



PLP P1 - Fridge.docx

Tiana Bestbuy/ THD/ Wayfair iOS

Used to have on phone now on laptop

Used to have BB and THD

I've seen wayfair but never used it for shopping

The ones I use the most, amazon, waze, spotify, target

Target - shopping to BOPIS or comparing prices. If I am in the store to find what aisle it is or see if its in stock. Cartwheel

I found out in accident. I was looking for something one day and saw it next to it, then realized other apps have it. I just stumbled across it

Shop on phone - all the time. At least once a week

I am always ordering stuff on my phone

Sometimes just shopping without buying anything and sometimes I buy stuff

If something comes across my mind - look for a bit on app. If I need it asap see what store its in and go asap

If can wait order and waited for it to get here in a few days

I am not a big window shopper, when I am looking at something I am looking to buy

I usually check a lot of apps. I am looking for a price comparison. I might kind of go thru the diff apps if I am looking for a specific thing, at least 3-4 apps

Looking for a second fridge. 3 kids lots of food

It will prob go in the laundry room. Right now deep freezer there, and put that in garage

I checked THD and Lowes on app, in store we looked at best buy

We bought last fridge we had from THD - Samsung one. Smart one. Watch tv and recipes on it

My kids love it 0 want to play music on it all the time

Looking for more space. I like how we have now that you can change the height and size of shelves

Storing extra drinks

Ice machine and water

We don't care about a freezer bc already have a freezer

Freezer size not imp

- Best Buy
 - I went to products and I clicked on appliances and then hit fridges... and then I am looking, I don't have a preference on the freezer size and
 - Uses compare feature... I always look at ratings and reviews
 - Looks at the sizes (under key specs) bc looking for bigger fridge than freezer

Mobile to Store Behavior...

Mobile to Store - Find It.

Retail apps get me savin...

Feature discovery - acci...

Mobile to Store - Check ...

Mobile to Store - Find It...

Ship to Home

Browsing - High Intent t...

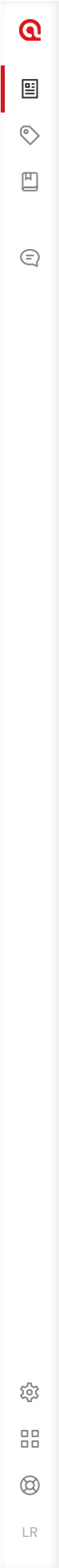
Compare prices - across...

Uses compare feature

Uses compare feature



LR



- o I don't know what the depth with/without handle even means
 - o None of them have an ice maker bc no fridge... so I could live without
 - o And color... idk if it's the only color this comes in if its 1 option or default
- I don't want a white fridge... but wont really matter bc laundry room so doesn't have to match
- Idk what the air filter is
- o The other fridge has an alter about filter needing replaced... idk if its water or air my husband does it
 - o The most imp't things features, rating, price
 - o I'd choose this one and look more into it
 - o What I cant see is if the shelves are movable
 - o (reading product features for that)
 - o That is some of the things I would look for. That is a big deal
 - o (looks at availability) not in stores or pick up... that isn't available. I'd look at it just to see the product features just in case it is available one day
 - o Normally I'd take screen shots of it bc I'd be making the decision with my husband
 - o I didn't see a heart button next to it...
 - o I didn't see a heart or save button... so I'd get a screen shot or share it by text with my husband
 - o I know sometimes I can add favs... but if they don't have that I will add it to my cart and go back
 - o I'd also look at other fridges that weren't freezerless
 - o I like side by side fridges bc I get more fridge and less freezer space
 - o I'd prob filter somet things out
 - o If I wasn't going to get a freezerless I'd like it to have an icemaker and in-door water dispenser
 - o I am looking now for the adjustable shelves and I don't see that
 - o I'd start going thru looking at... (applies on sale filter) and I may select a store only bc we'd go pick it up ourselves and not get it delivered
 - o Oh no there is nothing in cedar hill... lets check Waxahachie. Oh no it looks like most of these are going to be online

Color

Review Rating - on site

Cost

Specific Feature

Specific Feature

Specific Feature

Mobile to Store - Check ...

