MEDIABOOM

SPECTRUM MOBILE

"Today" vs. "Monthly" Charge Comparison: Competitor Analysis

OCTOBER 14, 2019

SECTION 1

Project Overview

Spectrum mobile™

INTRODUCTION

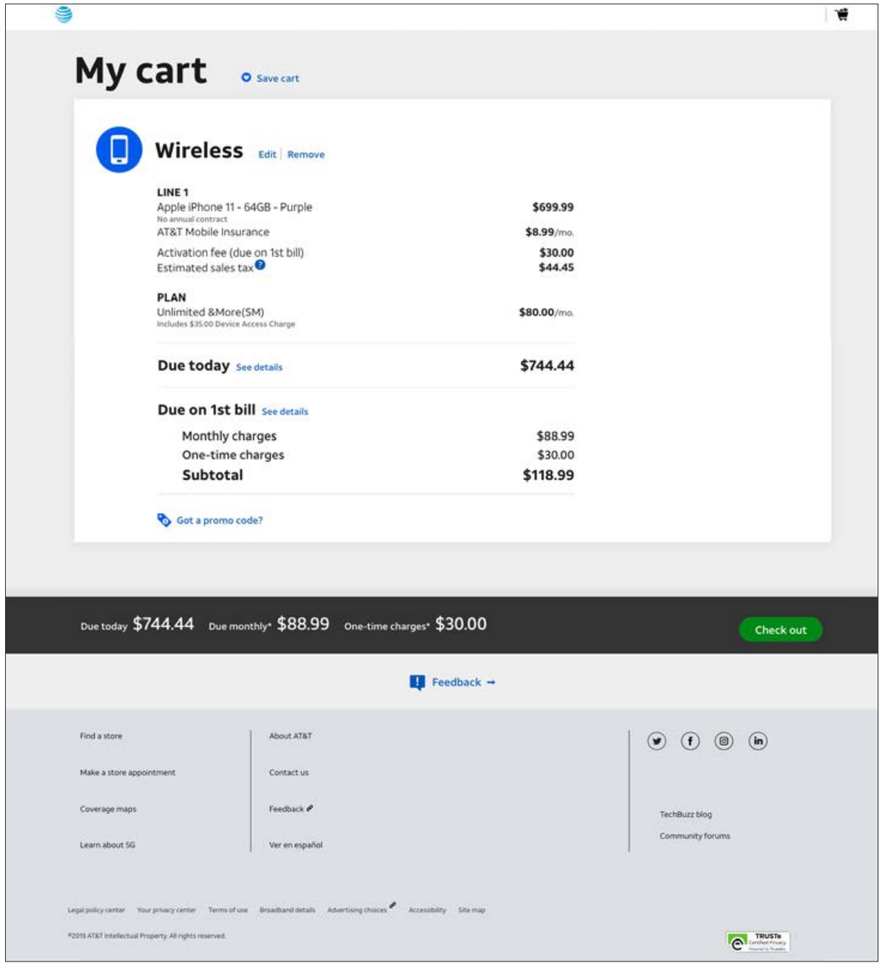
Mediaboom has created a competitor analysis document that shows how some of Spectrum Mobile's top competitors display the "Today" vs. "Monthly" charges on their checkout pages. Each website has been evaluated, and notes on their functionality have been included.

