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| Role-play scenario: Customer profile |
| **Customer**  | Sal Burns 23 Wallace StCoburg VIC 3058MC: 1234 5678 9101 2131CSC/CVV #: 123 |
| Profile/appearance | Needs |
| * 33 years old.
* Professional.
* Sometimes does business on the road.
* Family top priority.
* Loves family outings.
* Sometimes takes long drives with family to Queensland for holidays.
* Has two young kids with her.
 | * Needs vehicle that:
	+ has lots of space for luggage
	+ fits two adults, two kids and maybe more
	+ has roof racks
	+ is safe
	+ costs under $40,000
	+ is reliable/backed by solid warranty
	+ is available within a month.
* Needs understanding and respect for needs of family.
* Doesn’t need to be sold on flashy features that are just not practical.
* Absolutely hates it when businesses make no provision for needs of parents with small children.
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| Wants | Issues |
| * Potentially would like:
	+ backseat DVD
	+ entertainment options
	+ hands-free
	+ tow bar, but only likely to use for towing very light loads and small trailers (no boats or campers)
	+ reverse camera (for avoiding kids potentially in driveway)
	+ fuel economy
	+ immediate delivery.
 | * Very upset that has to wait for all features, needs explanation.
* Very upset and concerned that privacy will be violated and will receive all kinds of unwanted marketing from companies she’s never heard of.
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