

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







1. AT&T - Cart Page

9

2. AT&T - Checkout Page

|) | | | | | | Che | ckout | | |
|--|---|-------------------------------------|------------------------------|-----------------------------------|-----------------------|--------------|---|---|---------|
| My cart | O Save cart | | | | | 6 | Account info | | |
| - | | | | | | | Billing contact info | | |
| Uireles 📃 | S Edit Remove | | | | | | Let's get started. Enter your first ar another government-issued ID. | nd last name as shown on your driver's lice | inse or |
| LINE 1 | | | | | | | First name | Last name | |
| Apple iPhone 1 | 1 - 64GB - Purple | \$699.99 | | | | | | | |
| No annual contract AT&T Mobile In: | surance | 8.99 /ma. | | | | | Contact phone number | Email address | |
| Activation fee | | \$30.00 | | | | | 10 aigits | | |
| Estimated sale | stax | \$44.45 | | | | | Reach me by phone or text with | | |
| PLAN Unlimited & Mo Includes \$35.00 Devi | re(SM) \$2 ce Access Charge | 80.00/mo. | | | | | information about my AT&T service bxamples include install and repair appointments, billing and account information, and customer satisfac inquirien. Standard rates may apply | ction | |
| Due today | See details \$ | 744.44 | | 9 | . | | Billing address | | |
| Due on 1st | bill See details | | | 3 | = | | Address line 1 Can't be a PO Box | | |
| Monthly | | \$88.99 | | | | | Address line 2 (required if applicable) | Î | 0 |
| | e charges | \$30.00 | | | | | Apt, unit, sulte | | |
| Subtot | al \$ | 118.99 | My ca | rt o | Save cart | | City | | |
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| 🗞 Got a promo | o code? | | | | | | State Select a state | ZIP Code | |
| | | | Wireles | 5 Edit | Remove | | aereccia state | | |
| | | | LINE 1 | | | | Add billing info | | |
| | | | Apple iPhone | 11 - 64GB - Purple | \$699.99 | | | | |
| Due today \$744.44 Due | nonthly* \$88.99 One-time charges* \$30.00 | Check out | No annual con AT&T Mobile | | \$8.99/mo. | 0 | Delivery info | | |
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| | E Feedback → | | Estimated sa | | \$30.00 \$44.45 | - | | | |
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| Find a store | About AT&T | 🖉 (f) 🕲 (in | | Device Access Charge | \$80.00/mo. | - | | | |
| Make a store appointment | Contact us | The second second second | | | | Θ | Credit info | | |
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| Coverage maps | Feedback d | TechBuzz blog | | | | | - | | |
| Learn about 5G | Ver en español | Community forums | Due on 1st i | ill See details | Chat | \checkmark | Terms | | |
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| Legal policy center Your privacy center Terms | f use Breakband dotalik Advertising choices 🖗 Accessibility. Site map | | Due today \$744.44 | Due monthly* One- \$88.99 \$30 | time charges* 0.00 | \$ | Payment | | |
| *2019 AT&T Intellectual Property. All rights reserved. | | TBUST | | | | Destador \$ | 744.44 Due monthly* \$88.9 | 9 . One time chargest \$30.00 | |
| | | Control Through Research Through | | Check out | | our tous of | The buckholds and the buckholds and the buckhold and the | Some and duriges \$50.00 | |



Checkout



Billing contact info

Let's get started. Enter your first and last name as shown on your driver's license or another government-issued ID.

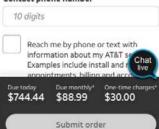
First name

Last name

Chat

Submit order

Contact phone number





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.

ONS:

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).

