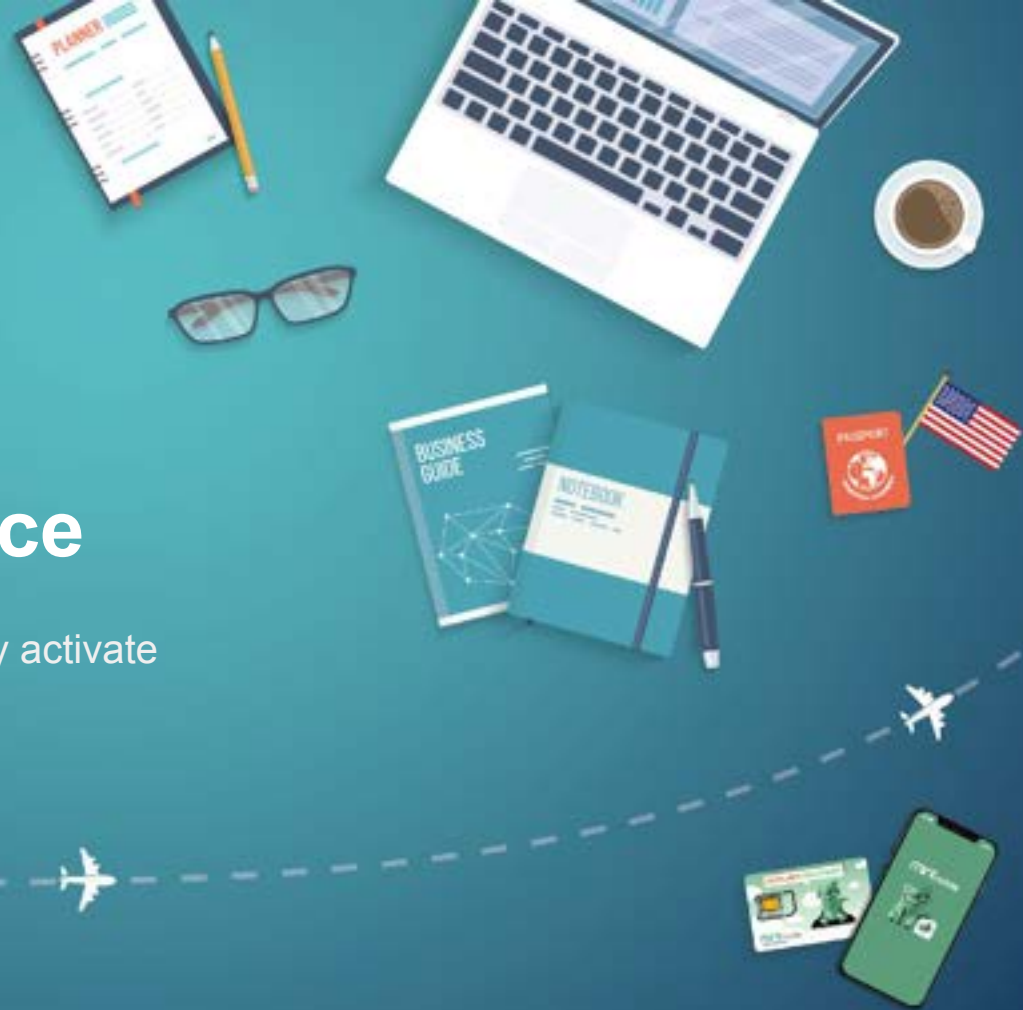




campusSIMS Customer Experience

Notes on what students encounter as they activate

Last updated: 8/8/25 | Last reviewed: 8/8/25



campusSIMS product mix

1 Month Small

1 Month Medium

No 1 month large and unlimited

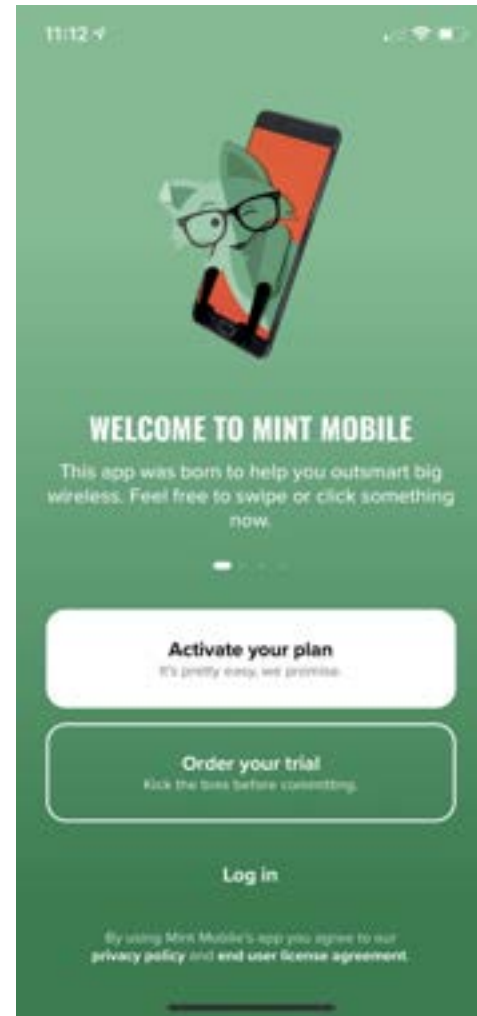


Activation flow via app

Last updated: 8/8/25

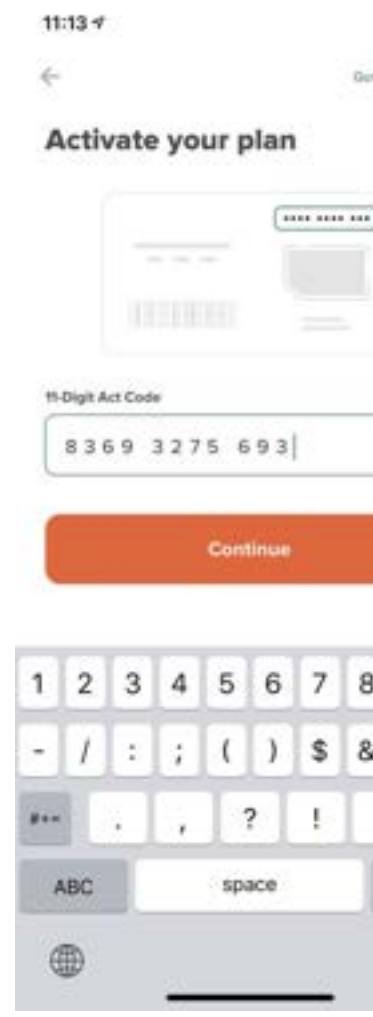
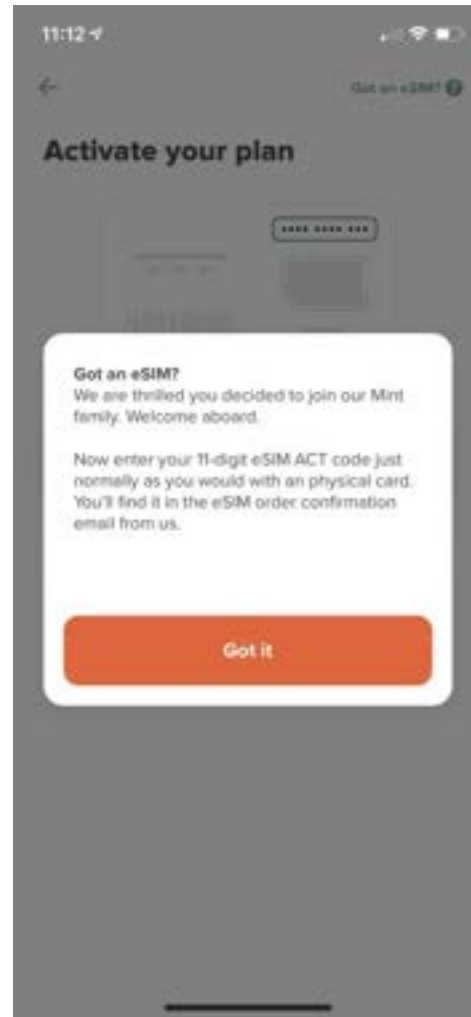
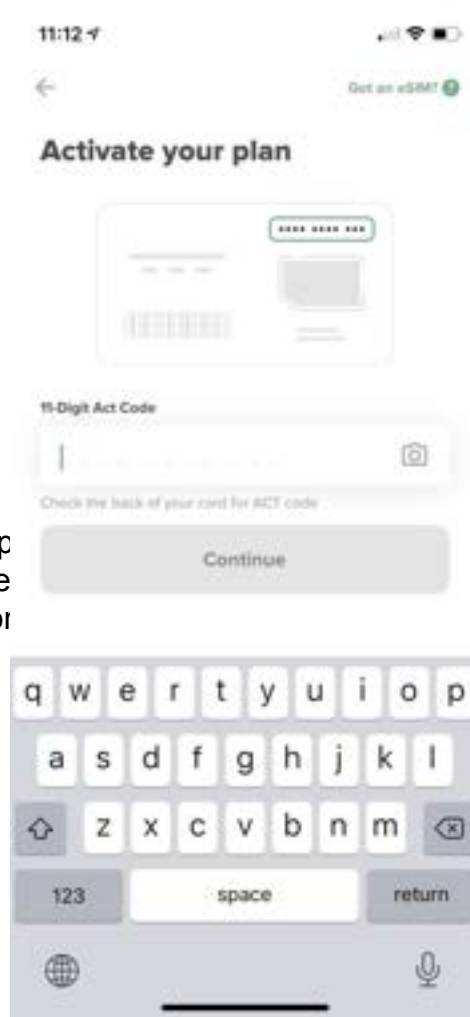
Initial screen

