
SPECTRUM MOBILE

Mini Cart: Competitor Analysis

JUNE 11, 2019



SECTION 1

Project Overview



INTRODUCTION

Spectrum Mobile seeks to implement a mini-cart into the mobile site experience. The main goals are to provide a summarized view of activity, mitigate sticker shock, and to reduce the overall number of returns to the cart summary page.



OVERVIEW

MINI-CART COMPETITOR ANALYSIS

As Phase I of this project, Mediaboom has created a competitor analysis document that includes mini-cart examples from some of Spectrum Mobile's top competitors.

Also included are other company websites (non-competitors) utilizing mini-carts successfully. Each mini-cart has been evaluated, and the pros and cons for each have been included. This document serves as the foundation from which the proposed Spectrum Mobile mini-cart is based upon.

SECTION 2

Competitor Analysis

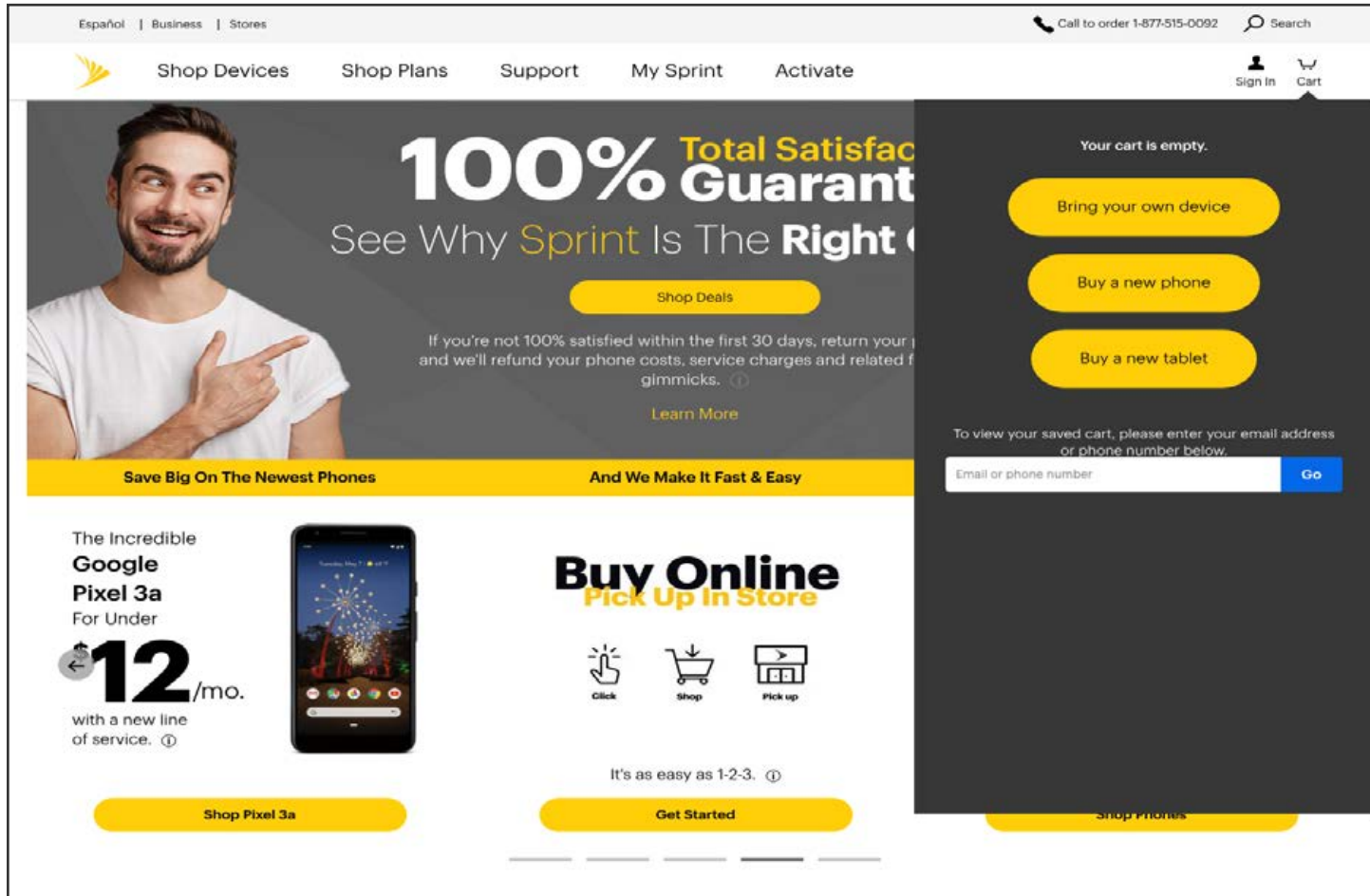


Sprint

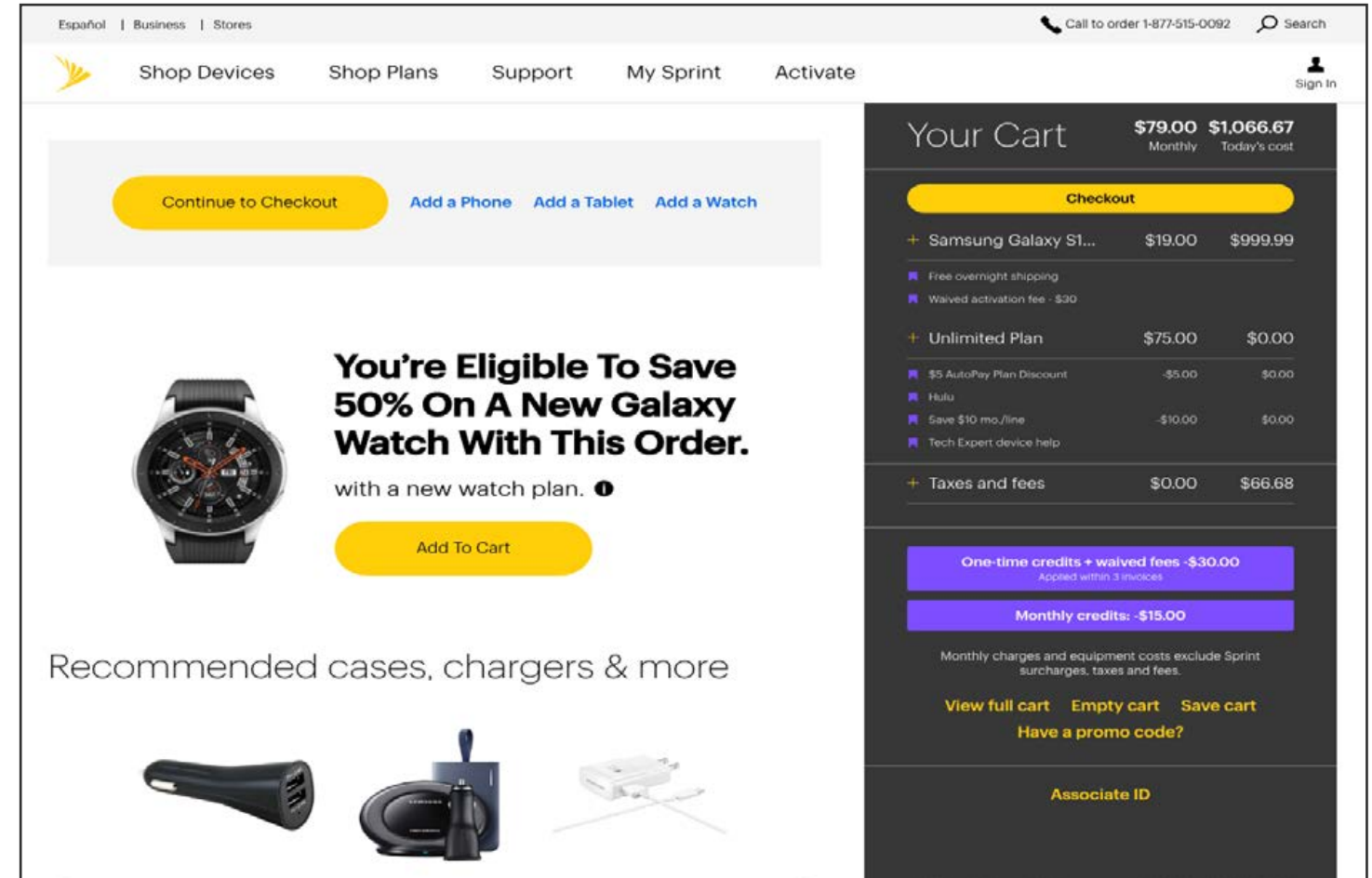




1. Sprint: Empty mini-cart.

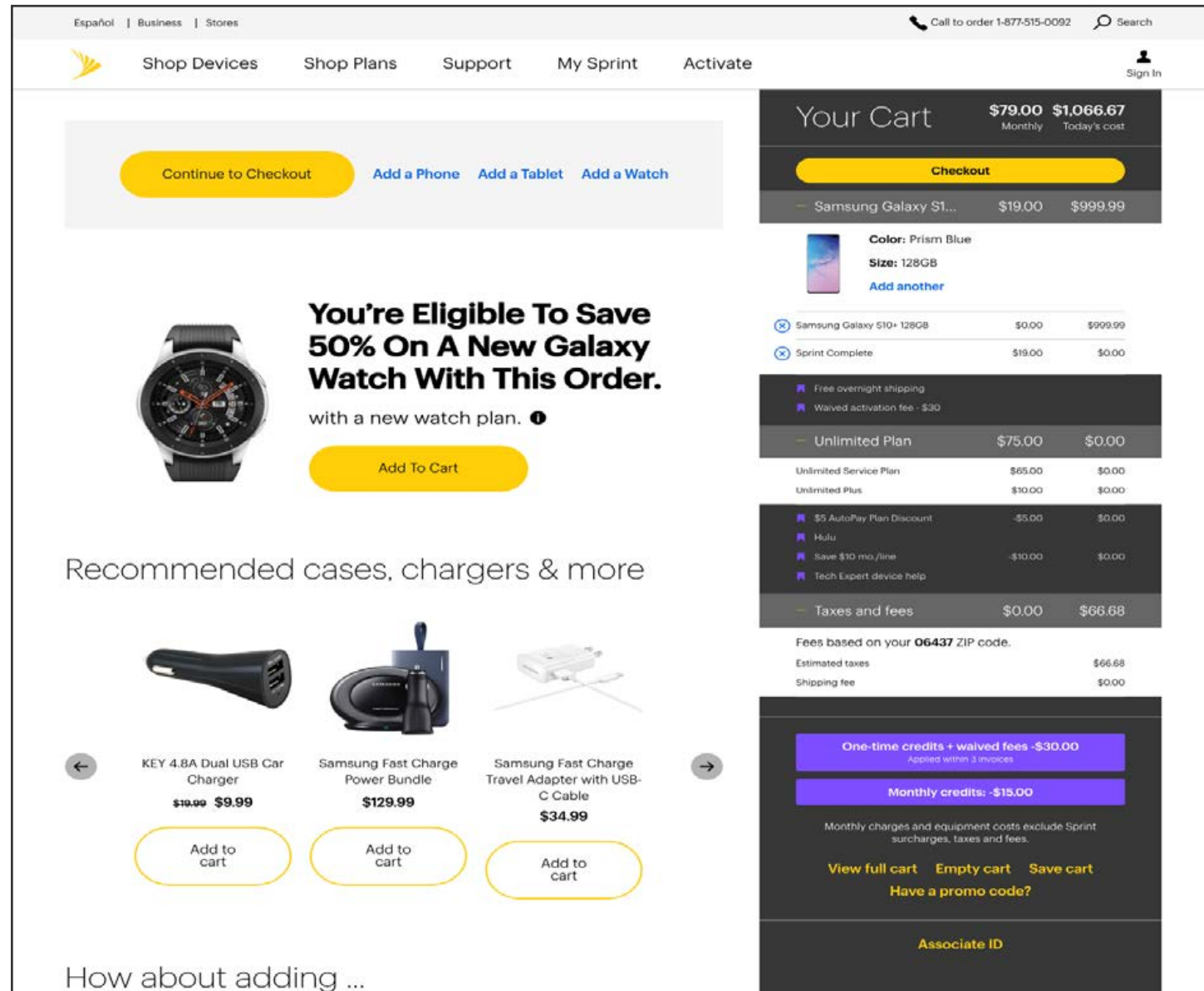


2. Sprint: Single line added to cart - confirmation page.

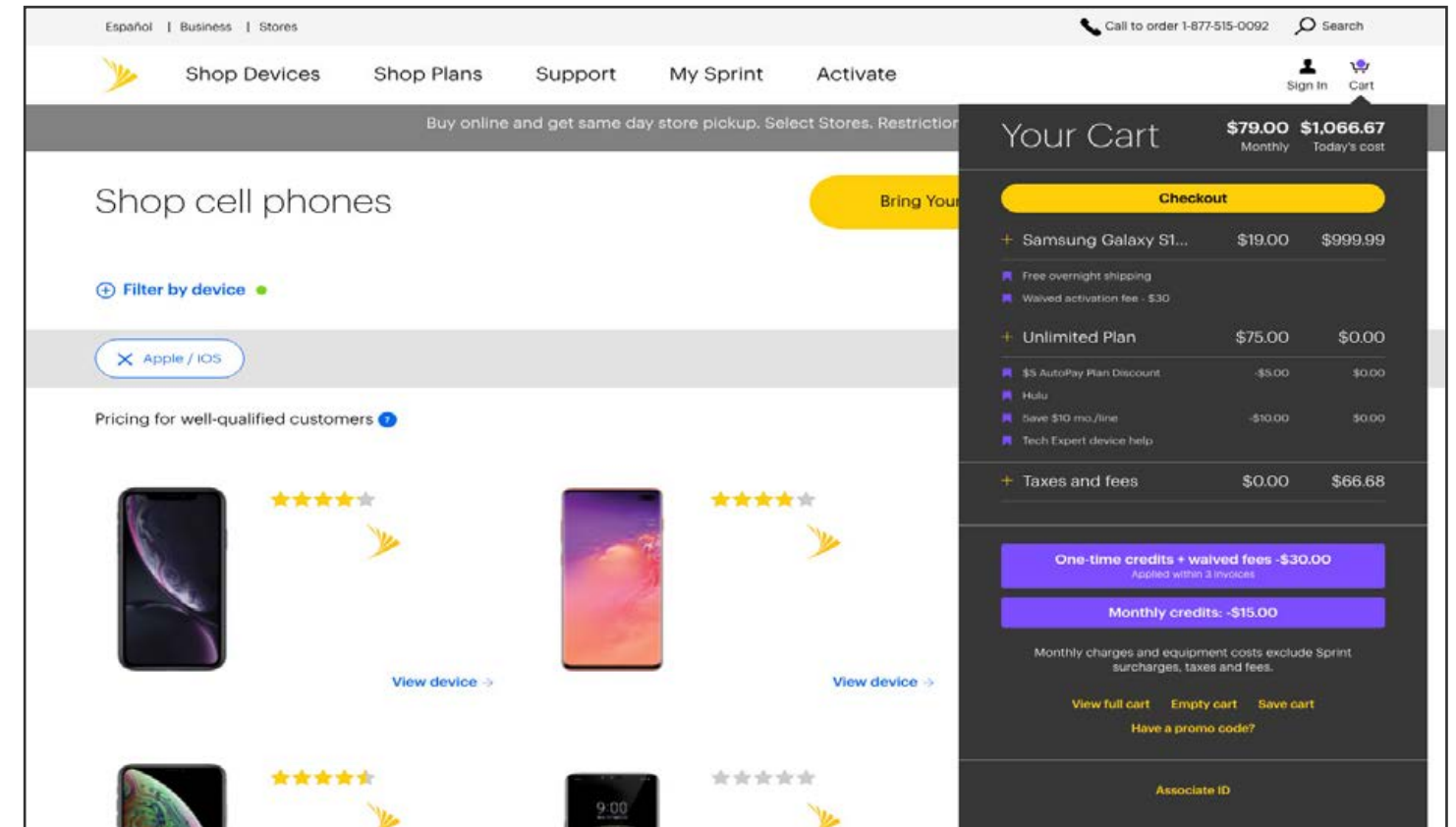




