



Cell Phone MVP - Crowd Signal

Product

- Problem: finding a cell plan is painful. Carriers constantly change plan structures, prices, & features
- Value Proposition: we help consumers learn from their neighbors to find the best cell carrier for their needs by offering a mobile-first online tool to rate and view carrier ratings
- Name/Positioning -- Crowd Signal, *brought to you by Consumer Reports and the Consumerist*

Product Features for MVP

- Users will rate their cell carrier on Coverage, Data speed, Customer service, and Cost satisfaction
- We'll be inviting people to BETA Test the product and provide feedback
- Launch is slated for mid July 2014

Background

- We conducted research on: Televisions, Cell Phones & Services, and Computers & Tablets and found that consumers had the most pain during the research/purchase phase for cell phone plans
- Some findings
 - Most people didn't know how much data they used - except for those who went over
 - People buy unlimited plans for *peace of mind* - even if it's more cost effective to get another plan
 - Users have intense (and conflicting) feelings about their carriers
- Direct quotes re: research
 - There "is no clear way to get plan/price info"
 - "Plans are confusing"
 - "Misleading pricing information on plans"
 - "Cell phone service is very expensive"
 - "I googled T-Mobile vs. Verizon"
- Direct quotes re: feelings
 - "The school board got Blackberries. They are walking around like presidents..."
 - "Verizon is the best, but I hate them"
 - "Shopping for cell phone service is frustrating"
 - "Choosing a plan is a pain"

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