CarMax Comparison tool practice: customer shopping profiles

Practice additions to Lydia, Danny, Richard, and Sarah from the Comparison Tool refresher — use these for follow-up role-play. Filter for each customer at your store, select vehicles, and compare.



Maya — first-time buyer

TIGHT BUDGET · RELIABILITY

Maya is a recent grad buying her first car on her own. She wants something dependable and easy to run — a compact car or small sedan — and she's watching every dollar. She'd rather over-research now than get a surprise later.

Must-haves

- Under $15,000
- Under 60K miles
- Strong MPG
- Easy phone hook-up + rear view camera

Nice-to-haves

- Apple CarPlay / Android Auto
- Sunroof

Compare two budget compacts for Maya. Which Highlights and Specifications would you line up to show her she's getting a dependable car?



The Okafors — upsizing

GROWING FAMILY · SPACE

Grace and Daniel are expecting their second child and trading in their 5-seat SUV. They need a true 3-row vehicle with room for car seats and cargo, and safety is at the top of the list. A minivan or larger SUV both work.

Must-haves

- 3rd-row seating
- Blind spot monitor
- Rear air conditioning
- Under $35,000

Nice-to-haves

- Power liftgate
- Captain's chairs

Put two 3-row options side by side. Which similarities and differences would help the Okafors decide between them?



Trevor — trade-in + buy

SELLING & SHOPPING

Trevor is selling the pickup he no longer needs and buying a fuel-efficient commuter. He wants low running costs and a car he won't have to think about — he's cross-shopping a couple of sedans and hybrids before he decides.

Must-haves

- High MPG or hybrid
- Under 40K miles
- Strong reliability rating

Nice-to-haves

- Heated seats
- Adaptive cruise control

Compare two commuters for Trevor. Which Highlights fields best show low ownership cost, and what would you point out beyond MPG?



Nadia — tech researcher

FEATURE-FOCUSED

Nadia researches everything and wants the latest driver-assist and infotainment. She's flexible on body type but firm on tech, and she'll want to see specs side by side. Help her sort what's a real difference from what just sounds good.

Must-haves

- Adaptive cruise + lane departure warning
- Large touchscreen + Apple CarPlay
- Rear view / 360 camera

Nice-to-haves

- Premium audio
- Heads-up display

Compare two tech-heavy vehicles for Nadia. Which Specifications and Additional Features would you line up to answer her research questions?