Oxton Maxwell

Insurance Sales Manager



A small green rectangle to divide sections of the document

# PERSONALITY

Oxton is a health insurance sales manager with a taste for sales and a taste for life. Working out of his home office can be tiresome and boring, so lunch is the only way Oxton can spice up his work day! Oxton wants to be able to find new foods at new locations and have them delivered to his door without the hassle of doing his own research. Price isnt a issue for Oxton, he enjoys treating himself to exotic cuisine weekly, but if he can find a deal, that's all gravy to him! Oxton only cares about the quality and variety of his options.

# Motivations

Oxton is motivated by impulse and options. His world is centered around the phrase “IT'S SALES BABY”, and he needs to be able to keep his flavor palette on its toes and his sales brain fresh. Oxton wants to cut down the time it takes to find new places and focus on his job. He wants to be able to find new flavors, have them delivered, and keep on SELLING.

A small green rectangle to divide sections of the document

# Goals

-One place to order his food to cut back on those rabbit hole google searches

-Never to pick-up lunch in person again, DELIVERY ONLY

-New flavors weekly is a must for this man

A small green rectangle to divide sections of the document

# Frustrations

-Not enough food variety in his area   
  
-He has to go to multiple websites weekly to place orders or call them in, this time could be used for SALES.   
  
-No offers or deals for going to new locations. He wants coupons and offers for his adventurous palette!