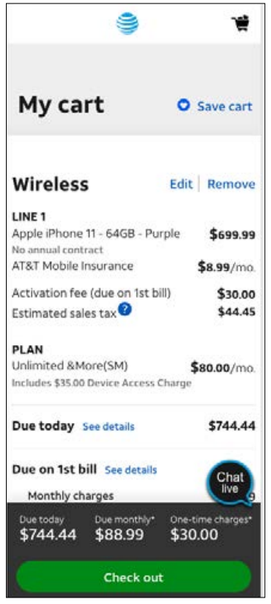
SECTION 2

Competitor Analysis

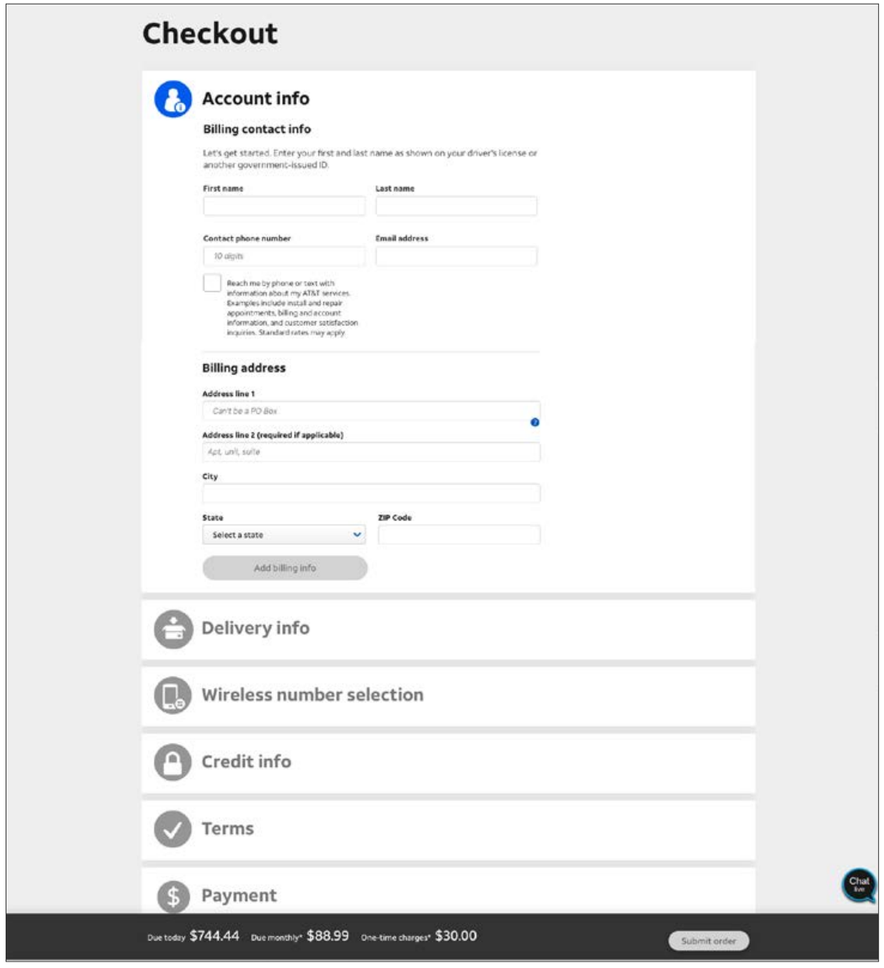
AT&T

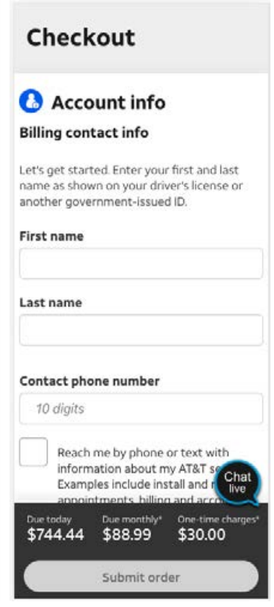
1. AT&T - Cart Page





2. AT&T - Checkout Page





COMPETITOR ANALYSIS:

AT&T

PROS:

SEPARATE CHARGES

Cart page breaks down the “today” charge separately from the “due on first bill” charge. Once the user is in the checkout process, they can still see the two costs.

STICKY FOOTER

The sticky footer clearly shows the “today” vs “monthly” and “one-time charge” breakdown, and stays with the user through the checkout process.

CONS:

