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SPECTRUM MOBILE

*Specs + In the Box: Competitor Analysis*

AUGUST 22, 2019



SECTION 1

# *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*



**AT&T**



1. AT&T - Top of product page

The screenshot shows the top portion of the AT&T iPhone XS product page. It features a large image of the phone on the left. To the right, the product name 'APPLE iPhone XS' is displayed with a 4.5-star rating and 482 reviews. Below this, there are sections for 'COLOR: Space Gray', 'CAPACITY' (64 GB, 256 GB, 512 GB), and 'DEVICE CONDITION' (New). A 'PRICING OPTIONS' section shows the 'AT&T Installment Plan' selected, with a price of '\$33.34/mo.' and a 'Continue' button. A sidebar on the right contains links for 'Gallery', 'Q&A', 'Reviews', and 'Specs'.

2. AT&T - "Specs" section expanded

This screenshot shows the same product page as above, but with the 'Specs' section expanded. The 'Specs' section is now a large table with the following categories and details:

- Dimensions:** Size (inches)<sup>1</sup>: 5.65 x 2.79 x 0.30; Weight (ounces)<sup>1</sup>: 6.24
- Display:** Super Retina HD display; Display size (inches)<sup>2</sup>: 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<sup>1</sup>: 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/m<sup>2</sup> 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 Tone flash with Slow Sync; Aperture: Wide-angle: f/1.8 aperture, Telephoto: f/2.4 aperture; Zoom: 2x optical zoom, digital zoom up to 10x; More rear-facing camera details: Portrait mode with advanced bokeh and Depth Control, Portrait Lighting with five effects (Natural, Studio, Contour, Stage, Stage Mono), Six-element lens, Panorama (up to 63MP), Sapphire crystal lens cover, Backside illumination sensor, Hybrid IR filter, Autofocus with Focus Pixels, Tap to focus with Focus Pixels, Smart HDR for photos, Wide color capture for photos and Live Photos, Local tone mapping, Advanced red-eye correction, Exposure control, Auto image stabilization, Burst mode, Timer mode, Photo geotagging, Image formats captured: HEIF and JPEG; Live video capture: 4K video recording at 24 fps, 30 fps, or 60 fps; 1080p HD video recording at 30 fps or 60 fps; 720p HD video recording at 30 fps; Video zoom: 2x optical zoom; digital zoom up to 6x; More video details: Extended dynamic range for video up to 30 fps, Optical image stabilization for video, Quad-LED True Tone flash, Slo-mo video support for 1080p at 120 fps or 240 fps, Time-lapse video with stabilization, Cinematic video stabilization (1080p and 720p), Continuous autofocus video, Take 8MP still photos while recording 4K video, Playback zoom, Video geotagging, Video formats recorded: HEVC and H.264, Stereo recording; TrueDepth camera: 7MP camera with Portrait mode with advanced bokeh and Depth Control, Portrait Lighting with five effects (Natural, Studio, Contour, Stage, Stage Mono), Animoji and Memoji, f/2.2 aperture, 1080p HD video recording at 30 fps or 60 fps, Smart HDR for photos, Extended dynamic range for video at 30 fps, Cinematic video stabilization (1080p and 720p), Wide color capture for photos and Live Photos, Retina Flash, Backside illumination sensor, Auto image stabilization, Burst mode, Exposure control, Timer mode
- Battery:** Built-in rechargeable lithium-ion battery

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- Battery:** Built-in rechargeable lithium-ion battery



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

Messaging & email	
Messages	✓
Mail attachment support	.jpg, .tiff, .gif (images); .doc and .docx (Microsoft Word); .htm and .html (web pages); .key (Keynote); .numbers (Numbers); .pages (Pages); .pdf (Preview and Adobe Acrobat); .ppt and .pptx (Microsoft PowerPoint); .txt (text); .rtf (rich text format); .vcf (contact information); .xls and .xlsx (Microsoft Excel); .zip, .ics, .usdz (USDZ Universal)
Music	
Music player	iTunes®
Supported music formats	Audio formats supported: AAC-LC, HE-AAC, HE-AAC v2, Protected AAC, MP3, Linear PCM, Apple Lossless, FLAC, Dolby Digital (AC-3), Dolby Digital Plus (E-AC-3), and Audible (formats 2, 3, 4, Audible Enhanced Audio, AAX, and AAX+)
Streaming radio	Apple Music®
Create music playlists	✓
Accessibility	
Hearing Aid (HAC) rating	M3,T3
TTY/TTD compatible	✓
More details	Accessibility features help people with disabilities get the most out of their new iPhone XS. With built-in support for vision, hearing, physical and motor skills, and learning and literacy, you can fully enjoy the world's most personal device.  Features include: VoiceOver, Zoom, Magnifier, RTT and TTY support, Siri and Dictation, Type to Siri, Switch Control, Closed Captions, AssistiveTouch, Speak Screen
Product codes	
UPC	190198790309
SKU	6560B
In the box	
	EarPods with Lightning Connector
	Lightning to USB Cable
	USB Power Adapter
	Documentation
Legal	+

