**0520\_2000\_YONGHU\_Male**

**主访: HAOMI**

**HAOMI**: Okay, so do you have any questions before the interview?

**YONGHU**: No, good to go.

**HAOMI**: Okay, let's get started. And before we start the question about car fridge, I'd like to test an additional question, because we've noticed that when we ask this question to other users, the conversation sometimes becomes a little bit awkward. We are not sure if the question itself might be a little confusing.so please give it a try based on your own understanding, and this will help us evaluate whether we need to revise it or rephrase it. Your answer could be just simple.

**YONGHU**: Okay.

**HAOMI**: The question is about the vehicle. How do you categorize different car?

**YONGHU**: I think how you typically categorize cars is by the type of car. Is it a compact car, a full size car, a SUV, pickup truck, sedan, luxury, car, etc. So I think you typically start there and then the second segmentation is typically based on power. So is it, Diesel, is it gas? Is it electric hybrid? That's how I'd say most consumers or most people separate their different types of cars.

**HAOMI**: Okay, thank you. Thank you for your answer.

**HAOMI**: Let's get started. Please briefly introduce yourself like your age, occupation, where are you living? Your family like any pets or children? Something like that.

**YONGHU**: Sure. My name is Matthew Perry. I live in Dallas, Texas, 48 years old. I have 2 kids, both boys, 16 and 13, 2 dogs, and I am the CEO and founder of a waste Smanagement business.

**HAOMI**: Can I know how many cars do you have?

**YONGHU**: We have 2. I have a range Rover, 2021 range Rover autobiography, and a Ford F150, King Ranch 2025.

**HAOMI**: Oh, what's the type of it, or both SUV or something?

**YONGHU**: No. The second one F150 pickup truck.

**HAOMI**: Oh, okay, pick up truck. I think the photo you send us is that truck right?

**YONGHU**: That was my range Rover. It's an SUV.

**HAOMI**: I remembered it incorrectly. You're right. And for both of your cars, did you ever do any modification?

**YONGHU**: No, not on either of these cars. On my last car, which was a jeep wrangler, yes. But neither of these cars have modifications.

**HAOMI**: So why did you not use the jeep no longer?

**YONGHU**: It's the jeep was I had it on. It was elevated, so it had a lift kit on it. It was on much larger tires. It had a lot of body work done to it, etc, and driving that long distances. It's a very loud and rattly, and more of an off-road vehicle than on road. And so, after 2 or 3 years of driving that car, you get about ready to be able to make a phone call and hear yourself think when you're in your car. And so that wasn't working anymore for me.

**HAOMI**: Okay, thank you. And what outdoor activities or types of travel do you usually do?

**YONGHU**: Yeah. Well, relative to the car. Not travel in general. You just mean where I'm using my car? Everything from day to day travel to work. We have ranch properties that are about an hour and a half drive. I'm driving my car next week, or in 2 weeks to Maryland, which is about 21h, because I'm relocating from Dallas to Maryland for 7 weeks. For the summer, so road trips for vacations, work weekend trips for going to the ranch, going to the lake to go fishing or boating things of that nature, that's, you know, typical everyday use of the car.

**HAOMI**: Okay, you mentioned the road trip, so can I know how do you personally define a road trip like, what kind of trip would you consider a road trip?

**YONGHU**: A road trip, anything that I'm driving where I'm gonna stay overnight, away from home. Typically, I would consider a road trip.

**HAOMI**: So like, how many night, one night or?

**YONGHU**: Anything from one to three, probably one to two to three. After that I think it's more of a vacation than a road trip.

4:57

**HAOMI**: Okay, so, and you mentioned the different out activities like, which of those would you say you do most often?

**YONGHU**: I would say, boating, so on a lake, and then it's you know everything from water skiing, tubing, fishing, things of that nature, that's probably the most common.

**HAOMI**: And those activities related to water, are they a separate activity, or always a part of the road trip?

**YONGHU**: No, they're separate. Sometimes we might just go fishing. Sometimes we might do multiple things on water. Some of our road trips are, you know, completely different. We went to… we did a 5h drive to Benville, Arkansas, to go mountain biking 2 weeks ago for 2 nights for Easter vacation. So it just… it depends.

**HAOMI**: Okay. So if for the road trip, how regularly do you go on them?

**YONGHU**: Road trip, where we're spending multiple nights at least once a month. Sometimes, once every couple of weeks. It depends on the time of the year. Quite a bit.

**HAOMI**: Like, and what's the difference? Season or?

**YONGHU**: Yeah. during the school year we don't go as frequently just because the boys are in school, and they have sports, commitments and everything else during the summer. If we're not traveling by plane, then we go much more frequently.

