

SPECTRUM MOBILE

Specs + In the Box: Competitor Analysis

AUGUST 22, 2019

Project Overview





INTRODUCTION

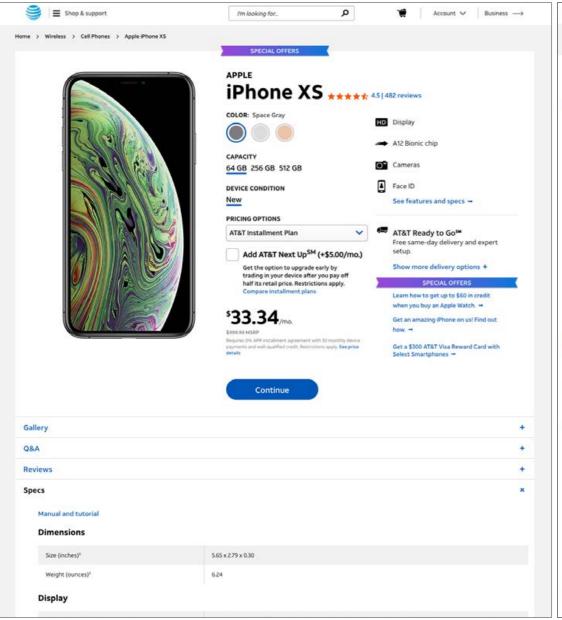
Mediaboom has created a competitor analysis document that shows how some of Spectrum Mobile's top competitors display the "Specs" and "What's in the Box" sections on their product pages. Each website has been evaluated, and notes on their functionality have been included.

