
SPECTRUM MOBILE

BYOD/IMEI Check Page: Competitor Analysis

AUGUST 19, 2019



SECTION 1

Project Overview



INTRODUCTION

Mediaboom has created a competitor analysis document that includes BYOD/IMEI checker examples from some of Spectrum Mobile's top competitors. Each website has been evaluated, and the pros and cons for each have been included.

SECTION 2

Competitor Analysis

Sprint



1. Sprint - BYOD Page

Español | Business | Stores Call to order 1-866-275-1411 Search


Shop Devices Shop Plans Support My Sprint Activate Sign In Cart

Sprint BYOD: Bring your own device

Bring Your Own Device And Save

Save \$10/mo. on our Unlimited Plus and Unlimited Premium plans when you bring your own phone. It's full of features you love, for a price you'll love. 📞

[Let's Get Started](#)



📞 If you bought a SIM kit via Sprint Telesales, expect a call back from an agent within 2-3 days of your purchase. Need help with activation?

[Give Us A Call](#)

How To Bring Your Own Device

✓

Check Eligibility

See if your phone will work on the Sprint Network.

[Get Started](#)

SIM

Get A SIM Card

Buy a SIM kit, or use your own Sprint SIM card.

\$

Choose A Plan

Take advantage of our best Unlimited plans.

📱

Activate Your Device

Once you've received your SIM card, come back to this page so you can finish the BYOD process.

[Finish Activation](#)

2. Sprint - IMEI Checker

Español | Business | Stores Call to order 1-866-275-1411 Search

Shop Devices Shop Plans Support My Sprint Activate Sign In Cart

Bring your own device

Find your device's IMEI or MEID and enter it below to make sure it is compatible with our network. Your device must be unlocked by your current carrier to activate it on the Sprint network.

[Learn how to unlock your device](#)

Enter your IMEI or MEID with no spaces

[Continue](#)

[To find your IMEI, dial *#06# and it will appear on your screen. Click to see other ways to find it](#)

Don't forget to finish your activation!

Once you have your SIM card and a plan picked out, come back to this page to [finish up](#).

**Save On These
Awesome Unlimited Plans**

Save \$10/mo. on our Unlimited Plus and Unlimited Premium plans when you bring your own phone. Both plans include incredible add-ons like Hulu and Tidal! 🔗

[Get Started](#)

**Limited Time
Offer**

Get Unlimited talk, text and data for just \$25/mo. with Unlimited Kickstart when you bring your phone to Sprint. 🔗

[Get Started](#)

**Bring A Tablet,
Get Unlimited Data For
\$15/mo.**

That's a savings of \$10/mo.! 🔗

[Get Started](#)

**Bring A Watch,
Get Our Unlimited Watch
Plan for \$10/mo.**

Must enroll in AutoPay 🔗

[Get Started](#)

Having trouble finding your IMEI/MEID?

Choose a device type below for more instructions.

Android
 Apple
 Windows

From your phone screen you have two options.



3. Sprint - IMEI Result - Non-Compatible

Spanish | Business | Stores Call to order 1-866-275-1411 Search

Shop Devices Shop Plans Support My Sprint Activate Sign in Cart

This phone can't be activated

Sorry, but this phone can't be activated with Sprint service. Try to re-enter your IMEI/MEID or try another phone.


Enter your IMEI or MEID with no spaces

Continue

To find your IMEI, dial ***#06#** and it will appear on your screen. [Click to see other ways to find it](#)

Don't forget to finish your activation!


Once you have your SIM card and a plan picked out, come back to this page to [finish up](#).



Save On These
Awesome Unlimited Plans

Save \$10/mo. on our Unlimited Plus and Unlimited Premium plans when you bring your own phone. Both plans include incredible add-ons like Hulu and Tidal! ⓘ


Get Started



Limited Time
Offer

Get Unlimited talk, text and data for just \$25/mo. with Unlimited Kickstart when you bring your phone to Sprint. ⓘ


Get Started



Bring A Tablet.
Get **Unlimited Data For \$15/mo.**

That's a savings of \$10/mo.! ⓘ

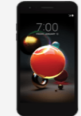
Get Started



Bring A Watch.
Get **Our Unlimited Watch Plan for \$10/mo.**

Must enroll in AutoPay ⓘ


Get Started



\$96

LG Tribute Dynasty


Shop Now



\$288

Pre-Owned iPhone 7

Shop Now



\$288

Pre-Owned Samsung Galaxy S8

Shop Now

Shop more phones


Shop Now

Other options

4. Sprint - IMEI Result - Compatible

Spanish | Business | Stores Call to order 1-866-275-1411 Search

Shop Devices Shop Plans Support My Sprint Activate Sign in Cart



Today
\$ 2.99
Monthly
\$ 0.00

Apple iPhone 8


Space Gray, 64 GB

SIM

SIMOLW416Q

This isn't my phone

The Sprint network will work for you



Your network speed

Good news, your phone is compatible with our network.

Already a Sprint customer? Sign in

Get a Sprint SIM card.

[What is a SIM card?](#)

Buy a SIM card
\$ 2.99

The Universal SIM card can be adjusted to fit in any eligible device.

I have a Sprint SIM card

Continue

Sign up now

Store locator

Coverage map

Contact us

f
t
i
v

About Sprint

About us
Corporate responsibility
Affiliate Program
Careers
News center
Accessibility
Legal
Privacy
Interest based Ads
CTIA/Regulatory
Terms & Conditions

Support

Support center
Sprint Community
Make an appointment
Network feedback
International
Sprint Forward

Services

Sprint Complete
Business
Add-on services


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+ Legally required



5. Sprint - IMEI Result - Compatible - Plan

Español | Business | Stores Call to order 1-866-275-1411 Search
 Shop Devices Shop Plans Support My Sprint Activate Sign in Cart



Apple iPhone 8
 Space Gray, 64 GB
 SIM SIMOLW416Q
 Edit
 Plan Unlimited Kickstart
~~\$30.00~~ \$25.00
 Protection Sprint Complete
 \$15.00
 \$5 AutoPay Plan Discount. [See plan details](#)
 Get Answers From A Tech Expert On Setting Up Your Device [See plan details](#)
 Buy New Sim
 This isn't my phone

Plan

~~\$30.00~~ **\$25.00** ✓

Unlimited LTE data

Unlimited calls

Unlimited texting

DVD quality video Streaming

[More info](#)

~~\$65.00~~ **\$60.00**

[More info](#)

[+ See more options](#)

Continue

[+ See more options](#)

Continue

[Skip this step](#)

Sign up now

Store locator

Coverage map

Contact us

About Sprint

- About us
- Corporate responsibility
- Affiliate Program
- Careers
- News center
- Accessibility
- Legal
- Privacy
- Interest based Ads
- CTIA/Regulatory
- Terms & Conditions

Support


- Support center
- Sprint Community
- Make an appointment
- Network feedback
- International
- Sprint Forward

Services

- Sprint Complete
- Business
- Add-on services

6. Sprint - IMEI Result - Compatible - Protection

Español | Business | Stores Call to order 1-866-275-1411 Search
 Shop Devices Shop Plans Support My Sprint Activate Sign in Cart



Apple iPhone 8
 Space Gray, 64 GB
 SIM SIMOLW416Q
 Edit
 Plan Unlimited Kickstart
~~\$30.00~~ \$25.00
 Protection Sprint Complete
 \$15.00
 \$5 AutoPay Plan Discount. [See plan details](#)
 Get Answers From A Tech Expert On Setting Up Your Device [See plan details](#)
 Buy New Sim
 This isn't my phone

When life happens, we've got your back.

We know everyone has an "oops" moment sometimes. Sprint Complete is a comprehensive solution, giving you peace of mind with support and protection you can count on. [Important program disclosures](#)

Sprint Complete
\$15.00 ✓

\$29 cracked screen repair

Unlimited cloud storage

Password protection

As soon as next-day replacement

Tech Expert support

No, thanks
\$0

No thanks. I understand I am liable to pay full retail price for a replacement device if damage, loss or theft occurs.

[+ Additional Details](#)

Continue

[Skip this step](#)

[+ Additional Details](#)

Continue

[Skip this step](#)

Sign up now

Store locator

Coverage map

Contact us

About Sprint

- About us
- Corporate responsibility
- Affiliate Program
- Careers
- News center
- Accessibility
- Legal
- Privacy
- Interest based Ads
- CTIA/Regulatory
- Terms & Conditions

Support

- Support center
- Sprint Community
- Make an appointment
- Network feedback
- International
- Sprint Forward

Services

- Sprint Complete
- Business
- Add-on services



7. Sprint - IMEI Result - Compatible - Mini Cart

Spanish | Business | Stores Call to order 1-866-275-1411 Search

Shop Devices Shop Plans Support My Sprint Activate Sign in

What do you want to do next?

[Bring another phone](#) [Checkout now](#)

Recommended services

hulu Hulu Limited Commercials - \$7.99/mo after registration

\$0/mo. [Add service](#)

• Access to next-day TV, original series, thousands of hit shows, movies and more.

