

# COLLABORATING WITH CUSTOMERS TO DESIGN PRODUCTS IS THE BEST PART OF ENGINEERING

WOODS  
CONSTRUCTION

## **Steve Slater, Product Design Engineer**

I like collaborating with customers. Watching them in the field and finding out why they do something a certain way lets me immerse myself in their jobs and how they do it. I learn their pain points and the nuances of how they do their work. By working with customers, I'm able to generate a lot of ideas. Then I figure out how to combine the most effective ones. Which ideas are easiest? Which are best? Which are the most valuable to the customer? Collaborating with customers, makes sure I'm headed down the right path the first time.



**SUPERIOR DESIGN** • **SUPERIOR DURABILITY** • **SUPERIOR STYLE**