
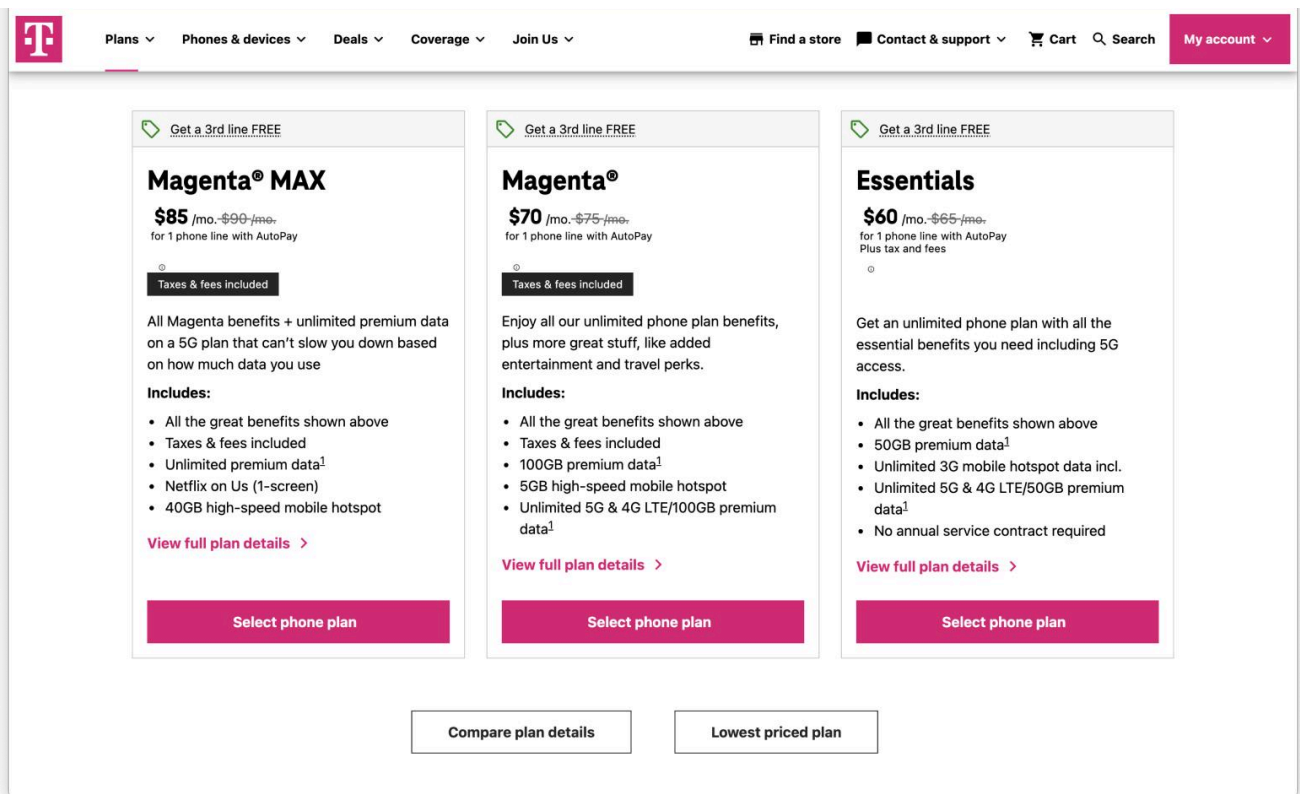


# The tactic behind T-Mobile tricky pricing page



## The pricing trick

When landing on T-Mobile pricing page, you see some pricing options presented in a way that tricks your brain 

