

WIRELESS 3-PLATFORM COMPARISON STUDY (DIGITAL OBSERVATION)

INSTRUCTIONS • QUESTIONNAIRE

- This is an anonymous Digital (website or app) mystery shop/research study.
- You will either be assigned a digital-personal computer or digital-phone app scenario.
- You will visit the digital platform for 3 different providers in the same day (no exceptions).
- The purpose is to explore each provider's digital platform and evaluate navigation, phone & plan selection, trade-in/promotion options, and support/customer engagement.
- You will pose as a new customer and select a phone(s)/plan based on your own wireless needs, add your selection to the cart, and evaluate cart content and accuracy.
- After completing the observations on each platform, you will cancel your cart selections.
- No purchase is required and you will not be reimbursed for any purchase made.
- After exploring the 3 digital platforms, you will submit 4 questionnaires in the following order:
 - Report #1 = Observations of provider #1's platform (63 questions)
 - Report #2 = Observations of provider #2's platform (same 63 questions)
 - Report #3 = Observations of provider #3's platform (same 63 questions)
 - Report #4 = Provider platform ranking (56 questions)
 - A screenshot of your cart is required to be uploaded with each provider report.
- You will receive 4 shop confirmations for this assignment (one for each required segment).
- Exploration of each website or app is expected to take 20-40 minutes.
- If you accept the assignment, you are agreeing to explore the digital platform via your assigned scenario for all 3 providers on the same day, make all required observations, and fill out all 4 questionnaires for payment to be made.
- Screenshots of phone and plan estimated costs are required.



Before You Begin

- Confirm your assigned scenario
- Plan to explore all 3 sites same day
- Have a timing device to record timing
- Take detailed notes
- Print the checklist to ensure all required observations are made



Don't Forget!

- Explore the platforms using your assigned scenario (phone or computer)
- Use the checklist to make the required observations for each step
- Pose as a new customer seeking a new provider for a phone & plan purchase



General Requirements

- Digital Phone App Scenario: AFTER you complete the steps on the app, you may need to create a new account. Do not use a phone that is already linked to an account with the same service provider you are calling.

- Digital Personal Computer: AFTER you complete the steps on the website, you may need to create a new account.
- Do not request the shop if you cannot explore all 3 providers' platforms on the same day.
- Read all instructions and both questionnaires before you begin exploring the platforms.
- You will receive 4 shop confirmations and fill out 4 reports (1 for each shop confirmation).
- Check your shop confirmation emails for:
 - The scenario you are assigned:
 - i. Scenario 1: Digital Phone App (requires you to download the app to your phone)
 - ii. Scenario 2: Digital Personal Computer (requires you to visit the site on a computer)
 - The date you selected to explore all 3 platforms.
- Plan plenty of time to explore all 3 provider platforms on the same day, no exception.
- Complete all required observations alone and without distractions around you.
- If you have any issues preventing you from exploring all 3 platforms (or other issues), notify your scheduler before submitting any of the reports.
- No purchase is required. Any purchases or contract you agree to will not be reimbursed.
- Submit all 4 reports to shopperhub.cxgroup.com within 12 hours of completion.
 - Submit the 3 observation reports AFTER reviewing each one (BEFORE exploring the next).
 - Submit the provider ranking report LAST.
- Retain all documentation for six months following your shop.
- You or your immediate family cannot have worked for the companies you are shopping.



Shop Instructions

- Use the table checklist below to make observations at each step: [Click here](#) to print the checklist.
- Record how long it takes for the landing page to load in mm:ss (ex. 00:15).
- Also, make note if it takes more than 3 seconds for any page to load.
- Pose as a new customer switching providers (explore a new phone and trade-in option).
- Make the same phone selection on all 3 calls and add it to the cart (delete the cart at the end).
- Take detailed notes while exploring each platform to help you submit accurately (critical).
- Take a screenshot of the phone selected with the payment cost showing.
- Take a screenshot of your cart showing the total amount due today and any cost required up front.
- If you are scheduled 'Scenario 1: Digital Phone App', download the app for all 3 providers to complete the shop:
- If you are scheduled 'Scenario 2: Digital Personal Computer scenario', visit the website listed in the checklist under Step 1/Scenario 2 for all 3 providers.

