Playing Experience in Brazil Online Casinos: An ENV Case Study – July 2024

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In the universe of online casinos, the playing experience has a significant impact on **player satisfaction** and **loyalty**. User interface encompasses the entire **player journey**, from registration to navigation during games and resolving technical issues.

The importance of UX in online casinos has led us to conduct previous studies focused on customer support quality in payment and withdrawal processes. These studies provide a solid foundation for understanding how different aspects of UX impact player satisfaction and platform efficiency.

This study explores the playing experience in the top online casinos in Brazil, evaluating **usability**, **accessibility** and **performance**. With the growing popularity of online games, improving the player experience is vital not only in terms of design but also in functionality and operational efficiency.

Through rigorous testing, we evaluated each casino on essential criteria, offering insights that can help operators and players achieve a more satisfying gaming experience.

Methodology

The **goal** of this study is to **analyze** and **compare** the **playing experience** of users in different online casinos in Brazil.

We evaluated various aspects that impact player satisfaction and the efficiency of interaction with the platforms.

Brand Selection

We selected 10 prominent online casino platforms based on Share of Voice (SoV) reports. These brands were chosen using criteria such as search volume, keyword tracking, estimates of organic traffic and player surveys.

The brands included in this study are:

1. Bet365
2. Betano
3. Betfair
4. Betway
5. Esportes da Sorte
6. KTO
7. Parimatch
8. Pixbet
9. PokerStars
10. Sportingbet

Key Metrics for Evaluating Online Casinos Playing Experience

In this case study, we analyzed various aspects of the user experience (UX) in online casinos.

To provide a comprehensive and detailed view, we divided the analysis into four major criteria:

1. Registration Process

We evaluated the ease of registration, the location of the registration function, the duration of the process, the personal data requested and the verification requirements. The registration time was timed and the complexity of the required information was analyzed.

2. Account Verification Process (KYC)

The KYC process was assessed based on the ease of submitting documents, clarity of instructions, required documentation and time required for verification.

The speed and functionality of the process were scored based on practical experience.

3. Accessibility and Usability

The user experience was evaluated in several subcategories:

- **User-Friendly:** We assessed the clarity of the layout, ease of reading and information presentation.

- **Ease of Navigation:** We tested the ease of finding games and specific functions, as well as the logic of the navigation menu.
- **Functionality of Mobile Applications:** We evaluated the availability, functionality, usability of mobile apps and the user experience.

4.   Functionality and Performance

The evaluation was divided into several subcategories:
- **Search Functionality:** We tested the effectiveness of the search function, including the accuracy of results and ease of use.
- **Loading Time:** We used tools like GTmetrix and Page Speed Insights to measure loading time.
- **Noticeable Glitches:** We observed the occurrence of technical failures during the game, such as buttons not working, slow redirects and layout problems.
- Broken Links: We tested for broken links that impact navigation and the user experience.
- **Logouts and Prompts:** We evaluated the frequency and predictability of automatic disconnections due to inactivity and the clarity of prior warnings.
- **Behavior When Leaving and Returning to Games:** We tested the continuity of games when exiting and re-entering, observing if games resume from where they left off or restart.
- **Footer Links and Resources:** We evaluated the quality and organization of the links and resources provided in the site's footer.
- **Video Resources:** We assessed the presence and usefulness of video tutorials and other audiovisual resources that could help with navigation and understanding the casino's features.

Registration Process Analysis of Online Casinos

The analysis reveals that **most tested** casinos offer a **quick** and relatively easy registration experience. CPF verification needs are common, while phone verifications are less frequent.

Betano and **KTO stood out** with the best registration experience, with fast times (1.75 minutes for Betano and 1.5 minutes for KTO), maximum ease (5) and relatively basic information required.

Both have highly accessible registration functions, making the registration process extremely convenient for users.

Brands		Average Sign-Up Time (minutes)	Average Difficulty (1-5)	Phone Verification Required	CPF Verification Required	Ease of Finding the Registration (1-5)
bet365	Bet365	3.8	4.2	Yes	Yes	4.2
BETANO	Betano	1.8	5.0	Sometimes	Sometimes	5.0
betfair	Betfair	3.8	4.2	No	Yes	5.0
betway	Betway	3.3	4.8	No	Yes	4.2
Esportes da Sorte	Esportes da Sorte	2.3	4.2	No	Yes	3.8
KTO	KTO	1.5	5.0	No	Yes	4.2
PARIMATCH	Parimatch	3.3	4.2	Yes	No	4.2
pixbet	Pixbet	1.8	4.8	No	Yes	4.2
PokerStars.com	Pokerstars	3.1	4.0	No	Yes	4.2
sportingbet	Sportingbet	2.0	4.8	No	Yes	4.2

Bet365, **Betfair** and **Parimatch** require a **significant** amount of information for registration, including CPF, email, address and phone number. In all these cases, CPF verification is necessary. **Bet365** also includes deposit limits as a requirement, while Parimatch adds the requirement of national ID verification.