Your Cart \$40.00 Monthly \$3.19 Today

[Checkout](#)

- + Apple iPhone 8 64GB \$15.00 \$2.99
- Unlimited Kickstart-Un... \$30.00 \$0.00
 - \$5 AutoPay Plan Discount. -\$5.00 \$0.00
 - Waived activation fee - a \$30 value.
 - Tech Expert device help.
- + Taxes and fees \$0.00 \$0.20

One-time credits + waived fees - \$30.00 Applied within 3 invoices

Monthly credits - \$5.00

[View full cart](#) [Empty cart](#)

[Have a promo code?](#)

[Associate ID](#)

Sign up now
Store locator
Coverage map
Contact us

About Sprint
About us
Corporate responsibility
Affiliate Program
Careers
News center
Accessibility
Legal
Privacy
Interest based Ads
CTIA/Regulatory
Terms & Conditions

Support
Support center
Sprint Community
Make an appointment
Network feedback
International
Sprint Forward
Get My Sprint App

Services
Sprint Complete
Business
Add-on services

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8. Sprint - IMEI Result - Compatible - Shopping Cart

Spanish | Business | Stores Call to order 1-866-275-1411 Search

Shop Devices Shop Plans Support My Sprint Activate Sign in

Your Cart [Checkout](#)

BRING YOUR OWN DEVICE

Apple iPhone 8 64GB

	Monthly	Today
Apple iPhone 8 64GB IMEID:353001099351760	\$0.00	\$2.99
Unlimited Kickstart-Unlimited Talk, Text & Data	\$30.00	\$0.00
\$5 AutoPay Plan Discount.	-\$5.00	\$0.00
Waived activation fee - a \$30 value.		
Tech Expert device help		
Sprint Complete	\$15.00	\$0.00
SIM card - SIMOLW416Q	\$0.00	\$2.99

One-time credits + waived fees **-\$30.00**
Applied within 3 bills

Monthly credits: **-\$5.00**

Taxes and fees Fees based on your 06437 ZIP code.

Estimated taxes	\$0.20
Shipping fee	\$0.00

Total Amount Due \$40.00 Monthly \$3.19 Today

Free Shipping, Free In-Store Pickup and other delivery options available in Checkout.

[Checkout](#)

[Bring Another Phone](#)
Monthly charges and equipment costs exclude Sprint surcharges, taxes and fees.

[Empty cart](#) [Have a promo code?](#) [Associate ID](#)

MOBILE

1. Sprint - BYOD Page

Sprint BYOD: Bring your own device

Bring Your Own Device And Save

Save \$10/mo. on our Unlimited Plus and Unlimited Premium plans when you bring your own phone. It's full of features you love, for a price you'll love. ⓘ

Let's Get Started

If you bought a SIM kit via Sprint Telesales, expect a call back from an agent within 2-3 days of your purchase. Need help with activation?

2. Sprint - IMEI Checker

Bring your own device

Find your device's IMEI or MEID and enter it below to make sure it is compatible with our network. Your device must be unlocked by your current carrier to activate it on the Sprint network.

[Learn how to unlock your device](#)

Enter your IMEI or MEID with no spaces

Continue

[To find your IMEI, dial *#06# and it will appear on your screen. Click to see other ways to find it](#)

3. Sprint - IMEI Result - Non-Compatible

This phone can't be activated

Sorry, but this phone can't be activated with Sprint service. Try to re-enter your IMEI/MEID or try another phone.

Enter your IMEI or MEID with no spaces

35300199351760

Continue

[To find your IMEI, dial *#06# and it will appear on your screen. Click to see other ways to find it](#)

Don't forget to finish your activation!

4. Sprint - IMEI Result - Compatible

The Sprint network will work for you

Your network speed

4G

Good news, your phone is compatible with our network.

Already a Sprint customer? Sign in

Get a Sprint SIM card.

[What is a SIM card?](#)

Buy a SIM card \$ 2.99

The Universal SIM card can be adjusted to fit in any eligible device.



5. Sprint - IMEI Result - Compatible - Plan

Unlimited Kickstart ✓
~~\$30.00~~ **\$25.00**

- Unlimited LTE data
- Unlimited calls
- Unlimited texting
- DVD quality video Streaming

[More info](#)

Sprint Unlimited
~~\$65.00~~ **\$60.00**

[More info](#)

[+ See more options](#)

6. Sprint - IMEI Result - Compatible - Protection

Sprint Complete ✓
\$15.00

- \$29 cracked screen repair
- Unlimited cloud storage
- Password protection as next-day replacement
- As soon as possible
- Tech Expert support

[+ Additional Details](#)

[Continue](#)

[Skip this step](#)

7. Sprint - IMEI Result - Compatible - Mini Cart

Your Cart **\$40.00** Monthly **\$3.19** Today

[Checkout](#)

- Apple iPhone 8 64GB \$15.00 \$2.99
- IMEID:353001099351760
- [Remove](#)
- SIM card - SIMOLW416Q \$0.00 \$2.99
- Sprint Complete \$15.00 \$0.00
- Unlimited Kickstart-Unlimi... \$30.00 \$0.00
- \$5 AutoPay Plan Discount. -\$5.00 \$0.00
- Waived activation fee - a \$30 value.
- Tech Expert device help

8. Sprint - IMEI Result - Compatible - Shopping Cart

Your Cart [Checkout](#)

BRING YOUR OWN DEVICE

Apple iPhone 8 64GB

	Monthly	Today
Apple iPhone 8 64GB <input checked="" type="checkbox"/>	\$0.00	\$2.99
IMEID:353001099351760		
Unlimited Kickstart-Unlimited Talk, Text & Data	\$30.00	\$0.00
<input checked="" type="checkbox"/> \$5 AutoPay Plan Discount.	-\$5.00	\$0.00
<input checked="" type="checkbox"/> Waived activation fee - a \$30 value.		
<input checked="" type="checkbox"/> Tech Expert device help		
Sprint Complete <input checked="" type="checkbox"/>	\$15.00	\$0.00

COMPETITOR ANALYSIS:



PROS:

USER EXPERIENCE

- Easy to follow steps with clear direction

INSTRUCTIONS

- Clear instructions about BYOD process
- Clear instructions for checking IMEI on device
- Clear results that say whether or not the device is compatible

SHOPPING CART

- Shopping cart recognizes and lists the BYOD device
- *Only competitor that calls out BYOD in shopping cart (Gold Banner)

BYOD COMPATIBILITY

- Offer BYOD for phones, tablets, and watches
(Spectrum only offers Phones)

CONS:

MINI CART VS. SHOPPING CART

- Disconnect between the mini cart and shopping cart (information displayed differently and it was styled in a different way)

verizon



SCENARIO 1: BYOD DEVICE
NOT PURCHASED AT VERIZON


1. Verizon - BYOD Page

verizon

[Wireless](#) [In Home](#) [Business](#) [Stores](#)

[Phones](#) [Plans](#) [Deals](#) [Shop](#) [Support](#) [5G](#)

[Español](#) [Sign In](#)



Love your phone? Bring it.

Bring a smartphone you already own and get \$250 when you switch. Online only. Plus, another \$100 if you bring a smartwatch or tablet, too.

I'm with Verizon

Switch now

Switch to Verizon and save.

Get \$250 when you bring your own smartphone and keep your number. Get \$100 when you bring a smartwatch or tablet. Plus, get YouTube TV, first month on us. Unlimited plan required.

Once you pick a plan, follow these steps

Step 1

YouTube TV redemption details will be sent via email. ⓘ

Go to vzw.com/digitalrebatecenter to redeem \$250 and \$100 offers.

Step 2

Enter **BYODONLINE** for your smartphone or **WATCHTABLET100** for your tablet or smartwatch and its purchase date, then fill in the details.

Step 3

Redeem offer(s) within 30 days of activating your device. ⓘ

2. Verizon - Device Type

verizon

[Wireless](#) [In Home](#) [Business](#) [Stores](#)

[Phones](#) [Plans](#) [Deals](#) [Shop](#) [Support](#) [5G](#)

[Español](#)

< Back

Due Today **\$0.00**

Monthly Payment **\$0.00**

Tell us about your device.

Let's see if your device is a good fit for our network.

What type of device are you bringing today?

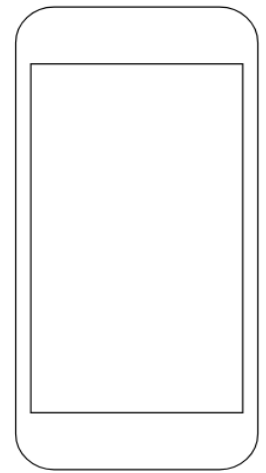
Smartphone

Tablet

Smart Watch

Other device type

Next



Apps & Services
Brands
Follow
Store Locator

15

3. Verizon - Device Model

verizon **Wireless** In Home Business Stores
Phones Plans Deals Shop Support 5G Español

< Back Due Today **\$0.00** Monthly Payment **\$0.00**

Tell us about your device.

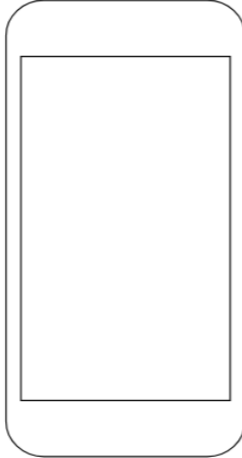
Let's see if your device is a good fit for our network.

Device Smartphone [Start Over](#)

OK, great. And what kind of device do you have?
Let us know the model of your smartphone.

- iPhone 8
- iPhone 8 Plus

Next



4. Verizon - Device Purchase

verizon **Wireless** In Home Business Stores
Phones Plans Deals Shop Support 5G Español

< Back Due Today **\$0.00** Monthly Payment **\$97.00**

Tell us about your device.

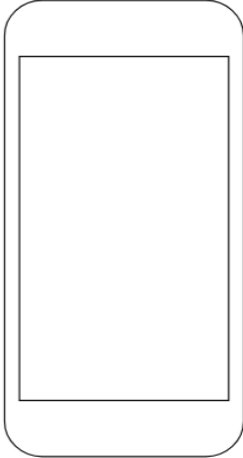
Let's see if your device is a good fit for our network.

Device Smartphone [Start Over](#)
Apple iPhone 8

Can you tell us where you purchased your device?

Verizon	Sprint
T-Mobile	AT&T
Major Retailers (Best Buy, Amazon, Etc.)	New From Apple
I'm Not Sure	Other

Next





5. Verizon - IMEI Checker

verizon

Wireless In Home Business Stores

Phones Plans Deals Shop Support 5G Español Sign In

< Back Due Today \$0.00 Monthly Payment \$0.00

Let's start by checking your device.
We'll need your device ID to see it's compatible with our network.
What's a device ID?

