

Pega Experience Design Review

Ensure usefulness, learnability, and efficiency of an application

A Pega Datasheet

Pega's Experience Design (XD) Review evaluates and improves the user experience (UX) aspect of an application.

Focusing on key user journeys, our experience designers use human-centered design techniques to build empathy; It's important to build empathy because we can only design a desirable product or service when people's needs, experiences, wants, and preferences are properly understood. From there we evaluate requirements and previously built applications to uncover opportunities and provide innovative design solutions optimized for Pega's user interface (UI).

The result is a highly usable application with long-term benefits such as higher rates of user adoption, efficient workflows, and increased user satisfaction.

The XD Review has five cumulative stages, each with its own objective:

- **Stage 1 – Discovery and planning**
Understand project background, set expectations, and agree on the scope and desired outcome with stakeholders.
- **Stage 2 – Business research**
Review business objectives and walk through key requirements and any existing research.
- **Stage 3 – Build empathy**
Experience designers get out in the field and meet with actual users to uncover the needs and emotions of the people we are designing for.
- **Stage 4 – Review and recommend**
The insights gained from design research feed into our recommendations, resulting in practical advice that leverages Pega UI features while improving the overall user experience.
- **Stage 5 – Findings workshop**
Schedule an on-site workshop to share findings and recommendations with decision makers. Decide on next steps and craft a plan for implementing changes.

Challenge

In the age of customer centricity, it's clear that great user and customer experiences are synonymous with great business. However, it's all too easy to focus on clearly articulated business goals and requirements without consideration for user needs, potential friction points, and hidden opportunities to transform a service or application to deliver an exceptional ROI.

Solution

The Pega Experience Design Review is a holistic evaluation of an application's user experience. Our five-step process uses human-centered design techniques to gain insights, uncover opportunities, and provide Pega-optimized design recommendations to improve the overall user experience.

Pega Experience Design Review

Timing/duration and deliverables

- Pega's Experience Design Review service takes an average of 80-120 hours to complete.
- Our experience designers lead an on-site workshop with stakeholders to share findings and design recommendations and decide on actionable steps for remediation. A Pega XD Review Findings Report summarizing the outcomes is also provided.

When is a Pega Experience Design Review appropriate?

- A Pega Experience Design Review is most appropriate when you're looking for a third-party review of the UX aspect of your application.
- A Pega Experience Design Review also pairs well with a Pega User Interface Review which evaluates your UI in terms of architecture, maintainability, and scalability, ensuring compliance with industry best practices and Pega guardrails.

Pega Consulting resources

- A Pega Experience Review is generally led by an experience designer who has in-depth UX and Pega UI knowledge and industry experience. Experience designers can also support co-production projects, mentoring UX designers and developers in Pega UI.
- All Pega Consulting resources are experienced in implementing Pega applications and are Pega-certified. Depending on the complexity of the application, other internal resources may be consulted to support the development of the final recommendation.

Getting started

- Please contact your Pega Practice Leader to discuss your needs and circumstances for a Pega Experience Design Review and to schedule the engagement.

How long is the service?

- 80-120 hours

When is a Pega Experience Design Review needed?

- When you're looking for a third-party review of the UX aspect of your application

Who should I contact?

- Your Pega Practice Leader

About Pegasystems

We are Pegasystems, the leader in software for customer engagement and operational excellence. Our adaptive, cloud-architected software – built on the unified Pega Platform™ – empowers people to rapidly deploy and easily change applications to meet strategic business needs. Over our 35-year history, we've delivered award-winning capabilities in CRM and digital process automation (DPA), powered by advanced artificial intelligence and robotic automation, to help the world's leading brands achieve breakthrough business results. Learn more about us at pega.com.