**HAOMI**: And how long does the road trip usually last?

**YONGHU**: Typically 2 to 3 nights.

**HAOMI**: Is it usually a weekend, or sometimes in weekday?

**YONGHU**: Almost always weekend.

**HAOMI**: Okay? And who is with you? You 3, or with other people?

**YONGHU**: Yeah, it's always typically at least one of my kids. So it's not always both of them, because of their ages. The 16 year old wants to stay home with friends, do whatever. And then I'd say about a 3rd of the time, my girlfriend, slash partner that I've been with for multiple years.

**HAOMI**: Okay, how about your dogs? Are they involved?

**YONGHU**: They go on probably about half the trips.

**HAOMI**: Okay? Can I know what's the difference? Like? What kind of trip will they be involved and what they are not?

**YONGHU**: Yeah on the ones that we're going to either an enclosed property. So if we go to our ranch like that's, you know, we know they're safe, we know where they can run. It's thousands of acres, but we kind of have control. Or if we're staying at a friend's house or camping anything of that nature. If we're going to a hotel like typically, you know, it's a quick road trip, but we're going for a couple of days to meet people. And we're staying in a hotel. Typically, I won't take them just because hotels and dogs are a pain.

7:51

**HAOMI**: Okay, thank you. And about the road trip definition you mentioned at least one night. Do you think is it related to the distance? Like it should be a long distance, or is it okay with a short distance?

**YONGHU**: It can be a short distance, because when we go to our ranch, which I still consider a bit of a road trip, because we're taking lots of stuff with us, etc. That's about an hour drive. So I'd say anything between an hour and call it about 5h. That's typical for us.

8:23

**HAOMI**: Okay, thank you. Makes sense. And about the car refrigerator, can I know how long you have been using the car refrigerator?

**YONGHU**: The current one that I have for about 6 months. In total, probably 2 to 3 years somewhere around there.

**HAOMI**: So how many did you use in total?

**YONGHU**: 2. Yeah, just I had the one previously in this one.

**HAOMI**: Do you bring the car refrigerator along with you in each road trip?

**YONGHU**: Almost all of them. Yes.

**HAOMI**: How about the winter?

**YONGHU**: In the winter. Yeah, we still do, because we'll bring certain food. We want drinks. Just you know, it's just easy.

**HAOMI**: Okay, so, and how about other activities you mentioned, any like water boating or something?

**YONGHU**: Yeah, all of those we typically bring it with us.

9:16

**HAOMI**: And can you recall the last time you brought your car fridge on the road trip?

**YONGHU**: Yes, when we went to Arkansas for mountain biking whatever it was April 1st or April 15th, about 3 weeks ago.

**HAOMI**: And in that experience, in that trip, was there any moment when the car refrigerator didn't quite meet your needs or made you feel hard to use?

**YONGHU**: No, not at all. Every time we used it… We kind of know how much it can store, what we need to take, etc. And so there is nothing where we wanted something much bigger. We've kind of adjusted based on that. So we know what we're gonna bring. It's only so large. So we can buy other stuff when we get to our location, things of that nature.

**HAOMI**: What did you mean “you just kind of adjusted based on that”?

**YONGHU**: Yeah, I mean, so there's always times. Could I bring more beverages? Could I bring steaks if we're gonna grill out, etc? And I know where we go, I can always go shopping, and so we kind of fit what we're gonna consume during the drive. You know, the 1st day type stuff. If there's something very specific that me or my kids want, that nobody else has, you know things of that nature. Then I would say, we're not as worried about it.

**HAOMI**: Okay, thank you. And how about the positive? Was there any moment on that trip where you felt really satisfied or happy with how the car refrigerator worked?

**YONGHU**: Yeah, there's a very specific type of beer. I like to drink which is Guinness. And so you know, typically, I bring that with me, and when we got to the one location, we went to the grocery store to buy other stuff, and they didn't have Guinness, and so for me, being able to have that was nice to have.

**HAOMI**: Yes, that was great. And can I know, are there certain items you bring along, just for maybe specifically for your son or for dog?

**YONGHU**: Typically, not for the dogs, because their food doesn't need to be kept refrigerated or anything like it's kibble. For my kids, it's just specific drinks. They like gatorade, certain types of water like Prime, things of that nature.

**HAOMI**: So just different beverage.

**YONGHU**: Correct.

**HAOMI**: Okay. So besides those specific items we just talked about, what other things you typically store in the car fridge.