COULD BE IMPROVED

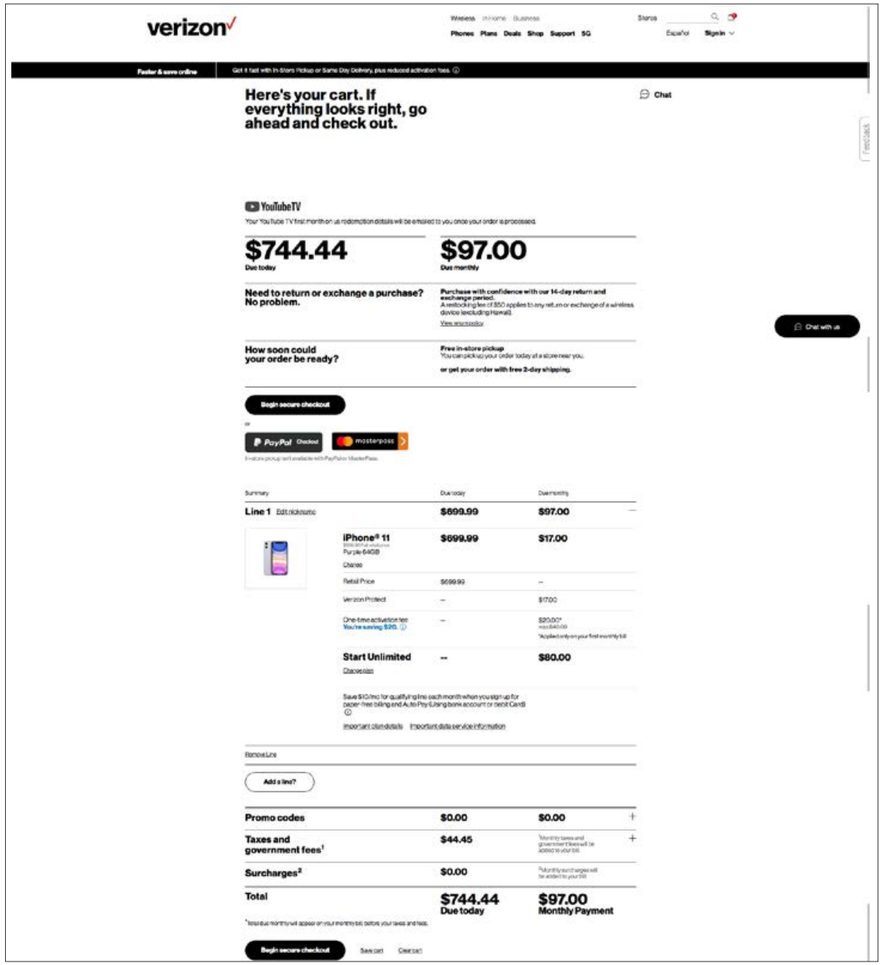
Overall the cart page price breakdown is pretty clear, but we feel that some other competitors are more successful in how they lay out the prices by doing a side-by-side breakdown instead of stacked.

CHECKOUT PROCESS LACKS DETAILED COSTS

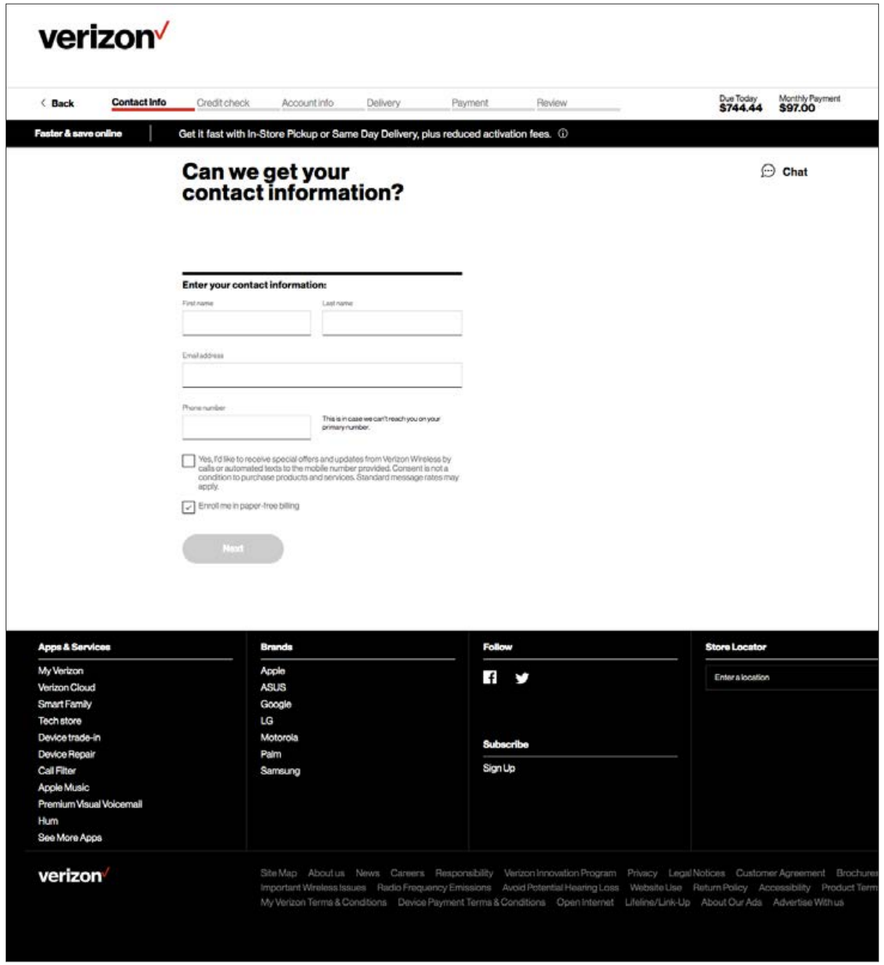
Once you’re in the checkout process, you cannot see the breakdown of the prices again until you get to the end (or go back to the cart).

