1.Awareness:

User Identifies an advertisement on his/her mobile about the “Starlink”, a satellite internet service that provides internet access to people globally.

2. Consideration:

Then the user visits the product to know about that particular product and compares it with other similar products. She watches a demo which explains about “Starlink” like how it works, how it is used, cost of it etc. He/She makes a note of the ongoing discounts and check the reviews.

3. Purchase:

If user feels satisfied with the product, he selects the product by browsing the website and checks the warranty options. The user gets a confirmation details as a message or an email.

4. Onboarding:

The user opens the seal of the product and read the instructions and information provided in the box and scan the code for downloading the app and control it with his/her smartphone.

5. Usage:

The parts which are provided in the box are combined and then it is placed on the roof of the house. The signals are transmitted by it through radiation from satellite. We can also use it in the places which are far away from the cities or towns like mountains, deserts, forests, villages which are far away from cities. We can control it with our mobile using app.

6. Maintenance:

The speed range of it is 40-220mbps and the data allotment is 40GSB-5TB. We can carry it with our hands as it is light weight and easy to carry.

7. Advocacy:

The user meets his/her friend and explains about the product and how it helps her by comparing it with the other similar products(competitors). His/Her friend admires the design and beauty of the product and decides to check it out in its website. He/She writes a glooming review on the website and earns reward points.