**YONGHU**: It's almost always beverages or breakfast items, things like yogurt fruit, things of that nature that you want to keep refrigerated.

**HAOMI**: Why there are specific breakfast items?

**YONGHU**: Typically, when we get to a location, a lot of the time, we don't want to go shopping the 1st day. And so when we arrive, it's typically afternoon or evening. And so then we have whatever we need for the following morning.

**HAOMI**: Okay, what kind of breakfast items usually?

**YONGHU**: Fruit, fruit, yogurt, bread, cheese, things like that.

**HAOMI**: Okay, thank you. And you also mentioned, like boating and something water related activities. Is there any different items you brought that different from the road trip?

**YONGHU**: No, not for that. Typically, we don't use kind of… if we're fishing, we don't use wet bait, so we don't need to keep it refrigerated. So it's typically always like food and beverages.

**HAOMI**: Okay, so how about like the mountain biking? Do you bring the car fridge?

**YONGHU**: Yeah. And same thing. It's just food and beverages. So if we're out on the road or out on the trails, we've got stuff near us in our car.

13:13

**HAOMI**: Thank you. And here I want to share my screen show. Here are some items maybe people bring. So I want to know what your top 3 essential & must have items you always bring and stored in fridge.

**YONGHU**: Beverages, fresh grocery, and I'd say health supplements so really protein bars.

**HAOMI**: So can you rank them like by how essential they are to store chilled?

**YONGHU**: It's probably exactly the order we just had. So beverages, then groceries, then health supplements.

**HAOMI**: Can you explain why the beverage is the top one?

**YONGHU**: That's just what we go through the most and typically what we can see if we're on a longer road trip, like we're driving a far distance, it means we don't have to stop for gas to go to a convenience store things like that.

**HAOMI**: Can you introduce what type of beverage, maybe some you have mentioned. Is there any other beverage that you haven't mentioned?

**YONGHU**: No, those are the ones you have. Water, soda, and beer are pretty much the 3 that we're taking.

**HAOMI**: Okay. Why do you bring the fresh groceries?

**YONGHU**: Same type of thing. They're typically the quality of the groceries that we can buy it, like our local stores are better than what we find where we're driving, or we have to go find a specific store that has certain types of meat, etc. And so it's kind of a higher quality product that we're bringing from home. And that's typically why we use that.

**HAOMI**: Can I know what exactly the vegetable and fruit is?

**YONGHU**: Fruit, grapes, apples, watermelon, pineapple that's been cut. You know, vegetables is typically salad, pre-mixed salad, and meat is typically steak.

**HAOMI**: Okay, thank you. And health supplements. Do you always bring them?

**YONGHU**: Most of the time, yes, and it's typically protein bars.

**HAOMI**: Okay, thank you. And I want you to rank them again, by how much attention you pay to their fridge placement?

**YONGHU**: I would say. Typically beverages are number one, they go at the bottom because they're solid, they don't kind of crush things, etc. Protein bars is number 2, just because you want them to be close to everything that keeps it really cold. And then number 3 would be fresh groceries, because you don't want it getting crushed by the beverages, so typically you're putting it on top.

**HAOMI**: Okay. So the beverage is usually on the bottom, and the vegetable and the fruit is usually on the top?

**YONGHU**: Correct.

**HAOMI**: Okay, thank you. So are there any other items you don't always carry, but if you do bring them and store them in the car fridge, you would pay special attention to where they are placed?

**YONGHU**: No, not off top of my head.

16:42

**HAOMI**: Thank you. And are you always the one who packs everything into the fridge?

**YONGHU**: Yes.

**HAOMI**: Okay, so can I know when you are packing items into the car fridge? What are the main things you usually consider?

**YONGHU**: Just ultimately, the overall size of what we're packing, cause that kind of dictates how we pack everything within it. So that's really kind of the most important thing, is just the overall size of it.

**HAOMI**: Just to make sure everything could be inside.

**YONGHU**: Yep.

**HAOMI**: Can I know the capacity of your 2 car refrigerator?

**YONGHU**: Yes, give me one second. Let me see exactly how big it is.

**HAOMI**: Do you use both of them now, or you only use one?

**YONGHU**: No, I got rid of the old one. So I only use the one, and it's got 18 liters or 19 quarts of capacity.

**HAOMI**: Is it the current one or the old one?

**YONGHU**: That's the current one.

**HAOMI**: Do you remember the old one?

**YONGHU**: Old one, I believe, was the same size.

**HAOMI**: Okay, so can I know how you decided to pick this capacity when you made the purchase?

**YONGHU**: It was probably middle of the road in terms of overall capacity, so it wasn't the largest wasn't the smallest, but it kind of fits effectively in the back of my vehicle without having to not have room for everything else that we need to bring in terms of luggage, sporting equipment, etc. So it just kind of fits very well.

