

## CSCE 190

Assignment Name: Affinity Diagram

Group Name: CSCE 190 Group ACT

Team Members who contributed:

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# Jake Pattenson by Matthew Bojanowski

age: 31

residence: SC

education: Earned Bachelors degree in college

occupation: Programming IT department

marital status: Single



*"And how does that affect us?"*

Jake spends most of his time coding and making small games for fun, at least when he's not working on computer problems. Slow lonely home life and just gets by. Good home and financially stable. Is an introvert.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

Needs to know that he is doing great.

To feel successful, he needs others to tell him he is doing amazing.

## Needs

- The feeling of validation
- A partner to help him work on certain projects if they get too large

## Wants

- To meet someone special
- To have a happier life
- More long-term friends

## Values

- Loyalty
- Hard-working
- Determination

## Fears

- Messing up so bad that people resent him
- Getting left all alone
- Bashing self too much for the smallest mistakes



# Nashley Moore (Nia Sparacino)

age: 28

residence: Charleston, SC

education: Masters in Computer Information Science

occupation: Entry Level Software Intern

marital status: Single



*"Haha, that's so true"*

When not at her job, she spends her free time looking for other jobs.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

She wants to create or join an upcoming tech start up, or create connections with others that will help fuel her career.

## Needs

- An app that will allow her to connect with her peers

## Wants

- An easy way to designate between those looking for fun and those looking for serious business.

## Values

- High work ethic
- Connections

## Fears

- Ruining her career permanently
- Being stuck in an entry level job



# Marco "Newgate" Rosinante - Ethan Colinarez

age: 24

residence: Los Angeles, California

education: Bachelor's in Computer Science

occupation: Security Guard on Luxury Cruises

marital Single

status:



## People's Dreams Don't Ever End

Edward likes to spend his days reading stories of fame and glory before going to his job as a luxury cruise security guard. In whatever spare time he has, he likes to make mobile games that the publishes every weekend to non-critical acclaim, but he doesn't care because the money is still enough to feed into his heavy addiction to gacha games.

### Comfort With Technology

#### INTERNET



#### SOFTWARE



#### MOBILE APPS



#### SOCIAL NETWORK



### Criteria For Success:

Encourages constant interaction/engagement with various people of likeminded interests

### Needs

- An outlet to improve his social skills
- Easy to use on the go
- Accessible with a wide variety of options and people

### Wants

- Connects him with people that have the same interests
- Doesn't require a paywall or have premium tiers
- Specific filters for preferences

### Values

- Values loyalty among friends above everything else
- Honesty is his best policy

### Fears

- Having to grow up and give up his dreams
- Bell Peppers
- Green Snakes with Blue Spots



# Claire Smidge by Deonna Miller

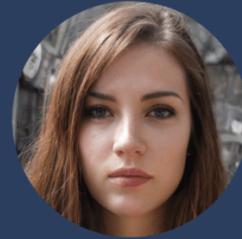
age: 26

residence: Greenville, SC

education: B.S. Computer Science

occupation: Freelance Web Developer and Designer

marital status: Singer, no children



*"Realness."*

Claire spends most of her time at home. Being self-employed, she's usually checking if she has any requests, and works on the ones she's already accepted. She also just enjoys the comfort of her own home, and usually only goes out for shopping or to buy a coffee.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Needs

- To be able to put her work out there
- To get the chance to network and socialize like she wasn't able to in college

## Values

- The ability to put yourself out there, something she doesn't have
- Living life how you want to (something she also doesn't have)
- A comfortable life

## Criteria For Success:

All she wants is the means to live a comfortable life while doing what she loves. That's her meaning of success.

## Wants

- More friends she can relate to
- More people to critique and give feedback on her projects, personal and for work

## Fears

- Fading into obscurity
- Birds
- Not being able to live how she wants due to her social issues
- Having her work criticized badly