Enter device ID
353001099351760

Check my device ID

Need help finding your device ID?
Start by selecting your device type below for personalized instructions.
[iOS Apple](#) [Android](#) [Windows](#) [Other](#)

Apps & Services Brands Follow Store Locator

6. Verizon - IMEI: Device Compatible

verizon

Wireless In Home Business Stores

Phones Plans Deals Shop Support 5G Español

< Back Due Today \$0.00 Monthly Payment \$0.00

Nice, your iPhone® 8 will work on our network.

Next

Apps & Services Brands Follow Store Locator



7. Verizon - IMEI: Device Non-Compatible

The screenshot shows the Verizon website's checkout process. At the top, the Verizon logo is on the left, and navigation links for 'Wireless', 'In Home', 'Business', 'Stores', 'Phones', 'Plans', 'Deals', 'Shop', 'Support', and '5G' are on the right. A search icon and a shopping cart icon are also present. Below the navigation, there are links for 'Español' and 'Sign In'. The main content area features a 'Back' button on the left and 'Due Today \$0.00' and 'Monthly Payment \$0.00' on the right. The central message reads: 'Unfortunately, you can't activate this device on our network right now.' Below this, it says 'Give us a call at 800.922.0204 to activate or shop our most popular devices.' and provides a link 'Re-enter my device ID'. A 'Start Over' button is located on the left. On the right, there is a placeholder image of a smartphone. A chat icon is visible in the top right corner of the main content area.

8. Verizon - IMEI: Device Lost/Stolen

The screenshot shows the Verizon website's checkout process. At the top, the Verizon logo is on the left, and navigation links for 'Wireless', 'In Home', 'Business', 'Stores', 'Phones', 'Plans', 'Deals', 'Shop', 'Support', and '5G' are on the right. A search icon and a shopping cart icon are also present. Below the navigation, there are links for 'Español' and 'Sign In'. The main content area features a 'Back' button on the left and 'Due Today \$0.00' and 'Monthly Payment \$0.00' on the right. The central message reads: 'Looks like this device has been reported lost or stolen and can't be activated.' Below this, it says 'You can try another device, or continue shopping.' and provides a link 'Check another device'. A 'Continue shopping' button is located on the left. On the right, there is a placeholder image of a smartphone.



9. Verizon - SIM Card

[Wireless](#) [In Home](#) [Business](#)

[Stores](#)

[Phones](#) [Plans](#) [Deals](#) [Shop](#) [Support](#) [5G](#)

[Español](#) [Sign In](#)

< Back

Due Today **\$0.00** Monthly Payment **\$0.00**

Chat

Tell us about your device.

Let's see if your device is a good fit for our network.

Device
 Smartphone
 iPhone® 8

[Start Over](#)

Based on the information you provided, your device should work on our network.

Do you need a new SIM card?

I need a new SIM card

If you don't have a SIM card, or it isn't compatible, just order one here.

I have a SIM card

Check your SIM card ID to see if it's compatible with our network.

Next

[Apps & Services](#)

[Brands](#)

[Follow](#)

[Store Locator](#)

10. Verizon - Protection Plan

[Wireless](#) [In Home](#) [Business](#)

[Stores](#)

[Phones](#) [Plans](#) [Deals](#) [Shop](#) [Support](#) [5G](#)

[Español](#)

< Back

Due Today **\$0.00** Monthly Payment **\$0.00**

Tell us about your device.

Let's see if your device is a good fit for our network.

Device
 Smartphone
 iPhone® 8

[Start Over](#)

Based on the information you provided, your device should work on our network.

SIM card
 New SIM card.

[Change](#)

Pick your device protection.

Important things to know

Verizon Protect
 Benefits included for select smartphones, subject to parts availability

- Unlimited cracked screen repair[1] \$29/claim
- Same-day replacement and setup[2] for lost, stolen or damaged devices
- Battery replacement[3] at a Verizon Auth Repair Facility
- Tech Coach support
- Identify unknown numbers; control spam calls[4]
- Wi-Fi security; monitor for ID theft and malicious content[5]

 Products available separately


\$17.00/mo

Decline Device Protection
 If your device is lost, stolen, damaged, or experiences a post-warranty defect, the replacement cost may be as high as the retail price. You only have 30 days to enroll in coverage after your device activation.

\$0.00/mo



11. Verizon - Current/New Phone Number



[Wireless](#) [In Home](#) [Business](#) [Stores](#)
[Phones](#) [Plans](#) [Deals](#) [Shop](#) [Support](#) [5G](#) [Español](#)

< Back

Due Today **\$0.00**
 Monthly Payment **\$17.00**

Tell us about your device.

Let's see if your device is a good fit for our network.

Device
Smartphone
iPhone® 8

[Start Over](#)

Based on the information you provided, your device should work on our network.

SIM card
New SIM card.


[Change](#)

Device Protection
Verizon Protect
\$17.00/mo

[Change](#)


You can use this device on the Verizon network. Want to keep your current phone number?
[Learn more](#)

Yes
 No



Apps & Services
Brands
Follow
Store Locator

12. Verizon - Add to Cart



[Wireless](#) [In Home](#) [Business](#) [Stores](#)
[Phones](#) [Plans](#) [Deals](#) [Shop](#) [Support](#) [5G](#) [Español](#)

< Back

Due Today **\$0.00**
 Monthly Payment **\$17.00**

Tell us about your device.

Let's see if your device is a good fit for our network.

Device
Smartphone
iPhone® 8

[Start Over](#)

Based on the information you provided, your device should work on our network.

SIM card
New SIM card.

[Change](#)


Device Protection
Verizon Protect
\$17.00/mo

[Change](#)

Phone number
You will get a new number at checkout.

[Change](#)

Add to cart



Apps & Services
Brands
Follow
Store Locator

13. Verizon - Plan

[Wireless](#) [In Home](#) [Business](#) [Stores](#)
[Phones](#) [Plans](#) [Deals](#) [Shop](#) [Support](#) [5G](#) [Español](#)

< Back

Due Today **\$0.00**
 Monthly Payment **\$17.00**

Faster & save online | Get it fast with In-Store Pickup or Same Day Delivery, plus reduced activation fees. ⓘ

Let's choose a plan for your iPhone® 8

All Unlimited plans include

Unlimited Talk & Text
Mexico & Canada Talk, Text & Data
International Texting
Verizon Up Rewards

Apple MUSIC

Apple Music included, on us with select Unlimited plans. Get it on iOS and Android. [Learn more.](#)

Pricing

Sign up for paper-free billing and Auto Pay using a checking account or debit card to save an additional \$10/mo on these plans.

Compare plans by:

List View
Chart View
See other details

Start Unlimited

For those who want a simple Unlimited plan, and no worries.

\$80 /line per month
Plus taxes & fees.

Select plan

Play More Unlimited

For those who want our best music & video streaming.

\$90 /line per month
Plus taxes & fees.

Select plan

Do More Unlimited

For multitaskers who want to get it all done.

\$90 /line per month
Plus taxes & fees.

Select plan

Get More Unlimited

For those who want the best of all our Unlimited plans.

\$100 /line per month
Plus taxes & fees.

Select plan

Just Kids

For your kid's first smartphone and for your peace of mind.

Pick Unlimited for your line, then get Just Kids on another line.

14. Verizon - Shopping Cart

Checkout

Summary
Due today
Due monthly

	Due today	Due monthly
Line 1 Edit nickname	\$0.00	\$97.00
<div style="display: flex; align-items: center;"> <div> <p>My Device</p> <p>iPhone® 8 353001099351760 SIM out</p> <p style="font-size: small;">Change</p> </div> </div>	\$0.00	--
<p>Verizon Protect</p>	--	\$17.00
<p>One-time activation fee You're saving \$20. ⓘ</p>	--	\$20.00* <small>was \$40.00</small> <small>*Applied only on your first monthly bill</small>
<div style="display: flex; align-items: center;"> <div> <p>GTO Multi-Form-Factor SIM DF</p> </div> </div>	\$0.00	\$0.00
<p>Start Unlimited</p> <p style="font-size: small;">Change plan</p>	--	\$80.00
Save \$10/mo for qualifying line each month when you sign up for paper-free billing and Auto Pay (Using bank account or debit Card) ⓘ		
Important plan details Important data service information		

21

SCENARIO 2: BYOD DEVICE PURCHASED AT VERIZON

1. If the device was purchased at Verizon, then the customer can go through the entire BYOD process without entering the IMEI.
2. However, the customer **MUST** enter a compatible IMEI if they want to do any of the following:
 - Add a device protection plan
 - Replace an existing phone number
 - Use an existing SIM card

15. Verizon - Adding Device Protection - IMEI Popup

The screenshot shows the Verizon website interface for adding device protection. The main page is titled "Tell us about your device." and includes sections for "Device" (Smartphone, Samsung Galaxy S9), "SIM card" (New SIM card), and "Pick your device protection." (Verizon Protect). A popup window titled "Let's verify your device ID" is overlaid on the page, prompting the user to enter their device ID. The popup includes a "Check my IMEI" button and a "See other ways to find your device ID" link. The background page shows a "Verizon Protect" section with benefits like unlimited cracked screen repair, same-day replacement, battery replacement, Tech Coach support, and Wi-Fi security. A "Decline Device Protection" option is also visible at the bottom.



16. Verizon - Existing Customer IMEI Checker

SCENARIO 3: EXISTING CUSTOMER

- Existing customers go through the same steps for BYOD
- However, the customer **MUST** enter a compatible IMEI if they want to do any of the following:
 - Add a device protection plan
 - Replace an existing phone number
 - Use an existing SIM card

Choose free 2-day shipping or in-store pickup. ⓘ

verizon ✓

Wireless In Home Business Stores Search

Phones Plans Deals Shop Support 5G Español My Verizon ▾

Chat Ca

Let's get started by checking your device.

