Phases	Phase 1 Motivation	Phase 2 Online Search and in person	Phase 3 Clicks the Specifications	Phase 4 Reads the review of the products	Phase 5 Contacting the dealer	Phase 6 Payment	Phase 7 Installation	Phase 8 Maintenance
Activities Performed	Looking to purchase a gadget for a better road safety.	Searches for a cost- effective road safety gadget online and in person through dealers	Checks the specification for the gadget which would suit their requirement.	Accquire the positive and negative feedback from people who already use it.	Contacts the dealer through online or in person and makes arrangement for the purchase.	Makes the payment for the suitable gadget.	The technician arrives at the customer's place for installing the road safety gadget in the vehicle which we have.	Reports the issue on the gadget to the company sends a technician to resolve this issue.
Emotions	Happy and little bit concerned.	Happy as a customer finds numerous options .	Disappointed as the first product didn't match his requirements.	Very happy as he finds positive reviews on a suitable product.	Happy as he easily finds the contactdetails of the dealer online.	Happy and relieved as he was finally able buy the required product.	Excited to see how the detector works .	Worried as the issue needs to be fixed .
Overall Experiences	Good	Good	Bad	Good	Good	Good	Good	Average as the customer is uncertain about the working condition.
Customer Expectations.	Easy availability of quality product which is cost effective and useful.	Easy availability of quality product which is cost effective and durable.	Should be able to find his product which exactly satisfies his requirements.	A product with higher ratings, positive reviews and good Track record.	A dealer who is located in close proximity to the customer is preferred.	We can pay even in cash or in online as safe and secure and quick and efficient delivery of the product.	We can also install this product but for some extra precautions and to install without any damages a well experienced technician will be a right choice.	A highly skilled service engineer who quickly and effectively identifies and resolves.