Share

Favorites

Specific Feature

Size

Filter - Helpful

← PLP P1 - Fridge.docx



- o These are more expensive than the others I was looking at
- o I wouldn't wabt to pay more than \$1200 for fridge)
- o I'd prob go back to the freezerless section
- o I don't even think I'd send these screen shots to my husband
- o Do I still have filters? No I don't

Cost

Filter - Issue



- o I felt fine. I was able to find anything I needed
- o Usually if I am online I'd try and do a compare to pick a few at once. It is easier to do that than go to diff pages to see all in a row
- o I'd go thru a bunch of them and narrow it down to the last I want to look at bc only a few of those
- o Only reason I did that then was bc there was only 3 freezerless ones
- THD
 - o Special offers... first thing I'd do is scroll down and see if there is any other special offers
 - o I'd click on this (appliance 30% banner)
 - o And then I'd filter this out to fridge if that is an option...
 - o Ah ok I guess this is in category
 - o I'd start this the same way with freezerless fridge
 - o I don't care about any of that (feature filters) right now...
 - o So it looks like its getting me to 14 products
 - o First thing I'd do is... I don't have a specific price range but looking at BB first I'd adjust price (uses write in for \$1200)
 - o I wonder if I have to check prices or not
 - o Ok it looks like its down to 10 instead of 14 (sees preview # on top)
 - o I don't think there will be LG GE Samsung
 - o Ii have it narrowed down to 7 so that makes it a bit easier
 - o (filters aren't persistent had to reapply price filter)
 - o I've never heard of Danby so I wouldn't lean towards it
 - o But it does have some good reviews and the red is a really pretty color
 - o I'd click on this first and scroll thru... (makes pic full screen) oh that is not what I was expecting
 - o It doesn't look like I can adjust the rows but can store a lot of drinks in here (judging from pictures)
 - o That is really small actually
 - o I see you have a heart here... it looks like its adding to shopping list and not adding to fav
 - o I'd expect a heart to save as a fav
 - o I'd scroll thru the pics... this is more what I am expecting to see so I can move this shelf off... and it looks like big drinks on the door. I'd lean towards it. Lots of space in here.
 - o Color not my preference, but lots of space in here
 - o Oh this is a video on how to measure... done
 - o And now I am done at looking at pictures
 - o Extra savings end to tomorrow so I'm going to send him a screen shot and a share. Ok perfect

Uses compare feature Uses compare feature

Cost

Filter - Helpful
Size
Specific Feature

Cost
Filter - Helpful

Filter - Issue
Brand
Color
How it looks
Review Rating - on site

Size
Pictures are King on PLP
Specific Feature
Size

Favorites

Pictures are King on PLP

Pictures are King on PLP



- I'd look at the product details since now I am interested in the fridge (sends it to husband after pics before looking at details at all)
- I didn't even realize this was a feature I wanted until I saw it (adjustable door)
- It would be easier to open to left instead of right bc of how the laundry room is laid out
- Oh I'd also look at reviews... (sees review about broke in 2 days)
- One other thing I'd look at would be the return policy
- I'd be looking for the return policy and warranty
- I'd go thru the ?s too bc might be something I didn't think of that someone else did.
- That is the biggest thing for me is being able to fit big drinks in. I normally buy groceries in bulk
- I don't understand why this heart isn't like a favorites. That doesn't make sense then
- That's all I'd look at besides going home to measure and comparing it to this to make sure it'd fit
- I feel like I didn't have as many options as I'd like to have on this app
- And I wasn't able to compare the products... or I couldn't find a way to compare them
- Saving as a favorite... to be able to save an item as a favorite and compare products
- Wayfair
 - Free shipping over \$49... that's nice I don't like to pay for shipping
 - It looks like its more pretty housing stuff
 - I'd still go thru and look on the home page
 - I'd scroll across here... appliances... refrigerators
 - I don't see specifically freezerless but maybe if I go to side by side that might be an option
 - Ok now I'd try and filter
 - I don't see freezerless which is fine... but if I do have a freezer I want an ice and water dispenser
 - I'd like to see special offers
 - These are both more expensive but...
 - I'd click on the GE
 - Ooo and they have the heart there so I can add it as a fav if I want to
 - So it looks like I can adjust the height of the shelves
 - Mine now has it so you can fold up part of the shelf so its not all gone
 - At least on this one I can pick out some of these shelves and adjust the size
 - The door pockets looks like I'd fit big drinks too
 - Freezer looks small but its ok