We'll need your device ID to see if it's compatible with the Verizon network.

Check your device

It'll just take a moment.

Enter your device ID

Check my device

Need help finding your device ID?

Click one of the device types below for personalized instructions.

[iOS\(Apple\)](#) [Android](#) [Windows](#) [Basic Phone](#) [Other Device](#)

Apps & Services

- My Verizon
- Verizon Cloud
- Verizon Smart Family
- Device Trade-in
- Device Repair
- Call Filter
- Apple Music
- Premium Visual Voicemail
- Hum
- See More Apps

Brands

- Apple
- ASUS
- Google
- LG
- Motorola
- Palm
- Samsung

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My Verizon Terms & Conditions Device Payment Terms & Conditions Open Internet Lifeline/Link-Up About Our Ads Advertise With us

MOBILE

1. Verizon - BYOD Page

verizon Search Cart Menu Sign In

Bring a smartphone you already own and get \$250 when you switch. Online only. Plus, another \$100 if you bring a smartwatch or tablet, too.

I'm with Verizon

Switch now

Switch to Verizon and save.

Get \$250 when you bring your own smartphone and keep your number. Get \$100 when you bring a smartwatch or tablet. Plus, get YouTube TV, first month on us. Unlimited plan required.

Once you pick a plan, follow these steps.

Step 1

2. Verizon - Device Type

Tell us about your device.

Let's see if your device is a good fit for our network.

What type of device are you bringing today?

Smartphone Tablet

Smart Watch Other device type

Next

3. Verizon - Device Model

Tell us about your device.

Let's see if your device is a good fit for our network.

Device Start Over

Smartphone

OK, great. And what kind of device do you have?

Let us know the model of your smartphone.

[I don't know](#)

Next

4. Verizon - Device Purchase

Let's see if your device is a good fit for our network.

Device Start Over

Smartphone

Apple iPhone 8

Can you tell us where you purchased your device?

Verizon Sprint

T-Mobile AT&T

Major Retailers (Best Buy, Amazon, Etc.) **New From** Apple

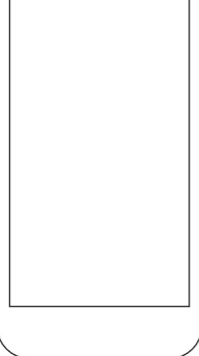
I'm Not Sure Other

Next

[Privacy - Terms](#)

5. Verizon - IMEI Checker

Due Today **\$0.00** Monthly Payment **\$0.00**



Let's start by checking your device.

We'll need your device ID to see it's compatible with our network.

What's a device ID? ⓘ

Enter device ID

Check my device ID

Need help finding your device ID?

Chat


6. Verizon - IMEI: Device Compatible

Choose free 2-day shipping or in-store pickup. ⓘ

verizon ⓘ ⓘ ⓘ

Sign In

Due Today **\$0.00** Monthly Payment **\$0.00**




Nice, your iPhone® 8 will work on our network.

Next

Chat

7. Verizon - SIM Card



Tell us about your device.

Let's see if your device is a good fit for our network.

Device Start Over

Smartphone
iPhone® 8

Based on the information you provided, your device should work on our network.

Do you need a new SIM card?

I need a new SIM card

If you don't have a SIM card, or it isn't compatible, just order one here.

I have a SIM card

Check your SIM card ID to see if it's compatible with our network.

Next

Chat

8. Verizon - Protection Plan

Due Today **\$0.00** Monthly Payment **\$0.00**

SIM card Change

New SIM card.

Pick your device protection.
[Important things to know](#)

Verizon Protect **\$17.00/mo**

Benefits included for select smartphones, subject to parts availability

- Unlimited cracked screen repair[1] \$29/claim
- Same-day replacement and setup[2] for lost, stolen or damaged devices
- Battery replacement[3] at a Verizon Auth Repair Facility
- Tech Coach support
- Identify unknown numbers; control spam calls[4]
- Wi-Fi security, monitor for ID theft and malicious content[5]

Products available separately

Decline Device Protection **\$0.00/mo**

If your device is lost, stolen, damaged, or experiences a post-warranty defect, the replacement cost may be as high as the retail price. You only have 30 days to enroll in coverage after your device activation.

[View all device protection options](#)

1. Visit phoneclaim.com/Verizon to check eligibility and the repair options available in your area, which are subject to change.
2. Eligibility is contingent on certain criteria including claim

Chat

9. Verizon - Current/New Phone Number

< Due Today **\$0.00**
Monthly Payment **\$17.00**

Tell us about your device.

Let's see if your device is a good fit for our network.

Device [Start Over](#)
 Smartphone
 iPhone® 8

Based on the information you provided, your device should work on our network.

SIM card [Change](#)
 New SIM card.

Device Protection [Change](#)
 Verizon Protect
 \$17.00/mo

You can use this device on the Verizon network. Want to keep your current phone number? [Cancel](#)
[Learn more](#)

Yes
 No

10. Verizon - Add to Cart

Tell us about your device.

Let's see if your device is a good fit for our network.

Device [Start Over](#)
 Smartphone
 iPhone® 8

Based on the information you provided, your device should work on our network.

SIM card [Change](#)
 New SIM card.

Device Protection [Change](#)
 Verizon Protect
 \$17.00/mo

Phone number [Change](#)
 You will get a new number at checkout.

Add to cart

11. Verizon - Plan

Search
Sign In

Faster & save online | Get it today, plus reduced fees. ⓘ

< Due Today **\$0.00**
Monthly Payment **\$97.00**

Let's choose a plan for your iPhone® 8

Apple Music

Apple Music included, on us with select Unlimited plans. Get it on iOS and Android. [Learn more.](#)
 Sign up for paper-free billing and Auto Pay using a checking account or debit card to save an additional \$10/mo on these plans. ⓘ

[See other data plans >](#)

Start Unlimited

For those who want a simple

[Compare Plans](#)

Select Plan

12. Verizon - Shopping Cart

Line 1 Edit	\$0.00	\$97.00
<p>My Device iPhone® 8 353001099351760 SIM out</p> <p style="text-align: right;">Change</p>	<p>\$0.00</p> <p>\$0.00</p> <p>--</p>	<p>\$17.00</p> <p>--</p> <p>\$17.00</p>
<p>Verizon Protect</p>	--	\$17.00
<p>One-time activation fee You're saving \$20. ⓘ</p>	--	<p>\$20.00* was \$40.00 *Applied only on your first monthly bill</p>

COMPETITOR ANALYSIS:



PROS:

INSTRUCTIONS

- Clear instructions about BYOD process
- Clear instructions for checking IMEI on device
- Clear results that say whether or not the device is compatible

BYOD COMPATIBILITY

- Offer BYOD for phones, tablets, and watches
(Spectrum only offers Phones)
- Existing customer can transfer Smartphone, Basic Phone, Tablet, Smart Watch, Hotspot, Connected Car WiFi

SHOPPING CART

- Shopping cart recognizes and lists the BYOD device with the SIM Card
(Ex. iPhone 8)

CONS:

USER EXPERIENCE

- There are a lot of steps/pages for the customer to go through
- The customer is directed through at least 4 pages before knowing whether or not their device will be compatible with Verizon

T · · Mobile ·

1. T-Mobile - BYOD Page

The screenshot shows the T-Mobile website's BYOD page. At the top, there is a navigation bar with the T-Mobile logo, menu items (Plans, Phones, Deals, Coverage, Benefits & more), and utility links (Find a store, Let's talk, Cart, Search, My account). Below the navigation is a hero image of a man with glasses looking at a phone. The main heading is "Bring Your Phone to T-Mobile" with a subtext explaining the need to check the IMEI number. A large section below features the heading "Let's check your phone's compatibility." followed by a paragraph explaining that the IMEI number will be used to check compatibility and unlock status. Below this is a text input field for the IMEI number and a "Check this phone" button.

WIRELESS BUSINESS PREPAID TV BANKING

Plans Phones Deals Coverage Benefits & more

Find a store Let's talk Cart Search My account

Bring Your Phone to T-Mobile

Bringing your phone to T-Mobile is an easy and economical way to join us. But first, let's make sure your phone will give you a great experience on our network by checking its IMEI number.

Let's check your phone's compatibility.

We'll use your phone's IMEI number to check its compatibility with our network, and also to find out if it's unlocked and ready to use with T-Mobile.

IMEI STATUS CHECK: Dial *#06# to get your phone's IMEI, or [find it in phone settings](#)

Enter IMEI Number

2. T-Mobile - IMEI Instructions

The screenshot shows a modal window titled "Find your IMEI number in your phone's settings." with a close button in the top right corner. The modal provides instructions for finding the IMEI number on three different operating systems: iPhone, Android, and Windows Phone. At the bottom of the modal is a "Got it" button.

Find your IMEI number in your phone's settings.

You can find the number in your phone's settings. Here's how:

- iphone**
Go to **Settings**, then **General**, then **About**.
- Android**
Go to **Settings**, then **About Phone**, then **Status**.
- Windows Phone**
Go to **Settings**, then **About**, then **More information**.



3. T-Mobile - Fully Compatible

Let's check your phone's compatibility.

We'll use your phone's IMEI number to check its compatibility with our network, and also to find out if it's unlocked and ready to use with T-Mobile.

IMEI STATUS CHECK: Dial *#06# to get your phone's IMEI, or [find it in phone settings](#)

Enter IMEI Number
353001099351760 [Check this phone](#)

✔ We have good news.

This phone has key features that typically provide a great experience on the T-Mobile network.

Apple iPhone 8

IMEI: 353001099351760

- It's well equipped to take advantage of our network technology, like Extended Range LTE and VoLTE. [Tell Me More](#)
- This phone is unlocked and ready to use on the T-Mobile network.

Next Step

Get a T-Mobile SIM Starter kit and choose a plan.