verizon

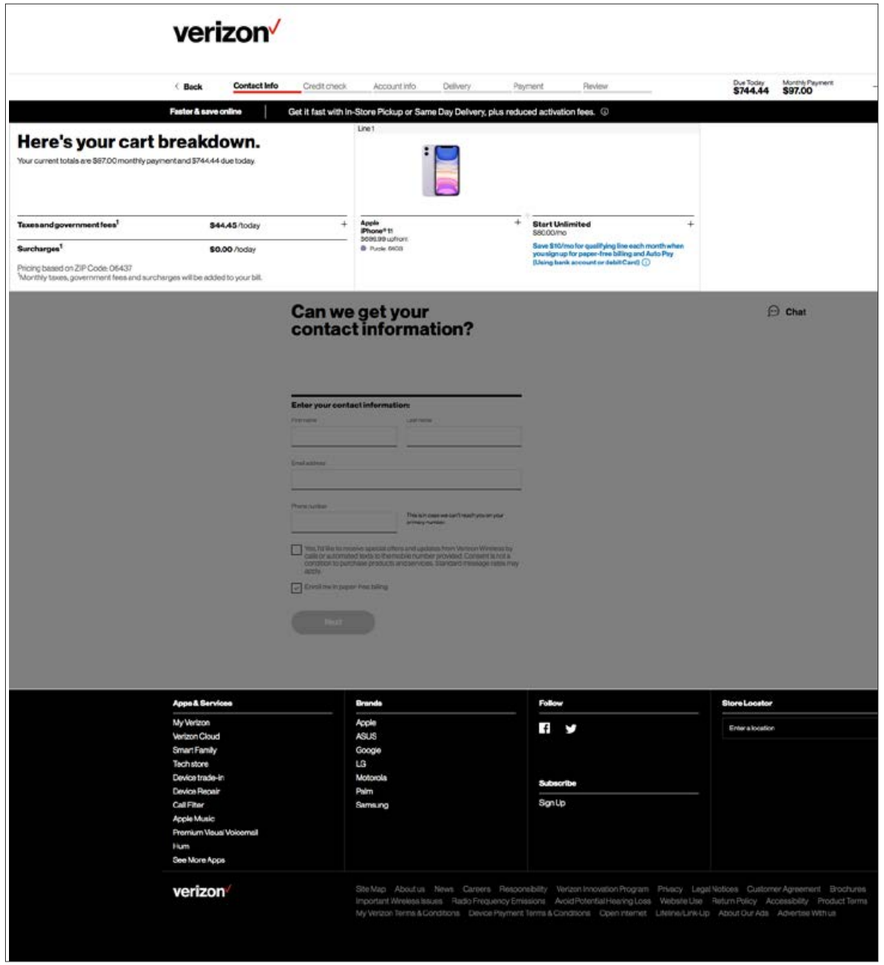
1. Verizon - Cart Page

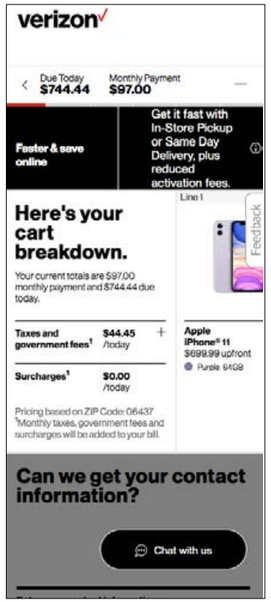


2. Verizon - Checkout Page



3. Verizon - Checkout Page - Expanded





COMPETITOR ANALYSIS:

verizon

PROS:

SEPARATE CHARGES

The cart page clearly displays “due today” cost and “due monthly” cost. Once the user is in the checkout process, they can still see their “due today” and “monthly payment” totals at the top, with the option to expand for a more detailed price breakdown.