This is the page the student sees once they open the app, and before they click “activate your plan”



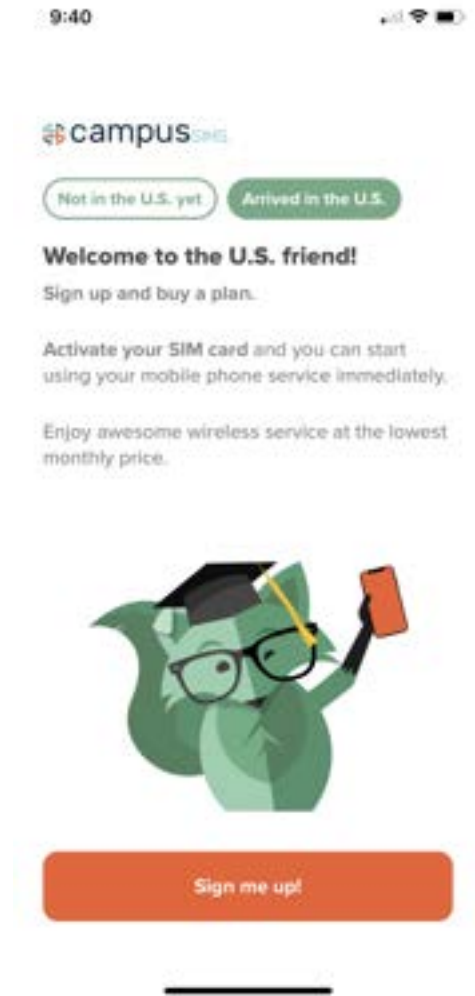
Entering ACT CODE

After downloading the Mint Mobile app students would open and then they get this screen when they select the option to Activate now.



Recognizing as CS

Once the student inputs the SIM card # or the ACT code, the app recognizes that it's a campusSIMs customer.



Selecting plan

Next the student selects a plan.



Selecting plan

Next the student selects a plan.



Entering zip code

This step in the process asks for the zip code of the school the student will be attending so that they can get a local phone number.

9:44

Where can I find it?

Enter School's ZIP Code

Please provide your school's ZIP code so we can assign you a phone number in that area.

Your School's ZIP Code

02115 | Boston, MA

Continue

Ⓜ Allow location to fill in the ZIP Code

1	2 ABC	3 DEF
4 GHI	5 JKL	6 MNO
7 PQRS	8 TUV	9 WXYZ
0		✕

9:43

Where can I find it?

Enter School's ZIP Code

Please provide your school's ZIP code so we can assign you a phone number in that area.

Your School's ZIP Code

Where can I find it?

To find your school's ZIP code check the contact section of your school's website.
or
If you know the town or city where the school is located you can find the ZIP code from the United States Postal Service website.

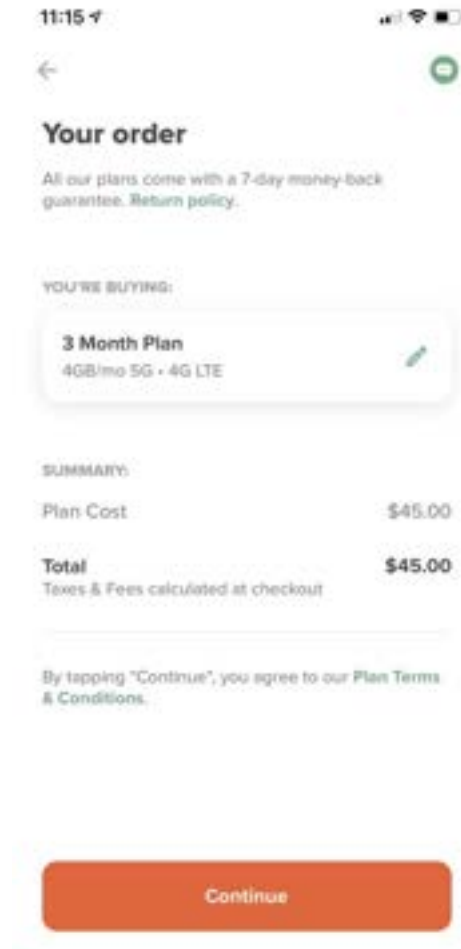
Got it

Continue

Ⓜ Allow location to fill in the ZIP Code

Reviewing order

Before proceeding, students will be able to review the plan they have chosen and make edits.



Creating account

Students start to create their account by only adding their first and last name, and then their email address. (They are not prompted to set up their password until later in the process/after activation).



The screenshot shows a mobile app interface for account creation. At the top, the time is 9:46, and there are icons for cellular signal, Wi-Fi, and battery. Below the status bar is a navigation bar with a back arrow on the left and a link labeled 'Why is this required?' with an information icon on the right. The main heading is 'Your details' in bold. Below it is a sub-heading: 'We need this info to create your account.' There are three input fields: 'First Name', 'Last Name', and 'Email'. Each field is currently empty. At the bottom of the form is a large, light gray button labeled 'Continue'. A black horizontal line is visible at the very bottom of the screen, likely representing the home indicator bar on an iPhone.

Entering credit card info

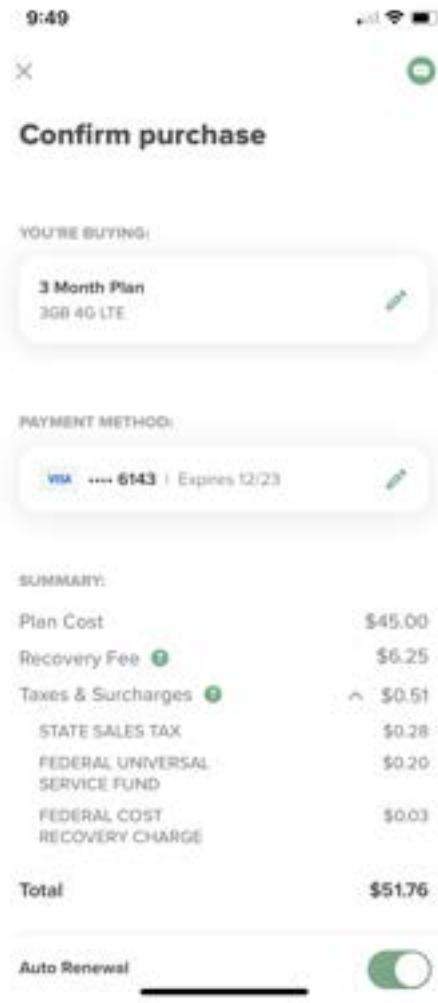
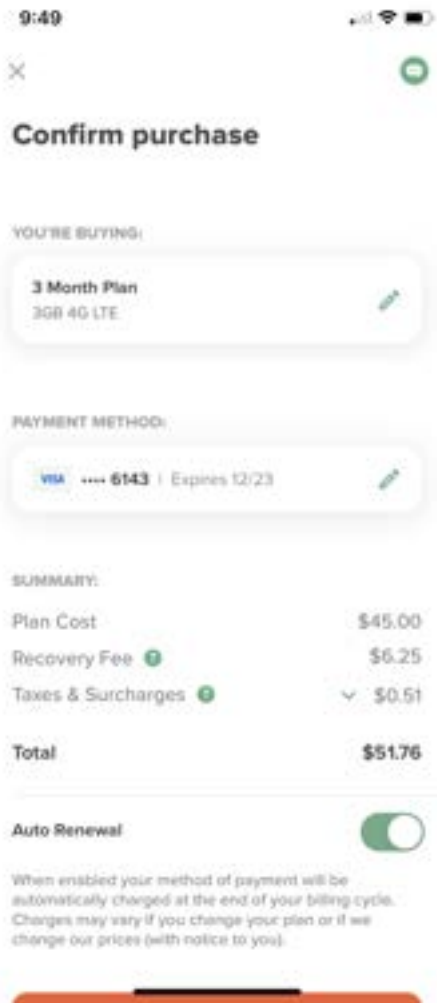
Next, they're required to enter credit card information. Because they're international students, a zip code and/or address is not required for billing.



The screenshot shows a mobile application interface for entering credit card information. At the top, the time is 9:47, and there are icons for cellular signal, Wi-Fi, and battery. A back arrow is on the left, and a green circular icon is on the right. The title is "Credit card info", followed by the text "We accept all major credit cards." Below this are three input fields: "Card Number" (a long text field), "Expiration Date" (two adjacent date pickers), and "CVV" (a three-digit text field). Each of the last two fields has a green information icon. A "Save" button is centered below the fields. At the bottom, a numeric keypad is visible, with digits 1-9, 0, and a backspace key.

