Public note

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The great thing about developing B2B API products is that it forces you to be customer centric as you build technology. However, if you distribute your services over an app, website, or device it's possible to smooth over some of the bumps in your APIs with a slick user interface, leaving your team to maintain some level of undesirable API friction.

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Found on Put Yourself in Your Customers Shoes When Developing APIs | Blog | Mastercard Developers on 2022-03-25 12:27:17.

Tags: #api-product-management