

PRIORITY	OBJECTIVE	EXPLANATION
1	New functions	These are the primary reason why the customer wanted to buy the new version. He will be very disappointed if we don't supply them and might advance a claim for breach of contract.
2	Correcting the most serious faults.	The customer will not understand why we have not corrected the serious faults in the new version. There will be mistrust of the new product and of our company's judgement.
3	Correcting the less serious or cosmetic faults.	Some customers might be irritated that these faults have not been corrected. But the new functions and the fact that the serious faults have been corrected will outweigh this.

FIGURE 4.42
Prioritizing objectives.