Betway, **Esportes da Sorte** and **Pokerstars** facilitate registration with a **moderate** amount of required information, such as CPF, email, phone number and address. CPF verification is common, but phone verification is not necessary. Betway also includes betting limits as a requirement, while Esportes da Sorte asks for the date of birth and Pokerstars requires deposit limits.

Betano, **KTO** and **Pixbet** stand out by offering **quick** and **simple registration** processes, requiring basic information such as CPF, email and phone number. CPF verification is common, while phone verification is less frequent.

Betano excels by offering multiple registration options, such as Google signup and Facebook, in addition to asking for name, address, gender and date of birth. **KTO** includes the requirement of password and mobile number and **Pixbet** keeps the process straightforward and direct. These casinos are ideal for players who value **speed** and **convenience** in registration.

Account Verification Process (KYC) Analysis

The account verification process, known as **KYC (Know Your Customer)**, is a crucial step to ensure the **security** and **compliance** of online casinos, helping to prevent fraud and ensure that users are playing legally.

In this procedure, we had to provide identity documents to validate the identity and proof of residence.

The following table summarizes the average KYC evaluations of the casinos, based on speed, clarity, ease and functionality:

	Speed	Clarity	Ease	Functionality	Average KYC Score
KTO	4.6	4.6	5.0	4.8	4.8
Betano	4.6	4.4	5.0	4.8	4.7
Bet365	4.4	4.6	4.8	4.6	4.6
Pixbet	4.6	4.2	4.8	4.2	4.5
Sportingbet	4.6	4.2	4.8	4.2	4.5
Betway	4.3	4.5	4.8	4.2	4.4
Parimatch	4.0	4.2	4.2	4.6	4.3
Pokerstars	4.4	4.4	4.4	3.6	4.2
Esportes da Sorte	4.6	4.2	4.2	3.4	4.1
Betfair	3.8	3.6	4.2	3.8	3.9

Ratings
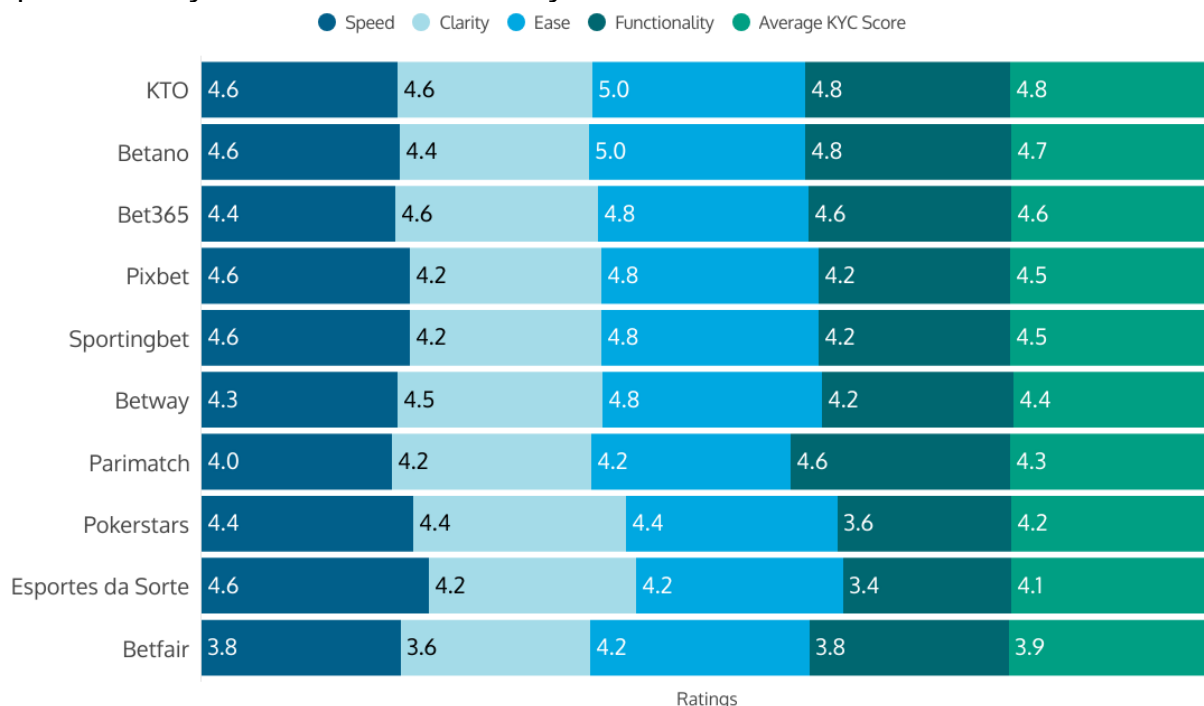
The user experience varies significantly between casinos. While Betano and KTO stand out for the speed and ease of their processes, Betfair and Bet365 still face challenges with complexity and delays.

Bet 365

It requires a **significant amount** of information for the KYC process, including CPF and proof of residence. While the process is clear and functional, there have been reports of approval delays and difficulties in contacting customer support.

In one of the tests, it was necessary to contact **customer support (CS)** due to approval delays and the service was confusing, with transfers between departments without clear explanations. The account had not been approved even after several days.

