

# 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\*

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.

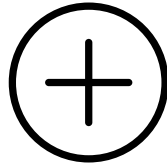




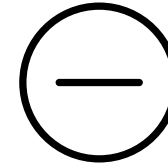
[sverigeautomaten.com/sv](https://sverigeautomaten.com/sv)

Auto Nordic Ltd

# sverigeautomaten.com/sv



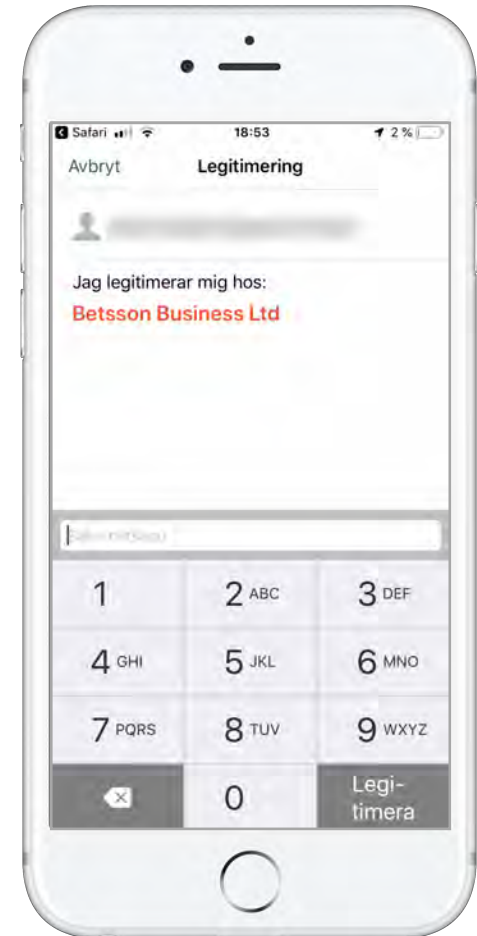
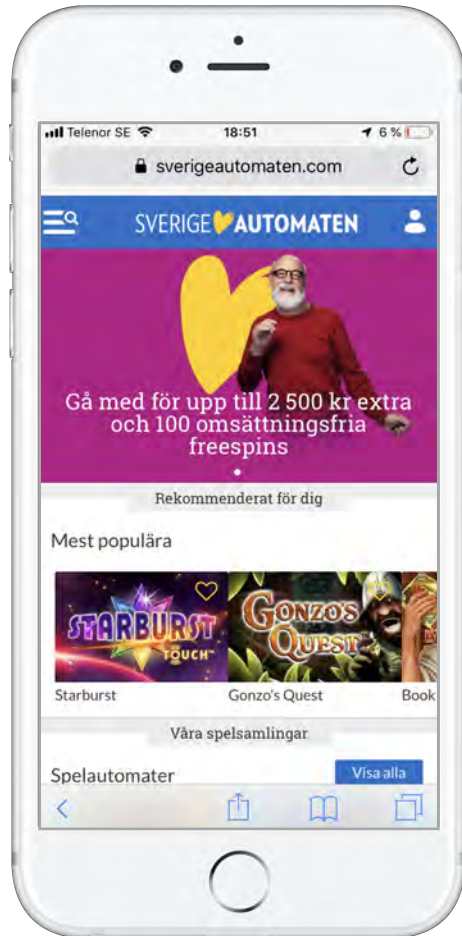
- Registration & 1st deposit flows combined into one flow
- Use of BankID

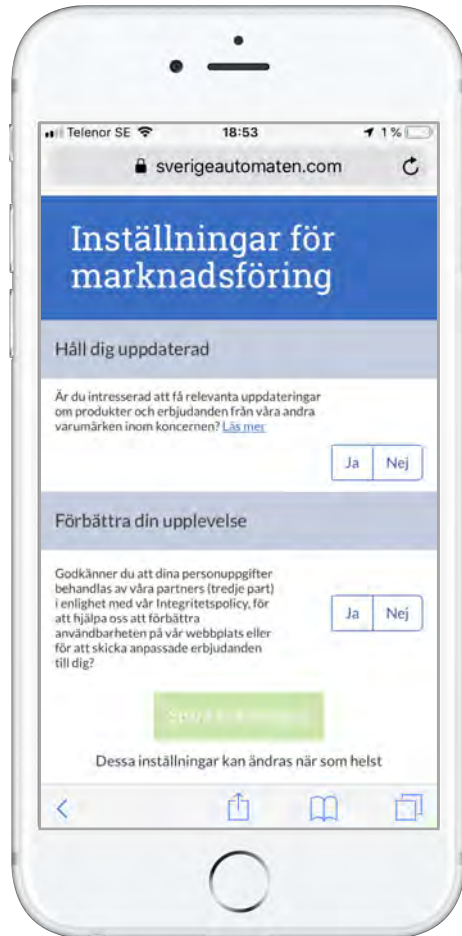


- Spelinspektionens three buttons not visible on all pages
- Using BankID in registration flow but player needs to fill out form
- Use of dark patterns when it comes to communication settings

