



# Alexander BROOK

31, Music Producer, Paris

«Music is the easiest and fastest way to connect people»

Digital literacy : ☒ ☒ ☐ ☐

Area of expertise : ☒ ☒ ☒ ☐

Frequency of use : On a daily basis

Alexander is a young french boy working in the music industry as a music producer. In order to make a living, he is doing also several gigs around Europe when he is on tour.

Next week he will finish his last music composition and will leave to do his first annual music tour outside Europe. he will take with him his computer to work on his music during free time (plane, car, train...).

Before his leaving he has downloaded some music editing application but none of them can transfer the file to his computer unfortunately. He would have preferred using his smartphone to not having to take his computer out all the time.



## Keys Goals :

- Composing electronic music when he does not have access to a computer.
- Making quick compositions.
- Connect the application to his music editing software in order to be dynamic on his creations
- Sharing his work with his band



## Personality :

- Curious, creative, passionate, stressed, impatient.
- Always looking for new tools to use with his music editing software.
- Likes when something is done quickly, he is not regarding too much about aesthetic.
- Most of the time making collaborative projects with other artists.