Betano

It offers a quick and **intuitive** KYC process. The required documentation may include identity (RG), driver's license (CNH), passport or residence permit.

In one case, there was no need to send any documents for initial verification.

Betfair

Betfair has a KYC process that can be somewhat **more complex**, especially with **digital documents**. The documentation can include CPF, proof of residence and identity.

In one test, the digital proof of residence was initially not accepted and after contacting customer support, it was necessary to send the complete document in PDF format,

causing discomfort and unnecessary data exposure. Even after sending the PDF, it was not possible to have the account approved.

Betway

It presents a **moderately easy** KYC process, with necessary documentation such as CPF, identity and proof of residence. In some of the tests, the documentation was not requested.

There was some discomfort about the **outdated layout** of the site, but it did not cause difficulties with the verification process.

Esportes da Sorte

It requires **basic documentation** such as CPF, email, phone and proof of residence. The KYC process is generally easy, but the layout may seem outdated.

In some of the tests, the documentation was not requested.

KTO

KTO offers a **quick** and **intuitive** KYC process, with basic identity documentation (such as CPF, RG or passport), email and address. There was no need to send additional documents in most cases.

Parimatch

It has a **complex** but **quick** KYC process. The documentation may include photos of the identity and a selfie with the document.

Despite the complexity involved, the process was quick and the modern layout facilitated it.

Pixbet

Pixbet has a **quick** and **simple** KYC process, with basic documentation such as CPF, phone and address. The interface is functional, although it may seem outdated.

In most cases, there was no need to send additional documentation.

Pokerstar

It has a **varied KYC process**, depending on the information provided. The required documentation may include identity, proof of residence and bank documents, which is not commonly practiced by other casinos.

In one test, the verification link sent by email was broken.

Sportingbet

The KYC process at Sportingbet was **quick** and **clear**, with necessary documentation such as CPF, email and proof of residence. The **interface** is modern and functional.

In most tests, there was no need to send additional documentation.

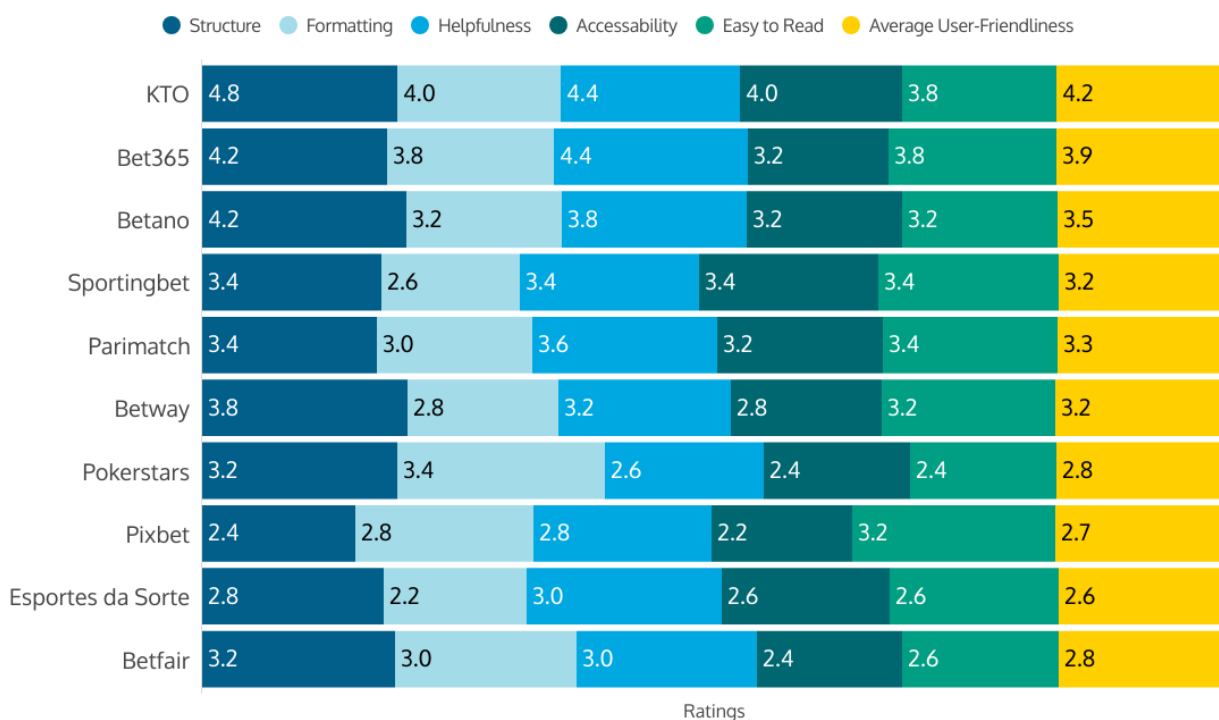# Evaluating the Accessibility and Usability of Online Casinos in Brazil

Usability, as defined by the [Nielsen Norman Group](#), is fundamental to ensuring that **users can interact** effectively and satisfactorily with an interface. In online casinos, this translates into intuitive navigation, clear information and a continuous and enjoyable gaming experience.

