



Says



Thinks



ROSHIMAHIMK

i open my
fridge 6-8
times a day

i throw out
a lot of
food

i crear my
fridge
when it
smells

i clean my
fridge
twice a
week

iam not
sure what
is my
fridge

low level
budget

thrws out
spoiled
food
weekly

keeping the
fresh
vegetables
and fruits for
long lasting

Fear of
damage
during
transportation

keeping the
drinking the
water bottle for
cooling in
summar use

worried about
the amount of
food and
being wasted

embarrassed
about unclear
fridge



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?

 [See an example](#)