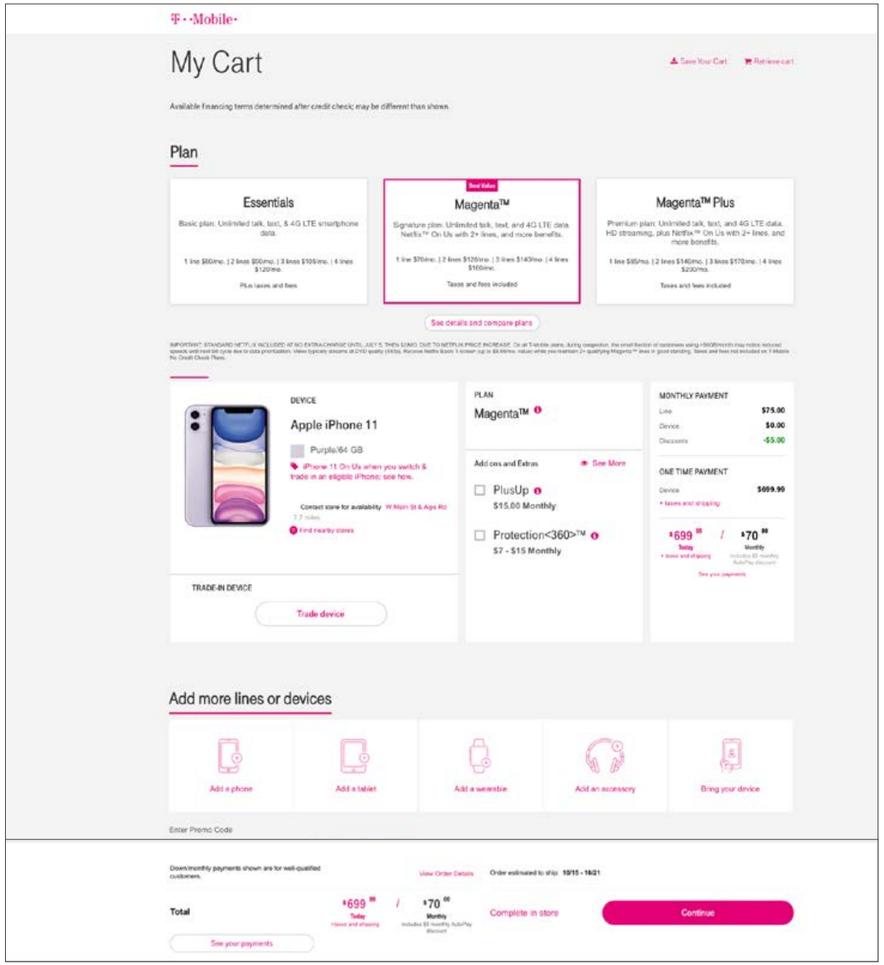
CONS:

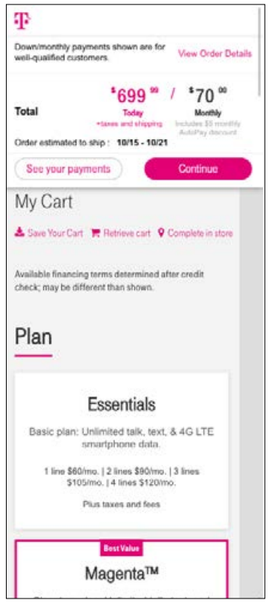
CHECKOUT - COST BREADOWN IS CONFUSING

The more detailed price breakdown in the checkout process is a bit confusing with how it’s laid out. The information is not stacked with a total at the bottom/top, so it’s a bit difficult to comprehend. It is especially confusing on mobile because the user has to swipe side-to-side to view the expanded price breakdown window.