# sverigeautomaten.com/sv

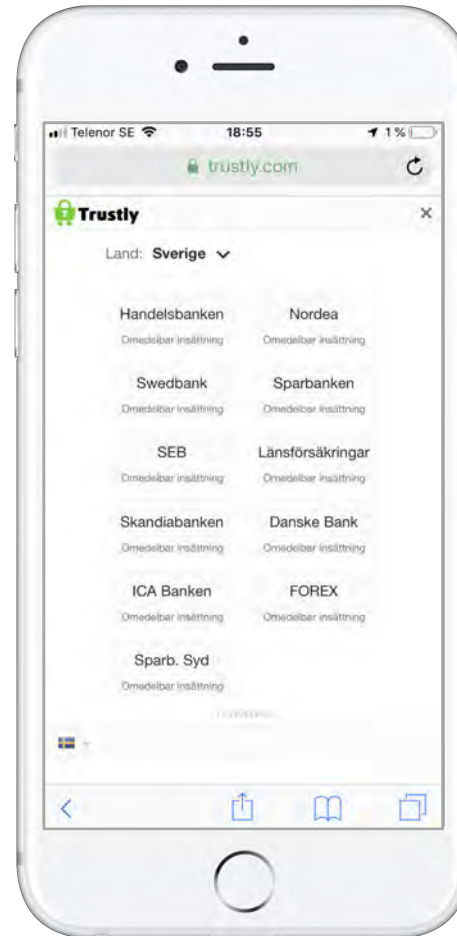
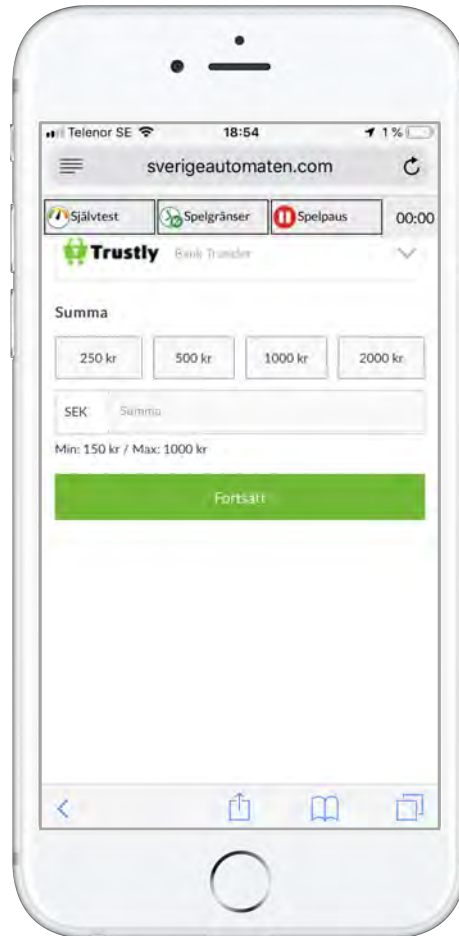
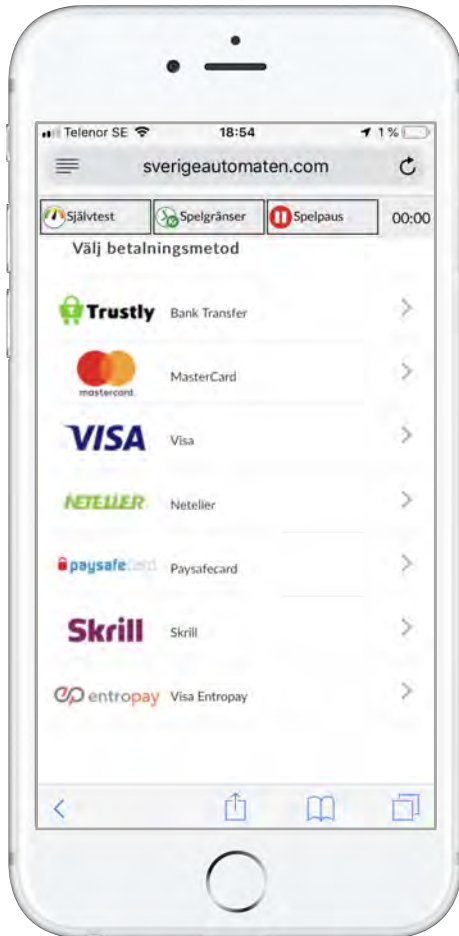
Registration & 1st deposit flow - 1





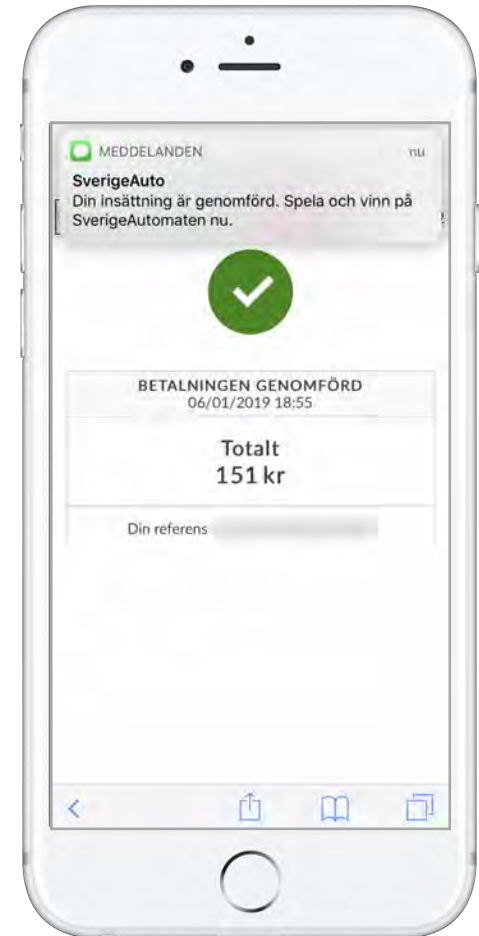
# sverigeautomaten.com/sv

Registration & 1st deposit flow - 3



# sverigeautomaten.com/sv

Registration & 1st deposit flow - 4





# Contact

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