

CSCE 190

Assignment Name: Affinity Diagram

Group Name: CSCE 190 Group Mod decisive

Team Members who contributed:

First Name	Last Name	Email
Tanner	Simpson	tfs2@emal.sc.edu
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Zhang Fang (Tanner Simpson)

age: 48

residence: Ashburn, Virginia

education: Bachelor's degree from UofSC

occupation: Accountant

marital status: Married | 1 child



"I'm always looking for change."

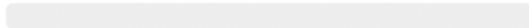
I enjoy spending time with my family and friends while trying new things. I've always been a big believer in new experiences and how they shape my personality. On an average day I will make sure to go to a restaurant I've never been to before or try a new activity to satisfy my craving for change.

Comfort With Technology

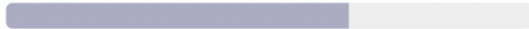
INTERNET



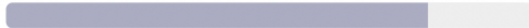
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

I need to change my hair.

Needs

- My wife and kids
- Happiness
- Change

Wants

- Something different with my face and hair
- A barber I can trust
- An easy way to access this information

Values

- New experiences
- Being a good father/husband

Fears

- Staying motionless in life
- Losing my wife and kids
- A bad haircut

Joe Hart - Lane Greenlee

age: 36

residence: Columbia, SC

education: Bachelor's Degree in Economics

occupation: Doordash

marital status: Single

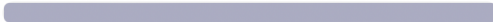


"I am indecisive"

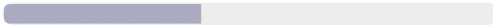
I enjoy spending my day sitting around and not taking care of myself

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- A good haircut
- confidence

Values

- A unique haircut
- Approval

Criteria For Success:

A haircut that will put me in the position to be less of a loser

Wants

- A good paying job
- A girlfriend

Fears

- Change
- Women

Brad Chadberry (Kevin Miller)

age: 25

residence: Los Angeles

education: 2 years of community college

occupation: business marketer

marital status: Many



"I love my wives"(They don't know about each other)

I enjoy hitting the gym, going out every night and always looking my cleanest for the ladies.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

I know I'm successful when I have a fresh cut

Needs

- my wives
- The gym
- fresh haircut

Wants

- Going out 5 times a week
- More wives if possible

Values

- Being a good husband to my wives
- providing for my multiple families

Fears

- hair growing out
- Wives leaving him
- Isn't head of his dads company

Rudy Smith- Anthony Leeb

age: 25-30

residence: San Francisco, CA

education: Bachelors degree in History

occupation: Historian

marital status: Single



"Those who don't know history are destined to repeat it."

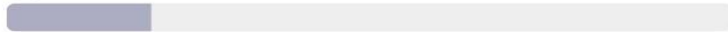
Likes to wake up and give his beard a good wash before he begins to read a history textbook.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- His beard to look good
- A highly rated beard specialist

Values

- His beard
- History
- Politics

Criteria For Success:

To have the nicest beard on the planet

Wants

- A good barbershop where he can get a beard wash
- A good barbershop that can touch up his beard
- To see how different beard styles would look on him

Fears

- Losing his beard
- Friends not knowing the entire history of the world