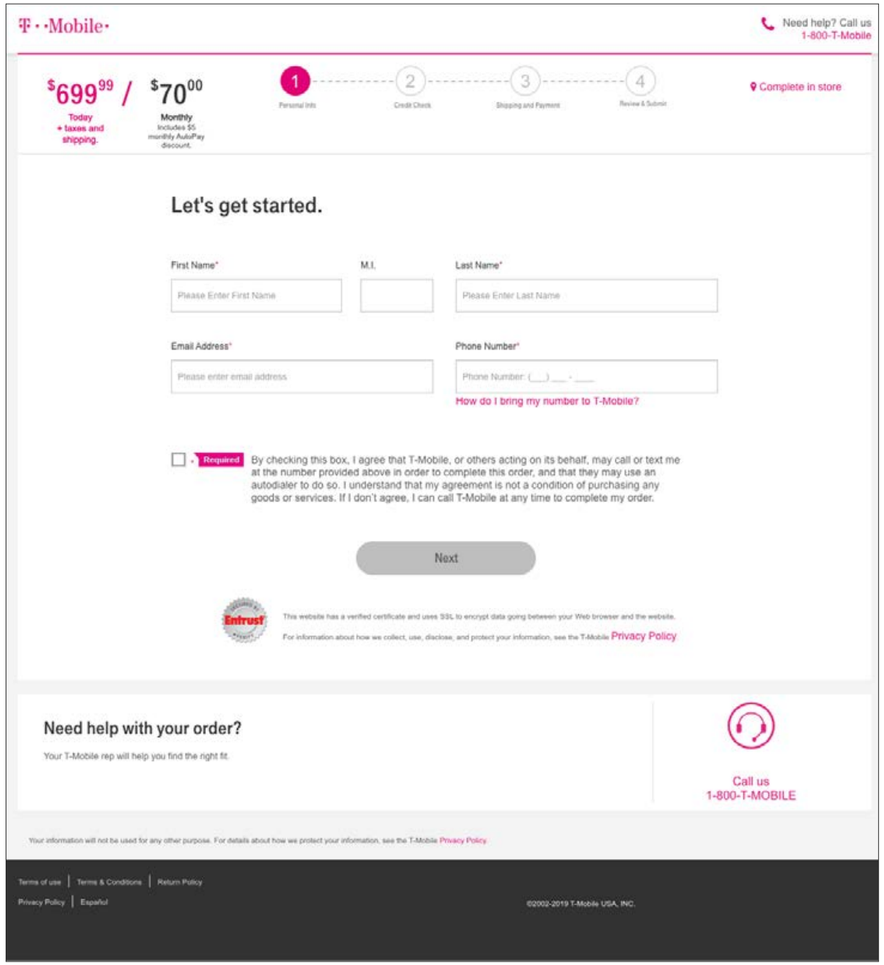
T · ·Mobile·

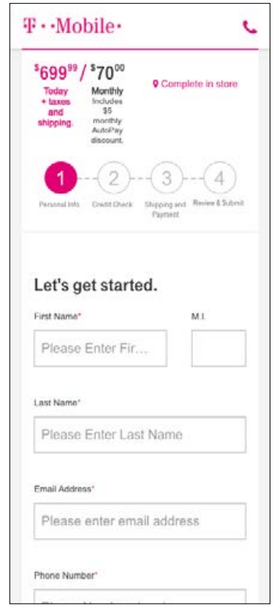
1. T-Mobile - Cart Page





2. T-Mobile - Checkout Page





COMPETITOR ANALYSIS:

T-Mobile

PROS:

SEPARATE CHARGES
Both the cart and checkout pages show the “monthly” and “one time” payments.

STICKY FOOTER
The cart page also includes a sticky footer that shows the totals for both costs due “today” and “monthly.”

EMPHASIS ON "TODAY" COST
T-Mobile emphasizes the “today” cost in a pink color. This is a good example to see when thinking about if Spectrum Mobile should emphasize one of the costs more than the other.