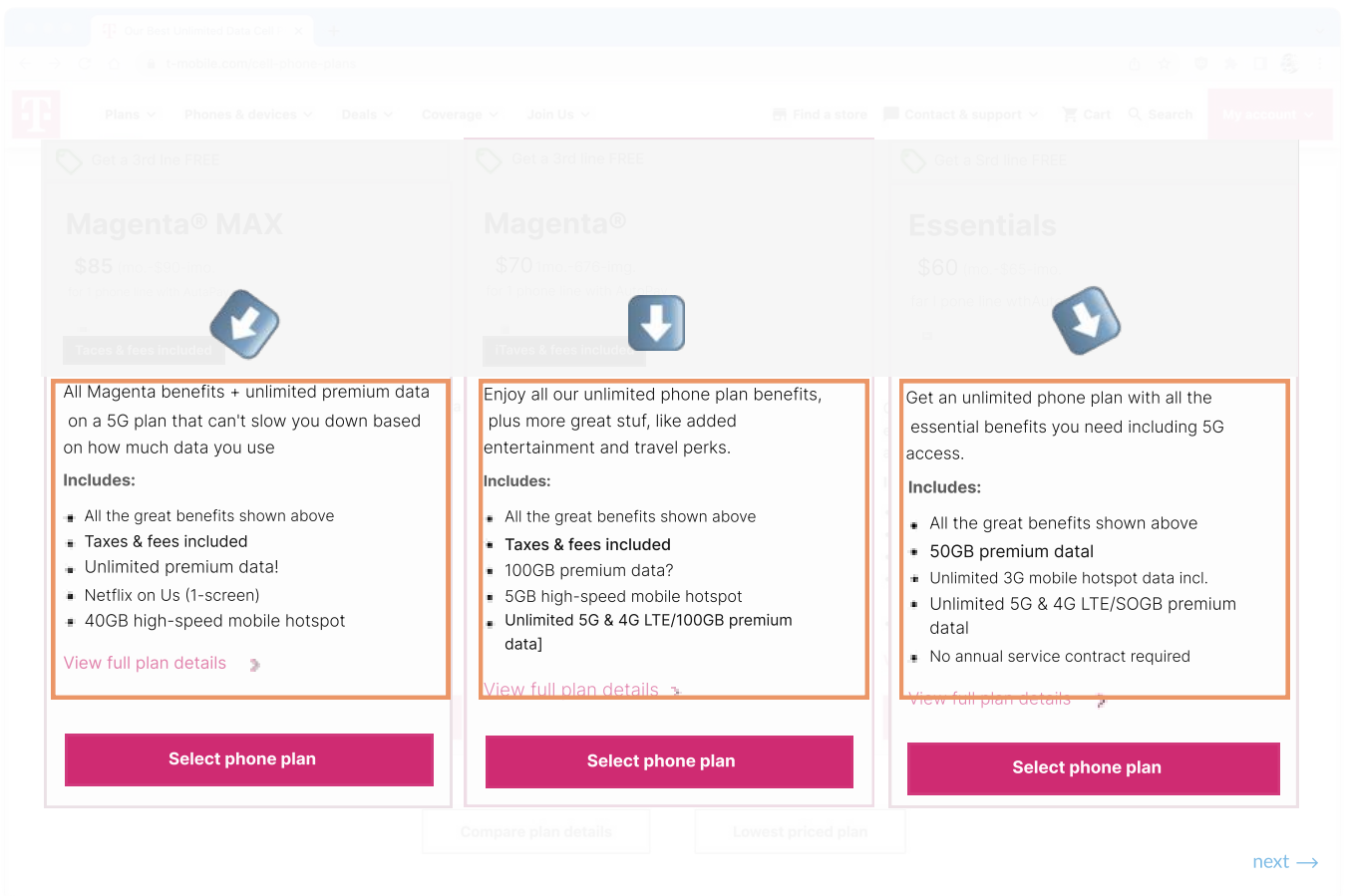


In this scenario they use a pattern named **COMPARISON PREVENTION**, for which user **struggles to compare products** because features and prices are combined in a complex manner, or because essential information is hard to find.

Here are the elements that T-Mobile uses for highlighting the comparison prevention in their pricing page

## Mismatching features

Every plan presents its features in a **different way** from the others. This requires you to make complex evaluations to understand the differences



## !?! Where are the fees?

The third plan seems to be the more convenient... but **taxes and fees** are not included

Three mobile phone plan cards are shown side-by-side. Each card has a header 'Get a 3rd line FREE'. The first card is 'Magenta® MAX' for \$85 (mo.-\$90-imo.) for 1 phone line with AutoPay. It has a 'Taxes & fees included' button highlighted with a red box. The second card is 'Magenta®' for \$70 (mo.-676-imo.) for 1 phone line with AutoPay. It also has a 'Taxes & fees included' button highlighted with a red box. The third card is 'Essentials' for \$60 (mo.-\$65-imo.) for 1 phone line with AutoPay. The price '\$60' is circled in red with '?!' next to it. Each card lists 'Includes:' and has a 'Select phone plan' button at the bottom.