Usability focuses on criteria such as ease of learning, efficiency of use, memorability, errors and satisfaction. In our tests, we applied these principles to evaluate the player experience on casino platforms.

User-Friendliness Analysis

To evaluate **user-friendliness** in detail, we considered five criteria: structure, formatting, helpfulness, accessibility and ease of reading.

The following table presents the average user-friendliness scores for each casino brand analyzed:

	Structure	Formatting	Helpfulness	Accessability	Easy to Read	Average User-Friendliness
KTO	4.8	4.0	4.4	4.0	3.8	4.2
Bet365	4.2	3.8	4.4	3.2	3.8	3.9
Betano	4.2	3.2	3.8	3.2	3.2	3.5
Sportingbet	3.4	2.6	3.4	3.4	3.4	3.2
Parimatch	3.4	3.0	3.6	3.2	3.4	3.3
Betway	3.8	2.8	3.2	2.8	3.2	3.2
Pokerstars	3.2	3.4	2.6	2.4	2.4	2.8
Pixbet	2.4	2.8	2.8	2.2	3.2	2.7
Esportes da Sorte	2.8	2.2	3.0	2.6	2.6	2.6
Betfair	3.2	3.0	3.0	2.4	2.6	2.8

Ratings

Betano

Some reviewers liked Betano's **structure**, rating it a 5, while others found it confusing and challenging to navigate, giving scores as low as 1. The formatting is generally considered good and the content's usefulness varies significantly, with scores ranging from 2 to 5. Accessibility also presented divergent opinions.

Betfair

Betfair has a generally **outdated layout**, with issues related to small font and a cluttered appearance. Regarding usefulness and accessibility, some found the site slow and not very useful. Overall, ease of reading is considered poor, reflecting in low scores.

KTO

KTO stands out in **ease of use**, receiving high scores in most metrics. Positive points included its clear layout, creative categories and absence of excessive ads, with structure and formatting consistently rated between 4 and 5. The content's usefulness and accessibility are also highly rated, although the dark theme can hinder readability.

Bet365

Bet365 shows good evaluation in terms of ease of use, with scores ranging mainly from 3 to 5. The **pleasant layout** and animations stand out, but some tests rated the site as cluttered with too much information at once. **Small font** size is a common complaint, being too small for comfortable reading.

Betway

Betway has **mixed reviews** regarding ease of use. While some tests appreciate its structure and formatting, others consider the layout outdated and the font too small.

Pokerstars

Pokerstars received low evaluations due to its **content** being in English and having small, low-resolution thumbnails. Accessibility and ease of reading also receive mixed scores.

Parimatch

Parimatch is generally praised for its **structure** and **formatting**, with most scores ranging between 3 and 5. However, in some tests, the site's **visual clutter** and excessive use of carousels were considered negative aspects. Usefulness and accessibility receive high scores, but ease of reading is somewhat hindered by the site's cluttered design.

Esportes da Sorte

Esportes da Sorte has varied evaluations, with scores for structure and formatting ranging from 1 to 5. There were issues related to the outdated layout and small font, but some appreciated the **content's readability**.

Sportingbet

Sportingbet is generally considered **easy to navigate**, although its **outdated layout** and lack of substantial content are common complaints. Scores for structure and formatting are mixed, ranging from 2 to 5. Usefulness and accessibility are relatively low, as ease of reading is considered average
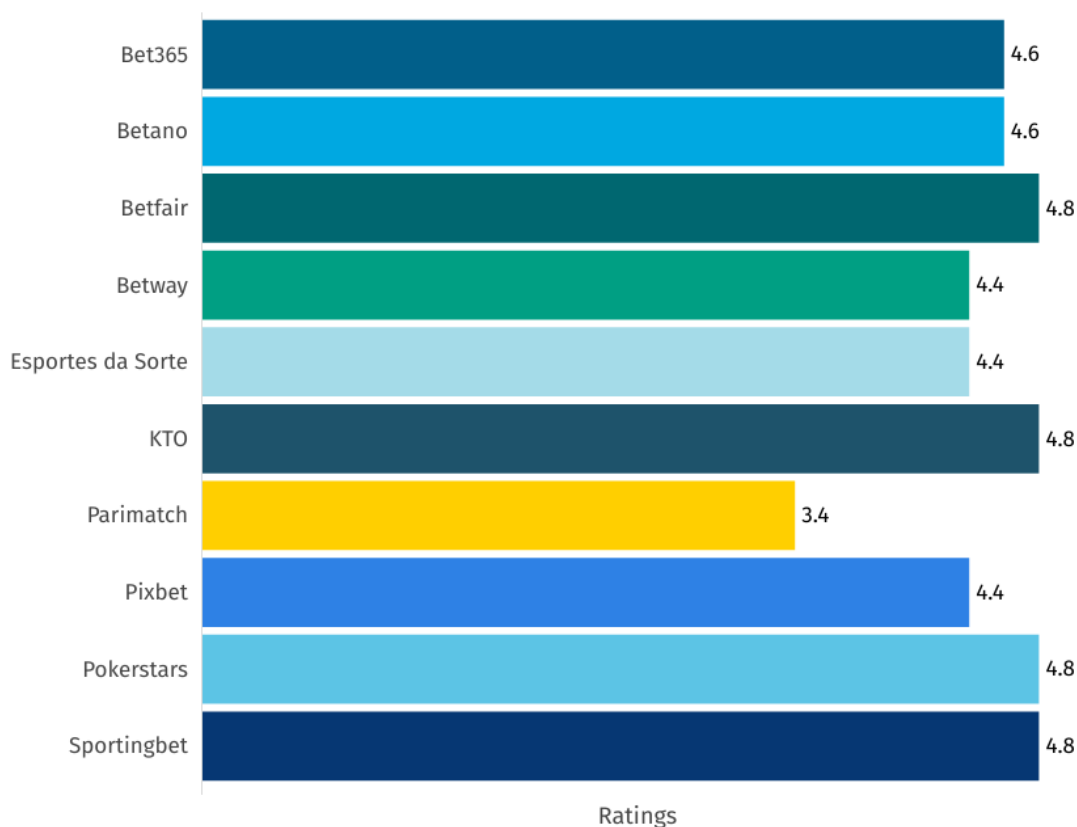
Pixbet

