Problem Characteristics:

Moving

1. Stressful
   1. If one knows what they are doing, then the logistics becomes physically taxing versus mentally
   2. Mental stress factors
      1. Cost of moving
      2. Packing and arranging of items on a truck is hard to do
         1. Because Fragile items have be protected
            1. If fragile items break, it cost money
         2. Weight of the items matters
         3. Size of the items matter
         4. Load/Unload order matter
      3. Efficiency matters
         1. How much time is wasted when we load the truck wrong and have to redo it
         2. Don’t want to make more trips
         3. Maybe time matters
         4. Time frame of moving
            1. Often time depends on if you’re buying and selling a house
      4. You don’t want to overspend on your solution
         1. Would more people do it themselves if they felt more empowered?
         2. You don’t want to overrent on equipment or too small
      5. Solving the unknown
         1. Sometimes we just want to know how long to expect the move to take?
         2. How many trips are we looking at?
         3. Are we able fit everything on the truck? How many trips do I have to make?
         4. Where is my “X” item?
            1. Is it at the back of the truck, front of the truck or at the old house
      6. Does the furniture fit in the new house or through the door?
      7. Should we sell items before moving?
      8. Do we have enough boxes and packing materials?
      9. Weather?
      10. Families and kids
          1. Typically have a lot of stuff
      11. I want to be as efficient as possible! We don’t want to waste time!
      12. Move itself is a major life changing event
   3. Conclusion
      1. There are many unknowns and people don’t have experience!
      2. Paying someone to do the move is typically cost prohibitive