Summary:

Firstly I'd ask BI whether there was any major product changes that coincided with the significant drop in FTD.
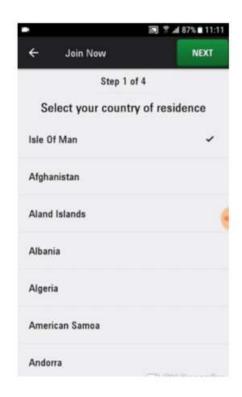
After reviewing the screenshots for joining & making a first time deposit I have identified, and considered solutions to, the following: information presentation & interaction techniques with input affordance; user flow/journey; copy clarity and continuity with positioning and messaging and link contrast. I haven't covered all screens where identified issues are duplicated but would apply findings consistently.

Further clarification from & discussion, of the current reasoning and understanding behind flow and interaction decisions, with: business intelligence; product owners, analytics; marketing; developers; testing and legal compliance (across all territories) would inform next steps.

1. Sign-up: Information presentation, interaction & input affordance (Fig 1)

Alphabetically listed countries: long lists can cause frustration for users. Have the user country auto detected, talk with developers about how users with VPN will be shown auto complete input field together with condensed expandable alphabetical list of countries. Allow the user to click within the country input/display field, shortened from current full length implementation for affordance and easy interaction detection, to amend by hand should they need to.
When doing so an auto complete list is presented from which the user selects their country of residence.
When a country has been detected, inputted or selected the context aware "Next" button changes to proceed state.

Phone mockup (left)

Step 1 of 4

Select your country of residence

Isle Of Man   ✓

Afghanistan

Aland Islands

Albania

Algeria

American Samoa

Andorra

Wireframe (middle)

← Join   NEXT

Step 1 of 3

We detected your country of residence as:

France

We detected your country of residence as:

F

Finland France

Or select your country of residence:

A	⌄
B	⌄
C	⌄
D	⌄

Annotations (right)

Auto detect country of residence. When country has been/is selected the "Next" button (context aware) changes to proceed state

NEXT

The auto detect field can accessed to input country should the user need to, with auto complete.
The field is not full device width allowing the users eye to quickly detect where to interact

The list of countries is condensed, reducing scrolling time.
Tapping, clicking the B row opens countries beginning with B

Fig 1

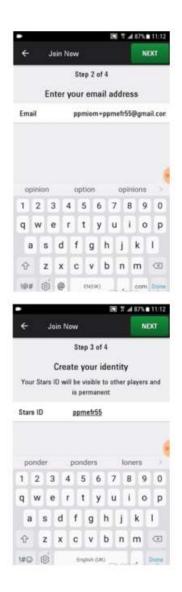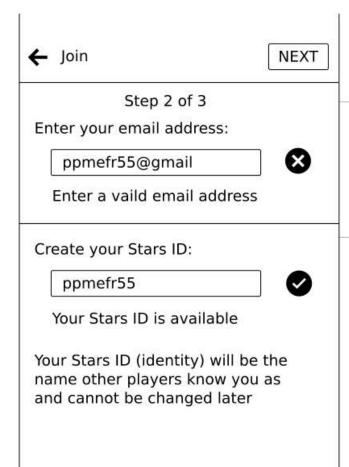## 2. Sign-up: Input validation and (possible) step amalgamation (Fig 2)

Recommendation:
Combine email address input and Stars ID creation giving the user the impression of a shorter sign-up process. Discuss with BI and marketing and developers first as to any previously identified problems with these steps brought together, then recommend A/B testing.

Email input has inline form validation, discuss with developers any potential problems (across device platforms/browsers) and fall backs to negate those identified.

ID creation also has inline feedback on availability, and when the users desired name is unavailable have auto-suggestion presenting nearest available alternatives in a drop down to facilitate ID creation.

When both Email and ID inputs have been completed the context aware "Next" button changes to the proceed state.

← Join | NEXT |

Step 2 of 3

Enter your email address:

| ppmefr55@gmail | ⊗

Enter a vaild email address

Create your Stars ID:

| ppmefr55 | ✓

Your Stars ID is available

Your Stars ID (identity) will be the
name other players know you as
and cannot be changed later

Combine Email & Stars ID sign-up
steps, giving the user the impression
of a shorter journey and quicker
completion time

Input fields have inline feedback on
validity and availability. When both
valid the "Next" button changes to
proceed state.

