



Focus Group Testing on the Topic of Cellphones and Related Consumer Issues

FINAL REPORT

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EKOS RESEARCH ASSOCIATES INC.

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EKOS RESEARCH ASSOCIATES

Ottawa Office
99 Metcalfe Street, Suite 1100
Ottawa, Ontario
K1P 6L7
Tel: (613) 235 7215
Fax: (613) 235 8498
E-mail: pobox@ekos.com

Toronto Office
480 University Avenue, Suite 1006
Toronto, Ontario
M5G 1V2
Tel: (416) 598 8002
Fax: (416) 598 2543
E-mail: toronto@ekos.com

Edmonton Office
9925 109th St. NW, Suite 606
Edmonton, Alberta
T5K 2J8
Tel: (780) 408 5225
Fax: (780) 408 5233
E-mail: edmonton@ekos.com

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Executive Summary

The purpose of this research was to assess public satisfaction, not only with available consumer information and existing tools, but also expectations linked to cellphone products and services. Two distinct types of focus group tests were conducted in order to meet the research objectives and issues. The first concentrated on the website consumerinformation.ca, while the second revolved primarily around the usage of and decision making around cellphone products and services. To this end, a series of 12 two-hour focus groups were conducted in three centres across Canada (Calgary, Halifax and Montreal) between October 11th and 19th.

Internet

Most participants considered themselves to be fairly adroit consumers who devote at least some amount of time to research before the purchase of significant products and services. Yet, it was clear that the distinctions among consumer information, consumer education and consumer skills were either artificial or not really that different.

Despite the widespread use of the Internet for such activities as perusing different websites and sending and receiving email, a few participants (seniors in particular) were hesitant to use the Internet for financial purposes, such as online banking or making a purchase online. Most participants, including those who had previously completed a business transaction online, expressed some concern about the existence of potential Internet security threats, such as viruses, spy ware and, more specifically, identity theft.

The concept of an Internet guide was positively received, although it was recognized by many that much of the potential information contained in such a guide was already available through other sources. Many expressed an interest in learning more about the Industry Canada's proposed Guide to the Internet, but argued that the information contained therein would need to be continually updated to keep up with the speed of change on the Internet. Nevertheless, it was assumed that the involvement of the Government of Canada in such a project would assure the credibility and objectivity of the final product.

The Canadian Consumer Information Gateway website continues to test extremely well. One of the main issues remains not with the website itself, but the lack of familiarity with it in the first place. Certain features of the Gateway were better received than others. Participants most warmly received the "File a Complaint" aspect of the site, while "Consumer Policy and Research" were thought by some to be too specialized to be of much use or relevance. In addition, it is useful to mention that participants had great difficulty locating the "Compare Products/Services" icon as the one to click to in order to obtain information on value-for-money products and services comparisons. This was mainly due to the icon's relatively small size and obscure location on the page, which led most to assume that

it pertained to the site's sponsors. In short, this latest round of testing found only small refinements that should be considered.

Cellphones

For most people, purchasing a cellphone can be a tiring and intimidating experience. Both experienced cellphone users and those with little familiarity in purchasing a cellphone expressed frustration with what they perceived to be a lack of knowledge on the part of salespeople or what some thought was a deliberate attempt to conceal certain unexpected costs (such as emergency access fees). Of those who had previously owned or currently own a cellphone, almost everyone had at least one concern or issue with his or her cellphone or service.

To this end the proposed tools (the Checklist, Guide and Online Calculator) appear to meet a clear need in the marketplace, as buying cellphones and plans can be extremely complicated, particularly for the first-time buyer. It is important to realize, however, that many participants questioned the Government's rationale for investing time and money in such a project. Nevertheless, most concluded that the Government would have nothing to gain by its involvement and, in the end, it was agreed that they were simply doing their part to bring unbiased information to consumers.

Initial reaction to the Checklist was positive, but most agreed that it was more useful for the novice or first-time buyer than the seasoned cellphone user. That said, no one denied the value of such a tool and everyone agreed that it should be available to those who wish to access it. Most thought the layout and design of the Checklist was eye-catching, but some felt the cover did not accurately reflect its contents. It was agreed that the subtitle of the Checklist should be changed in order to better reflect its purpose (i.e., helping consumers select a cellphone and plan that best meets their needs). Suggested refinements to the actual content were relatively minor and included reordering several chapters and adding a phone number on the contact page.

When the Industry Canada concept of a cellphone calculator was raised, reactions were positive. Almost all participants agreed that the information on a government-run site would be impartial and therefore trustworthy. The idea of the profile and how the information would be used to generate results was easily understood by people, and most said they would be willing to devote between 5 and 15 minutes to inputting the information.

The proposed cellphone calculator questions tested well, although a number of participants did have difficulty with some of the technical jargon. It was also pointed out that, similar to the Checklist, inexperienced cellphone users might have difficulty answering certain questions (e.g., how many minutes they would use in a month), and thus it was advised that they have the option of skipping them. There is a clear recognition that the cellphone industry is constantly evolving, both in the selection of phones and the choice of plans. To this end, almost everyone agreed it was imperative that the Government keep the tool up to date if it is to be regarded by end-users as a useful and relevant go-to source for information on cellphones and plans.

Sommaire

Cette recherche avait pour but d'évaluer la satisfaction du public touchant non seulement l'information offerte aux consommateurs mais aussi leurs attentes à l'égard des produits et services de la téléphonie cellulaire. Pour répondre aux objectifs et enjeux de la recherche, nous avons effectué deux tests distincts avec des groupes de discussion. Le premier portait sur le site Web infoconsommation.ca alors que le second concernait surtout l'utilisation de produits et services de la téléphonie cellulaire et la prise de décisions à cet égard. Nous avons tenu à cette fin 12 discussions de groupe de deux heures dans trois centres urbains du Canada (Calgary, Halifax et Montréal) entre le 11 et le 19 octobre.

Internet

La plupart des participants estiment être des consommateurs assez avertis qui consacrent au moins un peu de temps à la recherche avant de procéder à un achat important de produits et de services. Il est toutefois apparu évident que les distinctions entre information à la consommation, éducation à la consommation et compétences en consommation sont artificielles ou ne sont pas très prononcées.

Malgré l'utilisation très répandue d'Internet pour des activités comme la consultation de sites Web ainsi que l'envoi et la réception de courriels, certains participants (surtout âgés) hésitent à se servir d'Internet à des fins commerciales comme pour les opérations bancaires ou l'achat en ligne. La plupart des participants, y compris ceux ayant déjà effectué une transaction commerciale en ligne, se sont montrés quelque peu inquiets des dangers qu'Internet peut présenter en matière de sécurité comme, par exemple, les virus, les logiciels espions et, en particulier, le vol d'identité.

L'idée d'un guide dans Internet est accueillie favorablement, bien que plusieurs soient d'avis qu'une bonne partie des renseignements qu'un guide de ce genre pourrait contenir sont déjà disponibles auprès d'autres sources. Beaucoup se disent intéressés à en savoir davantage sur le guide qu'Industrie Canada envisage de placer dans Internet mais affirment qu'il faudrait mettre constamment à jour les renseignements qui s'y trouveraient, vu que les choses évoluent très rapidement dans ce domaine. Néanmoins, on croit que l'engagement du gouvernement du Canada dans un projet comme celui-là garantirait la crédibilité et l'objectivité du produit final.

Le site Web constituant une passerelle d'information sur la consommation pour les Canadiens demeure extrêmement bien perçu. L'une des principales difficultés réside toutefois non pas dans le site Web lui-même mais dans le fait qu'il est peu connu. Les participants sont très favorables au volet «Info-plainte» mais, en ce qui concerne «Politiques et recherches en consommation», certains trouvent ce volet trop spécialisé pour être vraiment utile ou pertinent. En outre, il faut souligner que les participants ont eu beaucoup de difficulté à localiser «Tests achats produits/services» en tant qu'icône sur laquelle cliquer pour obtenir de l'information en vue de comparer le rapport qualité-prix de divers produits et services. Cela tient surtout au fait que l'icône est relativement petite et pas très en évidence dans la page, ce qui a laissé croire à la plupart des participants qu'elle relevait des

commanditaires du site. En somme, la dernière ronde de tests n'a fait ressortir que de légères améliorations à apporter.

Téléphones cellulaires

Pour la plupart des gens, l'achat d'un téléphone cellulaire peut s'avérer une expérience assommante et intimidante. Tant les utilisateurs chevronnés d'un téléphone cellulaire que les personnes peu habituées à en acheter un expriment un sentiment de frustration devant ce qu'ils considèrent un manque de connaissances de la part des vendeurs ou, pour certains, une tentative délibérée de cacher certains frais inattendus (comme pour l'accès aux services d'urgence). Parmi les personnes qui possèdent ou ont déjà possédé un téléphone cellulaire, presque toutes ont au moins un problème ou une difficulté à signaler au sujet de l'appareil ou du service.

Par conséquent, les outils proposés (liste de contrôle, guide et calculateur interactif) semblent répondre à un véritable besoin du marché, étant donné que l'achat d'un téléphone cellulaire et d'un forfait peut être extrêmement complexe, surtout quand il s'agit de la première fois. Signalons cependant que beaucoup de participants se sont demandé ce qui peut pousser le gouvernement à vouloir consacrer du temps et de l'argent à un projet de ce genre. Néanmoins, la plupart en concluent que le gouvernement n'a rien à gagner en s'engageant de la sorte, et on s'accorde à dire qu'il s'agit simplement pour lui de faire sa part afin de mettre à la disposition des consommateurs une information dénuée de parti pris.

La réaction initiale à la liste de contrôle a été positive mais la plupart sont d'avis qu'elle est plus utile à l'acheteur inexpérimenté d'un téléphone cellulaire qu'à un utilisateur chevronné. Cela dit, aucun participant ne nie la valeur d'un outil semblable et tous pensent que la liste devrait être mise à la disposition de tous ceux qui voudraient s'en servir. La plupart trouvent agréables la présentation et le graphisme de la liste de contrôle mais certains pensent que la page couverture ne donne pas une bonne idée du contenu. On s'accorde à dire qu'il faut modifier le sous-titre de la liste de contrôle pour mieux refléter son objectif (i.e., aider les consommateurs à choisir un téléphone cellulaire et un forfait qui répondent le mieux à leurs besoins). Les quelques améliorations proposées pour le contenu sont relativement mineures, notamment le déplacement de plusieurs chapitres et l'ajout d'un numéro de téléphone dans la page des coordonnées.

À la présentation de l'idée d'Industrie Canada d'un calculateur pour téléphones cellulaires, la réaction a été positive. Presque tous les participants reconnaissent que les renseignements qui figurent dans un site du gouvernement sont impartiaux et, donc, dignes de confiance. Les participants ont bien compris l'idée du profil et la façon dont les renseignements seraient utilisés pour la production de résultats, et la plupart ont dit qu'ils seraient prêts à consacrer de 5 à 15 minutes pour fournir les renseignements demandés.

Les questions touchant le projet d'un calculateur pour téléphones cellulaires ont donné de bons résultats bien que quelques participants aient eu de la difficulté à saisir certains termes du jargon technique. On a aussi fait remarquer que, comme pour la liste de contrôle, des utilisateurs sans

expérience du téléphone cellulaire pourraient avoir de la difficulté à répondre à certaines des questions (p. ex., de combien de minutes par mois ils auraient besoin), et il est donc recommandé de leur donner l'option de sauter ces questions. Les participants sont très conscients du fait que la téléphonie cellulaire est en constante évolution, tant pour le choix des appareils que celui des forfaits. C'est pourquoi ils sont à peu près unanimes à dire que le gouvernement doit absolument garder cet outil à jour pour que les utilisateurs visés y voient une source d'information utile et pertinente sur les appareils et les forfaits de téléphone cellulaire.

1. Introduction

1.1 Background

The Office of Consumer Affairs (OCA), operating as a part Industry Canada, is committed to promoting and protecting the abilities of Canadian consumers to make self-assured, knowledgeable choices in the marketplace. A central component of their mandate involves working alongside consumers to ensure that they have access to the necessary tools and information required to secure their interests, while motivating industry to be more innovative and productive.

In order to improve their online tools (including their website consumerinformation.ca and their online interactive cellphone calculator currently under development) and confirm the direction of communications and marketing efforts related to cellphone products and services, the OCA commissioned EKOS Research Associates to undertake a qualitative assessment of public opinion on consumer information, the results of which will be employed to provide better access to information products and improve the OCA's website. Specific results linked to cellphones will be used to improve communications materials related to this market and the development of additional tools/products.

In broad terms, the purpose of this research was to assess public satisfaction, not only with available consumer information and existing tools, but also expectations linked to cellphone products and services. Within this context, the key recommendations that appear in this report are from EKOS, and are based on both the comments and suggestions made by participants during the focus groups.

It should be borne in mind when reading this report that these findings are drawn exclusively from qualitative research. While every effort is made to balance various demographic characteristics when recruiting participants, these group members (and therefore the findings drawn from them) may not be said to be representative of the larger population as a whole. They do not serve as a proxy for a fully representative quantitative methodology. For the reader's ease, these findings are depicted to some extent as definitive and representative — this is, however, true only for the universe represented by these participants.

In the context of this report, 'a few' is used to refer to an issue or comment voiced by enough participants in this study to warrant inclusion in these findings. Correspondingly, 'some', 'a number' and 'several', refer to a greater number of participants than 'a few', but not the majority. 'Many' is used to represent over half of participants and 'most' represents the majority.

1.2 Specific Study Objectives

Two distinct types of focus group tests were conducted in order to meet the research objectives and issues. The first concentrated on the website consumerinformation.ca, while the second revolved primarily around the usage of and decision making around cellphone products and services.

The first focus group type sought to develop a more nuanced understanding of consumer needs vis-à-vis the website consumerinformation.ca. The overarching objectives of this group type included:

- Qualitatively evaluating reactions to specific new features added to the website and the supporting ideas for their development;
- Determining the nature of information being sought out by those who go online to discuss, research and purchase products and services, as well as to interact with companies and government agencies in relation to consumer experiences; and
- Determining what consumers find most valuable and their general ability to differentiate consumer information from skills development and educational information.

The central purpose of the second type of focus group revolved around determining both necessary and useful information to those purchasing a cellphone for personal use and exploring how they find reliable information and file complaints. This group included both first time buyers and existing personal cellphone users. Specifically, this type of focus group testing was designed to:

- Develop an understanding of dominant perceptions surrounding the purchase of new cellphone products and choice of new plans and providers;
- Determine the most appealing product and service features;
- Gauge views on the most reliable sources as well as the most useful kinds of information for cellphone consumers;
- Assess the value of the cellphone Checklist and Guide, the interactive cellphone calculator, and determine the relevance of the OCA's cellphone calculator and how it should be developed;
- Assess the value and usability of cellphones.ca in order to provide feedback on this online tool;
- Identify perceived challenges faced by first time buyers and current users and determine how they may be addressed; and
- Outline factors filed about cellphone products and services.

1.3 Research Methodology

The research involved a series of 12 two-hour focus groups that were conducted in three centres across Canada (Calgary, Halifax and Montreal) between October 11th and 19th. A total of ten individuals were recruited for each group in order to ensure the participation of at least eight. The focus groups lasted two hours and took place in the same facilities to allow for client observation, as well as audiotaping. The locations and dates of the focus groups are summarized in Appendix A.

All participants were recruited from the general population and met the following criteria:

- Mix of male, female, income, occupation and age;
- Engaged individuals with both high and low privacy concerns;
- No IT/IM or computer experts were selected for participation (including web designers or web masters);
- No employees of the federal government or employees of communications product or service providers were selected for participation;
- Half of those recruited had no prior experience participating in focus groups.

In addition, the Internet focus groups consisted of the following:

- Half participating in each group had some recent experience online conducting searches for various consumer products and/or services;
- Each group was composed of individuals with different levels of familiarity with the Internet, including newer to older users.

