

The sign up & 1st deposit flow



The regulated Swedish gambling market 2019

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Version 1.0

Player account details, stats and transactions

The regulated Swedish gambling market 2019

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JUST RELEASED!

Sports betting

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UPCOMING!

Responsible gambling

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Introduction

The gambling market in Sweden became a licensed regulated market on the 1st of January 2019 . Anyone can apply for a gambling license at Spelinspektionen.

This UX review focuses on the registration and 1st deposit flows for companies that have been granted a license.

The review includes

- high level findings
- design suggestions for an "optimal" user flow
- Screenshots (mobile web) from each gambling company, only one domain per company (several companies have more than one domain connected to their license).

Setup

Registrations and 1st deposits took place between January 1-7, 2019 using a browser on an iPhone 7 and a Samsung Galaxy S6.

Disclaimer: Please note that there might be changes in the flows done by the operator after the flows were performed.



User flows

This UX review focus on two user flows

Registration

In order to play, the user needs an account. We'll look at the steps required in order to sign up.

1st deposit

Before placing the first bet, players need to deposit funds and set deposit limits. We'll look at the steps necessary for players to make their first deposit.

Gambling sites in this review

Those received a Swedish online gambling license as of Jan 1st 2019

888.se*

svenskaspel.se/tur

atg.se*

karamba.com*

ahabingo.com

sverigeautomaten.com/sv

jackpotcitycasino.se*

betfait.com

bethard.se*

betspawn.com*

betsson.com/sv

betway.se

10bet.se

betsafe.com/sv

casinostugan.com

casumo.com/sv*

vikings.se

cherrycasino.com

spinback.com*

comeon.com*

verajohn.se*

bwin.se*

optibet.se*

redbet.com*

expekt.se

casinojoy.com*

hajper.com

casinoheroes.com*

bet365.com

interwetten.se

funcasino.com*

sv.jackpotjoy.com

leovegas.com

noaccountcasino.com*

mobilautomaten.com

mrgreen.com

agentspinner.com*

multilotto.com

nordicbet.com/sv

paf.com*

coolbet.com

ninjacasino.com*

casino.redkings.com*

snabbare.com

unibet.se*

voodoo dreams.com*

spela.svenskaspel.se

tipwin.se*

pokerstars.se*

tombola.se*

lottoland.se

videoslots.com

1001bingo.com*

21prive.com*

frankfred.com

betspin.com*

Screenshots

Screenshots

In the section you'll find all screenshots of the registration and 1st deposit flows for all the gaming sites up and running by the 7th of January.

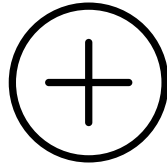
Disclaimer: Please note that there might be changes in the flows done by the operator after the flows were performed.