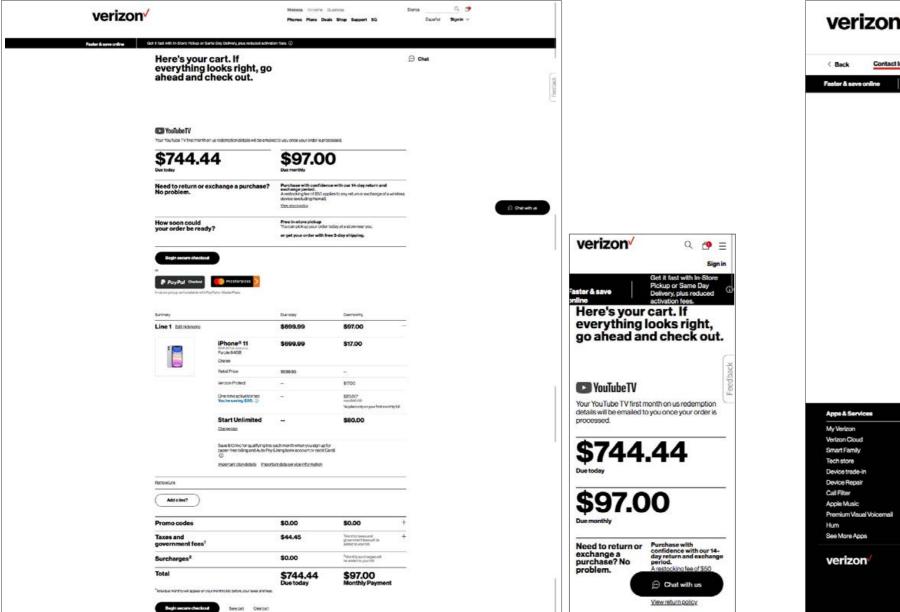


Verizon





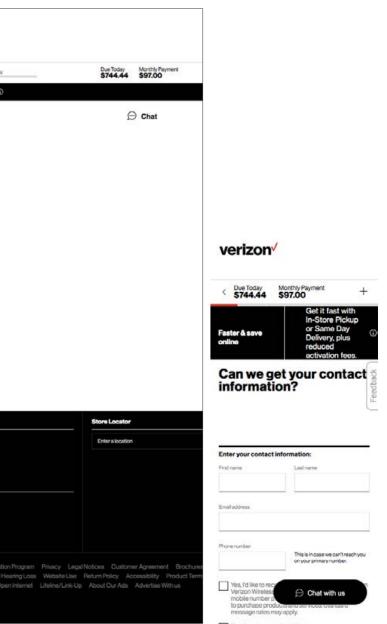
1. Verizon - Cart Page



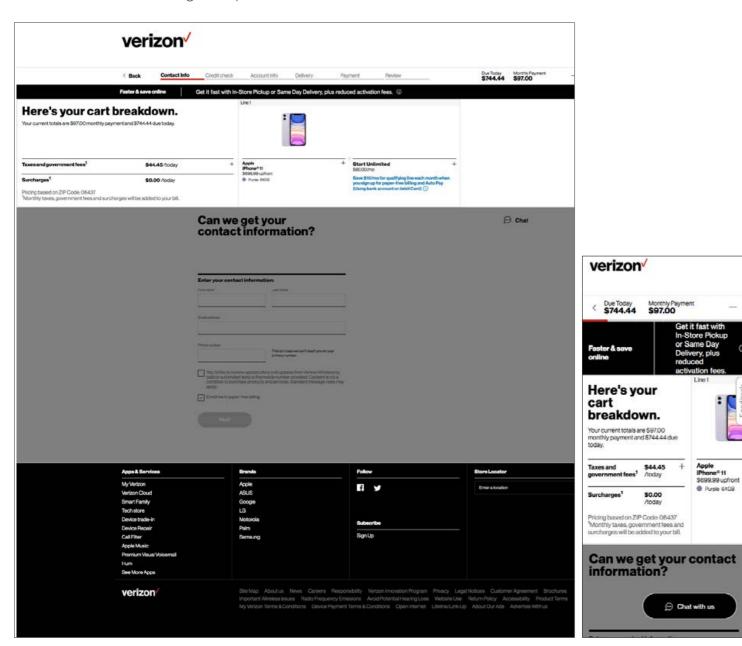
2. Verizon - Checkout Page

| Faster & save online | Get it fast with In-S | tore Pickup or Same Day Delivery, plu | s reduced activat |
|--|-----------------------|---|--------------------|
| | | | s requiced activat |
| | Can we contact | get your information? | |
| | Enter your contact | t information: | |
| | Firstname | Lastrane | |
| | | | |
| | Eveladores | | |
| | | | |
| | | | 100 |
| | Phone number | This is in case we can't reach you on you primary number. | * |
| | calls or automated | e special offers and updates from Verizon Wireles texts to the mobile number provided. Consent is n se products and services. Standard message rate | ota |
| | Envolme in paper-1 | ree biling | |
| Apps & Services | | Francis | Follow |
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| Smart Family Tech store | | G | |
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| Device Repair | F | taim | Subscr |
| | S | lamsung | Sign Up |
| Call Filter | | | |
| Call Filter Apple Music Premium Visual Voicemail | | | |





3. Verizon - Checkout Page - Expanded





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

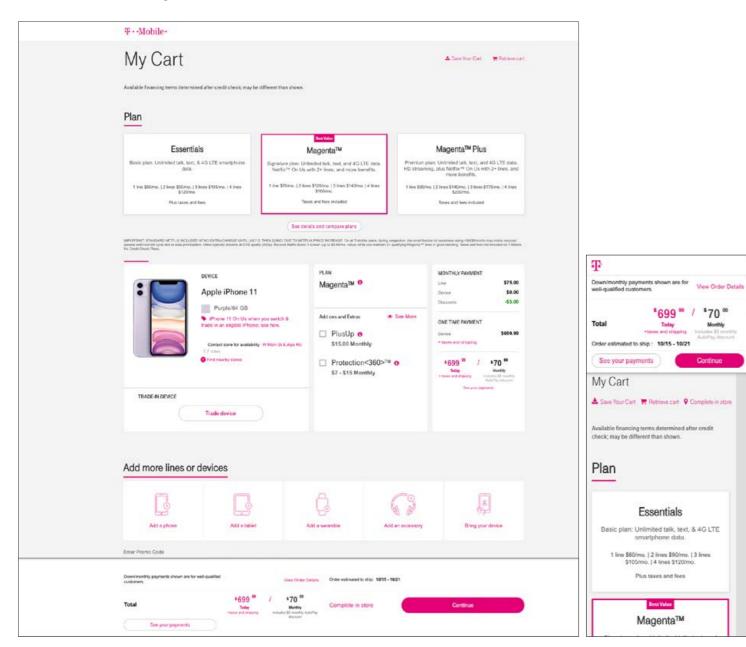
The more detailed price breakdown in the checkout process is a bit confusing with how it's laid out. The information is not stacked with a total at the bottom/ top, so it's a bit difficult to comprehend. It is especially confusing on mobile because the user has to swipe side-to-side to view the expanded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