NEXT

If ID not available nearest matches
auto suggested to aide user creation

Fig 2

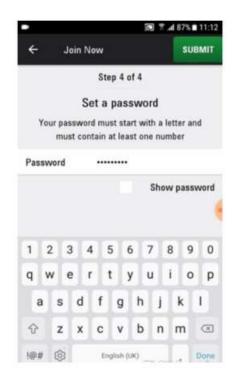## 3. Sign-up: Information presentation & interaction (Fig 3)

Recommendation:
Inclusion of security status message and icon on this step may help to further user trust and confidence in the journey.

As with previous recommendations have inline password validation.
The show password function to become an icon with the function reinforced through proximity.
A validated icon with the context aware "Submit" button changing to proceed state when the password has been set within determined parameters together with a password strength indicator replacing error messages.

I would discuss and clarify these recommendations with developers & testing A/B.

Fig 3

Password input with inline validation, error message, view password and validated icon

Security message to increase user confidence

When password is valid the error message area changes to password strength indicator and the context aware "Submit" button changes to proceed state

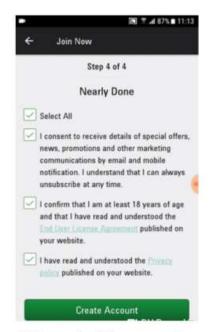## 4. Sign-up/FTD: Information presentation & interaction (Fig 4)

Checkbox best practice, hyperlink colour contrast and clear messaging/content continuity:

a) Best practice is to have Terms and Conditions checkboxes unchecked which make the user opt-in. This transparency would overtly reinforce PokerStars compliance with the letter and spirit of Gamble Aware, and other countries parallel legislation, and responsibility to customers.

The colour contrast of underlined hyperlinks against the page background colour fails web content accessibility guidelines (WCAG) 2.0, causing problems for people with vision impairment or the natural eyesight degradation that comes with age.
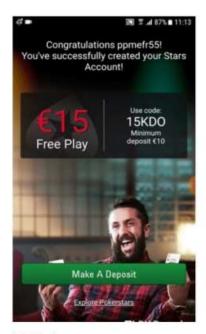
b) The body content message shown in this screen seems to conflict with that shown further into the FTD process as displayed in the next (Fig 4 c) screen. The first refers to 15 Euros bonus and the next, although not the order accessed, refers to a credit of ticket sets which appear to be worth 5 Euros ("5 Premier Depot 1 Euro Spin & Go). I'd talk with marketing about the difference and how content continuity could help user comprehension and thus completion.
Page real estate may be better utilised by moving the CTA "Make A Deposit" button up the page and detailing next steps of the FTD process to manage user expectation.

c) Starting the FTD journey with one Bonus message and varying that messages content/presentation may cause user confusion thereby increasing drop-out rates.
What happens if I "Cancel" instead of "Confirm" thinking I've lost 10 Euros of my bonus, do I get to claim my incentive later?
I'd talk with BI and analytics to better understand where the FTD process was identified as most problematic to inform possible solutions further.

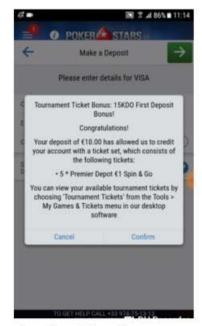a) Have checkboxes opt-in not pre-checked.

Colour contrast of hyperlinks fails web content accessibility guidelines

b) Body copy message seems to conflict with body copy message displayed further into FTD.

Also the page real estate could be better utilised by moving the "Make A Deposit" CTA/Button up the page and detailing next steps in FTD, thus setting user expectation.

This also applies to the last screen in the FTD flow

c) 15 Euro Free Play now, seems to, read as 5 Euro

What happens if I "Cancel" instead of "Confirm", do I get to claim my incentive later?
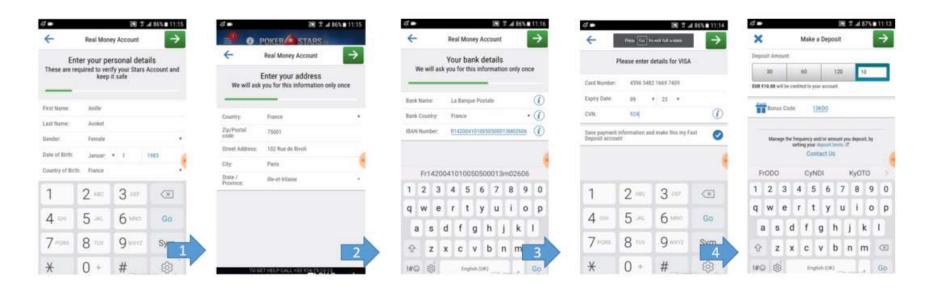
Fig 4