**HAOMI**: Yeah, from the photo, I didn't figure out, where do you put the car fridge? It's in the back seat or the trunk?

**YONGHU**: In the trunk. Obviously an SUV is a little bit bigger, but in the back of the car.

**HAOMI**: It's always in the trunk?

**YONGHU**: Yes!

19:00

**HAOMI**: And can I know, before you had the car fridge 2 or 3 years ago? Did you also go on those kind of road trips?

**YONGHU**: Yes, exact same types of trips.

**HAOMI**: So how did you manage food or drink or other items back then?

**YONGHU**: Before we had the car fridge. It was using kind of Yeti type coolers. So traditional coolers that you would put ice packs or ice directly in.

**HAOMI**: So how did you discover the car fridge?

**YONGHU**: One of my friends who I was on a trip with, who was in a different vehicle, had one, and I saw that, and then afterwards just did some research online on Amazon, and decided it probably made sense to buy one.

**HAOMI**: So what features or experience made you interested in it?

**YONGHU**: I think the fact that they were able to bring things from home. You didn't have to stop and get ice, typically the size of the car fridge is much larger than most of the coolers that you get, or it's just easier to handle. Lighter weight, for sure is part of it as well, and so it was just easier.

**HAOMI**: And from the screener survey you mentioned that you used the hard cooler, soft cooler, and the cooler backpack.

**YONGHU**: Correct. Yep.

**HAOMI**: Can I know what's the biggest challenge or drawbacks with them.

**YONGHU**: Combination of having to have multiple depending on how much product you're bringing and then having to fill them with ice yourself.

**HAOMI**: Okay, because they are 3 different products. Can you walk us through how you transition from one to another among these 3 old methods?

**YONGHU**: One to another just depended on how much product I needed to take. How long the trip was? Like a soft cooler, is a lot easier to carry, is like a backpack cooler versus a hard cooler, and so depending on. If we were going just to a hotel. Fine. I can carry up a hard cooler to my room if I needed, etc. If we're going on a camping trip, or we're going out on a lake a lot easier to bring a soft cooler from the car down to the boat. Things like that. So that typically was kind of drove it what type of activities were we doing.

**HAOMI**: And are there any scenario or activities you still use those coolers?

**YONGHU**: Yes, when we go to sporting events for my kids. So when we're sitting out on the field all day, I've typically got to go a fair distance from the car, the parking lot to the fields. And in those situations, it's a lot easier to carry a soft backpack cooler with me than it is to bring, like a hard cooler.

**HAOMI**: Okay. So why don't you think about to use the car fridge?

**YONGHU**: Same type of thing. It's a hard cooler without wheels on it, right? So it's just a lot more difficult to carry long distances, or to bring long distances with me. Once we're outside the car.

**HAOMI**: Is it also about the battery or wheels?

**YONGHU**: Yeah, typically no. The battery keeps everything cold and inside cold long enough, that's not really an issue, so that's not one of the consideration factors.

**HAOMI**: Oh, your car fridge could be working without plugin?

**YONGHU**: It doesn't work without plugin, but it keeps everything cold long enough once you're inside of it, so that typically it lasts pretty much, it'll keep stuff cold, depending on whether you're leaving it open, how often you're opening it, but for most of a given day depends how hot it is.

23:05

**HAOMI**: Okay makes sense. And so in what ways do you think it really improves your travel experience with the car fridge?

**YONGHU**: It just makes things a lot. It's 1 less headache of having to get ice. Typically, I don't have enough ice. So I have to stop at a convenience store to get ice, so it just makes it more timely and efficient in terms of, you know, getting on the road, hopping on a trip, not having to stop.

**HAOMI**: Here I want to share my screen again, and here are some big reasons， can you choose one of them matches yours?

**YONGHU**: Yup, I'd say car fridge is just more convenient, in use and maintenance and everything else.

**HAOMI**: Can you maybe give more explanation of it?

**YONGHU**: Yeah? When I think about ease of use, I just plug it in, and it goes, and I don't have to worry about ice, I would say that's really the aspect of the convenience.

**HAOMI**: Okay. It's like, mostly about the ice.

**YONGHU**: Yes.

24:35

**HAOMI**: How do you categorize different car refrigerator?

**YONGHU**: You know, it's really — I don't do that much of categorization, because once I bought mine, I haven't done a lot more research and everything else. But I'd say it's really about the size, at the end of the day. I think that's how you break out different car fridges — is how large they are, and then, obviously, the brand that manufactures them. But most of the car fridges are fairly similar in terms of size,  
cost, like the different brands that manufacture them have, multiple different sizes,  
power requirements, etc. So within that, it's really just the size of the car fridge.

