



ALGOSHRED TECHNOLOGIES



PRODUCT & EXPERIENCE · BUILT AROUND THE PEOPLE WHO USE IT

Many customers don't complain. They just leave.

We help you build your app, website or service around the real people who use it: we follow their whole visit, fix the steps that trip them up, make it work for people of every ability, and try changes with real customers before keeping them.

Worth knowing: We work with your teams one journey at a time.

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.

Product & experience engineering as a service

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The problem, and the idea.

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

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

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

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

Nobody has checked whether someone using a screen reader, a keyboard or large text can finish the job.

It works well on the office's new phones, and less well on your customers' older ones.

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.

The story, decoded. In our short film, the park is your app, website or service, the guests are your customers, the best ride is the feature you're proud of, and an orange falling off a guest's head is a customer quietly giving up. The paper timeline is the customer's whole visit, step by step, and backstage is the people, systems and suppliers behind each step.



01 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.

02 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.

03 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.

04 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.



Where did the orange fall?

Five guests, and the stop where each one gave up. An orange is pegged at each of those stops on the paper timeline.

Car park Gate Tickets Queue The Looper Snacks Help Exit				
GUEST	STOP	IN THE PARK	ON YOUR APP OR WEBSITE	WHAT WE'D TRY
Grandpa	Gate	Four turnstiles, each pointing at the next.	A log-in page with several ways in and no clear first step.	One clear way in, tried with real guests first.
Capi	Tickets	Tiny print on the ticket machine. She gives up.	A sign-up form full of small print and legal words.	Plain words and big text, with the small print one tap away.
Bia	Queue	Three tall steps up to the queue, and she uses a wheelchair.	A button you can't reach with a keyboard or a screen reader.	A ramp: build it for people of every ability, and check it with them.
A girl on an old phone	Snacks	The snack stand's pay screen spins and spins on her old phone.	A checkout that stalls on an older phone or a weak signal.	Build and try it on ordinary phones and slow connections.
A parent with a pram	Help	The help desk is hidden behind the ride.	Help is hard to find, and the chat sends you back to the start.	Make help easy to find, and pass on what the guest already tried, so people don't have to start again.

One fix, many guests

Ramp In the park: A ramp beside the steps On your screen: Every button works with a keyboard or one hand Built first for: Bia in her wheelchair Also helps: a parent with a pram, a tourist with a suitcase on a weak signal, Grandpa, a man with his arm in a sling and Capi Experts call this: accessibility	Big, clear signs In the park: Big signs with strong contrast On your screen: Bigger text, clear contrast, plain words Built first for: Grandpa Also helps: a boy squinting at a phone in bright sun and Capi Experts call this: inclusive design, content design	Read-aloud In the park: A sign that speaks when you press it On your screen: Screens that work properly with screen readers Built first for: a woman who is blind and uses a white cane Also helps: Grandpa and a boy squinting at a phone in bright sun Experts call this: screen readers, assistive technology	Works on old phones In the park: A pay screen that doesn't spin On your screen: Steady on older phones and weak signals Built first for: a girl on an old phone Also helps: a tourist with a suitcase on a weak signal Experts call this: performance
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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.

The coin at the fork *An illustration, not a measurement.*

A handful of guests

Too early to tell. And two of those were the same capybara.

A busy morning

The arrow is ahead. Keep counting until enough guests have been through.

A whole busy week

More guests get in by the plain arrow. Keep the arrow, then ask why.

WHAT SHE ASKED FOR

She asked for a hot tub.

WHAT SHE NEEDED

She needed a ticket.

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.





What we help with.

Start with the journey your customers find hardest, or bring the pieces together.



Ride along with your customers

With their permission, we watch and talk with real customers as they use your product, and read what your support team and your numbers already show.

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

Experts call this: user research, product discovery

Make it work for people of every ability

We review screens and steps against the published accessibility guidelines and with people who use screen readers, magnifiers, voice control or a keyboard only, then fix what we find. 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.

