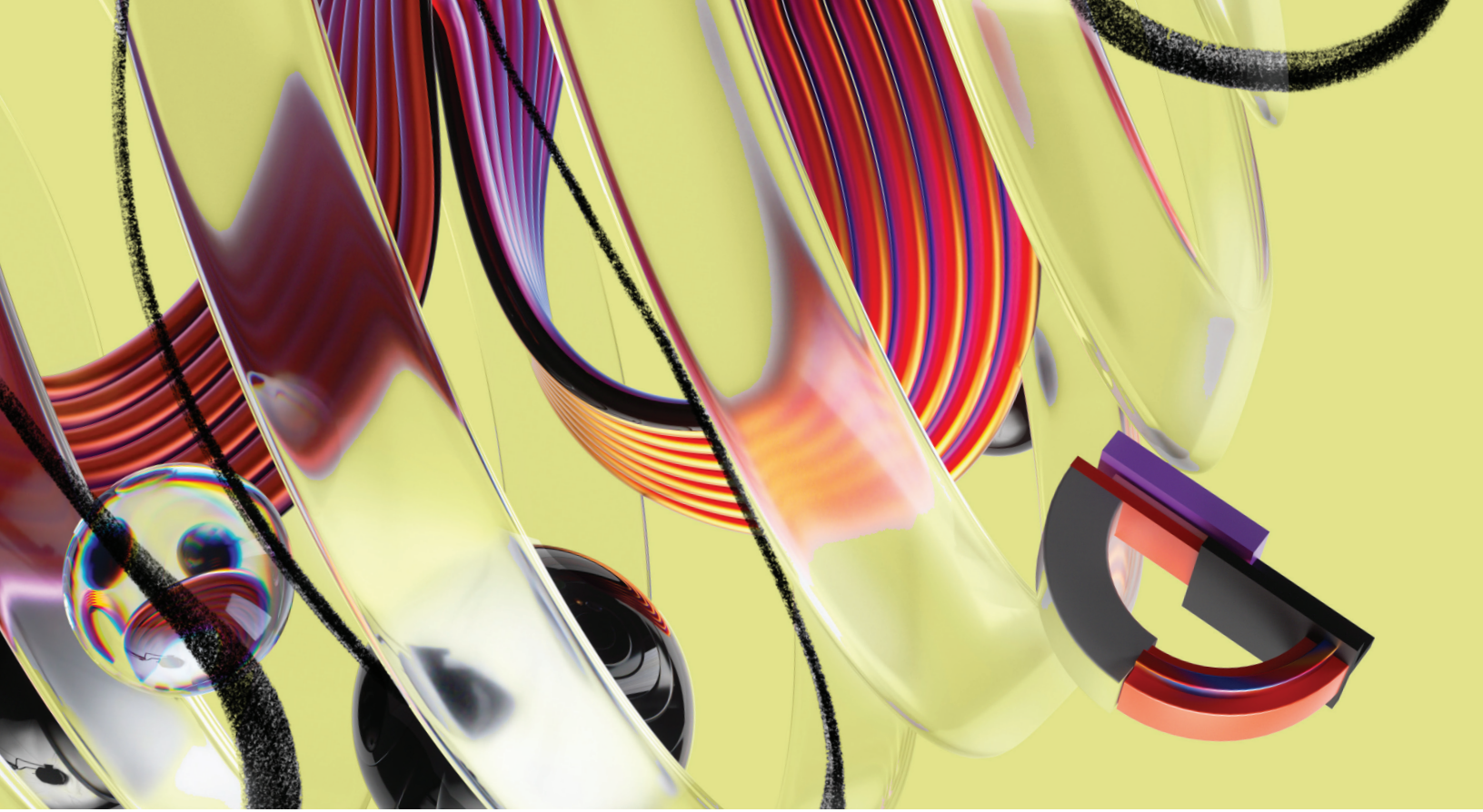




DECEMBER 2023

PRODUCT ENGINEERING:  
Delivering the experience



Today's customers expect exceptional, seamless journeys woven across every channel and impacting every touchpoint. This means that companies looking to deliver memorable experiences must knit together a cohesive approach across product management, design, and engineering.

However, many organizations don't fully appreciate the level of complexity and specialized talent required to meet business and marketing goals. While engineering must deliver on the product strategy and design, there are also many hidden aspects of creating compelling experiences that could have sizeable downstream impacts.



# Bring **experiences** to life

While product management is customer-led and metrics driven, and product design is empathetic with a human-centered approach, it is engineering that creates the external, tangible solution that users engage with. We call this special area of focus product engineering. It enables companies to:

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## Create the right foundation

Many companies are taking more ownership in building digital experiences that connect first- and third-party systems into a cohesive end-product. In doing so, a narrow margin of error can separate seamless customer journeys from challenging ones. In shaping these connected experiences, your focus is not only on the features, but on creating architectural foundations and building with patterns.



**Foundation:** Engineers must return to the basics of how browsers and mobile devices render experiences so that they can truly understand how to create a stable foundation deep within the platforms being used.



**Patterns:** Due to the complexity of connecting components to other systems, engineers need to build with repeatable patterns and understand how the components of an experience interact with an overall solution. This shift requires focusing in these areas before jumping into rapid development to truly create a connected experience. With this approach, generative AI (GenAI) capabilities and code generation can be leveraged at a greatly accelerated rate due to a common structural pattern.





