

- **How are the websites of key mobile operators performing and are they optimising their online user experience?**

Introduction

- How are the websites of key mobile operators performing and are they optimising their online user experience?
- To answer this question Foviance compared the online user experience of the 4 top mobile providers in the UK:
 - Orange Shop (rather than the portal page)
 - Vodafone
 - T-Mobile
 - O₂
- The comparable experience was assessed across the homepage, navigation and 3 key user journeys (phone comparison, accounts online and online help)
- The websites were scored according to their performance in relation to these areas
- This document provides a taster of our findings with some points of interest highlighted. In addition, online accounts findings were elaborated on for demonstration purposes

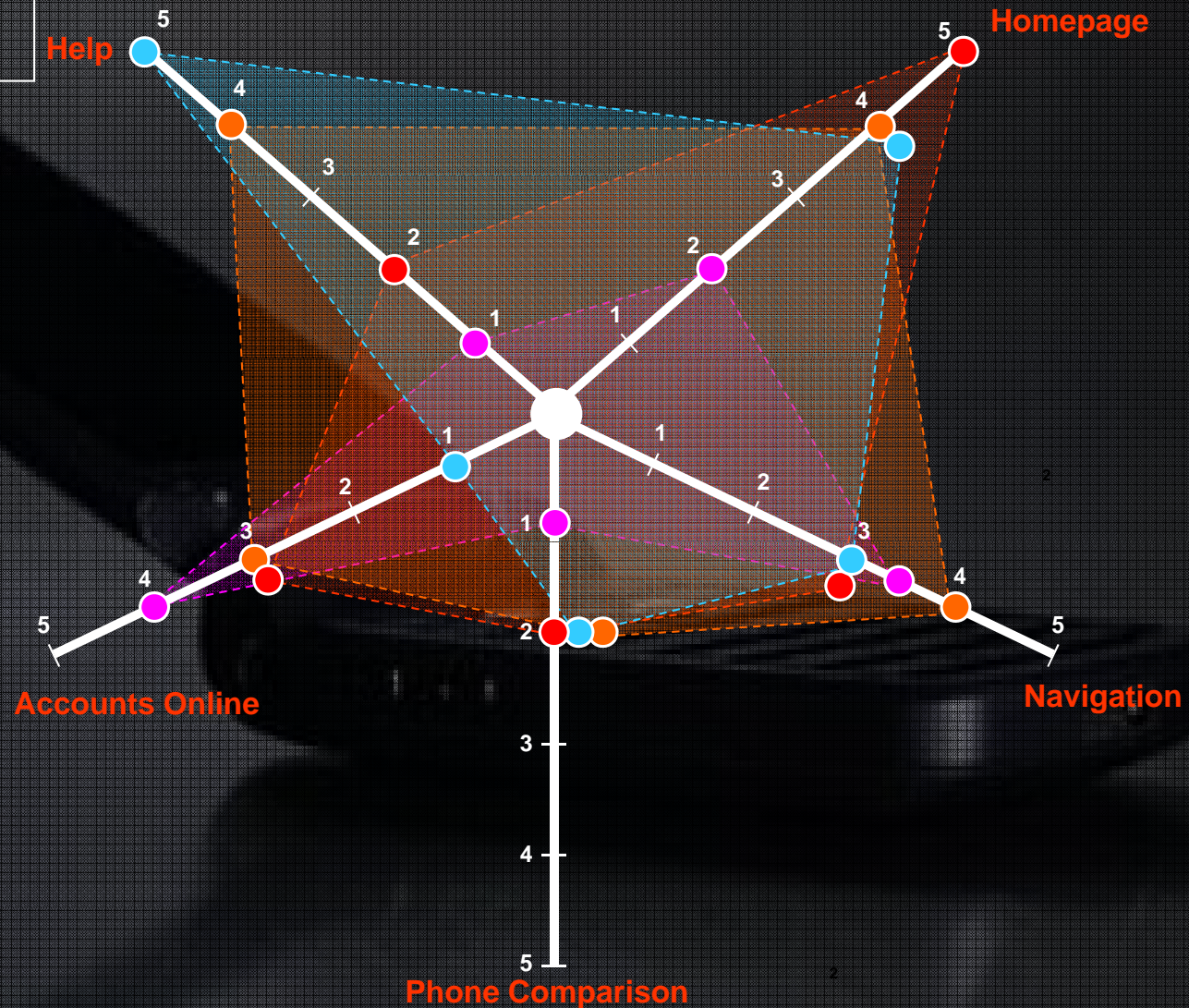
Comparing the user experience on mobile operators' websites

