

# 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

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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

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

## 1st deposit

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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

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888.se*	casumo.com/sv*	funcasino.com*	voodoo dreams.com*
svenskaspel.se/tur	vikings.se	sv.jackpotjoy.com	spela.svenskaspel.se
atg.se*	cherrycasino.com	leovegas.com	tipwin.se*
karamba.com*	spinback.com*	noaccountcasino.com*	pokerstars.se*
ahabingo.com	comeon.com*	mobilautomaten.com	tombola.se*
sverigeautomaten.com/sv	verajohn.se*	mrgreen.com	lottoland.se
jackpotcitycasino.se*	bwin.se*	agentspinner.com*	videoslots.com
betfait.com	optibet.se*	multilotto.com	1001bingo.com*
bethard.se*	redbet.com*	nordicbet.com/sv	21prive.com*
betspawn.com*	expekt.se	paf.com*	frankfred.com
betsson.com/sv	casinojoy.com*	coolbet.com	betspin.com*
betway.se	hajper.com	ninjacasino.com*	
10bet.se	casinoheroes.com*	casino.redkings.com*	
betsafe.com/sv	bet365.com	snaabare.com	
casinostugan.com	interwetten.se	unibet.se*	

# 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.

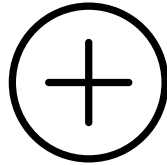




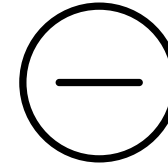
interwetten.se

Interwetten Gaming Limited

# interwetten.se



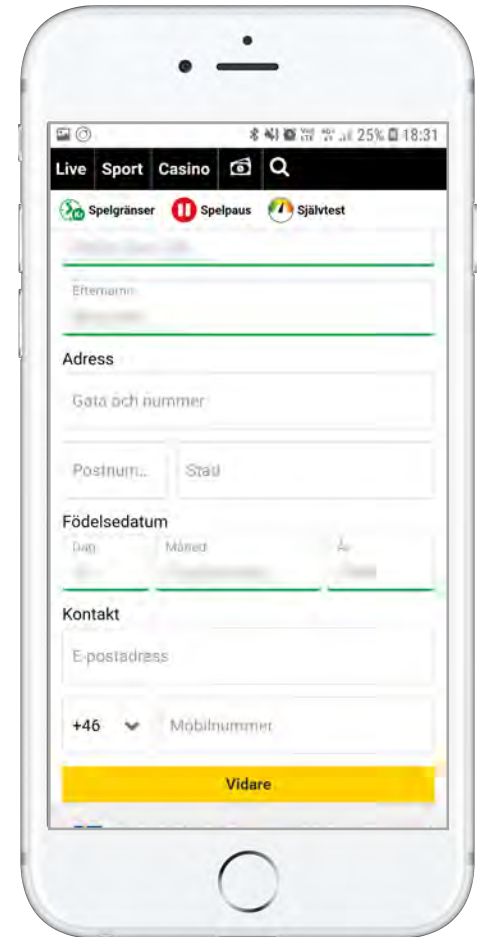
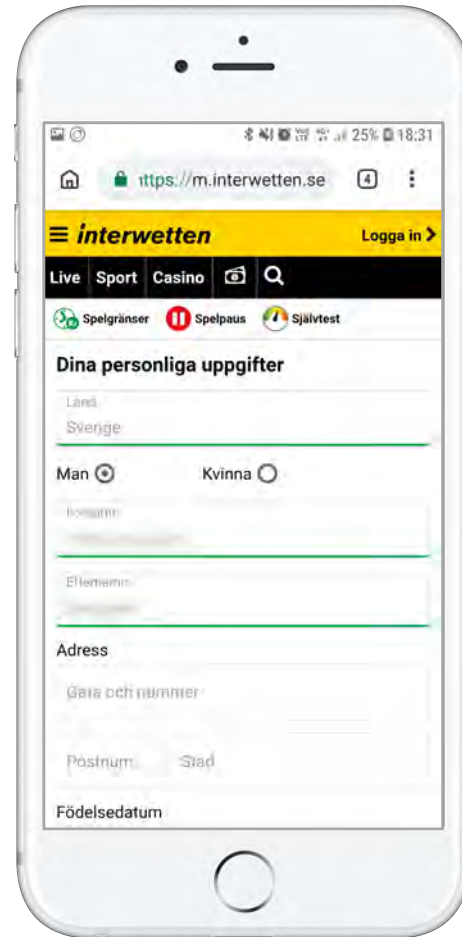
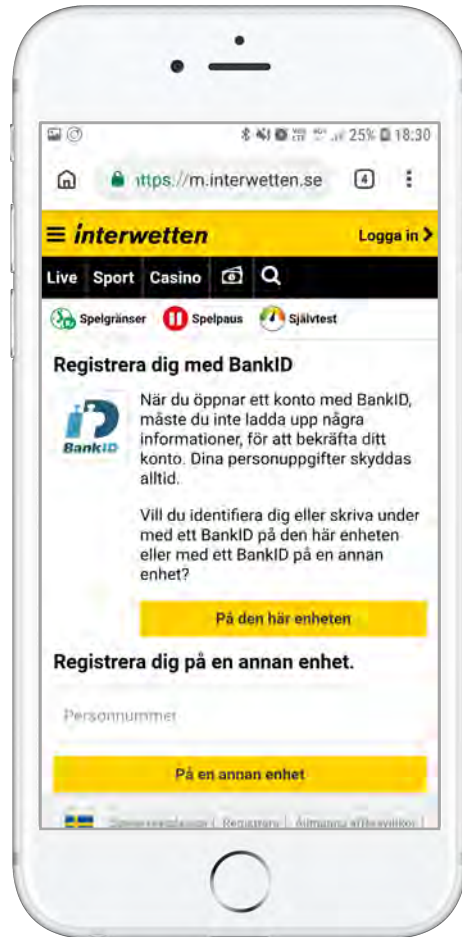
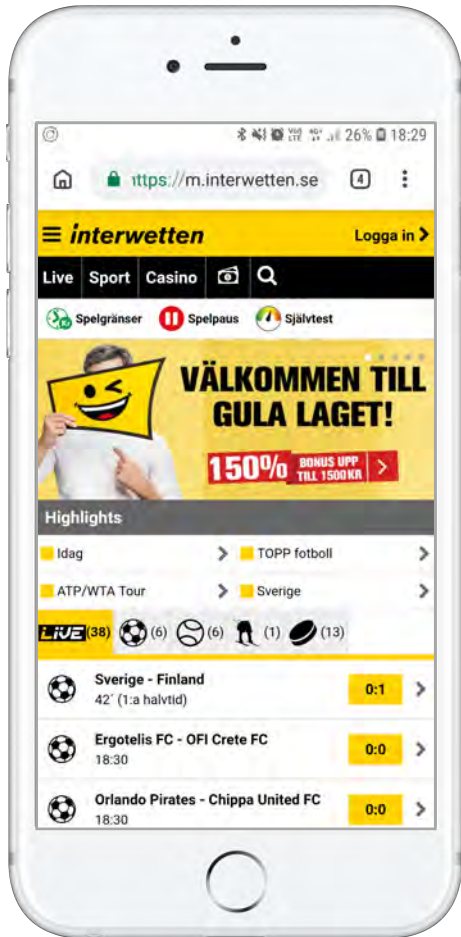
- Use of BankID
- Registration & 1st deposit flows combined into one flow

