

# Software Engineering Through The Customers' Eye

## Pinpoint and Resolve User Frustrations Before They Impact Retention

### Uncovering User Frustrations - Micro-Outages

If you work with software or digital applications, you know it's never perfect. Massive, global outages make headlines, but users often face an even more frustrating reality: smaller, localized disruptions. These micro-outages—where an app slows down, glitches, or fails to complete a task—can feel personal to users and quickly erode their trust. In a world where users expect flawless digital experiences, how do you prevent both large outages and micro-outages, especially when your engineering resources are stretched thin? Engineers know that striving for perfection is costly and unrealistic. So, how do you maintain reliability without overspending or losing customers?

### SLOs and the Critical Points in the User Journey

In a balance between escalating costs for more reliability, and keeping customers happy, digital application engineers must prioritize reliability in the critical points in the user journey. Ensuring reliability in a digital app is about more than preventing big outages—it's about knowing where reliability matters most to your users. For example, if items vanish from a customer's cart or the payment process fails, it's a serious problem. But if background data takes a bit longer to sync, users probably won't even notice. The solution isn't perfection everywhere—it's about having flexibility within the reliability of your user journey. Focus your efforts where failures will impact users the most, and allow some flexibility where they won't.

The smart way to manage this trade-off is with Service Level Objectives (SLOs). SLOs let you set performance goals for each part of your system, giving you the flexibility to focus more on critical user interactions while being more lenient where it matters less.

### The Nobl9 Philosophy on SLOs

At Nobl9, we believe that software reliability should always be seen through the eyes of the customer. Reliability isn't about perfection everywhere—it's about being reliable where it counts. Our dedicated SLO management platform ensures that your engineering efforts are aligned with the most critical points of the user journey, and therefore aligned with the metrics that matter to the business. By focusing on what truly impacts customer experience, Nobl9 helps you make smarter, more efficient decisions that prioritize the user without overspending. A dedicated SLO Platform enables dedicated engineering toward delivering seamless, satisfying customer experiences.

