- As a financial advisor I want to have the data to provide students and parents with the most financially fitting major and school for them So that they can afford their schooling while still getting a good learning experience.
- As a parent, I wish to help my child find a major that they are interested in that will also provide them with a stable form of income for the future so they can have a better life later on.
- As a student, I want to be able to browse for the majors with the highest pay so I can plan for my future and which colleges I should attend.
- As a guidance counselor, I want to be able to access information about majors and their benefits so that I can better guide my students.