Sign-up completion

After inputting the credit card info, students are then sent to this screen to complete their purchase. It confirms their plan selection, the payment info they used, and what the total amount is.



Failed payment attempt email

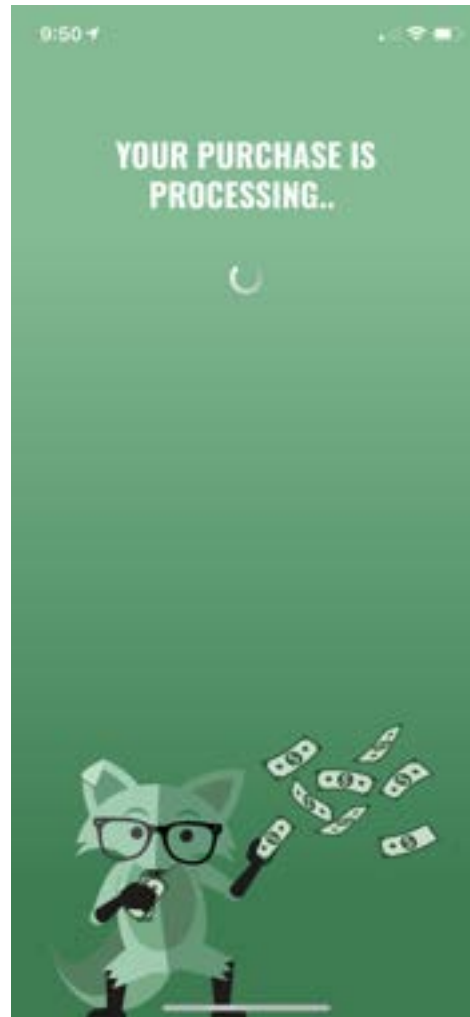
If a customer has a failed payment attempt and they do not make a successful one within 6 hours, they will receive this email.

If they do not have a failed payment attempt, they will not receive this email.



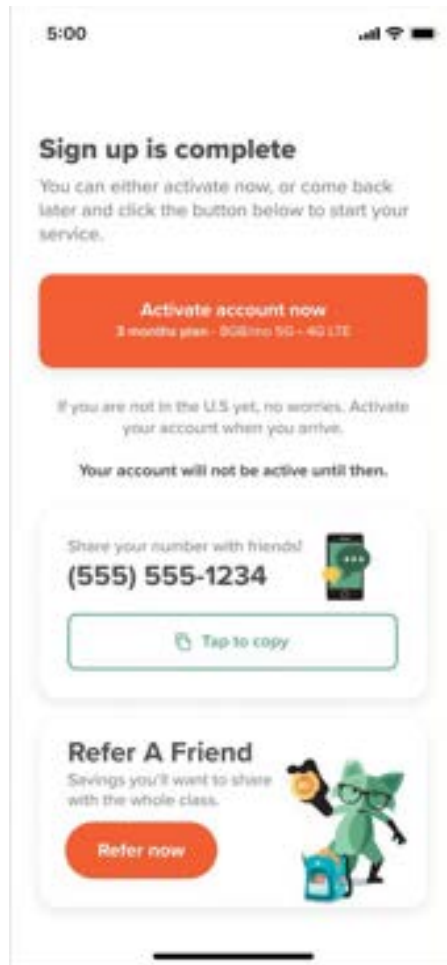
Processing

This is the screen they see after they are completing their purchase, telling the student that their account is being created.



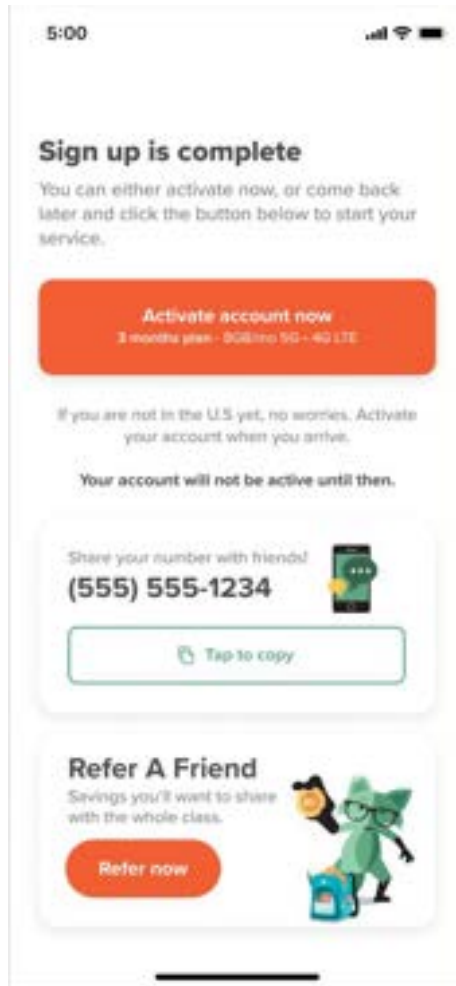
Signup is complete

This screen shows the student's US phone number, and gives them the option to continue with the activation process or to activate later.



RAF module

If a student signs up and wants to refer a friend, they can click on the “Refer now” button to access a FriendBuy widget with a referral code. This is because they cannot access account management unless they complete activation (at which point they set up their account details - i.e. password).



RAF widget



If a student decides to click through to refer a friend, they get directed to a FriendBuy widget that will provide them with a referral link.

REFER FRIENDS & EARN FREE MINT.

You win and they win when your friend joins Mint. Earn credit towards your next renewal.

Enter your email to start referring and earning:

[Refer them now](#)

[Terms](#) | [friendbuy](#)

Delayed activation email

Customer gets sent an email confirming their US phone number and letting them know how they can activate when they are ready.



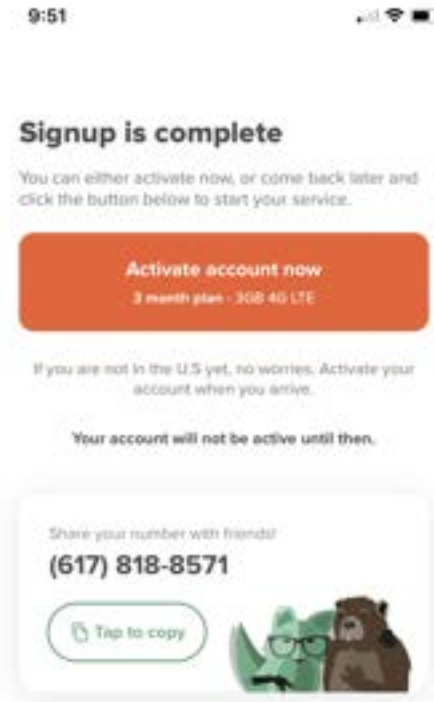
Activation reminder email

campusSIMS customers get an activation reminder email currently that is triggered after: 1 week of being on trial plan without activation, and then 1 month of being on trial plan without activation.



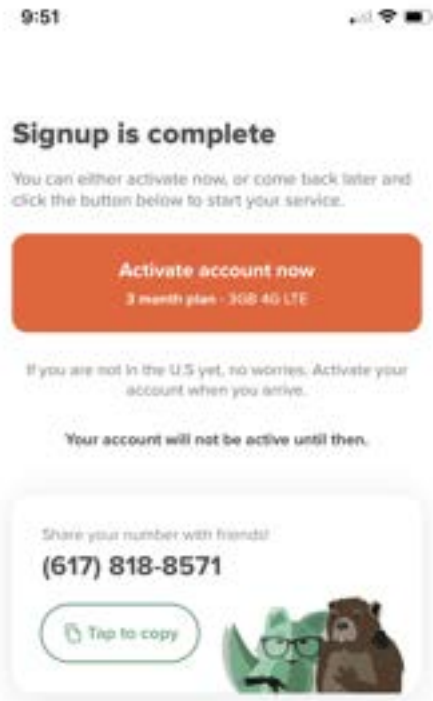
Returning to app

When the student is ready to activate, they will re-open the app and see this screen they ended on. They will have only have the option here to activate their account.



Selecting activate now

If they click “activate my plan” they will be sent to this screen which gives them the option, again to either activate later or activate now. Upon clicking “activate now,” they will then be prompted through the process to complete their activation.



