



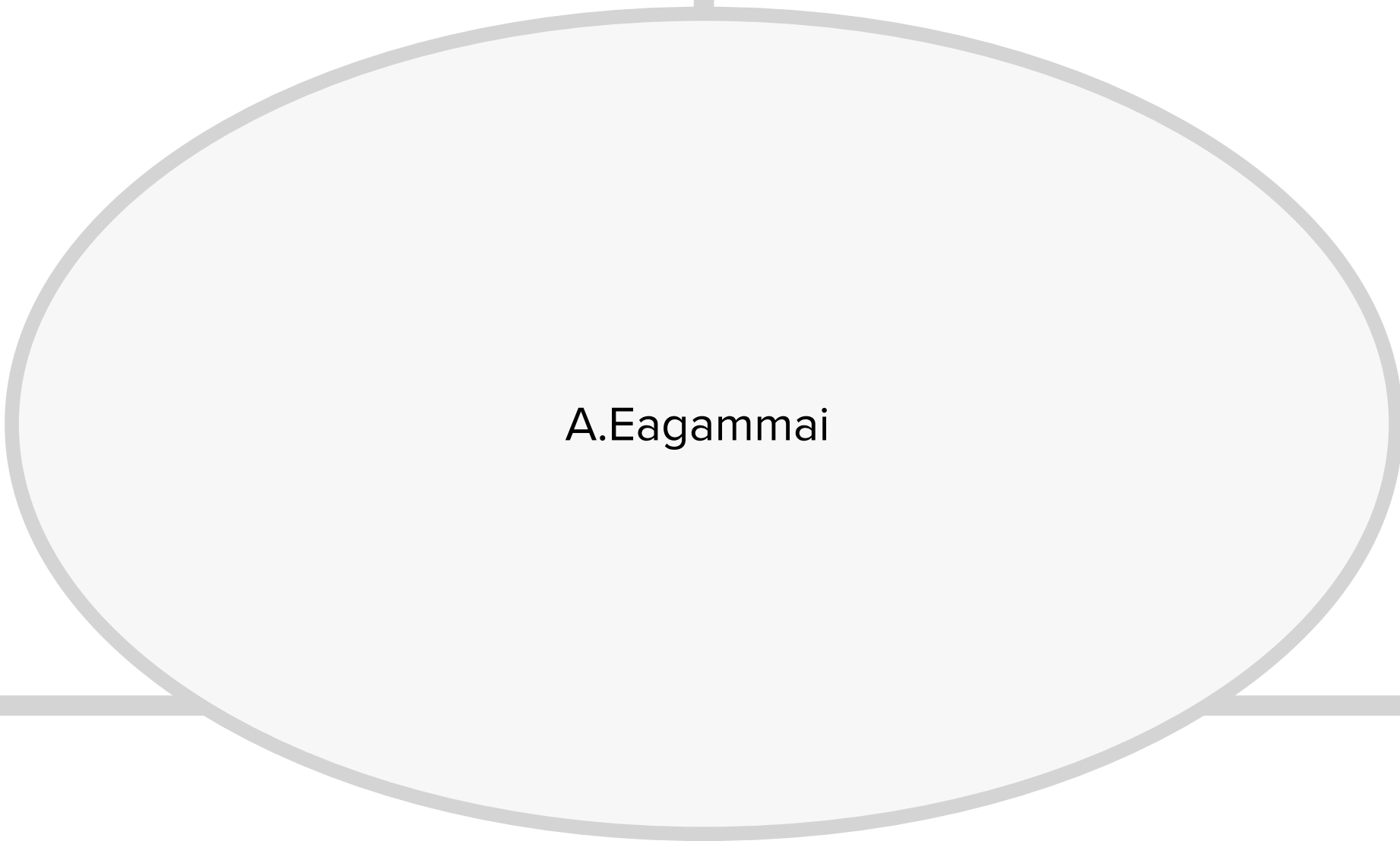
Says

What have we heard them say?
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?



How much space to you have?

How important is energy efficiency?

What's your budget?

Budget

Inverter compressor

Defrosting type

Inspect the

Research models

Locate the possibilities

Think about what you want in a fridge before you buy

Storage

Touch and feel



Does

What behavior have we observed?
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?