

VIXON ROMERO



BIO

Vixon Romero is a Marketing Team Member for the multinational computer technology corporation, Oracle. He is responsible for effectively planning and aiding the implementation of marketing content as well as executing, reporting, and presenting results.

EXPECTATIONS

- Easy and intuitive search for population information.
- Fast access to assistance in case of issues.
- Secure access of account (in order to save the user set).

RESULTS

- Does not want deeply nested structures. Wants to be able to quickly get to where he needs to be.
- Does not need additional explanation for common use cases.

PERSONALITY



MOTIVATIONS

PERSONALIZATION



CONVENIENCE



GOAL

Easily decide on marketing strategies using population and language information for different geographical locations.

Please refer to the PERSONALITY RESULTS (TO THE LEFT)

ACCESSIBLE

AGREEABLE

DEPENDABLE

DETERMINED

ORGANIZED