3. Sprint: Single line added to cart - confirmation page - mini-cart expanded.

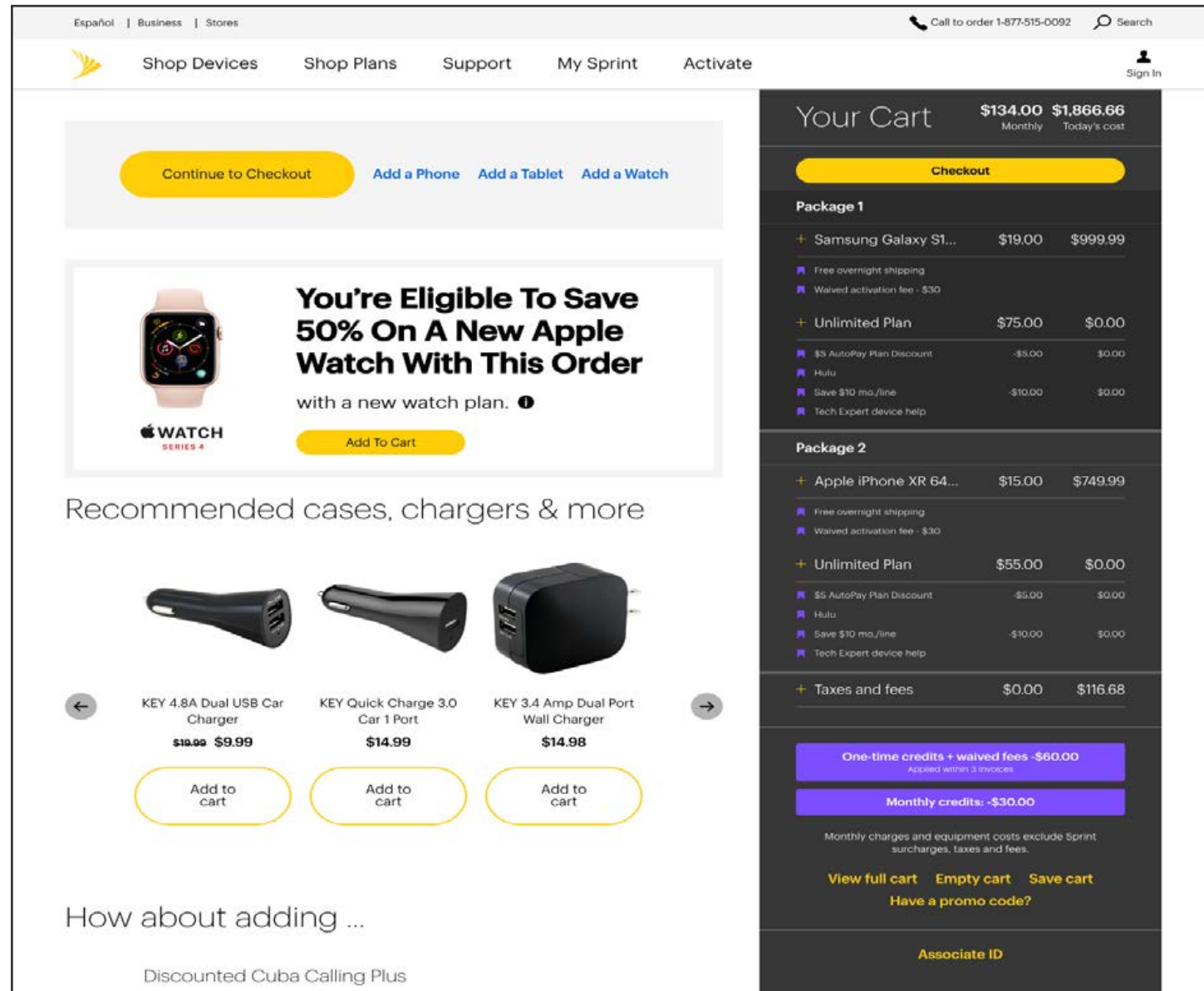


4. Sprint: View of mini-cart after continuing to shop.

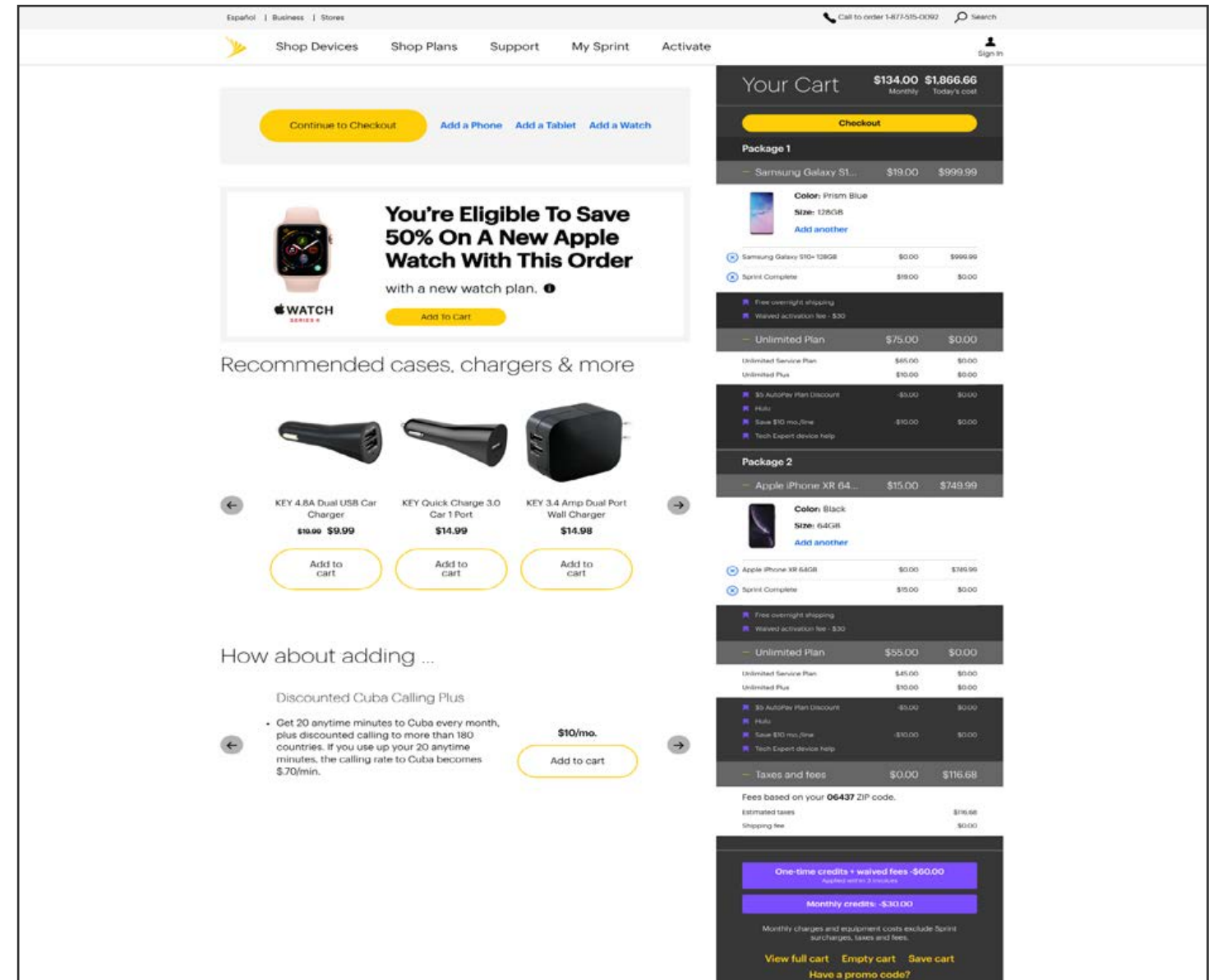




5. Sprint: Multiple lines added to cart - confirmation page.



6. Sprint: Multiple lines added to cart - confirmation page - mini-cart expanded.



COMPETITOR ANALYSIS:



PROS:

- **RESPONSIVE**

Of all the mobile competitor websites we analyzed, Sprint is the only one where the mini-cart functionality is the same across all devices.

- **LOTS OF INFORMATION**

