

Student Benefits Awareness Problem Statement:

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Problem Statement:

- **Students need a better, centralized, and proactive way to be informed about the wide array of financial benefits, discounts, and free resources available to them.** As a student at the University of South Carolina. Students are missing out on creeper financial options on subscriptions and valuable resources due to disorganized and ineffective communication.

Who is experiencing the problem?

- **All actively enrolled UofSC students**, specifically those new to the university or students from lower socioeconomic backgrounds who could benefit most from savings on technology, software, subscriptions, food, and other services.

What is the problem?

- The core problem is the **lack of a single, reliable source for information on student-specific financial benefits**. Information is scattered across various university department websites (IT, Student Life, etc.), buried in mass emails, or only promoted via external, unaffiliated sources (e.g., a third-party site listing Spotify student discounts). This means students miss out on cheap or free access to things like Microsoft Office, professional software, local restaurant discounts, travel deals, and even free campus resources like tutoring or printing credits.

Where does the problem present itself?

- The problem manifests **every time a student makes a purchase** that could have been cheaper or receives a service that could have been free. This includes buying expensive software or subscriptions, paying full price at retailers or restaurants, or struggling academically without realizing free campus tutoring is available.

Why does it matter?

- **Financial literacy and resource utilization are crucial for student success and well-being.** Failing to use available discounts and resources unnecessarily increases the financial burden of a college education. By making these benefits clear and easily accessible we can significantly reduce students' cost of living, by allowing them to better invest in their education, and improve their overall university experience.