Password setup

9:55

Let's set up your password

Name
Angela Milnazzo

Email Address
angele@compussims.com

Password

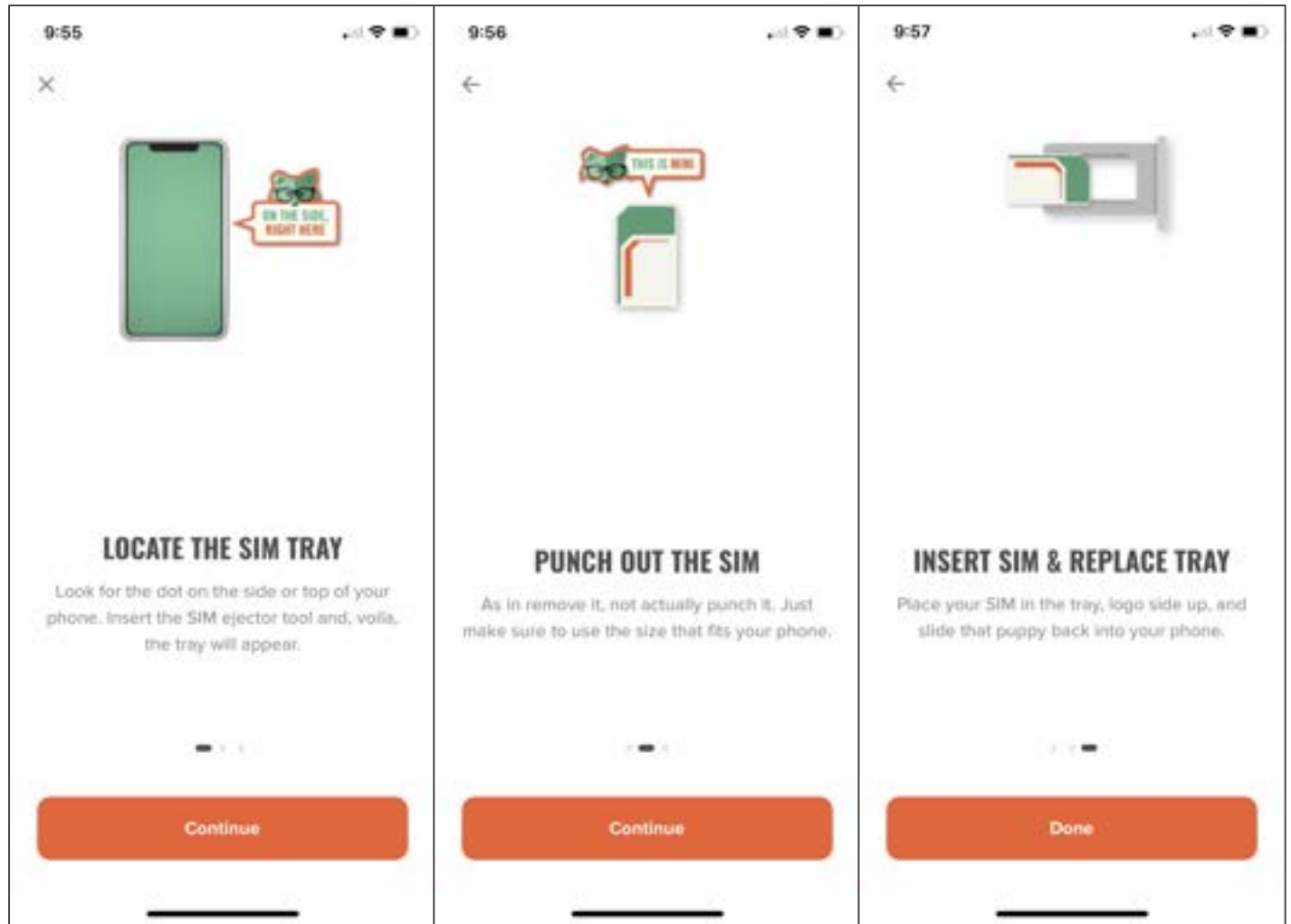
Looks good

Create account

This password setup page shows after the SIM card has been activated (after student has selected “activate now”). It is after this point that they will be able to access account management and have officially completed account creation.

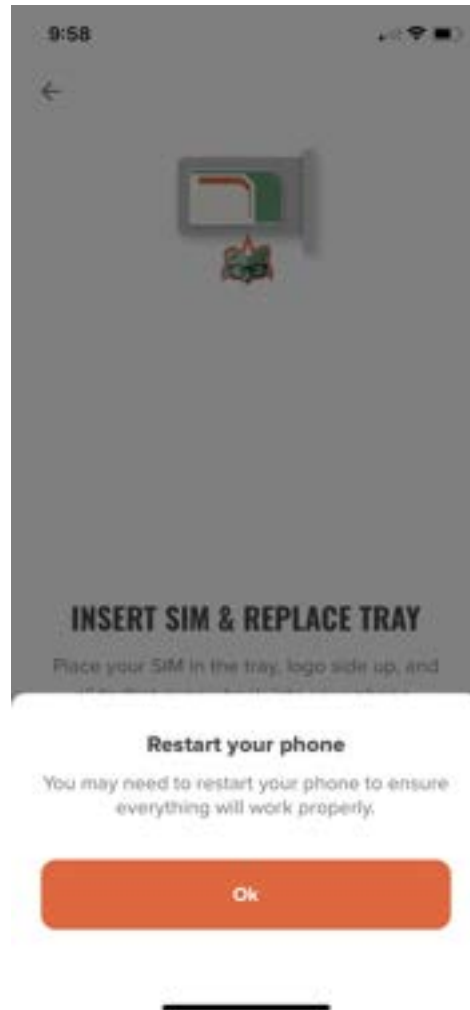
Phone setup

Practical instructions for installing the SIM card.



Restart phone

Student instructed to restart phone for everything to work properly.



Dashboard

After setup is complete, the app brings the student to the dashboard where they have a summary of their plan and usage



Activate now - confirmation email

Email that students get after they have fully completed activation - activating onto a full plan. It tells them their billing cycle is now active and how to manage their account.



OKAY THIS IS EXCITING...
YOUR PLAN IS NOW ACTIVE

Angela,

Awesome news. You've successfully activated your Mint Mobile plan for \$30-\$300. \$300. You're now able to talk, text and use your data. It also means your billing cycle has officially started.

Enjoy the Mint life.



YOUR PLAN DETAILS

Your Plan Number: 300-999-9999
Your Plan: Mint 5 Monthly - \$30
Maximum Data: 11GB (10GB)
Auto Renewal: Off

MANAGE YOUR ACCOUNT

View billing info, manage Auto Renewal, check usage and purchase add-ons.
See additional info on our site.



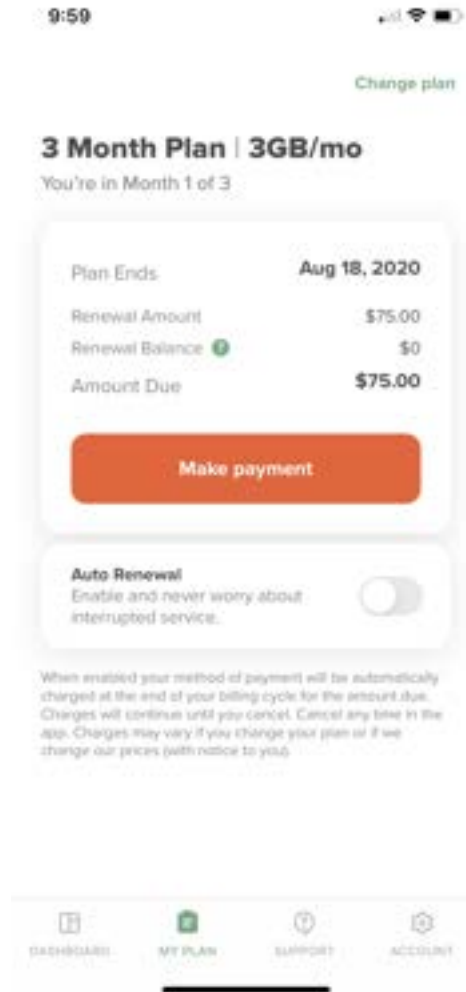
REFER A FRIEND, AND YOU BOTH GET A DISCOUNT

Now that you're part of the Mint family, it's time to spread the word. We'll give you \$25 in service credit for the first friend you refer to Mint Mobile. Refer up to five friends and you could each earn enough credit to cover a full year of service. The friends you refer get discounts too. Click this button to start referring today. Or wait until after you've done studying. That's important too.

[REFER NOW](#)

“My plan”

This provides the student with information about their plan, including when the plan ends, renewal amount, balance, and the amount due, along with the option to enable auto renewal.



Activation flow via web

Getting Connected with Mint Mobile is Easy

HAVE A SIM CARD?

NEED A SIM CARD?



Start from anywhere in the world.

Choose a plan and get a U.S. number.

START NOW

Or use our app

1

DOWNLOAD THE MINT MOBILE APP



2

CREATE YOUR ACCOUNT

3

CHOOSE YOUR PLAN & GET YOUR U.S. NUMBER



When you arrive in the U.S.

ACTIVATE NOW

Or activate in our app

1

INSTALL SIM CARD INTO YOUR UNLOCKED GSM PHONE

2

OPEN THE APP TO COMPLETE ACTIVATION

Initial screen

Students will go to campusSIMS.com/start to begin the activation process via web.

Entering ACT code

To begin the activation process, they need to enter their ACT code



Welcome to campusSIMS

Sign up and buy a plan before you arrive to get your U.S. phone number immediately.

Enter ACT code below


Check the back of your SIM card or your email to find your ACT code.

Get started

You'll be able to activate later once you're in the U.S. and ready to start using your plan.

Check compatibility

Welcome to campusSIMS.
Let's get you a U.S. phone number.



Check your phone compatibility (Recommended)
Mint works on unlocked, 4G LTE phones that are VoLTE friendly. Simply check your phone compatibility below. You may need to hit up your current (overpriced) carrier to check if your phone is unlocked.