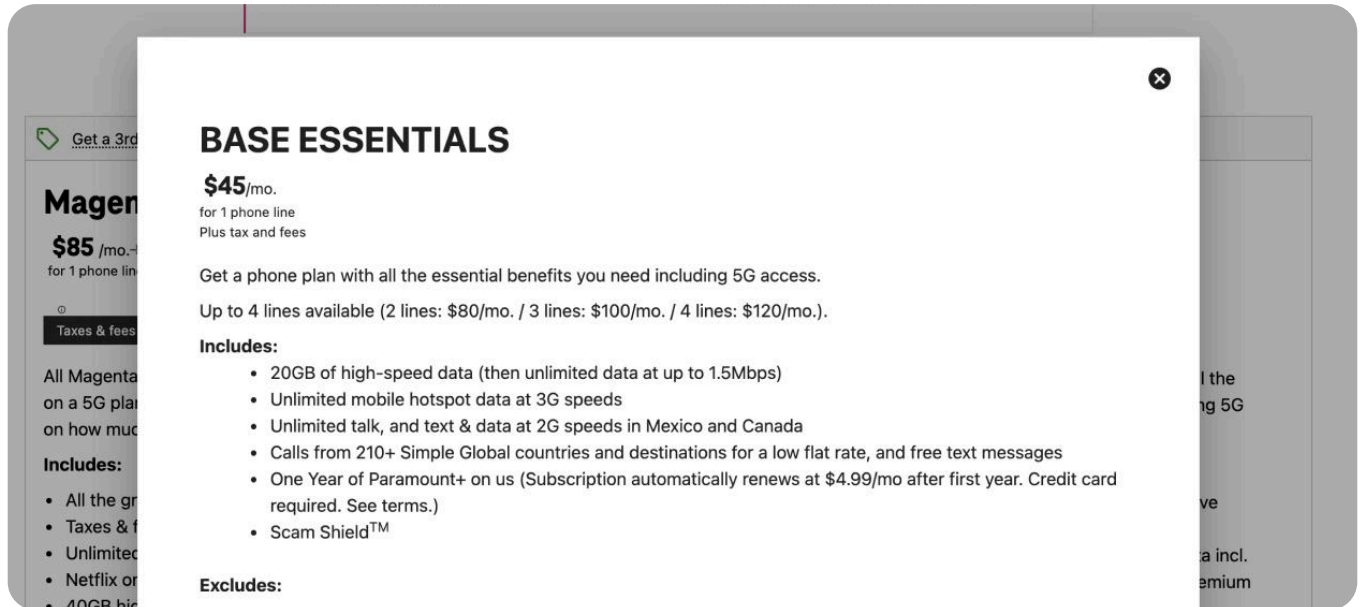
## 🔍 Hard to find

At the bottom of the page you finally have a button for checking the lowest priced plan. The button is very **hidden and hard to find**. And when you open it...

The bottom section of the page shows three columns of plan details. Each column has a 'View full plan details' link and a 'Select phone plan' button. The 'Select phone plan' button for the middle plan is highlighted with a blue arrow. At the bottom, there are two buttons: 'Compare plan details' and 'Lowest priced plan'. The 'Lowest priced plan' button is circled in orange.

## 👤 Memorize or go back (infinite times)

...a lightbox opens up, showing you the information about the plan. Make sure to memorize everything, or you will have to go back and forth infinite times



The screenshot shows a lightbox for a mobile phone plan. The title is "BASE ESSENTIALS". The price is "\$45/mo." for 1 phone line, plus tax and fees. The description says "Get a phone plan with all the essential benefits you need including 5G access." and "Up to 4 lines available (2 lines: \$80/mo. / 3 lines: \$100/mo. / 4 lines: \$120/mo.).". The "Includes:" section lists: 20GB of high-speed data (then unlimited data at up to 1.5Mbps), Unlimited mobile hotspot data at 3G speeds, Unlimited talk, and text & data at 2G speeds in Mexico and Canada, Calls from 210+ Simple Global countries and destinations for a low flat rate, and free text messages, One Year of Paramount+ on us (Subscription automatically renews at \$4.99/mo after first year. Credit card required. See terms.), and Scam Shield™. The "Excludes:" section is empty.

**BASE ESSENTIALS**

**\$45/mo.**  
for 1 phone line  
Plus tax and fees

Get a phone plan with all the essential benefits you need including 5G access.

