The “View more fares” option is found by clicking on “more details” when searching for a flight. Additional itineraries are shown. See below.

Then click on “View More Fares”
Once “View More Fares” has been selected, additional fare basis codes for the same flight will appear. In the screen shot below, the lowest fare for this particular flight is the same that appeared in the matrix.

Below are results from a different search, where the lowest price for United only becomes available once “view more fares” was selected.