Shop Checklist

Step #1: Interact with the provider via your assigned scenario

Scenario 1: Digital-Phone App

- Go to your app store and download the provider's app to your phone.
- Conduct all required observations using the app on your phone only.
- View the site in both portrait and landscape
(Do not use a personal computer)

Scenario 2: Digital-Personal Computer

- Go to the provider's URL/website:
 - For AT&T, go to: att.com
 - For T-Mobile, go to: t-mobile.com
 - For Verizon, go to: verizon.com
- Conduct all required observations using a laptop or desktop
(Do not use a phone or tablet)

Step #2: Make the required Landing Page & Navigation observations

1. ☐ Record the time it takes the main home page (landing page) to load in minutes and seconds.
2. ☐ Find the section to create an account/sign-up and note how easy (or difficult) it is to locate.
Create an account AFTER you build your cart to see if it is required to check out; otherwise, not required.
3. ☐ Make note if the home page clearly featured a recently launched device (i.e., iPhone 17, Samsung, Galaxy 2, etc.).
4. ☐ Make note of the visual appeal and modern feel of the home page. *You will compare and rank the look and feel of each platform when you submit your platform ranking questionnaire.*
5. ☐ Make note if internet banners or icons are visible on the main home page.
6. ☐ Make note of how easy (or difficult) it is to navigate to the 'deals' or 'offers' details.

Step #3: Make the required Phone Selection observations

1. ☐ Explore the phone filtering options to look up specific brands, prices, and features you are interested in and note the ease of use. *Make note how many clicks it takes to see the details of a specific phone model.*
2. ☐ Choose a phone(s) and make note of the available pictures of the device(s) – did you get a 360-degree view of what it looks like?
3. ☐ Change the color of the selected phone and confirm if the phone picture changes color.
4. ☐ Make note if the full retail price vs. the monthly installment price of the phone is clear.
5. ☐ Take a screenshot of the selected phone with the cost associated.
6. ☐ Look for a pre-owned and/or refurbished/used option and make note of how easy (or difficult) it is to find them.
7. ☐ Review phone promotion details and make notes on how easy (or difficult) they are to understand. *If multiple phone promos were available, did the site explain which was better or apply the better offer to your cart?*
8. ☐ Note if there is an option or tool to compare the selected device against other models.
9. ☐ Look for the technical specifications of the selected phone(s) and make note how easy (or difficult) it is to find and understand them.

10. ☐ Note if it is clear whether the selected phone(s) is in stock or not.
11. ☐ Note if customer ratings are clearly visible when you click on a phone page to see the details.
12. ☐ Make note if the site suggests compatible accessories (e.g., cases).

Step #4: Make the required Plan Selection observations

1. ☐ Count the number of service plans presented as an option and make note if the differences are clear (e.g., entry-level vs premium). *Look for the plan options if they are not clear.*
2. ☐ Look for a tool or 'help me choose' option that matches your needs to a specific plan.
3. ☐ If your household needs multiple lines, note if a multi-line discount is reflected & easy to confirm.
4. ☐ Look for plan benefits (streaming, hotspot, etc.) and note how easy (or hard) they are to find.
5. ☐ Look for device protection options and note how clearly (or difficult) they are to find.
6. ☐ Change a couple of initial selections and watch the total monthly price to confirm if pricing updated in real time.
7. ☐ Look for an 'auto-pay' or 'bring your own device' discount. *If offered, select one of the options and note if the discount is applied in the total price or only mentioned in fine print.*
8. ☐ Look for the fine print (taxes, fees, etc.) for the device/plan. Make note if they are easy to find.
9. ☐ After you added a phone to your cart, look for a tool or way to estimate the taxes based on your location/zip code.
10. ☐ Take a screenshot of the selected phone with the cost associated.
11. ☐ Confirm whether same-day delivery is an option to your address.