Pixbet presented a **confusing layout** and non-standard **vocabulary**. Despite these problems, the larger thumbnails and clear layout of casino games were a positive aspect. Usefulness and accessibility receive mixed scores, with ease of reading rated somewhat higher due to the clearer presentation of the text.

Navigation Analysis

Navigation is an essential element in the usability of any online platform, including casinos. Good navigation design should incorporate principles such as **system status visibility** and a match between the system and the real world.

These principles ensure that users always know where they are within the site and can easily understand the structure and functionality of the pages.

Casino	Rating
Bet365	4.6
Betano	4.6
Betfair	4.8
Betway	4.4
Esportes da Sorte	4.4
KTO	4.8
Parimatch	3.4
Pixbet	4.4
Pokerstars	4.8
Sportingbet	4.8

Ratings

Betano

Following these principles, Betano stands out in navigation, particularly in its casino, slots and live casino sections. Navigation is **straightforward**, although some games, such as Fortune Tiger, could be better highlighted.

Betfair

Betfair is generally **easy to navigate**, with high scores for the casino and live casino sections. However, the small font in the menu can make it **difficult to locate** the slots and account pages.

KTO

KTO is highly rated for navigation, with most scores being 5. The layout is **intuitive** and access to various sections is easy.

Bet365

Bet365 is considered easy to navigate, especially for the casino and live casino sections. However, **finding slots** can be a bit **challenging**.

Betway

Betway's site is generally easy to navigate, but issues related to information **overload** and **slow** page loading were reported.

Pokerstars

Pokerstars is highly rated for navigation, with most scores being 5. It was **easy** to navigate through the casino, slots and live casino sections.

Parimatch

Parimatch also receives high scores for navigation, especially for its casino and live casino sections. **Popular games** are well highlighted and easy to find.

Esportes da Sorte

Esportes da Sorte has **mixed navigation scores**, ranging from 3 to 5. Some parts of the site are easy to navigate, but large advertising images and poorly organized game pages are negative points.

Sportingbet

Sportingbet stands out in navigation, with most scores being 5. The site is **easy** to navigate, especially popular games that are well highlighted.

Pixbet

Pixbet is generally easy to navigate, particularly for the casino and live casino sections. However, the use of **non-standard vocabulary** and the confusing layout lead to mixed scores, ranging from 2 to 5.

