



"Parts of Columbus that are not on High Street go missed by Ohio State students, such as Grandview and the German Village," Pegg said. "It is easy to go to the Arena District or the Short North because they're on the COTA bus route."

Easy Columbus is divided into categories by area, or "student zones," as they are called on the site, and also by activity. Users can browse either way. There are six activity categories on the site, including "Eat," "Shop," "Listen," "Do," "Caffeinate" and "Discount."

"The best part of the site is how things are broken up by interest," Pegg said. "You can search based on what you want to do or where you want to go."

Since its launch, the site has received an average of more than 10,000 views a day, Pegg said.

"I think the Web site is awesome," said Kelson Mathias, a fifth-year in welding engineering. "I use it every time I want to go out and use the coupons regularly."