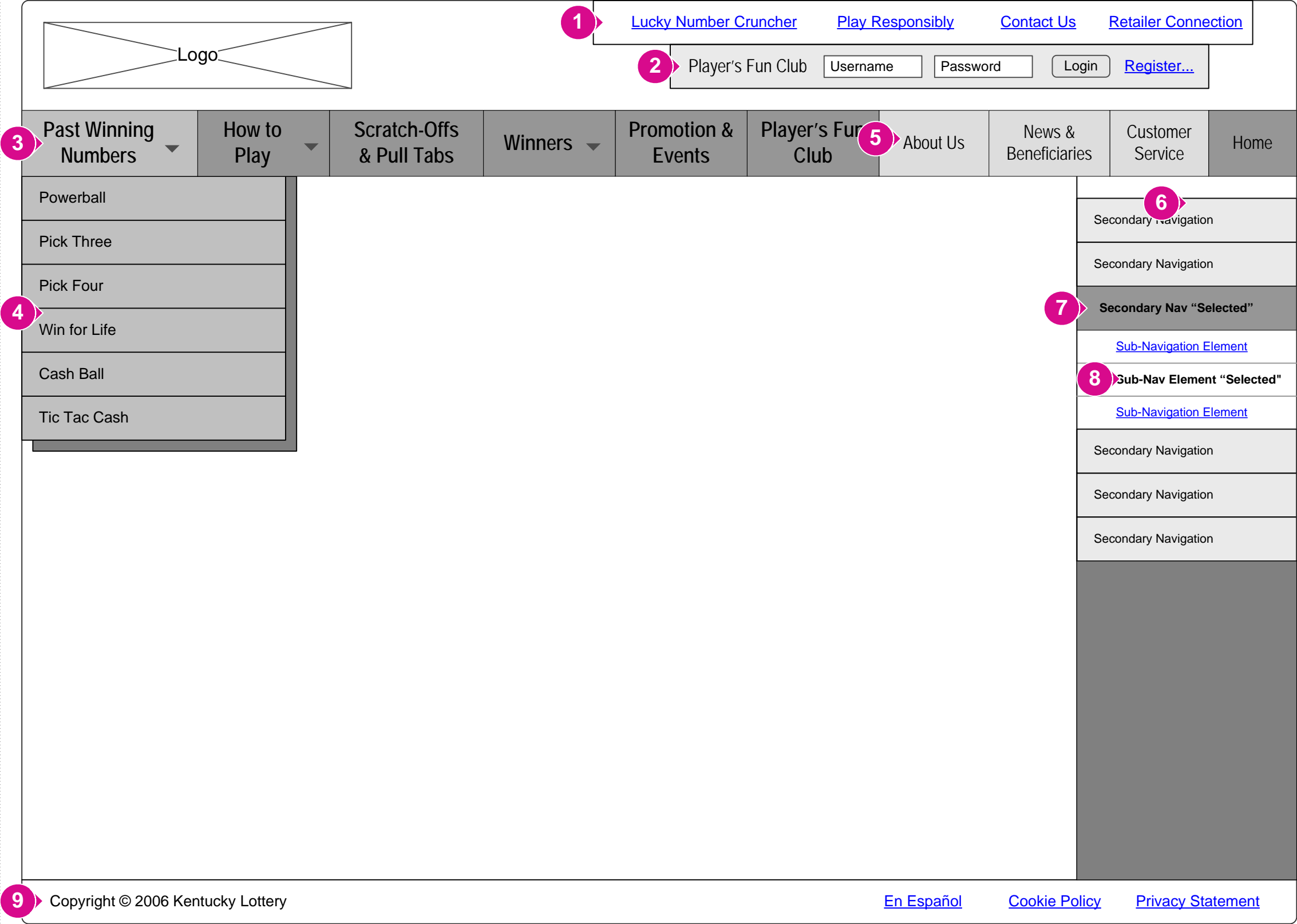


Future State Site Map





- Users Goals**
1. Am I a Winner?
 2. What's the Jackpot?
 3. Winning numbers?
 4. How do I play (how do I win)?
 5. I want to enter a 2nd chance promotion.
 6. Who else has won?
 7. I want to play the 'fun club'
 8. Lucky number cruncher (numbers to play)

