

Hello.



**Shaun Wortis**

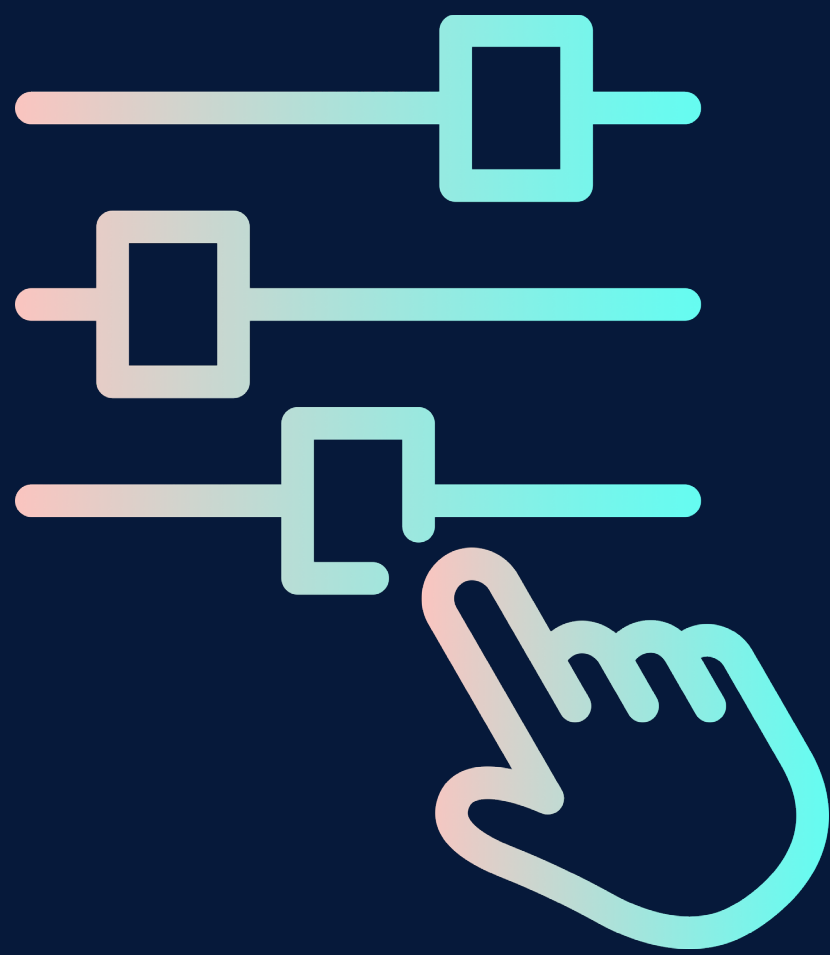
Senior Director, Product Experience



**Vinay Kamath**

Senior Director, UI Technology

# UX is critical to your success (and is a Pega differentiator)



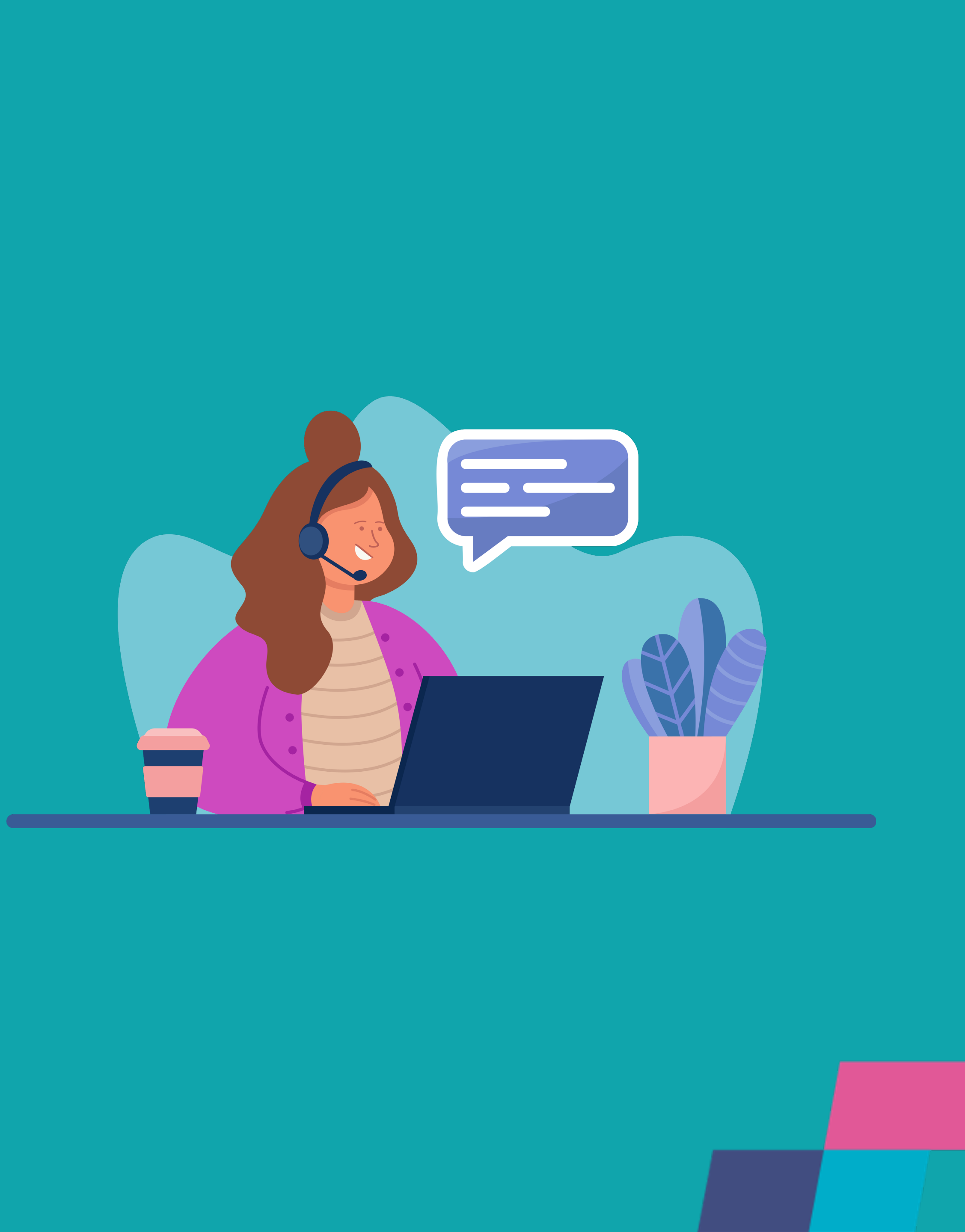
Lowcode platform



AI-powered decisioning



Workflow automation





We all are constantly  
reimagining **and** re-architecting  
the way we do things.





Add | **Web** | Mobile | Add channel variant

 **Template**  
Standard record  
[Edit](#)

**Header**  
Label

**Subheader**  
Case ID

Show icon in header

- Tabs**
- Details
  - Pulse
  - Gate
  - Airplane**
  - Current map location
  - Passengers
- + Add

- Utilities**
- Prediction
  - Files and documents
  - Weather

Preview

Incoming flight (IF-239920) ☆  
**Delta DL 330**

[Add task](#) [Edit](#) [Actions](#)

Altitude # of passengers  
**30,242 ft** **467**

ETA 3:45 PM EST  
Current location 43°22'10.4"N 58°36'24.5"W  
Departure city London, England  
Gate assigned 8  
Status IN TRANSIT

Details

Pulse 4

Gate



Airplane

Passengers












Current map location

Take off | **In flight** | Landed

**To do** 2







-  **Complete credit check**  
Due in 1 day
-  **Get approval**  
Please approve or reject this auto loan [Go](#)

**Passengers**

-  **Tiffany Brown**  
London, UK
-  **Robert Stanton**  
New York, NY, USA
-  **Rachel Pearson**  
Phoenix, AZ
-  **Manha Bernard**  
Boston, MA
-  **Conan Sweeney**  
Boston, MA
-  **Anaiya Bull**  
San Francisco, CA, USA
-  **Muhammad Foster**  
London, UK
-  **Ariella Skinner**  
New York, NY, USA
-  **Mujtaba Medina**  
Phoenix, AZ
-  **Billy-Joe Gray**  
Boston, MA
-  **Paolo Ewing**  
Boston, MA