SECTION 2 Competitor Analysis



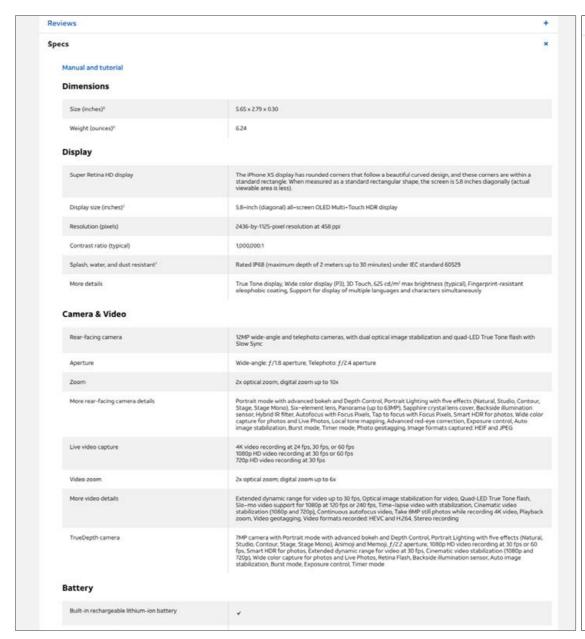


1. AT&T - Top of product page



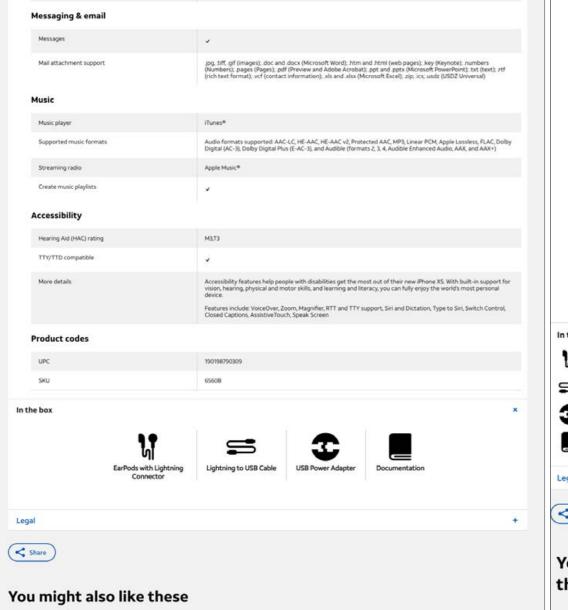


2. AT&T - "Specs" section expanded



Reviews		+
Spe	cs	×
	Manual and tu	torial
	Dimension	s
	Size (inches) ^s	5.65 x 2.79 x 0.30
	Weight (ounces) ⁶	624
	Display	
	Super Retina HD display	The iPhone XS display has rounded corners that follow a beautiful curved design, and these corners are within a standard rectangle. When measured as a standard rectangular shape, the screen is 5.8 inches diagonally (actual viewable area is fess).
	Display size (inches) ²	5.8-inch (diagonal) all-screen OLED Multi-Touch HDR display
	Resolution (pixels)	2436-by-1125-pixel resolution at 458 ppi
	Contrast ratio (typical)	1,000,000:1
	Splash, water, and dust resistant ¹	Rated IP68 (maximum depth of 2 meters up to 30 minutes) under IEC standard 60529
	More details	True Tone display, Wide color display (P3), 3D Touch, 625 cd/m² max brightness (typical), Fingerprint-resistant oleophobic coating. Support for display of multiple languages and characters simultaneously
	Camera & Video	
	Rear- facing camera	12MP wide-angle and telephoto cameras, with dual optical image stabilization and quad-LED True

3. AT&T - "In the Box" section expanded









PROS:

HIGHLIGHTED FEATURES

AT&T highlights some key features at the top of the page with eye-catching icons, then links to the full "features and specs" section beneath. This is a great way to bring the important pieces of information up high and then present the opportunity to view more (this is especially nice on mobile).

ACCORDION-STYLE SECTIONS

"Specs" and "In the Box" sections are accordion-style sections beneath the main information. The user has the opportunity to expand to view the information. Having all sections collapsed to start makes the page shorter, cleaner, and less intimidating. This is also nice on mobile so the user doesn't have to scroll as long down the page to reach the information they are interested in.

PRODUCT MANUAL DOWNLOAD

The user has the ability to download the product manual.

ICONS

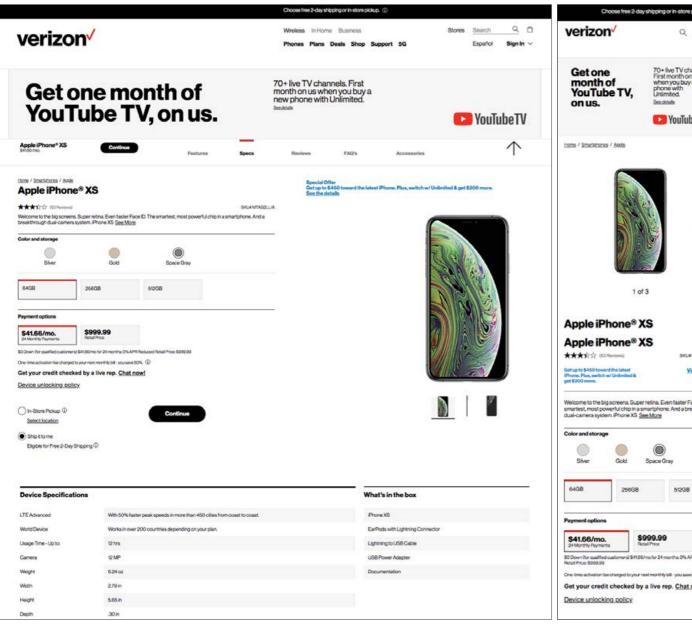
Iconography for the "In the Box" section is also used and brings visual engagement to an otherwise short list of items.