**HAOMI**: So. if we recall the time when you bought it, what factors do you pay attention to?

**YONGHU**: Yeah, it's really size. And I think with some car fridges. And this is not based on my use, but based on feedback from other people I know, but certain car fridges keep things colder longer at a lower temperature once you've unplugged them at the end of the day, and that to me is kind of a big driver.

**HAOMI**: And you mentioned the wheel. Did you consider having or not having the wheel when you purchase it?

**YONGHU**: I didn't think about it when I purchased it. Now I've thought about it since, but ultimately, now that I've already purchased it. It's not something where I would then go purchase a new one just because of that, I'd wait till I need to replace it essentially.

**HAOMI**: Okay. So for the 2, you have the older one and the current one, when you purchased them, did you have different considerations?

**YONGHU**: No. It was the same consideration in terms of just kind of size, cost, availability, online delivery times, things like that.

**HAOMI**: Okay. And did you mention why did you get rid of the old one?

**YONGHU**: The motor on it was starting to not work consistently after a few years, and so that was probably the biggest driver.

**HAOMI**: Were they the same brand?

**YONGHU**: They were not. I don't remember the brand of the previous one, though I know the one I bought this time was a different brand.

26:58

**HAOMI**: Okay, thank you. And here are other factors that other people may consider while purchasing. So can you select the top 3?

**YONGHU**: Top 3, appearance and size, noise level, and storage space.

**HAOMI**: Can you rank them?

**YONGHU**: I'd say noise level is number one, storage space is number 2, and appearance and size is number 3.

**HAOMI**: Thank you. And did you meet any situation that it is noisy or something?

**YONGHU**: Certain ones are just a little bit louder. And so when you're driving, especially if you're trying to talk, you don't have a radio on, etc. You just don't want something that you're noticing, I guess, as much as anything else that's creating a lot of additional noise.

**HAOMI**: Even it's in the trunk.

**YONGHU**: Yeah, because there's still open space between the trunk, because you're in an SUV, so it's not a sealed trunk like in a sedan or something like that, so you can still hear noise from things that are in the back.

**HAOMI**: Do you keep plugging in when it's in the trunk?

**YONGHU**: Yes, typically.

**HAOMI**: Oh, do you know like what the sound is it?

**YONGHU**: It's just kind of like a low, buzzing, vibrating sound, a little bit like a small scale motor running.

**HAOMI**: And did you contact the customer service?

**YONGHU**: No, the noises to me, there's always a little bit of noise, no matter what you do, right? And so it's just, I think reality is when you buy one of these, you know, there's going to be some noise. It's just what is that level of noise.

**HAOMI**: Did you notice that whether the product listing introduce their noise level?

**YONGHU**: I don't remember off the top of my head. I do think most of the time now they'll list kind of the number of decibels or they'll say low noise, etc, but I don't remember exactly when I bought it.

**HAOMI**: Okay, thank you. And how about the storage space? Why would you consider it?

**YONGHU**: Yeah, it's just how much you know, can I fit a 6 pack of soda, or beer, or water, or can I fit a 24 pack, or can I fit soda? And what I would typically take is like produce and meats, protein bars, etc. Or really, can I only fit one or 2 things in there.

**HAOMI**: So, and besides the whole storage space, do we have requirement for the divider or compartment?

**YONGHU**: No, you know. I think some people do, they like to keep everything separate, etc. But most of my stuff as long as I pack it correctly, it's not gonna get damaged or anything else. So that's not. It wasn't really a need for me.

**HAOMI**: So you rare meet like any fruit or vegetables being squashed, or something?

**YONGHU**: If I pack it correctly and pack it on top, that doesn't happen, and so it's not really top of mind.

**HAOMI**: Do you use any other container or something?

**YONGHU**: On some of the fruit and stuff like that'll, you know, I might put it into a like Tupperware type storage, right? So it's a hard plastic shell. It just depends what we're packing.

**HAOMI**: Okay, thank you. How about appearance and size? Do you have any requirement, or what did you pay attention about this when you purchasing?

**YONGHU**: Yeah, ultimately, it just becomes how much of the space in the back of your vehicle? Is it taking up? And so you want something that you know, typically the more storage space, the larger it's gonna be in terms of size. But certain ones have thicker walls, right? Which means it just takes up more space as a cooler itself, even though it may be storing the same capacity. So there's a little bit of a happy balance there.

