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| Role-play scenario: Customer profile | | |
| **Customer** | Sal Burns  23 Wallace St  Coburg VIC 3058  MC: 1234 5678 9101 2131  CSC/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. |
| 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. |