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Virtual Lottery

ABSTRACT

Users typically purchase lottery tickets at brick-and-mortar vendors. Users need to physically visit the vendor, securely store the lottery ticket, and perform manual matching to determine winnings. This disclosure describes techniques to provide users with an online option to purchase lottery tickets. Per techniques of this disclosure, users are provided with a tab, visual card, or other online user interface that enables them to purchase lottery tickets. The online lottery interface is displayed in response to a user search for lottery, lottery tickets, etc. The UI enables the user to browse and purchase a lottery ticket, after verifying their identity and eligibility. The user can complete their purchase using an online payment method such as an online wallet or other payment mechanism that is associated with the user. Ticket details are stored online, and the service provider can provide additional services such as verification of lottery winnings. User information is accessed with specific user permission for purposes such as identity verification, eligibility assessment, or payment.

KEYWORDS

- Lottery
- Sweepstakes
- Search results
- Smartcard
- Identity verification
- Online payment

BACKGROUND

In many lottery schemes, paper tickets are printed and distributed to brick-and-mortar vendors. To participate in the lottery, users need to visit a brick-and-mortar vendor and purchase a ticket. Depending on the terms of the lottery, the vendor may verify user identity and eligibility to participate in the lottery. The vendor also handles the purchase transaction.

DESCRIPTION

This disclosure describes techniques to provide users with an online option to purchase lottery tickets. Per techniques of this disclosure, users are provided with a tab, visual card, or other online user interface that enables them to purchase lottery tickets. The online lottery interface is displayed in response to a user search for lottery, lottery tickets, etc. The user is provided with the user interface based on a search, e.g., for words such as “lottery,” “lottery tickets,” etc.

The UI enables the user to browse and purchase a lottery ticket, after verifying their identity and eligibility. The user can select a type of lottery ticket, denomination, etc. and complete their purchase using an online payment method such as an online wallet or other payment mechanism that is associated with the user. Ticket details are stored online, and the service provider can provide additional services such as verification of lottery winnings. User information is accessed with specific user permission for purposes such as identity verification, eligibility assessment (e.g., based on age), or payment. If the user permits, previously verified identity credentials can be stored online, e.g., by an online lottery provider, by the search provider, or another online service provider.

Further, with user permission, details of purchased lottery tickets can be stored online, and the service provider can provide additional services like verification of lottery winnings,

etc. Online purchase and storage of lottery tickets can mitigate the need for the user to visit a brick-and-mortar store to buy printed paper tickets or to manually examine the ticket to determine winnings. Further, online storage can help losses due to users losing their lottery tickets.

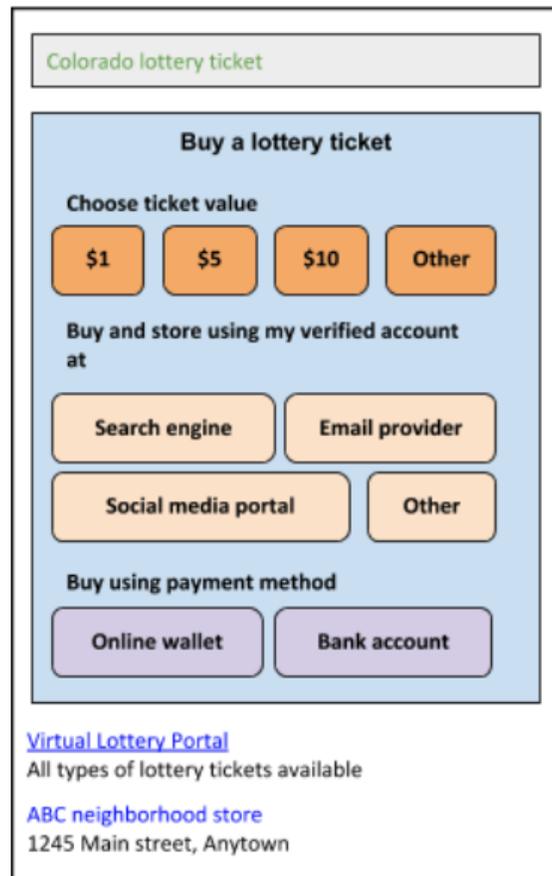


Fig. 1: User interface to enable online lottery ticket purchase

Fig. 1 illustrates an example user interface where a user is provided with an option to purchase a lottery ticket online, per techniques of this disclosure. In this illustrative example, a user has performed a search using a search engine for “Colorado lottery ticket.” In response to the user search, the user is provided with an option to purchase a lottery ticket online. The user can select the ticket value, select their verified account that is for the purchase, and choose a payment method to buy the ticket.

Further to the descriptions above, a user may be provided with controls allowing the user to make an election as to both if and when systems, programs or features described herein may enable collection of user information (e.g., information about a user's social network, social actions or activities, profession, a user's preferences, or a user's current location), and if the user is sent content or communications from a server. In addition, certain data may be treated in one or more ways before it is stored or used, so that personally identifiable information is removed. For example, a user's identity may be treated so that no personally identifiable information can be determined for the user, or a user's geographic location may be generalized where location information is obtained (such as to a city, ZIP code, or state level), so that a particular location of a user cannot be determined. Thus, the user may have control over what information is collected about the user, how that information is used, and what information is provided to the user.

CONCLUSION

This disclosure describes techniques to provide users with an online option to purchase lottery tickets. Per techniques of this disclosure, users are provided with a tab, visual card, or other online user interface that enables them to purchase lottery tickets. The online lottery interface is displayed in response to a user search for lottery, lottery tickets, etc. The UI enables the user to browse and purchase a lottery ticket, after verifying their identity and eligibility. The user can complete their purchase using an online payment method such as an online wallet or other payment mechanism that is associated with the user. Ticket details are stored online, and the service provider can provide additional services such as verification of lottery winnings. User information is accessed with specific user permission for purposes such as identity verification, eligibility assessment, or payment.