Specific Feature

Return Policy/ Warranty
Review Rating - on site

Favorites

Size

Unhappy with product s...

Looking for compare fea...

Specific Feature
Filter - Issue

Brand
Cost

Favorites

Pictures are King on PLP

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- LR

- o This is fancy and more than I need
- o I don't need temp control and this stuff out there but nice to have
- o (only looked at pics before switching to other)
- o If looks like these are the only 2 on sale... but this one is \$1500 which is more than I am going to pay anyways
- o Going to filter by price now... only way I can do that is 1k-1.5k
- o So there is nothing under 1k
- o So if I found one around 1k I'd be more interested in that
- o I wonder if I can filter by reviews
- o 4*+ for customer ratings
- o That narrows it to 7
- o Oh I have to create an account to save it... but I'd save that one
- o GE is a good brand. It looks like from the pics the freezer is small
- o I don't see a way to compare them. I'd want to compare... I can add them to cart tho
- o I don't see a way to compare so I'd have to...
- o I guess I can add them to cart. Eziest way if I can't compare
- o Oh I can't add to cart until I sign in... so I'd prob do screen shots
- o Oh I can't add to cart and continue shopping... my add to cart trick isn't working
- o I'd have to look at them one by one
- o When I went back my filter went away so I had to relick on my filter
- o See I don't even remember which one it is
- o I'd need to measure that space and see what would fit in it
- o This one is a lil bigger so I'd choose this one first
- o Oh yah this is the one with the ice temp
- o I'd still go thru and look at the info... adjustable door bins... I didn't notice that that is nice (from reading description now)
- o Edges help contain spills? That is nice for me when I have kids
- o Obvi I am going to look at reviews
- o Then I'd go back to the first and do the same, now that I saw these features on the other
- o Oh you cant scroll anymore that is all the info on this one
- o Oh it has the same info just in a diff part of the app
- o I'd narrow it down to those 2 and send ss to my husband
- o Review them and measure that space
- o This app made me feel like "I can not afford these"

Filter - Helpful
Cost

Review Rating - on site
Filter - Helpful

Favorites

Pictures are King on PLP
Brand

Looking for compare fea

Frustrations encountere...

Filter - Issue

PLPs are overwhelming

Size

Specific Feature

Review Rating - on site

Specific Feature

Share



- These are really nice and if I was looking for one for my main kitchen I'd go here first
- They look pretty
- Feels more upscale
- I think it is easier to see, the more you can see at once
- It helps compare them side by side, helps you see 2 side by side, maybe even 4...
- Compare
 - Best buy was helpful mainly bc I was able to compare side by side
 - When I am shopping I want to see a bunch at once and compare
 - I'd look at all of them. They all had something that caught my eye
 - The wayfair I'd look at if we adjusted our budget
 - Also idk where a wayfair store is
 - You want to go look at something and go touch it
 - But could go look elsewhere and order on wayfair if price is better
 - I'd use all three in diff ways
 - THD and BB are close to my house
 - I'd see what store had availability
 - I'd want to go look at the products
 - I didn't know much about wayfair. I didn't know they had appliance thought was just bed and bath stuff

How it looks

Looking for compare fea...

Grid v List

Uses compare feature

Need to see in person be...

Mobile to Store - Find It...

Mobile to Store - Find It...



LR