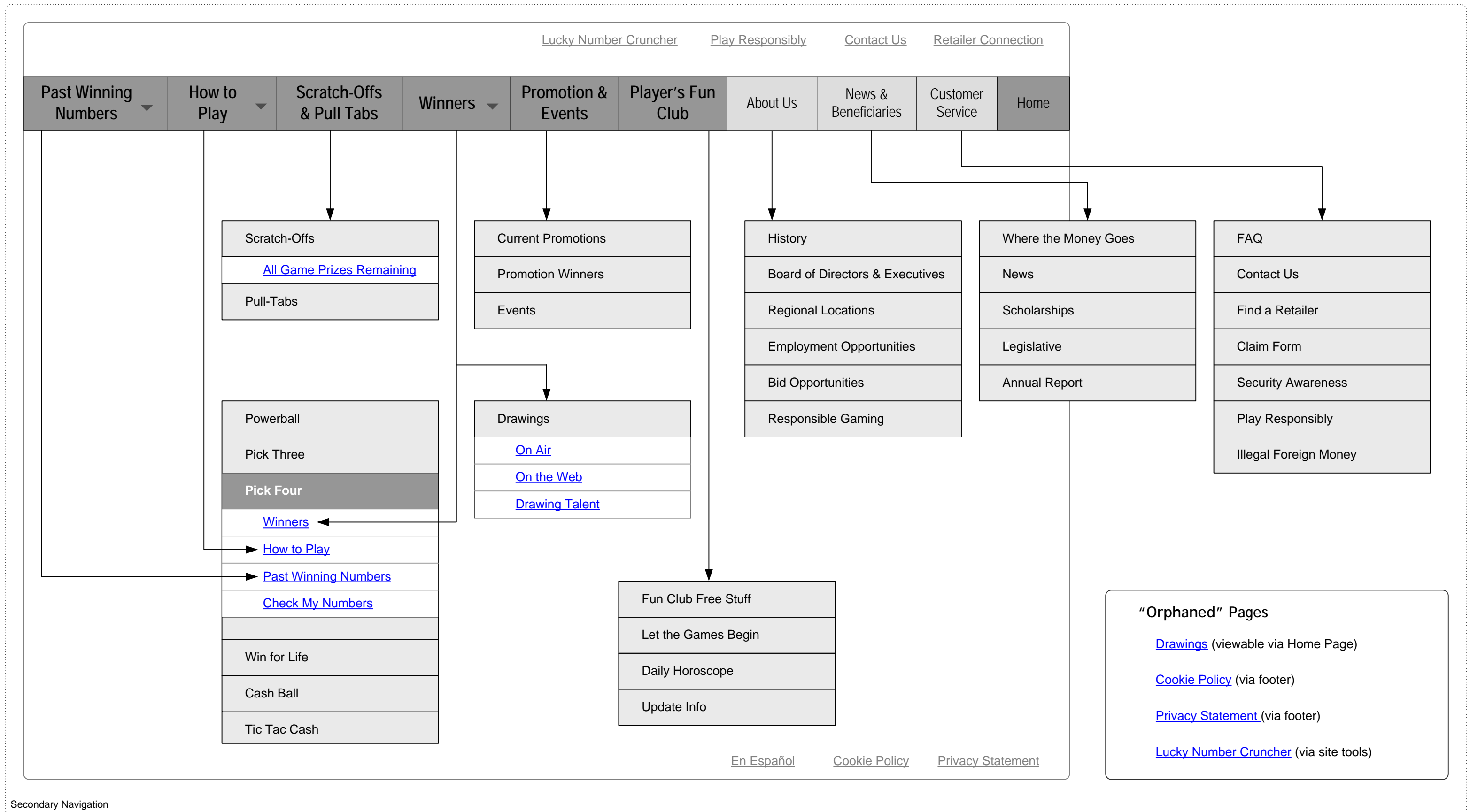


- 1 Site Tools
- 2 Player's Fun Club - login, display's username when logged in
- 3 "Major Tabs" Navigation - main content of site, showing emphasis
- 4 "Pull-down" Navigation - direct link to online game landing page
- 5 "Minor Tabs" Navigation - secondary or supporting content
- 6 Secondary Navigation
- 7 Secondary Navigation - with selected sub navigation
- 8 Tertiary Navigation
- 9 Footer - typically legalese

Notes

- This doesn't necessarily determine the "exact layout" or placement of tabs. This wireframe is for discussion purposes, and to help determine the correct **emphasis** of content.
- Is there a need for a search feature?

Main Navigation



Logo

[Lucky Number Cruncher](#)[Play Responsibly](#)[Contact Us](#)[Retailer Connection](#)

Player's Fun Club

Username

Password

Login

Register...

Past Winning Numbers

How to Play

Scratch-Offs & Pull Tabs

Winners

Promotion & Events

Player's Fun Club

About Us

News & Beneficiaries

Customer Service

Home

1

Rotating Spotlight Promo Graphic (scratch-offs primarily)

<< Previous

Next >>

5

Rotating Second Chance Promotions

6

Messages/News

This is the Message Header

Donec a odio. Suspendisse potenti. Suspendisse vulputate hendrerit est. Donec a odio. Suspendisse potenti. Suspendisse vulputate.

2

Million Dollar Draw

Number of tickets remaining:

364,236

as of Tuesday November 12, 2006 at 3:43 PM EST

Learn More...

3

3

Game Details >>

4

4

Game Details >>

5

5

Game Details >>

6

6

Game Details >>

3

Current Jackpot: \$150 Million

Drawing Date: 09/16/2006

Power Play: 5

Next Drawing: 09/20/2006

Cash Option: \$179 Million

3 - 19 - 20 - 22 - 47 - 2

