



# VIXON ROMERO

Oracle Marketing team-member

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## PERSONALITY

Inpatient

Tech Savvy

## 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

## GOALS

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

## EXPECTATIONS

- Easy and intuitive search for population information
- Fast access to assistance in case of issues
- Secure access with account so as to save his user set