T-Mobile-



1. T-Mobile - Cart Page



2. T-Mobile - Checkout Page

\$699 [∞] / \$70 [∞]

Monthly

Continue

Today +taxes and shipping line

Essentials

Plus taxes and fees

Best Value Magenta™

| \$699 ⁹⁹ Today + taxes and shipping. | / \$70 ⁰⁰ | (2 Gradit | | ♥ Complete in store | |
|--|----------------------------|---------------------------------|--|---------------------------|---|
| | Let's get started | I. | | | |
| | First Name* | M.I. | Last Name* | | |
| | Please Enter First Name | | Please Enter Last Name | | |
| | Email Address* | | Phone Number* | | |
| | Please enter email address | | Phone Number: () • | | ŦMobile. |
| | | | | | |
| | | | Next | | Penseulitis Coest/Duck Shipping and Re Payment |
| | | | Next d uses 33L to encrypt data going between your Web browser and the webels. e, disclose, and protect your information, see the T-Modular Privacy Policy | | Personal late Drust Druck Shipping and Re Payment Let's get started. |
| Needleste | Sugar For inter | | d uses SSL to encrypt data going between your Web browser and the website. | | Let's get started. |
| | | | d uses SSL to encrypt data going between your Web browser and the website. | \odot | Let's get started. |
| | vith your order? | | d uses SSL to encrypt data going between your Web browser and the website. | Call us 1-800-T-MOBILE | Let's get started. First Name* M. Please Enter Fir |
| Your T-Mobile rep w | vith your order? | nation about how we collect, ut | d uses 35L to encrypt data going between your Web browser and the website. | | Let's get started. First Name* M. Please Enter Fir Last Name* |