[Buy SIM](#) [Shop plans](#)

T-Mobile cannot and does not guarantee the functionality or performance of any handsets or devices that were not sold by T-Mobile or an authorized dealer of T-Mobile ("Non-T-Mobile Devices") for use on the T-Mobile network, or that do not have a software version sold or updated by T-Mobile (e.g., rooted devices). We are not able to test Non-T-Mobile Devices' call quality, performance, data speed, feature compatibility, or other functionalities, so please be aware some experiences may vary greatly depending on, e.g., the settings from the customer's original carrier. We strongly recommend that customers contact the manufacturers of their Non-T-Mobile Devices with any questions or problems regarding the functionality, operation, or performance of their Non-T-Mobile Devices.

4. T-Mobile - Partially Compatible (Locked Phone)

Let's check your phone's compatibility.

We'll use your phone's IMEI number to check its compatibility with our network, and also to find out if it's unlocked and ready to use with T-Mobile.

IMEI STATUS CHECK: Dial *#06# to get your phone's IMEI, or [find it in phone settings](#)

Enter IMEI Number
357929090130948 [Check this phone](#)

We have good news.

This phone has key features that typically provide a great experience on the T-Mobile network.

Galaxy S9

IMEI: 357929090130948

- It's well equipped to take advantage of our network technology, like Extended Range LTE and VoLTE. [Tell Me More](#)
- We are not able to tell if this phone is unlocked. Contact the original carrier for the phone's status, or visit a T-Mobile store (we can't unlock phones from other networks).

Next Step

We recommend upgrading to a new T-Mobile phone for the best experience.

[Shop phones](#) [Shop plans](#)

T-Mobile cannot and does not guarantee the functionality or performance of any handsets or devices that were not sold by T-Mobile or an authorized dealer of T-Mobile ("Non-T-Mobile Devices") for use on the T-Mobile network, or that do not have a software version sold or updated by T-Mobile (e.g., rooted devices). We are not able to test Non-T-Mobile Devices' call quality, performance, data speed, feature compatibility, or other functionalities, so please be aware some experiences may vary greatly depending on, e.g., the settings from the customer's original carrier. We strongly recommend that customers contact the manufacturers of their Non-T-Mobile Devices with any questions or problems regarding the functionality, operation, or performance of their Non-T-Mobile Devices.

5. T-Mobile - Non-Compatible

Let's check your phone's compatibility.

We'll use your phone's IMEI number to check its compatibility with our network, and also to find out if it's unlocked and ready to use with T-Mobile.

IMEI STATUS CHECK: Dial *#06# to get your phone's IMEI, or [find it in phone settings](#)

Enter IMEI Number
353001099351760 [Check this phone](#)

✘ Here's what we found.

We are not able to determine your phone's compatibility with the T-Mobile Network.

Device Name Not Available

IMEI: 890987656789876

Next Step

We recommend upgrading to a new T-Mobile phone for the best experience.

[Shop phones](#) [Shop plans](#)

T-Mobile cannot and does not guarantee the functionality or performance of any handsets or devices that were not sold by T-Mobile or an authorized dealer of T-Mobile ("Non-T-Mobile Devices") for use on the T-Mobile network, or that do not have a software version sold or updated by T-Mobile (e.g., rooted devices). We are not able to test Non-T-Mobile Devices' call quality, performance, data speed, feature compatibility, or other functionalities, so please be aware some experiences may vary greatly depending on, e.g., the settings from the customer's original carrier. We strongly recommend that customers contact the manufacturers of their Non-T-Mobile Devices with any questions or problems regarding the functionality, operation, or performance of their Non-T-Mobile Devices.



6. T-Mobile - Fully Compatible - SIM Card

WIRELESS BUSINESS PREPAID TV BANKING

Plans ▾ Phones ▾ Deals ▾ Coverage Benefits & more ▾

Find a store Let's talk Cart Search My account

Phones > T-Mobile® > T-Mobile® 3-in-1 SIM Starter Kit

T-Mobile®
T-Mobile® 3-in-1 SIM Starter Kit

COLOR: BLACK

In stock. Estimated ship date August 14 - August 16

PAY IN FULL TODAY
\$25.00
+ tax
Qualifying services required.

Add to Cart

Specifications Reviews

Key features

 N/A	 N/A
 N/A talk time N/A standby time	 N/A 0.0 x 0.0 x 0.0 CM

Other features

- Works with Unlocked GSM Phones
- Works with T-Mobile Phones

The 3-in-1 SIM Starter Kit includes a Nano SIM card with Micro and Standard SIM adapters. For use with unlocked, compatible GSM phones. No SIM card activation required. Once you receive your SIM card in the mail, simply slip it into your phone and you're ready to go.

Additional specs

Battery Description N/A	What's in the box
WEA Capable? Yes	<ul style="list-style-type: none"> 1 Micro SIM Card Adapter 1 Nano SIM Card 1 Standard SIM Card Adapter
Weight	For WEA capability, see T-Mobile WEA California residents: see the California Proposition 65 WARNING

7. T-Mobile - Fully Compatible - Shopping Cart

T-Mobile

My Cart Save Your Cart Retrieve cart

Available financing terms determined after credit check; may be different than shown.

Plan

Essentials Basic plan: Unlimited talk, text, & 4G LTE smartphone data. 1 line \$60/mo. 2 lines \$90/mo. 3 lines \$105/mo. 4 lines \$120/mo. Plus taxes and fees	Best Value Magenta™ Signature plan: Unlimited talk, text, and 4G LTE data. Netflix™ On Us with 2+ lines, and more benefits. 1 line \$70/mo. 2 lines \$120/mo. 3 lines \$140/mo. 4 lines \$160/mo. Taxes and fees included	Magenta™ Plus Premium plan: Unlimited talk, text, and 4G LTE data, HD streaming, plus Netflix™ On Us with 2+ lines, and more benefits. 1 line \$85/mo. 2 lines \$140/mo. 3 lines \$170/mo. 4 lines \$200/mo. Taxes and fees included
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[See details and compare plans](#)

IMPORTANT: STANDARD NETFLIX INCLUDED AT NO EXTRA CHARGE UNTIL JULY 5, THEN \$2/MO. DUE TO NETFLIX PRICE INCREASE. On all T-Mobile plans, during congestion, the small fraction of customers using >50GB/month may notice reduced speeds until next bill cycle due to data prioritization. Video typically streams at DVD quality (480p). Receive Netflix Basic 1-screen (up to \$8.99/mo. value) while you maintain 2+ qualifying Magenta™ lines in good standing. Taxes and fees not included on T-Mobile No Credit Check Plans.

Line 1 Duplicate Remove

DEVICE T-Mobile® 3-in-1 SIM Starter Kit	PLAN Magenta™	MONTHLY PAYMENT
	Add ons and Extras See More	Line \$75.00
TRADE-IN DEVICE Trade device	<input type="checkbox"/> PlusUp \$15.00 Monthly	Device \$0.00
	<input type="checkbox"/> Protection<360>™ \$7 - \$15 Monthly	Discounts -\$5.00
		ONE TIME PAYMENT
		Device \$0.00
		SIM Starter Kit \$25.00
		+ taxes and shipping
		Today \$25.00 / Monthly \$70.00

Add more lines or devices

Add a phone Add a tablet Add a wearable Add an accessory Bring your device

Enter Promo Code **Apply**

MOBILE

1. T-Mobile - BYOD Page

Let's check your phone's compatibility.

We'll use your phone's IMEI number to check its compatibility with our network, and also to find out if it's unlocked and ready to use with T-Mobile.

IMEI STATUS CHECK: Dial ***#06#** to get your phone's IMEI, or [find it in phone settings](#)

Enter IMEI Number

[Chat with an expert](#)

[Check this phone](#)

2. T-Mobile - Fully Compatible

We have good news.

This phone has key features that typically provide a great experience on the T-Mobile network.

Apple iPhone 8

IMEI: 353001099351760

- It's well equipped to take advantage of our network technology, like Extended Range LTE and VoLTE. [Tell Me More](#)
- This phone is unlocked and ready to use on the T-Mobile network.

[Chat with an expert](#)

3. T-Mobile - Partially Compatible

We have good news.

This phone has key features that typically provide a great experience on the T-Mobile network.

Galaxy S9

IMEI: 357929090130948

- It's well equipped to take advantage of our network technology, like Extended Range LTE and VoLTE. [Tell Me More](#)
- We are not able to tell if this phone is unlocked. Contact the original carrier for the phone's status, or visit a T-Mobile store (we can't unlock phones from other networks).

[Chat with an expert](#)

4. T-Mobile - Non-Compatible

Here's what we found.

This phone doesn't have the key features needed for use on our network.