Quick Check by brand and model

Brand
Select

Model
Select

Best results by IMEI Number. ⓘ

Enter your phone's 15-17 digit IMEI

OR

Don't *F06# on your phone to access IMEI

*Your IMEI is your phone ID number and lets us know if your phone is compatible with Mint.

Check phone

Skip

Students are prompted to check their phone compatibility - an optional step.

Compatibility confirmation

Students can see what sort of coverage is available in the area they'll be living and whether their phone is compatible.

Welcome to campusSIMS.
Let's get you a U.S. phone number.



Foxtastic

Nice. The coverage at [[address entered]] is better than nacho fries with extra cheese and your [MODEL] is 100% compatible with our network.

5G - 4G LTE DATA Coverage:

EXCELLENT



Device:

COMPATIBLE



Apple
iPhone XS

Remember, you must have an unlocked phone in order to use the Mint Mobile service.

[View plans](#)

Plan selection

Student selects from 4GB, 10GB, 15GB or unlimited data in 3-, 6-, or 12-month increments.

1 month plans are available in 4GB and 10GB, but only an option for new users upon sign-up.



Now let's pick a plan. Save more and enjoy the no bill chill life with our 12-month plans.



All our plans include

Unlimited Nationwide Talk & Text | 3-in-1 SIM Card | FREE Mobile HotSpot | WiFi Calling & Text

3GB 8GB 12GB UNLTD

1 MONTH

3GB 4G LTE/mo

\$35/mo
TOTAL \$35

3 MONTH

3GB 4G LTE/mo

\$25/mo
TOTAL \$75

6 MONTH

3GB 4G LTE/mo

\$20/mo
TOTAL \$120

12 MONTH

4G LTE/mo

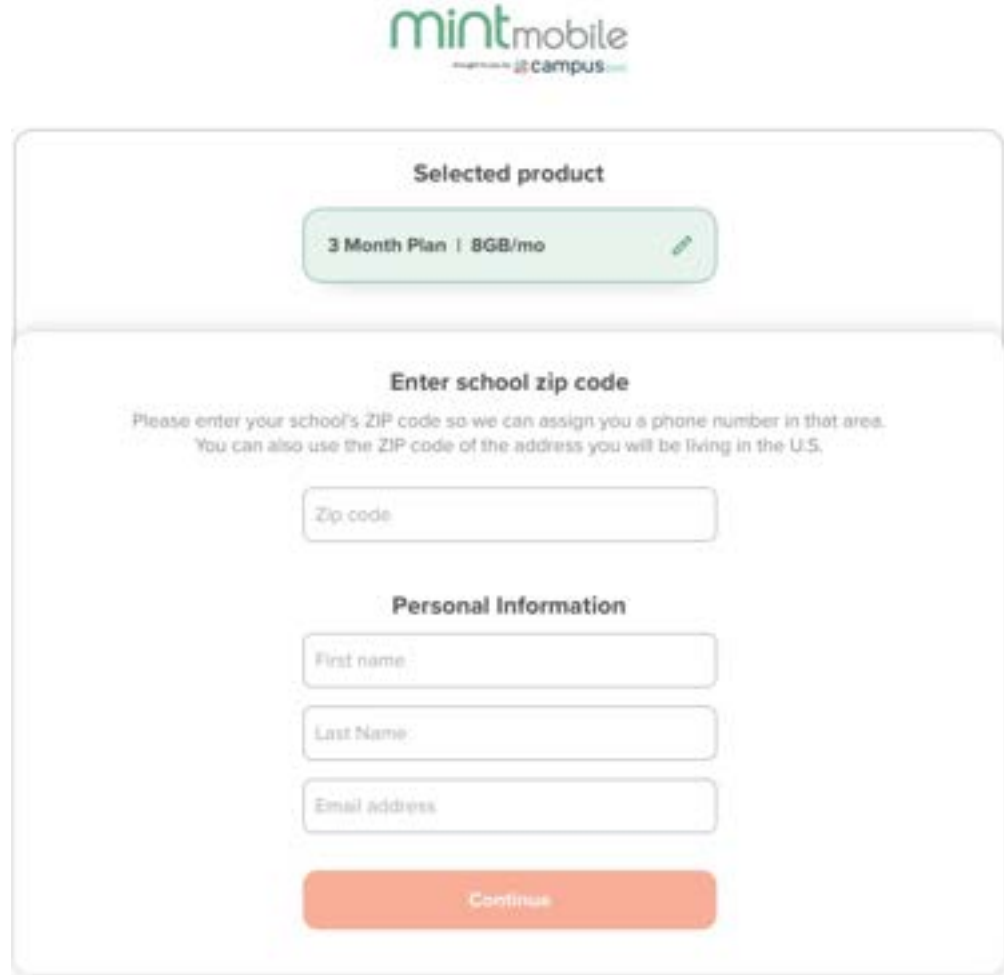
\$15/mo
TOTAL \$180

- Unlimited talk & text
- Nationwide coverage
- Uses 5G or 4G LTE, whichever is strongest

Continue

Personal info + zip code


Student then enters their school zip code to allow for phone number assignment in the area they'll be living (this also makes sure there's an available phone number for them). They also enter their personal information (first name, last name, and email address) so they can receive email communications and begin their account creation (to be completed later after completing activation.)



The screenshot shows the Mint Mobile account creation interface. At the top, the Mint Mobile logo is displayed with the tagline "powered by AT&T campus". Below the logo, the section "Selected product" features a green button labeled "3 Month Plan | 8GB/mo" with a pencil icon for editing. The main section is titled "Enter school zip code" and includes a sub-header "Please enter your school's ZIP code so we can assign you a phone number in that area. You can also use the ZIP code of the address you will be living in the U.S." followed by a "Zip code" input field. Below this is the "Personal Information" section, which contains three input fields: "First name", "Last Name", and "Email address". At the bottom of the form is a large orange "Continue" button.

Credit card info

Selected product

3 Month Plan | 8GB/mo 

Credit card information

We accept all major credit cards, and most international credit or debit cards.

Credit Card*

Month(MM)* Year(YY)* Security Code*


Continue

Student then enters their credit card information (PayPal is also enabled).


Confirm purchase

Customer reviews their purchase, selects autorenewal, before clicking “buy now” to complete their purchase.



Confirm purchase

3 Month Plan | 8GB/mo 

Payment method

VISA **** 9322 | Expires 3/20 

Summary

Plan Cost	\$45.00
Recovery Fee 	\$3.25
Taxes & Surcharges 	▼ \$0.31
Total	\$48.56

Auto Renewal On

When enabled your method of payment will be automatically charged at the end of your billing cycle for the amount due. Charges will continue until you cancel. Cancel any time in your account management. Charges may vary if you change your plan or if we change our prices (with notice to you).

Buy now

Sign up complete

At this stage, the student receives their US phone number and on the backend, they are put onto a trial plan to allow their plan to be on “standby” until they’re ready to use it (e.g. when their semester begins).



Sign up is complete.

Your phone number **(555) 456 - 7890**



Not in the U.S. yet

No worries. Activate your account when you arrive.

Your account will not be active until then.



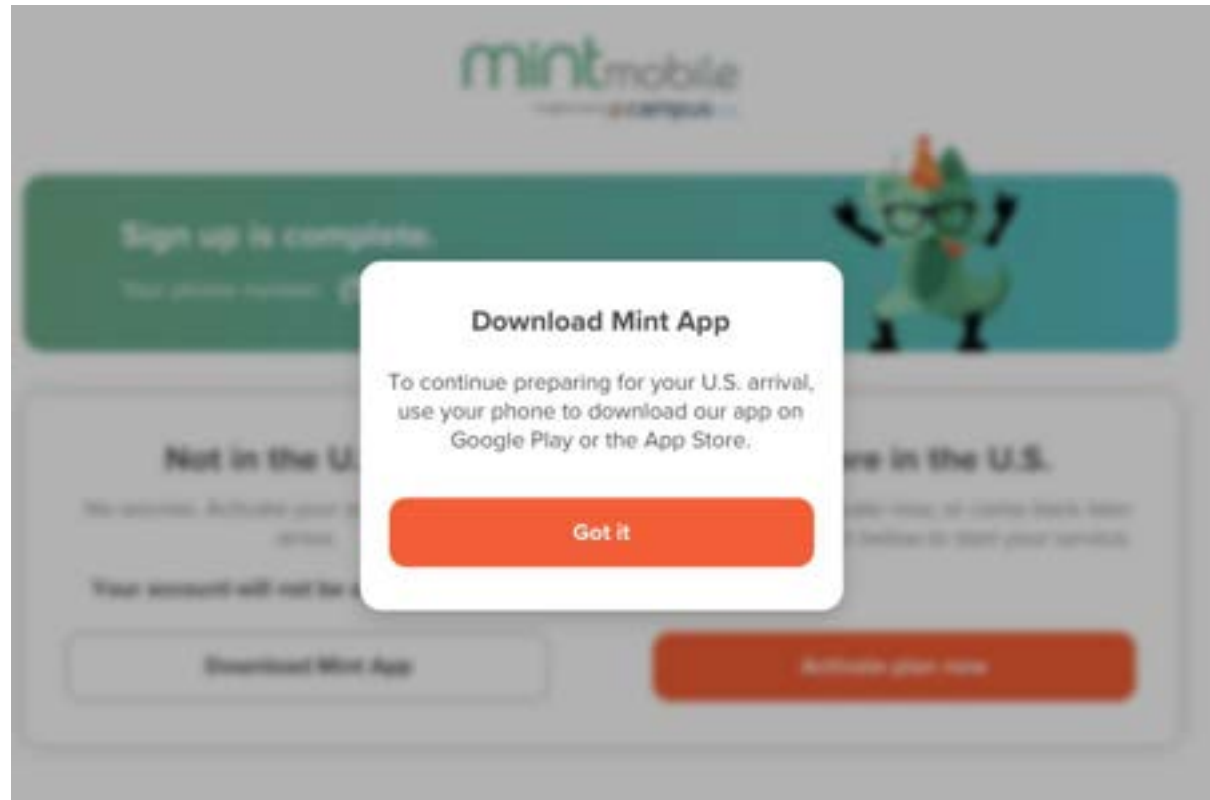
If you are in the U.S.