**Prediction**  
**76%**  
5% down

**Files**

-  FI
-  W
-  M
-  PL
-  L
-  lo

**Weather**  
10AM  
59°





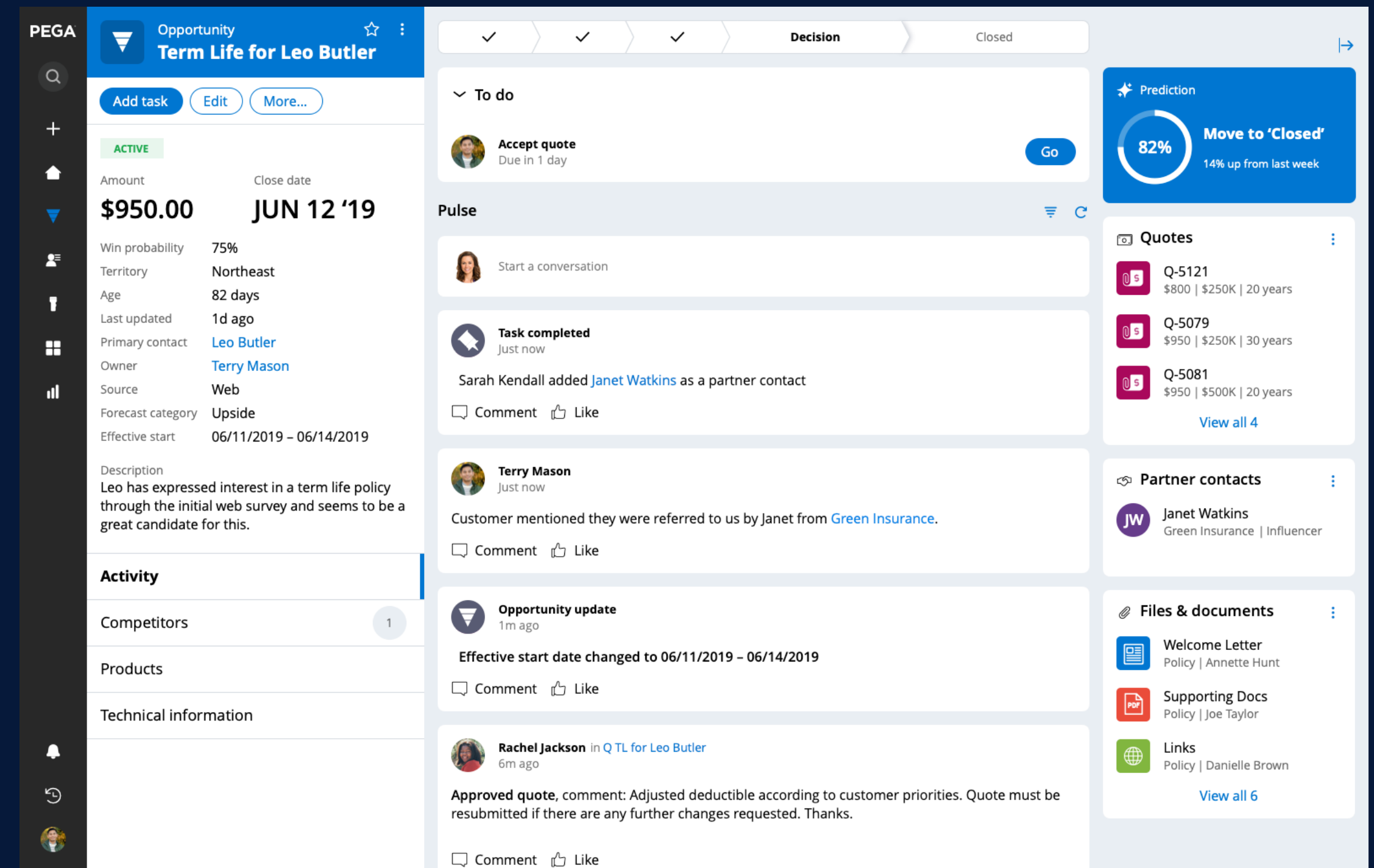
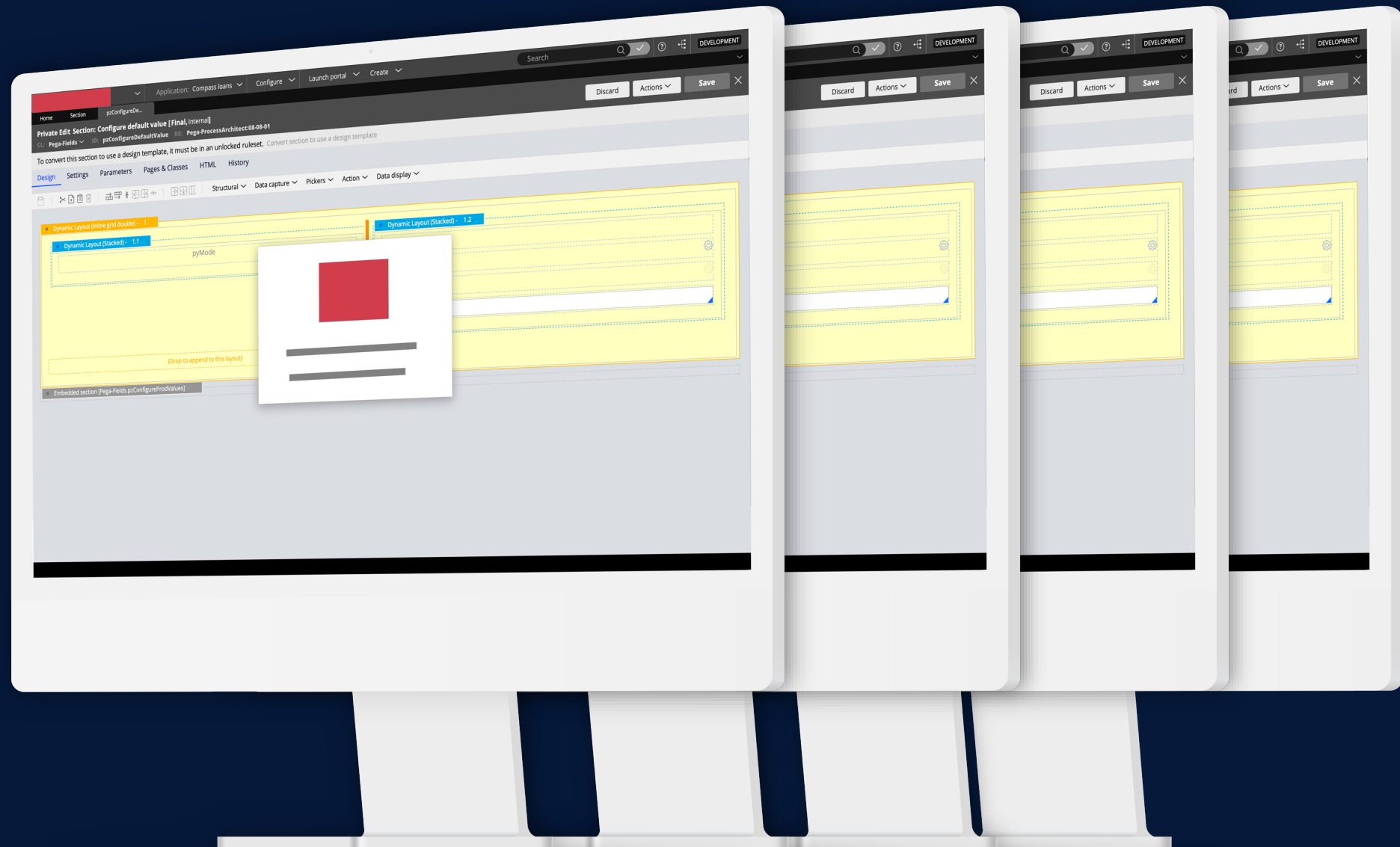
# UI-first