Device Name Not Available

IMEI: 666666666666667

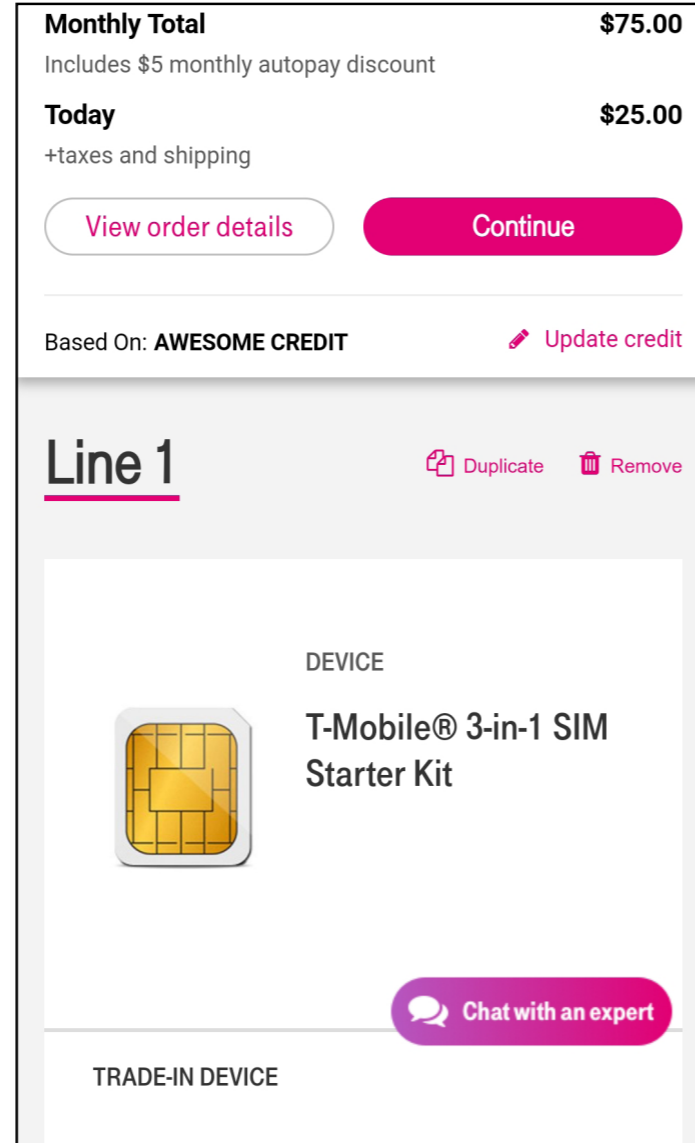
- It doesn't support Extended Range LTE or Voice over LTE technology. [Tell Me More](#)
- This phone is blocked. Contact T-Mobile USA, Inc for the phone's status.

[Chat with an expert](#)

5. T-Mobile -Fully Compatible - SIM Card



5. T-Mobile -Fully Compatible -Shopping Cart



COMPETITOR ANALYSIS:

T-Mobile

PROS:

INSTRUCTIONS

- Clear instructions about BYOD process
- Clear instructions for checking IMEI on device
- Clear results that say whether or not the device is compatible

SIM CARD: FULLY COMPATIBLE

- Clear instructions about adding SIM card to cart

BYOD COMPATIBILITY

- Offers BYOD for phones, tablets, and watches
(Spectrum only offers Phones)

CONS:

IMEI RESULT: LOCKED PHONE

- No ability to add BYOD to cart
- Unclear instructions/directions for next steps after checking IMEI
- Wants user to either add new phone or shop plans
- Customer has to add SIM card to cart (no mentioned on BYOD)

SHOPPING CART

- Shopping carts do not mention BYOD: it only mentions SIM Kit,
- Shopping cart does not recognize the BYOD device (ex. iPhone 8)



AT&T

SCENARIO 1: BYOD PAGE



1. ATT - BYOD Page

Shop & support | I'm looking for... | Account | Business

Wireless | Plans & prices | Phones | Prepaid | Bring your own | Accessories

Bring your devices to AT&T

Bring your current phone, tablet, or smartwatch—and everything on them—over to AT&T.

[GET STARTED](#)

Activate your devices on the Nation's best and also fastest network.

Best network based on 2018 GWS OneScore. Fastest based on analysis by Ookla® of Speedtest Intelligence® data average download speeds for Q2 2019. Ookla trademarks used under license and reprinted with permission.

Here's what you get when you join AT&T

- ✓ Keep your number
- ✓ Transfer without a contract
- ✓ Get a free SIM card
- ✓ A wireless plan with no overage charges

[GET STARTED](#)

2. ATT - BYOD Add SIM Card

Bring your own device to AT&T

Get started by ordering a new SIM card and picking a plan. Or activate a SIM you already have.

Bring your own device

Transfer your compatible device to AT&T.

Phone | Tablet | Wearable

I need to order a new AT&T SIM card

No problem! Most people will need a new SIM, so start here if you're transferring a device from another provider, reactivating an AT&T device, or activating an unlocked phone.

Find out which type of SIM card you need

Physical SIM | eSIM

[Add to cart](#)

I already have a SIM or eSIM card

Excellent! We'll help you activate it.

[Continue](#)

[← Pick a new device instead](#)

Select your wireless plan

[Unlimited data plans](#) | [Shared data plans](#)

Wireless plans with live TV, endless entertainment, and unlimited data.

*AT&T may temporarily slow speeds when the network is busy.

Unlimited &More™ Premium

- ✓ 35+ channels of live & on-demand TV*
- ✓ Premium entertainment
- ✓ High-definition video
- ✓ 15GB mobile hotspot per line

Plan includes Stream Saver. Stream video in 1080p HD quality, when available, with Stream Saver turned off.

After 15GB, hotspot speed limited to maximum of 128Kbps.

[See all features](#) | [Read the legal stuff](#)

\$80 /mo. for 1 device

Plus taxes and fees. Price above is after \$10/mo. discount when you sign up for AutoPay and paperless billing. This credit affects other bill discounts and your bill total. The discount starts within 2 bill periods. See included discount.

[Select this plan](#)

Unlimited &More™

- ✓ 35+ channels of live & on-demand TV*
- ✓ Standard-definition streaming

Play your entertainment in 480p, DVD quality (limited to maximum of 1.5Mbps).

[See all features](#) | [Read the legal stuff](#)

\$70 /mo. for 1 device

Plus taxes and fees. Price above is after \$10/mo. discount when you sign up for AutoPay and paperless billing. This credit affects other bill discounts and your bill total. The discount starts within 2 bill periods. See included discount.

[Select this plan](#)

Credit approval, taxes, fees, deposit, monthly, and other charges per line may apply. Visit [att.com/stream saver](#) for details on Stream Saver. For info on AT&T network management policies, see [att.com/broadbandinfo](#). *Add to AT&T Unlimited &More plans. Video may be limited to standard definition. Must add TV benefits & Premium Add-On option at [attwatchtv.com/verifywatchtv](#). Streaming limits apply. Content, programming, and channels subject to change.

Find a store | About AT&T | [Twitter](#) | [Facebook](#) | [Instagram](#) | [LinkedIn](#)

Make a store appointment | Contact us



3. ATT - BYOD Page - Plans

Get started by ordering a new SIM card and picking a plan. Or activate a SIM you already have.

AT&T Universal SIM Card **\$0.00**

[Change](#) | [Remove](#)

Activation fee **\$30.00**

[+ Add another device](#)

Select your wireless plan

[Unlimited data plans](#) | [Shared data plans](#)

Wireless plans with live TV, endless entertainment, and unlimited data.
*AT&T may temporarily slow speeds when the network is busy.

Unlimited &MoreSM Premium

- ✓ 35+ channels of live & on-demand TV*
- ✓ Premium entertainment
- ✓ High-definition video
Plan includes Stream Saver. Stream video in 1080p HD quality, when available, with Stream Saver turned off.
- ✓ 15GB mobile hotspot per line
After 15GB, hotspot speed limited to maximum of 128Kbps.

[See all features](#) | [Read the legal stuff](#)

\$80 /mo. for 1 device

Plus taxes and fees. Price above is after \$10/mo. discount when you sign up for AutoPay and paperless billing. This credit affects other bill discounts and your bill total. The discount starts within 2 bill periods. See included discount.

[Select this plan](#)

Unlimited &MoreSM

- ✓ 35+ channels of live & on-demand TV*
- ✓ Standard-definition streaming
Play your entertainment in 480p, DVD quality (limited to maximum of 1.5Mbps).

[See all features](#) | [Read the legal stuff](#)

\$70 /mo. for 1 device

Plus taxes and fees. Price above is after \$10/mo. discount when you sign up for AutoPay and paperless billing. This credit affects other bill discounts and your bill total. The discount starts within 2 bill periods. See included discount.

[Select this plan](#)

Credit approval, taxes, fees, deposit, monthly, and other charges per line may apply. Visit [att.com/stream saver](#) for details on Stream Saver. For info on AT&T network management policies, see [att.com/broadbandinfo](#).
*Add to AT&T Unlimited &More plans. Video may be limited to standard definition. Must add TV benefits & Premium Add-On option at [attwatch.com/verlywatch](#). Streaming limits apply. Content, programming, and channels subject to change.

Due today **\$0.00** Due monthly* **\$0.00** One-time charges* **\$30.00** [Go to cart](#)

*Excludes taxes & fees

4. ATT - Shopping Cart

| | [Feedback](#)

My cart

[Save cart](#)

Wireless [Edit](#) | [Remove](#)

LINE 1

AT&T Universal SIM Card **\$0.00**
No annual contract

Activation Fee per line (due on 1st bill) **\$30.00**
 Estimated sales tax **\$0.00**

PLAN

Unlimited &More(SM) Premium **\$90.00/mo.**
Includes \$35.00 Device Access Charge

Due today [See details](#) **\$0.00**

Due on 1st bill [See details](#)

Monthly charges **\$90.00**
 One-time charges **\$30.00**
Subtotal **\$120.00**

Due today **\$0.00** Due monthly* **\$90.00** One-time charges* **\$30.00** [Check out](#)

[Find a store](#)

[Make a store appointment](#)

[Coverage maps](#)

[Learn about 5G](#)

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SCENARIO 2: PHONES PAGE BYOD BANNER



1. ATT - Phones Page - BYOD Banner

2. ATT - BYOD Page



3. ATT - BYOD Page - SIM Card

The screenshot shows the AT&T website's 'Bring your own device' page. At the top, there's a navigation bar with the AT&T logo, 'Shop & support', a search bar, and links for 'Account' and 'Business'. Below the navigation bar are icons for 'Explore wireless', 'Phones & devices', 'Plans & prices', 'AT&T PREPAID', 'Bring your own', and 'Accessories'. The main heading reads 'BRING YOUR OWN DEVICE' followed by 'Discover the AT&T network with the phone you already love.' and a 'Get started' button. The main content area is titled 'Bring your own device' and includes a sub-heading 'I want to transfer my compatible phone, wearable, or other device to AT&T. Find out if you can keep your number'. Below this are two radio button options: 'I need to order a new AT&T SIM card.' and 'I already have a SIM or eSIM card.'. At the bottom of this section are 'Back to previous step' and 'Continue' buttons. Below the main content is a section titled 'BYOD and AT&T' with three columns of information: 'What are BYOD and BYOP?', 'What is the biggest benefit of BYOD?', and 'What are SIM and eSIM cards?'.