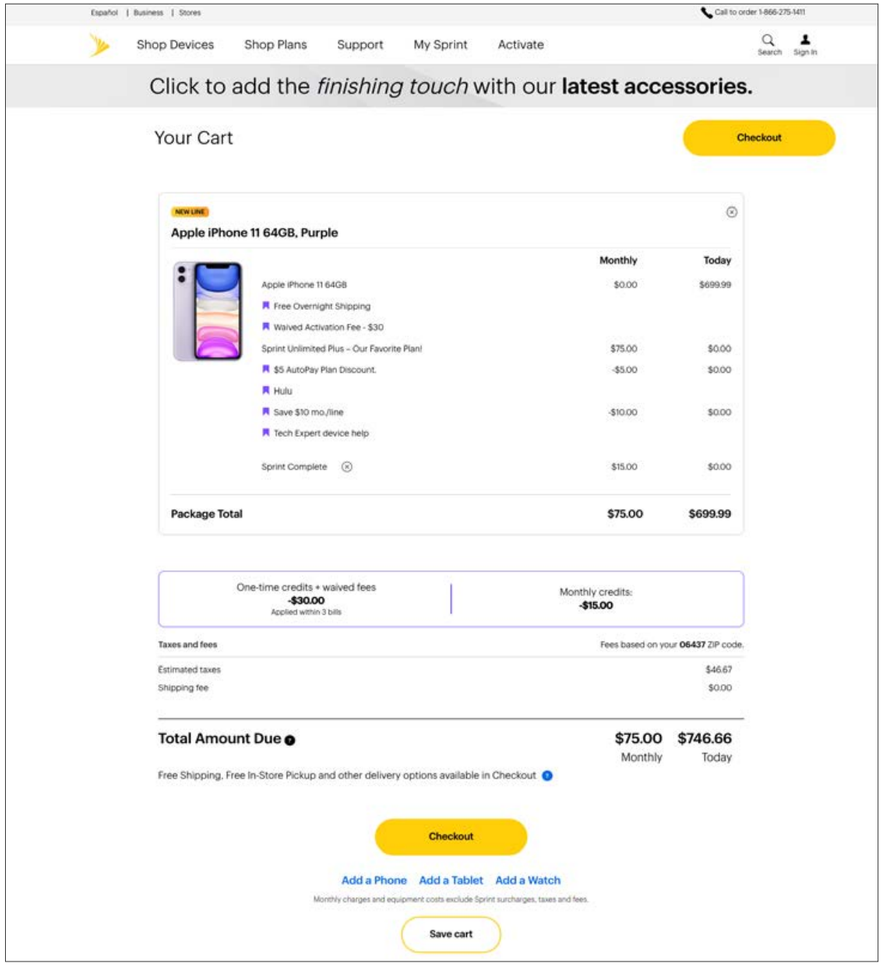
CONS:

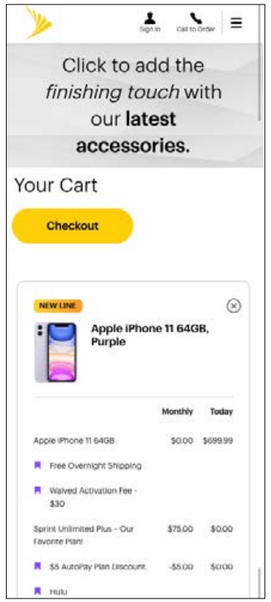
CHECKOUT - CANNOT VIEW COST BREAKDOWN
Once the user is in the checkout process, they are limited to only being able to see the total “today” and “monthly” costs at the top. If they want to see the breakdown of the detailed costs, they must wait until the end or return to the cart page.

MOBILE VIEW IS NOT USER FRIENDLY
On mobile, the cart page has a “sticky header” that keeps the total “today” and “monthly” costs at the top of the screen. While the idea of this is helpful, the design execution is not very successful, as it takes up about half of the mobile screen at all times.