The cellphone focus groups consisted of the following:

- Half participating in each group currently owned a cellular phone for personal use and have had primary responsibility for choosing the type of cellular phone and either the renewal or selection of a new plan/service provider within the past 12 months;
- Half participating in each group intended to purchase a new cellular phone for personal use and either renew or select a new plan or service provider within the next 6 months. These individuals have primary responsibility for making the decision;
- All participants had conducted some research related to cellphone products and services, including research online.

In the Internet focus group, the moderator used a computer set up to a projector so that participants could observe the moderator demonstrate the functions of each new feature on the consumerinformation.ca website. Participants were then asked to react to each feature as well as to the notion of an E-consumer guide on the Internet.

For the cellphone focus groups, the participants were probed on a number of issues relating to cellphones and cellphone service. Participants in this group were each given a draft copy of the cellphone Checklist, as well as a copy of the table of contents for the Guide. In addition, the moderator used a computer set up to a projector so that participants could observe the moderator click through several aspects of the cellphones.ca website, including types of phones and rate plans to demonstrate the concept. Participants were then asked to react not only to these online consumer tools, but also to their thoughts surrounding the consumption of cellphone products and services.

The screeners and moderator's guides are included in Appendices B and C.

2. Internet

2.1 Consumer Information vs. Education vs. Skills

Most participants considered themselves to be fairly adroit consumers. For all, at least some research went into the purchase of significant products and services, with the goal of obtaining the "best value" for their money, or put another way, that which "best meets [their] needs". When thinking about consumer information, they often think first about consumer protection, legislation, and warnings, and not product/service specifications and price. With perhaps the exception of the more senior participants, the Internet is a prime source of research, as are stores, and to a lesser extent catalogues.

The focus groups were designed to explore how consumers understand and differentiate between "consumer information", "consumer education", and "consumer skills". While participants put forward different meanings of the three terms, it was clear that the distinctions were either artificial or not really that different. Instead, they often used the same or similar examples to describe their understanding of two or even three of the terms. Definitions of "information" were relatively consistent, centering on objective product/service specifications: "It's like the number of horsepower, kilometres per litre, trunk space and price." Definitions of "education" and "skills" were muddled and most lucidly explained as the result of the sound analysis of consumer information or the ability to conduct the analysis: "It's being able to find the information and then making the right decision on what to buy. But I don't know if that's education or a skill." Thus, the skilled or educated consumer is one who gets the best deal. In addition, virtually none of the participants made a link between consumer information/education and consumer skills.

2.2 E-Consumer Guide

Most participants used the Internet for research/"surfing" and sending and receiving e-mail. Many were also involved in on-line banking and most had transacted at least one purchase on-line. Seniors, however, were more likely than others to say they had little or no experience with the Internet and were very reluctant to use it for purchasing goods and/or paying bills. Much of this uncertainty stemmed from the fact that either they lacked the confidence and/or ability to learn how, or that they simply did not trust technology to keep their personal and financial information out of the hands of criminals.

The apprehensions of seniors aside, almost everyone said that they had some concerns about Internet security, particularly around identity theft. Some said that their fear of being electronically violated limited their Internet activities: "I gave my credit card once because I was buying something I really wanted from overseas. I had no choice. But I haven't done it since. I just don't think it's secure enough."

Participants were aware of Internet security aspects such as viruses, spy ware, spam, etc. About half also said that they felt comfortable with their level of knowledge about these. Others said that they tended to rely on other informal or formal "experts" to advise and assist them: "My brother is sort of a computer nerd, so he takes care of that stuff for me." "At the office we have a tech guy but at home it's just me, so I'm not as secure there." Indeed, many participants noted that they were much less surefooted in using the Internet at home compared to the office.

Generally speaking, the overall level of interest in the types of issues described in the handout was high (rated 6 or higher). Although interest in the specific suggested issues varied, almost everyone agreed that it would be useful to have more information on such topics as online fraud and threats (i.e., virus protection, firewalls, detecting spam and spyware), online transactions, email/chat, and privacy and security. Compared to other issues, participants seemed less interested in doing research/conducting online searches; however, interest in this topic was still relatively high (with most indicating they are at least "moderately" interested in this topic).

Overall reaction to the concept of a consumer guide on Internet security was positive. Many expressed at least some interest in it, and it was agreed that the Government was simply doing their part to bring unbiased information to consumers: "The Government needs to protect those who are vulnerable, which is exactly what this is going to do." The involvement of the Government of Canada in developing the Guide was seen as a definite strong point in terms of objectivity and credibility.

There were, however, some concerns. For example, participants cautioned that the Guide would have to be constantly up-dated given the speed of change on the Internet, while others worried about the trustworthiness of the information available on individual sites being linked to the Gateway: "Why should we trust the information the government is giving us about these sites when they're supposed to be neutral?" A few were also surprised to learn that the Guide might be developed by the Government of Canada: "I don't understand why they're doing this. What are they getting out of it?" This is also related to the fact that many participants believed this type of information was already widely available elsewhere. However, the level of concern expressed by participants was relatively minor and did not detract from their interest in the Guide.

2.3 Overall Reactions to www.consumerinformation.ca

Participants' initial impressions of the [consumerinformation.ca](http://www.consumerinformation.ca) Gateway were very positive: "It looks like it has every topic you would want to know more about." Some participants did, however, point out that they thought the home page was a bit cluttered. On a more positive note, many liked the fact that the menu on the left-hand side of the screen remained stationary, making it easier for them to navigate the site.

Participants were then shown the "Take a Guided Tour" video in order to introduce them to the website. Initial reaction to the video and the website itself was positive; participants were particularly intrigued by the "File a Complaint" tool and information on product recalls. Virtually no one had either

heard of the Gateway or visited it, and they were surprised to learn that it existed: "Why don't they advertise, people need this." Another participant remarked, "This is exactly what I would like to see. I didn't know it existed."

FOCUS ON

The "Focus On" section of the site was intuitive to participants. They understood it as "highlighting" timely topics that are particularly interesting to people: "It's sort of like your hot topics". "It's the stuff that people are most interested in." Participants also expected that the Focus On topics would evolve based on events and circumstances: "Like when we had Mad Cow and people were worried about beef. Then you'd put something on eating beef in that section."

The Consumer Complaints topics appeared to be of particular interest to participants (although a few expressed disappointment after discovering that clicking on the link led them to a series of other links to external partner sites). Here, as well as with other aspects of the site, participants expressed mixed views about how information was presented once one "clicked" in order to find out more about an issue (e.g., spam). Some were disappointed at what they understood to be the amount of work or sorting/sifting they would seem to need to undertake in order to find information of a specific topic. For example, some were surprised that there could be 10 to 35 or more hits and that a number of these might have to be explored: "I kind of thought that there would be information on spam right away. I didn't think I'd have to read about all these links, then click on them, go to another site and read more." Others thought that the type of information that was presented, along with the way it was organized, was consistent with their expectations: "It's a portal, so that's what you'd expect to get. You have to do the research yourself, it just makes it easier." Others described the organization as "simplistic, but this is good."

Overall, the titles and descriptions of second page resources/links were thought to be clear and useful ("They are to the point"), although a few felt that the descriptions should be a little more detailed. For example, some suggested including definitions before having to click on any of the links. The inclusion of the source was an important feature, although some felt it should be given more prominence. The third page descriptions were also thought to be clear and helpful.

Suggestions for improving this section included adding more topics, such as product recalls and tips for purchasing a vacation.

RESOURCES FOR BUSINESS

When their attention was initially directed to the Resources for Business page, it was well received. However, reaction to this section quickly became somewhat more mixed once participants were taken to the site. Participants anticipated seeing information aimed at assisting Canadian businesses with a number of aspects, such as obtaining a business loan/credit, obtaining Government funding/loans, starting a business, exporting, developing a business plan, etc., and were somewhat surprised to

discover only two links on the page. It is, however, important to recognize that this information is included on the site, but not all participants were shown it. Those participants who did see this information obviously did not share these concerns.

Despite these concerns, the description of this topic made sense to most participants, and many of them were pleased to discover that the site focused on customers and customer satisfaction: "I like this a lot. Businesses should want to know whether or not their customers are happy with their products and services." Another participant remarked, "It's a full circle. I like the idea of knowing what businesses are being told, especially in relation to how to better serve customers."

On the second-level page, the link [Resources for Business](#) was seen as clear and intuitive: participants expected to find the aforementioned information there. The fact that this link availed them of information designed to help businesses deal more effectively with their customers (e.g., complaints, guarding against ID theft, etc.) was pleasantly surprising to participants: "It's not what I expected, but I like it because it has a consumer focus, which I guess makes sense given what the site is about."

The [Canada Business](#) link revealed information that was more in keeping with what participants expected from the homepage's "Resources for Business" title, as well as from the [Resources for Business](#) link. Thus, some suggested that the links on the second-level page be clarified: "Call the first one something like: 'Resources for Improving Customer Service' and call the second one 'Resources for Business'."

Almost everyone thought that it was fine to include information aimed at businesses on a consumer information site, mainly because some of the information is meant to help businesses improve their relationship with consumers: "If they deal more effectively with our complaints because of this, then it helps us." Others said that the information would be relevant to consumers who are thinking about starting a small business: "I've thought about starting something. If I go to this site to get information on product recalls and I stumble onto information on starting a business, I think that's great." Many expressed an interest in accessing the guide dealing with complaints management in order to enhance their consumer education: "It's sort of like seeing the other team's playbook." "I want to know how they are *supposed* to deal with a complaint, so that I know when I'm getting the run around."

CONSUMER POLICY AND RESEARCH

Most participants were hard-pressed to speculate as to what would be found under the "Consumer and Policy Research" heading. As one participant remarked, "I have no idea." Many immediately thought of things like return policies and research in the context of product shopping. Others, who generally appeared to be relatively sophisticated/educated, guessed that the section included various research reports on consumer behaviour: "I imagine there would be statistics on consumer trends." "I'd think there would be government reports on things like ID theft."

Two of the five links listed on the second-level page (i.e., Contribution Programs and Consumer Policy Forums and Consultations) had very little meaning for participants: "I really have no idea what we are going to find there." The other link titles were generally clear and led to information that was consistent with participants' expectations.

With the exception of the information on consumer organizations (information on credit), most felt that the materials contained in the "Consumer Research and Policy" section were too "specialized" to be of much use or relevance: "If I was back in university writing a paper, maybe, but I really can't see it today." Within this context, consideration should be given to renaming this section and/or making it clearer on the home page that this section of the website is not directed at consumers per se, but rather those who are active in the area of consumer policy, research and advocacy information. Likewise, consideration should be given to where this icon is located (i.e., should this icon be in a separate part given the different target audience?).

The general relevance of credit to Canadian consumers (e.g., record levels of indebtedness), as well as participants' positive reaction to the consumer credit information example presented in the focus groups suggests that consideration should be given to making this particular issue more prominent (e.g., amend "Money" topic listing to Money and Credit).

COMPARE PRODUCTS/SERVICES

No one was able to identify the "Compare Products and Services" icon as the one to "click" in order to obtain information on value-for-money products/services comparisons: "Do you do 'Search?'" "Is it 'Consumer Challenges?'" Part of the reason for participants' failure to locate the relevant icon was due to its relatively small size and obscure location on the screen that participants were looking at. More significantly, however, was the explanation given by many participants that they "ignored" the information located on the bottom of the homepage because they thought it pertained to the site's sponsors: "I thought it was some kind of advertising, or like the sponsors of the site." "Because it's white and the rest of the site is color, it looks like what's down there isn't really part of the site." "Yeah, it's like sponsors."

Many participants thought this type of information should be given more prominence: "This is the kind of stuff that's more important. It should be more obvious. It's kind of hidden now." At the same time, it is interesting to note that quite a few participants had anticipated that the Government of Canada might have to be circumspect about this issue: "I have a feeling it's sort hidden for a reason, I'm not sure the Government should be involved in product testing."

Participants' careful reading of the second-level page text revealed that it was clear, informative, but also wordy: "It's fine. It's clear, but I'd never read all that. I'm sure they could reduce the text." It was also very clear from their reading of the text that participants all understood that product and service comparisons were outside of the federal government's purview. It was also apparent why this was the case: "Well, it makes sense, the Government has to be seen as impartial and objective. They can't go around recommending products." "The idea that the Government would test products and

make suggestions to consumers is ridiculous. So yes, of course I understand why they are saying that here.”

That said, most thought that if a company’s website is linked to the Gateway, the information found on it must therefore be reputable, which implies an assumed responsibility on the part of Government to choose their partnered sites carefully. To this end, one participant expressed apprehension about the ability of the Government to be neutral when selecting which sites to include: “They’re supposed to be impartial, but by selecting one site over another they aren’t. I’m not saying that’s necessarily a bad thing; it’s just risky.” Others agreed with this concern.

Given the fact that many participants did not fully read everything, many did not understand why the Government was “choosing” the four links – Consumer Reports, Marketplace, La Facture, Protégez-Vous – as well as having “additional” sites. In other words, participants did not understand that the four organizations are actually partners of the website and the others are not. This is important as it is reasonable to assume that many visitors to the Gateway will have not clicked on the “About Us” section, which gives an overview of the 400 current partners.

As was the case with the Gateway itself, not all participants immediately understood the usefulness of this section, or why the Government would bother developing such a site in the first place: “I don’t get it. What’s in it for them?” “Why would the Government bother with this when anyone could find this information on Google? Who would think to visit a government site for this?”

Nevertheless, many participants appreciated that the Gateway provided them easy access to well-known consumer product and service comparison web sites. It was also the kind of information they expected to see, although several explicitly stated that they expected to find side-by-side comparisons of products, not simply a list of links to other sites.

KNOW YOUR RIGHTS

Many participants found the “Know Your Rights” section heading to be clear and intuitive: “It’ll be about laws and consumer rights, like your right to return a product.” “I expect it will have things like the Landlord-Tenant Act.” While others were not able to articulate the same, the icon was also a very good choice and helped to give participants a clear sense of what would be contained in this section.

Participants recognized the links contained on the second-level page as being essentially the same as those listed on the homepage. These categories were felt to be clear and comprehensive. Participants all understood why it was necessary for them to select a province before accessing the results: “Some laws are provincial and others are federal, so have to tell it where you are.”

The manner in which the search results were listed came as no surprise to participants: “It’s what I expected, it’s listed just like in the other sections we looked at.” The nature of the information however, specifically the fact that it consisted of legal texts, was surprising to some: “I guess I

expected a sort of summary or something more for regular people. I can't imagine reading that without being a lawyer."

Most others, however, said that they could envisage a situation in which they would want to consult the text of an act, law or regulation: "It wouldn't happen often, but maybe once or twice in your life." "I could see it, say, before you decide to contact a lawyer. To judge for yourself if you might have a case." "I would look this up before going to small claims court." A couple of participants emphasized the importance looking at legislative and legal texts: "Lawyers and judges interpret these texts. A lawyer can only give you an opinion or an interpretation of what the law means and how it might apply to your case. At a certain point, it isn't a bad thing to look at it for yourself."

CONSUMER CHALLENGES AND SOLUTIONS

In the English groups, almost all participants correctly guessed that the Consumer Challenges and Solutions section would contain information pertaining to how one might go about finding a satisfactory resolution to a consumer-related problem. Though everyone expressed satisfaction with the title, many preferred "Consumer *Problems* and Solutions" when the moderator suggested it to them: "I like that title much better." "It makes more sense for this topic because a challenge isn't necessarily a problem, and that's what this addresses – problems you've had and how to solve them."

In Montreal, a number of participants had difficulty with the title, specifically with the word "challenges" (i.e., "défis"). They felt that it connoted a goal more so than a problem: "You talk about performing in the Olympics as a défis." "To me it means more like something you want to accomplish." Despite this problem, some participants correctly surmised that the section contained "consumer tips" on a variety of topics. Virtually no one expressed a preference for the title "Consumer Tips".

