



TEACHING CASE LETS AND CASE-STUDY

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From Glitch to Glory: Megha's Journey to a Solution

Megha felt frustrated as she looked at the blue screen on her laptop. She couldn't access her presentations, meet her deadlines, or even check her social media because of this big problem with her computer. She sighed and realized she needed to get a new laptop, but the idea of choosing one felt overwhelming, like trying to find your way through a big, confusing forest of technology.

Megha started by looking up information. She searched online for reviews, specifications, and comparisons. There were lots of options, from cheap Chromebooks to fancy gaming laptops, each claiming to be the best. Megha wanted a laptop that was easy to carry around, strong enough for her creative projects, and didn't cost too much. It was a tough choice to make!

At last, Megha found a nice, not-too-expensive laptop with good reviews. She carefully thought about things like how long the battery lasts, how the keyboard feels when typing, and



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what kind of warranty it comes with. When she went to the store, she tried typing on the keys and looked at the screen closely. She wondered if this was the right laptop for her. She thought about whether she should choose based on price or on what features it has, and if it should be easy to carry around or have lots of power. The decision was hard to make.

Megha took a deep breath and made her decision. She felt a mix of excitement and anticipation as she bought the laptop. When she got home, setting up the new laptop felt like a celebration. She moved her files, installed software, and then happily opened a new document. Megha smiled, feeling satisfied. She had solved her problem and conquered the confusing world of technology.

Questions:

1. How does Megha's experience in purchasing a new laptop reflect common challenges consumers face? What strategies can consumers use to overcome these challenges?
2. Reflecting on Megha's journey from encountering a tech glitch to successfully purchasing a new laptop, what insights can businesses gain about the importance of providing a seamless customer experience?