Moving is a stressful life event that is typically undergone without the assistance of professional movers. Families move infrequently and go through major life changes between moves, making each move a unique challenge. Mistakes made during a move can make a move more expensive and waste time. Combined, these factors make moving a frustrating experience filled with unknowns and.

1. Inefficiency Matters
   1. **People might make inefficient packing decisions resulting in more trips than necessary**
      1. **Time is wasted when people have to make more trips than necessary from source to destination**
      2. **Time = money, mistakes that cost time could result in truck rental overages**
      3. **Unnecessary trips = money, due to truck rentals that charge by the mile**
   2. **Packing incorrectly can result in terrible consequences like damaged property and overturned trucks**
2. Packing and arranging is hard to do
   1. **35% of Americans say packing is the most stressful part of their move**
   2. **36% of Americans also hate the grind of planning out the logistics of moving day**
3. **Where is my stuff?**
   1. **Once loaded into the truck, it is easy to lose sight of where items are**
4. **Cost**
   1. **Moving is incredibly expensive**
   2. **Not everyone can afford professional movers nor does it make sense to hire professional movers in every circumstance**

Customer information:

<https://www.moving.org/newsroom/data-research/about-our-industry/>

~2.5 million out of 3 million people moved on their own instead of hiring professional movers

13 billion spent annually

<https://moving.furniture/moving-statistics/>

