

Transplant: *PRD*

Objective

Transplant generates a **personalized, dependency-aware** roadmap for the **logistics of a move**, banking, insurance, government records, and subscriptions, with a **live budget** attached to it. Every move requires manually updating these accounts, and even careful people still miss things, because a flat checklist doesn't know what depends on what, and doesn't show what each task costs. This MVP exists to prove that a dependency-aware, budget-linked roadmap **measurably reduces missed and late tasks** compared to a flat list, for interstate movers with an established financial footprint (see persona: Priya Shah, reference materials).

Success metrics

Goal	Metric
Prove the budget tracker is accurate enough to trust	80% of users land within 10% of their planned total by move-in day
Prove the roadmap reduces missed and late tasks	90% of generated benchmarks completed before move day
Prove tasks aren't silently slipping past deadline	Under 10% of benchmarks remain open more than 3 days past deadline
Validate willingness to pay before building Phase 2	Move Pass click-through rate (directional signal, no hard target for MVP)

Assumptions

- The **target user** is an **interstate mover with an established financial footprint** (homeowner or long-tenured renter, often with dependents), not a first-time renter with few accounts to migrate.
- Users are willing to **self-report task completion and actual costs**; the product does not link to bank, insurance, or government accounts, and never will in this scope.
- A **maintained, versioned state-rules reference table** (registration deadlines, insurance requirements, etc.) **exists** or can be built; deadline logic depends on it being accurate and current.
- **Deadlines are calculated from residency-establishment date**, not the physical move date, based on how states actually define these windows.
- **Readiness scoring and milestone badges** are not assumed to increase completion or satisfaction; that's treated as an open hypothesis, not a given (see Out of Scope).

Milestones

- **Mo 0–1, Discovery:** validate dependency templates and rules against 15–20 real move scenarios; test the readiness-score/badge concept with a small user group before committing
- **Mo 2–4, Launch:** ship the MVP scope in this document — roadmap generator, budget tracker, on-track indicator, notifications, Move Pass fake-door test
- **Mo 5–8, Expand:** readiness score and badges (if validated), on-track alerts refinement, wider task library
- **Mo 9+, Scale:** account-update partners, broader move types beyond the interstate beachhead

Requirements

Requirement	User Story	Importance	Issue	Notes
Intake flow captures move date, origin/destination state, housing status, dependents, vehicle ownership, employer sponsorship	As Priya, I want to answer a few questions about my move once, so that I get a sequenced roadmap instead of researching state rules myself.	HIGH	TRANS-101	Required before roadmap generation; drives all downstream dependency logic
Dependency-aware roadmap generator sequences benchmarks and locks tasks until prerequisites are complete	As Priya, I want tasks that aren't ready yet to stay locked, so that I don't waste time attempting something out of order.	HIGH	TRANS-102	Core technical bet. Needs a maintained state-rules reference table; validate against 15–20 real move scenarios before shipping
Budget tracker shows a planned total and a running actual total per task	As Priya, I want to see a task's estimated cost before I do it, and log the actual cost when I complete it, so my running total reflects reality.	HIGH	TRANS-103	Feeds the Budget Accuracy success metric directly

On-track / at-risk / behind-schedule indicator	As Priya, I want a clear at-a-glance signal of whether I'm on track, so I don't have to manually cross-reference deadlines.	HIGH	TRANS-104	Derived entirely from benchmark deadline data in TRANS-102; no separate data source
Deadline notifications (new benchmark unlocked, 7/3/1-day reminders, overdue alert)	As Priya, I want to be reminded before a deadline, not just after I've missed it.	MEDIUM	TRANS-105	No duplicate notifications per benchmark/threshold combination
Move Pass pricing screen (fake-door monetization test)	As the product team, we want to offer a one-time paid unlock at a natural point in the flow, so we can measure willingness to pay before building Phase 2.	MEDIUM	TRANS-106	No real payment processing in MVP; click-through rate is the only metric collected
No account linking or credential storage anywhere in the product	As Priya, I want it stated clearly that this app tracks my tasks rather than logging into my accounts for me, so I know what to expect.	HIGH	TRANS-107	Deliberate scope boundary, not a limitation. State this explicitly in onboarding copy
<i>(Deferred to Phase 2)</i> Readiness score and milestone badges	N/A — not built this sprint	LOW	TRANS-201	Fully specified in reference materials. RICE score 0.48 (readiness) / 0.12 (badges), only 40% confidence on badges. Requires a validation test before any build

User Interaction & Design

Screen order for the MVP prototype: Intake → generated Roadmap/Timeline view → Budget ticker (visible throughout) → On-Track indicator (visible throughout) → Move Pass screen (triggered after first benchmark is completed).

Visual system follows the existing Transplant brand guide (Ocean Blue / Seafoam palette, DM Serif Display + Plus Jakarta Sans, rounded cards). Full interactive build scheduled for Day 5–6 of the sprint plan. **Note:** Accelerated sprint because the app will be heavily vibe-coded and not fully functional.

Open Questions

Question	Answer	Date Answered
What exactly sits behind the Move Pass paywall once validated?	N/A	N/A
How many real move scenarios are enough to trust the dependency engine before shipping it to real users?	N/A	N/A
Is the state-rules reference table sourced and maintained in-house, or licensed from an existing compliance data provider?	N/A	N/A

Out of Scope

- **Readiness score / progress meter** and **milestone badges** (unvalidated gamification hypothesis; fully specified for planning, not built this sprint, see TRANS-201)
- **Shareable**/collaborative move view, mover booking marketplace
- **Concierge tier**, account-partner auto-update integrations, referral/lead-gen partnerships, B2B2C distribution
- **Multi-move-type expansion** beyond the interstate beachhead (local-only, international, business moves)
- Any bank, insurance, or government **account linking**, credential storage, or automated account changes, on principle, not just for this release

Reference Materials

- **Persona:** Priya Shah (JTBD, background, goals, frustrations)
- **Competitive Teardown** (Updater, MoveEasy, Zillow moving hub, generalist AI assistants)
- **RICE** Prioritization Table & MVP Scope Cut
- **Monetization Validation** (options matrix and Move Pass rationale)
- Transplant Brand Guide & **One-Pager**