Search Functionality

The **search functionality** should allow users to **quickly locate** the desired content. According to [Nielsen](#), efficient search should be easy to find, fast and provide relevant results.
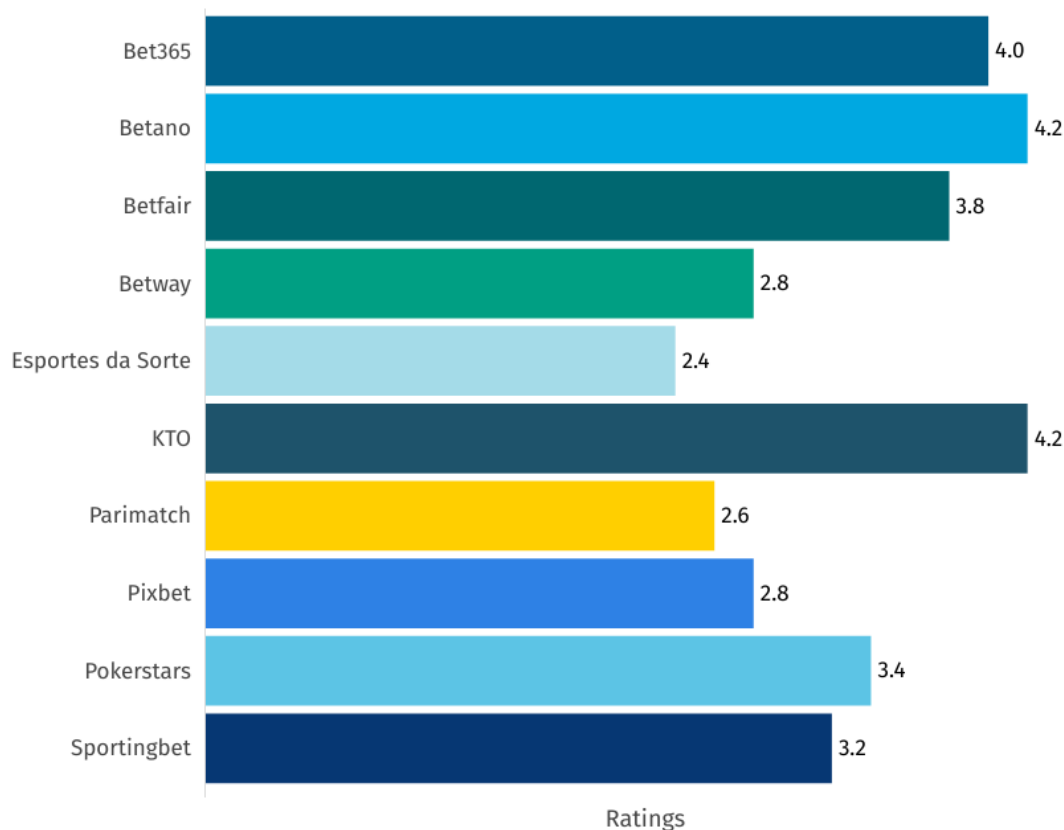
Betano

Regarding search function tests, Betano has varied scores from 2 to 5. While some tests considered it **effective**, there were **inconsistencies** in its performance.

Betfair

Betfair receives mixed reviews for its search function, with scores mainly between 3 and 5. Some reported **difficulty** in locating the search field and results can be slow.

KTO

KTO generally has a **well-implemented** search function, with scores mainly at 5. However, the search icon could be more prominent.

Bet365

Bet365 is well-rated for its search functionality, with quick and **well-organized** results.

Betway

Betway receives mixed reviews as it can be **slow** and hard to locate at times.

Pokerstars

Pokerstars has a search function considered **well-implemented** but was unusual in opening games in a **new tab** when a search is performed.

Parimatch

Parimatch receives mixed reviews, with scores mainly between 1 and 4. The search function is visible but was noted **missing** on some pages.

Esportes da Sorte

Esportes da Sorte has varied perceptions (with scores from 1 to 4), with some tests pointing out the search tool as **well highlighted** and others noting it **ineffective** in different categories.

Sportingbet

Sportingbet has mixed reactions, with game **suggestions and tags** during search being a positive aspect, but the search icon is very small.

Pixbet

In some tests, Pixbet's search tool was pointed out as **confusing** and poorly implemented, but evaluations were quite varied (from 1 to 4).

Mobile vs. Desktop Performance

The "**mobile first**" approach prioritizes the user experience on mobile devices during the design and development process. This methodology is crucial given that a large portion of users access gaming platforms from their smartphones.

In Brazil, the popularity of mobile gaming is notable. According to research, **70%** of the online population in Brazil **plays on mobile devices**.

KTO

During our tests, we observed that KTO often stands out for its **preference for mobile** due to its better organization and faster performance. Although KTO **does not offer** a dedicated **app**, unlike most brands, its mobile version is well-structured and user-friendly. The similar functionality between platforms is a positive point, but the mobile version proved more efficient.

Betano

Betano is praised for its performance on mobile, where the **mobile interface** is more simplified and faster compared to the desktop version. The mobile version is more organized, despite some issues with small fonts and less prominent useful links. Additionally, Betano offers an **Android app.**

Bet365

In our tests, Bet365 **performed well** on **both platforms**, with a slight preference for the mobile version due to its speed. However, we identified issues with small fonts and some layout problems on mobile, but the overall experience was positive. However, the available **app is an APK**, which may be less convenient for some users.

Pokerstars

Pokerstars also **performed well** on **both mobile and desktop**, with a slight preference for the mobile version for playing poker. Functionality is similar between platforms, but the mobile version is more convenient and user-friendly. Pokerstars also offers an app for its users.

Parimatch

Parimatch often **stands out on mobile** for its better organization and easier access to games. Functionality between platforms is similar, but the mobile version is generally better structured and user-friendly. Parimatch offers an app, but in our tests, **only the Android** version **worked** correctly, while it was not possible to download the iOS version.

Sportingbet

Sportingbet also provides an app, but **only for Android**. Both the mobile and desktop versions offer good performance. The **mobile** version is **preferred for sports betting**, although the outdated layout is a common complaint.

Betfair

In our tests, Betfair presented mixed results and offers apps for both **Android** and **iOS**. The mobile version was slower and less visually appealing, although functionality is similar between platforms. Small font and outdated layout were recurring problems.