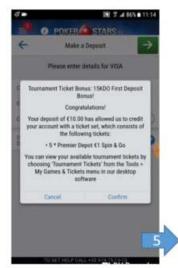## 5. FTD: Information flow and user journey (Fig 5)

The information architecture of the FTD journey appears, to me, to be counter intuitive. I would discuss with BI and marketing (also territorial differences) as to how/why this flow was arrived at.

Starting with banking deposit/visa then going to personal details and then resuming bank details seems to break "natural", or learned from common online banking form practice, user expectation.

I'd would recommend A/B test(s) be organised where the banking details were brought together and then followed and/or preceded by personal details.

In Fig 5 I have rearranged the steps of FTD as I would in an A/B test, after discussion with BI, marketing, developers and individual country legal compliance.
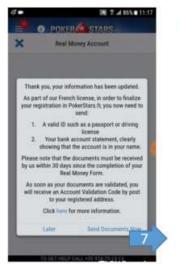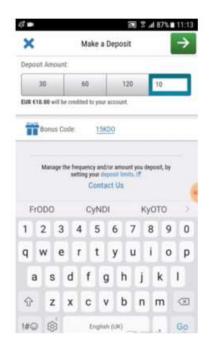
Fig 5

6. FTD: Interactions (Fig 6)

In FTD there are UI differences that may break user consistency & expectation, set from Sign-up, causing confusion. I would discuss with developers, and any other departments they identified as part of/driving these decisions, why this was.

As with UI changes and interactions made in the sign-up process, that I've discussed & recommended previously, I would apply them here to the forms presented to the user in FTD for consistency for user comfort from recognition.

Instead of the "Next" button, used in sign-up, is an arrow to progress to the consequent step in FTD. Also instead of body copy telling the user of number of steps, as used in sign-up, there is a progress bar. I would recommend that both of these methods be applied to both journeys and then A/B tested to arrive at which method was optimal and then apply them consistently across Sign-up and FTD.

The deposit amount would be set at the minimum needed to qualify for the bonus, of which they are informed. The amount can be changed via the slider interaction and by tapping/clicking within the numerical input field.

The user can drop below the minimum FTD required to qualify for bonus but are notified that they haven't/won't qualified. I would include this interaction as an A/B test to see if dropping below the minimum required for the bonus increased users making an FTD.

![phone screen mockup showing "Make a Deposit" with deposit amount buttons 30, 60, 120, 10 and a keyboard]

X Make a deposit   NEXT

Step 1 of...

Deposit amount:
You must deposit at least 10 Euro to
qualify for 15 Euro Free Play bonus

━━━●━━━━━━━━━━━ € [10]

🎁 Bonus code 15KDO qualified

- -

Deposit amount:
You must deposit at least 10 Euro to
qualify for 15 Euro Free Play bonus

━━●━━━━━━━━━━━━ € [5]

🎁 Bonus code 15KDO not qualified

"Next" (& Submit) used in Sign-up.
Arrow ➔ used for FTD. Choose one
UI method and apply consistently

In the Sign-up screens "Steps" are
referenced but in FTD a progress bar.
Use one method across both journeys
for consistency

Deposit amount set at minimum
needed to get Bonus. The slider can
be used to increase decrease deposit
amount

The input field can also be
accessed directly bring up the
device numerical keypad.
If less than the required min is
entered the Bonus code info changes
colour and alerts the user

Fig 6

7. End notes:

The use of modals in the FTD process to convey, what appears to be, key information with regards to qualifying for the bonus and account completion I would identify as problematic and in need of further investigation. Talking with analytics as to user interaction with these screens would inform next steps but based on best practice I would recommend presenting the information without the modal. As already discussed content clarity with regards to how bonus info appears to lack continuity would be discussed with marketing and, I assume, legal compliance from all territories.