



# 4You. 4Me. 4Life. Sprint 4G.

*Revolution Experience*

Theme 1 ALL

# Purpose

- > **Help Visualize how the assets on the 4G business site will work together**
  - > Show how the Videos (Two West), Animated case stories (Weber), and supporting content (case studies, white papers, fact sheets) (Weber) all might work together and might be displayed visually
- > **Further discuss ‘call-to-actions’ to best meet the desired Sprint goal and user experience**

# Agenda

## *Provide recommended 'level' of balanced asset support per solution*

- > *Content available vs what to use*

## *Share organization options for the experts to consider*

- > *Background considerations influencing direction*
- > *Organization options:*
  - > *Landing page*
  - > *Sub-pages*
  - > *Sub-section navigation*

## *Call to action discussion*

- > *Background from other sites, business groups, and competition*
- > *Potential ways to apply*

## *Next Steps*

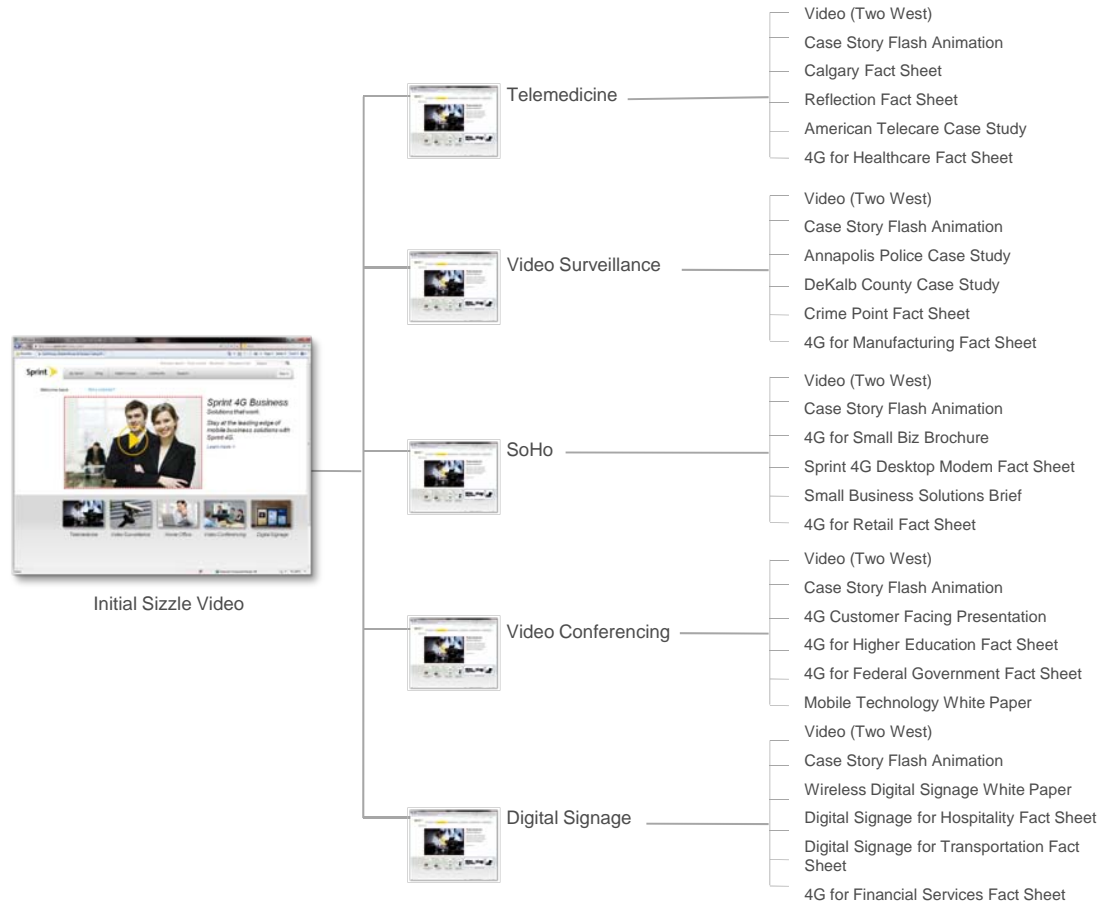
# Amount of Asset Support Content per Solution

For each of the 5 solutions, there will be a consistent amount of support content to further educate and validate customers decisions.