The mini-cart includes the item (device + plan) plus all discounts, taxes, and fees clearly listed out. It also highlights the credits for the user to see how much they are saving.

CONS:

- **TOO LARGE**

The mini-cart takes up a lot of real estate on the page and perhaps shows too much information. The expandable sections get confusing when the user only needs a preview of their cart.

- **NO CLEAR CTA**

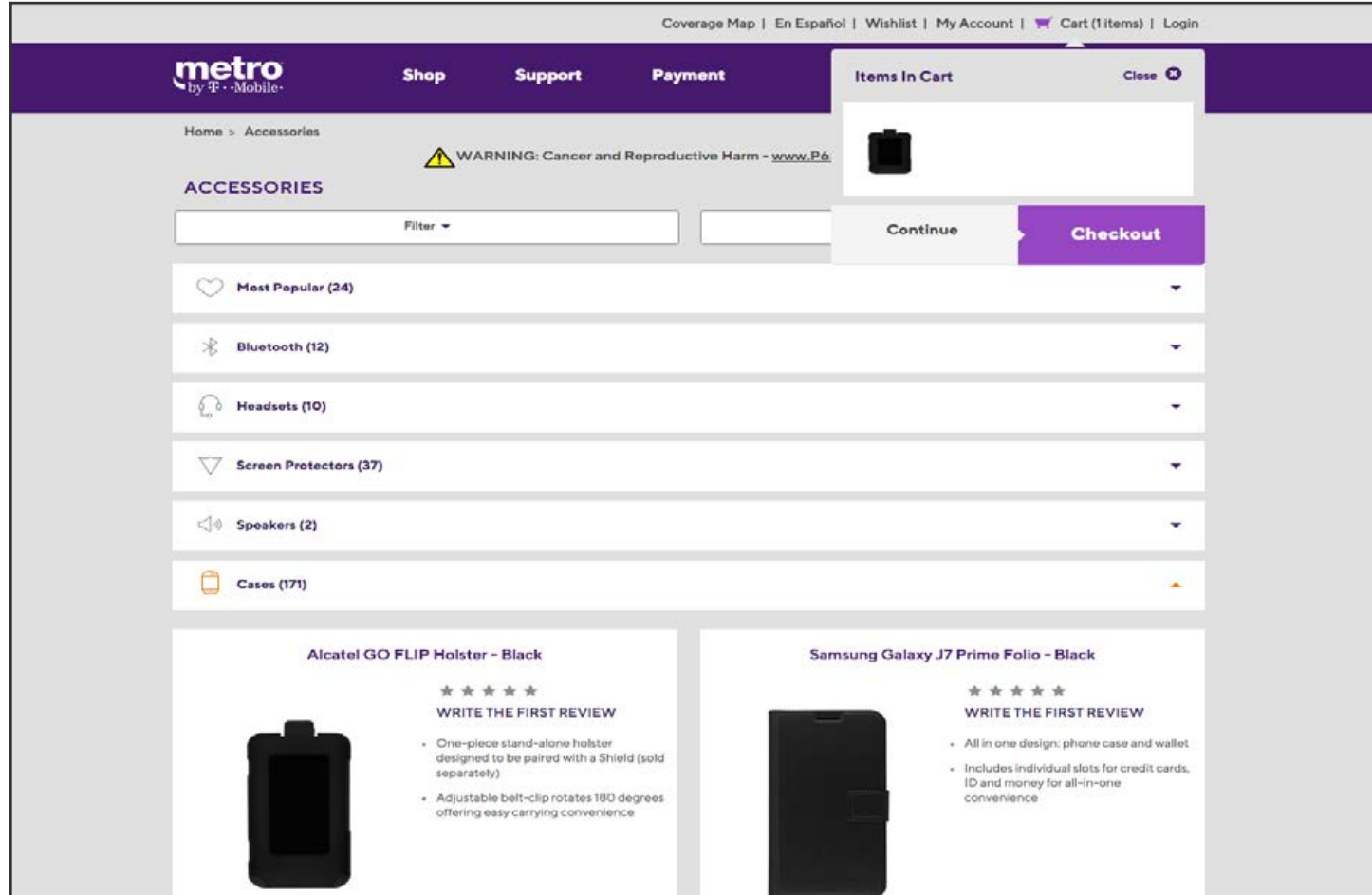
The purple boxes highlight the credits and look like buttons. There is no clear CTA, only text links at the bottom of the mini-cart.