You can either activate now, or come back later and click the button below to start your service.

Activate account now

Download Mint app

Students are encouraged to download the Mint app in anticipation of their arrival.



Completing activation

When students are ready to activate and use their plan, they'll go to campusSIMS.com/activate OR return to the campusSIMS website and go the "Getting Connected with Mint Mobile is Easy" section to click on the button that will lead them to complete their activation.

When they get to this page, they can either enter their ACT code to pick up where they left off or if they have forgotten their ACT code, they can request a retrieval email using their email address.



Welcome to campusSIMS.
Let's activate your plan.

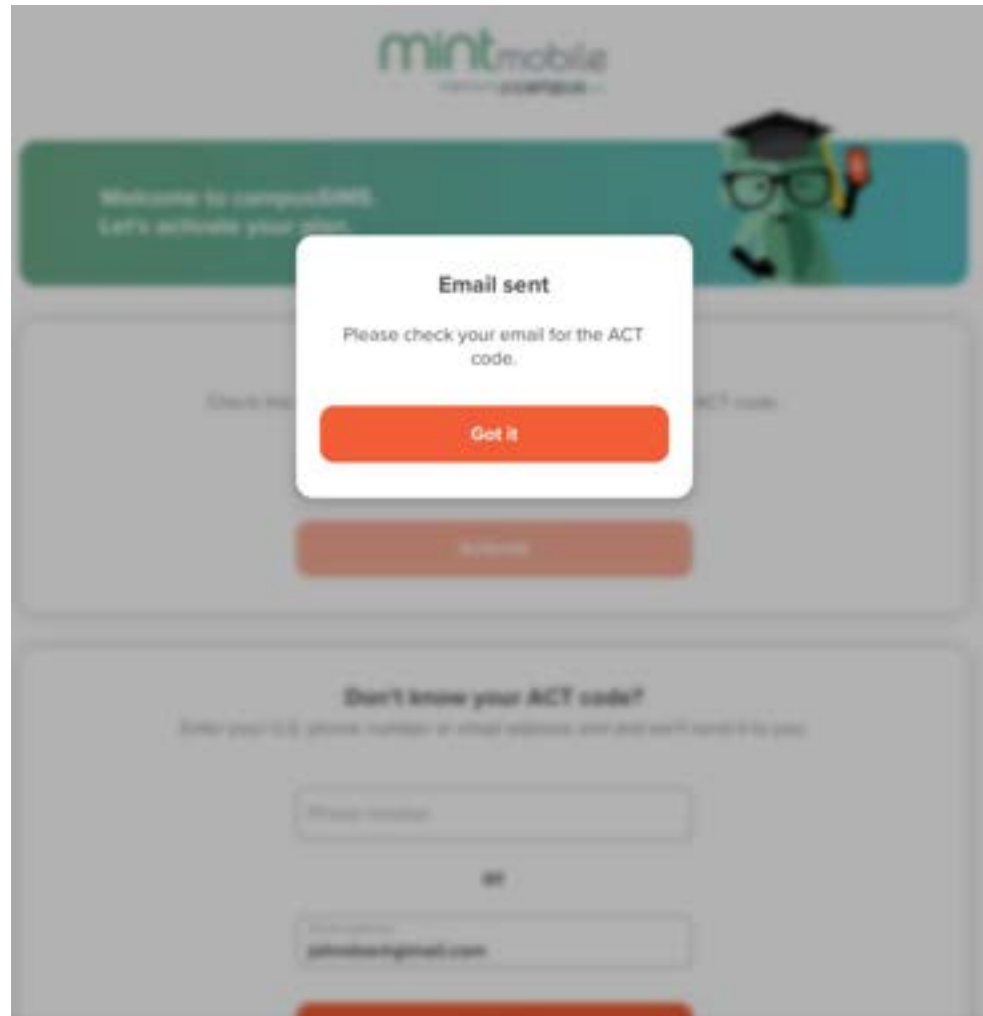
Enter ACT code below
Check the back of your SIM card or your email to find your ACT code.

Don't know your ACT code?
Enter your U.S. phone number or email address and we'll send it to you.

or

Enter email for ACT code retrieval

Email sent to customer with ACT code to help them complete activation.



ACT code retrieval email

Customer receives an email with their ACT code and instructions for how to complete their activation.



Activation

After entering their ACT code, they click “Activate” and see this screen as it processes their activation.



We are activating your plan right now

Plan activation typically only takes a couple minutes, but it could take up to an hour.

Refresh page

Activation complete

Once their activation is complete, they create their password and can start using their plan.



Activation complete.
Enjoy your Mint Mobile plan.



Your plan is activated

Your billing cycle has started and you can start making calls, sending texts and using data now.
Please create a password below and start managing your account online.

Create password *

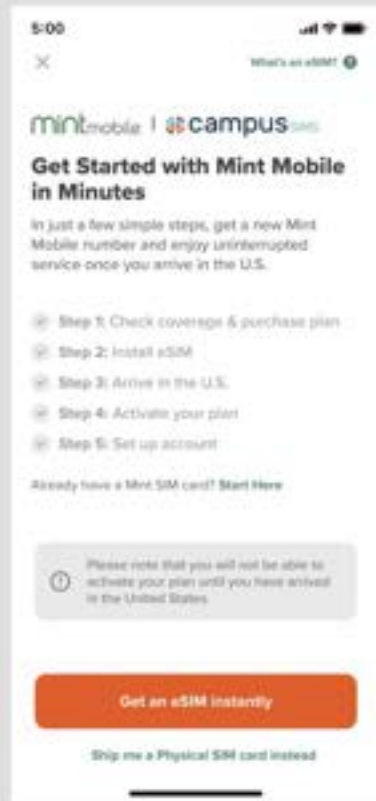
Confirm password *

Go to my account

For help inserting your SIM card and configuring your data and MMS settings, [click here](#).

E-SIM Activation Flow (Only Available Through App)

NEW Entry Screen - eSIM



Step 1 - Purchase plan



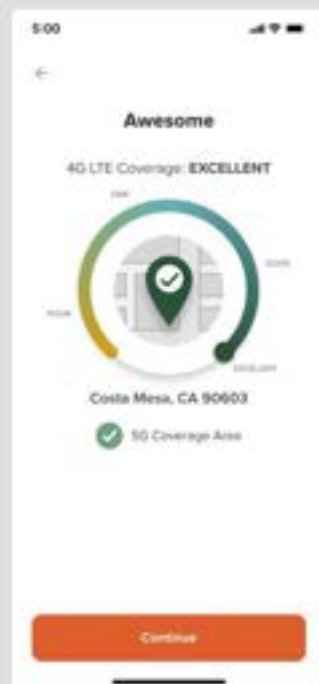
NEW - ZIP code



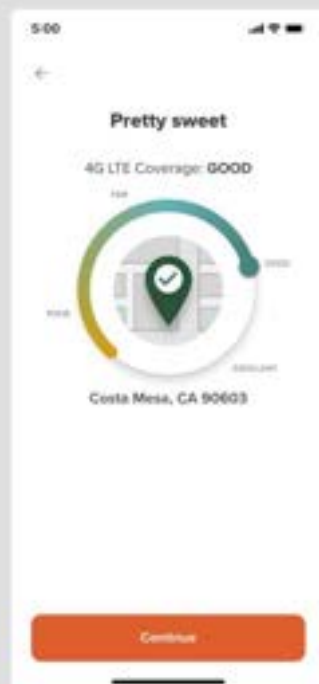
Automatic ZIP code



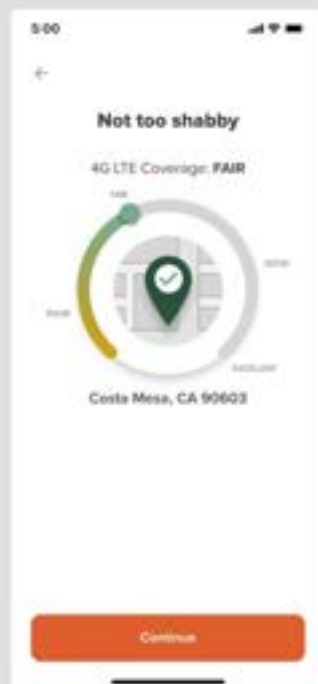
BAU - Coverage - Awesome



BAU - Coverage - Good



BAU - Coverage - Fair



BAU - Coverage - Poor



BAU - No Coverage



BAU Plan Selection



J

BAU Purchase Flow

BAU - Personal Details



BAU - no payment in...