Business Landing Page

Solutions

Assets / content to Support Solutions



Goal is to **support each solution consistently, with a similar mix of compelling assets** ... **note:** not all solutions have as much content, to avoid holes or expose gaps, we recommend to go with the lowest common denominator

# Considerations / Influences of Organization

Currently many different online 'faces' of Sprint. Quickly reviewed to take stock of how the 4G brand and business is being depicted ... ideal solution will be viewed as

## Sprint Sites Analyzed

Current Sapient Wireframes



Sprint Business



Sprint 4G



Now Network



Small Business



Convergence Solutions



HTC EVO 4G



## High-level Observations

- **Lot of similar, yet different looks and messages available**
- **Site Layout / Design**
  - Staging area and frames to display content and videos
  - Device focus on 3 out of the 6 sites
  - Interactive focus on 4 out of the 6 sites
  - Videos played differently (play on their own, have to click through)
- **Content**
  - More visual than content focused
  - Showcases devices and pricing on 3 out of 6 sites
  - Business specific content is high-level and promotes clicking for details
- **Call to Action**
  - NO call to action (2 out of 6)
  - Have to search to find call to action
  - Direct to the device ordering page (3 out of 6)

## Strengths to Leverage

- **Site Layout / Design**
  - Easy to navigate with content and videos in frame, keeps customer's attention
  - Easy to focus on most important aspect of site with staging area
- **Content**
  - Clear, concise and to the point. Does not bog down the message
  - Right amount of content to keep customer interested
- **Call to Action**
  - Good to have the email to a colleague option, provides an innovative way to engage customers

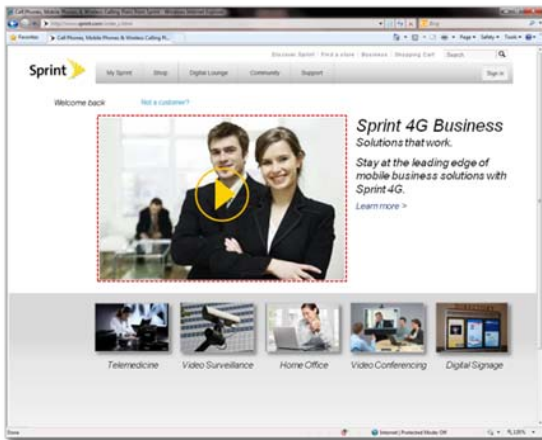
## Areas to Avoid

- **Site Layout / Design**
  - Too much going on, can be distracting. Need to keep it simpler so it is easier to navigate
  - Device focus too heavy. Need to keep the focus on the solutions and benefits with the video
- **Content**
  - Too much clicking to get to more information, risk losing interest of customer. Need to simplify
- **Call to Action**
  - Not clear enough, or easy to find
  - Should have more options than just a link to the product ordering page

# Landing Page

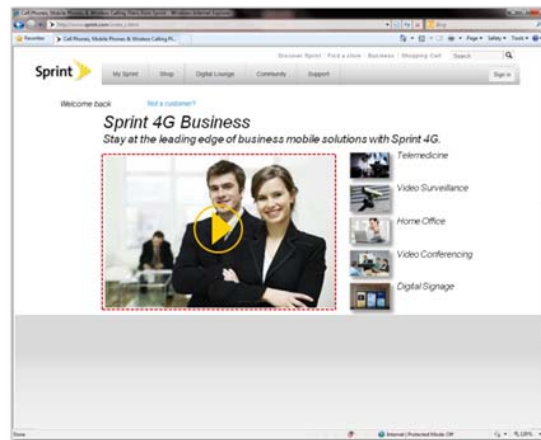
The initial business landing page can be handled multiple ways, the keys are to grab and hold user attention and to introduce and provide access to the other solutions