Key:	
Orange	1 = Very Poor
O ₂	2 = Poor
T-Mobile	3 = Adequate
Vodafone	4 = Good
	5 = Very good

The spider diagram shows how each website performed across the factors assessed

Summary of overall performance

- Vodafone's homepage is overall 'very good' but the site was let down by its phone comparison and help functions
- T-Mobile has the worst homepage although the access to its online accounts is considered as 'good'
- Orange delivers the most consistent experience
- O₂ provides 'very good' help features but the access to online accounts is 'very poor'
- This indicates that all websites could improve their online user experience



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Homepage

- Vodafone has a clear and professional feel
- T-Mobile's homepage is cluttered and the underlined links offer poor scanability

Homepage

Help (Access to voicemail)

- When searching for voicemail, Orange is the only company to offer the ability to search by keyword ('voicemail')
- T-Mobile's offers a virtual assistant functionality however it failed to provide an answer to a simple voicemail query

Navigation

- Vodafone's secondary global navigation is easily overlooked
- Orange's global navigation is portal focused
- O₂'s navigation is minimal yet clear

Accounts Online

Accounts Online

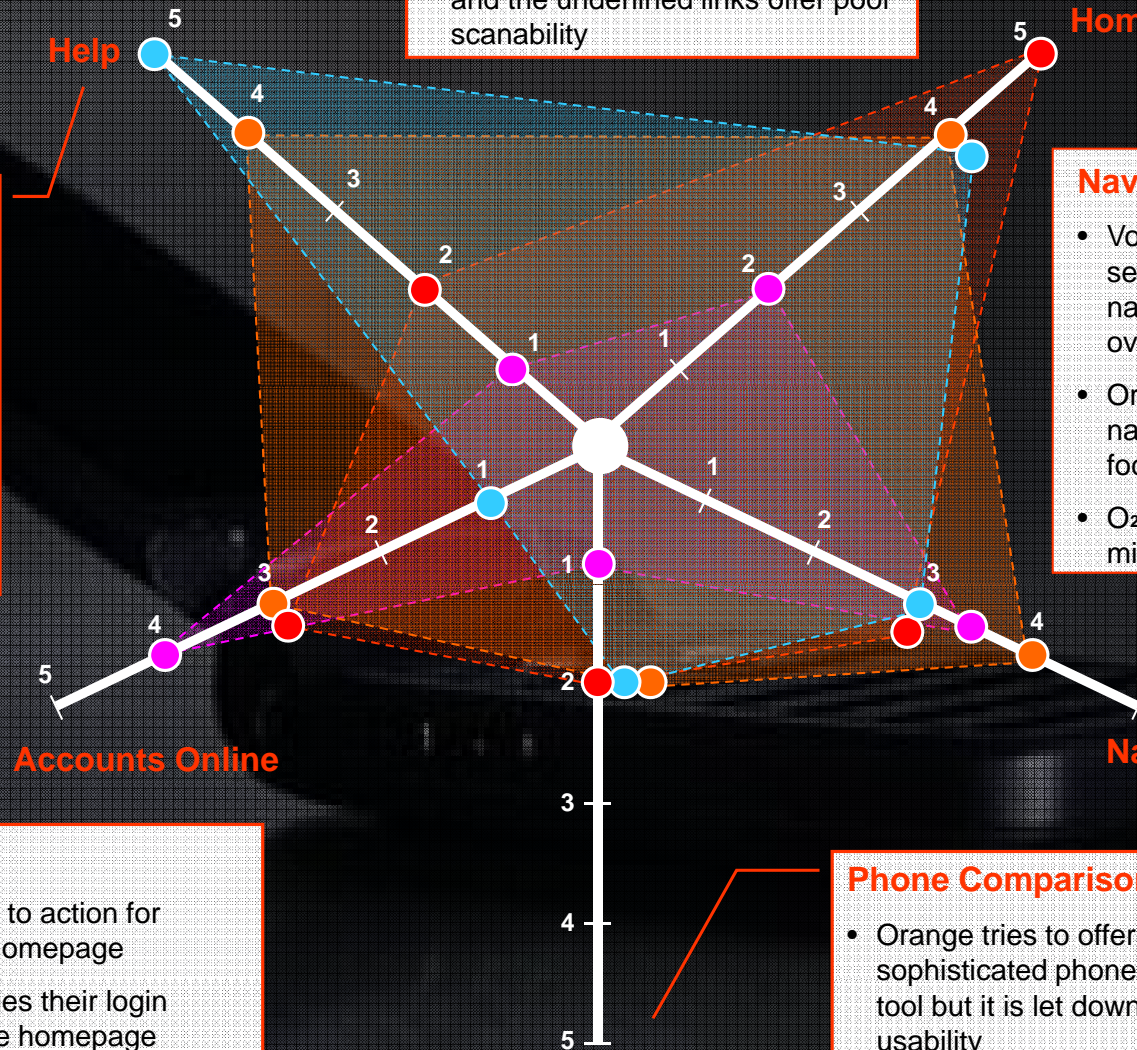
- T-Mobile offers a clear call to action for accounts online from the homepage
- Orange and Vodafone buries their login function two clicks from the homepage
- O₂'s login call to action are unclear