4. ATT - BYOD Page - SIM Card - Account Popup

This screenshot shows the same AT&T BYOD page as in the previous image, but with a white popup overlay titled 'Already have a wireless account with us?'. The popup has two columns of text: 'No, I'm new to AT&T and want to continue shopping.' with a 'Continue' button, and 'Yes, I have a wireless account and want to sign in and add a line to my plan.' with a 'Sign in' button. The background content is dimmed. At the bottom right of the page, there is a 'Chat busy' indicator.



5. ATT - Plans

The screenshot shows the AT&T website's 'Shared data plans' section. At the top, there's a navigation bar with 'Shop & support' and a search bar. Below it, the breadcrumb trail reads 'Home > Shop > Wireless > Plans > Shared data plans'. The main heading is 'Shared data plans' with a sub-heading 'Unlimited plans'. A note states 'AT&T may temporarily slow speeds when the network is busy.' There are two plan cards:

- AT&T Unlimited &More(SM) Premium:** \$80.00/mo. Features include unlimited talk, text, and data; high-definition video with Stream Saver; Mexico & Canada coverage; and 15GB mobile hotspot. A 'Select this plan' button is at the bottom.
- AT&T Unlimited &More(SM):** \$70.00/mo. Features include unlimited talk, text, and data; SD streaming; Mexico & Canada coverage; and 30+ channels of live and on-demand TV. A 'Select this plan' button is at the bottom.

A 'TV & PREMIUM MUSIC OR MOVIES ON US' banner is visible above the plans. A 'Business' dropdown menu is open in the top right, showing 'Added to Cart' with a checkmark and 'AT&T Universal SIM Card'.

6. ATT - Shopping Cart

The screenshot shows the AT&T 'My cart' page. At the top, there's a navigation bar with 'Shop & support', a search bar, and links for 'Account' and 'Business'. The main heading is 'My cart' with buttons for 'Save cart', 'Retrieve cart', 'Empty cart', 'Print', and 'Check out'. A blue banner asks 'Can I transfer my number to AT&T?'. Below this, the 'Due on first bill (monthly charges)' section is expanded to show 'Wireless' charges:

- PLAN:** Unlimited &More(SM) Premium, \$55.00. Includes a \$10 monthly discount for AutoPay and paperless bill.
- DEVICE:** AT&T Universal SIM Card, No annual contract. Delivery date: August 16, 2019 - August 20, 2019.
- Device access charge:** \$35.00.
- Wireless subtotal:** \$90.00.
- Total first bill monthly charges*:** \$90.00.

The 'Due today (one-time charges)' section shows:

- Wireless:** \$0.00.
- Estimated sales tax on wireless items**:** \$0.00.
- Total due-today charges*:** \$0.00.

The 'Due on first bill (one-time charges)' section shows:

- Wireless:** \$30.00.
- Total first bill one-time charges*:** \$30.00.

A 'Feedback' link is visible on the right side of the page.



SCENARIO 3: IMEI PAGE



1. ATT - IMEI Checker

Shop & support

Bring your own device to AT&T

It's easy to see if your device will work on the AT&T network. Follow the directions below to find your IMEI number.

Device type

Select a device type

IMEI number (15 digits)

[More ways to find your IMEI number](#)

Non-Compliant Phone

Shop & support

Bring your own device to AT&T

Your device is incompatible with eSIM. We've saved you a step and added the SIM card you need to your cart.

IMEI: 356718080111111

To complete your order, please call AT&T Customer Service at 800.331.0500 or find the nearest AT&T store.

2. ATT - IMEI Checker - Plans

Shop & support

AT&T may temporarily slow speeds when the network is busy.

TV & PREMIUM MUSIC OR MOVIES ON US

AT&T Unlimited &More(SM) Premium

- Unlimited talk, text and data
- High-definition video Plan includes Stream Saver. Stream video in 1080p HD quality, when available, with Stream Saver turned off.
- Mexico & Canada – talk, text & data included
- Mobile hotspot 15GB per line. After 15GB hotspot speed limited to maximum of 128Kbps.

\$80.00/mo.

[Charges and discounts](#)

AT&T Unlimited &More(SM)

- Unlimited talk, text and data
- SD streaming: Play your entertainment in 480p DVD-quality. Limited to max of 15Mbps
- Mexico & Canada – talk, text & data included
- 30+ channels of live and on-demand TV*

\$70.00/mo.

[Charges and discounts](#)

15 All data speed is slowed to a max of 128Kbps (2G speeds) for rest of bill cycle once you use your plan data.

3. ATT - IMEI Checker - Shopping Cart

Shop & support

My cart

[Save cart](#) | [Retrieve cart](#) | [Empty cart](#) | [Print](#)

Due on first bill (monthly charges)

- Wireless**
- PLAN
 - Unlimited &More(SM) Premium \$55.00

*Plan price includes a \$10 monthly discount when you sign up for AutoPay and paperless bill. This credit affects other bill discounts and your bill total. The discount starts within 2 bill periods.
- DEVICE | [Change](#)
 - New line 1
 - AT&T SIM Card for iPhone 8, 8 Plus
No annual contract
- Device access charge | [What's this?](#) \$35.00
- [Add another line](#)
- Wireless subtotal \$90.00
- Total first bill monthly charges* \$90.00**

Due today (one-time charges)

- Wireless** \$0.00
- Estimated sales tax on wireless items** \$0.00
- Tax based on ZIP Code: 90017
- Total due-today charges* \$0.00**

Due on first bill (one-time charges)

- Wireless** \$30.00
- Total first bill one-time charges* \$30.00**

Delivery method

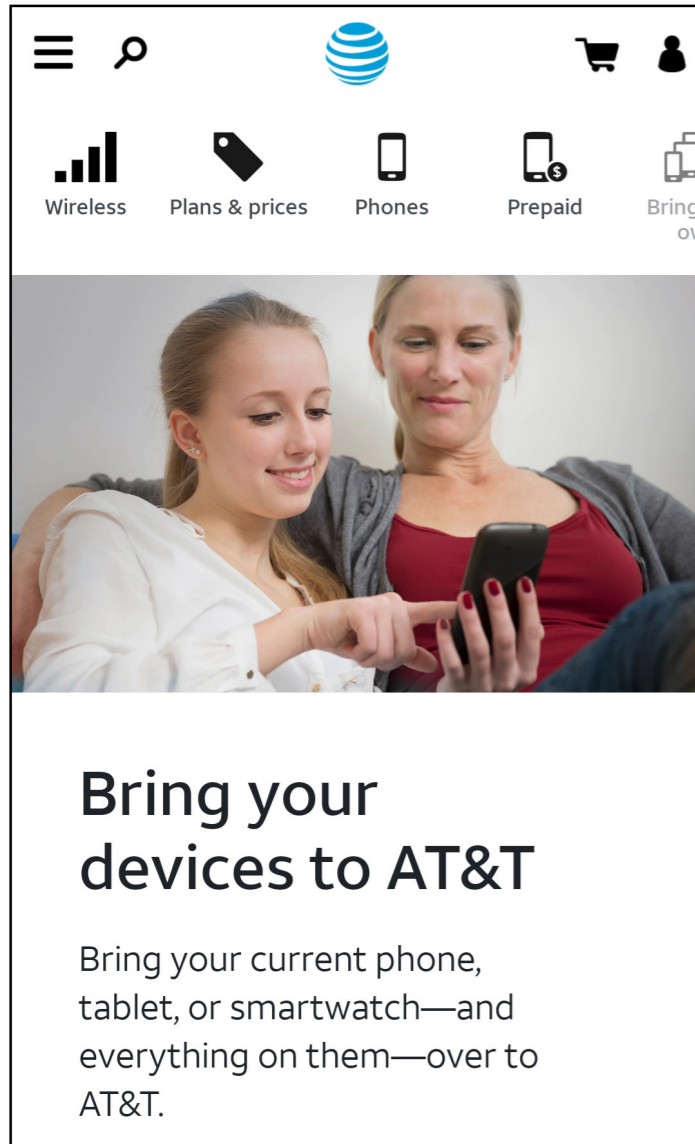
- Shipping**
- Online purchases can be returned or exchanged at any AT&T store.
- Express shipping: delivered in 2 - 3 business days FREE

Promotions & savings

- [Apply a promo code](#)
- [See terms and conditions](#)