For participants in all groups, the second-level page was clear and thought to be consistent with the way the rest of the site appeared to be organized and labelled. The other organizational aspects of the section were also well-received -- the headings were clear and participants appreciated the fact that they could quickly determine and select an area of potential interest: "You don't have to read a bunch of stuff like in some of the others. It's just the topic and there aren't pages of them." Participants were very impressed with the food recall example they were shown because of its importance, high relevance and timeliness: "They have stuff from last week, so obviously it's up to date." "That information alone is reason enough to bookmark this site." Likewise, the "Top 10 Challenges" and the "Submit Your Consumer Challenge" headings were also well received. Many assumed that the challenges in the Top 10 would be dynamic.

FILE A COMPLAINT

The "File a Complaint" section was the best-received aspect of the site. It seemed to exceed participant expectations thanks to its depth of information, user-friendliness and potential effectiveness: "I thought it would be addresses and tips. I didn't think it would be so detailed, with all

the steps and the assistance for writing a letter.” “This would save weeks and weeks of research.” “There are all these details. It’s step by step.”

Participants easily understood that the *Complaint Courier* mirrored the evolution of a typical complaint process, and that its six steps should be followed sequentially until the situation was resolved. Each of the specific steps was easily understood and thought to be relevant and helpful by participants. In particular, the Dialogue Coach and Letter Wizard were praised as innovative and useful: “I wish I had that thing last week. Seriously.” “No, it’s not hokey – it gives you someplace to start.”

2.4 Specific Feedback on a Page-By-Page Basis

a) Canadian Consumer Information Gateway Homepage

Generally speaking, most participants liked the overall look and colour scheme of the site. They did, however, draw attention to some issues of concern.

- First and foremost, many thought that the homepage was much too crowded. One participant noted, “There’s so much going on here that I don’t know what’s what.”
- A few participants were not happy with the location of the descriptions of the various topics listed in the image of the magnifying glass.
- A small number of participants were surprised to learn that the four icons on the bottom of the screen (“Take A Guided Tour”, “Canadian Consumer Handbook”, “Compare Products and Services”, and “Visit Canada’s Office of Consumer Affairs”) were actually links – ones that were integral components of the site: “I didn’t even realize this was actually part of the site. I thought they were just links to advertisers.” “I didn’t pay much attention to them because I thought they were ads for the site’s partners.”
- The Consumer Policy and Research link is probably the least intuitive, and many participants had no idea what to expect. With the exception of some of the credit information, most of the information – by design – is not intended for consumers.

Key Suggestions

- Consideration should be given to streamlining the information on the site so that participants can easily focus on the key topics/issues available for perusal. To this end, it may be necessary to combine several topics under one heading or perhaps even group them by theme.
- As part of the site’s re-organization/streamlining process, consideration should be given to placing the topic descriptions in closer proximity to the topics themselves (e.g., directly above it when the user places his or her mouse over the issue he or she is interested in learning more about).
- The four icons on the bottom part of the screen should be made larger and be given more prominence on the site, perhaps in a different location.

- Consideration should be given to renaming and moving the Consumer Policy and Research section, or possibly making a more visible distinction on the right-hand menu, which gives greater differentiation to the two links not designed for consumers (i.e., Consumer Policy and Research, and Resources for Business).

[See Figure 1]

b) "Resources for Business" Page

Generally speaking, most participants liked the overall look of this page. They did, however, note that the headings were either unclear or somewhat misleading.

- Initially, "Resources for Business" seemed to them to be a fairly straightforward title. Most thought they knew what they would find by clicking on this link, but many were surprised to find that clicking on this link took them directly to the website for Consumer Affairs: "I thought it was going to have more information on starting your own business or something." Some also thought that this section focused more on customer service than anything else.
- The "Canada Business" link contained more of the sort of information participants expected to find under the "Resources for Business" section (i.e., starting a business, taxes, human resources, etc.).

Key Suggestions

- Consideration should be given to changing the title of "Resources for Business" to "Resources for Improving Customer Service"
- It was also suggested that "Canada Business" be retitled "Resources for Business".

[See Figure 2]

Figure 1

AMOUNT ON HOME PAGE
Some felt that this page was too busy. There may be a need to streamline the information and reorganize it.

POOR VISIBILITY
Descriptions of topics should be more prominent

SMALL SIZE & LOCATION
It was not immediately understood that these features were part of the site. Most participants merely glanced at them and automatically assumed they were related to the site's sponsors.

DIFFERENT AUDIENCES
Visually separate resources for non-consumers

The screenshot shows the 'Canadian Consumer Information Gateway' website. At the top, it says 'Canada's Governments and Partners leading the way' and 'Buying / Selling / Renting, Disaster / Emergencies, Energy Information, Renovations / Construction, Safety / Environment Hazards'. The navigation bar includes 'Français', 'Contact Us', 'Help', 'Search', 'Office of Consumer Affairs', 'About Us', 'Important Notices', 'What's New', 'Related Sites', and 'Canada Site'. The main content area features a central circular menu with categories like 'Children Communications', 'Consumer Products', 'Consumer Services', 'Environment', 'Food', 'Fraud/Deceptive Practices', 'Government Services', 'Health', 'Housing', 'Internet', 'Money', 'Safety', and 'Transportation Travel/Tourism'. To the left, a 'Focus on...' box lists 'Consumer Complaints', 'Identity Theft', and 'Spam'. To the right, a vertical sidebar contains icons for 'Search', 'File a Complaint', 'Consumer Challenges & Solutions', 'Know Your Rights', 'Tools & Calculators', 'Consumer Policy & Research', and 'Resources for Business'. At the bottom, there are logos for 'Canada' and 'Office of Consumer Affairs'.

Figure 2

It was suggested that this title be changed to "Resources For Improving Customer Service"

"CANADA BUSINESS" HEADING UNCLEAR
It was not immediately clear to participants what they could expect to find by clicking on this link. It was suggested that this title be changed to "Resources For Business".

The screenshot shows the 'Resources for Business' section of the website. The header reads 'Canada's Governments and Partners leading the way' and 'Canadian Consumer Information Gateway'. The navigation bar is similar to Figure 1. The main content area has a dark background with the title 'Resources for Business' in a large, light-colored font. Below the title, there is a paragraph of introductory text: 'Welcome to the business resources section - a collection of practical tools and information for businesses that understand the value of satisfied customers and sound practices. Learn how to handle complaints effectively, how to earn the trust of your online customers, and how to lower costs and reduce the risk of identity theft.' Below this text are two bullet points: 'Resources for Business' and 'Canada Business'. On the left side, there is a vertical sidebar with a list of links: 'Main Menu', 'Search', 'File a Complaint', 'Consumer Challenges and Solutions', 'Know Your Rights', 'Tools and Calculators', 'Consumer Policy and Research', 'Resources for Business', 'Take a Guided Tour', and 'Send this Site to a Friend'. At the bottom right, there is a small image of a computer monitor displaying a bar chart, and the 'Canada' logo is visible below it.

c) "Compare Products and Services" Page

Participants very much liked the concept of this page, but did note one issue of concern.

- Almost everyone agreed that although the description of this section was well written, it was far too long. "I mean, it's written fine, it explains what this page is about, but I would never read it." "The amount of text really turned me off. They're going to have to think about reducing the size of the font or something." "The text takes up too much space on the page."

Key Suggestions

- Consideration should be given to paring down the amount of text on the page, as well as better explaining the distinction between the four main sub-links – Consumer Reports, Marketplace, La Facture, Protégez-Vous – and the additional sites.

[See Figure 3]

d) "Consumer Challenges and Solutions" Page

Once again, most participants liked the overall look of this page and were quite pleased with the range of topics listed. However, they did have one minor suggestion for improvement.

- A number of participants did not like the word "Challenges". This is especially true of those who took part in the French groups, who were confused by the use of the word "défi" and felt that it connoted a goal more so than a problem: "You talk about performing in the Olympics as a défis." In the English groups, everyone liked the use of the word "Challenges," but many expressed a strong preference for replacing it with "Problems" (a suggestion that was put forth by the moderator).

Key Suggestions

- Consideration should be given to changing the title of this section to "Consumer *Problems* and Challenges".

[See Figure 4]

Figure 3

Some participants thought the text took up too much space on the page.

Explain the distinction between the "partner" sites and the additional links.

Compare Products/Services

Welcome to the Product Comparison section. Comparing products and services falls outside the mandate of the Government of Canada. We have, however, chosen four principal partners who are interested in empowering consumers, not making a sale. By following the links to Consumer Reports, Monoprix, car website and prologis a van, you'll save time, money and frustration when buying your next car, major appliance, home electronics and more.

Please note that, in order to retain their objectivity, some of these organizations do not accept paid advertising. As such, some of the information they provide may be available at a nominal fee to help cover the costs of the rigorous testing they undertake.

We have also compiled a lot of additional sites you may also wish to consult. No endorsement or vouching of the reliability of these sites, the actual reviewers or the information on products and services they feature is intended. These forums are managed and hosted by third parties and Industry Canada and its partners are not liable for any reviews, statements, representations, or content provided on these sites.

- Consumer Reports
- La Factice
- Marketplace
- Prologis - Van
- Additional Sites
- Main Menu
- Search
- File a Complaint
- Consumer Challenges and Solutions
- Know Your Rights
- Tools and Calculators
- Consumer Policy and Research
- Resources for Business
- Take a Guided Tour

Figure 4

Most prefer "Problems" to "Challenges" in the French groups, the word "Défi" caused much confusion.

Consumer Challenges & Solutions

Welcome to the Challenges & Solutions section! Here you will find answers to complex challenges as well as common problems faced by consumers like yourself. Comprehensive solutions, from a wealth of trusted Canadian sources, will help you with your own busy situations in the marketplace. If you don't see what you're looking for, please be sure to submit your consumer challenge to our experts for a response.

- Submit Your Consumer Challenge
- View Challenge of the Week
- View Top Ten Challenges
- View Complete Collection
- Main Menu
- Search
- File a Complaint
- Consumer Challenges and Solutions
- Know Your Rights
- Tools and Calculators
- Consumer Policy and Research
- Resources for Business
- Take a Guided Tour
- Send this Page to a

Children
Communications
Consumer Products
Consumer Services
Environment
Food
Fraud / Deceptive Practices
Government Services
Health
Housing
Internet
Money
Safety
Transportation

3. Cellphones

Broad Perceptions and Experiences

The focus groups began by asking participants about some of the key factors when considering the purchase of a cellphone or subscribing to a particular service provider. As a starting point in understanding consumer behaviour and expectations, it is important to realize that there was a general sense that buying cellphones and plans/cards can be extremely complicated, particularly the first time around but also for experienced users. For first-time buyers, the complexity reflects the enormity of things to consider without really having a sense of how they would use a phone (e.g., how many minutes, will they use text messaging?). The process can also be intimidating (e.g., fears of asking "dumb" questions). For the experienced buyers, the complexity surrounds the large number of plans, service providers, and phones. As one participant remarked, "I have as much experience as anybody, but this cellphone stuff is overwhelming. Every company has a different plan and the quality of phones is anybody's guess. It's like going out there blind."

After their first cellphone, many people adjust and it becomes more like other purchases. That is, it gets easier as people become familiar with their plans and phones, and most importantly, their uses and habits: "I know my needs now. I know how much I talk, when I talk and what features I need. I didn't know this when I got my first phone." Moreover, some said that having a cellphone had a significant impact on their phone habits, so their original estimates about needs can end up being off.

As might be expected, people look for plans and phones that best meet their needs. Value for money tended to be the most important factor, with a full range of factors coming into play such as coverage, size/type of phone, a phone's warranty, a phone's features, the details of a particular plan, etc. The amount of research done before buying a cellphone/plan varies considerably, from snap decisions, to less than an hour, to more than a few weeks. Many participants said they rely on word of mouth and then talk to a salesperson in a store. Some go to a couple of stores to compare, while others go online to visit company web sites to make comparisons that way. While some decisions were made relatively quickly, the process took/could take a fair amount of time for others: "I'm 26 hours in. I don't like committing to a contract". Some regretted acting so quickly: "I shouldn't have done it on the spur of a moment. We will have a much better sense of how our family uses a phone the next time around".

The level of satisfaction with the information and advice out there ranged from moderate to extremely negative. For some, there is a certain expectation and resignation that the first time you buy a phone you will make mistakes: "The guy in the store doesn't know your needs and the first time you buy one, you might not either. That's not his fault. You learn. That's how it goes." Many others felt that the information they received in the stores was unsatisfactory, reflecting a lack of knowledge and not telling consumers all the information they should have: "I spoke to about three different salespeople at one store, and all of them told me different things." "It is so overwhelming. You get one answer from one salesperson, and another answer from another salesperson." For others, there was a sense that the amount of information was overwhelming: "I found the company's plans so

difficult. They don't give you a straightforward answer on things." "If I had encountered honesty, I would have had a phone by now." "I'm on a \$35 plan that costs me \$65."

There was not an immediate connection between this type of information and the Government of Canada. In fact, virtually no one had thought of turning to the Government of Canada on this front and did not anticipate the Government's site/tools: "It never occurred to me. I just thought we were at the mercy of cellphone companies." "I didn't know how closely regulated this industry was." "I thought about it after the fact, but only on a complaint basis. I thought about contacting Industry Canada or Consumer Affairs."

There were a relatively large number of participants with some type of problems with their providers, many of which involved getting charged for services they did not have or knew they had, and what they thought of as "hidden" charges. Some of the things that surprised participants after getting the first bills included the actual costs far exceeding what was perceived as the advertised cost of the plan, the costs of getting out of a contract, roaming fees, and other fees that they did not know they would be charged. As might be expected, some participants looked at their monthly bill closely, while others did not pay much attention.

Almost everyone had at least one concern or issue with his or her cellphone or service. It was notable that overall impressions ranged from relatively neutral to extremely negative, and no one had anything positive to say about their experience to date. The nature of these complaints varied. Some participants were unhappy with the reliability of their cellphone company's network, while others had issues with customer service: "I got a voicemail message on Tuesday that was left for me on Saturday." "My son lost my phone not too long ago. I called the company to let them know, but they still charged me \$50 a month – even though I never got a replacement phone." "I don't like to call my cellphone company because I end up waiting two hours to speak to somebody. When I finally get through, they always tell me to call them at nine o'clock at night, not during the day. It's so frustrating."

Reaction to the Checklist

The Checklist was extremely well received: "Where was this when I got my phone four years ago – this is tax dollars well spent." "This is the kind of thing that governments should be doing." "It's straightforward and makes you realize that it could be confusing."

The typical reaction, however, was that it was great for a "novice"/first time buyer, but was less useful for the seasoned cellphone user, particularly one who has switched plans a few times: "This would be good for the first time buyer, but it has no value to me. I know all this stuff. All the figures you write down I know by heart." The novice users in the groups thought it was extremely useful: "Oh yes, I would fill this out and bring it with me to the store." That said, other more seasoned cellphone users felt that the Checklist could be a useful "refresher": "It definitely has some value. There are a few things in there that I would not have thought of." "It would help you when you get caught up in

the moment." Those who saw little personal value in it suggested that it would help a little to add a section on cellphone consumers' rights and "legal issues".

Initial reaction to the layout and design of the Checklist (and Guide) was overwhelmingly positive: "All the other guides out there are very lacklustre. This one is eye-catching and it tells you exactly what it's about." "I love the way they break down all the topics. I'm glad that this is itemized." Most interpreted the image on the cover as someone squeezing their cellphone out of frustration at the cost: "He's strangling his phone because he has had enough. The dollar signs mean it's costing him money." People thought this was bold for government, and appropriate given the issue.

After looking more closely at the cover and thinking about the topic of buying a cellphone, many participants felt that the cover did not accurately reflect the contents of the Checklist. Some did not feel the subtitle "Get a grip on your cellphone costs" was completely right because they felt that it focused on those who already have a cellphone, and not those without one or first time buyers. This is somewhat problematic given the fact that the actual contents of the Checklist are geared more towards first-time buyers. Some suggested changing the title to better reflect the purpose of the Checklist: "I think they should change it to something like, 'Steps to take when buying a cellphone' or something. I don't like that this focuses on cost. This kind of implies that you already have a cellphone." The image of a hand gripping a cellphone soon became another issue of concern: "I change my mind about the graphics. I think it looks more like a rolled up newspaper than a cellphone." "I don't like that the word "Grip" is over the picture. It's more difficult to figure out what it is he's holding."

