



Many customers don't complain. They just leave.

Product and experience engineering means building what you offer around the people who use it: following their whole visit, fixing what trips them up, and making it work for people of every ability.

Design the whole visit, not just the ride.

The story, decoded. In our story, the park is your product, the guests are your customers, and a fallen orange is a customer giving up.

SOUNDS FAMILIAR?

People love the main feature, but many give up before they reach it.

Each team looks after its own screen, and nobody looks after the whole journey.

Customers phone or email to do things the app or website should let them do.

Design choices are settled in meetings, not by watching customers.

THE IDEA IN PLAIN WORDS

Follow the guest's whole day

Customers meet every step, not just your best feature: finding you, signing in, paying, waiting, asking for help. Pin each place people give up on one timeline that every team works from, so customers are less likely to fall between teams.

Experts call this: customer journey map, service design

Worth knowing

A timeline like this comes from watching and talking with real customers, not from guessing at a desk.

Build the ramp first

Design for the person who struggles most and it gets easier for many others too: the ramp built for a wheelchair is used by prams, suitcases and tired feet. On screens: bigger text, read-aloud, keyboard use and clear contrast.

Experts call this: accessibility, inclusive design

Worth knowing

Guidelines help, but the real test is people using it, including disabled people. We check both, and keep checking as things change. Accessibility work supports your legal obligations, but it is not legal advice or a certificate.

Count it, then ask why

Show two versions to real customers, each person seeing one. Once enough people have seen each version, keep the one that more people got through. Then ask why.

Experts call this: A/B testing, user research

Worth knowing

A test shows which version more people got through, not why. With too few people it can point the wrong way, so we wait for enough of them, and we also ask. What people ask for is a clue to what they need, not a list to build word for word.

Small fixes, built properly

Fix one thing at a time, build it so it works on ordinary and older phones, try it with real customers, and keep what helps.

Experts call this: product engineering, continuous discovery

Worth knowing

Small fixes add up only if someone keeps watching, so we help your team build that habit.

HOW WE WORK WITH YOU

STEP 01

Follow

Ride along with real customers through one journey.

STEP 02

Pin

Mark where people give up, and agree what "better" means.

STEP 03

Try

Rough versions of the fixes, tried with small groups.

STEP 04

Build

Small steps, for every ability, on ordinary phones.

STEP 05

Keep watching

Watch again, fix the next place people give up, hand over the habit.

Start small with one of these: **Walk one guest's day (follow one customer journey)**, **Build one ramp (an accessibility review of one journey)** or **One fair test (two versions of one hard step)**.

WHAT WE HELP WITH

Ride along with your customers

A clear list of where people get stuck, in their own words.

Two versions, one fair count

Design arguments settled by what customers do, then explained by asking them.

Make it work for people of every ability

A fix list in order of what matters most, and accessibility built into how new work is made.

Build it, then keep improving

A steady habit of small fixes, checked with real customers.

Design the whole visit, not just the ride.

Write to contact@algoshred.com with one journey your customers find hard, and we'll suggest where to start.

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WATCH THE FILM

algoshred.com/product-experience