- **NO NUMBER INCLUDED IN THE ICON**

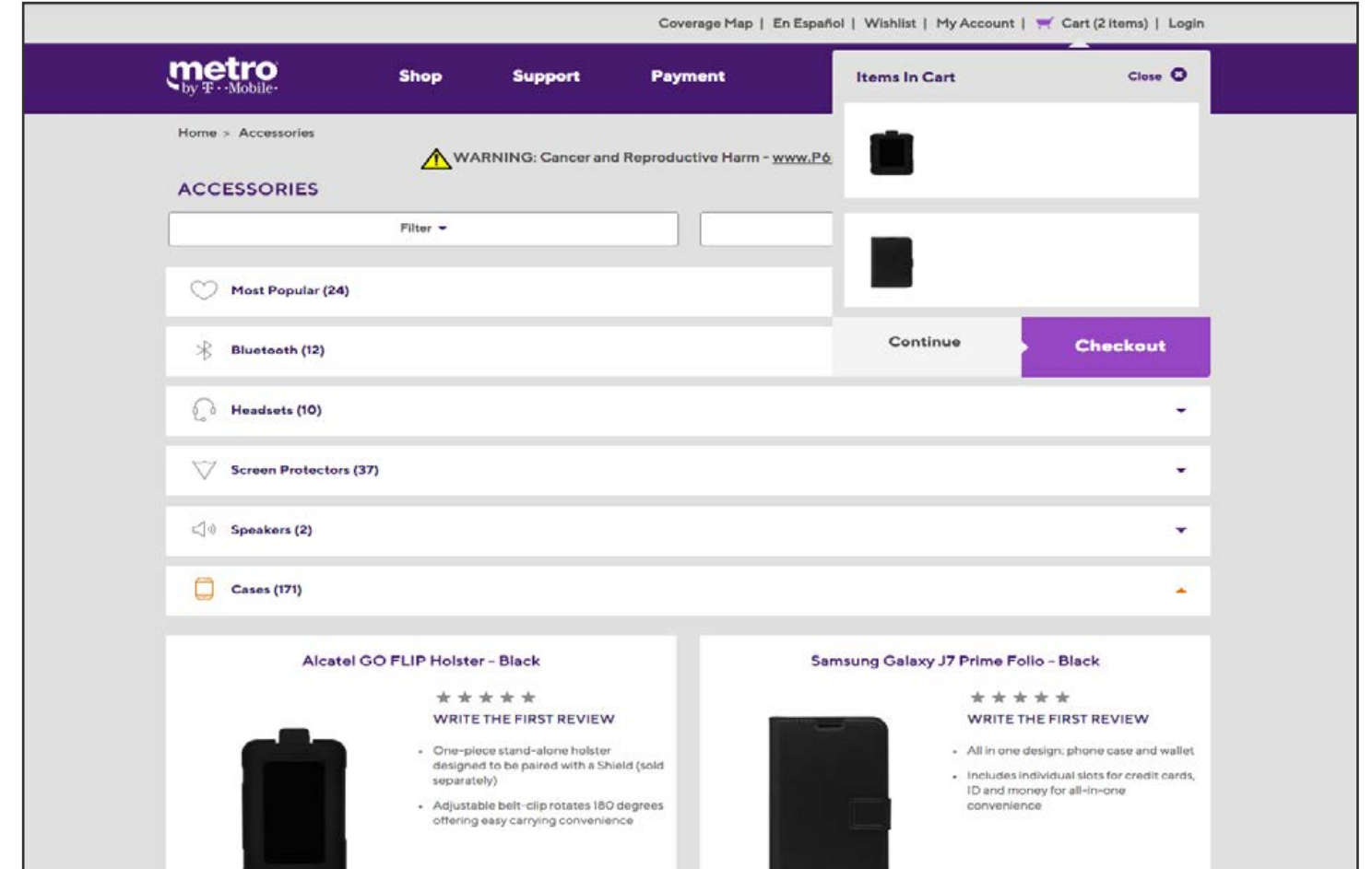
The mini-cart icon includes a purple circle when items are in the cart. However, it does not give a preview of how many items.

metroTM
by T-Mobile

1. Metro by T-Mobile: Single item added to cart.



2. Metro by T-Mobile: Multiple items added to cart.



COMPETITOR ANALYSIS:



PROS:

- **SHOWS NUMBER OF ITEMS IN CART**

Before having to expand the mini-cart, the user can already see a preview of the number of items they have in their cart.

CONS:

- **NOT RESPONSIVE**

The mini-cart does not appear on mobile.

- **MISSING LOTS OF INFORMATION**

Even though a mini-cart is included, it doesn't help the user very much because no information about the items are included other than a small thumbnail image.

- **NO EDITING CAPABILITIES**

The user cannot edit or remove items directly from the mini-cart.

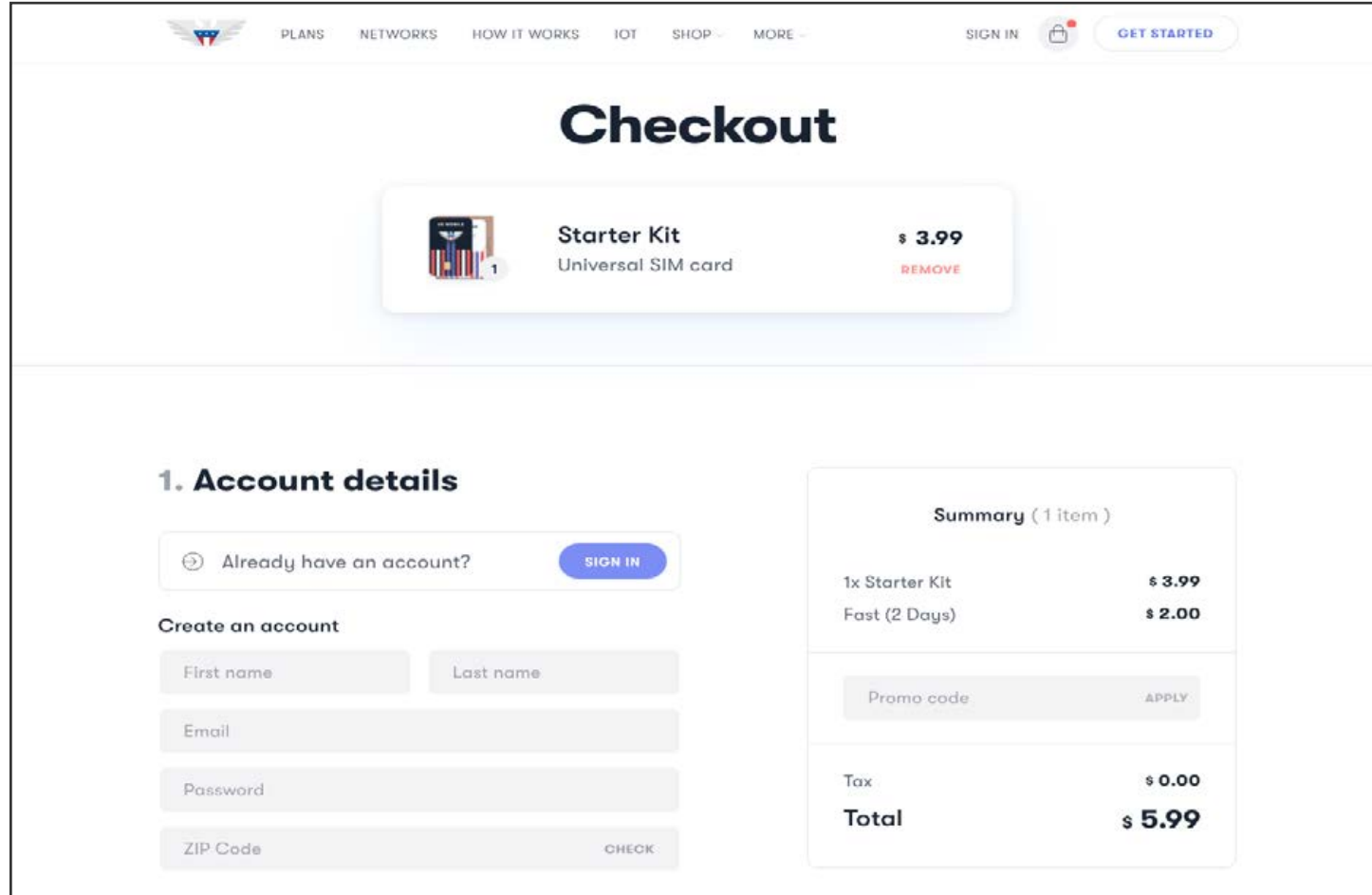
- **CONFIRMATION OF AN ADDED ITEM IS BRIEF**

After adding an item to the cart, the mini-cart expands for 3 seconds and then disappears. The user could potentially miss this and not realize that the item has been added to their cart.

