 Amanda Simpkin

## “If a picture is a thousand words, then what are movies worth?”

**Info:**

* Age: 22
* University Student
* Has 2 Roommates

**Tech. Background**:

* Familiar with iTunes for media downloading

**Interests:**

* Drawing
* Rock Climbing
* Card Games

About

Twenty-two year old Amanda Simpkin is currently a second year student at the University of British Columbia, where she hopes to earn a degree in the Fine Arts. Amanda’s forte in the realm of Art lies within cartooning, and hopes that one day she will be the artist for her own cartoon television show. Outside of her studies, Amanda enjoys rock climbing in the nearby mountains, and does so with a climbing group she discovered at the university during the weekends. While at home, Amanda likes to relax by playing various card games and watching movies with her two roommates. Both Amanda’s roommates, and herself are always on the look out for new movies on iTunes to play after their card games.

Background:

Quite often, Amanda finds out that between herself and her roommates, they have duplicate movies within their collections. This frustrates Amanda and her roommates since they are students, and cannot really afford to be wasting money on duplicate content—not to mention that it is near impossible for them to check each others collections since they are all password protected, and logging into multiple accounts at once for comparison is quite cumbersome. Discontent with the current experience, Amanda asked one of her techie roommates for a solution. The techie roommate found and installed the personal media database on her desktop computer, then proceeded to teach Amanda and the other roommate how to access the database.

The Experience:

Upon loading the database page, Amanda found comfort at the sight of the coverflow display, reminiscent of the iTunes user interface. With the movie database already populated by her techie friend, Amanda began exploring. First she flipped through the coverflow images to get a general idea on what sort of movies they owned. It was not long before Amanda noted the ineffectiveness of trying to locate a specific movie within the coverflow. Fortunately, below the coverflow were some filters that could be applied to narrow her search down. After a mere few minutes, Amanda felt like a pro in utilizing the various filters to adeptly find specific movies by title, genre, and even through it’s rating. Satisfied with media database’s ease of use, Amanda regained her lost confidence in buying new movies, fully knowing that she would never suffer the problem of repeat media in her and her roommates collections again.