Step #5: Make the required Trade-In & Promotion observations

1. ☐ Make note if a device trade-in offer is mentioned & if multiple device trade-ins are possible. *If yes, go through the process to see what a trade-in would be worth and add a trade-in to your cart.*
2. ☐ Make note whether it was easy (or difficult) to find a trade-in estimator & if the questions to determine the trade-in amount are clear. *Look for a way to save your trade-in quote for later.*
3. ☐ After adding the trade-in offer to your cart, check your total to see if the promotional discount is clearly shown. *Determine if the discount applied matches the trade-in offer.*
- 4a. ☐ Make note if any unexpected add-ons are forced into your cart (e.g., insurance, accessories).
- 4b. ☐ Determine if there is a line-item cost for the total monthly bill (device payment + service plan + protection + surcharges).

Step #6: Make the required Support & Engagement observations

1. ☐ Toward the end of your platform review, use the chat bot or live chat feature to ask a basic question related to a phone or plan. *Note if a chat session automatically pops up during the session.*
Example questions:
 - Do you have good reception in [your city/state/zip]?
 - Can I keep my current phone number?
 - How long does it take to activate my new service?
 - Are there activation fees or setup costs?
2. Confirm whether you saw the following:

- ☐ 'Click to call' button for phone support
- ☐ FAQ or Help section
- ☐ Guest checkout option without logging into an account

Step #7: Submit all 4 reports within 12 hours of the visit

- Take your time submitting reports and accurately enter the results (critical).
- Take good notes after exploring each app/website.
- Submit the 3 platform reports BEFORE filling out the 3-way ranking report. This is to allow you to think through all aspects of each experience before ranking the platforms.
- Upload a screenshot of the page showing the phone you select with the cost options.
- Upload a screenshot of your cart showing the selected options and cost breakout.



DIGITAL OBSERVATION QUESTIONNAIRE

Shop date:

Start time:

End time:

Store Information

1. Retailer for this questionnaire:

☐ AT&T

☐ Verizon

☐ T-Mobile

Landing Page & Initial Navigation

2. How long did it take for the landing page to fully load?

Required format: MM:SS (example: 00:10).

3. How easy was it to find the sign-up option for a new customer?

This refers to the ease in which it was to find the option to set up an account.

☐ Very easy (it was right there)

☐ Difficult (it was hard to find)

☐ Somewhat easy (I had to look around a bit)

☐ I could not find it at all

☐ Neither easy nor difficult

4. Was there a promotion clearly featured on the homepage for a recently launched device (e.g., iPhone 17, Samsung Galaxy 2, etc.)?

☐ Yes

☐ No

5. How many clicks did it take to reach a specific phone model?

6. How easy was it to navigate to the 'deals' or 'offers' details?

☐ Very easy (it was right there)

☐ Difficult (it was hard to find)

☐ Somewhat easy (I had to look around a bit)

☐ I could not find it at all

☐ Neither easy nor difficult

7. Did the site offer a 'Guest Checkout' or immediate path for prospects without logging in?

☐ Yes

☐ No

8. Rate the visual appeal and modern feel of the homepage:

☐ Very modern and visually appealing

☐ Somewhat outdated

☐ Modern and visually appealing

☐ Very outdated

☐ Neutral/acceptable

9. Were 'Home Internet' banners or icons visible on the main page?

☐ Yes

☐ No

10. Did the navigation menu feel cluttered?

☐ Yes

☐ No

11. If you were required to set up an account to check out, how much friction did the account

creation step add to your shopping experience?

