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In-tune
(Established and Independent)

Scenario

Brooke is always trying to help her friends with their technology decisions. Her friends know if they're looking for something it's usually easier to just ask Brooke. The other day Brooke's co-worker Robert mentioned that he was looking for a new cell phone. Brooke quickly interjected and interrogated Robert with a host of questions to narrow down his choices. She asked him what type of features he needed for his phone. He was overwhelmed with the choices so he told her to use her judgment in recommending a phone to him.

She went to a couple of phone forums. She got the most information she needed at HowardForums.com. She decided the Samsung a970 would be perfect for Robert but some people on the forum were mentioning that the interface was confusing. Brooke wanted to see if she could find a simulation of the phone's interface. She went to Samsung.com but couldn't find what she was looking for. She finally found a short video on Cnet.com which showed some features of the phone but nothing relating to the interface.

Brooke decided that she'll just tell Robert that she can accompany him to the Verizon store and they can check out the interface together.

Brooke Davenport



“Watching something on HD and then switching back to regular channels, the difference is phenomenal.”

background

- Brooke is 30 years old
- Brooke is a Graphic Designer
- Her personal income is \$55,000
- She is single with no children

technology

- Medium TV Use
- High comfort with technology
- Searches for movie trailers and technology news clips
- Engages in research, email, Instant messenger, shopping, online banking, P2P file sharing, and bittorrents on the internet

General

Brooke is working as a Graphic Designer. She is single and isn't looking to settle down anytime soon. Her working life is pretty hectic but she still has a busy social life. Brooke's friends are often asking her for advice about the latest technologies.

Television Habits

Brooke does a lot of time-shifting while watching TV. She's not exactly a homebody but she actively follows Survivor and Lost. She uses VOD to catch her shows when she misses them. She wants a DVR but hasn't got around to buying one. She knows it would probably fit with her busy lifestyle but she is trying to get away from watching too much TV. Contrary to that she has a high definition television and high end audiophile speakers. She's really good at discriminating between image and sound qualities and wants technology that matches her ability to do so.

Using the Internet

Brooke is an Internet wiz, she's constantly downloading media and surfing on the net. She runs a variety of peer to peer software like SoulSeek, and eMule. She also uses bittorrent to download video and music files.

Brooke often frequents review websites. Before she goes to see a movie she'll check the ratings from some of her favorite reviewers. When looking through weblogs, she usually finds really interesting information about new technologies which she tries to pass on to her friends.

Online A/V Search

Brooke's a big movie buff but if the movie isn't worth paying for she is not averse to downloading it. She goes to www.apple.com/trailers to preview new movies. When her AV search is focused she can usually find a particular piece of content. However she finds that the video search results are often poor quality so she doesn't spend too much time looking for video.

Technology Habits

For Brooke, technology is as much about a new toy as it is a personal statement. It takes very little for Brooke to justify her technology purchases. She appreciates good deals so she usually uses the Internet to find the lowest prices. She sometimes uses eBay and monitors multiple auctions to get the lowest price.