

PHASES	Phase 1 (Motivation)	Phase 2 (Product search)	Phase 3 (About product)	Phase 4 (Pros of the device)	Phase 5 (Product Evaluation )	Phase 6 (Payment)
Activities Performed	Best reviews from users motivates to buy the device	Advertisements of our product are in the top search	Inbuilt alarm systems helps one to remind in a scheduled time	Convenient to use and makes them comfortable	Comparatively our product has many features	One year warranty with acceptable return
Emotions	It should not be much complex	Products available in all websites makes customer delighted	Accessed by themselves without any external helper	Makes life simple and a non emissive device	Patients don't expect help from anyone	Gets excited to see multiple discounts
Over All Experiences	Good	Good	Good	Good	Excellent	Affordable
Customer Expectations	Easy availability of product	Search engine helps to search the device in a simpler way	A voice assisted device to guide a patient	A product that makes Alzheimer's patient lead an independent life	Self repaired and can be used for a long term	Numerous payment options