CONS:



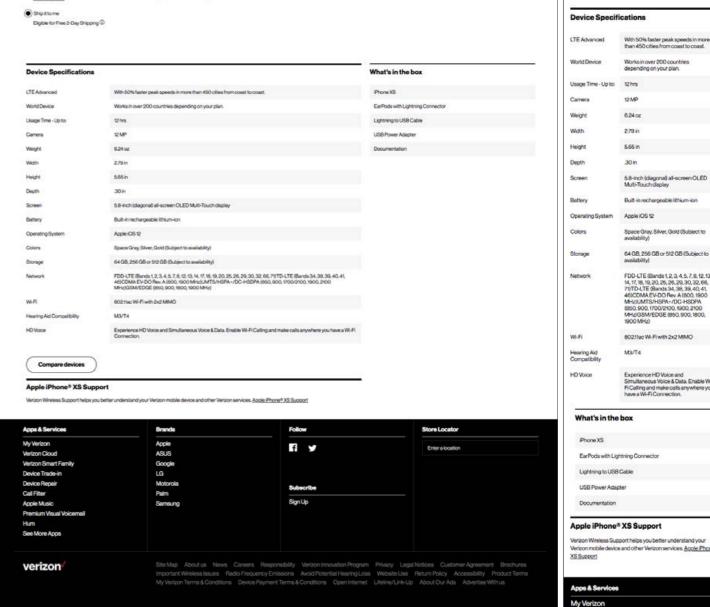
Verizon

1. Verizon - Top of product page





2. Verizon - "Specs" tab









PROS:

HIGHLIGHTED FEATURES

Verizon also highlights some key features in the top portion of the page, but unlike AT&T, they do not present the opportunity to view more, and they do not show icons.

TABS

Features, Specs, Reviews, etc. are all organized in tabs at the top of the page, which helps organize the information.

COMPARE FEATURE

Verizon presents the ability to compare devices.

CONS:

NO ICONS OR ADDITIONAL INFO

Highlighted features at the top of the page do not include icons, nor the option to view more.

CONFUSING TABS

Tabs at the top of the page are confusing. They are associated with the section beneath the main information at the top, yet it is placed above the main information at top. This causes a disconnect for the user.

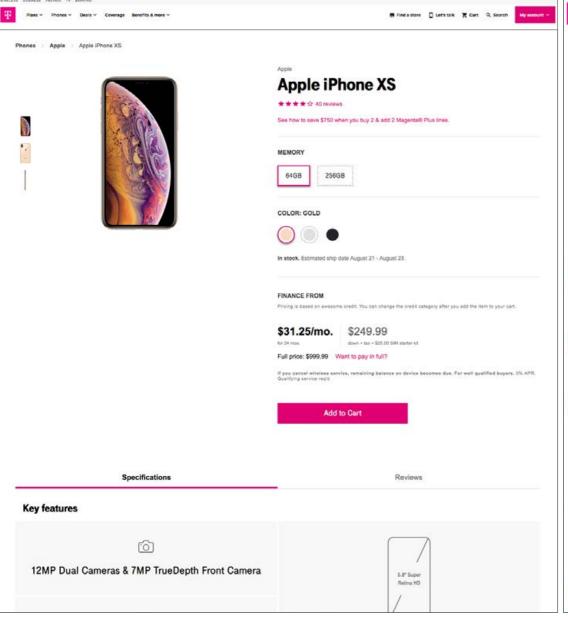
MOBILE NAV CONFUSION

On mobile, the tabs at the top disappear completely. They then reappears as a sticky nav at the top once the user scrolls down. This is confusing.