31:27

**HAOMI**: Thank you. How about the pain point? You have been using the car fridge for almost 3 years, you have used the 2 of them. Do you have any pain points you can introduce?

**YONGHU**: Typically, I'd say the only pain point would be a lot of them now, you can control by your phone via an app in terms of temperature and everything else, and the app doesn't always work. Sometimes if the apps not working, if you don't have the right connection somehow, then you're having to just push the buttons on the car fridge itself. So it's not a major pain point, but it can be a little bit of a headache, sure.

**HAOMI**: So the current one has the application, but it's not smooth to use it.

**YONGHU**: At times it may not work, like I'd say one out of every 10/20 times. If I'm pushing the buttons on my phone, it's not ultimately reflecting. And so the one watch out becomes when that occurs, even though you may use the app a lot of the time you're going back and checking the fridge, anyway, to make sure that actually turned itself on. So it kind of destroys the usefulness of the app.

**HAOMI**: Okay? Why do you use the application to control the car fridge? When and why.

**YONGHU**: I'd say most of the time, it's just convenience. You've gotten in the car, you've loaded everything in, you forgot to turn the car fridge on, or it wasn't on the temperature you wanted, because it's hotter outside than you expected things like that. And so you know, especially if you're driving, it's just easier to do that than to stop the vehicle, go to the back, change the temperature, etc.

33:10

**HAOMI**: Thank you. Makes sense. And another table is some pain points other people meet. Can you select 3 most significant issues?

**YONGHU**: Yup, number one would be short battery life when car is off, number 2 would be inconvenient to move, and then number 3 would be cooling is too slow upon startup.

**HAOMI**: Okay, so can you rank the issue like, which is the most painful?

**YONGHU**: Yeah. Number one is short battery life when car is off, number 2 would be inconvenient to move, and number 3 would be cooling is slow upon startup.

**HAOMI**: Okay. Would you worry about the car fridge draining the battery if it stays on after the car is turned off?

**HAOMI**: Can your car refrigerator still be running on its own battery when it is not plugging?

**YONGHU**: It can, but it doesn't run necessarily as long as you want it to. Mine can run when it's not plugged in. But it doesn't run for a super long time afterwards.

**HAOMI**: Okay. Do you know, like how many hours or minutes?

**YONGHU**: I wanna say, it's like 2h to 3h somewhere in that range.

**HAOMI**: Oh, so how many hours do you expect it?

**YONGHU**: It'd be great if it was more like 6h to 8h.

**HAOMI**: Okay. And next one, can you explain when or what situations you want to move it?

**YONGHU**: Yeah, when we're going from the car, and then if we're going on a boat, if we're doing something away from the car. Like as an all day activity. Then, typically, you may want to bring it with you to wherever you're kind of basing your operations and depending on how far that is. Carrying it long distances without the wheels, things like that, that's just inconvenient.

**HAOMI**: Is it too heavy if you just lift it?

**YONGHU**: Typically, if it's full, then you probably want 2 people carrying it, or because of how long it is, how wide it is, carrying it as one person can be a little bit difficult.

**HAOMI**: And when you don't use it, do you keep it inside of your vehicle?

**YONGHU**: Not during the week, no. When I'm just driving around town not using it, and I might need more space in the back for different things, for work, or whatever it might be. Then, no, typically, I just remove it.

**HAOMI**: Okay, thank you. So about cooling slow issue, do you know how much time does yours need to become cooling enough?

**YONGHU**: Yeah, probably about 20 to 30 min.

**HAOMI**: 20 to 30 min? like from what degree to what degree?

**YONGHU**: Yeah, I don't know exactly what degree it gets down to, but it gets down into, you know, the 50℉, 60℉, pretty quickly. But if you're trying to get it down into the 30℉ and 40℉, that'll take probably an hour.

**HAOMI**: Do you usually use the it as a refrigeration temperature or freezing temperature?

**YONGHU**: Refrigeration.

**HAOMI**: Okay. And so you feel it takes maybe 20 to 30 min. So how much time do you think would be better?

**YONGHU**: 5 to 10 mins.

**HAOMI**: Okay, 5 to 10 mins. Thank you. And can I know when you put items into the refrigerator. What's the temperature of those items? Are they all in the room temperature? Or are they from your home refrigerator?

**YONGHU**: Both, just depends which products I'm taking. I'd say more often than not, it's not from the fridge, it's from the pantry.