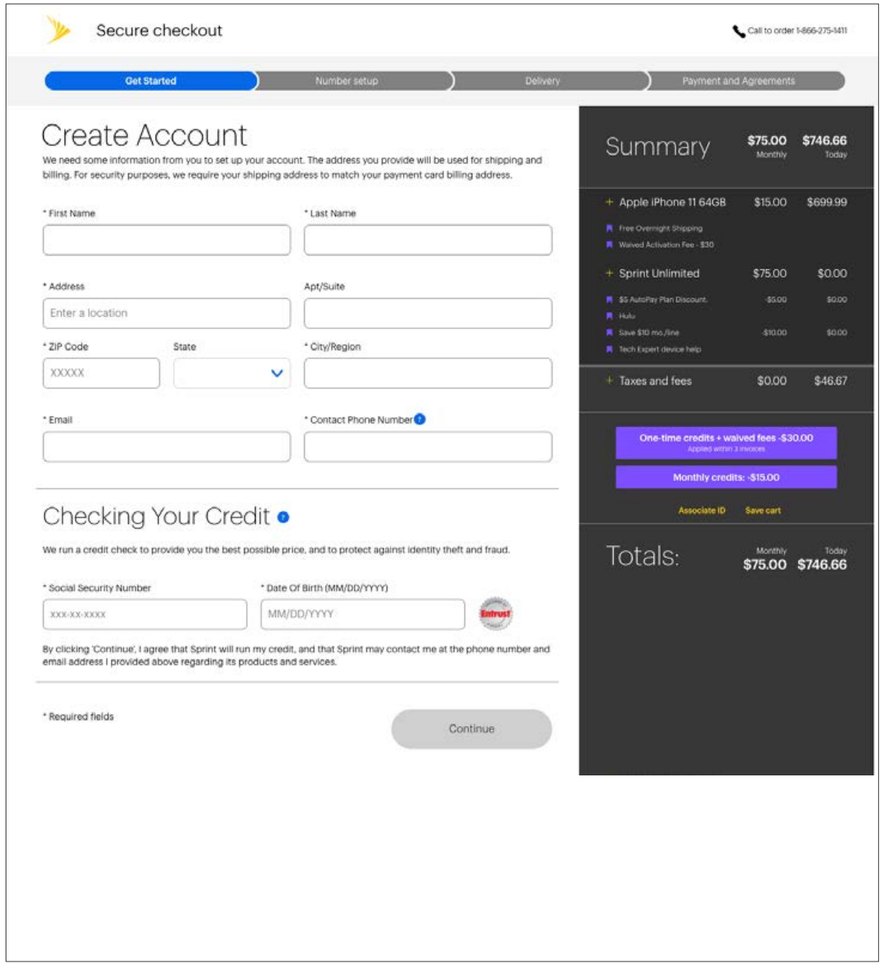
Sprint

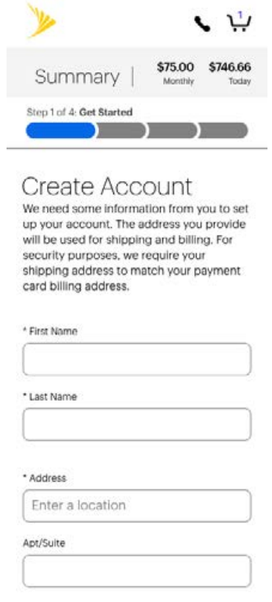
1. Sprint - Cart Page





2. Sprint - Checkout Page





COMPETITOR ANALYSIS:

PROS:

SEPARATE CHARGES

The cart page and checkout pages show the "monthly" and "today" charges in a side-by-side layout that is easy to understand.

CHECKOUT - DETAILED CHARGES

During the checkout process, a receipt box is always present on the right-hand side (similar to Spectrum Mobile). This box gives the breakdown of all the costs and is laid out in a similar side-by-side style that makes it easy to comprehend. The user can choose to expand or collapse the sections to view more detailed price breakdowns (including taxes & fees).

CONS:

CHECKOUT - LIMITED MOBILE VIEW

On a mobile device, once the user enters the checkout process, they cannot see the “receipt” that breaks down the “monthly” and “today” costs. They are limited to only seeing the total costs for both at the top.

OTHER COMPETITORS

OTHER COMPETITORS

The following alternative competitor websites were all reviewed as part of this analysis. Most of them do not offer both a device and plan purchase at the same time, so they did not display "monthly" and "today" costs.

The only two competitors that did offer both the device and plan purchase at the same time were Straight Talk Wireless and Cricket Wireless. However, neither of those websites included a breakdown of the two separate costs in the cart or checkout process.

SECTION 3

Conclusion

CONCLUSION

The "top 4" competitors are all displaying the "today" and "monthly" costs separately on both the cart and checkout pages. Some are displayed more clearly than others. Sprint stood out as the competitor with the clearest and most user friendly way of showing the two costs through the checkout process.

It is recommended that Spectrum Mobile consider adding the following:

CART

- The user-facing cart should follow a similar layout to the Retail UI shopping cart which breaks out the “estimated monthly” cost and “estimated pay today” cost.
- The cart should have the two total costs broken out side-by-side (rather than stacked).

CHECKOUT

- Continue to use the “receipt” but break out the “monthly” and “today” costs in a similar fashion as Sprint.
- Utilize expandable sections to see more detailed cost breakdowns.
- Clearly call out the two total costs above and/or below the cost breakdowns.
- Consider if one should be called out more prominently than the other, utilizing a different color (similar to the T-Mobile site).

THANK YOU

Mediaboom | 73 Church Street, Guilford, CT | www.mediaboom.com | info@mediaboom.com | 203.453.3537