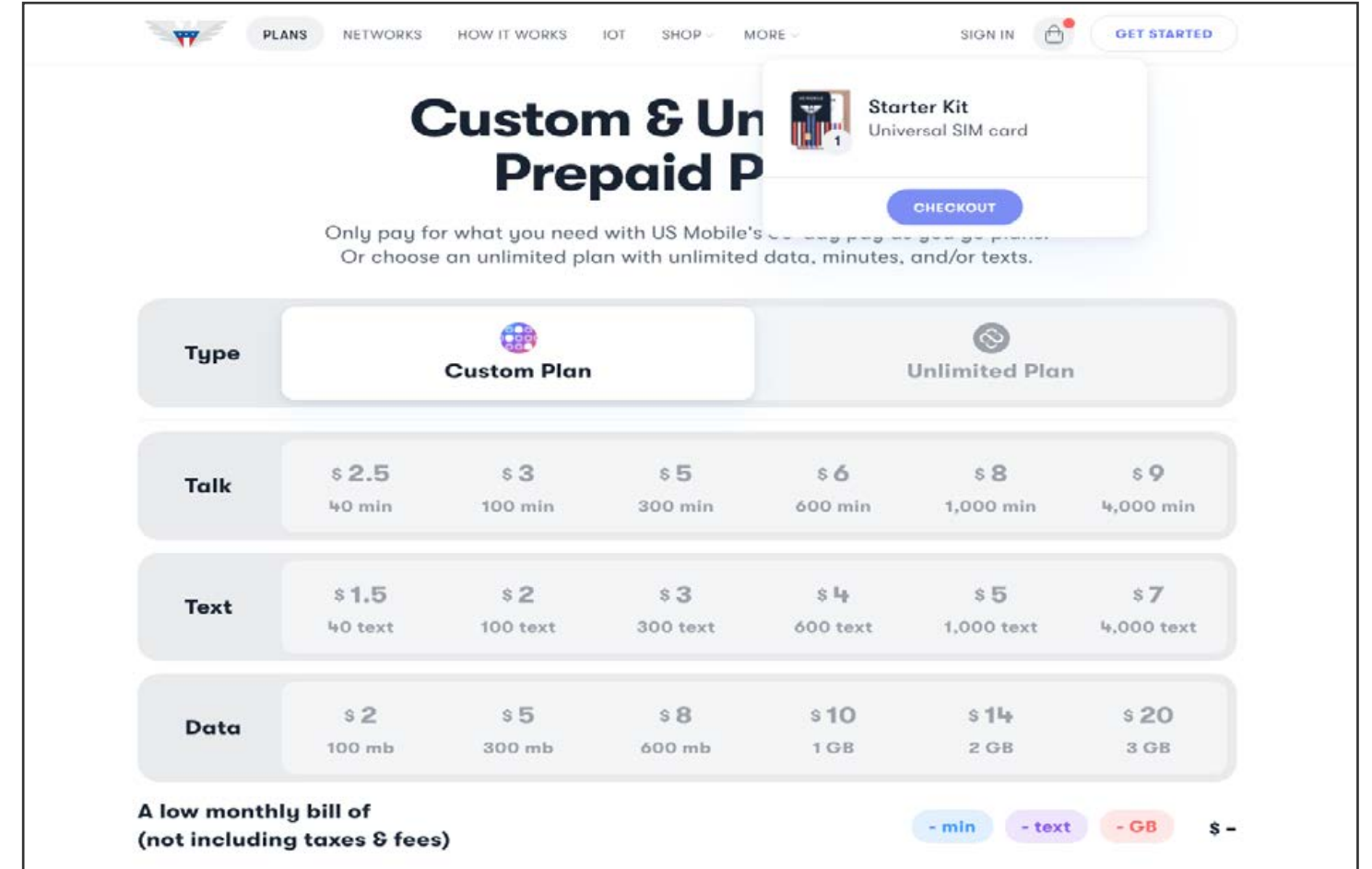


US MOBILE

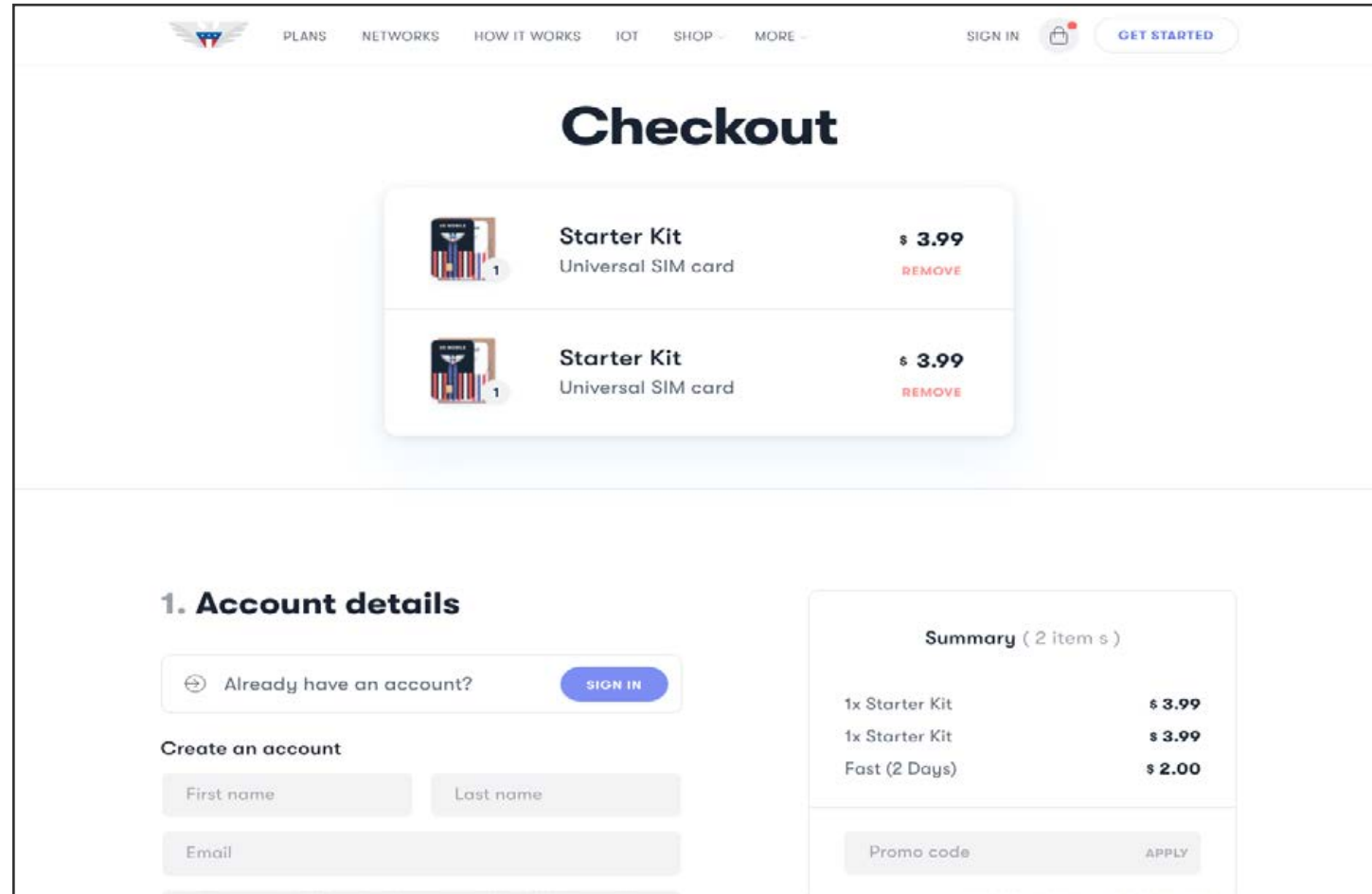
1. US Mobile: Confirmation after single item added to cart.



