Basic Functionality:

A user will be able to search both college/institutions and programs and get back basic information on the them-such as region, cost, competitiveness-with a focus on the financials of that particular school/program. In addition, a user will be able to create a profile that will allow them to save a school, search, or comparison.

Advanced functionality possibilities:

1. Recommendation Engine
   1. Given your interests/Parameters/Lifestyle, we’ll provide a recommendation on a college/program that will best suit your needs
2. Similar programs with better value
   1. Let’s say, you’ve shown some interest in several different colleges/programs, we’ll provide a list of similar ones but maximize the value
   2. Could we pull in a geographic element here?
3. Is it worth it? Break even analysis
   1. Maybe more geared to a professional or someone considering a career change
   2. Helping them compare/match their current lifestyle with the cost of the program, and the potential increase in earning
   3. Most basic:
      1. Break even point - at what point will you surpass the investment/opportunity cost of the degree
      2. 5/10 year outlook
   4. Advanced:
      1. Look at some of the macro trends in the job market based on what we’re seeing today and predict the potential need/growth
      2. Pull in things like indeed data and job postings to develop an algorithm on whether or not it seems like the demand is growing or not
4. Cost of Living
   1. Incorporate cost of living data into any recommendation
      1. <https://www.numbeo.com/cost-of-living/>
      2. <https://www.nerdwallet.com/cost-of-living-calculator>
      3. <https://www.bankrate.com/calculators/savings/moving-cost-of-living-calculator.aspx> (this one looks like it might be the easiest to scrape)