

# The sign up & 1st deposit flow



The regulated Swedish gambling market 2019

## The sign up & 1st deposit flow

The regulated Swedish gambling market 2019

This report is licensed to, and may only be distributed within Casumo.

Version 1.0

## Player account details, stats and transactions

The regulated Swedish gambling market 2019

Version 1.0

**JUST RELEASED!**

## Sports betting

The regulated Swedish gambling market 2019

Version 1.0

**UPCOMING!**

## Responsible gambling

The regulated Swedish gambling market 2019

Version 1.0



# 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

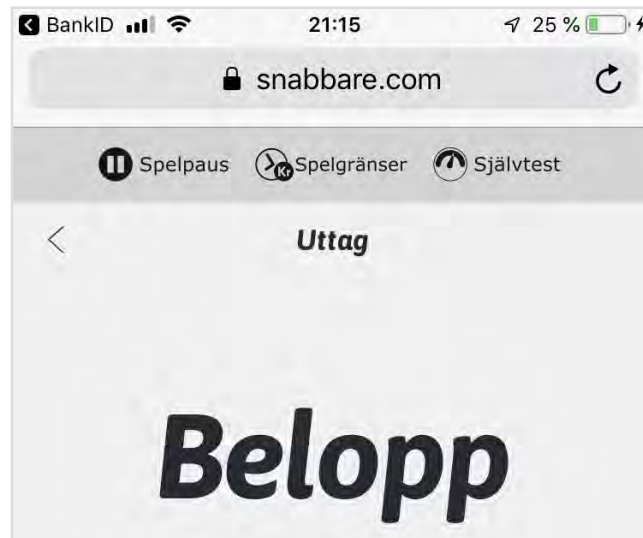
betspin.com\*

# 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.

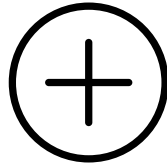




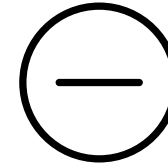
888.se

8 8 8 S w e d e n L i m i t e d

## 888.se



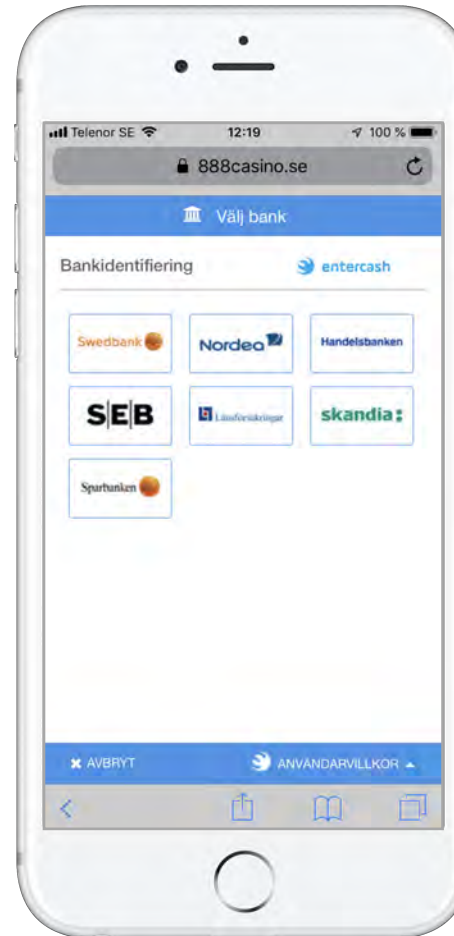
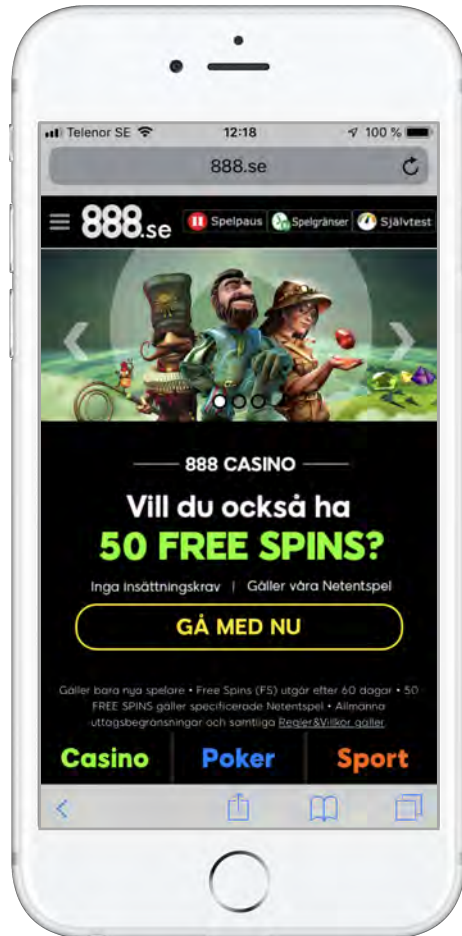
- Use of BankID
- Shows the information collected with BankID