☐ None at all

☐ A little

☐ A moderate amount

☐ A lot

☐ An extreme amount

☐ N/A – not required to set up an account to check out

Device Selection & Discovery

12. How easy was it to use the device filtering system to look up brand, price, and features of specific devices?

☐ Very easy

☐ Somewhat easy

☐ Neither easy nor difficult

☐ Difficult

☐ Very difficult

13. Were high-quality images and 360-degree views available for the chosen device?

This is related to pictures of the device(s) on the website. (For example, were you able to see the device(s) front to back via the images available?)

☐ Yes

☐ No

14. Did selecting a color change the preview image instantly?

☐ Yes

☐ No

☐ N/A – no color choice on the device selected

15. Was the 'full retail price' versus the 'monthly installment' price clear?

Upload a screenshot of the page showing the phone you selected with the cost associated.

☐ Yes

☐ No

16. Were you able to easily find 'pre-owned' or 'certified refurbished' options?

☐ Yes

☐ No

17. Were promotion details easy to understand?

☐ Yes

☐ No

18. If you selected a device with a conflicting promotion option running (e.g., a 'free device' promo vs. a 'trade-in' promo), did the site clearly explain which was better or which would be applied?

An example of a conflicting promotion would be a 'free' device promotion that requires a trade-in.

☐ Yes

☐ No

☐ N/A – no conflicting promotion

19. Did the site offer a tool to compare the chosen device against other models?

☐ Yes

☐ No

☐ Unsure

20. How easy was it to find the technical specifications of devices?

☐ Very easy

☐ Somewhat easy

☐ Neither easy nor difficult

☐ Difficult

☐ Very difficult

21. How easy was it to understand the technical specifications of devices?

☐ Very easy

☐ Somewhat easy

☐ Neither easy nor difficult

☐ Difficult

☐ Very difficult

22. Was the inventory status clearly stated (e.g., in stock vs. backordered)?

☐ Yes

☐ No

23. When you selected a device to look at, were customer reviews or ratings visible on the device page?

☐ Yes

☐ No

24. Did the site suggest compatible accessories (e.g., cases)?

☐ Yes

☐ No

Plan Selection & Value Proposition

25. How many mobile service plans were presented during the flow?

This is the total number of plan options presented to you during the plan selection process.

☐ 1

☐ 4

☐ 2

☐ 5 or more

☐ 3

26. Were the differences between plans clear (e.g., entry-level vs. premium)?

☐ Very clear

☐ Not clear

☐ Clear

☐ Not at all clear

☐ Somewhat clear

27. Did the site offer a 'help me choose' quiz or something similar to match your data usage or device preferences to a specific plan?

☐ Yes

☐ No

28. If multiple lines were added, was a multi-line discount (e.g., 4 lines for \$120) immediately reflected and easy to confirm)?

☐ Yes

☐ N/A - multi-lines were not added

☐ No

29. Were plan benefits (e.g., streaming, hotspot, etc.) easy to identify?

☐ Yes

☐ No

30. Were device protection options clearly displayed?

Ex: Insurance or replacement protection.

☐ Yes

☐ No

31. Was the total monthly price (device + plan) updated in real-time as you made selections?

☐ Yes

☐ No

32. Were 'auto-pay' or 'bring your own device' discount opportunities mentioned?

☐ Yes

☐ No

33. Was an 'auto-pay' or other discount clearly reflected in the total price, or was it only mentioned in the fine print?

☐ Clearly reflected

☐ Unsure

☐ Only mentioned in the fine print

34. How easily accessible was the 'fine print' (taxes, fees, etc.)?

☐ Very easy

☐ Somewhat easy

☐ Neither easy nor difficult
☐ Difficult

☐ Very difficult

35. When you added a phone/plan to your cart, was there a way to estimate your taxes based on your location/zip code?

Upload a screenshot of your cart showing the selected phone/plan option and cost breakout.