## Option 1



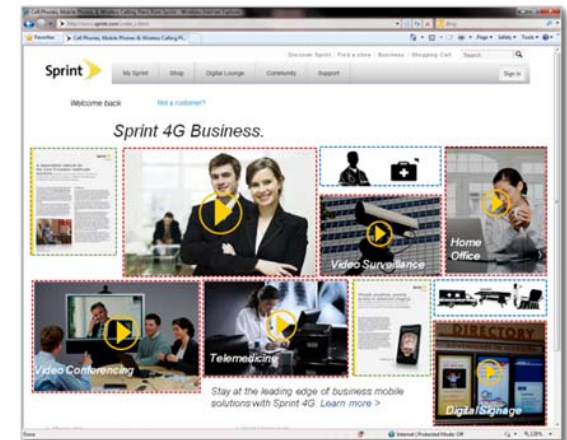
Simplified solution with only the spotlight up in the 'stage area, and supporting content and links below in the grey area

## Option 2



Solution keeping everything above the horizontal line, jumping into solution sections is done via choices on right hand side

## Option 3



Everything on one page, user can launch main video or engage any nuggets of content just by click on that section

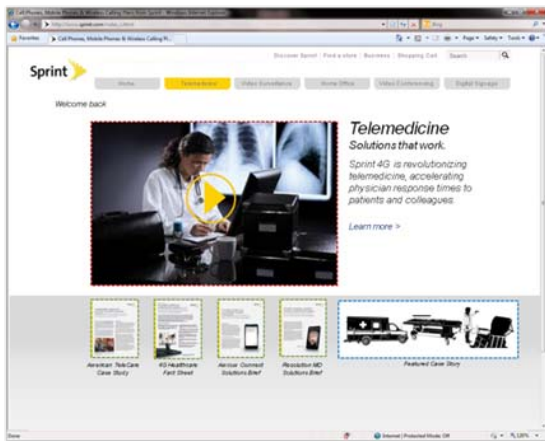
Similar in design to other Sprint 4G site (boxes)

Sprint 4G site  
Adidas.com

# Solution Landing Page

The solution landing pages are to spotlight key compelling features, **validate their decision with additional detail, and make it possible for users to act on (call-to-action)**

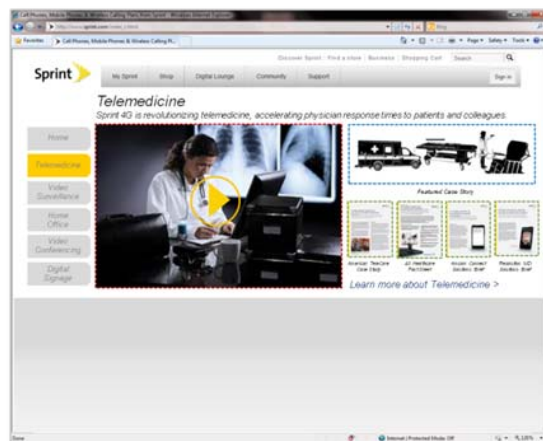
## Option 1



Viewable source is providing in the 'stage area', remaining options are below the horizontal line to keep it simple

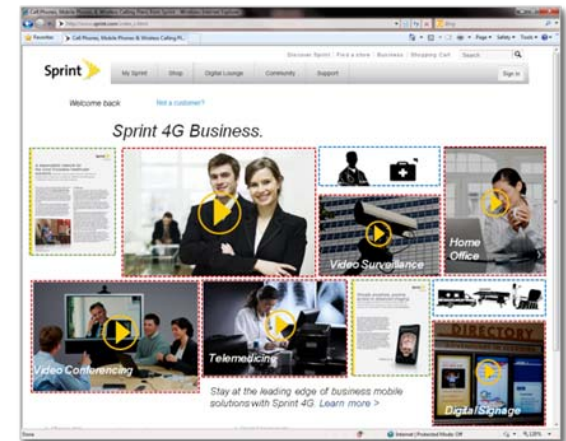
Sub-navigation is required to jump back to main page or other sections

## Option 2



Solution spotlight displaying everything for solution pages, provides sub-navigation back to other sections

## Option 3



No dedicated solution landing page needed, everything is always available ... need to scroll left or right depending