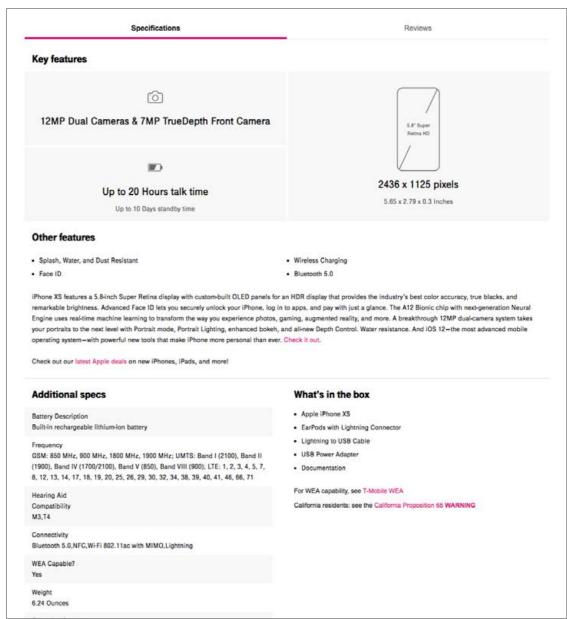
T·Mobile·

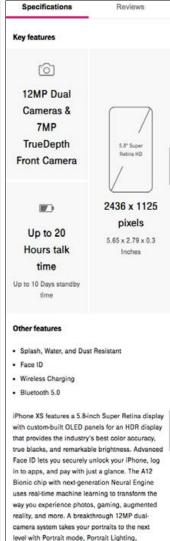
1. T-Mobile - Top of product page





2. T-Mobile - "Specs" tab





enhanced bokeh, and all-new Depth Control.

it out.

Water resistance. And iOS 12-the most advanced mobile operating system-with powerful new tools

that make iPhone more personal than ever. Check



T··Mobile·

PROS:

SHORT & CLEAR INFORMATION

Main information at the top is short and concise, so the "Specs" tab is higher on the page.

KEY FEATURES WITH ICONS

"Specs" section calls out key features with icons and then shows more detailed information beneath it.

LESS EMPTY SPACE

Even though the top of page is laid out similarly to Spectrum Mobile with the device on the left and information on the right, as the user scrolls down the device locks into place so they do not see an empty white void beneath the device while scrolling.

CONS

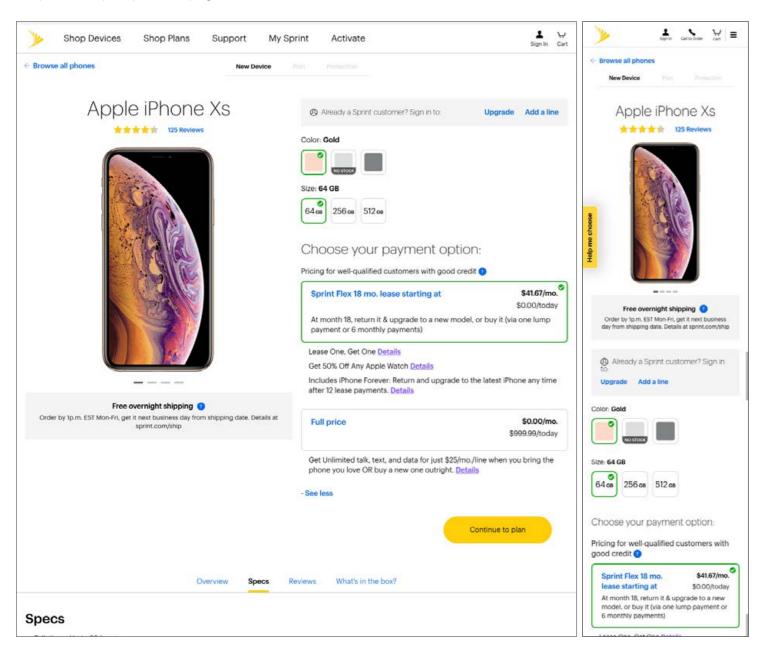
LONG SCROLLING MOBILE PAGE

On mobile this page gets a bit long because the "Specs" section is already expanded. The "What's in the Box" section is at the very bottom of the "Specs" section, so the user has to scroll for a while to reach this information.

