In today’s heavily regulated online gambling landscape, the UK Gambling Commission (UKGC) continues to push operators towards safer, more transparent product designs. A crucial part of this movement involves how gross deposit limits are presented to users. For many, the term “equal prominence” is floating in regulatory documents and industry discussions without clear understanding of what it actually means — especially in practical UX terms.

This post cuts through the jargon and explains what “equal prominence” means for gross deposit limits, how it operates within the registration flow and deposit screens, and why mobile-first UX design plays a pivotal role in meeting UKGC compliance design standards.

What Are Gross Deposit Limits?

Let’s start with the basics. Gross deposit limits are pre-set or self-imposed financial limits that restrict how much a player can deposit into their gambling account over a defined period—daily, weekly, or monthly. These limits are a key tool for responsible gambling, helping players manage their spending and avoid excessive risk.

Operators must prominently offer these limits to users, which brings us to the “equal prominence requirement.”

Decoding the Equal Prominence Requirement

The UKGC’s *Licence Conditions and Codes of Practice (LCCP)* mandate that when players are given tools like gross deposit limits, these tools must be shown with “equal prominence” to any equivalent controls or financial options. But what does this actually mean?

In plain UX terms:

- **Equal prominence means these financial controls (gross deposit limits) must be displayed in the same visual weight, size, and accessibility as other relevant financial options a user encounters.**
- The presentation should not be hidden, downplayed, or made difficult to find compared to other deposit or spending controls.
- They must appear clearly and early in the customer journey—primarily in the registration flow and deposit pages.

The goal? Make sure users clearly see and understand their options to limit deposits before they fund their accounts—no burying the limits on obscure pages or behind confusing menus.

Why It Matters for Registration Flows and Deposit Screens

From a product design and UX perspective, this requirement affects two key touchpoints:

1. **The Registration Flow:** This is the user’s first interaction with the platform. Showing gross deposit limits here ensures players are aware of money management options from the outset.
2. **The Deposit Screen:** The moment a player aims to add funds to their account, deposit limits must remain front and center without getting lost among payment methods or promotions.

Let’s break down how “equal prominence” typically looks at each point.

Registration Flow: Early Education and Choice

When new users register, operators typically collect identity, age, and verification information. Increasingly, you'll see gross deposit limit options integrated into this flow—for example, users are invited to set daily, weekly, or monthly deposit caps before completing registration.

Meeting the "equal prominence" rule here means the limit choices are:

- Shown clearly on the screen, typically as a dedicated step or prominently within the sign-up form.
- Presented in plain language, avoiding hidden disclaimers or buried fine print.
- Offered with equally weighted design—using similar font sizes, colors, and button styles as other required registration elements.

For example, if ID verification fields and deposit limits are both mandatory or recommended, deposit limits cannot be relegated to a tiny note below the form or only accessible via a "More options" dropdown.

Deposit Screens: Keeping Limits Front and Center When Money Moves

The deposit screen is where players take action, making it one of the most critical points for responsible gambling controls. UKGC compliance design requires gross deposit limits to be visible and accessible at the moment users choose deposit amounts and payment methods.

Equal prominence means:

- The deposit limit selector or information is placed near the deposit amount input fields or buttons—not in a footer or hidden behind several tabs.
- Deposit limits are displayed with comparable styling and hierarchy as payment options or promotional offers.
- If deposit limits have been set earlier (e.g., during registration), the interface gives reminders or warnings if a user attempts to exceed those limits.

In practice, this might look like a clearly labeled toggle or dropdown right beside the deposit amount box stating: *"Your weekly deposit limit is £X. Change limit."* The option to change or set limits should be just as easy to find and use as selecting a payment method.

Mobile-First UX: A Non-Negotiable Baseline

The mobile device is now the primary gaming platform for most UK players. Consequently, UKGC compliance design has evolved with mobile-first principles at its core. It's no longer enough to make deposit limits visible on desktop only; a truly compliant and user-friendly product must offer equal prominence on small screens.

Mobile challenges include:

- Limited screen real estate, meaning prioritization is key.
- Users interacting through touchscreen interfaces requiring easily tappable buttons and intuitive navigation.
- Scroll fatigue—users should not have to scroll through long pages or hidden menus to find responsible gambling controls.

Therefore, UX teams often design sticky banners, persistent headers, or inline deposit limit selectors positioned above the fold. These elements maintain equal prominence even on compact smartphone screens, ensuring the controls are always offthemrkt accessible and visible.

How UKGC Regulation Shapes Product Design

The equal prominence requirement exemplifies a broader regulatory philosophy: responsible gambling controls should be baked into the product design rather than slapped on at the end.

Rather than thinking of regulation as a checklist, modern UX design integrates deposit limits with:

- Clear visual hierarchy
- Seamless user journeys
- Real-time feedback (e.g., warnings if limits are breached)
- Continuous reminders and educational nudges

By making deposit limits unmistakable and part of the core experience, operators not only meet compliance but foster trust and user satisfaction.

Sanity Check: What Would a User Actually See?

It’s easy for compliance teams to say “equal prominence” and for designers to label a limit option “somewhere on the page.” But does that translate into an intuitive, noticeable experience?

Here’s a practical checklist to sanity-check whether your gross deposit limits meet UKGC equal prominence standards in your app’s flows:

1. Are deposit limits visible immediately on the registration screen, not hidden behind links or dropdowns?
2. On the deposit screen, can users adjust or view limits without extra clicks or having to scroll past unrelated content?
3. Is the visual design of the deposit limit control equivalent to main deposit elements (similar font size, contrasting color, and clear labeling)?
4. Does the platform provide reminders or warnings when users approach or exceed their gross deposit limits?
5. On mobile devices, are these deposit limits visible without awkward zooming or scrolling? Are buttons appropriately sized for tap?

If you answer “no” to any of these, your product may still be falling short of true “equal prominence.”

Summary Table: Equal Prominence for Gross Deposit Limits at a Glance

Product Area Equal Prominence Requirements Common Pitfalls Registration Flow

- Limits set or acknowledged early
- Clearly visible with no hidden links
- Equally weighted in visual design as input fields

- Limits buried under “more info” links
- Small font, light color making it hard to notice
- Late disclosure of limits after registration ends

Deposit Screens

- Limit controls near deposit amount and payment methods
- Persistent reminders of set limits
- Easy adjustment with no extra navigation

- Limits in footer, hidden tabs, or buried below promotions
- No prompts or notifications for limit breaches
- Hard to tap small controls on mobile

Mobile UX

- Deposit limits visible without scrolling
- Touchable buttons, clear labels
- Sticky or persistent design elements for limits

- Hidden controls requiring zoom or scroll
- Non-responsive layouts shrinking text
- Confusing navigation requiring multiple taps

Final Thoughts

The "equal prominence" requirement is more than just a regulatory tick-box—it fundamentally redefines how gross deposit limits, and responsible gambling controls in general, must be integrated into the user journey. For UK operators, this means smart registration flow design and clear, accessible deposit screens that place financial controls front-and-center, especially on mobile.

Failing to give gross deposit limits equal prominence not only risks non-compliance fines but undermines the trust and safety commitment players expect from a UKGC-regulated product.

By understanding and embracing these principles, product teams can build platforms that are compliant, user-friendly, and truly aligned with modern responsible gambling standards.