Transplant: *Feature Prioritization*

Method: RICE

RICE = (Reach ✕ Impact ✕ Confidence) ÷ Effort

Reach: % of target beachhead users (interstate travelers with a financial footprint) who would engage with this in a given move process.

Impact:

3	Massive
2	High
1	Moderate
0.5	Minimal
0.25	Low

Confidence: How certain the reach and impact estimates are as a percentage.

Effort: rough person-months to ship a usable version.

RICE Table

Feature	R	I	C	E	RICE
Push notifications, deadline reminders	95%	1.5	85%	1	**1.21**
On-track or behind schedule indicator	90%	1.5	80%	1	**1.08**
Running budget tracker (per-task cost)	100%	2	90%	2	**0.90**
Readiness score, progress meter	90%	1	80%	1.5	**0.48**
Dependency aware roadmap generator	100%	3	70%	8	**0.26**
Shareable/collaborative move view	50%	1	70%	2	**0.18**
Milestone badges	60%	0.5	40%	1	**0.12**
Mover booking marketplace	70%	1	50%	4	**0.09**
Concierge tier (paid, human/AI assisted)	20%	2	50%	5	**0.04**

Account-partner auto-update integrations	40%	3	30%	10	**0.04**
Multi-move-type expansion (local, international, business)	0%	1	60%	4	**0.00**

The Problem

Ranked strictly by RICE score, the dependency-aware roadmap generator comes in fifth, behind push notifications, the on-track indicator, and the budget tracker. That ranking is technically correct and practically wrong, and it's worth stating plainly why: **RICE assumes features are independent. They aren't.**

The on-track indicator has nothing to be "on track" against without the roadmap's deadline sequence. The budget tracker's "per-task cost" has no tasks to attach costs to without the roadmap generating them. Push notifications have nothing to remind someone about without the roadmap deciding what's next. Three of the four top-scoring features are architecturally downstream of the fifth-ranked one. Shipping them first isn't possible, they'd have nothing to display.

This is the actual judgment call this exercise is testing: a score is an input to a decision, not the decision itself. RICE is genuinely useful for ranking features that compete for the same slot. It says nothing about build order when one feature is the foundation the others sit on.

MVP Scope Cut

Tier 1:

1. **Dependency-aware roadmap generator**. P0 regardless of RICE rank. This is the foundation everything else depends on, and it's the core technical bet flagged on Day 1. Nothing below this line works without it.
2. **Running budget tracker with per-task cost** (RICE 0.90). Directly serves the "track the budget, mostly" mandate this product is built around, and it's cheap relative to its value once the roadmap exists to attach costs to.
3. **On-track / behind-schedule indicator** (RICE 1.08). Highest-value cheap add-on; a near-free byproduct of the roadmap's deadline data.
4. **Push notifications / deadline reminders** (RICE 1.21). Highest raw score in the table, and the mechanism that makes the roadmap's deadlines actually actionable instead of just visible.

Tier 2:

5. **Readiness score / progress meter** (RICE 0.48). Moderate value, worth adding once there's real usage data on whether people want a summary view or just want the task list.
6. **Milestone badges** (RICE 0.12, confidence only 40%). Explicitly a hypothesis, not a commitment. Test with a small group before building, per the Day 1 note that gamification here is unproven.

7. **Shareable/collaborative move view** (RICE 0.18). Real value for the roughly half of the beachhead moving with a partner or family, but not core to the single-user experience.
8. **Mover booking marketplace** (RICE 0.09). Logistics-adjacent but not the core pain point; revisit once the roadmap itself is proven.

Tier 3:

9. **Concierge tier** (RICE 0.04). A monetization feature, not a retention one; premature before the free core has proven it works.
10. **Account-partner auto-update integrations** (RICE 0.04, confidence only 30%). This is the "automation agent" tier explicitly ruled out early on in favor of a personalized tracker. Highest long-term ceiling in the whole table, but also the highest effort, the lowest confidence, and real regulatory exposure. Correctly excluded from v1.
11. **Multi-move-type expansion** (RICE 0 at this phase by design). Out of scope until the interstate-mover beachhead is validated. Reach is intentionally scored zero because building for local or international movers right now would dilute focus on the segment the whole roadmap logic is being validated against.

Final Rationale

The MVP is the **roadmap generator** plus the three cheapest features that make its output usable: **a live budget, a status signal, and a way to get reminded before a deadline is missed**. Everything gamified is deliberately deferred, not because it's a bad idea, but because it's an unvalidated one, and validating it is cheap enough to do after the core mechanic ships. Everything with real regulatory or partnership risk (account automation, concierge) is deferred because the effort and risk are too high to justify before the base product has proven anyone wants it.