Aside from these comments, the suggested refinements to the contents of the Checklist were relatively minor, and included things like reordering some aspects (e.g., putting Steps 4 and 5 after Step 2, combining Steps 4 and 5 into one step), making the contact information more prominent, and including a telephone number. Closely related to the online calculator, many participants said that they would struggle with estimating the number of minutes they would use in a typical month. This is a key consideration that relates to both the Checklist/Guide as well as the online calculator.

The draft table of contents for the Guide also tested well. At worst, some say they are more interested in the Checklist and they assume that it would be a pain to download. At best, the topics are seen as really interesting and comprehensive, particularly the chapter about disposing of an old cellphone battery (which was thought by many to be a novel concept that they had not considered prior to the groups). The suggestions for improvement were also minor and included things like adding to the chapter on "Telephone Features" (e.g., voice mail, accessories, expanding the technology section, warranty issues), and more details about costs (e.g., what to look for in monthly costs). Some thought it would be useful to include a list of service providers organized by province. Several participants also pointed out that Guide would have to be updated frequently to keep up with rapidly changing technology.

Reflecting the perceived value in the Checklist, participants thought that it should be available at wide range of places, including stores that sell cellphones, grocery stores and home stores (like Home

Depot), as well as online. Some thought CEGEP and colleges/universities were a good place to distribute it because young people like cellphones and students who go to school out of town will all have plans. They are also most likely to have difficulties in buying a phone because they are young and inexperienced: "I'd say that they would be a prime target for unscrupulous sales people." Many agree that it is a good idea to put posters in schools with a web link so they can download information. "The reputable stores wouldn't have a problem with this."

Reaction to www.comparecellular.ca and to the calculator concept

Participants were shown the www.comparecellular.ca website to help explain the concept of the online calculator (see Appendix D for a mock-up of the cellphone details page). In broad terms, the website received mostly positive reviews. No one had seen it or anything like it for cellphones. However, a few participants, particularly older ones or those with little to no Internet experience, found the information given on the Results page was too overwhelming and felt that the site would not necessarily make it easier for them to choose a phone: "There's too much information on the page. And it makes it difficult to compare the different types of phones and plans." "There's so much to choose from, I wouldn't even know how to go about selecting from the different phones on the site." "How do I know if these phones suit my needs? I'd rather be able to input my own parameters and get customized results." "I wouldn't want to have to go through all these phones in order to pick one out. I'd rather be able to choose from a list of phones that have the features and prices I'm looking for."

Of those who did like the Compare Cellular website, a key consideration was the objectivity of the information: "I'd like to know who runs this site. Is it the companies? Do they promote some products more than others?" To that end, several participants were rather wary of the cellphone ratings on the site, and doubted the extent to which these ratings were/could be accurate and impartial: "I don't know about that. Who's rating these phones?" Others wondered how up to date the information was, an important point given the speed at which technology evolves. Finally, some thought it would be great if the site could provide users with an idea of monthly cost or to allow them to input information about their anticipated usage. In other words, a few were able to anticipate what Industry Canada has in mind in relation to their proposed calculator. Others said that they would make the calculation on paper in order to be able to compare plans.

When the Industry Canada concept was raised, the reactions were very positive: "That sounds excellent. I would love to be able to use something like that." "That would really boost my confidence in dealing with the salespeople." Almost all participants agreed that the information on a government-run site would be impartial, and therefore trustworthy: "I can count on this to be unbiased. A private site probably takes money from the phone companies in exchange for a good rating. The government wouldn't do something like that." "The government wouldn't have anything to gain by favouring one company over another, so I know I can trust the site to help me make a good choice."

The concept was intuitive to virtually all participants, as they had seen similar tools elsewhere. The main appeal rests in the ability to compare prices all in one site: "It's all there. You don't have to

go on all these sites, you don't have to print out a bunch of stuff and you're comparing apples and apples because it's using a common profile."

The idea of the profile and how the information would be used to generate top results was easily understood. People said they would spend 5 to 15 minutes inputting stuff. Most expressed a personal preference for having a more detailed profile, and thus, more precise results. In the end, however, there was agreement that some questions should be mandatory and others be optional. That way, people get as personalized a profile as they want. It also allows people who do not know an answer to a question to skip it. This approach would facilitate both novice and seasoned users who want to use the site. The reasons why some participants said they would not be willing to input some of the information that was tested revolved around two main concerns: not wanting to overly narrow down their search results and not being able to answer a question. In other words, the reasons did not involve a reluctance to submit this information online.

The proposed cellphone calculator questions tested well, although a number of participants tripped over some of the technical jargon. Many agreed that one should be able to "click" on a word/term to get the meaning. Related to the Checklist, many participants, especially those who had never had a cellphone, suggested that they would have difficulty answering certain questions given that they have never had any experience with a cellphone (e.g., how many minutes they would use in a month, how many text messages they would send). Others simply did not care enough about certain features (colour, video and photo capabilities, etc.) to bother answering some of the suggested questions: "I really don't care whether or not my phone is a flip phone, so I don't think I should have to answer that question."

In terms of displaying the results, most participants thought that they should be able to sort the order in which they are presented. The ability to sort by price was seen as key. In general, the number of results to display ranged from the Top 3 to Top 10 results, with an ability to see all the results. Virtually everyone agreed that it was important to see the estimated total monthly costs for each plan, and that it would be helpful to see side-by-side comparisons of the results. Some participants thought the Government of Canada was putting itself in a tough position by de facto "recommending" plans, but assumed the Government knows what it is doing in this regard.

Everyone thought the federal government was credible and that it was a plus to have them develop and host the site: "This way you know that it's objective." There were, however, some participants who did not fully understand what was in it for the federal government to undertake such an initiative: "Why are they bothering? What's in it for them?"

The "Details on Selected Cellphone Plans" handout that showed the potential display of results from a search was also well received. Virtually everyone agreed that this sort of tool is both useful and long overdue. With respect to the display of results, one participant thought it was too dense, and had too much information. Others were fine with it, and some were even surprised to learn of all the extra charges on top of the monthly fee: "It's got a lot of things on it that I wasn't even aware of. Activation fee, licensing fee, emergency access fee? I didn't realize I would have to pay for this stuff."

There were a few suggestions about information that should be included on the page. These include information about optional versus standard features and details about penalties levied against those who cancel their contracts early. Most also wanted to ensure that the Details page would indeed contain information on the service provider through which such a plan would be available. In the "Details" section, it was also suggested by a few participants that "Monthly Cellphone Budget" be given a new name. With respect to the "My Specifications" portion of the page, participants agreed that they should be able to input a range of estimated local and long-distance minutes per month, rather than having to estimate a specific number of minutes: "I don't know if I'll use 100 minutes a month or 150 minutes until I've actually had the phone for a while."

Most liked the "Plan Overview" section of the document. It was suggested that the cost of text messaging be included under the "Minutes Included" section, and that fixed prices for particular services be colour-coded (e.g., "Price" and "Licensing fee"). All the proposed features on the bottom of the page were seen as both useful and necessary (adjust profile, see other hits, etc.). Many participants understood that the "Resubmit with 20% increase/decrease in usage" button meant that selecting this would generate a new approximate cost based on the estimated monthly usage, but some were a bit confused at first. As such, a brief explanation of this feature (perhaps one that popped up when the user's mouse is placed over it) would be very useful. It was also suggested that another feature be added to the bottom of the screen, one that helped users trim their monthly cellphone costs by highlighting optional features that might be cancelled. This feature could be titled, "Where Can I Cut My Costs?"

As noted earlier, one suggestion that was raised most frequently is the side-by-side comparison, and some suggested having the inputted data beside the relevant information rather than above or below it. There was near consensus that any results continue to include the total approximate monthly cost.

3.1 Specific Feedback

a) "A Checklist" – Front & Back Cover

Participants loved the idea of the Checklist and initially reacted positively to the design of the front cover. After looking at it more carefully, however, they noted a few issues of concern.

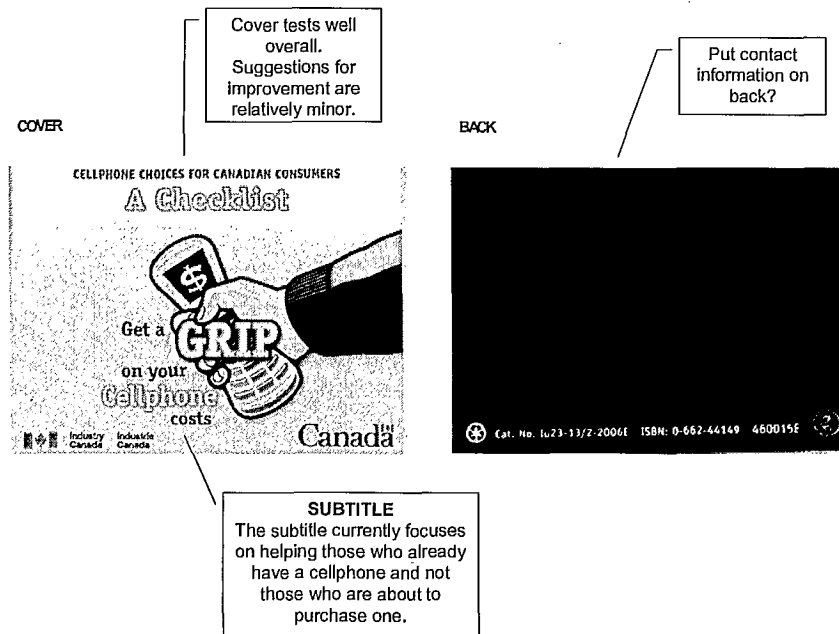
- Some thought the title "Get a Grip on Your Cellphone Costs" was a bit misleading because it focused on decreasing costs, rather than tips for purchasing a new phone: "It talks about cost, but that only matters if you already have a cellphone. This Checklist seems to be for people who don't."
- A couple of participants noted that the graphic of the cellphone was somewhat confusing: "I think it looks more like a rolled up newspaper than a cellphone."

- It was suggested that contact information be put on the back cover, rather than on the last page. This would allow for more overall space in the Guide, or more white space in between existing text.

Key Suggestions

- Rephrase the text on the cover so that it better reflects the purpose of the Guide and peaks the interest of intended readers (i.e., those who are thinking about purchasing a cellphone for the first time).
- Consider selecting another image for the cover, one that more closely resembles a cellphone or is unobstructed by overlapping text.
- Consider moving the contact information to the back cover.

[See Figure 6]



b) Steps 1-4

The information in the Checklist was thought to be comprehensive and valuable to consumers. However, there were a few suggestions for improvement.

- The description in Step 1 was thought to be well written and on the right track. However, some participants felt more information was needed to help users of the Checklist better determine how much they may use the phone (i.e., how many minutes). This is particularly the case for someone who wants a cellphone for emergency use only.

- Many participants agreed that the questions asked in Step 2 and 3 are somewhat difficult to answer, particularly for those who have never had a cellphone (e.g., what is text messaging?).
- A few suggested that a number of steps be placed in a different sequence than the one presently being used.

Key Suggestions

- Reword the text in Step 1 so that it provides more information about how one may go about estimating their cellphone usage.
- Consider reordering Steps 1-3, as they relate to plans. Consider placing Step 4 first.

[See Figure 7]

Before buying your first cellphone and service, or even if you are thinking about changing your current cellphone offering, take a few minutes to know what you want and need.

No matter where you are in the cellphone world the key question to ask yourself is how much money you are willing to spend every month for your cellphone and service. Once you settle on a budget, work through the following list.

Take this information with you to providers or keep it handy when you call them. Talk to as many providers as you can before choosing the best cellphone for you.

Step 1 Cellphone Basics

You need to know if there is cellphone coverage where you will use the cellphone, either at home or where you regularly travel. Providers of cellphone service use time or "minutes" to figure out costs. Be aware that there are add-on fees to any service, for example a monthly fee to be connected to the network, a 911 fee and applicable taxes.

Also it is important to know not only how many minutes you will use per month, but also the time of day you will be using the cellphone. Usually calling during the daytime is more expensive. Check out Steps 5 and 6 to see if you want to commit to a contract or not.

Keep in mind that if you go over the allowable minutes in a plan you may have to pay more and if this happens often you may want to consider changing your plan to a more suitable one. Likewise if you are not using the minutes in your plan you also may want to change to a less expensive one. You will be able to check this all out when you get your bill.

Consideration should be given to better explain/help users of the checklist be able to estimate how much they may use the phone.

To quickly estimate how many minutes you may use in a month think of daily use of a cellphone as about 200 minutes per month, using the cellphone a few times a week as about 100 - 150 minutes and very brief occasional calls just to say where you are, as about 30 - 50 minutes per month.

Step 2 When will you be making calls?

When will you make or receive the most calls in a month?

Weekdays (Monday - Friday 7 a.m. to 9 p.m.)	How many minutes?
Weekday evenings (Monday - Friday 9 p.m. to 7 a.m.)	How many minutes?
Weekends (Friday 9 p.m. to Monday 7 a.m.)	How many minutes?
Total minutes per month	

These questions are difficult to answer, particularly for those who have never had a cellphone.

NOTE These time periods vary by provider. You may be able to buy an "early evening" option where the evening starts earlier than 9:00 p.m.

Step 3 Other Features

TEXT MESSAGING

Do you want to text message?
How many will you send each month?

This is not clear for the novice users (e.g., what is text messaging?).

LONG DISTANCE

Will you use the cellphone for long distance?
How many minutes?

May be difficult for new users.

NOTE There are additional roaming charges for calls made outside of Canada.

Make more visible, and define roaming charges.

DO YOU THINK YOU WILL NEED:

Caller identification/Call Display?
Voice mail?
Internet connection for downloading?
Other features?

REMINDER The more features you choose, the higher the cost, ask your provider. You may be able to purchase a few features together, known as bundling, but keep in mind that there is no point purchasing features you don't need, even if they are inexpensive.

Step 4 The Actual Cellphone

Put Step 4 first?

The sky is the limit on the features and kinds of cellphones. The actual cellphone cost, if you have a contract, is usually tied to the contract or you can buy the cellphone outright. Ask your provider about the warranty on the cellphone and if they have a service to loan you a phone should yours take a few days to repair.

Things to look for in a cellphone:

- BATTERY LIFE** How many hours between recharging and how long will the battery last?
- VOLUME** Can you hear the phone ringing and people speaking?
- KEYPAD** Is it easy to see and use?
- SCREEN** Is it large enough to see the numbers and letters?
- SIZE** Is it convenient?

Put warranty in the list of things to look for?

c) Steps 5-7

Most participants appreciated the information these steps provided, but did feel that there was some room for improvement.

- A few participants pointed out that Steps 5 and 6 are really the same process. That is, a person needs to decide which type of plan to go with in the same step.
- Some noticed why a phone number was not included with the contact information. It was also suggested that the contact information, in its entirety, be moved to the back page, thereby reducing the clutter noted on some of the other ages.

Key Suggestions

- Consider combining Steps 5 and 6 into one, as they are part of the same process.
- Consider moving the contact information to the back page, and providing users with a telephone number.
- Consider reordering Steps 1-3 and Steps 5-7, as they relate to plans. Consider placing Step 4 first.

[See Figure 8]

Step 5 Prepaid Cards

ADVANTAGES

- You can buy a cellphone outright.
- You do not have to commit to a contract.
- You can stop using the cellphone at any time without penalty.
- You pay for what you need in advance – no monthly bills – no unexpected charges.
- You may not have to use a credit card.

DISADVANTAGES

- You will find the cost per minute will be higher than committing to a contract.
- You will have to renew the minutes each month and keep a balance to carry forward minutes.
- You need to ask how long you can carry forward minutes before the card expires.
- You have to keep track of the minutes so you don't run out just when you need to use the phone in an emergency.

Advantages and disadvantages are useful.

