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SPECTRUM MOBILE

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

OCTOBER 14, 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 "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

**My cart** [Save cart](#)

**Wireless** [Edit](#) [Remove](#)

**LINE 1**

Apple iPhone 11 - 64GB - Purple	\$699.99
No annual contract	
AT&T Mobile Insurance	\$8.99/mo.
Activation fee (due on 1st bill)	\$30.00
Estimated sales tax	\$44.45
<b>PLAN</b>	
Unlimited &More(SM)	\$80.00/mo.
Includes \$35.00 Device Access Charge	
<b>Due today</b> <a href="#">See details</a>	<b>\$744.44</b>
<b>Due on 1st bill</b> <a href="#">See details</a>	
Monthly charges	\$88.99
One-time charges	\$30.00
<b>Subtotal</b>	<b>\$118.99</b>

[Got a promo code?](#)

Due today **\$744.44** Due monthly\* **\$88.99** One-time charges\* **\$30.00** [Check out](#)

[Feedback](#)

Find a store | About AT&T | Contact us | Feedback | Ver en español

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2. AT&T - Checkout Page

**Checkout**

**Account info**

**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

Contact phone number  Email address

Reach me by phone or text with information about my AT&T services. Examples include install and repair appointments, billing and account information, and customer satisfaction inquiries. Standard rates may apply.

**Billing address**

Address line 1

Address line 2 (required if applicable)

City

State  ZIP Code

[Add billing info](#)

**Delivery info**

**Wireless number selection**

**Credit info**

**Terms**

**Payment**

Due today **\$744.44** Due monthly\* **\$88.99** One-time charges\* **\$30.00** [Submit order](#)

**Checkout**

**Account info**

**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

Contact phone number

Reach me by phone or text with information about my AT&T services. Examples include install and repair appointments, billing and account information, and customer satisfaction inquiries. Standard rates may apply.

Due today **\$744.44** Due monthly\* **\$88.99** One-time charges\* **\$30.00** [Submit order](#)

COMPETITOR ANALYSIS:



## 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

verizon

Wiresless | Home | Business | Store

Phones | Plans | Deals | Shop | Support | 5G

Equi-Fi | Sign In

**Faster & save online** | Get it fast with In-Store Pickup or Same Day Delivery, plus reduced activation fees.

**Here's your cart. If everything looks right, go ahead and check out.**

Chat

**YouTube TV**  
Your YouTube TV first month on us redemption details will be emailed to you once your order is processed.

**\$744.44** Due today

**\$97.00** Due monthly


**Need to return or exchange a purchase? No problem.** Purchase with confidence with our 14-day return and exchange period. A restocking fee of \$50 applies to any return or exchange of a wireless device (excluding HomeKit). [View return policy](#)

**How soon could your order be ready?** Free in-store pickup. You can pickup your order today at a store near you, or get your order with free 2-day shipping.

**Shop secure checkout**

PayPal | Checkout | Mastercard

Summary

Line 1	Est. activation	Due today	Due monthly
 <b>iPhone® 11</b> 128GB Purple (64GB) Color		<b>\$699.99</b>	<b>\$17.00</b>
Retail Price		\$699.99	—
Verizon Protect		—	\$17.00
One-time activation fee You're saving \$30.		—	\$20.00* reduced
<b>Start Unlimited</b> Discussion		—	<b>\$80.00</b>
Save \$10/mo for qualifying line each month when you sign up for paper-free billing and Auto Pay Using bank account or debit Card. <a href="#">Important details</a> <a href="#">Important data service information</a>			

Remove Line

Add a line?

**Promo codes** \$0.00 \$0.00 +

**Taxes and government fees<sup>1</sup>** \$44.45 Monthly taxes and government fees will be added to your bill. +

**Surcharges<sup>2</sup>** \$0.00 \*Monthly surcharges will be added to your bill.

**Total** **\$744.44** Due today **\$97.00** Monthly Payment

\*Taxes are not shown until closer to your monthly bill date. †See return policy.

**Shop secure checkout** | Search | Cancel

verizon

Wiresless | Home | Business | Store

Phones | Plans | Deals | Shop | Support | 5G

Equi-Fi | Sign In

**Faster & save online** | Get it fast with In-Store Pickup or Same Day Delivery, plus reduced activation fees.

**Here's your cart. If everything looks right, go ahead and check out.**

Chat

**YouTube TV**  
Your YouTube TV first month on us redemption details will be emailed to you once your order is processed.

**\$744.44** Due today

**\$97.00** Due monthly


**Need to return or exchange a purchase? No problem.** Purchase with confidence with our 14-day return and exchange period. A restocking fee of \$50 applies to any return or exchange of a wireless device (excluding HomeKit). [View return policy](#)

**How soon could your order be ready?** Free in-store pickup. You can pickup your order today at a store near you, or get your order with free 2-day shipping.