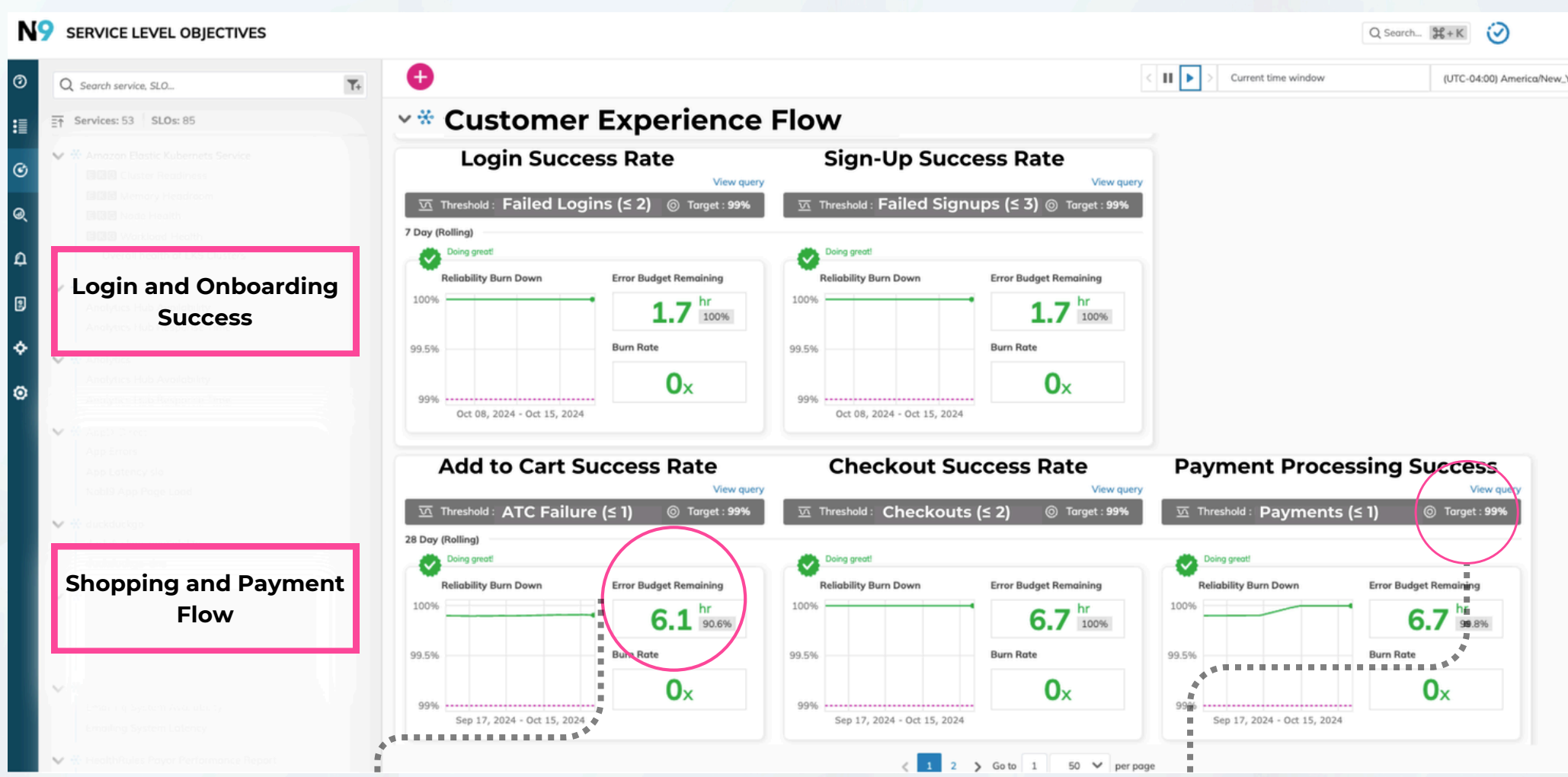
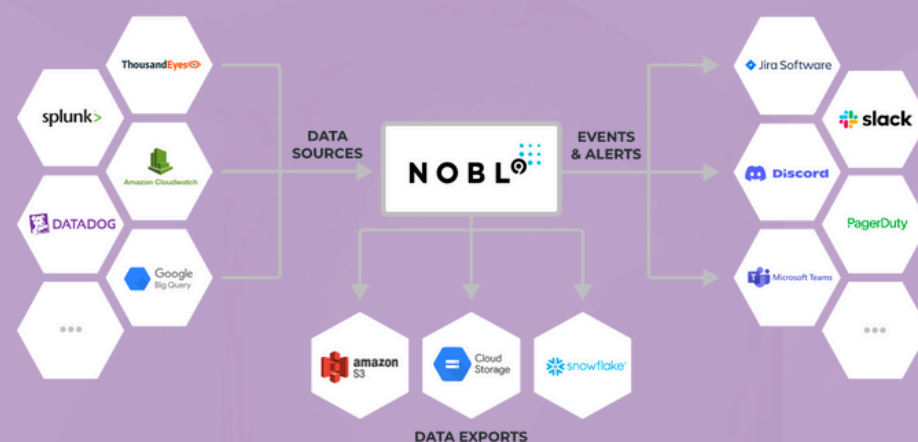


## Our SLO Methodology

Nobl9 uses data from your existing monitoring tools to define Service Level Objectives (SLOs), giving you a clear sense of how well a service is performing. Error budgets define how much failure is acceptable before impacting the user experience, helping teams balance reliability with resource management.

By applying SLOs to key stages of the user journey, from login to checkout, you can identify where failures occur and how severe they are. Nobl9's custom alerting and reporting ensure teams stay aligned and can make informed decisions based on real-time impact to the customer experience.

Nobl9 fits your environment and connects all the tools you already have.



Error budgets set a limit on acceptable failures before they impact the user experience. They help teams track when small issues are adding up to bigger problems, so they can prioritize critical fixes.

Flexible SLO targets allow you to prioritize reliability where it matters most. Background actions that aren't user-facing can tolerate more failure, while critical interactions like checkout need stricter targets to avoid frustrating users.

In addition to detailed SLO tracking for practitioners and engineers, Nobl9 also offers reliability reports tailored for leadership, presenting the key metrics without the technical jargon. This ensures that both teams on the ground and decision-makers can stay aligned on reliability goals. With custom alerts, comprehensive dashboards, and error budget insights, Nobl9 empowers teams to manage reliability proactively across every part of the user journey, keeping users satisfied and improving business outcomes.

To see the full capabilities of the Nobl9 Platform, you can book a demo [here](#).