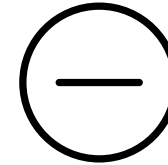
21prive.com

White Hat Gaming Limited

21prive.com



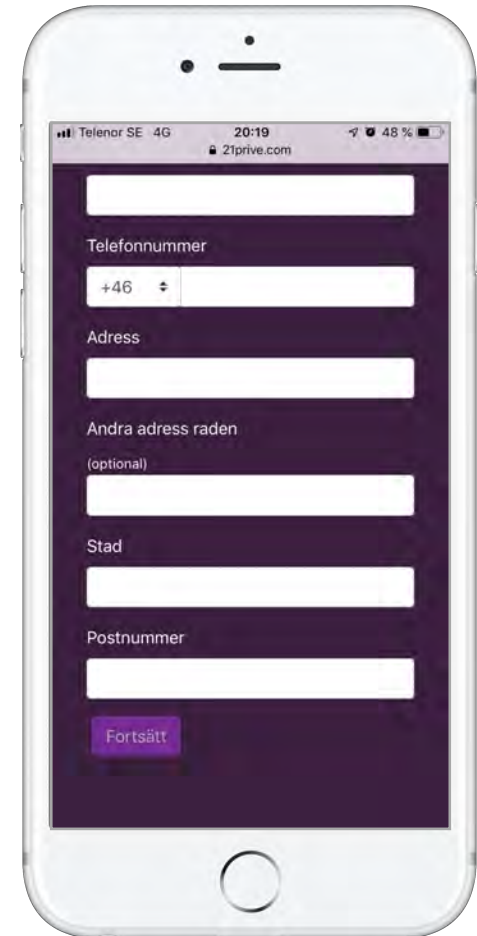
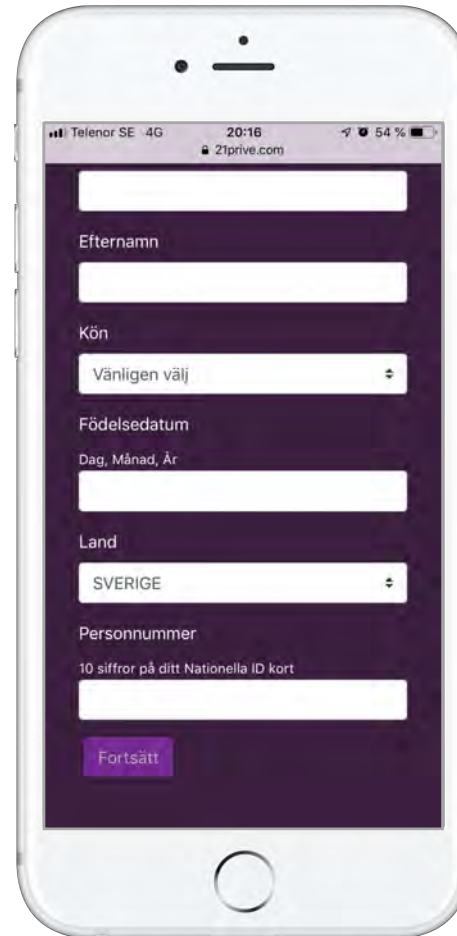
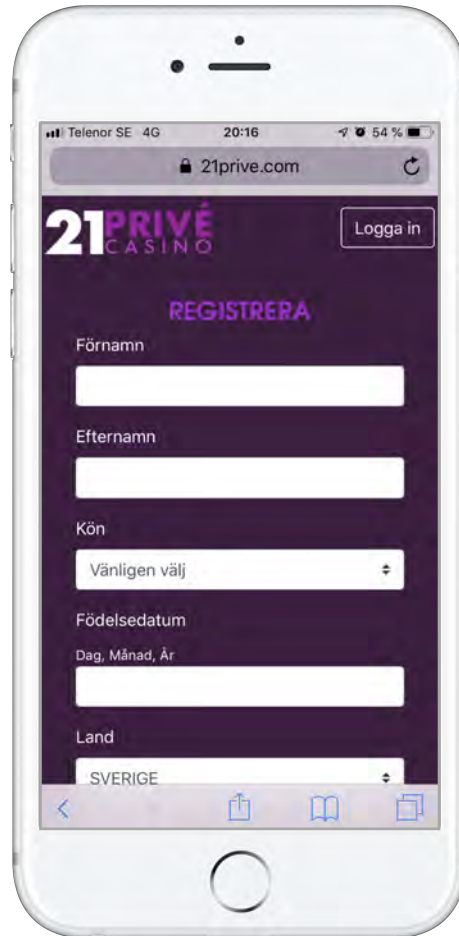
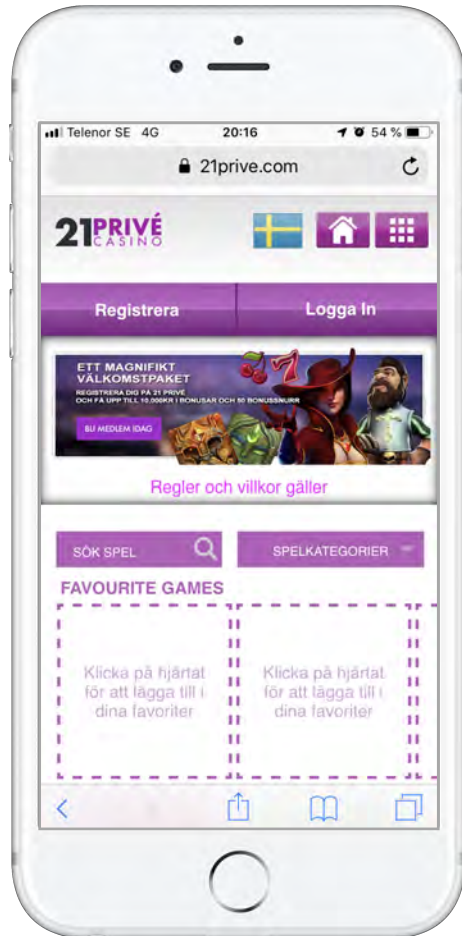
Register and login buttons are prominent at the top



