<u>Vision</u>	<u>Goals</u>	<u>Features</u>
	Increase by 10% the sales of custom	New order interface the customers
Increase sales of custom carport	carport within 12 months	Illustrations generator for customers to start building permit process
Improve user experience when	90% satisfaction regarding ordering process from customers who bought a custom carport	Sales people overview of orders and pre-orders
choosing and ordering a custom carport	Decrease by 50% the number of clients who went to competitors after visiting Johannes FOG's website	Customer overview of orders and pre- orders
Improve internal (Johannes FOG) efficiency of custom carport	Reduce by 30% the work hours per sale	Interface for sales people to manage the orders and pre-orders
ordering process	90% satisfaction of FOG employees regarding custom carports product category (sales people, stock management,	Interface for employees in stock and deliveries department
	deliveries)	Customer pre-order carport
		Customer pay carport
		Solution for salespeople to easily find customers' contact details for service and upsells