- Spelinspektionens three buttons are missing
- Deposit limits are part of the registration flow instead of the deposit flow
- Mixing Swedish and English

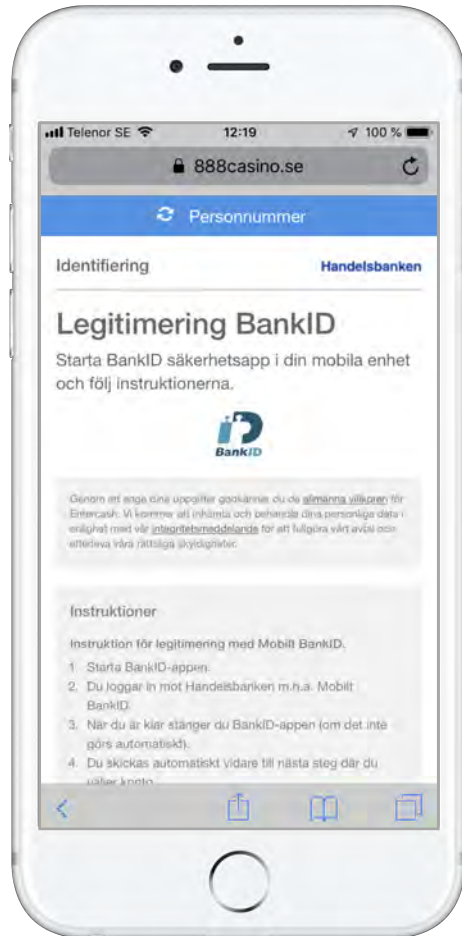
# 888.se

Registration flow - 1



# 888.se

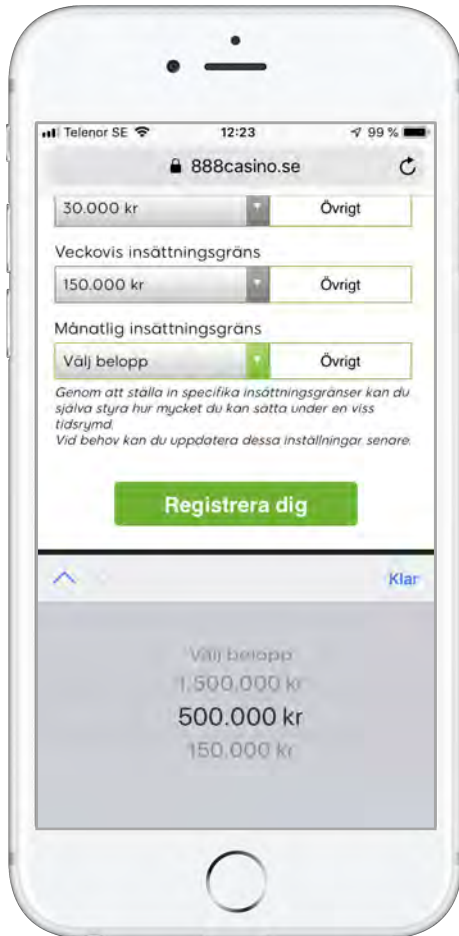
Registration flow - 2



# 888.se

Registration flow - 3

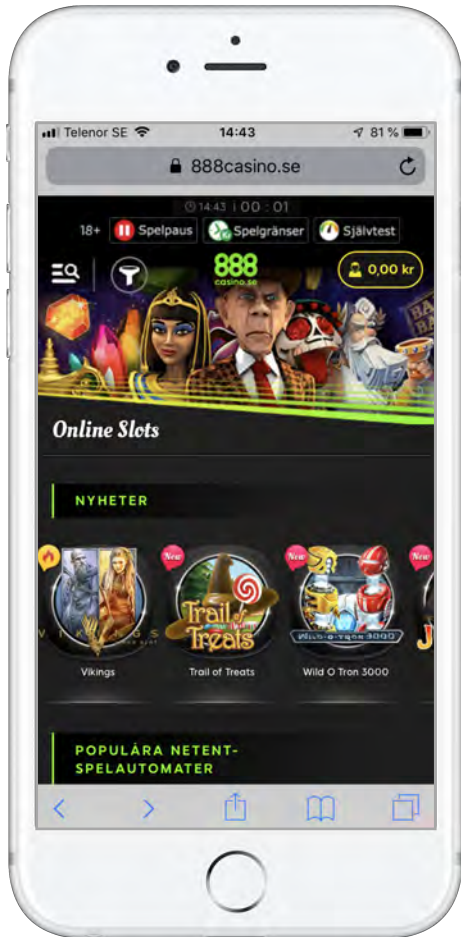






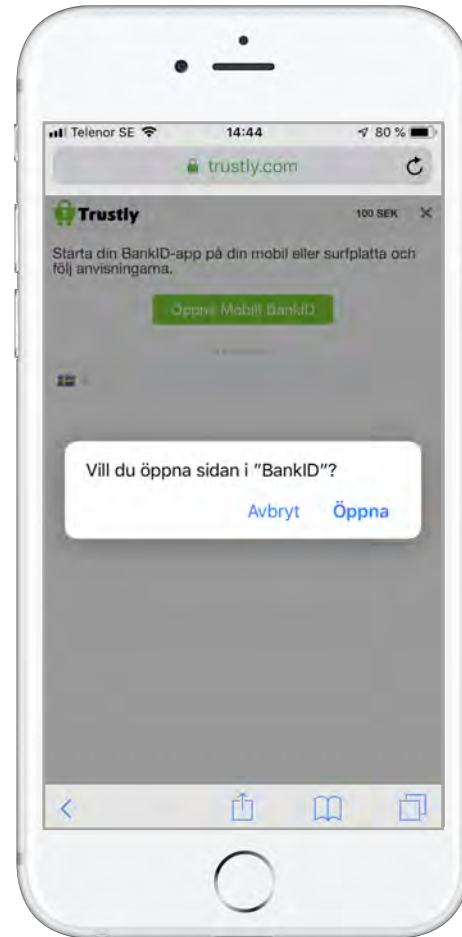
