

PHASES	Phase 1 : Motivation	Phase 2 : Online Search and in person	Phase 3 : Checks 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 gas leakage detector	Searches for a cost- effective detector online and in person through dealers.	Checks the specification for the detector which would suit their requirement.	Acquires 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 detector.	The technician arrives at the customer's place for installing the gas leakage detector	Reports the issue on the detector to the company and the company sends a or a team of service engineers to resolve the issue.
Emotions	Happy and a bit concerned	Happy as the 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 contact- details 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	Average as he has to wait till the product reaches his place	Good	Average as the customer is uncertain about the working condition
Customer Expectations	Easy availability of quality product which is cost effective and durable	A marketplace which is either physical or online to buy the product	Should be able to find a 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.	A safe and secure payment and process, quick and efficient delivery of the product.	A well experienced technician who installs the product the safely and properly.	A highly skilled service engineer who quickly and effectively identifies and resolves the issue