Betway

Betway had **mixed performance** on mobile and desktop. The mobile version offered similar functionality, but the small font and outdated layout were more noticeable. Navigation is easy, but the overall experience could be improved. Betway has an **Android app**.

Esportes da Sorte

Tests with Esportes da Sorte showed **average results**. Functionality was **similar** between platforms, but we noticed problems with low-resolution images and poorly organized game pages on mobile. Esportes da Sorte also offers an **Android app**.

Pixbet

Finally, Pixbet had **mixed results** in mobile vs. desktop performance. While the mobile version facilitates finding casino games, we noticed slower loading speeds and a confusing layout. Like KTO, Pixbet **does not offer an app**.

Footer Links and Resources Analysis

In our tests, we observed that the quality and organization of footers varied significantly among casinos.

Betano

Betano offered a variety of useful links, but the organization could be improved for easier navigation.

KTO

KTO stood out with a well-structured and clear footer, making navigation easier.

Bet365

Bet365 also presented a well-organized footer, although some important links could be more accessible.

Parimatch

Parimatch had a good footer structure, but some links, such as self-exclusion and dispute resolution, needed better signage.

Betway

Betway and Betfair had disorganized footers, with useful links that could be better structured.

Pokerstars

Pokerstars was criticized for the presence of English content and low-resolution thumbnails, which harmed the experience.

Sportingbet

Sportingbet had a good structure, but excessive promotional banners distracted from navigation.

Esportes da Sorte and Pixbet

Esportes da Sorte and Pixbet were pointed out for their confusing and outdated layouts, with vocabulary that could confuse users.

Video Resources Analysis

Video resources are **additional elements** that can significantly aid in user orientation and improve navigation experiences in online casinos. They can include tutorials, game guides and promotional videos explaining site functionalities and features.

During our tests, we noticed that most online casinos do not offer video tutorials.

KTO
KTO stood out by including **videos for specific games**, such as **Aviator**, but the lack of general tutorials on casino navigation was noted. This is an area that could be improved to further facilitate the user experience.

Betano
At Betano, we found some **videos** for **live casino games**, but there was a noticeable absence of general navigation tutorials. Including these videos could make the navigation experience more intuitive.

Bet365
Bet365 has some **promotional videos** available, but we missed explanatory **educational content**. Incorporating educational videos could increase accessibility and improve player experience.

Pokerstars and Betfair
For **Pokerstars** and **Betfair**, the **absence of video tutorials** was a significant gap, especially due to the complexity of some of their games. Adding explanatory videos could greatly benefit user understanding and navigation.

Betway, Parimatch, Sportingbet, Esportes da Sorte and Pixbet
We observed that these 5 casinos also do **not have explanatory videos** in any of their site sections. Including video tutorials in these casinos could make navigation more friendly and accessible for new players.

In summary, **adding video tutorials** in the evaluated casinos could significantly **improve** the user experience.

Analyzing the Functionality and Performance of Online Casinos in Brazil

This part of the analysis focuses on understanding important aspects of casino functionality and performance, which includes aspects such as loading times, noticeable glitches, connection reliability and game continuity.

Loading Times Analysis

Using tools like **GTmetrix** and **Page Speed Insights**, we evaluated the performance and loading times of the sites. We observed that most casinos presented inadequate loading times, especially on mobile devices, where performance tends to be weaker.

Bet365

Bet365 stood out with very fast loading times. On mobile, the site loaded in just **0.13 seconds**, while on desktop, the time was **0.7 seconds**, providing a very smooth experience and avoiding frustrations with slowness.

Betfair

Betfair also presented good results, although not as impressive as Bet365. On mobile, Betfair took about **0.2 seconds** to load, while on desktop, the time was **2.5 seconds**, allowing relatively fast navigation.

Betway

Betway took about **0.56 seconds** on mobile and **0.5 seconds** on desktop, with some complaints about slowness on mobile devices.

Pokerstars

Pokerstars presented a loading time of **1.2 seconds** on mobile and **0.2 seconds** on desktop, indicating that there is room for improvement, especially on mobile.

KTO

At KTO, the loading time was **0.3 seconds** on mobile and **3.6 seconds** on desktop. Although relatively good, these times still need improvement to offer a smoother experience.

Parimatch

Parimatch faced technical issues measuring loading times, but generally, it took about **2.7 seconds** on mobile.

Sportingbet

Sportingbet took about **1.4 seconds** on mobile and 6 seconds on desktop, being relatively slow, especially on desktop.

Pixbet

Pixbet was one of the slowest, with **8 seconds** on mobile and **4 seconds** on desktop.

Betano

Finally, Betano and Esportes da Sorte had the **worst performances** in terms of loading times. On mobile, Betano took about 6 seconds to load, while on desktop, it took about **1 second**.

Esportes da Sorte

Esportes da Sorte presented extremely high loading times, with almost **21 seconds** on mobile and **0.1 seconds** on desktop, highlighting a great need for improvements.

Noticeable Glitches When Playing

A seamless gaming experience is essential to keep players engaged and satisfied in online casinos. **Glitches** or **failures** can **impair** enjoyment and trust in the platform.