Step 6 Committing to a Contract

ADVANTAGES

- You may ask for a copy of the contract and read it over carefully.
- You can study the bill, see where the costs are too high and take action.
- You can usually get a reduced price on the actual phone, the longer the contract the cheaper the phone.
- You can choose a plan that suits your needs for the kind of calling you do.
- You may be able to switch plans within the contract if the plan is not suitable.
- You may be able to put together other provider services to get discounts.
- You may be able to have a package at a reduced cost that includes other cellphone users in your home.

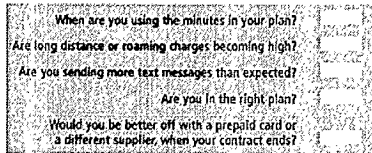
DISADVANTAGES

- You will have a contract from one to three years which is only breakable by paying a penalty – which is very expensive during the initial stages.
- You must realize that long term contracts can add up to a lot of money.
- You may want to change your actual phone more frequently and that may not be possible, without an additional charge.
- You need to be prepared that when you go over the minutes or send more text messages than is allowed on your plan, your monthly bill can be much larger than you expect.

Step 5 and 6 are really the same step.

Step 7 What to do when your cellphone bill arrives

Carefully go over each line of your cellphone bill.



Consider calling your provider for help in choosing a cheaper, more suitable plan.

**You can get a grip
on your cellphone costs,
it takes a bit of time
but it's worth it.**

For more in-depth information, including a glossary of terms and a section on how to complain effectively go to the Cellphone Guide for Canadians at www.ConsumerInformation.ca.

For additional copies of this publication, please contact:

Office of Consumer Affairs
Industry Canada
235 Queen Street, 6th Floor
Ottawa, Ontario K1A 0H5

Email: consumerinformation@ic.gc.ca

Website: www.ConsumerInformation.ca

Aussi offert en français sous le titre Choix de cellulaires pour les Canadiens : Une liste de vérifications.

No phone number.

Put contact
information on back
page?

d) Table of Contents

Generally speaking, all participants were quite satisfied with the range of topics listed in the Table of Contents, although there were a few minor suggestions for improvement.

- Although almost everyone liked the term "cellphone minutes", some participants felt that it didn't really convey the full meaning of the type of information this section would likely contain.
- The section on "Cellphone Technology" (listed under "Telephone Features") was thought to be too broad.
- While they appreciated having a chapter on dealing with unsatisfactory products and services, a number of participants thought that the title of the chapter was a bit too negative.

Key Suggestions

- Consider changing the title of the section on 'Cellphone Minutes' to 'Cellphone Usage'.
- Consider expanding or disaggregating the section on cellphone technology so that it includes a wider range of more specific topics (rather than lumping everything under one heading).
- Consider changing the name of the "Complaining Effectively" section too something less negative, such as "Resolving Customer Service Problems" or "Know Your Rights as a Consumer".

[See Figure 9]

Figure 9

Table of Contents	
	What do you really need?—The Basics 2
	Cellphone Minutes 3
	Incoming and Outgoing Calls 3
	Long Distance 4
	Coverage 5
	Consider Your Options 6
	Contract or no contract? 6
	Contracts with a Monthly plan 7
	Prepaid Card plans 8
	Telephone Features 9
	Text Messaging 10
	Web Browsing 10
	Cellphone Technology 10
	Things to Look for in the Actual Cellphone 11
	Complaining Effectively 13
	Finished with your Old Cellphone or Battery?
	Recycle 14
	Glossary of Terms 15
	Billing 15
	Time 16
	Technical 16
	Features 19
	Phone/Device 21
	Coverage 22

Change to
"usage"

Too broad
Some felt that this
section could be
broken down into
smaller topics

Too negative
"Resolving customer
service problems" or
"What are your rights as a
consumer?"

Well liked by
participants

4. Conclusions and Recommendations

Internet

- At this stage, it would not appear to make sense to develop tools or promote awareness around a taxonomy using consumer tools, consumer education and consumer skills. In testing, these words often meant the same thing to participants. Moreover, there was virtually no connection made between information/education and skills.
- The concept of an Internet guide was positively received, although it was recognized that much of the potential information was already out there. Despite availability elsewhere, the positive reception typically reflected the perceived objectivity and credibility of a guide developed by the Government of Canada. It was, however, unclear the extent to which such a guide could be expected to change behaviour. At the same time, Canadians would expect that such a guide be updated frequently given how fast things can change in this area. Within this context, careful consideration should be given to how any such guide can differentiate itself from what is currently available, and what internal resources/expertise would be necessary to ensure it would be up to date.
- The Canadian Consumer Information Gateway website continues to test extremely well. One of the main issues remains not with the website itself, but the lack of familiarity with it in the first place. This latest round of testing found only small refinements that should be considered, varying from looking at the layout of the home page to increasing the profile of certain features, to refining the labeling of some of the links (e.g., Consumer Policy and Research).
- The proposed involvement of the OCA in developing the cellular phone-related information tools is extremely well received, reflecting that many participants were unsatisfied with the information currently available.

Cellphones

- The proposed tools (the Checklist, Guide and Online Calculator) appear to meet a clear need in the marketplace, as buying cellphones and plans can be extremely complicated, particularly for the first time buyer. In fact, these tools are among the most well received in similar testing that EKOS has done in recent years.
- One of the main reasons behind the support for this work was the fact that the Government of Canada was seen as being objective and neutral on this front. It is, however, important to realize that the Government of Canada is not thought of as providing this type of information to consumers. Many of the suggestions around promoting the fact that the Government of Canada is providing this type of information involved having the Checklist and posters in various retail stores, along with other more traditional advertising methods. The Checklist and posters can also refer consumers to the Consumer Gateway website for further information.
- As might be expected, there are notable differences between first time buyers and those already with a cellphone. This distinction is a key consideration in the design of these tools as many without any experience with a cellphone will have much more difficulty answering questions relating to anticipated future usage (e.g., how many minutes they expect to use in a month). This can be largely addressed by having optional questions, which more seasoned users are in a better position to answer.

- There is a clear recognition that the cellphone industry is constantly evolving, both in the selection of phones and the choice of plans. While the Checklist and the Guide can be designed in such a way to stay relevant in light of change, it will be essential that the online calculator be based on the most up to date information and that end-users perceive it to be up to date if it is to be a relevant tool.

Appendix A: Location and Date of Groups

**Table 1
Location & Date of Focus Groups**

Location	Date	Group	Group Type	Language
Halifax	October 11, 2006	Group 1	Internet	English
	October 11, 2006	Group 2	Internet	English
Halifax	October 12, 2006	Group 1	Cellular Phone	English
	October 12, 2006	Group 2	Cellular Phone	English
Montreal	October 16, 2006	Group 1	Internet	French
	October 16, 2006	Group 2	Internet	French
Montreal	October 17, 2006	Group 1	Cellular Phone	French
	October 17, 2006	Group 2	Cellular Phone	French
Calgary	October 18, 2006	Group 1	Internet	English
	October 18, 2006	Group 2	Internet	English
Calgary	October 19, 2006	Group 1	Cellular Phone	English
	October 19, 2006	Group 2	Cellular Phone	English

Appendix B: Screeners

14890 - INDUSTRY

Respondent Name: _____

Home Phone #: _____

Business Phone #: _____

E-Mail: _____

Group #: _____ Recruiter: _____

Recruit 10 per group

GROUP 1
WEDNESDAY
OCTOBER 11TH,
5:30 PM
INTERNET
HALIFAX

GROUP 2
WEDNESDAY
OCTOBER 11TH,
7:30 PM
INTERNET
HALIFAX

GROUP 3
THURSDAY
OCTOBER 12TH,
5:30 PM
CELLPHONE
HALIFAX

GROUP 4
THURSDAY
OCTOBER 12TH,
7:30 PM
CELLPHONE
HALIFAX

GROUP 5
MONDAY
OCTOBER 16TH,
5:30 PM
CELLPHONE
MONTREAL
FRENCH

GROUP 6
MONDAY
OCTOBER 16TH,
7:30 PM
CELLPHONE
MONTREAL
FRENCH

GROUP 7
TUESDAY
OCTOBER 17TH,
5:30 PM
INTERNET
MONTREAL
FRENCH

GROUP 8
TUESDAY
OCTOBER 17TH,
7:30 PM
INTERNET
MONTREAL
FRENCH

GROUP 9
WEDNESDAY
OCTOBER 18TH,
5:30 PM
INTERNET
CALGARY

GROUP 10
WEDNESDAY
OCTOBER 18TH,
7:30 PM
INTERNET
CALGARY

GROUP 11
THURSDAY
OCTOBER 19TH,
5:30 PM
CELLPHONE
CALGARY

GROUP 12
THURSDAY
OCTOBER 19TH,
7:30 PM
CELLPHONE
CALGARY

Hello, my name is _____ from Research House Inc., we are calling today on behalf of the Government of Canada to invite you to a focus group discussion scheduled for (SEE ABOVE DATES). Your participation in the research is completely voluntary and your decision to participate or not will not affect any dealings you may have with Research House Inc. All information collected, used and/or disclosed will be used for research purposes only and administered as per the requirements of the Privacy Act. You will also be asked to sign a waiver to acknowledge that you may be audio and/or video taped during the session and will also participate in Qualitative Central. The session will last a maximum of 2 hours and you will receive a cash honorarium as a thank you for attending the session. May we have your permission to ask you some further questions to see if you fit in our study?

Yes.....1
No.....2 – THANK AND TERMINATE

INDICATE: Male.....1 – (5) PER GROUP
Female.....2 – (5) PER GROUP

1. Are you or is any member of your household or immediate family employed in, or ever been employed in:

	1		Ever	
	No	Yes	No	Yes
Market Research	()	()	()	()
Marketing	()	()	()	()
Public Relations	()	()	()	()
Any media (Print, Radio, TV)	()	()	()	()
A member of ACTRA	()	()	()	()
Advertising	()	()	()	()
Municipal Government	()	()	()	()
Provincial Government	()	()	()	()
Federal Government	()	()	()	()
IT or IM or Computer experts, including Web design or Web masters	()	()	()	()
Telecommunications Service or Product providers including Bell or Rogers, AT & T, Telus/Clearnet	()	()	()	()

IF YES TO ANY OF THE ABOVE – THANK AND TERMINATE

2a. May I have your age, please?

SPECIFY

- Under 18 years.....1 – **THANK AND TERMINATE**
- 18 – 24 years.....2 – **(1) PER GROUP**
- 25 – 34 years.....3 – **(2) PER GROUP**
- 35 – 44 years.....4 – **(2) PER GROUP**
- 45 – 54 years.....5 – **(2) PER GROUP**
- 55 – 65 years.....6 – **(2) PER GROUP**
- Over 65 years.....7 – **(1) PER GROUP**

2b. What is your marital status?

- Married / Common – Law.....1 } – **ENSURE GOOD MIX**
- Single / Div. / Wid. / Sep.....2 }

3a. What is your current employment status?

- Full Time Employed ()
- Part Time Employed ()
- Homemaker () -MAX. 2
- Student () -MAX. 1
- Retired () -MAX. 1
- Unemployed () -MAX. 1

3b. What is your occupation?

JOB TITLE

TYPE / NAME OF COMPANY

IF MARRIED / COMMON – LAW ASK – WHAT IS YOUR SPOUSE'S OCCUPATION?

JOB TITLE _____

TYPE / NAME OF COMPANY _____

IF ANY CONNECTION TO STANDARD OR PROJECT RELATED OCCUPATION – THANK AND TERMINATE

4a. As we need to speak with people from all walks of life, could you please tell me into which category I may place your total annual household income? Would that be...

- Under \$40,000.....1
- \$40,000 - \$60,000.....2
- \$60,000 - \$80,000.....3
- Over \$80,000.....4

4b. Could you please tell me, what is the last level of education that you have completed?

- Some High School.....1 – **THANK AND TERMINATE**
- High School.....2
- Some College / University.....3
- Completed College / University.....4

5a. Do you have any children living at home?

- Yes.....1
- No.....2 – **SKIP TO Q. 6**

5b. What are the ages of your children, living at home?

6a. Which of the following do you currently have and personally use for personal use?

- Computer..... 1 – **ALL MUST MENTION**
- Internet2 – **ALL MUST MENTION**
- Printer..... 3
- Cellular Telephone.....4 – **5 PER GROUPS 3,4,5,6,11 & 12 (CELLPHONE GROUPS MUST MENTION)**
- Other..... 5+ **5 PER GROUPS 3,4,5,6,11 & 12 – MUST NOT MENTION**

6b. Do you intend on purchasing or renewing a new cellphone and or plan in the next 6 months?

- Yes.....1 – **5 PER GROUPS 3,4,5,6,11 & 12 (CELLPHONE GROUPS MUST MENTION)**
- No.....2 – **THANK AND TERMINATE (CELLPHONE GROUPS)**

ASK ALL INTERNET USERS

7a. Do you currently use the Internet for reasons other than email?

- Yes.....1
- No2- **Thank and discontinue**

7b. How comfortable are **you** using the internet and navigating websites?

- Very comfortable.....1| - ENSURE A SPREAD
- Somewhat comfortable.....2|
- Somewhat uncomfortable.....3|
- Very uncomfortable.....4|

7c. How long have you personally been using the internet?

- Under 2 years1| - ENSURE A SPREAD
- 2 – 5 years2|
- Over 5 years.....3|

7d. Which of the following have you **recently** experienced online?

- Email.....1
- Downloaded music.....2
- Searched a product or service..... 3 – **5 PER GROUPS 1,2,7,8,9 & 10 (INTERNET) MUST MENTION**
- Banking.....4
- Purchased a product.....5

ASK ALL CELLPHONE USERS

8a. You mentioned that you currently have a cellphone. Are you personally responsible for choosing this phone and its plan and are you responsible for the payment?

- Yes.....1
- No.....2 – **THANK AND TERMINATE**

8b. Is this a company cellphone?

- Yes.....1 – **THANK AND TERMINATE**
- No.....2

8c. You mentioned that you were personally responsible for the selection of your cellphone and its plan and or renewal. Was this within the past two years or more than two years ago?

- Past 2 years.....1 – 5 PER GROUP – ASK Q. 8E
- Over 2 years ago.....2 - TERMINATE

8d. Did you personally do any comparison shopping or other research into which cellphone products and service plans you should choose? For example, this could have included talking to cellular providers about your options in terms of plans and prices, reading brochures, searching online, talking to family/friends.

- Yes.....1
- No.....2 – **THANK AND TERMINATE**

8e. Did you do any of this research online?

- Yes.....1| - ENSURE A GOOD MIX
- No.....2|

9a Participants in group discussions are asked to voice their opinions and thoughts, how comfortable are you, in voicing your opinions in front of others? Are you....

- Very Comfortable..... 1 – MIN 50% PER GROUP
- Fairly Comfortable.....2
- Comfortable.....3
- Not Very Comfortable.....4 – THANK AND TERMINATE
- Very Uncomfortable.....5 – THANK AND TERMINATE

9b. Have you ever attended a focus group or one to one discussion for which you have received a sum of money, here or elsewhere?

- Yes.....1 – MAX (50%) PER GROUP
- No.....2 – SKIP TO Q. 10

9c. When did you last attend one of these discussions?

TERMINATE IF IN THE PAST 6 MONTHS

9d. How many focus group or one –to-one discussions have you attended in the past 5 years?

(SPECIFY) IF MORE THAN 5 – THANK AND TERMINATE

9e. Would you please tell me the topics discussed?

10. Have you been invited to another of these focus groups or interviews in the near future?

- Yes.....1 – THANK AND TERMINATE
- No.....2

11. Sometimes participants are asked to write out their answers on a questionnaire or watch a Video during the discussion. Is there any reason why you could not participate?

- Yes.....1 – THANK AND TERMINATE
- No.....2

NOTE: IF RESPONDENT OFFERS ANY REASON SUCH AS SIGHT OR HEARING PROBLEM, A WRITTEN OR VERBAL LANGUAGE PROBLEM, A CONCERN WITH NOT BEING ABLE TO COMMUNICATE EFFECTIVELY – THANK AND TERMINATE

IMPORTANT:

The session is 2 hours in length, but we are asking that all participants arrive 10 minutes prior to the start time of the session. Are you able to be at the research facility 10 minutes prior to the session time?