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Hearing Aid (HAC) rating	M3,T3
TTY/TTD compatible	✓
More details	Accessibility features help people with disabilities get the most out of their new iPhone XS. With built-in support for vision, hearing, physical and motor skills, and learning and literacy, you can fully enjoy the world's most personal device.  Features include: VoiceOver, Zoom, Magnifier, RTT and TTY support, Siri and Dictation, Type to Siri, Switch Control, Closed Captions, AssistiveTouch, Speak Screen
Product codes	
UPC	190198790309
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In the box	
	EarPods with Lightning Connector
	Lightning to USB Cable
	USB Power Adapter
	Documentation
Legal	+

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## COMPETITOR ANALYSIS:



## 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

The screenshot shows the top portion of the Verizon iPhone XS product page. At the top, there's a navigation bar with the Verizon logo, links for 'Wireless', 'In Home', and 'Business', and a search bar. Below this is a promotional banner for YouTube TV, stating 'Get one month of YouTube TV, on us.' with a 'Continue' button. The main product section features the 'Apple iPhone® XS' with a 'Continue' button. Below the product name are tabs for 'Features', 'Specs', 'Reviews', 'FAQ's', and 'Accessories'. A 'Special Offer' is highlighted: 'Get up to \$450 toward the latest iPhone. Plus, switch w/ Unlimited & get \$200 more. See the details.' The 'Color and storage' section shows three color options (Silver, Gold, Space Gray) and three storage options (64GB, 256GB, 512GB). The 'Payment options' section displays a monthly payment of '\$41.66/mo.' for 24 months, compared to a '\$999.99 Retail Price'. A 'Continue' button is prominently displayed at the bottom of this section.

This screenshot shows the middle portion of the Verizon iPhone XS product page. It features a large image of the iPhone XS with a colorful, abstract pattern on the screen. Below the image is a '1 of 3' indicator. The 'Apple iPhone® XS' title is followed by a star rating and a 'View details' link. A 'Special Offer' is repeated: 'Get up to \$450 toward the latest iPhone. Plus, switch w/ Unlimited & get \$200 more. See the details.' Below this is a 'Welcome' message and a 'Color and storage' section with three color options and three storage options. The 'Payment options' section shows the same monthly payment and retail price as the previous screenshot. A 'Continue' button is at the bottom.

2. Verizon - "Specs" tab

This screenshot shows the 'Specs' tab of the Verizon iPhone XS product page. The page is divided into two main columns: 'Device Specifications' and 'What's in the box'. The 'Device Specifications' column lists various technical details such as LTE Advanced speeds, World Device compatibility, Usage Time (12 hrs), Camera (12 MP), Weight (6.24 oz), Width (2.79 in), Height (5.65 in), Depth (.30 in), Screen (5.8-inch diagonal all-screen OLED Multi-Touch display), Battery (Built-in rechargeable lithium-ion), Operating System (Apple iOS 12), Colors (Space Gray, Silver, Gold), Storage (64 GB, 256 GB or 512 GB), Network (FDD-LTE, TD-LTE, GSM, EDGE), Wi-Fi (802.11ac), Hearing Aid Compatibility (M3/T4), and HD Voice. The 'What's in the box' column lists the iPhone XS, EarPods with Lightning Connector, Lightning to USB Cable, USB Power Adapter, and Documentation. A 'Compare devices' button is located at the bottom of the specifications section. Below the specifications is an 'Apple iPhone® XS Support' section with a link to Verizon Wireless Support. At the bottom of the page, there are four columns of links: 'Apps & Services', 'Brands', 'Follow' (with social media icons), and 'Store Locator'.

This screenshot shows the 'Device Specifications' and 'Apple iPhone® XS Support' sections of the Verizon iPhone XS product page. The 'Device Specifications' section is a table with two columns: the specification name and the value. The 'Apple iPhone® XS Support' section includes a link to 'Verizon Wireless Support' and a 'Feedback' button on the right side. Below this is a 'What's in the box' section listing the contents of the iPhone XS package. At the bottom, there is an 'Apps & Services' section with a 'My Verizon' link.