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

Experts call this: accessibility review, WCAG, inclusive design

Try it before you build it all

Rough pretend versions tried with small groups of real people, round after round, keeping what works and dropping what doesn't.

Ideas checked with people before the big build.

Experts call this: prototyping, usability testing

Shared building blocks

One shared set of buttons, patterns and rules, with owners, so every team's screens match and accessibility is built in from the start.

Screens that match from team to team.

Experts call this: design system

Pin the whole visit on one timeline

Every step a customer takes across app, website, phone and shop, with the people, systems and suppliers backstage at each step.

One shared timeline of where people give up, and which backstage fix to try first.

Experts call this: customer journey map, service blueprint, service design

Clear screens and plain words

Layouts, buttons, forms and wording that speak the customer's language, show what is happening and make it easy to go back.

Screens and words tried with real customers before they are built.

Experts call this: UX and UI design, content design

Two versions, one fair count

Fair tests where each customer sees one version, with switches that show a new version to a few people first, and agreement up front on what "better" means. 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.

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

Experts call this: A/B testing, experimentation, feature flags

Build it, then keep improving

We build web and mobile products in small steps, keep them steady on ordinary phones and slow connections, add AI only where it solves a real customer problem with a clear way to reach a person, and keep watching after launch. Small fixes add up only if someone keeps watching, so we help your team build that habit.

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

Experts call this: product engineering, performance, continuous discovery

For your technical team: we work with what you already use, for example Figma, React, React Native, Flutter, Optimizely, GrowthBook, LaunchDarkly, Amplitude, axe and Lighthouse.

Capabilities, from the car park to the exit.

From watching real customers, to clear screens and plain words, to building for people of every ability, to fair tests and steady small fixes.

Understand the guest

Every step a customer takes, seen through their eyes.

- Customer interviews and ride-alongs
- Usability testing in small, repeated rounds
- Customer journey timelines
- Service blueprints across channels and backstage
- Reading support calls, feedback and product numbers for patterns

Design for every ability

Clear for the person who struggles most, and easier for many others.

- UX and interface design
- Content design in plain words
- Prototypes tried with real people
- Accessibility reviews against the published guidelines and with people who use screen readers, magnifiers or voice control
- Design for lasting, short-term and in-the-moment limits (a disability, a broken arm, bright sun)

Build it well

Fixes built properly, not painted over.

- Web and mobile product engineering in small steps
- Accessibility built into shared components
- Steady on ordinary phones and slow connections
- Design systems with owners
- AI features only where they help, with a clear way to reach a person

Learn and keep improving

Count fairly, ask why, keep watching.

- Fair two-version tests and feature switches
- Measures of whether people finished what they came to do
- Regular accessibility re-checks and coaching for your teams

WHERE IT BECOMES REAL · ILLUSTRATIVE EXAMPLES

Retail and online shops

A checkout that asks for an account before payment is tried against one that lets people pay as a guest, each shopper seeing one. The team keeps the one more people get through, then asks shoppers why, because a count shows which, not why.

Healthcare

A clinic's appointment booking is followed from the reminder message to the front desk, and the backstage step that made patients repeat their details is fixed.

Banking and finance

An account-opening form is tried with screen-reader and keyboard-only users, rewritten in plain words and tried again with the same people.

Government and public services

An application is joined up, so the website, the phone line and the paper form ask the same questions in the same order.

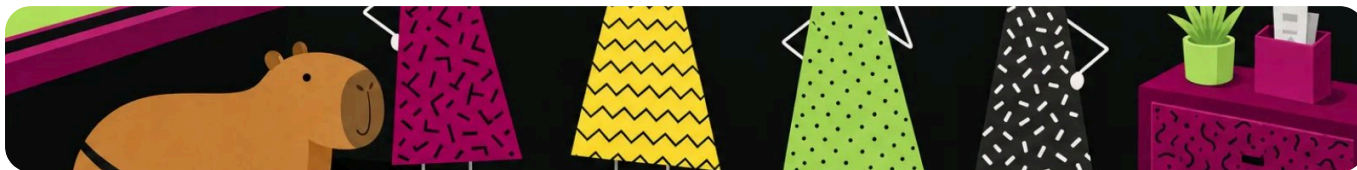
Education

A course-enrolment journey is watched on students' own phones, and the step that jumped about while loading is steadied.