**Shop secure checkout**

PayPal | Checkout | Mastercard

Summary

Line 1	Est. activation	Due today	Due monthly
 <b>iPhone® 11</b> 128GB Purple (64GB) Color		<b>\$699.99</b>	<b>\$17.00</b>
Retail Price		\$699.99	—
Verizon Protect		—	\$17.00
One-time activation fee You're saving \$30.		—	\$20.00* reduced
<b>Start Unlimited</b> Discussion		—	<b>\$80.00</b>
Save \$10/mo for qualifying line each month when you sign up for paper-free billing and Auto Pay Using bank account or debit Card. <a href="#">Important details</a> <a href="#">Important data service information</a>			

Remove Line

Add a line?

**Promo codes** \$0.00 \$0.00 +

**Taxes and government fees<sup>1</sup>** \$44.45 Monthly taxes and government fees will be added to your bill. +

**Surcharges<sup>2</sup>** \$0.00 \*Monthly surcharges will be added to your bill.

**Total** **\$744.44** Due today **\$97.00** Monthly Payment

\*Taxes are not shown until closer to your monthly bill date. †See return policy.

**Shop secure checkout** | Search | Cancel

2. Verizon - Checkout Page

verizon

Wiresless | Home | Business | Store

Phones | Plans | Deals | Shop | Support | 5G

Equi-Fi | Sign In

**Faster & save online** | Get it fast with In-Store Pickup or Same Day Delivery, plus reduced activation fees.

**Can we get your contact information?**

Chat

**Enter your contact information:**

First name  Last name

Email address

Phone number  This is in case we can't reach you on your primary number.

Yes, I'd like to receive special offers and updates from Verizon Wireless by calls or automated texts to the mobile number provided. Consent is not a condition to purchase products and services. Standard message rates may apply.

Enroll me in paper-free billing

Next

**Apps & Services**

- My Verizon
- Verizon Cloud
- Smart Family
- Tech store
- Device trade-in
- Device Repair
- Call Filter
- Apple Music
- Premium Visual Voicemail
- Hum
- See More Apps

**Brands**

- Apple
- ASUS
- Google
- LG
- Motorola
- Palm
- Samsung

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**Store Locator**

Enter a location

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verizon

Wiresless | Home | Business | Store

Phones | Plans | Deals | Shop | Support | 5G

Equi-Fi | Sign In

**Faster & save online** | Get it fast with In-Store Pickup or Same Day Delivery, plus reduced activation fees.

**Can we get your contact information?**

Chat

**Enter your contact information:**

First name  Last name

Email address

Phone number  This is in case we can't reach you on your primary number.

Yes, I'd like to receive special offers and updates from Verizon Wireless by calls or automated texts to the mobile number provided. Consent is not a condition to purchase products and services. Standard message rates may apply.

Enroll me in paper-free billing

Next

**Apps & Services**

- My Verizon
- Verizon Cloud
- Smart Family
- Tech store
- Device trade-in
- Device Repair
- Call Filter
- Apple Music
- Premium Visual Voicemail
- Hum
- See More Apps

**Brands**

- Apple
- ASUS
- Google
- LG
- Motorola
- Palm
- Samsung

**Follow**

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Subscribe

Sign Up

**Store Locator**

Enter a location

Site Map | About us | News | Careers | Responsibility | Verizon Innovation Program | Privacy | Legal Notices | Customer Agreement | Brochures | Important Wireless Issues | Radio Frequency Emissions | Avoid Potential Hearing Loss | Website Use | Return Policy | Accessibility | Product Terms | My Verizon Terms & Conditions | Device Payment Terms & Conditions | Open Internet | Lifetime/Link-Up | About Our Ads | Advertise With us



3. Verizon - Checkout Page - Expanded

**verizon**

Back **Contact Info** Credit check Account info Delivery Payment Review Due Today **\$744.44** Monthly Payment **\$97.00**

Get it fast with In-Store Pickup or Same Day Delivery, plus reduced activation fees.

**Here's your cart breakdown.**  
Your current totals are \$97.00 monthly payment and \$744.44 due today.

<b>Taxes and government fees<sup>1</sup></b>	<b>\$44.45 /today</b>	+	<b>Apple iPhone<sup>®</sup> 11</b> \$699.99 upfront ● Purple 64GB	+	<b>Start Unlimited</b> \$30.00/mo Save \$10/mo for qualifying line each month when you sign up for paper-free billing and Auto Pay (Using bank account or debit card)	+
<b>Surcharges<sup>1</sup></b>	<b>\$0.00 /today</b>					

Pricing based on ZIP Code: 06437  
<sup>1</sup>Monthly taxes, government fees and surcharges will be added to your bill.

**Can we get your contact information?** Chat

**Enter your contact information:**

First name  Last name

Email address

Phone number  This isn't your current phone number?

Yes, I'd like to receive special offers and updates from Verizon Wireless by email or automated texts to the mobile number provided. Consent is not a condition to purchase products and services. Standard message rates may apply.

Extend me to paper-free billing.