# Option 1: Highlights and Key Elements

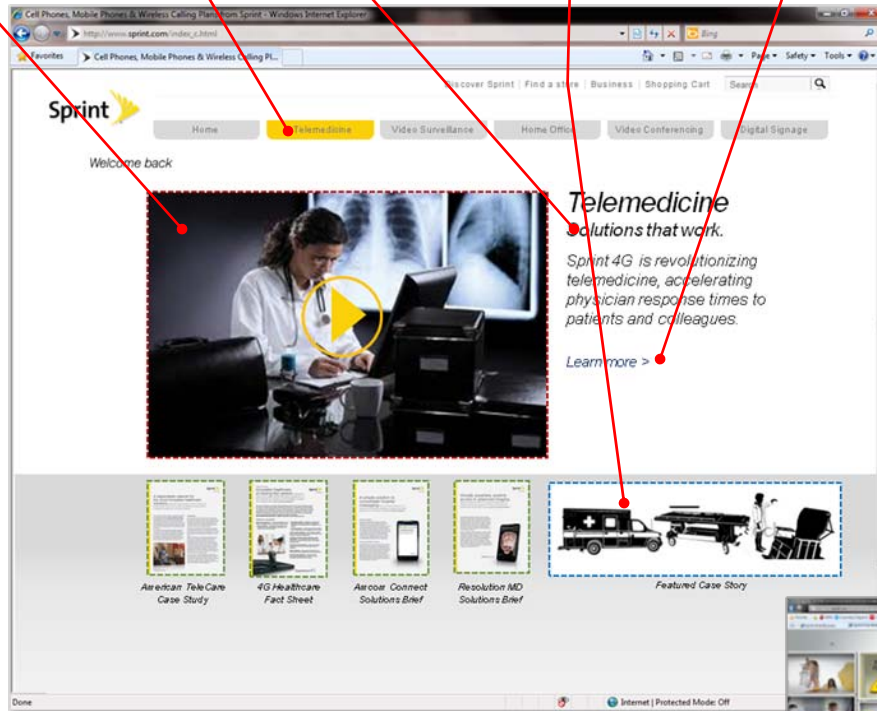
Stage area to showcase video or content source

Sub navigation to jump into different solution sections

Brief content overview / description

Consistent access to supplemental content (case studies, whitepapers, fact sheets)

Call to action



## Layout / Design:




- Similar layout to "What Can You Do With 4G" site with stage and framing
- Falls within a similar structure to initial mock up provided by Sapient
- Uses main staging area for featured video to keep customer focus
- Headline is at top and prominent above video to grab customer's attention
- Utilizes frames to display content to make site easy to navigate

## Content:

- Action-oriented like on 4G site, to keep customer on the site and get them to follow through with call to action
- Content briefly describes the video, animation and links to case studies, so customer can decide if they want to dive deeper
- Case studies, fact sheets and solutions briefs provide a deeper look into solution if customer is looking for more information

## Call to Action:

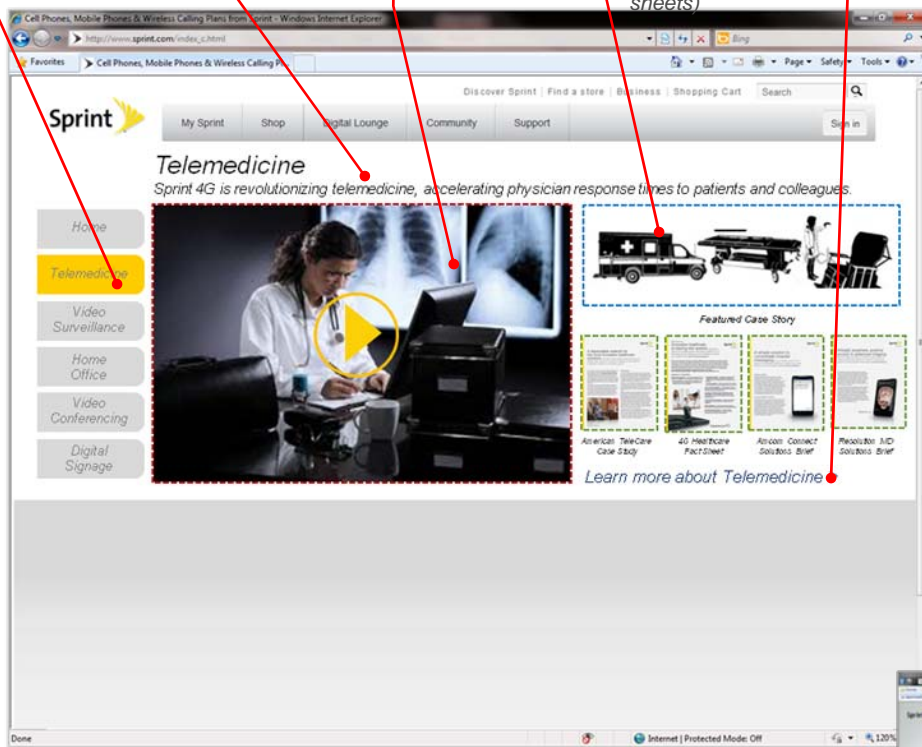
- Link displayed at the bottom of the page
- Clear, concise and simple to engage