- Yes.....1
- No.....2 – TERMINATE

All participants in this study are asked to bring to the group PICTURE IDENTIFICATION. If you do not bring your personal identification then you will not be able to participate in the session and you will not receive the incentive fee. Are you going to bring along your ID?

Yes.....1

No.....2 – TERMINATE

The group discussion will last approximately 2 hours and we offer each participant a \$50.00 cash gift as a token of our appreciation. I should also tell you that the groups will be audio - taped for research purposes and members of the research team will be observing the discussion from an adjoining room. Everything you say will be kept confidential.

[] CHECK TO INDICATE YOU HAVE READ THE STATEMENT TO THE RESPONDENT

GROUP 1
WEDNESDAY
OCTOBER 11TH,
5:30 PM
INTERNET
HALIFAX

GROUP 2
WEDNESDAY
OCTOBER 11TH,
7:30 PM
INTERNET
HALIFAX

GROUP 3
THURSDAY
OCTOBER 12TH,
5:30 PM
CELLPHONE
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CELLPHONE
MONTREAL
FRENCH

GROUP 7
TUESDAY
OCTOBER 17TH,
5:30 PM
INTERNET
MONTREAL
FRENCH

GROUP 8
TUESDAY
OCTOBER 17TH,
7:30 PM
INTERNET
MONTREAL
FRENCH

GROUP 9
WEDNESDAY
OCTOBER 18TH,
5:30 PM
INTERNET
CALGARY

GROUP 10
WEDNESDAY
OCTOBER 18TH,
7:30 PM
INTERNET
CALGARY

GROUP 11
THURSDAY
OCTOBER 19TH,
5:30 PM
CELLPHONE
CALGARY

GROUP 12
THURSDAY
OCTOBER 19TH,
7:30 PM
CELLPHONE
CALGARY

INCENTIVE: \$50

LENGTH OF GROUP: 2 hours

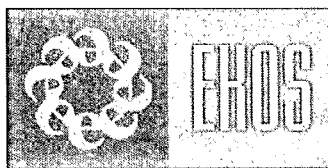
LOCATIONS:

Halifax
Corporate Research Associates
7051 Bayers Road
Suite 400
902.722.3100

October 16th and October 17th
Montreal
MBA (Mayer, Bourbonnais & Aube)
1470 Peel St
Suite 800
514.284.9644

October 18th and October 19th
Calgary
E-Style Studios
1011 1st Street SW
Suite 520
403.770.0296

Appendix C: Moderators Guides



ConsumerInformation.ca

Internet-Related Focus Groups

Final Moderator's Guide

October 10, 2006

1. Introduction (5 minutes)

- Purpose of the discussion.
- Explanation of format and "ground rules":
 - Discussions are being audio taped and observed by members of the research team.
 - Your comments will remain confidential.
 - Please try to speak one at a time.
 - There aren't any right or wrong answers to the things we'll be talking about — we're just looking for your honest opinions.
 - It's okay to disagree. Please speak up even if you think you're the only one who feels a certain way about an issue.
 - Moderator's role: raise issues for discussion, watch for time and make sure everyone has a chance to participate.
- Participant introductions: First name, employment status, length of time living in the city.

2. Ice-Breaker (5 minutes)

- Let's begin by talking about being consumers. How would you describe yourself as a consumer? What kind of consumer are you? Please jot down up to three words or phrases that characterize you as a consumer. [Prompt with example of consumer types if needed.]
 - The Researcher
 - The Impulse Buyer
 - The Bargain Hunter
 - The Loyal Consumer (i.e., likes to purchase goods and services from the same suppliers)
 - The Adventurous Consumer (i.e., like to purchase goods and services from a variety of suppliers)

3. Consumer Information vs. Education (10 Minutes)

- How satisfied are you with your overall abilities and knowledge as a consumer? Are you as effective a consumer as you would like to be?
 - What are you lacking most? What do you wish you were better at or had more of, in order for you to be a better consumer (e.g., information, education, skills)?
- What are some examples of **consumer information**
- What are some examples of **consumer education**
- What are some examples of **consumer skills**
- In your own mind, what are the differences between consumer information (e.g., pros and cons of competing products), consumer education (e.g., knowledge of rights, complaint mechanisms, etc), and consumer skills (e.g., negotiating, researching, math skills)?

4. E-Consumer Guide to the Internet (10 minutes)

- Let's talk about your use of the Internet. What are the main things you use the Internet for?
- What type of activities don't you do online?
 - What types of concerns, if any, do you have?
 - Have you ever tried to obtain information on these Internet-related concerns, such as virus protection and how to install it, firewalls, detecting spyware, spam, ID theft, shopping on-line, trusted sites, online safety for kids, etc.? Were you successful? Where would you obtain information on these issues?
- [Moderator distributes handout and asks participants to rate their interest in five potential E-Consumer Guide topics.] How interested would you be in an on-line guide that provided information on the following topics?
 - What do you think of the Government of Canada developing an on-line guide on these topics, something like how it developed the Canada Food Guide?

5. ConsumerInformation.ca (90 minutes)

- I would like to obtain your input on a site that aims to provide Canadians with access to a wide variety of consumer information from a range of government and non-government organizations. [Moderator shows participants the "Take a Guided Tour Video" in order to provide context for the rest of the discussion].
- What are your first impressions of the Gateway based on what you learned from the video (e.g., interesting, useful, redundant, etc.)?
 - Have ever visited or heard of the Gateway before?
 - Do you think you would ever visit a site like this?

Let's look at some specific Gateway features, starting with the "Focus On" section.

- What would you say the point of this feature is? How might it be different from the Gateway's other aspects? What would you expect to find there?

- [Moderator walks participants through one of the Focus On issues (e.g., Consumer Complaints, Identity Theft and Spam) and probes the following:]
 - [Before clicks on Identity Theft link] What would you expect to find by clicking here?
 - Is this what you expected?
 - How well is the information organized?
 - How clear are the titles and document descriptions?
 - Do you have any suggestions for improving the way information is provided?
 - Would you expect the Focus On topics highlighted in box change over time? Why?
 - Do you have any suggestion for Focus On topics?

Let's have a quick look at the "Resources for Business" section.

- What would you expect to find by clicking here?
- What do you think of the Gateway providing tools and information to help businesses improve the way they deal with consumers, such as handling complaints, guarding customers' information and earning the trust of on-line customers?
 - Would you ever use this type of information?
 - What do you think of the fact that this information, which is intended for business, is on a website for consumers?

Let's have a quick look at the "Consumer and Policy Research" section.

- What would you expect to find by clicking here?
- Is this the type of information and resources you would expect to find under a section entitled Consumer and Policy Research? Is this title appropriate given what the section offers?
 - How useful/relevant is this type of information to you personally? Would you ever want to access this information?
 - Can you think of anything to add to this section?
- [Moderator returns to the Homepage] Let's say I was in the market for a consumer product, such as a lawnmower, and wanted some reliable information about various features and value for money. Does the Gateway have anything that might help me?
 - How easy or difficult was the "Compare Products/Information" icon to locate?

Let's have a quick look at the Compare Products/Information section.

- What would you expect to find by clicking here?
- [Moderator allows participants to read the text on the screen.] What does this text mean to you? [Moderator then clicks on link].
- Is this the type of information and resources you would expect to find under a section entitled Compare Products/Information? Is this title appropriate given what the section offers?
- Is it clear that the information is not being provided by the Government of Canada but by some of its partners?
- How useful/relevant is this type of information to you? Would you ever want to access this information?
- Can you think of any ways of improving this section?

"Know Your Rights" Section

- What do you think we will find under the "Know Your Rights" section?
- Let's have a look. [Moderator walks participants through the section, explaining its purpose and the type of information it provides access to.]
 - Is this what you expected?
 - How clear are the subject headings?
 - Are any subjects missing?
 - Why would you need to select a province or territory in order to generate a list of documents?
 - How well is the information organized?
 - How useful/relevant is this type of information to you personally? Would you ever want to access this information? Under what circumstances?
 - Can you think of any ways of improving this section?

"Consumer Challenges and Solutions" section

- What do you think we will find under the "Consumer Challenges and Solutions" section?

- Let's have a look. [Moderator walks participants through the section, explaining its purpose and the type of information it provides access to.]
 - Is this what you expected?
 - What do you think of the way the information is organized into headings? Are any subjects missing?
 - How comprehensive does this section seem to you? Does it look like there are a lot of challenges and solutions addressed?
 - What do you think of the opportunity to submit your consumer challenge to their experts for a response? Would you ever make use of this opportunity?
 - How useful/relevant is this type of information to you personally? Would you ever want to access this information?
 - Can you think of any ways of improving this section?
- The working title of the section is: Consumer Challenges and Solutions. What do you think of this title? Can you think of a title that might be better? What do you think of "Consumer Tips" as an alternative?

"File a Complaint" icon

- What would you expect to find under the "File a Complaint" icon?
- Let's have a look at what we find. [Explains the "Complaint Courier" tool concept to participants, including an overview of the six progressive steps].
 - Is this the type of information or tool you would have expected to find under the "File a Complaint" icon?
 - What do you think of this tool overall?
 - Would you ever use it?
 - Can you think of any ways that this concept might be improved?

Final Suggestions

- You have had a quick chance to view a good part of the website. I want you to write down any suggestions you have to improve the website, including what information or services you would want to see on the website.
- Any final suggestions/comments?

THANK YOU VERY MUCH FOR YOUR PARTICIPATION!



Infoconsommation.ca
Groupes de discussion touchant Internet

Guide du modérateur – version finale

10 octobre 2006

1. Introduction (5 minutes)

- But de la discussion.
- Explication du format et «règles de base» :
 - Les discussions sont enregistrées sur bande sonore et observées par des membres de l'équipe de recherche.
 - Vos propos vont demeurer confidentiels.
 - Essayez d'intervenir à tour de rôle.
 - Il n'y a pas de bonne ou de mauvaise réponse aux questions que nous allons aborder — nous cherchons simplement à connaître le fond de votre pensée.
 - Il est permis d'être en désaccord. Exprimez-vous même si vous vous croyez la seule personne à être d'un certain avis.
 - Rôle du modérateur : soulever les questions à débattre, surveiller l'heure et voir à ce que chacun ait la chance de participer.
- Présentation des participants : prénom, situation d'emploi, durée de résidence dans la ville.

2. Mise en forme (5 minutes)

- Commençons par parler de nous en tant que consommateurs. Comment vous décririez-vous comme consommateur? Quelle sorte de consommateur êtes-vous? Je vais vous demander d'écrire au maximum trois mots ou expressions qui vous caractérisent en tant que consommateur. [Suggérez, au besoin, des exemples de consommateurs.]
 - Le Fouineur
 - L'Acheteur impulsif
 - Le Dénicheur d'aubaines
 - Le Consommateur fidèle (i.e., qui aime se procurer des biens et des services auprès des mêmes fournisseurs)
 - Le Consommateur aventureux (i.e., qui aime se procurer des biens et des services auprès de fournisseurs différents)

3. Information des consommateurs par opposition à éducation (10 minutes)

- Dans quelle mesure êtes-vous satisfait de vos aptitudes et connaissances générales de consommateur? Êtes-vous un consommateur aussi efficace que vous le voudriez?
 - Qu'est-ce qui vous fait le plus défaut? Qu'est-ce que vous aimeriez être davantage ou avoir de plus afin d'être un consommateur plus avisé (p. ex., de l'information, de l'éducation, des compétences)?
- Avez-vous quelques exemples d'**information à la consommation** ?
- Avez-vous quelques exemples d'**éducation à la consommation** ?
- Avez-vous quelques exemples de **compétences en consommation** ?
- À votre avis, quelles sont les différences entre information à la consommation (p. ex., le pour et le contre de certains produits concurrentiels), éducation à la consommation (p. ex., connaissance de ses droits, des mécanismes de recours, etc.) et compétences en consommation (p. ex., en négociation, en recherche, en mathématiques)?

4. Guide du cyberconsommateur (10 minutes)

- Parlons de votre utilisation d'Internet. Quelles sont les principales choses que vous faites dans Internet?
- Quels sont les genres d'activités que vous ne faites pas en ligne?
 - Quelles sont vos préoccupations, le cas échéant?
 - Avez-vous déjà essayé d'obtenir de l'information sur vos préoccupations liées à Internet, comme sur les logiciels de protection contre les virus et la façon de les installer, les coupe-feu, la détection des logiciels espions, les pourriels, le vol d'identité, l'achat en ligne, les sites de confiance, la protection des enfants en ligne, etc.? Avez-vous réussi? Où iriez-vous chercher de l'information sur ces questions?
- [Le modérateur distribue la feuille d'exercice et demande aux participants de classer leur intérêt pour cinq sujets qui pourraient faire partie d'un guide du cyberconsommateur.] Dans quelle mesure seriez-vous intéressé à avoir un guide électronique qui vous renseigne sur ces sujets?
 - Que pensez-vous de l'idée que le gouvernement du Canada mette au point un guide électronique touchant ces sujets, un peu comme il l'a fait pour le Guide alimentaire canadien?

5. Infoconsommation.ca (90 minutes)

- J'aimerais connaître votre opinion à propos d'un site qui a pour but de donner accès aux Canadiens à toute une gamme de renseignements sur la consommation provenant de diverses organisations gouvernementales et non gouvernementales. [Le modérateur fait voir aux participants le vidéo «Faites une visite guidée» pour les situer dans le contexte du reste de la discussion.]
- Quelles sont vos premières impressions de la Passerelle d'information, d'après ce que la vidéo vous a appris (p. ex., intéressante, utile, redondante, etc.)?
 - Connaissiez-vous la Passerelle d'information pour l'avoir consultée ou en avoir entendu parler?
 - Consulteriez-vous un site comme celui-là?

Voyons de plus près certaines options de la Passerelle d'information, à commencer par la section «Les points de mire».

- D'après vous, quel est l'objectif de cette option? En quoi diffère-t-elle des autres fonctions de la Passerelle d'information? Qu'est-ce que vous vous attendez à trouver ici?
- [Le modérateur consulte l'un des points de mire avec les participants (p. ex., Info-plainte, Vol d'identité et Pourriels) et pose les questions suivantes :]
 - [Il clique d'abord sur le lien Vol d'identité] Qu'est-ce que vous vous attendez à trouver en cliquant ici?
 - Est-ce ce à quoi vous vous attendiez?
 - L'information est-elle bien organisée?
 - Les titres et descriptions des documents sont-ils assez clairs?
 - Avez-vous des suggestions pour améliorer la façon dont l'information est présentée?
 - Vous attendriez-vous à ce que les enjeux illustrés dans la boîte Les points de mire changent de temps à autre? Pourquoi?
 - Avez-vous des suggestions touchant les sujets des Points de mire?

Jetons un coup d'œil à la section «Ressources pour les entreprises».

- Qu'est-ce que vous vous attendez à trouver en cliquant ici?
- Que pensez-vous de l'idée que la Passerelle d'information procure aux entrepreneurs des outils et de l'information pour les aider à améliorer leur façon de traiter avec les consommateurs, comme pour ce qui est de déposer une plainte, de protéger les renseignements personnels des clients et de gagner la confiance des clients qui font affaire en ligne?
 - Vous serviriez-vous de ce genre d'information?
 - Que dites-vous du fait que cette information, destinée aux entreprises, se trouve sur un site Web destiné aux consommateurs?
- Jetons un coup d'œil à la section «Politiques et recherches en consommation».
- Qu'est-ce que vous vous attendez à trouver en cliquant ici?
- Est-ce le genre de renseignements et de ressources que vous vous attendriez à trouver dans une section intitulée Politiques et recherches en consommation? Trouvez-vous que le titre est adéquat?