Software products

A new customer's first week is set out on one timeline, and small fixes to the first screens are tried one at a time and kept only when people get further.

Follow first, then fix one stop at a time.



01 FOLLOW

Follow real customers

With their permission, we watch and talk with real customers through one journey, and read what support and your numbers already say.

02 PIN

Pin every fallen orange on one timeline

We set out the whole visit and its backstage on one timeline, mark where people give up, and agree with you what “better” means before anything changes.

03 TRY

Try fixes with people

We try rough pretend versions of the fixes with small groups of real people, keep what works and drop what doesn’t.

04 BUILD

Build them properly

We build the chosen fixes in small steps, accessible from the start, steady on ordinary phones, and shown to a few customers first where a fair test helps.

05 KEEP WATCHING

Keep watching, with your team

We watch again, fix the next place people give up, re-check accessibility, and hand your team the timeline, building blocks and habits to carry on. We work with your teams one journey at a time. We describe how we work, not a promised result.

Ways to start

Walk one guest’s day (follow one customer journey). A ride-along and a timeline of one customer journey, with the places people give up marked and the backstage behind each one.

Build one ramp (an accessibility review of one journey).

An accessibility review of one key journey with people and against the published guidelines, a fix list in order, and the first fixes built. Accessibility work supports your legal obligations, but it is not legal advice or a certificate.

One fair test (two versions of one hard step). One fair two-version test on a step customers find hard, with “better” agreed first. A test shows which version more people got through, not why, so it is followed by conversations that ask why.

What you get

- A timeline of the customer’s whole visit, with the places people give up pinned on
- Backstage notes for each stop: who and what makes it work
- An accessibility fix list in order of what matters most (not a certificate)
- Prototypes, and the notes from the rounds with real people
- A fair-test plan with “better” written down first
- Shared building blocks with owners
- The fixes built, plus a short handover so your team can keep watching



Questions, myths and the next step.

What is product and experience engineering, in plain words?

Building your app, website or service around the real people who use it: following their whole visit, fixing what trips them up, making it work for people of every ability, and improving it step by step.

Isn't this just making it look nice?

Looks matter, but this is mostly about whether people can get through. A beautiful screen that people give up on is not doing its job.

Do we have to rebuild everything?

No. We start with the one place where customers give up most often and fix that first. A big rebuild is rarely the right first step.

How do you find out what customers need?

We watch them use it, talk with them, and read what your support team and numbers already show. What people do counts as much as what they say, and what they ask for is a clue to what they need.

Is accessibility only for disabled people?

It starts there, and it helps many others too: someone in bright sun, with an arm in a sling, with older eyes or on a slow phone. 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.

How do you decide which version is better?

Where a fair test fits, each customer sees one version, and we wait until enough people have seen each version before deciding. 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.

Can you work with our own designers and developers?

Yes. We join your teams, use the tools you already have, and leave behind the timeline, building blocks and habits so your people can carry on.

Should we add AI to our product?

Only where it solves a real customer problem. We try it with customers like anything else, and make sure there is a clear way to reach a person when it gets things wrong.

MYTHS, ANSWERED

"Customers will tell us what they want."

They will tell you what they want, which is a clue to what they need, not the same thing. Watch what they do too: she asked for a hot tub, she needed a ticket.

"A quick test settles it."

With a handful of people a test can point the wrong way. Agree on what better means, wait for enough people, then ask why.

"Accessibility is a box to tick at the end."

It is easier to build in from the start than to bolt on at the end, and the people it helps first are rarely the only ones it helps.

"A redesign fixes it for good."

A fresh coat of paint over the same confusing gate changes little. Small fixes, checked with people and kept up over time, do more than a one-off makeover.

Design the whole visit, not just the ride.

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WATCH THE FILM

algoshred.com/product-experience