Monday MIDDAY (9/16/2004)

Monday Evening (9/16/2004)

Total Payout of last drawing

Total Winners of last drawing

X - X - X

X - X - X

\$XX,XXX

XX

Monday MIDDAY (9/16/2004)

Monday Evening (9/16/2004)

Total Payout of last drawing

Total Winners of last drawing

X - X - X - X

X - X - X - X

\$XX,XXX

XX

CASH KENTUCKY BALL

Monday (9/16/2004)

2 - 10 - 27 - 31 - 22

TIC TAC CASH

Monday (9/16/2004)

2 9 15
18 FREE 23
30 35 40

MON LIFE

Monday (9/16/2004)

1 - 19 - 23 - 28 - 31 - 34

Free Ball - 29

Kentucky

UNBOWLED SPIRIT

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- 1 Rotating Spotlight - An automatic slideshow of promotions, users can click through as well. Links to specific promotion.
- 2 Raffle
 - Before - Promoting upcoming raffle
 - During - countdown of 3 of tickets left
 - After - news about winners
 - No raffle - Running total of number of winners and amount paid out
- 3 Winning Numbers & Jackpot - This would also link to game landing page
- 4 Past Winning Numbers
- 5 Promotions - rotating promotion area
- 6 Messages/News - for breaking news, could be animated or scrolling (multiple? Scrolling?)

Logo

[Lucky Number Cruncher](#)

[Play Responsibly](#)

[Contact Us](#)

[Retailer Connection](#)

Player's Fun Club

[Register...](#)

Past Winning Numbers

How to Play

Scratch-Offs & Pull Tabs

Winners

Promotion & Events

Player's Fun Club

About Us

News & Beneficiaries

Customer Service

Home

1 Home > Pick Four

2 Pick Four

3

Game Logo

6 [How to Play...](#)

4 X - X - X - X

Monday Middyay
(9/16/2004)

5 Payouts Per Drawing
\$ XX,XXX

Monday Evening
(9/16/2004)

X - X - X - X

Payouts Per Drawing
\$ XX,XXX

7

Check My Numbers

Was I a winner on an another day?