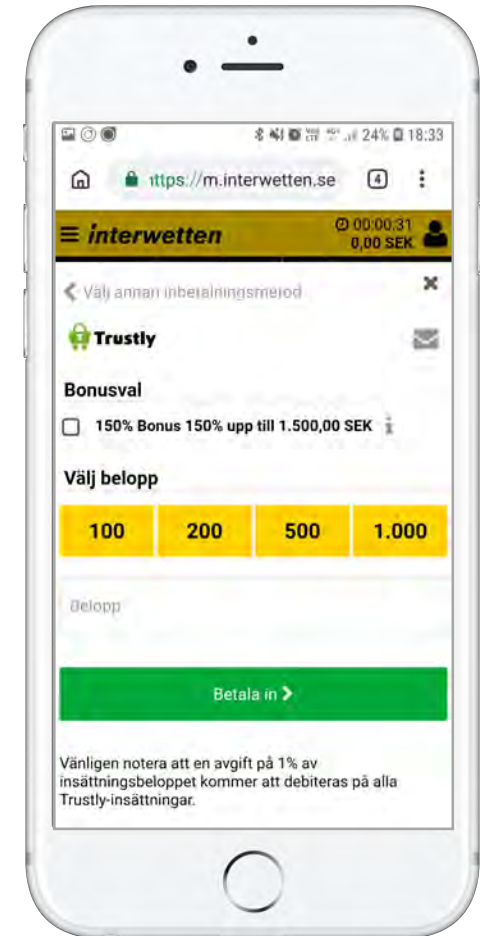
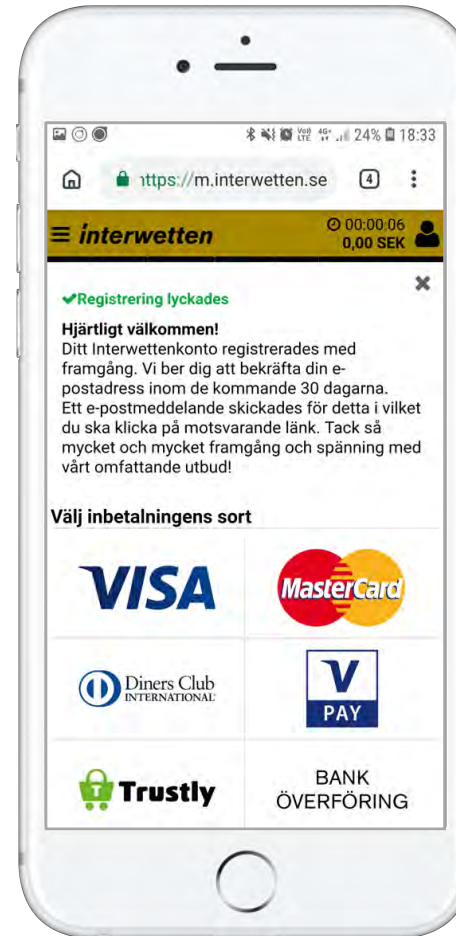
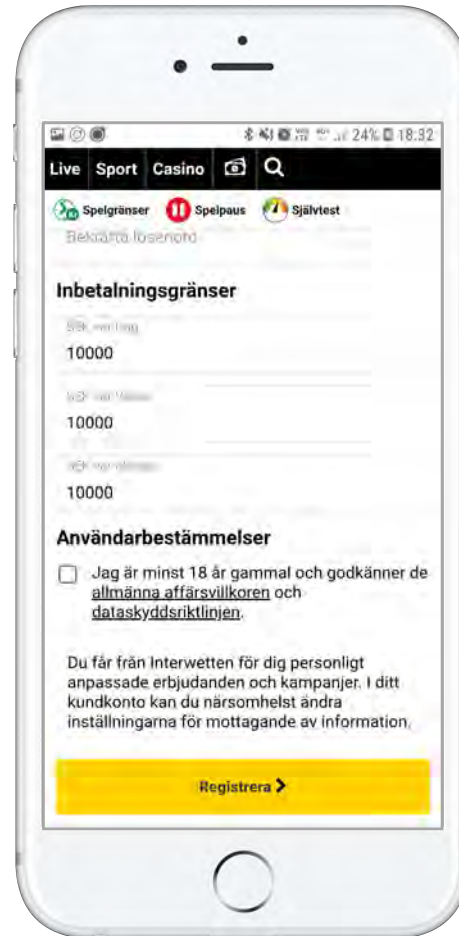
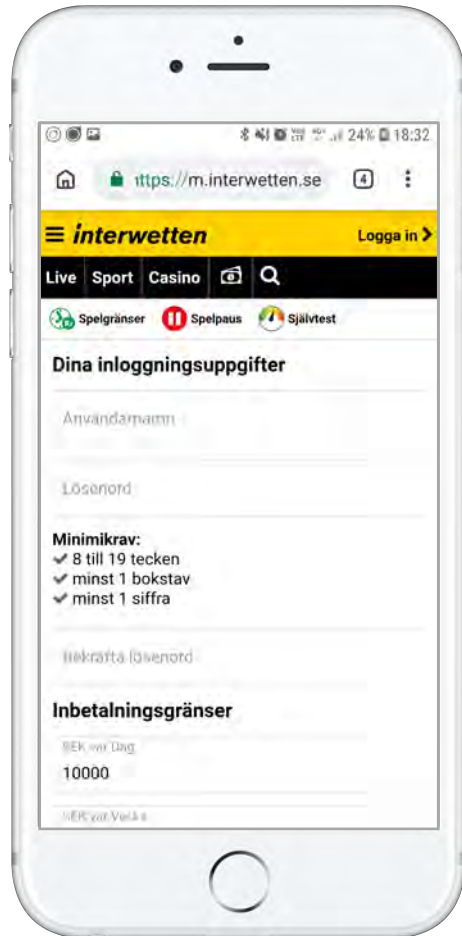