BAU - Credit Card



NEW - Confirm Purc...



BAU - Order Process...



BAU - Order Process...



Step 8

Step 3 - Arrive in US

Frame 1660



Step 7

Step 4 - Activate Plan

Step 3 - activate plan

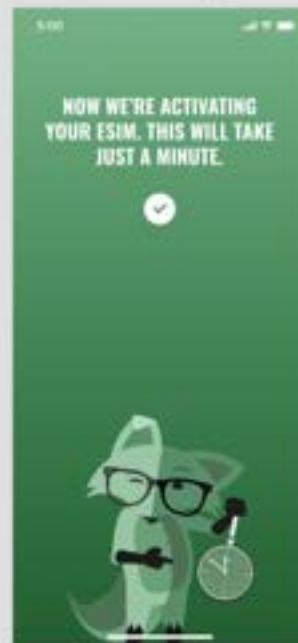


BAU - Activate Plan

BAU - Activating



BAU - Activating Co...



NEW - Completed AI...



Step 6

Step 5 - Set Up Account

Step 5 - Set up acco...



BAU - Account Pass...



BAU - Enable AR

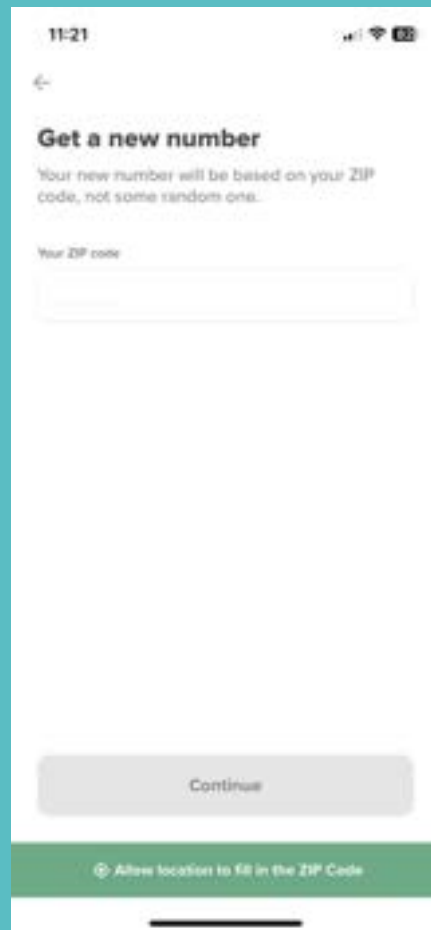
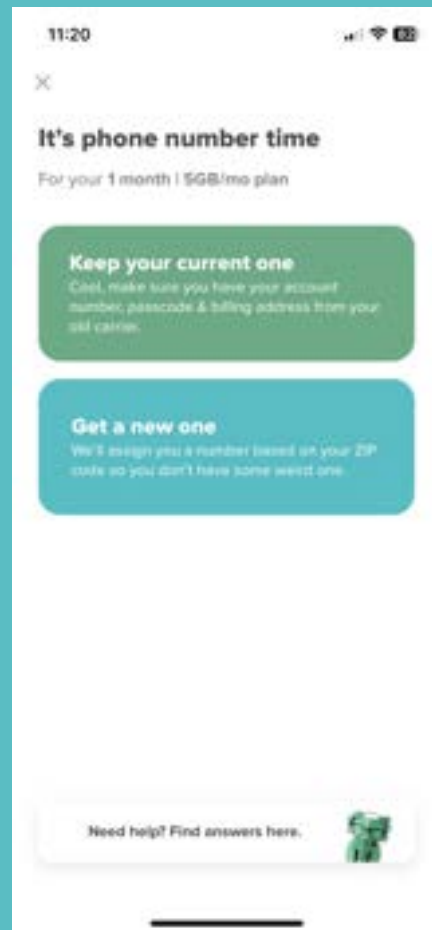
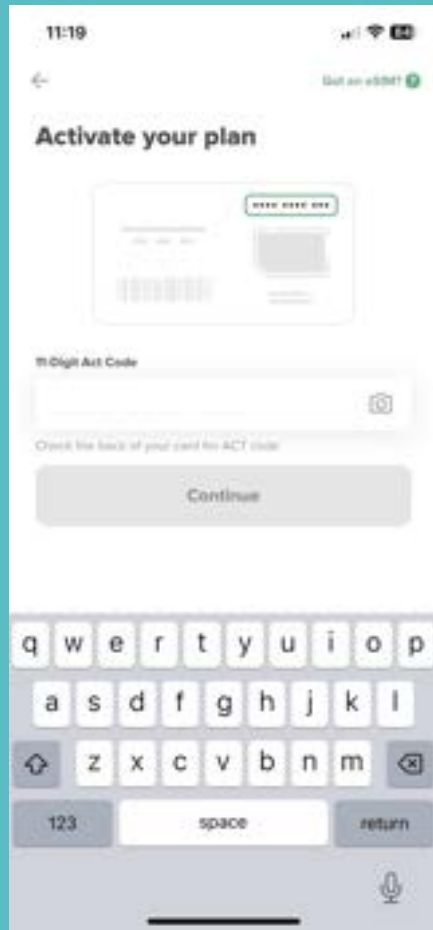
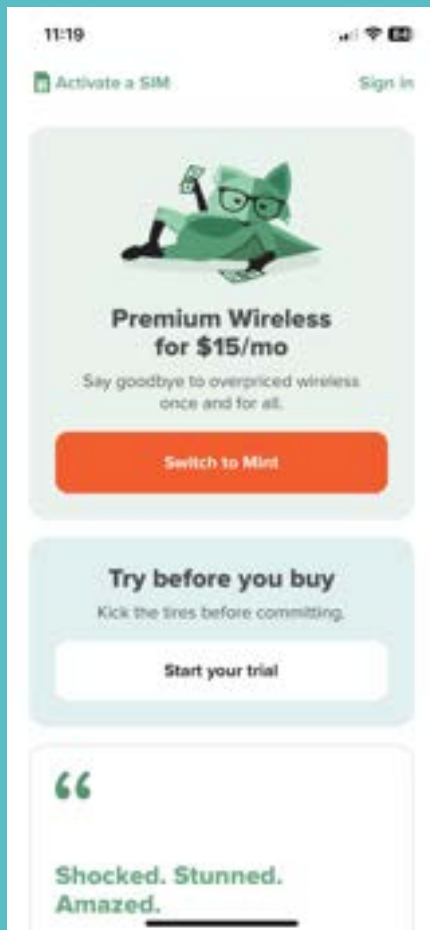


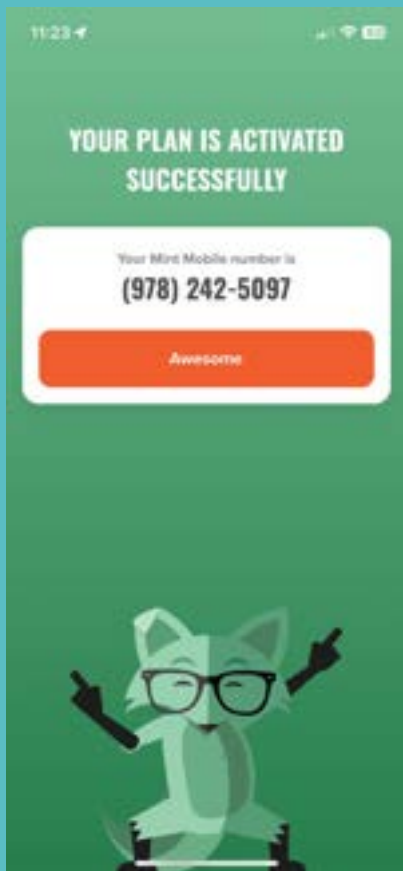
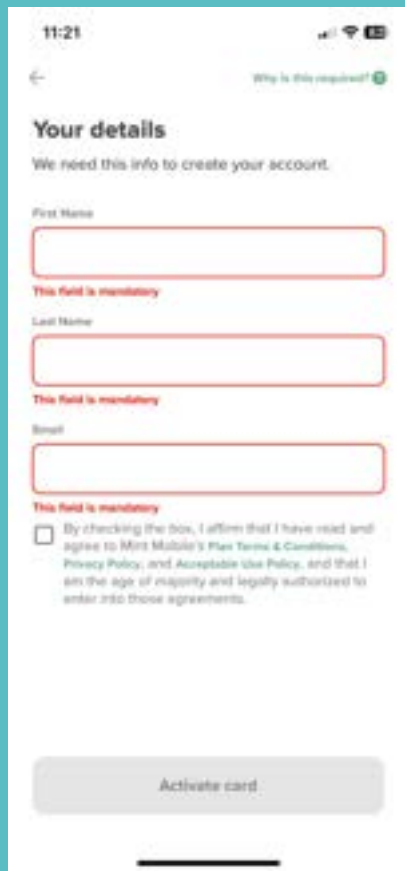
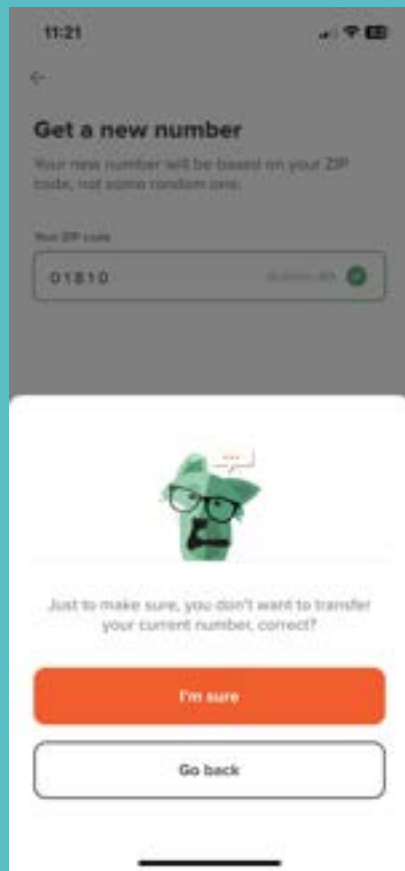
BAU - exit to Dashboard