Navigation

Phone Comparison

- Orange tries to offers a sophisticated phone comparison tool but it is let down by its poor usability
- O₂'s calls to action are unclear

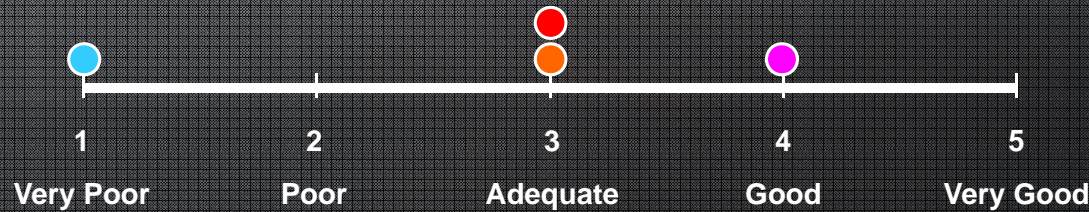
Phone Comparison



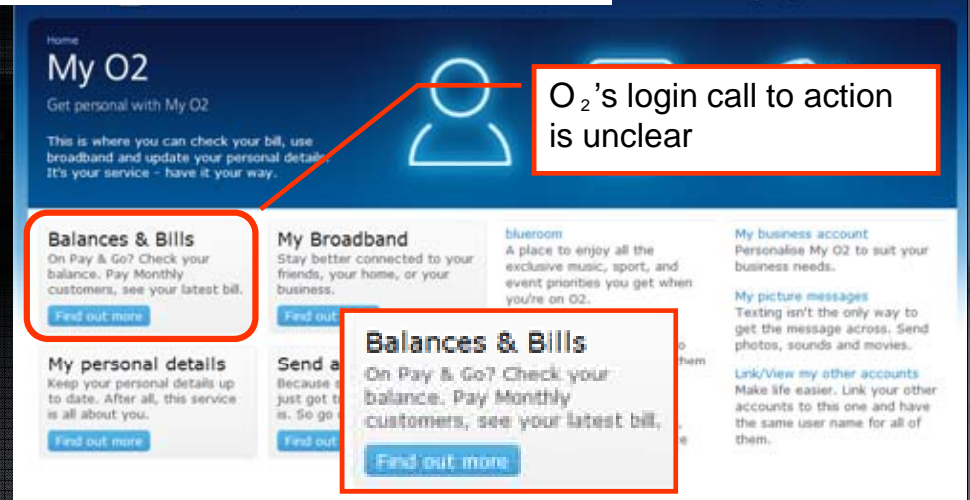
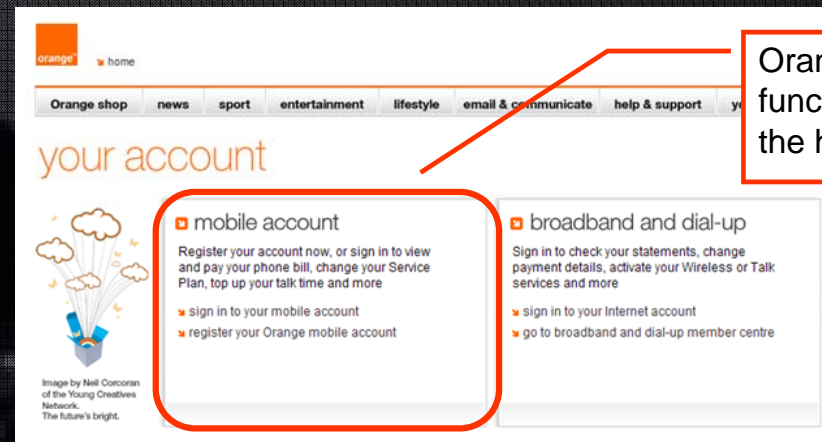
