

AFFINITY DIAGRAM

Carolina's Finest

Target Users & Audience

USC students looking for food (drink deals)

Young professionals living in Columbia

New students who don't know the local spots yet

Gamecock fans in town for games

People who want "what's going on tonight?" in one place

Problems & Pain Points

Too many scattered Instagram pages for bars, restaurants, and events

Deals are posted last-minute and get lost in feeds & stories

Students hear about events "after they happen"

No single trusted source for "best specials today"

Businesses struggle to stand out in crowded social budgets

Core Features / Solution Ideas

Central hub for daily deals and specials

Curated "Top 5 deals today in Columbia"

Event calendar for bars, restaurants, and community events

Map view of participating businesses

Spotlight-posts for featured businesses
Student-focused asst of the Week highlights

Business Partners & Stakeholders

Local bars and sports bars

Restaurants and fast Casual spots

Coffee shops and dessert places

Late-night food spots

Event venues and live music spots

Revenue & Monetization

Instagram and TikTok as primary traffic drivers

Giveaways tied to local businesses (free tabs, meals, merch)

"Carolina's Finest Approved" badge/sticker for businesses

Collaborations with student organizations and Greek life

Cross-promotions and collabs (giveaways, giftcards,)

User & Challenges

Algorithm changes affecting reach

Competing local business trying to do the same thing

Businesses not following through on deals

Keeping info accurate and up to date

Feels/effort to manage content, partners, and posting schedule