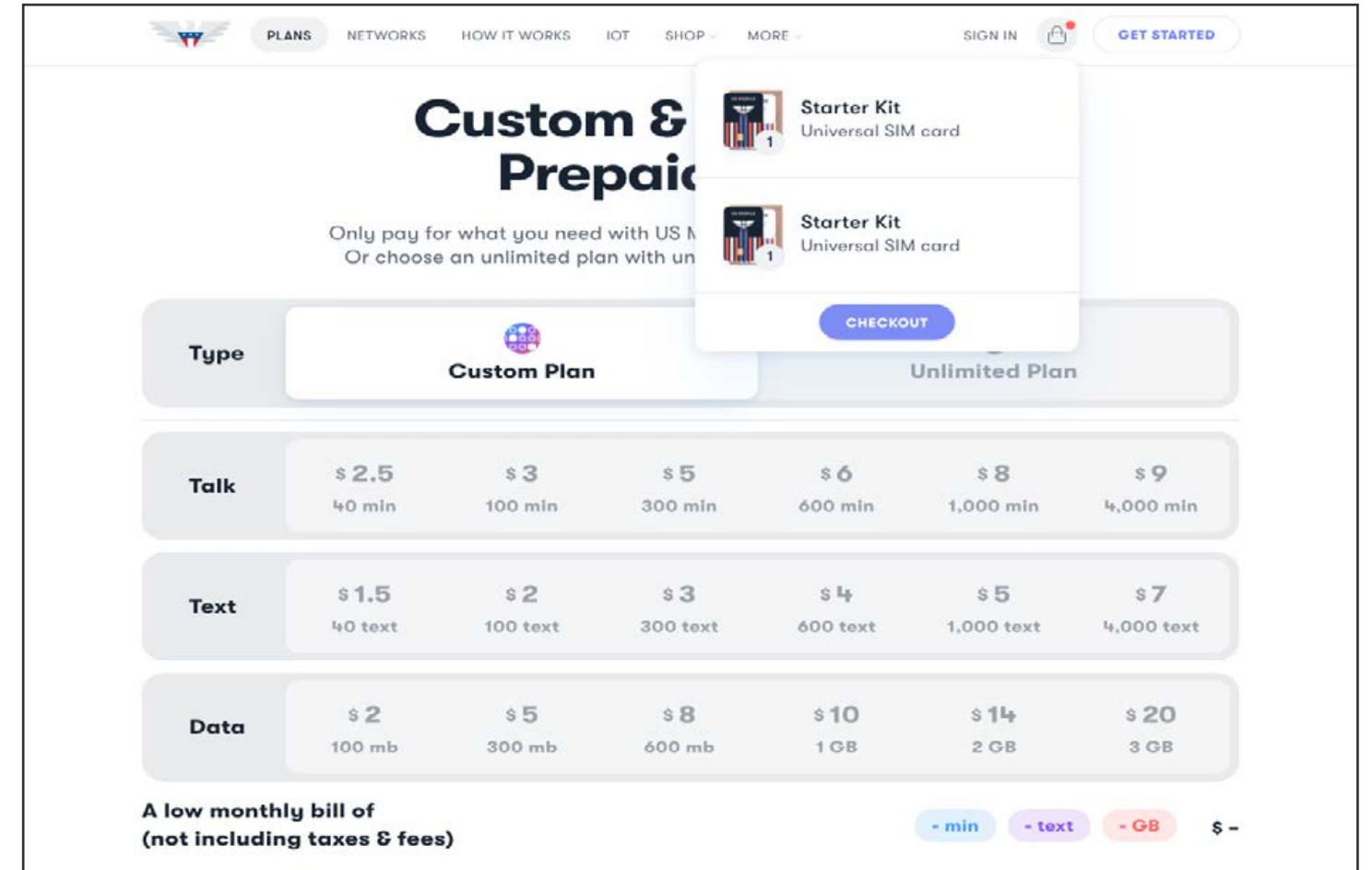
2. US Mobile: Single item in mini-cart.



3. US Mobile: Confirmation after second item added to cart.



4. US Mobile: Second item in mini-cart.



COMPETITOR ANALYSIS:



PROS:

- **CONFIRMATION PAGE**

After an item has been added to cart, the user is brought to a confirmation page, making it very clear that a new item has been added to their cart.

CONS:

- **NOT RESPONSIVE**

The mini-cart on mobile has different functionality. It only shows how many items are in the cart instead of showing what those items are.

- **NOT INTUITIVE**

When the same product is added twice, it shows up as two individual items, instead of one item with a quantity of two.

- **NO EDITING CAPABILITIES**

The user cannot edit or remove items directly from the mini-cart.

- **NO NUMBER INCLUDED IN THE ICON**

The mini-cart icon includes a red circle when items are in the cart. However, it does not give a preview of how many items.

COMPETITORS WITHOUT MINI-CARTS



AT&T

T-Mobile

verizon[✓]

xfinity mobile



cricketSM
wireless

NON-COMPETITORS WITH SUCCESSFUL MINI-CARTS

COMPETITOR ANALYSIS:



PROS:

A) CLEAR NOTIFICATION WHEN ITEM IS ADDED

Once an item is added to the cart, the mini-cart expands and the user can see a green highlighted section at the top of the mini-cart saying their item has been added.

B) ITEMS CAN BE REMOVED

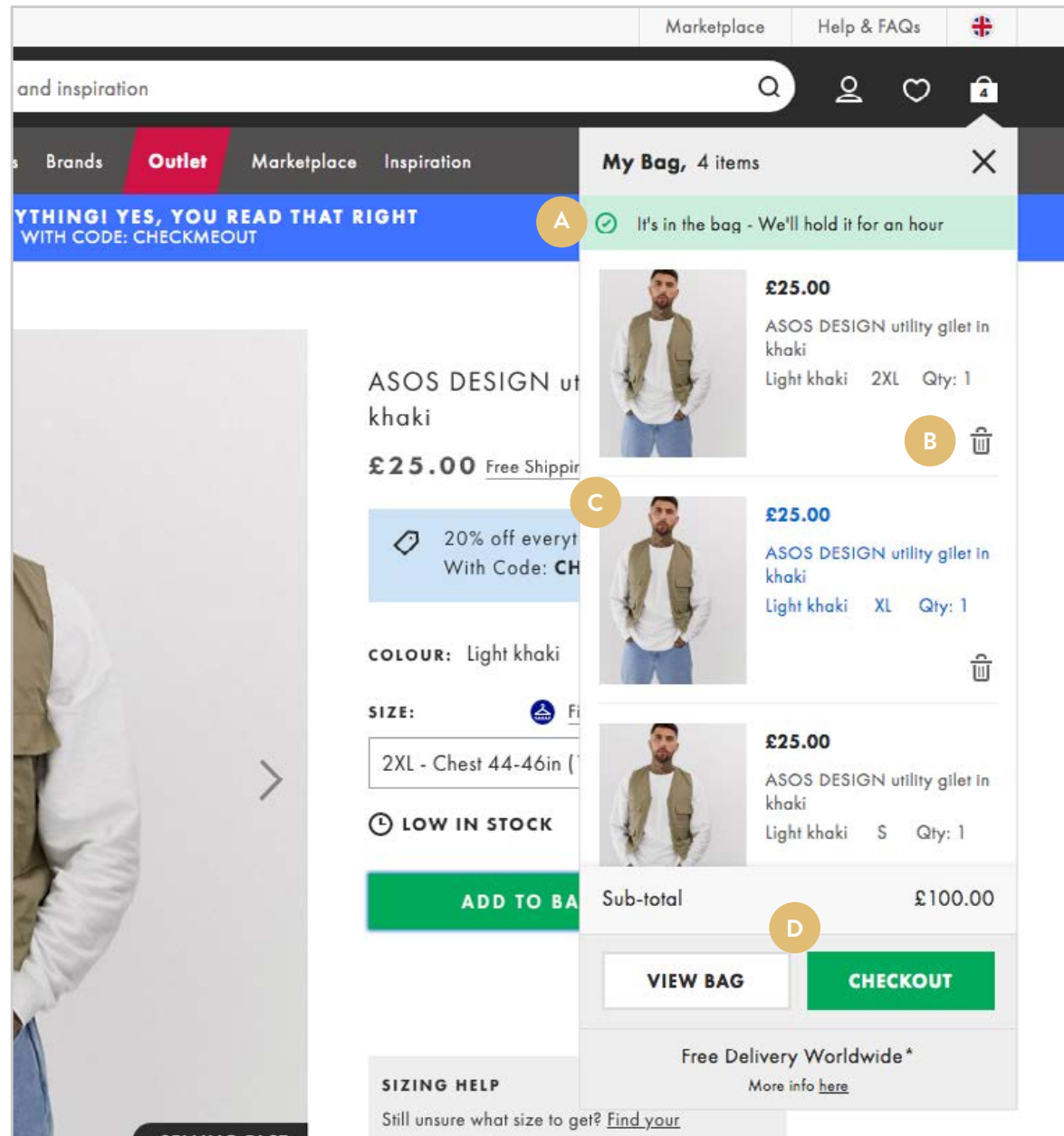
Although you cannot edit quantities, you can remove items from the mini-cart (*NOTE: a CON is that the same item added 3 times will show up as 3 different items in the cart instead of one item with a quantity of 3).