## Meet and surpass user expectations

The end-user experience needs to address the mindset, needs, friction, and challenges that users may be facing. Product teams that overlook engineering's critical role in the development process can lead to business issues such as lack of conversions and revenue impacts, as well as brand reputation and liability risk across accessibility, trust, and data ownership. Some questions that can help uncover these hidden areas are:



**Accessibility:** How compliant is your solution with Web Content Accessibility Guidelines (WCAG) standards? Some organizations must address conversion challenges to avoid losing customers or facing fines.



**Performance:** Is the solution designed to perform and scale efficiently? Many experiences degrade as new features, marketing capabilities, and analytics tools are added, bringing the journey to a crawl. This performance creates brand risk, which directly impacts usability and revenue.



**Trust:** Does the solution consider privacy and trust regarding how data is collected and sent across various systems? Consent, compliance, and data loss are critical aspects of product experiences that can be challenging to resolve as integrations grow.



**Engagement:** How well does the solution consider the content, search, and marketing tech needs of your business? In a time when customer touchpoints have been commodified, it is critical to capture and interject the right content and data to deliver personalized experiences.

Addressing these issues through the lens of product engineering will help your organization reduce revenue loss and maximize business outcomes.





## Empower the developer

With organizations taking more ownership in creating great experiences, the influence and importance of empowering developers are significant. This consists of the range of capabilities that an organization provides to maximize developer productivity and satisfaction:

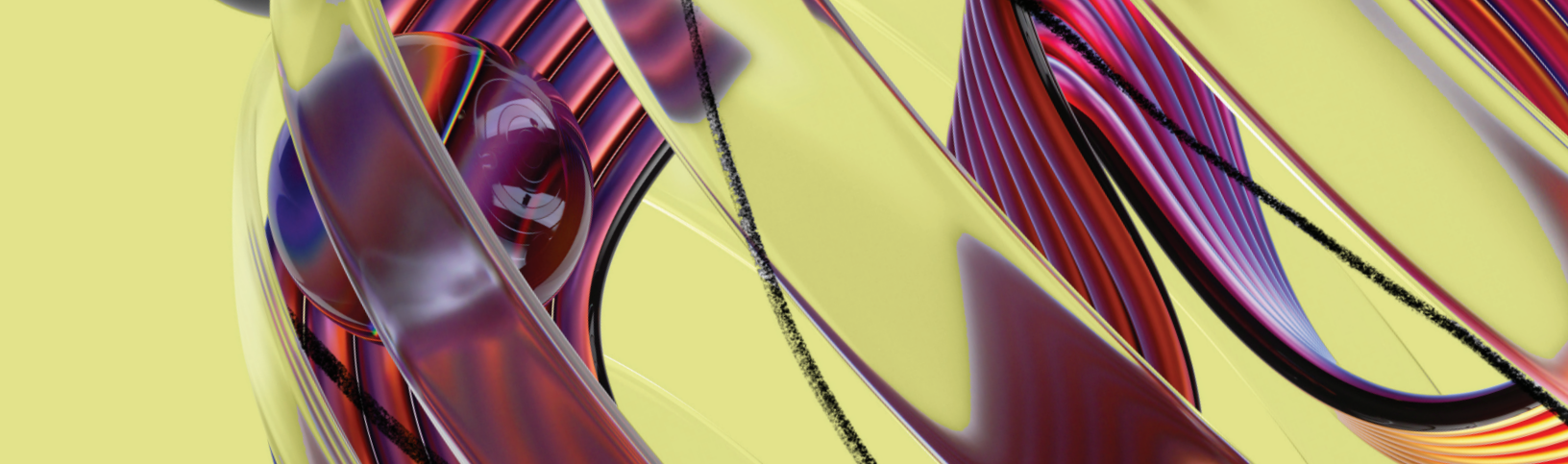


**Developer productivity:** Enable development to be more efficient by lowering costs and increasing productivity. This includes providing accelerators to start development quickly and consistently, simplifying workflows, and providing tools that reduce manual steps with the use of automation.



**Developer satisfaction:** Foster a culture that increases developer connection and engagement, which can create downstream value. These initiatives empower collaboration, well-being, transparency, and can help avoid unnecessary business risks.

Investing in these areas can unlock new opportunities including product innovation, operational efficiencies, and improved customer satisfaction. By leveraging the right tools, such as Agile management, automated testing, and continuous integration and continuous delivery and deployment (CI/CD), engineers can focus on solving complex challenges instead of spending time on more tedious activities.



# How will you build experiences that deliver value?

Experiences that surprise and delight customers, earn their loyalty, and deliver distinct, memorable value rely on the specialized talents of product engineering. Learn how to assemble a product engineering team—and connect it to the rest of the product organization—that understands, designs, and delivers the best experiences.

[Composable Architecture](#)

[Developer Experience](#)

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## Get in touch

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### Tim Juravich

Principal, Design-Led Products & Engineering Offering Leader  
Deloitte Consulting LLP  
[tjuravich@deloitte.com](mailto:tjuravich@deloitte.com)

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### Nathan Hale

Senior Manager, Mobile Lead  
Deloitte Consulting LLP  
[nhale@deloitte.com](mailto:nhale@deloitte.com)

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### Glen Elkins

Senior Manager, Web Lead  
Deloitte Consulting LLP  
[gelkins@deloitte.com](mailto:gelkins@deloitte.com)

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