-  Featured Video (Two West)
-  Animated Case Story (Weber)
-  Supplemental Content Collateral (Weber)



# Option 2: Highlights and Key Elements

- Sub navigation to jump into different solution sections
- Brief content overview / description
- Stage area to showcase video or content source
- Consistent access to supplemental content (case studies, whitepapers, fact sheets)
- Call to action



## Layout / Design:

- Similar simple layout to small biz site, doesn't overwhelm customer
- Staging area is split up with the video to the left and the animation and case studies on the right. The video is prominent, and the animation and case studies provide supporting information
- Headline is at the center and prominent next to the video
- Utilizes frames to display the content

## Content:

- Brief content describes the video, animation and case studies, just like the small biz site to keep focus on benefits and solutions
- Case studies, fact sheets and solutions briefs provide a deeper look into the solution, if the customer is interested

## Call to Action:

- Link displayed in between video and animation to capture customer's attention no matter where they are looking on the site
- Clear, concise and simple to get customer to take action

- Featured Video** (Two West)
- Animated Case Story** (Weber)
- Supplemental Content Collateral** (Weber)



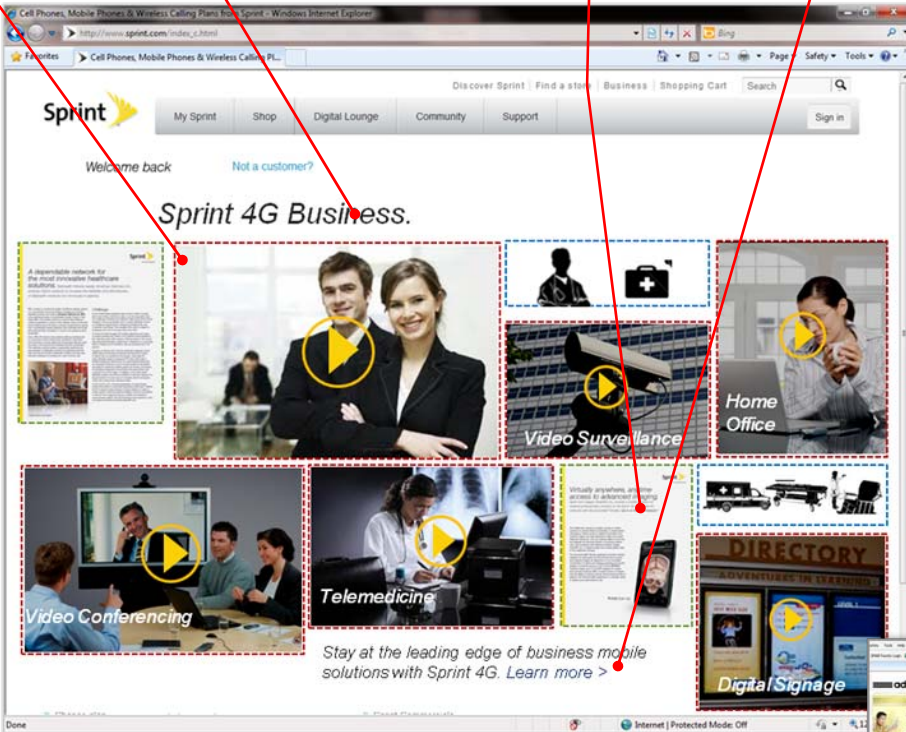
# Option 3: Highlights

Stage area to showcase video or content source

Brief content overview / description

Consistent access to supplemental content (case studies, whitepapers, fact sheets)