- Dans quelle mesure ce genre d'information est-il utile/pertinent pour vous, personnellement? Pourriez-vous être tenté d'en prendre connaissance?
- Y aurait-il quoi que ce soit à ajouter à cette section?
- [Le modérateur revient à la page d'accueil] Disons que je suis à la recherche d'un produit de consommation, comme une tondeuse, et que je veux obtenir des renseignements fiables sur diverses caractéristiques et le rapport qualité-prix. Est-ce que la Passerelle d'information pourrait m'aider?
 - Vous a-t-il été facile ou difficile de localiser l'icône «Tests achats produits/services»?

Jetons un coup d'œil à la section «Tests achats produits/services».

- Qu'est-ce que vous vous attendez à trouver en cliquant ici?
- [Le modérateur donne aux participants le temps de lire le texte à l'écran.] Quel est pour vous le sens de ce texte? [Le modérateur clique ensuite sur le lien.]
- Est-ce le genre de renseignements et de ressources que vous vous attendriez à trouver dans une section intitulée Tests achats produits/services? Trouvez-vous que le titre est adéquat?
- Est-il évident que l'information ne provient pas du gouvernement du Canada mais de certains de ses partenaires?
- Dans quelle mesure ce genre d'information est-il utile/pertinent pour vous? Pourriez-vous être tenté d'en prendre connaissance?
- Auriez-vous des façons d'améliorer cette section?

Section «Connaître vos droits»

- Qu'est-ce que vous vous attendez à trouver dans la section «Connaître vos droits»?
- Jetons-y un coup d'œil. [Le modérateur promène les participants dans cette section, en explique le but et le genre de renseignements auxquels elle donne accès.]
 - Est-ce ce à quoi vous vous attendez?
 - Les titres des sujets sont-ils clairs?
 - Y a-t-il des sujets qui manquent?
 - Pourquoi devez-vous sélectionner une province ou un territoire afin d'obtenir une liste de documents?

- L'information est-elle bien organisée?
- Dans quelle mesure ce genre d'information est-il utile/pertinent pour vous, personnellement? Pourriez-vous être tenté d'en prendre connaissance? Dans quelles circonstances?
- Auriez-vous des façons d'améliorer cette section?

Section «Défis-consommateur et solutions»

- Qu'est-ce que vous vous attendez à trouver dans la section «Défis-consommateur et solutions»?
- Jetons-y un coup d'œil. [Le modérateur promène les participants dans cette section, en explique le but et le genre de renseignements auxquels elle donne accès.]
 - Est-ce ce à quoi vous vous attendiez?
 - Que pensez-vous de la façon dont l'information est organisée par rubrique? Y a-t-il des sujets qui manquent?
 - Cette section vous semble-t-elle complète? A-t-on l'impression de pouvoir y trouver beaucoup de défis et de solutions?
 - Que dites-vous de la possibilité de soumettre votre défi-consommateur aux experts de cette section pour qu'ils vous répondent? Profiteriez-vous vous-même de cette possibilité?
 - Dans quelle mesure ce genre d'information est-il utile/pertinent pour vous, personnellement? Pourriez-vous être tenté d'en prendre connaissance?
 - Auriez-vous des façons d'améliorer cette section?
- Cette section a présentement pour titre : Défis-consommateur et solutions. Que pensez-vous de ce titre? Auriez-vous un meilleur titre à proposer? Que diriez-vous de le remplacer par «Conseils au consommateur»?

Icône «Déposez une plainte»

- Qu'est-ce que vous vous attendez à trouver sous l'icône «Déposez une plainte»?
- Allons voir. [Explique aux participants le concept de l'outil «Courriel des plaintes» et donne un aperçu des six étapes progressives.]
 - Est-ce le genre d'information ou d'outil que vous vous attendiez à trouver sous l'icône «Déposez une plainte»?
 - Que pensez-vous de cet outil, en général?

- Vous en serviriez-vous?
- Auriez-vous des façons d'améliorer ce concept?

Suggestions de la fin

- Vous avez pu parcourir rapidement une bonne partie de ce site Web. Je vais vous demander d'écrire les suggestions que vous pourriez avoir afin d'améliorer le site, y compris les renseignements ou les services que vous aimeriez y trouver.
- Auriez-vous des suggestions ou des commentaires à ajouter?

MERCI BEAUCOUP DE VOTRE PARTICIPATION!



ConsumerInformation.ca
Cellular Phone Focus Groups

Final Moderator's Guide

October 10, 2006

1. Introduction (5 minutes)

- Purpose of the discussion.
- Explanation of format and "ground rules":
 - Discussions are being audio taped and observed by members of the research team.
 - Your comments will remain confidential.
 - Please try to speak one at a time.
 - There aren't any right or wrong answers to the things we'll be talking about — we're just looking for your honest opinions.
 - It's okay to disagree. Please speak up even if you think you're the only one who feels a certain way about an issue.
 - Moderator's role: raise issues for discussion, watch for time and make sure everyone has a chance to participate.
- Participant introductions: First name, employment status, length of time living in the city.

2. General Views on Cellphones (20 Minutes)

- Some of you are considering the first purchase of a cellphone and cellphone service, while others are already cellphone users. Given that we will be talking a lot about personal experiences and consumer preferences, I thought it would be good to start by having you briefly describe what your current cellphone situation is. Let's go around the table...
 - Looking to purchase a cellphone and service for first time
 - Looking to buy a new cellphone but keeping the service
 - Looking to switch service but keeping cellphone
 - Looking for new cellphone and service
 - Monthly plan (length of contract)/Prepaid-pay as you go
- What are some of the key factors you consider when purchasing a cellphone?
 - Price
 - Phone features (e.g., camera, e-mail, video, ability to download, etc.)
 - The phone's style/appearance
 - Technical superiority (e.g., clarity of reception)
 - Service provider
 - Other
- Let's talk a little bit more about research and comparison-shopping. How much time and effort do you devote to gathering and considering information on cellphone and service prior to making a purchase or selecting a provider and a plan?
 - Where do you obtain information?
 - Who has the most reliable information?
 - How comprehensive is the information?
 - How easy is the information to digest?
- What are some of the key factors you consider when subscribing to a particular cellphone service?
 - Costs (e.g., price, monthly plan vs. pay as you go)
 - Bundling
 - Simplicity
 - Roaming capabilities
 - Specific features (e.g., weekend rates, long-distance rates, etc.)

- Reliability/familiarity of the provider
- Other
- What would you say are some of the biggest challenges involved in purchasing cellphones and subscribing to a particular service/service provider and selecting a plan?
 - Understanding technical aspects and jargon
 - The ability to make a reliable comparison between competing options
 - Dealing with salespeople
 - Understanding contracts/agreements
- How satisfied are you with the information and advice available to help you make sound cellphone and cellphone service purchasing decisions?
 - Have you ever considered looking to the Government of Canada for consumer information on cellphone and cellphone service? Why not?
- For those who have a cellular phone, was there anything that surprised you after you had signed up for particular phone service or after you got your bill?
 - How closely do you examine your monthly bills?
- Have you ever had any concerns or issues with your cellphone or your cellphone service?
 - What was the nature of your concerns or issues?
 - Who did you do?
 - Was the issue dealt with to your satisfaction?
- Others, have you ever wanted to complain about either your cellphone or your cellphone service?
 - What were you unhappy about?
 - Why didn't you follow through and lodge a complaint?

3. Cellphone Checklist and Guide (25 Minutes)

[Moderator distributes handout of the draft Checklist and asks participants to read it carefully once. Participants are also encouraged to highlight parts that are particularly helpful/interesting, or conversely confusing/useless.] Let's see what you thought of the Checklist...

- What is your overall reaction to the Checklist?
 - Do you find it useful/helpful?

- How easy is it to understand? Were you confused by anything?
- What did you think of the cover (e.g., appeal, appropriateness, connotations, etc.)?
- What about the title (e.g., appeal, appropriateness, connotations, etc.)?
- How about the layout, graphics and fonts used inside the Checklist?
- Can you think of other ways of improving the Checklist?

[Moderator displays the two Guide boards: 1) cover, and 2) table of contents, and explains that the Guide would provide consumers with more detailed information about cellphone choices.] Let's turn to the Guide...

- As you can see, the Guide's cover is essentially the same as the Checklist's. Is there anything else you would like to say about the cover title and picture (e.g., appeal, appropriateness, connotations, etc.)?
- The table of contents outlines the main topics covered in the Guide. What do you think of the issues that are proposed to be covered in the Guide?
 - Are the topics clear? Do you get a sense of what they are?
 - To what extent are the topics relevant/interesting/useful?
 - Can you think of a key issue or topic that might be missing?
- How interested would you be in using the Checklist? What about the Guide?
 - Why: What benefit(s) do these provide you with? What value do they have?
 - Why not?
- Would you rather access the Checklist and Guide on-line or would you prefer to have a paper version or both? Why do you say that? Where would you expect to get a copy?
- One of the challenges faced by the Government of Canada lies in letting Canadians know that the Guide and Checklist exist. Related to that is the challenge of distribution. What are some of the best ways of let people know that these documents exists and where/how should they be available? Please write down some suggestions, and as you do this, think of the following:
 - Websites that you visit (e.g., Government of Canada, commercial/consumer, pop culture, etc.)
 - Places that you shop (Rogers, Home Depot, etc.)
 - Public places that you tend to frequent (e.g., malls, public transit, university/college)
 - Other?

4. Online Interactive Cellphone Calculator Needs Assessment (70 Minutes)

- Some of you talked earlier about how you had conducted some on-line research into cellphones and/or cellphone service. There are a few websites that provide consumers with information on the various cellphones and service options that exist in Canada. I would like to show one of these...
- [Moderator walks participants through key features of the www.comparecellular.ca as follows:]
 - 1) Review phones, select Bell Mobility, scroll through phones and select a particular phone and show what information is given
 - 2) Hit home, and then select Rate Plans, select Rogers Wireless/Alberta, select Couples and Family Plan, select one particular plan and display information, then go back and select Prepaid Plans, select one particular plan, and display information.
 - 3) Hit return to Rate Plans and select Compare Rate Plans, select Calgary/Alberta, select Small Plans \$25-\$34, and display information,
- What do you think of the information contained on this website?
 - Have you ever visited a site such as this one before?
 - How useful does the information contained on this site appear to be?
 - Would you ever visit a site such as this one?
 - Do you see any drawbacks to this site? Is anything missing from it?
 - If you were to redesign the site to suit your own needs, would you do anything differently?
- As you can see, this site (as well as others like it) gathers information that is publicly available from cellphone and cellphone service providers and organizes it a manner that allows consumer to make side-by-side product and service comparisons. What do you think of a website that would, instead, provide you with a customized list of potential cellphone plans based on information that you input about how you expect to use your phone?
 - What is your initial reaction to this concept?
 - Are you interested enough to hear more?
- The basic idea is that you would answer some questions designed to obtain key information about your needs, preferences and budget. The system would analyze this information and provide you with options that best meet your profile (i.e., the answers to you questions).
 - What do you think of the concept now?

- What if I told you that this site would be designed and administered by the Government of Canada? Do you have any reaction to that? Is the Government's involvement mainly a good, bad or neutral thing?
- How interested are you in this concept? Would you want to use this tool? Why/Why not?
- In the time that we have left, I'd like to obtain your input on how best to turn this concept into a reality. How much time would you spend completing the on-line questionnaire/profile?
Would you rather spend more time providing more detailed information in order to get more precise options, or vice versa? That is, you provide less information and the website would provide you with a much larger range of options, some of which could potentially not suit your needs at all.
- I would like to get a more precise idea of the type of information that you be willing and able to provide for the development of your profile. [Moderator distributes handout of potential specifications for cellphone service.] Please take a few minutes to identify the information that you would be unwilling or unable to provide, as well as information that you find completely irrelevant to the development of a profile for most users (e.g., very expensive and esoteric features).
- Let's turn to the cellphone/cellphone service specifications.
 - Which would you be unwilling to provide?
 - Which would you be unable to provide?
 - Are there any specifications that you feel are irrelevant to the development of a profile and related recommended options? Which one(s)?
- Now let's turn to the production and display of results. How would you prefer the results be displayed?
 - How many results would you want to see (e.g., top 3 then others, top 5)?
 - Should they be ordered (e.g., best match to profile, price, etc.)? Should there be an ability to sort based on these?
 - How important would it be to see the estimated total monthly cost (i.e., it would have to be an estimate based on the anticipated minutes of usage, etc)?
 - Would you want to be able to see a side-by-side comparison of the recommended options?
 - What key information should be displayed in the results (e.g., refer to earlier specification handouts)? [Moderator distributes handout.]
 - Would you like to be able to add or remove specifications from the recommended options in order to see its impact on price and the ordering of the recommendations?

- Do you have any other ideas about the display of results?
- Thinking about what we have just discussed, do you think that this is a useful initiative for the Government of Canada? Could you see yourselves using?
- As I mentioned earlier in our discussion of the Checklist and Guide, the Government faces a big challenge in letting Canadians know about the products and service they have for them. What would be an effective way of letting people like you know about the existence of the tool? On what type of website should this tool be housed?
- Any final suggestions/comments?

THANK YOU VERY MUCH FOR YOUR PARTICIPATION!



Infoconsommation.ca
Groupes de discussion touchant le téléphone
cellulaire

Guide du modérateur – version finale

10 octobre 2006

1. Introduction (5 minutes)

- But de la discussion.
- Explication du format et «règles de base» :
 - Les discussions sont enregistrées sur bande sonore et observées par des membres de l'équipe de recherche.
 - Vos propos vont demeurer confidentiels.
 - Essayez d'intervenir à tour de rôle.
 - Il n'y a pas de bonne ou de mauvaise réponse aux questions que nous allons aborder — nous cherchons simplement à connaître le fond de votre pensée.
 - Il est permis d'être en désaccord. Exprimez-vous même si vous vous croyez la seule personne à être d'un certain avis.
 - Rôle du modérateur : soulever les questions à débattre, surveiller l'heure et voir à ce que chacun ait la chance de participer.
- Présentation des participants : prénom, situation d'emploi, durée de résidence dans la ville.

2. Points de vue généraux sur le téléphone cellulaire (20 minutes)

- Il y en a parmi vous qui songent à faire leur premier achat d'un téléphone cellulaire et d'un service de téléphone cellulaire tandis que d'autres sont déjà des usagers. Puisque nous allons beaucoup parler de vos expériences personnelles et de vos préférences en matière de consommation, j'ai pensé qu'il serait bon de vous demander d'abord de dire brièvement où vous en êtes au sujet du téléphone cellulaire. Faisons un tour de table...
 - Vous cherchez à vous procurer pour la première fois un téléphone cellulaire et un service
 - Vous cherchez à acheter un nouveau téléphone cellulaire mais voulez garder le même service
 - Vous cherchez à changer de service mais voulez garder votre téléphone cellulaire
 - Vous cherchez un nouveau téléphone cellulaire et un autre service
 - Forfait mensuel (durée du contrat)/prépayé ou à la carte
- Quels sont les principaux facteurs dont vous tenez compte au moment d'acheter un téléphone cellulaire?
 - Prix
 - Options (p. ex., caméra, courriel, vidéo, possibilité de télécharger, etc.)
 - Style/apparence de l'appareil
 - Supériorité technique (p. ex., clarté de la réception)
 - Fournisseur du service
 - Autre
- Parlons un peu plus de magasinage et de comparaison. Combien de temps et d'effort consacrez-vous à la cueillette et à l'étude des renseignements sur les téléphones cellulaires et les services avant de procéder à l'achat ou de choisir un fournisseur et un forfait?
 - Où trouvez-vous de l'information?
 - Qui a l'information la plus fiable?
 - À quel point cette information est-elle complète?
 - À quel point cette information est-elle facile à absorber?
- Quels sont les principaux facteurs dont vous tenez compte au moment de vous abonner à un service de téléphone cellulaire?