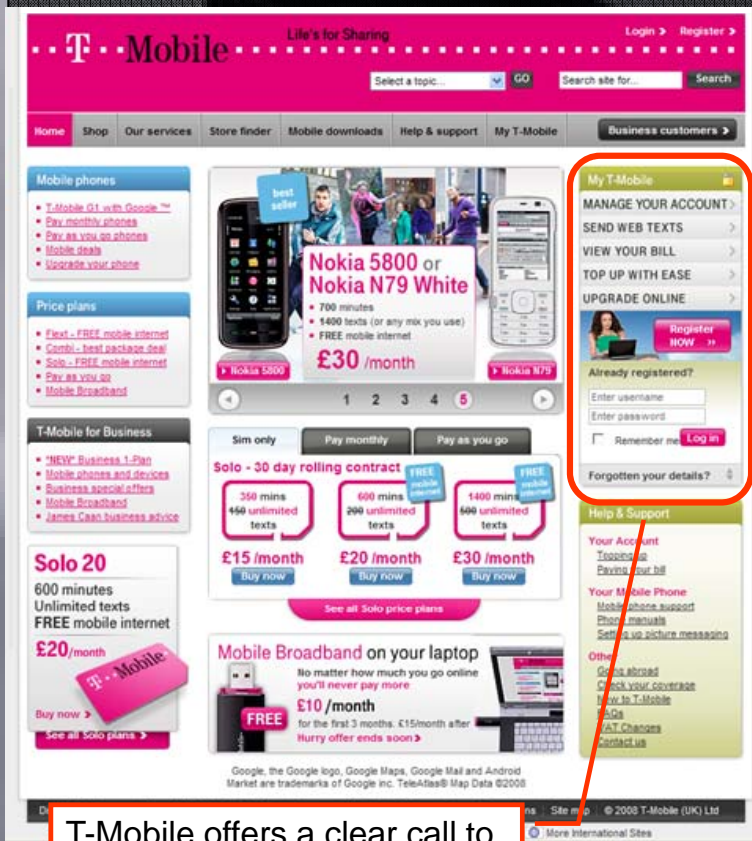
Accounts Online: Comparing the user experience

Key:

- Orange
- O₂
- T-Mobile
- Vodafone



- In terms of ease of access to online accounts T-Mobile was deemed to provide the most streamlined experience
- In contrast O₂ provided very poor access to online accounts



