Transplant: *User Persona*

PERSONA: Priya Shah

"I built my own spreadsheet last time and still got hit with a lapsed insurance window."

Age: 34
Role: Senior Program Manager
Move: Chicago, IL → Raleigh, NC (interstate, new job, 5 weeks' notice)
Household: Married, one child (age 7)
Housing: Selling a mortgaged home in Illinois, renting short-term in North Carolina while house-hunting

Background

Priya has moved twice before, once locally, once across state lines. The local move was manageable. The interstate move two years ago was not: she built her own tracking spreadsheet and still ran into a lapsed insurance window because she registered her car in the new state before switching her auto policy over, not realizing one was a prerequisite for the other. This time, she's moving with a 7-year-old and a shorter timeline, and she's determined not to repeat that mistake.

Goals

- Avoid fines, coverage gaps, or lapses caused by doing things in the wrong order
- Know exactly what to do next without researching state-specific rules herself
- Keep the household budget from quietly ballooning as moving costs stack up
- Spend minutes, not hours, figuring out what's actually urgent this week

Frustrations

- Generic "top 10 things to do when you move" lists feel written for someone who's never moved before; half the items don't apply to her, and the ones that do aren't flagged as urgent
- No single source tells her that some tasks block others (like insurance before DMV registration)
- She's already fielding a job transition and her child's school transfer; she doesn't have bandwidth to become an expert in North Carolina's DMV rules on top of it
- Tools she's tried either do too little (a checklist) or don't apply to her at all (Zillow stops at close)

Current behavior

Keeps a personal spreadsheet, cross-references it with whatever she can find via search, and asks a general AI assistant one-off questions ("how long do I have to register my car in NC?") without any way to track what she's already asked or done.

Jobs-to-be-done

When I'm relocating across state lines and juggling deadlines for my bank, insurance, DMV, and subscriptions, I want a single guide that tells me what to do and in what order, so I can avoid fines, coverage gaps, or losing time to a step I didn't know depended on another one.

What would make her switch

A tool that already knows her situation (interstate, renting first, has a kid) generates the right sequence automatically, shows her what each step costs against a running total, and tells her the moment something becomes actionable, not a static list she has to interpret herself.