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

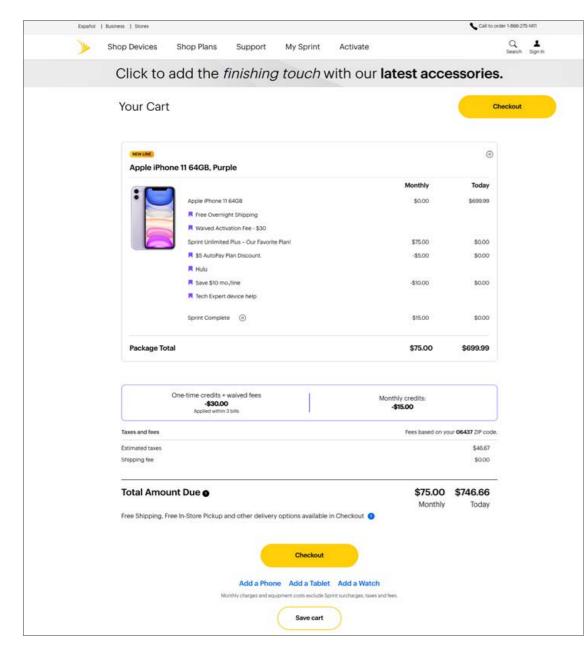
On mobile, the cart page has a "sticky header" that keeps the total "today" and "monthly" costs at the top of the screen. While the idea of this is helpful, the design execution is not very successful, as it takes up about half of the mobile screen at all times.







1. Sprint - Cart Page



2. Sprint - Checkout Page

Sign in Call to Order

 \otimes

Monthly Today

\$0.00 \$699.99

\$75.00 \$0.00

Click to add the

finishing touch with

our latest

accessories.

Apple iPhone 11 64GB.

Purple

Your Cart

NEW LINE

Apple Phone 11 64GB

Free Overnight Shipping

 Waived Activation Fee \$30

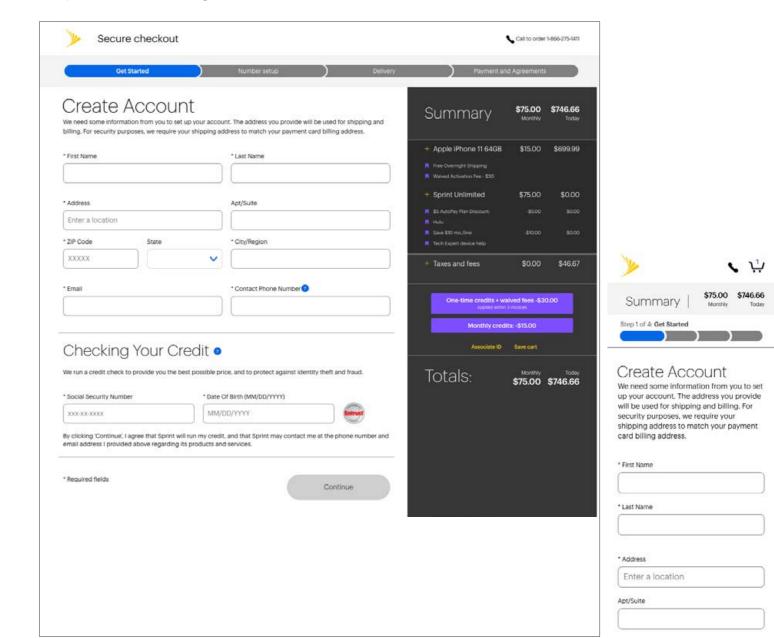
Sprint Unlimited Plus - Our

\$5 AutoPay Plan Discount. -\$5.00 \$0.00

Favorite Plant

B Hubi

Checkout







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.











FreedomPop











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



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