## 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

Wireless Business Prepaid TV Banking

Plans Phones Deals Coverage Benefits & more

Find a store Let's talk Cart Search My account

Phones Apple Apple iPhone XS

Apple

# Apple iPhone XS

★★★★☆ 40 reviews

See how to save \$750 when you buy 2 & add 2 Magenta® Plus lines.

**MEMORY**

64GB 256GB

**COLOR: GOLD**

In stock. Estimated ship date August 21 - August 23.

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Pricing is based on awesome credit. You can change the credit category after you add the item to your cart.

**\$31.25/mo.** \$249.99  
for 24 mos. down + tax + \$25.00 SIM starter kit

Full price: \$999.99 [Want to pay in full?](#)

If you cancel wireless service, remaining balance on device becomes due. For well-qualified buyers. 0% APR. Qualifying service req'd.

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**Specifications** **Reviews**

**Key features**

12MP Dual Cameras & 7MP TrueDepth Front Camera

5.8" Super Retina HD

2. T-Mobile - "Specs" tab

Specifications **Reviews**

**Key features**

12MP Dual Cameras & 7MP TrueDepth Front Camera

Up to 20 Hours talk time  
Up to 10 Days standby time

2436 x 1125 pixels  
5.65 x 2.79 x 0.3 Inches

**Other features**

- Splash, Water, and Dust Resistant
- Face ID
- Wireless Charging
- Bluetooth 5.0

iPhone XS features a 5.8-inch Super Retina display with custom-built OLED panels for an HDR display that provides the industry's best color accuracy, true blacks, and remarkable brightness. Advanced Face ID lets you securely unlock your iPhone, log in to apps, and pay with just a glance. The A12 Bionic chip with next-generation Neural Engine uses real-time machine learning to transform the way you experience photos, gaming, augmented reality, and more. A breakthrough 12MP dual-camera system takes your portraits to the next level with Portrait mode, Portrait Lighting, enhanced bokeh, and all-new Depth Control. Water resistance. And iOS 12—the most advanced mobile operating system—with powerful new tools that make iPhone more personal than ever. [Check it out.](#)

Check out our [latest Apple deals](#) on new iPhones, iPads, and more!

**Additional specs**

**Battery Description**  
Built-in rechargeable lithium-ion battery

**Frequency**  
GSM: 850 MHz, 900 MHz, 1800 MHz, 1900 MHz; UMTS: Band I (2100), Band II (1900), Band IV (1700/2100), Band V (850), Band VIII (900); LTE: 1, 2, 3, 4, 5, 7, 8, 12, 13, 14, 17, 18, 19, 20, 25, 26, 29, 30, 32, 34, 38, 39, 40, 41, 46, 66, 71

**Hearing Aid Compatibility**  
M3,T4

**Connectivity**  
Bluetooth 5.0,NFC,Wi-Fi 802.11ac with MIMO,Lightning

**WEA Capable?**  
Yes

**Weight**  
6.24 Ounces

**What's in the box**

- Apple iPhone XS
- EarPods with Lightning Connector
- Lightning to USB Cable
- USB Power Adapter
- Documentation

For WEA capability, see [T-Mobile WEA](#)  
California residents: see the [California Proposition 65 WARNING](#)

**Specifications** **Reviews**

**Key features**

12MP Dual Cameras & 7MP TrueDepth Front Camera

2436 x 1125 pixels  
5.65 x 2.79 x 0.3 Inches

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Up to 10 Days standby time

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## COMPETITOR ANALYSIS:



## 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



**Free overnight shipping** ⓘ  
Order by 1p.m. EST Mon-Fri, get it next business day from shipping date. Details at [sprint.com/ship](https://sprint.com/ship)

At month 18, return it & upgrade to a new model, or buy it (via one lump payment or 6 monthly payments)

Lease One. Get One [Details](#)  
Get 50% Off Any Apple Watch [Details](#)  
Includes iPhone Forever: Return and upgrade to the latest iPhone any time after 12 lease payments. [Details](#)

**Full price** **\$0.00/mo.**  
\$999.99/today

Get Unlimited talk, text, and data for just \$25/mo./line when you bring the phone you love OR buy a new one outright. [Details](#)

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[Continue to plan](#)

Upgrade to the latest iPhone any time after 12 lease payments. [Details](#)

**Full price** **\$0.00/mo.**  
\$999.99/today

Get Unlimited talk, text, and data for just \$25/mo./line when you bring the phone you love OR buy a new one outright. [Details](#)

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Overview Specs Reviews What's in the box?

### What's in the box?


- iPhone with iOS 12
- EarPods with Lightning Connector
- Lightning to USB Cable
- USB Power Adapter
- Documentation

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## COMPETITOR ANALYSIS:



## 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.