Up to 4 lines available (2 lines: \$80/mo. / 3 lines: \$100/mo. / 4 lines: \$120/mo.).

**Includes:**

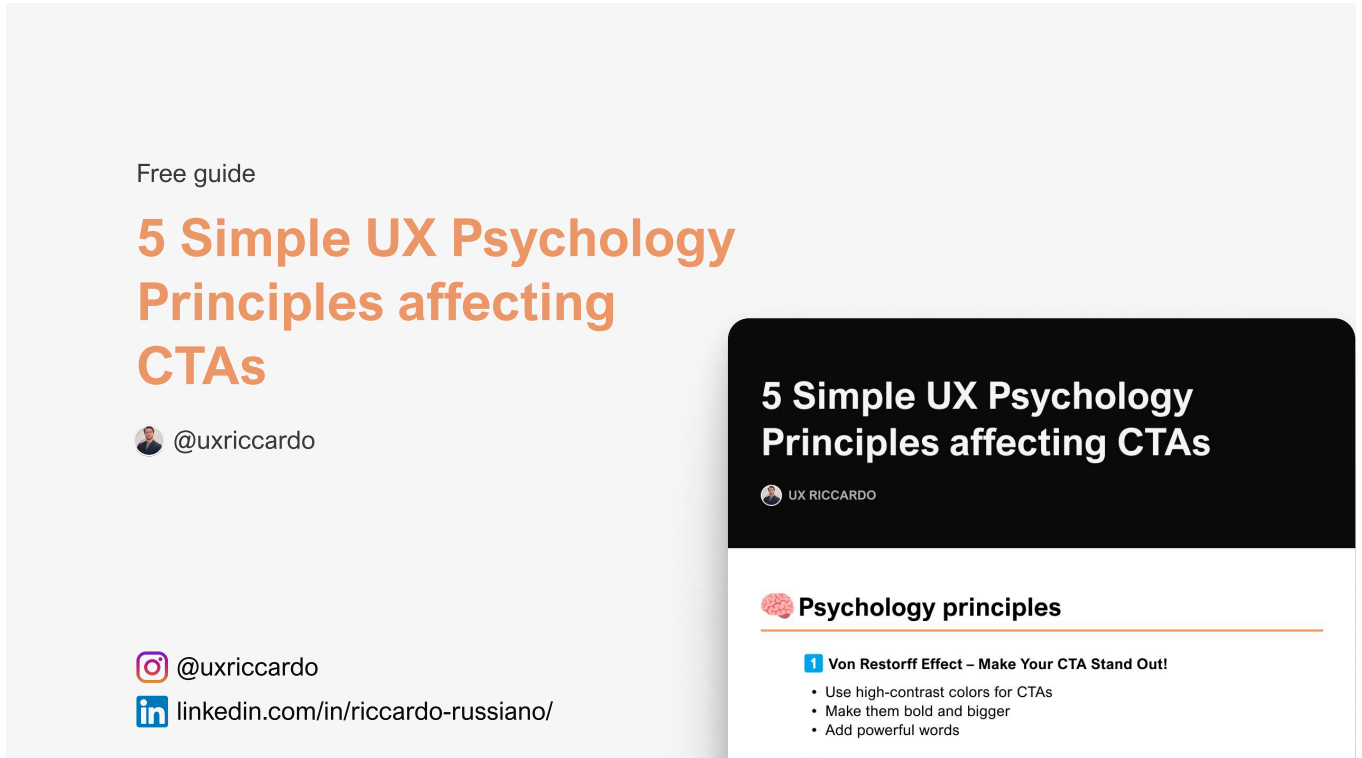
- 20GB of high-speed data (then unlimited data at up to 1.5Mbps)
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- Calls from 210+ Simple Global countries and destinations for a low flat rate, and free text messages
- One Year of Paramount+ on us (Subscription automatically renews at \$4.99/mo after first year. Credit card required. See terms.)
- Scam Shield™

**Excludes:**

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Free guide

## 5 Simple UX Psychology Principles affecting CTAs

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### 5 Simple UX Psychology Principles affecting CTAs

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#### Psychology principles

- Von Restorff Effect – Make Your CTA Stand Out!**
  - Use high-contrast colors for CTAs
  - Make them bold and bigger
  - Add powerful words

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