

# AFFINITY DIAGRAM

## Carolina's Finest

Target Users & Audience	Problems & Pain Points	Core Features / Solution Ideas	Business Partners & Stakeholders	Revenue & Monetization	User & Challenges
USC students looking for food (drink deals)	Too many scattered Instagram pages for bars, restaurants, and events	Central hub for daily deals and specials	Local bars and sports bars	Instagram and TiCTek as primary traffic drivers	Algorithm changes affecting reach
Young professionals living in Columbia	Deals are posted last-minute and get lost in feeds & stories	Curated "Top 5 deals today in Columbia"	Restaurants and fast casual spots	Giveaways tied to local businesses (free tabs, meals, merch)	Competing local businesses trying to do the same thing
New students who don't know the local spots yet	Students hear about events "after they happen"	Event calendar for bars, restaurants, and community events	Coffee shops and dessert places	"Carolina's Finest Approved" badge/sticker for businesses	Businesses not following through on deals
Gamecock fans in town for games	No single trusted source for "best specials today"	Map view of participating businesses	Late-night food spots	Collaborations with student organizations and Greek life	Keeping info accurate and up to date
People who want "what's going on tonight?" in one place	Businesses struggle to stand out in crowded social budgets	Spotlight-posts for featured businesses Student-focused "Best of the Week" highlights	Event venues and live music spots	Cross-promotions and collabs (giveaways, giftcards,)	Effort to manage content, partners, and posting schedule