- Spelinspektionens three buttons are missing
- Long forms
- Use of non Swedish terms
- Deposit flow feels less trustworthy

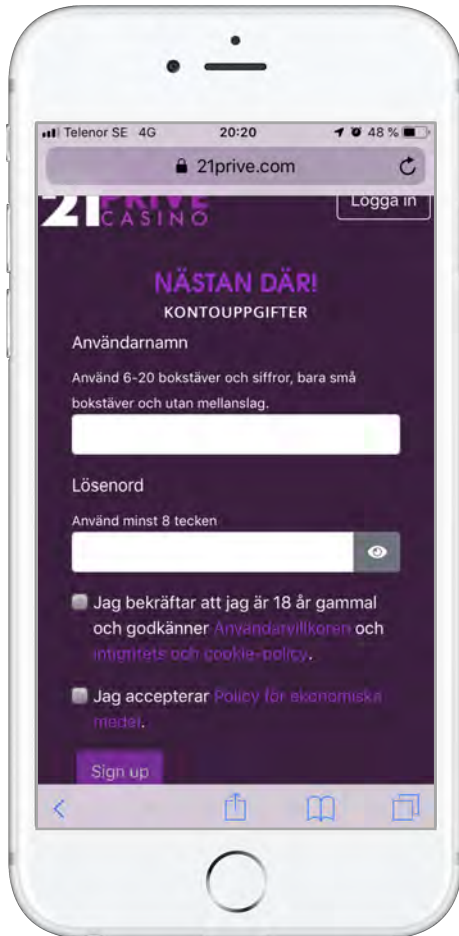
21prive.com

Registration flow - 1



21prive.com

Registration flow - 2



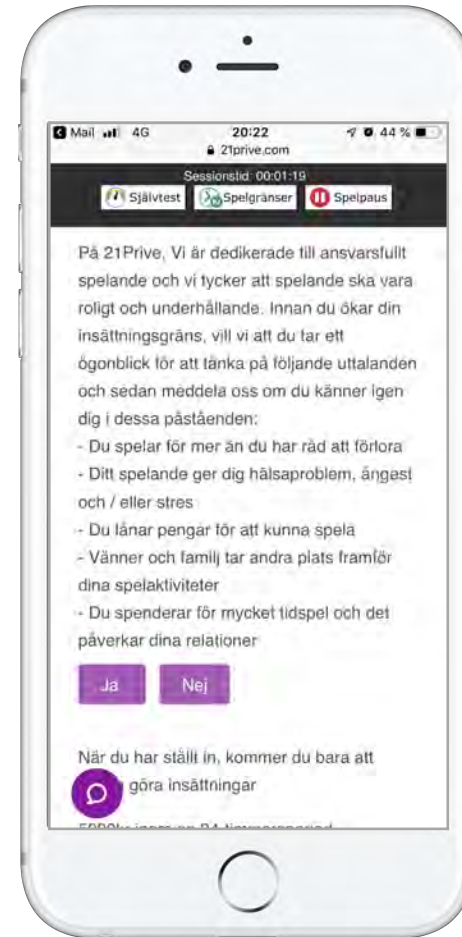
21prive.com

Registration flow - 3



21prive.com

1st deposit flow - 1



21prive.com

1st deposit flow - 2



I did not continue the deposit process since the site didn't feel very secure and gave me a bad feeling.

Contact

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