BAU - Dashboard



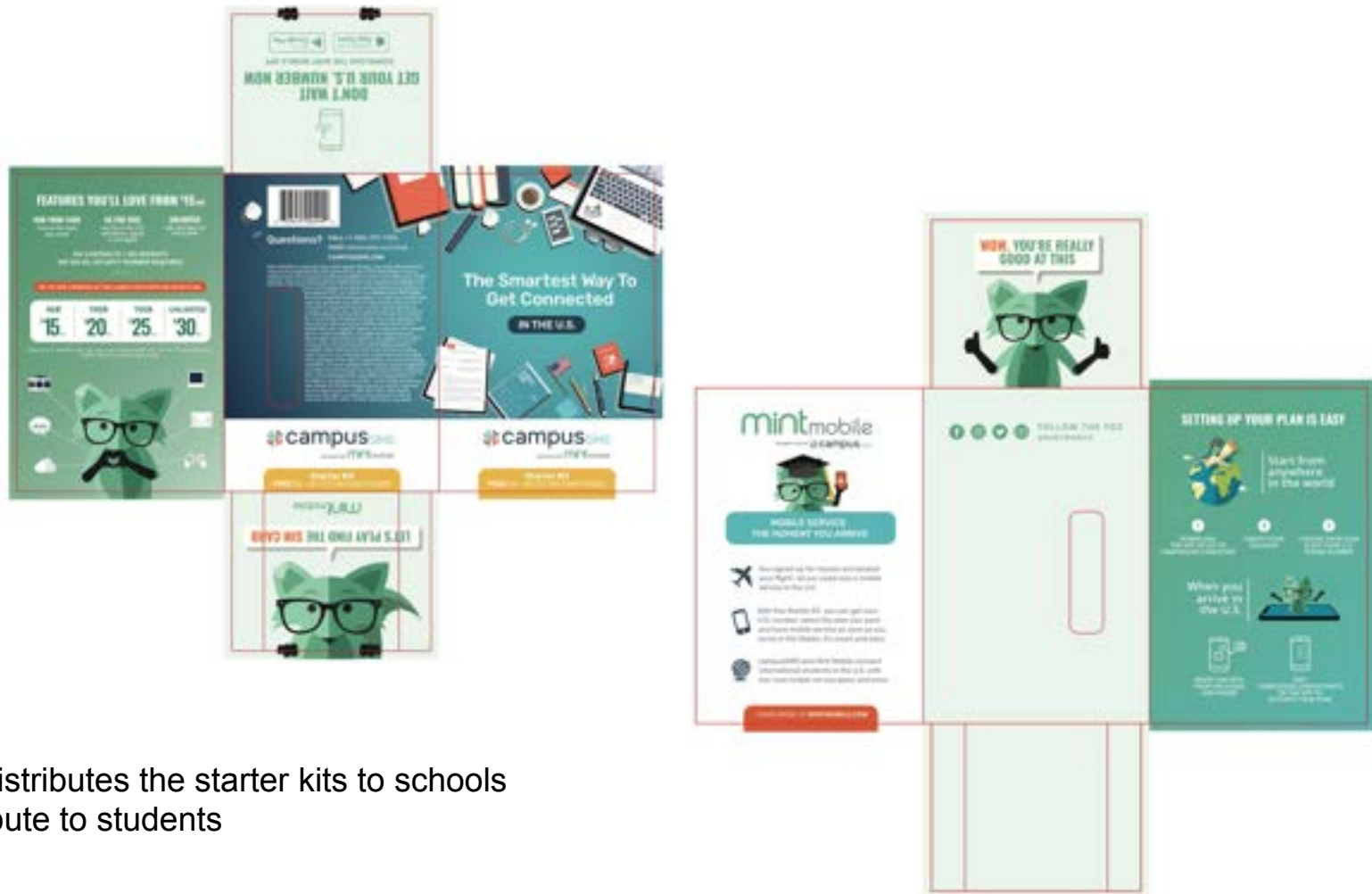
One Month Free Activation Flow (Only Available Through App)





Starter kit

Starter kit



campusSIMS distributes the starter kits to schools who then distribute to students

Current Email flow for campusSIMS user journey

International students do not activate immediately and therefore require a custom delayed activation flow in email. This will need to be mirrored in eSIM.

Failed payment attempt email

If a customer has a failed payment attempt and they do not make a successful one within 6 hours, they will receive this email.

If they do not have a failed payment attempt, they will not receive this email.



Delayed activation email

Customer gets sent an email confirming their US phone number and letting them know how they can activate when they are ready.



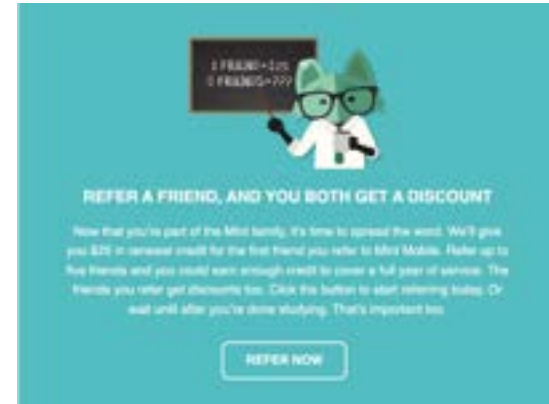
Activation reminder email

campusSIMS customers get an activation reminder email currently that is triggered after: 1 week of being on trial plan without activation, and then 1 month of being on trial plan without activation.




Activate now - confirmation email

Email that students get after they have fully completed activation - activating onto a full plan. It tells them their billing cycle is now active and how to manage their account.



Mapping out eSIM Email Flow:

Email Confirmation



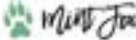
The graphic features the Mint Mobile logo at the top. Below it, the text "YOUR ORDER?" is in green and "CONFIRMED" is in large, bold, orange letters. To the right is an illustration of a green fox wearing glasses and holding a smartphone with a checkmark on the screen.

Hey, Healy

Welcome to the Mint fam. From here on out, things are gonna rule for you. Stuff like pricey phone bills, overpaying for wireless and interior corporate mascots will melt away like gas station nacho cheese.

Since you chose our eSIM option, it rules even more because you don't have to wait for a SIM card to arrive. To activate, click the big orange "Activate eSIM" button when you're ready to start your Mint service. If you've already activated your plan and installed your eSIM, then you're good to go.

Welcome to the fox side.



The logo consists of a green paw print followed by the text "Mint Fox" in a cursive font.

ORDER DETAILS

Your Order Number is MT4144139

You're well on your way to saving a bunch on wireless. Actually, the savings IS literally on its way, so be on the lookout.

Activation Reminder

#campusSIMS
— MINT Mobile

Activate Your eSIM Before It Expires

(IT'S A THING)



Activate Your Plan

Hey (Name),

Looks like you ordered a plan on (XXXX) but haven't activated it yet. This is a gentle reminder to activate it before your eSIM expires on (XXXX). Just enter the secret password (aka the ACT code below) and boom, you'll be up and saving in no time.

Amnd...activate,



HOW TO ACTIVATE YOUR PLAN

1. Click "Activate Your Plan" below and follow the steps to transfer your current number, or get a new one.
2. Scan the QR code from the "Install Your eSIM" screen using the device you will be using Mint on (eligible phones only). Don't skip this step, it installs the eSIM on your device.

If you are asked for your ACT code, this is it: (11-CRIT ACT CODE)

Activate Your Plan

All places Refer A Friend is Listed in campusSIM Ecosystem



- RAF appears at the end of campusSIMs unfunded activation flow via app, not in web version (slide 17)
- Activate now - confirmation email
-