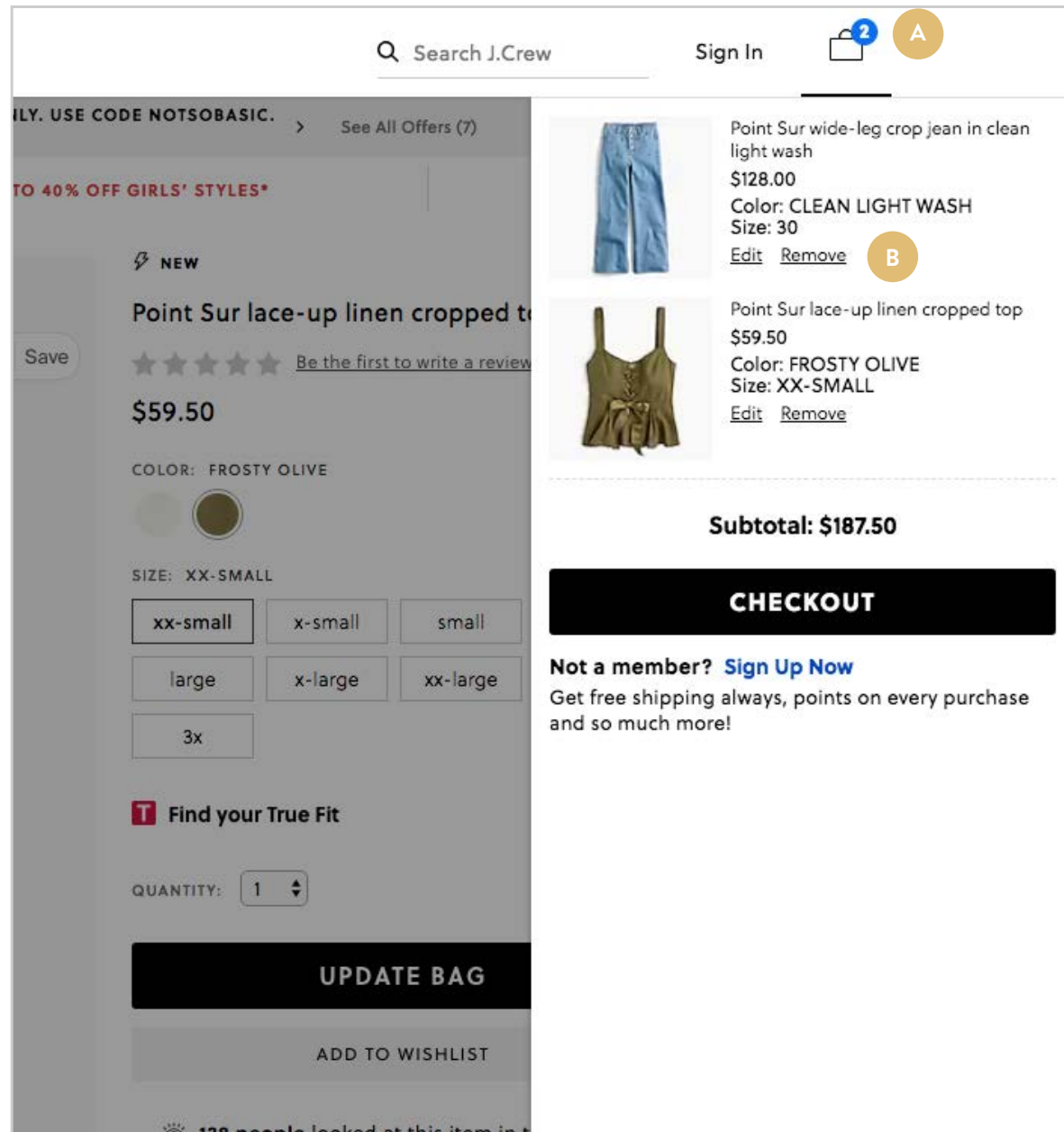
C) CLEAR INFORMATION

Each item in the mini-cart includes a photo, price, name, details, and quantity.

D) CLEAR CTA

The mini-cart has a very clear CTA to Checkout, with a secondary CTA to View Bag.





COMPETITOR ANALYSIS:

J.CREW

PROS:

A) QUANTITY OF ITEMS IN MINI-CART IS SHOWN

The icon for the mini-cart updates with the number of items in the cart, making it clear for the user how many items are in their cart before they choose to expand it.

B) ITEMS CAN BE EDITED AND REMOVED

Users can edit the items and remove them via the mini-cart.

C) CLEAR CTA

The mini-cart has a very clear CTA to Checkout.

FREE shipping with \$75 purchase [details](#) FREE store pickup today EXTRA 20% OFF use SAVE20 [get your pass](#)

KOHL'S

Account **D** Close Cart **7** Check Out

A

NO SIZE >

- 1 +

Remove

Regular \$159.99 Regular \$159.99 Regular \$159.99 Regular \$159.99

< 1-5 of 5 >

B

View Cart

C

\$30.07 away from next \$10 Kohl's Cash

Yes2You Rewards 1120 potential pts Earned on this order [Sign Up Now](#)

ORDER SUMMARY

Subtotal: \$1119.93

Kohl's Cash & Promos: **APPLY**

Shipping: **FREE**

Estimated Tax: \$67.20

TOTAL: \$1187.13

E

Fitbit Versa Lite Edition Smartwatch

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Color: **Mulberry**

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★ Branford [check other stores](#)

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Free w/ \$75 purchase

COMPETITOR ANALYSIS:



PROS:

A) ITEMS CAN BE EDITED AND REMOVED

Users can edit the items and remove them via the mini-cart.

B) IMAGES IN CART REFLECT THE COLOR OF THE ADDED ITEM

Even though the same item has been added multiple times, it appears as individual items with corresponding thumbnail images that show the custom color that was chosen.

C) PROMOTIONS AND DISCOUNTS

Promotional callouts are included in the mini-cart.

D) QUANTITY OF ITEMS IN MINI-CART IS SHOWN

The icon for the mini-cart updates with the number of items in the cart.

E) PRICE BREAKDOWN

This mini-cart is one of the only examples found where the price is broken down to show discounts, promotions, and taxes before the grand total.

SECTION 3

Conclusion



CONCLUSION

Some competitors have tried utilizing the mini-cart feature, but none are currently doing quite what Spectrum is looking to do. That said, the pieces that are working well on these competitor and non-competitor websites have influenced the new proposed Spectrum Mobile mini-cart.

Suggestions to improve the Spectrum Mobile mini-cart are below.

MINI-CART CONCEPT 1

MINI-CART CONCEPT 2