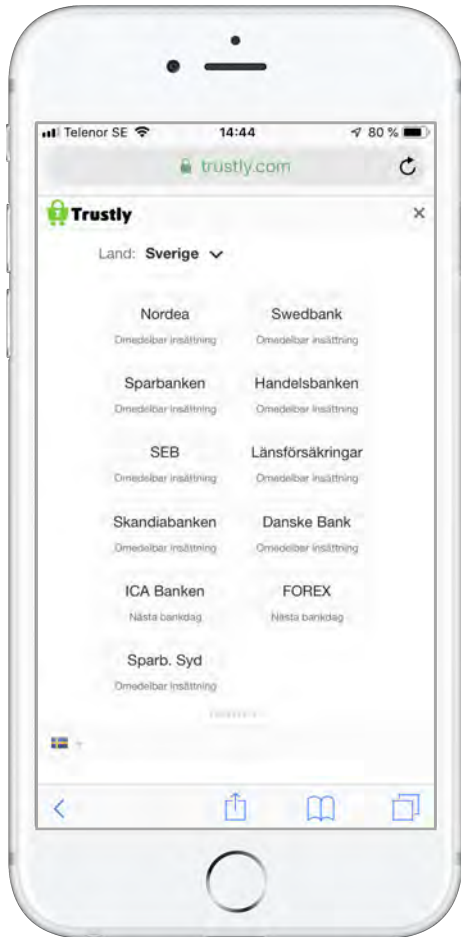
# 888.se

1st deposit flow - 1



# 888.se

1st deposit flow - 2







# Contact

---

**Staffan Schröder**

E-mail: [staffan.schroder@inuse.se](mailto:staffan.schroder@inuse.se)

Twitter: [staffanschroder](https://twitter.com/staffanschroder)

Linkedin: [linkedin.com/in/staffanschroder/](https://linkedin.com/in/staffanschroder/)

Blog: [use.se](https://use.se)