- Coût (p. ex., prix, forfait mensuel par opposition à payer à la carte)
 - Services compris
 - Simplicité
 - Possibilité d'itinérance
 - Options particulières (p. ex., tarif de fin de semaine, tarif interurbain, etc.)
 - Fiabilité/nom connu du fournisseur
 - Autre
- Quelles sont, selon vous, les plus grosses difficultés quand on veut acheter un téléphone cellulaire, s'abonner à un service particulier ou choisir un fournisseur de service ainsi qu'un forfait?
 - Comprendre les aspects techniques et le jargon
 - Pouvoir comparer avec assurance diverses options concurrentielles
 - Faire affaire avec les vendeurs
 - Comprendre la teneur des contrats ou conventions
- Dans quelle mesure êtes-vous satisfait des renseignements et des conseils disponibles afin de vous aider à prendre une décision judicieuse touchant l'achat d'un téléphone cellulaire et d'un service de téléphone cellulaire?
 - Avez-vous déjà songé à chercher du côté du gouvernement du Canada de l'information à la consommation touchant les téléphones cellulaires et les services de téléphone cellulaire? Pourquoi pas?
 - Pour ceux qui possèdent un cellulaire, y a-t-il quoi que ce soit qui vous a surpris après vous être abonnés à un certain service téléphonique ou avoir reçu votre première facture?
- Avez-vous déjà eu des préoccupations ou des difficultés au sujet de votre téléphone cellulaire ou de votre service de téléphone cellulaire?
 - Quelle était la nature de vos préoccupations ou difficultés?
 - Qu'avez-vous fait?
 - La question a-t-elle été réglée à votre satisfaction?
- Pour d'autres, avez-vous déjà voulu porter plainte au sujet de votre téléphone cellulaire ou de votre service de téléphone cellulaire?
 - Qu'est-ce qui vous déplaisait?
 - Pourquoi n'avez-vous pas déposé de plainte?

3. Liste de contrôle et guide touchant le téléphone cellulaire (25 minutes)

[Le modérateur distribue la version préliminaire de la liste de contrôle et demande aux participants de la lire une fois attentivement. Il les invite aussi à surligner les passages qu'ils trouvent particulièrement utiles ou intéressants et, à l'inverse, inutiles ou portant à confusion.] Voyons ce que vous avez pensé de la liste de contrôle...

- Quelle est votre réaction générale à la liste de contrôle?
 - La trouvez-vous utile?
 - Est-elle facile à comprendre? Y a-t-il quoi que ce soit qui porte à confusion?
 - Que dites-vous de la page couverture (p. ex., attrait, pertinence, connotations, etc.)?
 - Que dites-vous du titre (p. ex., attrait, pertinence, connotations, etc.)?
 - Que dites-vous de la mise en page, des éléments graphiques et des polices de caractères de la liste de contrôle?
 - Y aurait-il des façons d'améliorer la liste de contrôle?

[Le modérateur montre les deux planches du guide : 1) page couverture et 2) table des matières, et explique que le guide procurerait aux consommateurs des **renseignements plus détaillés** pour les aider à choisir un téléphone cellulaire.] Passons maintenant au guide...

- On voit que la page couverture du guide est essentiellement la même que celle de la liste de contrôle. Que dites-vous du titre et de l'image de la page couverture (p. ex., attrait, pertinence, connotations, etc.)?
- La table des matières énumère les sujets couverts dans le guide. Que pensez-vous des questions qu'on se propose de traiter dans le guide?
 - Les sujets sont-ils évidents? Pouvez-vous vous en faire une idée?
 - Dans quelle mesure les sujets sont-ils pertinents/intéressants/utiles?
 - D'après vous, aurait-on oublié quelque chose d'essentiel?
- Dans quelle mesure seriez-vous intéressé à vous servir de la liste de contrôle? Du guide?
 - Pourquoi : Quel(s) avantage(s) y verriez-vous? Quelle est leur valeur?
 - Pourquoi pas?

- Préférez-vous avoir accès en ligne à la liste de contrôle et au guide ou bien en avoir une version imprimée, ou les deux? Pourquoi êtes-vous de cet avis? Où vous attendriez-vous à en trouver un exemplaire?
- L'une des difficultés du gouvernement du Canada consiste à mettre les citoyens au courant de l'existence du guide et de la liste de contrôle. La distribution pose aussi de la difficulté. Quelles seraient les meilleures façons de mettre les gens au courant de l'existence de ces documents et de l'endroit ou du moyen de se les procurer? Je vais vous demander d'écrire quelques suggestions tout en tenant compte de ce qui suit :
 - Les sites Web que vous consultez (p. ex., ceux du gouvernement du Canada, des entreprises, de consommation, de culture pop, etc.)
 - Les magasins que vous fréquentez (Rogers, Home Depot, etc.)
 - Les lieux publics que vous fréquentez (p. ex., centres commerciaux, transports en commun, université/collège)
 - Autre?

4. **Calculateur interactif en ligne pour l'évaluation de vos besoins touchant le téléphone cellulaire (70 minutes)**

- Quelques-uns ont dit tout à l'heure avoir fait de la recherche en ligne sur les téléphones cellulaires et/ou les services de téléphone cellulaire. Certains sites Web peuvent renseigner les consommateurs sur les téléphones cellulaires et les options de service qui existent au Canada. Nous allons en consulter un...
- [Le modérateur étudie avec les participants les principales caractéristiques du site www.comparecellular.ca :]
 - 1) Cliquer sur Téléphones, choisir Bell Mobilité, parcourir la liste des appareils, en choisir un et voir les renseignements à son sujet
 - 2) Revenir à la page d'accueil, cliquer sur Forfaits, choisir Rogers sans-fil/Alberta, choisir Forfait famille et couples, sélectionner un forfait en particulier et voir les renseignements à son sujet, revenir à la page précédente et choisir Forfaits prépayés, sélectionner un forfait en particulier et voir les renseignements à son sujet.
 - 3) Cliquer pour revenir à Forfaits et choisir Comparer les forfaits, choisir Calgary/Alberta, sélectionner Forfaits petits 25\$-34\$ et voir les renseignements à son sujet.
- Que pensez-vous de l'information contenue dans ce site Web?
 - Aviez-vous déjà consulté un site de ce genre?

- Dans quelle mesure l'information contenue dans ce site vous semble-t-elle utile?
 - Consulteriez-vous un site comme celui-là?
 - Voyez-vous des inconvénients à ce site? Y a-t-il quelque chose qui fait défaut?
 - Si vous deviez réaménager ce site selon vos besoins, feriez-vous quoi que ce soit de différent?
- Comme vous pouvez voir, ce site (comme d'autres de ce genre) rassemble des renseignements qui sont disponibles publiquement auprès des fournisseurs de téléphones cellulaires et de services de téléphone cellulaire, et les organise de telle sorte que les consommateurs peuvent faire des comparaisons côte-à-côte de produits et de services. Que diriez-vous d'un site Web qui vous offrirait, plutôt, une liste sur mesure de forfaits de téléphone cellulaire en fonction des renseignements que vous auriez fournis quant à la façon dont vous prévoyez vous servir de votre téléphone?
 - Quelle est votre réaction initiale à ce concept?
 - Êtes-vous assez intéressé pour en apprendre davantage?
 - Il s'agirait, essentiellement, de répondre à des questions conçues pour obtenir des renseignements de base sur vos besoins, vos préférences et votre budget. Le système analyserait ces renseignements et vous présenterait les options qui correspondent le mieux à votre profil (i.e., selon vos réponses aux questions).
 - Que dites-vous maintenant de ce concept?
 - Et si je vous dis que ce site serait conçu et géré par le gouvernement du Canada? Comment réagissez-vous? L'intervention du gouvernement vous paraît-elle bonne, mauvaise ou neutre?
 - Ce concept vous intéresse-t-il? Vous serviriez-vous de cet outil? Pourquoi/Pourquoi pas?
 - Durant le temps qu'il nous reste, j'aimerais connaître votre opinion sur la meilleure façon de procéder pour que ce concept se réalise. Combien de temps seriez-vous prêt à consacrer afin de remplir le questionnaire/dresser votre profil en ligne?
 - Aimerez-vous consacrer plus de temps et fournir des renseignements plus détaillés afin d'obtenir des options plus précises ou, au contraire, fournir moins de renseignements afin que le site Web vous procure un plus vaste éventail d'options dont certaines pourraient ne pas du tout convenir à vos besoins?
 - J'aimerais me faire une meilleure idée du genre de renseignements que vous seriez capable de fournir et disposé à le faire en vue de dresser votre profil. [Le modérateur distribue la feuille d'exercice renfermant les détails possibles au sujet du service de téléphone cellulaire.] Prenez quelques instants pour identifier les renseignements que vous seriez incapables de donner ou non disposé à donner, de

même que les renseignements qui, d'après vous, n'ont rien à voir avec l'établissement d'un profil pour la majorité des usagers (p. ex., fonctions très coûteuses, trop particulières).

- Voyons les **renseignements sur les téléphones cellulaires/services de téléphone cellulaire**.
 - Quels sont ceux que vous ne seriez pas prêt à donner?
 - Quels sont ceux que vous seriez incapable de donner?
 - Y a-t-il des renseignements qui, selon vous, n'ont rien à voir avec l'établissement d'un profil et les options connexes recommandées? Lequel ou lesquels?

- Parlons maintenant des résultats et de leur présentation. Comment préféreriez-vous que les résultats soient présentés?
 - Combien de résultats voudriez-vous voir (p. ex., les 3 meilleurs puis les autres, les 5 meilleurs)?
 - Devraient-ils apparaître en ordre (p. ex., le meilleur selon le profil, selon le prix, etc.)? Devrait-on pouvoir les trier d'après ces facteurs?
 - À quel point serait-il important de voir le coût mensuel global, tel qu'estimé (i.e. faudrait-il l'estimer en fonction du nombre de minutes d'utilisation envisagé, etc.)?
 - Voudriez-vous une comparaison côte-à-côte des options recommandées?
 - Quels renseignements essentiels les résultats devraient-ils présenter (p. ex., en référence aux renseignements de la documentation remise)? [Le modérateur distribue la documentation.]
 - Aimerez-vous pouvoir ajouter aux options recommandées certaines caractéristiques ou en retirer certaines pour voir quel en serait l'effet sur le prix et l'ordonnement des recommandations?
 - Auriez-vous d'autres idées touchant la présentation des résultats?

- Compte tenu de ce dont nous venons de discuter, trouvez-vous que ce serait une initiative utile de la part du gouvernement du Canada? Pensez-vous que vous vous en serviriez?

- J'ai dit tout à l'heure, en discutant de la liste de contrôle et du guide, que la grande difficulté du gouvernement est de mettre les citoyens au courant des produits et services qu'il met à leur disposition. Est-ce que ce serait un bon moyen de mettre des gens comme vous au courant de l'existence de cet outil? Dans quel genre de site Web devrait-il situer cet outil?

- Auriez-vous des suggestions ou des commentaires à ajouter avant de terminer?

Appendix D: "Details on Selected Cellphone Plan" Mock-Up

DETAILS ON SELECTED CELLPHONE PLAN

MY PROFILE		
DETAILS		MY SPECIFICATIONS
Monthly Cellphone Budget		\$30.00
Ideal Contract Term		1 year
Estimated Weekday Minutes/Month		120
Estimated Nighttime Minutes/Month		500
Estimated Weekend Minutes/Month		300
Estimated Long Distance Minutes (within Canada)/Month		30
Estimated Long Distance Minutes (to US)/Month		0
Caller ID		Yes
Call Forwarding		Yes
Call Waiting		Yes
Voice Mail		Yes
Email		No
MEGATIME EVENING AND WEEKEND 25		
PLAN OVERVIEW		MY COSTS
Price	\$25.00 (paid monthly)	\$25.00
Contract Length	1 year, 2 years, 3 years	1 year
Activation Fee	\$35	One time fee paid
Licencing Fee	\$6.95 per month	\$6.95 per month
Emergency Access Fee	50¢ per month	\$0.50
Security Deposit	-	
MINUTES INCLUDES		
Base Minutes	100	\$0.00
Base Minutes Average Charge	30¢ per minute	\$6.00
Evening/Weekend Minutes	Included (1000)	\$0.00
Evening/Weekends Time Period	9 pm-8 am (Mon to Fri), 9 pm (Fri)-8 am (Mon)	
Free Incoming	Not included	
Mobile to Mobile	Included (1000)	
Walkie Talkie	Not applicable	
Additional	For a limited time, this plan includes 50 Bonus Weekday minutes. Also for a limited time, on 2 or 3 year service agreements, you receive 3 months unlimited local calling along with text, picture, and video messaging. You also receive 3 ring tones over a three month period.	
Billing Increments	Per minute	
LONG DISTANCE & ROAMING		
Long Distance within Canada	25¢ per minute	\$7.50
Long Distance to US	25¢ per minute	\$0.00
Long Distance from US to Canada	95¢ per minute	\$0.00
EXTRAS		
Voicemail	\$5 per month	\$5.00
Call Waiting	Included	\$0.00
Caller ID	\$5 per month	\$5.00
Call Forwarding	Included	\$0.00
Conference Calling	Included	N/A
Web Browsing	2¢ per page	N/A
Email	15¢ per message	N/A
APPROXIMATE MONTHLY COST		\$55.95

Adjust my Profile	Re-submit with 20% increase/decrease in Usage	View Top Three Plans	View All Plans
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DÉTAILS DU FORFAIT DE TÉLÉPHONE CELLULAIRE SÉLECTIONNÉ

MON PROFIL		
DÉTAILS		MES PARTICULARITÉS
Budget mensuel pour téléphone cellulaire		30,00 \$
Durée idéale du contrat		1 an
Estimation du nombre de minutes le jour/mois		120
Estimation du nombre de minutes le soir/mois		500
Estimation du nombre de minutes la fin de semaine/mois		300
Estimation du nombre de minutes d'appels interurbains (Canada)/mois		30
Estimation du nombre de minutes d'appels interurbains (É.-U.)/mois		0
Afficheur		Oui
Renvoi d'appels		Oui
Appel en attente		Oui
Boîte vocale		Oui
Courriel		Non
MEGATIME SOIRS ET FIN DE SEMAINE 25		
APERÇU DU FORFAIT		MES FRAIS
Prix	25,00 \$ (par mois)	25,00 \$
Durée du contrat	1 an, 2 ans, 3 ans	1 an
Frais d'activation	35 \$	Payés une seule fois
Frais d'accès au réseau	6,95 \$ par mois	6,95 \$ par mois
Accès au service d'urgence	50 ¢ par mois	0,50 \$
Dépôt de sécurité	-	
EXPLICATION DES MINUTES		
Minutes de base	100	0,00 \$
Coût moyen des minutes de base	30 ¢ la minute	6,00 \$
Minutes le soir/la fin de semaine	Compris (1000)	0,00 \$
Horaire du soir/de la fin de semaine	21h-8h (lun au ven), 21h (ven)-8h (lun)	
Appels entrants gratuits	Non compris	
Mobile à mobile	Compris (1000)	
Walkie Talkie	Sans objet	
Prime	Pour une durée limitée, ce forfait comprend une prime de 50 minutes les jours de semaine. Pour une durée limitée également et pour les ententes de service de 2 ou 3 ans, vous pourrez faire des appels locaux illimités pendant 3 mois, accompagnés de messages texte, photo et vidéo. Vous obtiendrez aussi 3 sonneries au cours d'une période de trois mois.	
Facturation	À la minute	
INTERURBAINS ET ITINÉRANCE		
Appels interurbains au Canada	25 ¢ la minute	7,50 \$
Appels interurbains aux É.-U.	25 ¢ la minute	0,00 \$
Appels interurbains des É.-U. au Canada	95 ¢ la minute	0,00 \$
SUPPLÉMENTS		
Boîte vocale	5 \$ par mois	5,00 \$
Appel en attente	Compris	0,00 \$
Afficheur	5 \$ par mois	5,00 \$
Renvoi d'appels	Compris	0,00 \$
Conférence à trois	Compris	S/o
Navigation sur Internet	2 ¢ la page	S/o
Courriel	15 ¢ le message	S/o
COÛT MENSUEL APPROXIMATIF		55,95 \$

Ajuster mon profil	Présenter autre forfait avec hausse/baisse de 20% d'utilisation	Visionner les 3 meilleurs forfaits	Visionner tous les forfaits
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