

Across UK-facing iGaming platforms, you're probably noticing a design trend: limit tools—those essential controls for setting deposit caps, session timeouts, and offthemrkt.com other responsible gambling measures—are sporting larger buttons and cleaner, clearer labels. This isn't just a fleeting UI fad. It's a deliberate shift driven by mobile-first user experience standards, tighter UK Gambling Commission (UKGC) regulations, and a growing commitment to financial safeguarding made front and center in product design.



Mobile-First UX is Now the Default

The majority of betting and gaming activity happens on mobile devices today. If the deposit screen or registration flow doesn't work effortlessly on a smaller screen, users bounce. This basic reality spurred a UX revolution toward larger, more tappable buttons and clearer navigation. But this change impacts more than just game menus and promo banners—it extends deeply into financial controls as well.

Why bigger controls matter on mobile

- **Touch targets must be larger:** On a mobile screen, finger input is imprecise compared to mouse clicks. Small buttons frustrate users and lead to errors, especially with critical settings like deposit limits.
- **Visible labels reduce confusion:** Clear, unambiguous text next to controls prevent accidental misclicks or misunderstandings about what the limit does.
- **Screen real estate is limited:** Designers must prioritize what shows up above-the-fold. Making limit tools prominent within the deposit and registration flows ensures users see and engage with them without scrolling endlessly.

For instance, on a typical deposit page within iGaming apps, larger “Set Limit” buttons now appear prominently beneath amount selection. The labels articulate exactly what limit applies—gross deposit, losses, or session duration—removing ambiguity from older designs with cryptic icons or abbreviations.

Financial Controls Front and Center

Historically, limit tools were often buried deep within account menus or hard-to-find “responsible gambling” sections. That design made these tools invisible to all but the most diligent users. UKGC regulation and user demand have flipped this model.

Regulatory requirements demand prominence

The UK Gambling Commission has laid down clear expectations that financial controls—like deposit limits—must be highly visible and easy to access. This is not a tick-box formality but a core design principle:

- **Gross deposit limits must be offered upfront:** During registration flows and before users deposit their first funds, platforms have to explicitly offer deposit limits.
- **Limit controls must be easy to activate and adjust:** Users require intuitive buttons and toggles that work seamlessly on all devices.
- **Clear labelling is mandatory:** Regulation stresses users should understand what each limit means, preventing confusion between ‘deposit’ and ‘loss’ limits, for example.

Because of these mandates, limit controls have moved from obscure account settings to high-contrast, attention-grabbing areas within the registration flow and deposit pages.

Better navigation aligns with compliance

Clean navigation is more than just a UX improvement—it’s a practical necessity. Many operators now embed limit settings directly into the deposit screen, right next to amount inputs, with bold headings and descriptive tooltips. On registration flows, step-by-step progress bars guide users through setting limits early, rather than tacking it on as an afterthought.

Gross Deposit Limits and Prominence Requirements

Among various responsible gaming settings, gross deposit limits carry distinct regulatory weight. Their correct presentation offers a useful case study in how design, compliance, and usability converge.

What is a gross deposit limit?

Simply put, the gross deposit limit caps the total amount a player can add to their account within a specified timeframe (daily, weekly, or monthly). This prevents users from depositing beyond their means and helps reinforce controlled spending.

Where users encounter gross deposit limits

1. **During the registration flow:** Many platforms prompt new players to set default limits, often via large, clearly labeled options with descriptive copy explaining the benefits and how limits can be changed later.
2. **On deposit pages:** Prominently displayed deposit limits remind players of their current caps, with large “Edit” buttons for adjustment, ensuring financial controls feel accessible and not hidden.
3. **Account dashboard and responsible gambling area:** Larger switches and clear labels make revisiting and customizing gross deposit limits straightforward.

Prominence requirements ensure limits aren’t hidden

Operators must avoid “burying” deposit limits in unclear menus or densely worded disclaimers. Instead, they use design patterns that reinforce awareness:

- **Bold typography and color contrasts:** Larger buttons and labels pop visually, signaling importance.
- **Consistent placement:** Deposit limits always appear in the same location on the deposit page, so users learn where to look.
- **Simple copy:** Terms like “Set your monthly deposit limit” replace jargon or abbreviations.

This visibility builds trust and supports regulatory audits, showing that customer protection is baked into the product experience, not an afterthought.

Conclusion: The Bigger Picture

The trend toward larger buttons and clearer labels for limit tools exemplifies a broader, positive evolution in iGaming product design. Mobile-first UX demands more accessible touch targets and clearer navigation. Regulation from the UKGC forces operators to bring financial controls to the fore—right where users interact during registration and deposits. And above all, transparency and usability in setting gross deposit limits help players stay in control, reinforcing safer gambling.

If you’re designing or evaluating an iGaming platform today, scrutinize the size and clarity of your limit tools. Bigger controls on mobile, cleaner navigation flows, and financial safeguards visible upfront aren’t just nice-to-haves—they’re regulatory must-haves that signal responsible, user-centered design.