37:55

**HAOMI**: Okay, thank you. And what brand are you using now?

**YONGHU**: Euhomy.

**HAOMI**: How did you hear about this brand?

**YONGHU**: Just when I was searching online for car fridges, that was among the kind of multiple different brands that popped up.

**HAOMI**: And do you remember, was there any specific description, or image or slogan that interested you?

**YONGHU**: No, there wasn't. I mean, you know, when you go on Amazon they pretty much say the brand name, what the capacity is, what type of battery it runs off of. You know, those type of things, what different colors it's available in, and they're all very similar. So you're really just looking at the look of it, the overall capacity and the cost. Those are the things that kind of highlight as you're looking for which one may be a fit for you.

**HAOMI**: When you bought it, did you notice the whether there were many reviews or just a few?

**YONGHU**: A lot of the reviews, say used for camping, fishing, outdoor activities, etc. So depending on which brand it is and who you're buying it from on Amazon. The descriptions look different. But once you've bought one, you kind of know what it's used for, and how you can use it, and everything else.

**HAOMI**: Does the number of reviews affect your purchasing?

**YONGHU**: No, not typically, it's just not something I look at. I know some consumers do. But I don't.

**HAOMI**: Okay, thank you. And about this brand, Euhomy, let us set this particular product aside for a moment, do you have any other impression or thought about the brand itself.

**YONGHU**: Not specifically, no, I mean, it's just based on my experience, it's worked very well, so far I haven't had it for a really long time. But you know, there's nothing I'd really call out specifically good or bad from that perspective.

**HAOMI**: And do you remember, was there any other brands you thought about when you first decided to buy a car fridge? Maybe thinking back to when you purchased your first one.

**YONGHU**: The other one that came up the most was Vevor, that was the one that populated the most that I just remember, the name of the other one was Bodega cooler. Those were kind of the 3 brands that I'd say populated 90% of the page. When I was looking online.

**HAOMI**: And do you remember a new brand that you didn't notice in the 1st time but saw it in the second time?

**YONGHU**: Not off the top of my head. No.

**HAOMI**: Okay. So what made you choose Euhomy in the end? the one you current using.

**YONGHU**: Honestly, it was just the cost looked fair, like kind of the average in terms of all the different selections, and when I combine the cost, the storage capacity, and just kind of the visual look of it, I kind of liked. And the difference, you know, you're talking about $50 here or there, whatever. So it wasn't really… at the end of the day they were all fairly similar. And so a lot of it's just the visual appearance and the storage capacity.

**HAOMI**: You mentioned the cost, can I know what's the price of the current one?

**YONGHU**: Yeah, if I remember correctly, I want to say I bought it for a $159, somewhere around there.

**HAOMI**: Do you remember your 1st one?

**YONGHU**: That I do not remember.

**HAOMI**: Okay. And so when you purchased the current one, did you have any budget?

**YONGHU**: No, not specifically. I kind of knew in in general that you know they range from probably super cheap $129 up to $350. So this was probably on the more affordable side of it.

**HAOMI**: Okay. So and you also mentioned that you may consider to replace a new one. Do you have a budget for the next one?

**YONGHU**: No, I mean, I think as long as it was under probably $300 somewhere in that range that would probably be realistic.

42:16

**HAOMI**: And I think I missed some questions before, the pain point. The pain point we discussed. Have you tried any solution for those issues? like the short battery life, the inconvenience to move and the cooling speed is too slow. Did you try any solution?

**YONGHU**: No, not really, because ultimately I can't really change the cooler itself. Right? So you know, if the cooling speed isn't great, can I take things that I've stored in the fridge the night before, and then put them in. So it doesn't have to get cool as quickly to cool the beverages. But outside of that no, I mean, it's just kind of this is the product you bought.

**HAOMI**: Do you have any other thoughts or suggestions of how the design or functions of the car fridge could be improved? Any feature can add it?

**YONGHU**: No, I mean, I think I'd go back to like the battery life, and how well it keeps things cool after you've unplugged it. You know, if you could improve that based on the wall barriers things of that nature from a manufacturing standpoint, would be great, but nothing else specifically.

**HAOMI**: Did you notice any feature or functions you find is very interesting? Maybe you don't need it but you find it is interesting?

**YONGHU**: Yeah, I mean, I think that you can set the temperature to freeze, right? We don't really freeze anything, there's nothing we need frozen. But I think for some people that might be valuable if you're taking desserts, things like that, that need to be kept frozen. So I think it's an interesting feature. It's not something we need. But you know, I think if that need ever arise, at least it's available.

44:05

**HAOMI**: Thank you. And another question. I need the screen sharing again. This one you may have already given an answer to this in the screener survey. But now we have talked through your usage and experience. So we'd like you do it again, like which of the road trip style do you think best fits you?