- Spelinspektionens three buttons not visible on all pages
- Using BankID in registration flow but player needs to fill out form
- Use of dark patterns when it comes to communication settings

# interwetten.se

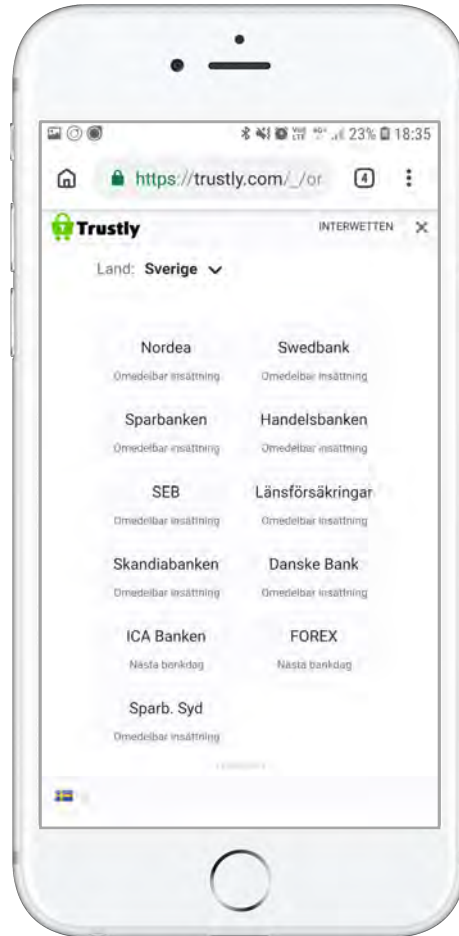
Registration & 1st deposit flow - 1





# interwetten.se

Registration & 1st deposit flow - 3





# Contact

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