CLAIMS

[Claim 1] A purchase assistance device, comprising:

requirement information acquisition means for acquiring requirement information that indicates a requirement desired for a refrigerator by a user planning to purchase the refrigerator;

refrigerator information acquisition means for acquiring first refrigerator information about a first refrigerator currently used by the user and second refrigerator information about a second refrigerator that satisfies the requirement indicated by the requirement information; and

screen generation means for generating, based on the first refrigerator information and the second refrigerator information, a screen for visual comparison between the first refrigerator and the second refrigerator, wherein

the screen generation means further generates a plurality of question screens for presenting questions about a refrigerator to the user in an order dedicated to refrigerators, and

the requirement information acquisition means acquires the requirement information based on answers that the user inputs on the plurality of question screens.

[Claim 2] The purchase assistance device according to claim 1, wherein

the questions include questions of large categories and questions of small categories, and

the screen generation means generates question screens concerning the questions of large categories and then generates question screens concerning the questions of small categories.

[Claim 3] The purchase assistance device according to claim 2, wherein the questions of large categories include a question that contributes to smoother specification of the refrigerator than the questions of small categories.

[Claim 4] The purchase assistance device according to claim 2 or 3, wherein the questions of large categories include a question about a number of doors of the refrigerator and a question about a capacity of the refrigerator.

[Claim 5] The purchase assistance device according to any one of claims 2 to 4, wherein the questions of small categories include at least a question about functions of a refrigerating compartment of the refrigerator and a question about whether the refrigerator includes an ice compartment.

[Claim 6] The purchase assistance device according to claim 1, wherein the question about the refrigerator includes a question about a number of doors of the refrigerator and a question about a capacity of the refrigerator.

[Claim 7] The purchase assistance device according to any one of claims 1 to 6, further comprising image information acquisition means for acquiring captured image information indicating a captured image obtained by imaging an indoor space where the first refrigerator is installed, wherein

the screen generation means generates, based on the first refrigerator information and the second refrigerator information, an augmented reality image by superimposing an image of the second refrigerator on the captured image, and thereby generates a screen for visual comparison between the first refrigerator and the second refrigerator.

[Claim 8] A purchase assistance method, comprising:

generating a plurality of question screens for presenting questions about a refrigerator to a user planning to purchase the refrigerator in an order dedicated to refrigerators;

acquiring a requirement desired for the refrigerator by the user based on answers that the user inputs on the plurality of question screens;

acquiring first refrigerator information about a first refrigerator currently used by the

user, and second refrigerator information about a second refrigerator that satisfies a requirement desired for a refrigerator by the user; and

displaying a screen for visual comparison between the first refrigerator and the second refrigerator, based on the first refrigerator information and the second refrigerator information.

[Claim 9] A program for causing a computer to function as:

requirement information acquisition means for acquiring requirement information that indicates a requirement desired for a refrigerator by a user planning to purchase the refrigerator;

refrigerator information acquisition means for acquiring first refrigerator information about a first refrigerator currently used by the user and second refrigerator information about a second refrigerator that satisfies the requirement indicated by the requirement information; and

screen generation means for generating, based on the first refrigerator information and the second refrigerator information, a screen for visual comparison between the first refrigerator and the second refrigerator, wherein

the screen generation means further generates a plurality of question screens for presenting questions about a refrigerator to the user in an order dedicated to refrigerators, and

the requirement information acquisition means acquires the requirement information based on answers that the user inputs on the plurality of question screens.