☐ Yes

☐ Unsure/could not tell

☐ No

36. Were cross-sell offers (home internet, accessories, or protection) presented as a helpful addition or as an intrusive barrier to the checkout flow?

☐ Helpful addition

☐ N/A – did not notice cross-sell offers

☐ Intrusive barrier

37. Was a same day delivery option available for your selection/address?

☐ Yes

☐ No

38. Rate the level of 'information overload' when choosing a plan.

☐ None at all

☐ A lot

☐ A little

☐ An extreme amount

☐ A moderate amount

Trade-in & Promotion Flow

39. Was a trade-in offer mentioned during the device selection process?

☐ Yes

☐ No

40. How easy was it to find the trade-in value estimator?

☐ Very easy

☐ Difficult

☐ Somewhat easy

☐ I could not find it at all

☐ Neither easy nor difficult

☐ N/A – no trade-in offer mentioned

41. Were the questions to determine trade-in condition clear?

☐ Yes

☐ N/A – no trade-in offer mentioned

☐ No

42. Did the cart clearly show the promotional discount that would be applied for a trade-in?

☐ Yes

☐ N/A – no trade-in offer mentioned

☐ No

43. Did the promotion that you were eligible for match the actual offer amount in the cart?

☐ Yes

☐ N/A – no trade-in offer mentioned

☐ No

44. Did the site allow for multiple device trade-ins?

☐ Yes

☐ Unsure

☐ No

☐ N/A – no trade-in offer mentioned

45. Was there an option to save your trade-in quote for later?

☐ Yes

☐ N/A – no trade-in offer mentioned

☐ No

46. Were there any unexpected 'add-ons' (insurance, accessories, etc.) forced into the cart?

☐ Yes

☐ No

47. Did the site provide a clear, line-item breakdown of the 'monthly total' (e.g., device payment + service plan + protection + surcharges) before the credit step?

☐ Yes

☐ No

Support & Engagement

48. Did a chat bot or live chat option pop up while you were on the site?

☐ Yes

☐ No

49. If yes, was the chat invitation helpful, or did it block critical next steps or buy options?

☐ Helpful

☐ N/A – I did not see a chat bot or live chat

☐ Blocked critical next steps or buy options

50. Did the chat bot or live chat successfully answer a basic question?

☐ Yes

☐ N/A – I did not see a chat bot or live chat

☐ No

51. Was there a 'click to call' button for phone support?

☐ Yes

☐ No

52. Was there an 'FAQ' or 'Help' section?

☐ Yes

☐ No

53. Did any page take longer than 3 seconds to load?

☐ Yes

☐ No

54. Did the site 'auto scroll' you to the top after an error?

☐ Yes

☐ N/A – no error occurred

☐ No

55. Were all hyperlinks functional (no 404 errors)?

☐ Yes

☐ No

56. Were there any intrusive 'pop-up' surveys displayed while you were on the site?

☐ Yes

☐ No

57. Mobile only: Did the site work equally well in portrait and landscape?

☐ Yes

☐ N/A – desktop scenario

☐ No

58. Mobile only: Were all buttons and input fields (like zip code) easy to tap without zooming in?

☐ Yes

☐ N/A – desktop scenario

☐ No

59. Did the site time out too quickly during your session?

☐ Yes

☐ N/A – did not time out

☐ No

60. Did the site remember your cart if you refreshed the page?

☐ Yes☐ No☐ N/A – did not refresh the page

61. Rate the overall ease of navigation without using a search bar:

☐ Very easy☐ Somewhat easy☐ Neither easy nor difficult☐ Difficult☐ Very difficult

62. Based on your experience with the app/website, how likely are you to recommend this carrier's products or services to a friend or family member?

☐ Very likely☐ Likely☐ Neither likely nor unlikely☐ Not likely☐ Not at all likely

63. Please provide feedback regarding your overall shopper experience or share anything that was surprising or unexpected about your interaction that influenced your overall perceptions.

END OF QUESTIONNAIRE