MOBILE

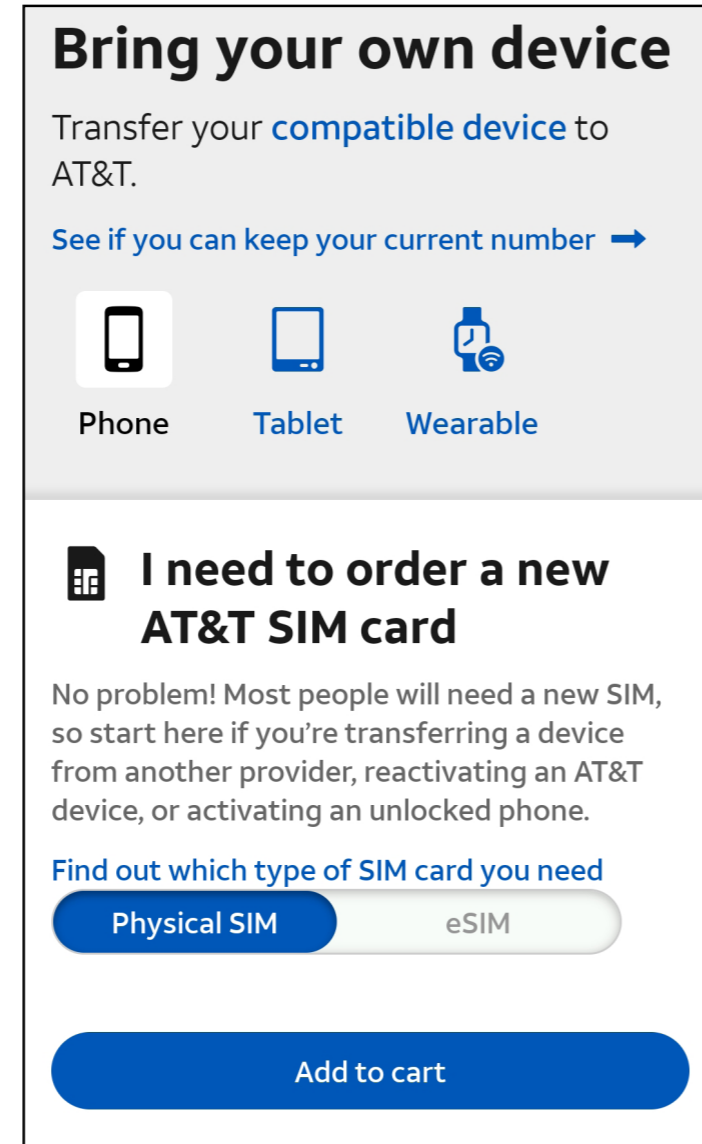
1. ATT - BYOD Page



Bring your devices to AT&T

Bring your current phone, tablet, or smartwatch—and everything on them—over to AT&T.

2. ATT - BYOD Add SIM Card



Bring your own device

Transfer your **compatible device** to AT&T.

See if you can keep your current number →

Phone Tablet Wearable

I need to order a new AT&T SIM card

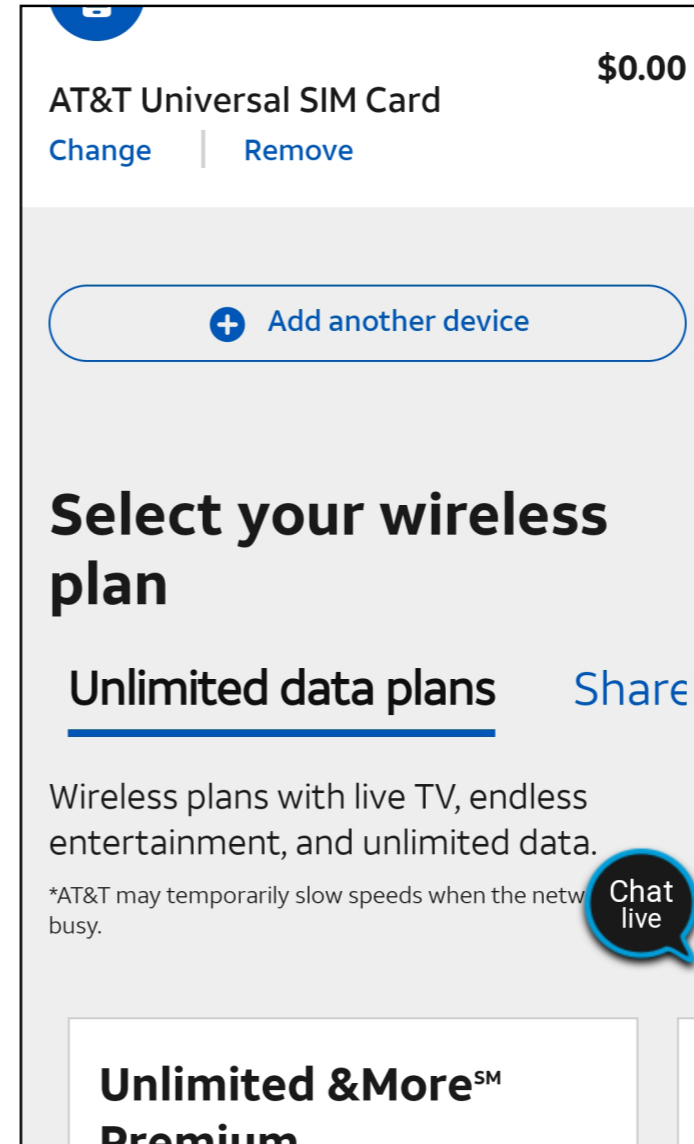
No problem! Most people will need a new SIM, so start here if you're transferring a device from another provider, reactivating an AT&T device, or activating an unlocked phone.

Find out which type of SIM card you need

Physical SIM eSIM

Add to cart

3. ATT - BYOD Page - Plans



AT&T Universal SIM Card \$0.00

Change | Remove

+ Add another device

Select your wireless plan

Unlimited data plans Share

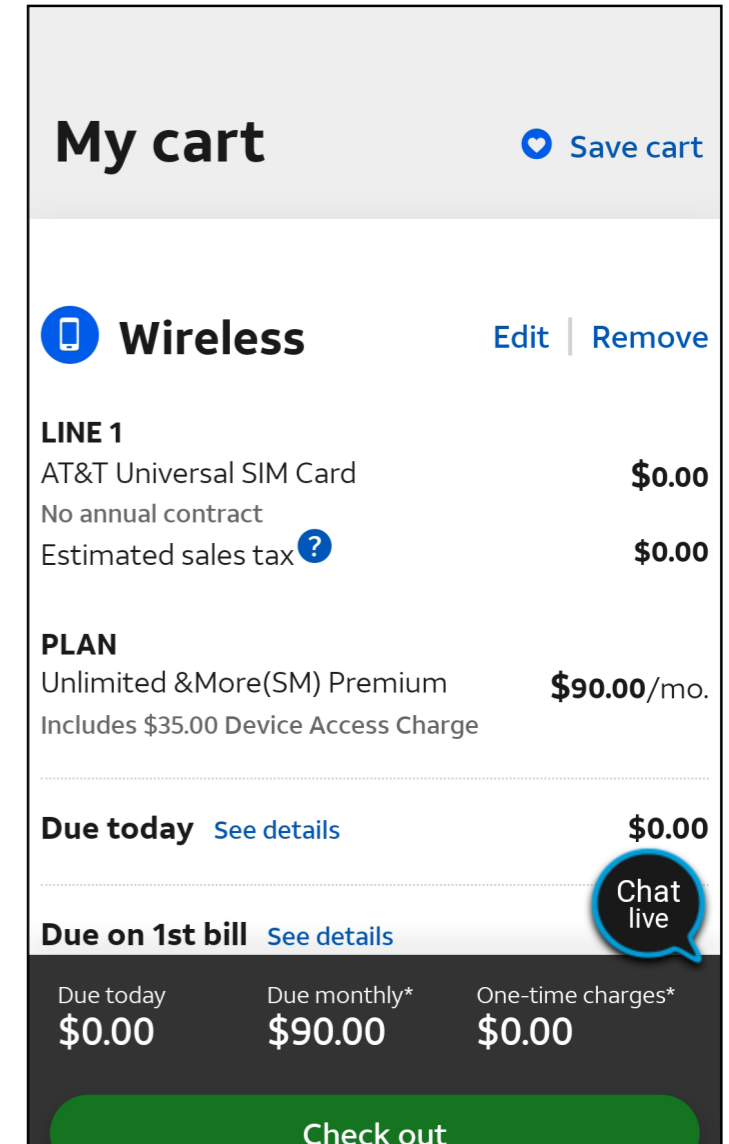
Wireless plans with live TV, endless entertainment, and unlimited data.

*AT&T may temporarily slow speeds when the network is busy.

Chat live

Unlimited & MoreSM Premium

4. ATT - Shopping Cart



My cart Save cart

Wireless Edit | Remove

LINE 1

AT&T Universal SIM Card \$0.00

No annual contract \$0.00

Estimated sales tax ? \$0.00

PLAN

Unlimited & More(SM) Premium \$90.00/mo.

Includes \$35.00 Device Access Charge

Due today See details \$0.00

Due on 1st bill See details \$0.00

Due today \$0.00 Due monthly* \$90.00 One-time charges* \$0.00

Chat live

Check out

COMPETITOR ANALYSIS:



PROS:

BYOD COMPATIBILITY

- Offers BYOD for phones, tablets, and watches (Spectrum only offers Phones)

SHOPPING CART SIM CARD

- Scenario 3: The shopping cart SIM card specifically mentions the user's device make and model (iPhone 8)

CONS:

USER EXPERIENCE

- Three different BYOD/IMEI checker experiences with different steps

INSTRUCTIONS

- Unclear instructions for checking IMEI on device
- Unclear instructions about BYOD/SIM card process

COMPATIBILITY

- The website assumes all devices are compatible for SIM card without testing the IMEI
- Customer could potentially order a SIM card, but have a phone that won't be compatible with the ATT network

IMEI

- IMEI checker is buried in a support page forum
- There is no confirmation message notifying the customer that their phone is compatible on ATT

SHOPPING CART

- Shopping carts do not mention BYOD: it only say SIM Kit, or SIM Card

SECTION 3

Conclusion



CONCLUSION

The "top 4" competitors are all doing their own version of the BYOD/IMEI functionality with some more successfully than others. Sprint and Verizon stood out as brands that have developed a thorough, but simple user experience that guides customer's through the BYOD experience.

It is recommended that Spectrum Mobile consider adding similar functionalities to these competitors including the following:

- Create a landing page for BYOD/IMEI to make it more of an offer and explain the process better (currently it's just acting as a tool)
- Add instructions/steps on how to setup compatible devices with a SIM card (Similar to Sprint)
- Mention BYOD Device in the shopping cart, in addition to "SIM Kit" (Sprint Example on pg. 9)
- Offer BYOD for phones, tablets, and watches