Next

**Apps & Services**  
My Verizon  
Verizon Cloud  
Smart Family  
Tech store  
Device Trade-In  
Device Repair  
Call Filter  
Apple Music  
Premium Visual Voicemail  
iHum  
See More Apps

**Brands**  
Apple  
ASUS  
Google  
LG  
Motorola  
Palm  
Samsung

**Follow**  
f t  
Subscribe  
Sign Up

**Store Locator**  
Enter a location

**verizon**  
Site Map About us News Careers Responsibility Verizon Innovation Program Privacy Legal Notices Customer Agreement Brochures Important Wireless Issues Radio Frequency Emissions Acid Potential Hearing Loss Website Use Return Policy Accessibility Product Terms My Verizon Terms & Conditions Device Payment Terms & Conditions Open Internet Lifetime Link Up About Our Ads Advertise With Us

**verizon**

Due Today **\$744.44** Monthly Payment **\$97.00**

Get it fast with In-Store Pickup or Same Day Delivery, plus reduced activation fees.

**Here's your cart breakdown.**  
Your current totals are \$97.00 monthly payment and \$744.44 due today.

<b>Taxes and government fees<sup>1</sup></b>	<b>\$44.45 /today</b>	+	<b>Apple iPhone<sup>®</sup> 11</b> \$699.99 upfront ● Purple 64GB
<b>Surcharges<sup>1</sup></b>	<b>\$0.00 /today</b>		

Pricing based on ZIP Code: 06437  
<sup>1</sup>Monthly taxes, government fees and surcharges will be added to your bill.

**Can we get your contact information?** Chat with us

COMPETITOR ANALYSIS:



## 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 BREAKDOWN 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.





1. Sprint - Cart Page

Español | Business | Stores Call to order 1-866-275-1411

Shop Devices Shop Plans Support My Sprint Activate Search Sign In

Click to add the *finishing touch* with our **latest accessories.**

### Your Cart Checkout

**NEW LINE** Apple iPhone 11 64GB, Purple

	Monthly	Today
Apple iPhone 11 64GB	\$0.00	\$699.99
Free Overnight Shipping		
Waived Activation Fee - \$30		
Sprint Unlimited Plus - Our Favorite Plan	\$75.00	\$0.00
\$5 AutoPay Plan Discount	-\$5.00	\$0.00
Hulu		
Save \$10 mo./line	-\$10.00	\$0.00
Tech Expert device help		
Sprint Complete	\$15.00	\$0.00
<b>Package Total</b>	<b>\$75.00</b>	<b>\$699.99</b>

One-time credits + waived fees **-\$30.00**  
Applied within 3 bills

Monthly credits: **-\$15.00**

**Taxes and fees** Fees based on your 06437 ZIP code.

Estimated taxes	\$46.67
Shipping fee	\$0.00

**Total Amount Due** **\$75.00** **\$746.66**  
Monthly Today

Free Shipping, Free In-Store Pickup and other delivery options available in Checkout.

**Checkout**

[Add a Phone](#) [Add a Tablet](#) [Add a Watch](#)

Monthly charges and equipment costs exclude Sprint surcharges, taxes and fees.

**Save cart**

2. Sprint - Checkout Page

Secure checkout Call to order 1-866-275-1411

Get Started | Number setup | Delivery | Payment and Agreements

### Create Account

We need some information from you to set up your account. The address you provide will be used for shipping and billing. For security purposes, we require your shipping address to match your payment card billing address.

\* First Name

\* Last Name

\* Address  Apt/Suite

\* ZIP Code  State  \* City/Region

\* Email

\* Contact Phone Number

**Summary** **\$75.00** **\$746.66**  
Monthly Today

- + Apple iPhone 11 64GB \$15.00 \$699.99
- Free Overnight Shipping
- Waived Activation Fee - \$30
- + Sprint Unlimited \$75.00 \$0.00
- \$5 AutoPay Plan Discount \$5.00 \$0.00
- Hulu
- Save \$10 mo./line \$10.00 \$0.00
- Tech Expert device help
- + Taxes and fees \$0.00 \$46.67

One-time credits + waived fees - \$30.00  
Applied within 3 invoices

Monthly credits: -\$15.00

Associate ID Save cart

**Totals:** **\$75.00** **\$746.66**  
Monthly Today

### Checking Your Credit

We run a credit check to provide you the best possible price, and to protect against identity theft and fraud.

\* Social Security Number  \* Date Of Birth (MM/DD/YYYY)

By clicking 'Continue', I agree that Sprint will run my credit, and that Sprint may contact me at the phone number and email address I provided above regarding its products and services.

\* Required fields **Continue**

**NEW LINE** Apple iPhone 11 64GB, Purple

	Monthly	Today
Apple iPhone 11 64GB	\$0.00	\$699.99
Free Overnight Shipping		
Waived Activation Fee - \$30		
Sprint Unlimited Plus - Our Favorite Plan	\$75.00	\$0.00
\$5 AutoPay Plan Discount	-\$5.00	\$0.00
Hulu		

**Summary** | **\$75.00** **\$746.66**  
Monthly Today

Step 1 of 4: Get Started

**Create Account**

We need some information from you to set up your account. The address you provide will be used for shipping and billing. For security purposes, we require your shipping address to match your payment card billing address.

\* First Name

\* Last Name

\* Address

Apt/Suite



## 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).

