

T-MOBILE WEBSITE

Challenge

In 2000, aiming to extend its reach within the US market, European telecommunications provider Deutsche Telekom (DT) acquired its American counterpart, VoiceStream Wireless. The goal was to rebrand VoiceStream as the US branch of DT's customer-facing mobile brand, T-Mobile. The company engaged frog to convert the existing VoiceStream website into a visually compelling, highly usable e-commerce hub, in line with the T-Mobile brand.

Discover: Competitive Differentiation

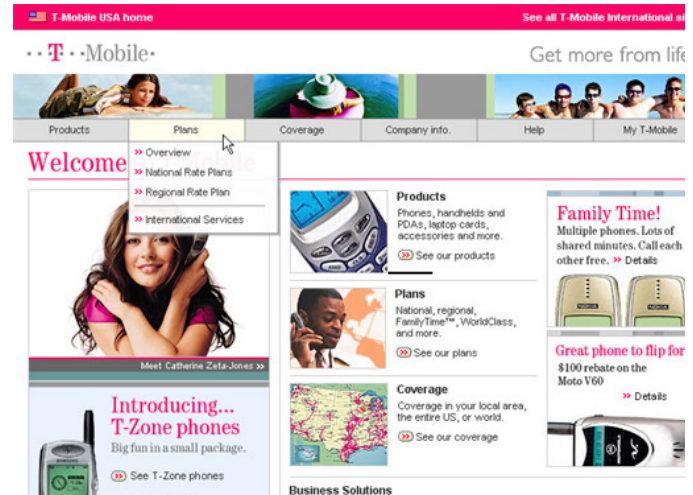
Operating in a tight four-month timeframe, design analysts at frog performed an in-depth study of the VoiceStream site, its business processes, its competitors, and the telecom industry as a whole. To develop a strategy for streamlining the site's complex information architecture, we analyzed the existing workflows to determine visitors' navigational habits and better delineate the site's two principal offerings: calling plans and equipment.

Design: Clearing the Purchase Path

Rather than clutter the screen with an abundance of images and text boxes, frog's designers embraced the power of white space, imparting a sense of freedom and mobility to the user. Clean lines, simple shapes, and strategic color accents have been chosen to help guide users through the site. Promotional areas are carefully structured to deliver key offerings without undue distraction, strategically targeting a user's specific needs and interests. On every page, textual and graphical elements strike a gentle balance.

frog created a refined purchase path that consolidates the tasks of browsing and buying. The critical phone page – where a visitor evaluates potential devices for purchase – was restructured to offer concrete information in a side-by-side comparison. Devices and plans are presented together, eliminating duplicate page viewings and facilitating ease of purchase. This new layout further fosters a customer's trust in the brand by integrating information from various third party databases with the specific T-Mobile content.

To illustrate the available service options in various parts of the country, frog created new, interactive coverage maps for the T-Mobile site. Using Macromedia Flash™, frog's technology team manipulated lightweight vector graphics to give users the ability to zoom, filter, and navigate site visuals – rendering both static and dynamic maps more legible and engaging.



ABOVE

A streamlined site structure and clean aesthetic simplify navigation and encourage brand loyalty.

Deliver: Long-Term Viability

Usability testing found that consumers could immediately comprehend the site structure and complete tasks without confusion. Across the board, users reported a positive association with both the site and the T-Mobile brand.

frog's team delivered a flexible framework to support additional content and functionality, ensuring that the site can grow and adapt with the T-Mobile brand. A code library of page templates and reusable components, handed over with the product, allows T-Mobile to easily create pages that operate within the same branded design language.

Result

A Gartner Research report lauded the new T-Mobile.com site, citing its successful positioning of T-Mobile within the American market and the industry as a whole. Online sales have increased steadily each month since the site opened in July of 2002, while retail outlets have reported a boost in customer pre-shopping, resulting in a better informed, pre-qualified clientele. Support call frequency has fallen, reducing high-cost call center demands. T-Mobile has seen a dramatic rise in online conversion rates – as a direct result of frog's redesign, visitors to the site are much more likely to become customers.