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