How often has my number won?

8

Powerball

Pick Three

Pick Four

[How to Play](#)

[Winners](#)

[Past Winning Numbers](#)

[Check My Numbers](#)

Win for Life

Cash Ball

Tic Tac Cash

9

Game History

Different time period and data within columns for each game type

Date	Numbers	Payout
2006-09-15 Middyay	3-2-8-7	\$ XX,XXX
2006-09-14 Evening	9-0-4-1	\$ XX,XXX
2006-09-14 Middyay	6-6-9-9	\$ XX,XXX
2006-09-13 Evening	3-5-3-8	\$ XX,XXX
2006-09-13 Middyay	3-5-3-8	\$ XX,XXX

[More Past Winning Numbers...](#)

10

Winners

John Doe

Louisville, KY

08-25-2006

\$700

John Doe

Louisville, KY

08-25-2006

\$700

[More Winners...](#)

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1 Breadcrumb

2 Page/Game Title

3 Game Logo

4 Latest winning numbers

5 Payouts

6 How to Play

7 Check My Numbers

8 Tertiary Navigation - Game specific

9 Historical Winning Numbers Data - this section will differ in time period per game

Pick 3, Pick 4 - displaying One Week

Powerball - displaying One Month

Cash Ball, Tic Tac Cash - displaying 2 weeks

Win for Life - YTD

10 Latest Winners - select link to view more winners. Take you to "Winners" page per game to expand list to more winners.

Product Landing Page

Created by Michael Woodruff

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Logo

[Lucky Number Cruncher](#)[Play Responsibly](#)[Contact Us](#)[Retailer Connection](#)

Player's Fun Club Username Password [Register...](#)

Past Winning Numbers

How to Play

Scratch-Offs & Pull Tabs

Winners

Promotion & Events

Player's Fun Club

About Us

News & Beneficiaries

Customer Service

Home

1 Home > [Scratch-Offs & Pull Tabs](#) > [Scratch-Offs](#) > \$40,000 Super Cash

2 \$40,000 Super Cash

3

Start Date2006-08-11

Last Date to claim2007-07-31

Value\$5

Top Prizes\$40,000

FeaturesWin up to 13 times!

Odds1:2.89

Game Number636

4

Game Image

Enlarge...

5

Prizes Remaining as of 9/26/2006

6[All Games...](#)

Amount	Number Remaining
\$ 40,000	3
\$ 2,500	17
\$ 250	252
\$ 100	802
\$ 50	11060

Only displaying 5 amounts for wireframe purposes. It will be 10 amounts in real site.

7

Similar Games

?

8

Browse Games

Sort By ...

\$10,000 Table Stakes

\$125,000 Payday

21 Tripler

\$40,00 Super Cash

\$50,000 Casino Action

\$75,000 Jumbo Bucks

Aces & 8's

Battleship

Big Money Doubler

Bluegrass Stash

Caesars Palace

Cash Twister

Cherry Slots

Crossword

Diamond Bingo

Double Down

Easy Money

Fishin' for Franklins

Frozen Assets

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- 1 Breadcrumb
- 2 Page/Game Title
- 3 Game Data
- 4 Game Ticket Image - Is there a standard size for game images? (250 wide or 250 tall) Design needs to support both horizontal and vertical images (reason for right side placement, plus it looks different than online games)
- 5 Prizes Remaining
- 6 View All Prizes Remaining in All Games
- 7 Open area possibly for "Related" or "Similar Games"? - if you like this game you might also like this game
- 8 Game Browser - jump between all scratch-offs quickly

Sort by:
 - Alphabetical (default)
 - Price Point
 - Newest
 - Theme