Call to action



## Layout / Design:

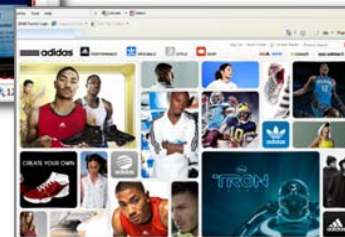
- Main staging area displays each of the solutions, eliminates customer having to click around the site and risk losing their interest
- Solutions will be interactive when mouse scrolls over
  - Will have links to the video, animation, case studies and call to action, gives customer power to choose what they want to look at
  - See adidas.com for example (screenshot below)
- Headline is at the top left, grabs customer's attention but keeps it separate and stands out from framed solutions
- Utilizes frames to display the content, to keep site organized and easy to navigate

## Content:

- Brief and concise content on main page keeps the focus on the solutions

## Call to Action:

- Will be located on the main page
- Will also be linked from each solution for smooth transition from each tactic and video
- Clear, concise and simple to engage customers



- Featured Video (Two West)
- Animated Case Story (Weber)
- Supplemental Content Collateral (Weber)

# Call to Action research and observations

Call to action is handled many different ways depending on the audience and medium ... it is also done differently by the competition. Below is brief inventory and observations of how

## **Sprint sites and business collateral:**

Below is a list of the different calls to action used by other Sprint sites, and the business collateral

- Visit a store near you
- Call a Sprint rep
- Fill out a rep contact form
- Visit [sprint.com/business](http://sprint.com/business)
- Visit the Sprint Shop online for ordering
- "Contact Us" tab at top of web page for phone numbers and email addresses
- Register your email address with the site for future information
- Visit the support page on [sprint.com](http://sprint.com)
- Email colleague case studies/white papers

## **Competitor sites:**

Observations of competition online experience

- Verizon: **Live chat** option with rep while on the site
- AT&T: Email inquiry or business call center
- T-Mobile: Business call center or rep locator

## **Analysis:**

- Most are not clear call to action on websites
- User has to search to find many of the calls to action on the websites
- Call to action does not exist at all on some sites (2 out of the 6)
- Sprint collateral calls to action are located on the bottom of all collateral, and clearly direct customers to contact their Sprint rep or to the [sprint.com/business](http://sprint.com/business) site

## **Analysis:**

- Live chat provides an immediate response, and engages customer to pursue solutions
- Business call center or email as only options are less personal, and do not engage the customer if the call to action is not compelling

# Recommended call to action for 4G site

Weber recommends determining call to action based on business size triggers (small to enterprise), segmenting response by solution could tie up key resources dealing with very small accounts and not worth the pay-off

## Small Business

*Rationale: Accounts are smaller, so will not require a sales rep to visit their business and solutions can be handled in-store or online*

*Call to action:*

- *Link to store locator page*
- *ordering page online*

## Large Business and Government/Public Sector

*Rationale: Large, enterprise accounts will require a dedicated sales rep to personally consult with the customer or visit them on-site*

*Call to action:*

- *Link to sales rep contact page (phone number or rep contact form), to schedule a visit email collateral to colleague option*
- *Live chat with a Sprint rep*

*Weber would like to better understand desired Call-to-Action and site goals / measure for success from the business owner*

*> Profitability, close rate and complexity by channel and order (self-serve via web vs in person visit)*

# Next Steps

*Clarify any questions*

*Follow-up and revise any organizational issues*

- > *Revise site organization based on comments and preferences from the group*

*Begin storyboarding the case-story animations*

- > *Recommend and simplify best story to illustrate solution in most compelling way*
- > *Develop content storyboards and wireframes*
- > *Create sample visual options*