**YONGHU**: I'd say, probably family traveler.

**HAOMI**: okay, for different style, we just focus on the style description, not about the car fridge, not about the machine. Do you think what features or characteristics it has that different from other 3 styles?

**YONGHU**: Yeah, I mean, I think the larger capacity, for family traveler, because you're having products or needs for multiple different people, that's probably the right description.

**HAOMI**: Okay. So if we just don't think about the car fridge. If we just think about this style in a road trip, do you think what do those people typically look for in a road trip? What's their main goal or reason for road trip as family traveler?

**YONGHU**: Yeah, I think as a family traveler, it's, you know, going to lift different locations with multiple people for activities. I think they're looking for capacity, and overall ease of use, the lid is it easy to open load lot of different product into it? things of that nature.

**HAOMI**: Okay. Putting the machine aside for a moment — for road trips, different people have different goals or reasons. Some go for relaxation, some for family bonding, and others for adventure. As a family traveller, what do you think the main goals usually are?

**YONGHU**: Yeah, I think bonding is a good word, right? It's just time together as a family doing different activities. But I think for family, it's a lot of meeting the needs of all the different people traveling with you.

46:48

**HAOMI**: Okay, thank you, I think of questions from my side. I'll finish. I want to ask Rex, Rex, do you have any questions want to ask?

**HAOMI**: Yeah, and I have some questions. The 1st one would be, if we name the car refrigerator as the iceless cooler. So how much does this product name appear to you? iceless cooler, mean no ice cooler.

**YONGHU**: Oh, no ice cooler. Yeah, I think for people who don't understand what the product is to begin with, saying no ice is probably valuable.

**HAOMI**: So compared to the car fridge, the iceless cooler and the car fridge, which one do you think is more eyes catching?

**YONGHU**: Iceless cooler.

**HAOMI**: Iceless cooler? okay, thank you. And the second question would be, so I wanna double check this question you answered before. So at what situations would you use your phone to adjust the temperature for your car fridge? For example, is the car fridge really far away from you, or even if the fridge is right in front of you?

**YONGHU**: I'd say, if it's near me, it's when I'm driving, in the middle of a trip, and I just decide, you know it's hotter outside or the back of the car is going to be open at different parts. But I want the fridge to go to a lower temperature, because it's got more heat on the outside, that's when it's close to me. And when it's far away, you know, if I've left the car fridge in the car, and I'm out on the boat, and instead of being out on a boat as an example for 2h to 4h, I'm going to be there for 6h to 8h. I might want to turn the temperature down, just so it maintains the product quality or integrity, because now I'm away from it further, and I haven't taken the product out of it and put it in a fridge, or where I'm staying, things like that.

**HAOMI**: Okay, thank you. And the last question it would be, what is the 1st brand come to your mind when you think about the car refrigerator?

**YONGHU**: The 1st brand that comes to mind right now would be just based on what I own. I'm not sure what the brand of the fridge I owned before Euhomy was.

**HAOMI**: Okay, thank you. Because I remember that you mentioned that the Vevor or some brand?

**YONGHU**: Yeah, those are some of the other brands that just come to top of mind.

**HAOMI**: Okay, why you have deep impressions on this brand? Can you use only one word to describe this brand?

**YONGHU**: Trying to think, available or used, because I've seen other people that I travel with that, you know, are people friends and others that go on some of these trips that have that brand of cooler.

**HAOMI**: Okay, it seems popular, right?

**YONGHU**: Yeah, that's probably a good word.

**HAOMI**: Okay, thank you. That's all my questions.

**HAOMI**: I have one more question about how we call this machine. Do you remember how you or your friend called it when you 1st noticed it?

**HAOMI**: And how call it the name of it? You 1st noticed it, and how do you? How did you call it?

**YONGHU**: I just called it a car fridge.

**HAOMI**: Oh! In the 1st place?

**YONGHU**: Yeah.

**HAOMI**: Okay, thank you. So here our questions are all covered. And do you have any questions for us?

**YONGHU**: No, hopefully you guys got everything you needed.

**HAOMI**: Thank you. So we will check the contents and message you in 3 working days. If we have follow up questions and $1 for 1 follow up question. If there are no follow up questions, the bonus will be paid within 3 days, which will be Amazon gift card. Thank you very much for taking time out to talk to us, and your opinions are really valuable, and if you have any questions or issues in the future. Please feel free to send them to us directly.

**YONGHU**: Thank you. Have a good one.

**HAOMI**: You too. Bye-bye.