Foviance: A User Experience Consultancy

About Foviance

- Foviance evaluates the user experience for its clients based on customer centred goals
- Our clients include top brands from Finance, Retail and Leisure industries

We can help you improve your website's user experience

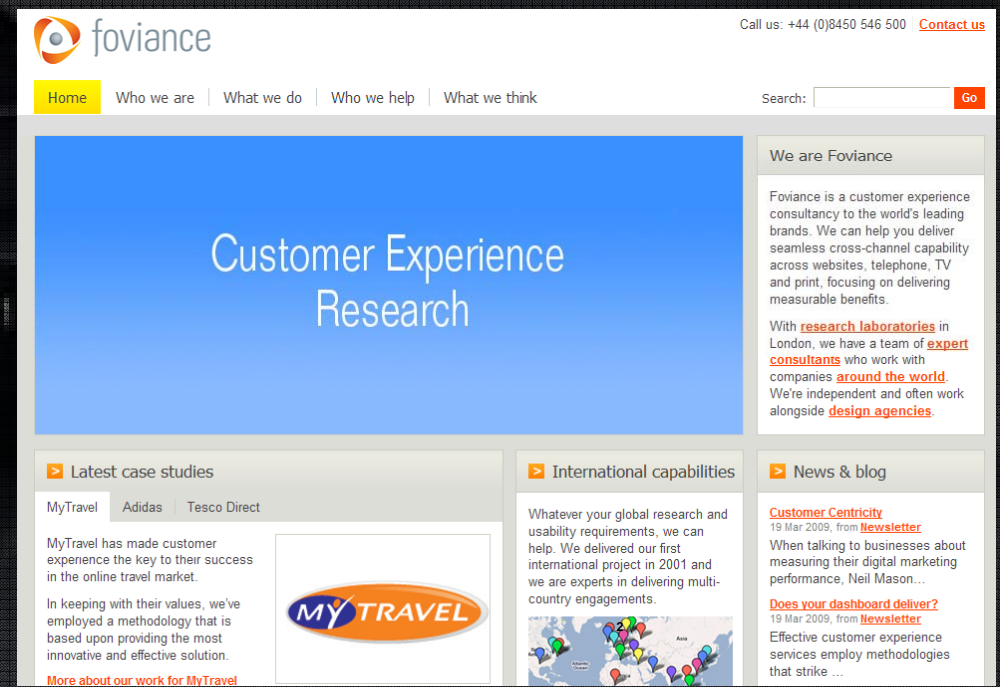
Website: www.foviance.com

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The screenshot shows the Foviance website homepage. At the top right, there is a phone number '+44 (0)8450 546 500' and a 'Contact us' link. The navigation menu includes 'Home', 'Who we are', 'What we do', 'Who we help', and 'What we think'. A search bar is located on the right side. The main content area features a large blue banner with the text 'Customer Experience Research'. To the right of the banner is a sidebar titled 'We are Foviance' which describes the company as a customer experience consultancy. Below the banner, there are three columns of content: 'Latest case studies' featuring 'MyTravel', 'Adidas', and 'Tesco Direct'; 'International capabilities' with a world map; and 'News & blog' with two recent articles.

Call us: +44 (0)8450 546 500 [Contact us](#)

Home | Who we are | What we do | Who we help | What we think

Search: Go

Customer Experience Research

We are Foviance

Foviance is a customer experience consultancy to the world's leading brands. We can help you deliver seamless cross-channel capability across websites, telephone, TV and print, focusing on delivering measurable benefits.

With [research laboratories](#) in London, we have a team of [expert consultants](#) who work with companies [around the world](#). We're independent and often work alongside [design agencies](#).

Latest case studies

MyTravel | Adidas | Tesco Direct

MyTravel has made customer experience the key to their success in the online travel market.

In keeping with their values, we've employed a methodology that is based upon providing the most innovative and effective solution.

[More about our work for MyTravel](#)

International capabilities

Whatever your global research and usability requirements, we can help. We delivered our first international project in 2001 and we are experts in delivering multi-country engagements.

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