Bet365, Betfair, Betway, KTO, Pokerstars, Sportingbet, Pixbet and **Parimatch** presented almost **impeccable performance**. Our tests indicated that we did not find significant glitches during the game. Buttons worked correctly, redirects were fast and game loading was efficient. Consistency in layout, especially on mobile devices, was evident, suggesting a robust technical infrastructure.

Betano

Betano, despite generally having good performance, had some **specific issues** in our tests. In one case, the buttons in crash game bets did not work correctly, which can be frustrating for those looking for an uninterrupted gaming experience. However, these problems were isolated and did not affect most gaming sessions.

Esportes da Sorte

Esportes da Sorte presented **mixed results**. We observed **button failures** and **slow** game loading, especially on mobile devices. This indicates the need for improvements in specific areas to ensure a smoother gaming experience. Despite this, we did not find serious problems in all games, suggesting that these glitches can be corrected with focused technical adjustments.

Parimatch

Parimatch had a particular incident where a **pop-up** appeared indicating that there was not enough credit to bet, an **isolated technical failure**. Overall, our tests did not find significant problems, but these small glitches need to be monitored and corrected to avoid negatively impacting the player experience.

Time Outs Analysis

Maintaining connection and game continuity are crucial aspects for a satisfactory user experience in online casinos. Problems with disconnections or downtime can be frustrating and negatively impact player trust in the platform.

Again, in our tests, **Bet365, Betfair, Betway, KTO, Pokerstars, Sportingbet** and **Pixbet** stood out for maintaining a reliable connection. These casinos avoided unexpected disconnections. When there were disconnections after a period of inactivity, this

occurred predictably and with prior notice, allowing progress to be saved and preventing the loss of bets.

Betano

Betano also had positive performance, with some variations. We observed **disconnections** after about **15 to 20 minutes of inactivity**, a common practice to protect the user's account and ensure security. Betano ensured that disconnections occurred only after a reasonable period of inactivity, balancing security and convenience.

Parimatch

Parimatch presented a mixed evaluation. In some cases, we were **quickly disconnected** after a short period of **inactivity**, which can be inconvenient for those taking short breaks. However, this quick disconnection can be seen as a security measure to protect accounts.

Esportes da Sorte

Esportes da Sorte had the most variability in terms of downtime. There were **disconnections** after only **5 minutes** of inactivity in some cases, while in others, disconnection was immediate when trying to resume a game after a long period.

Game Continuity and Interruptions

Game continuity when exiting and re-entering was **best exemplified** by KTO, Betway, Parimatch, Pixbet and Esportes da Sorte in our tests. In these casinos, games often resume exactly where they left off, a great benefit for those who take frequent breaks.

Betano and **Bet365** also proved reliable in this aspect, with most games resuming from the exit point. However, there were cases where some games restarted, breaking the expected continuity.

Betfair and **Pokerstars** had mixed results, with some games resuming from the exit point, while others restarted, which can be frustrating for players.

When an interruption occurs in the middle of a round, **KTO** and **Betway** stand out for managing these situations well. These casinos usually close the game and preserve the bets made up to the exit point.

Betano, Bet365 and **Pokerstars** are also effective in this aspect, although with some variations depending on the specific game.

On the other hand, **Esportes da Sorte** and **Parimatch** presented mixed performance. In some cases, games close and preserve bets, while in others, they simply restart, not ensuring the desired continuity.

Overall Performance of Top Brazil Online Casinos

After the analysis conducted in this study, we can conclude that three casinos stood out in the tests for offering superior gaming experiences, especially in terms of usability, accessibility and performance.

KTO

KTO stands out as one of the best options for online players as it offers:

- Intuitive navigation with a clear and well-organized layout, facilitating the location of games and specific sections (navigation score: **4.8**).
- Efficient and well-implemented search functionality, ensuring users quickly find what they are looking for (search score: **4.2**).
- Quality mobile experience, due to superior organization and faster performance, even without offering a dedicated app.
- One of the fastest and easiest registration and verification processes, providing a smooth and hassle-free user experience.

Bet365

Bet365 also significantly stands out for its performance as it provides:

- The best loading times on both mobile and desktop, offering a smooth and fast navigation experience.
- Highly efficient navigation and search functionality, making it easy to find important games and sections (navigation score: **4.6**; search score: **4.0**).
- Reliable connection, ensuring games continue from where they left off, which is a great benefit for players who take frequent breaks.
- An efficient registration and verification process, ensuring users can start playing quickly without complications.

Betano

Betano is another platform worth highlighting as it offers:

- Excellent mobile performance, with a simplified and fast interface that facilitates navigation.
- An Android app, adding convenience for players.
- Direct and efficient navigation, especially in live casino and slots sections (navigation score: **4.6**).
- A quick registration process and efficient verification system, ensuring a pleasant user experience from the start.

With these insights, we can see how the importance of the player experience cannot be underestimated by the gambling market in Brazil, as it directly impacts customer satisfaction and the long-term success of online gaming platforms. Offering a pleasant

and efficient gaming experience not only attracts new players but also promotes user retention and loyalty.