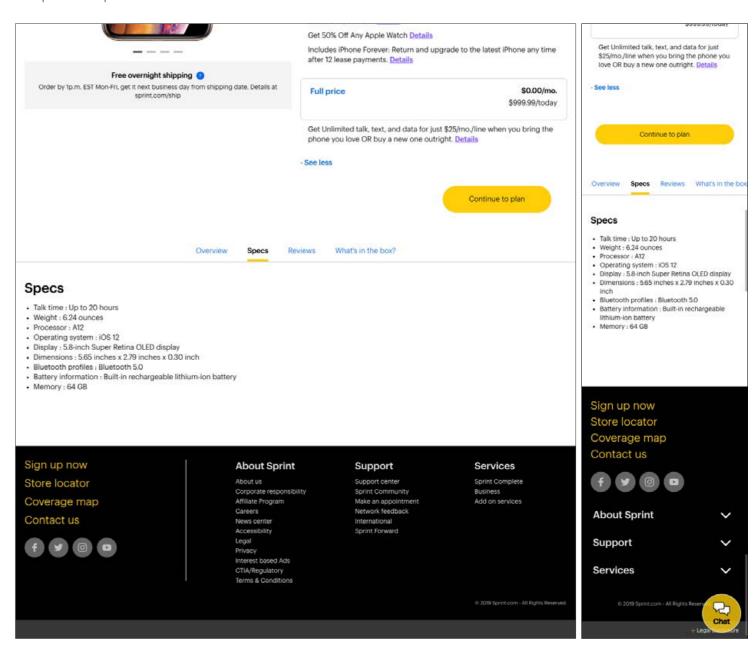




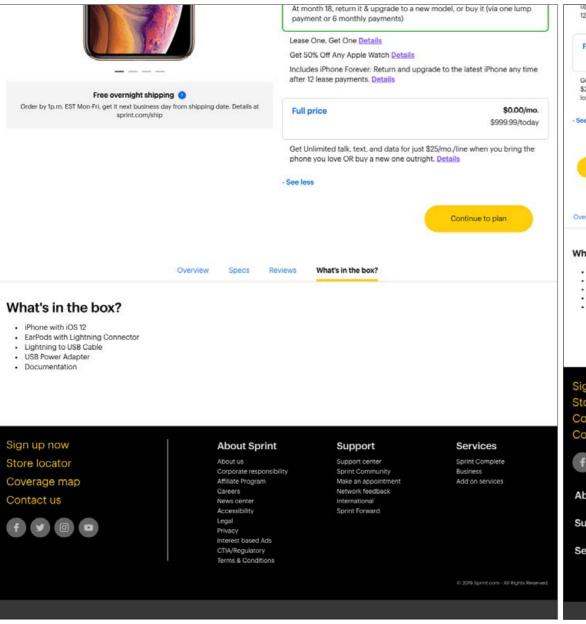
1. Sprint - Top of product page



2. Sprint - "Specs" tab



3. Sprint - "In the Box" tab







PROS:

SEPARATE "WHAT'S IN THE BOX" TAB

Similar to other competitors, Sprint has a tabbed section beneath the main information at the top with "Specs" and "What's in the box." This is the only one of the main four that called out "What's in the box" as a separate tab which was nice for usability in case someone is only interested in that piece of information.

CONS:

VERY FEW SPECS

The "Specs" list is very short compared to the other competitors.

NO KEY FEATURES

Sprint does not highlight any key features at the top of the page, but this may be because their entire "Specs" tab is very short.

SECTION 3

Conclusion



CONCLUSION

The "top 4" competitors are all displaying product "Specs" and "What's in the Box" sections. Some are displayed more successfully than others. AT&T stood out as the competitor with the clearest and most user friendly "Specs" and "What's in the Box" sections, while Verizon was the most confusing.

It is recommended that Spectrum Mobile consider adding the following:

- · A list of a couple key features at the top, with supporting icons, and a link to view more.
- · Accordion-style sections for "Specs" and "In the Box."
- · Ability for the user to download the product manual.
- Functionality that will "lock" the device images (on left) in place as the user scrolls down the page, to eliminate the empty white space beneath it.

THANK YOU