# "UI-first"

VS

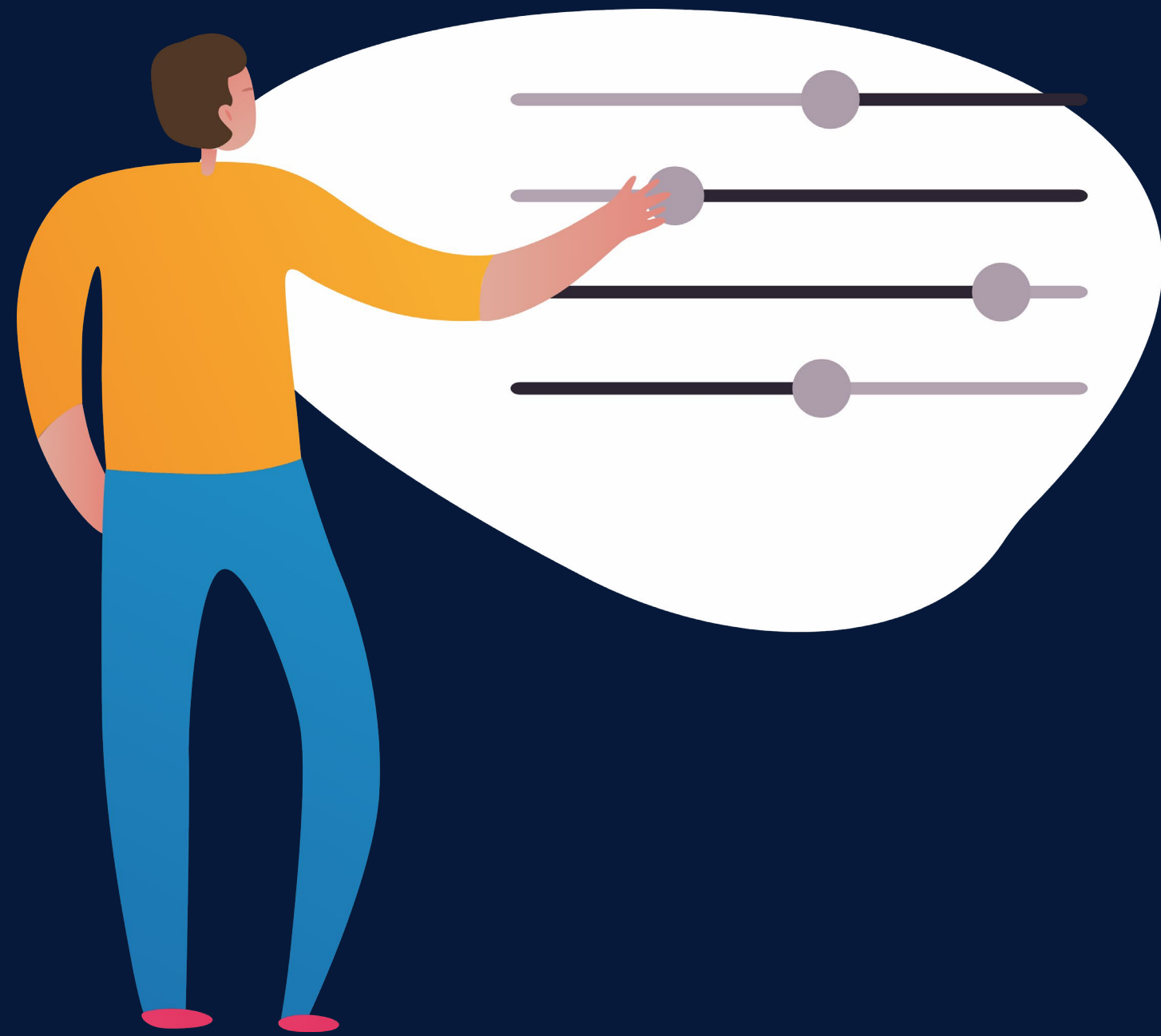
# "Center-Out"



1. Create interfaces
2. Add meaning to interfaces
3. Rinse & repeat...

1. Create the process / journey
2. Point to prescribed interface
3. Get work done!





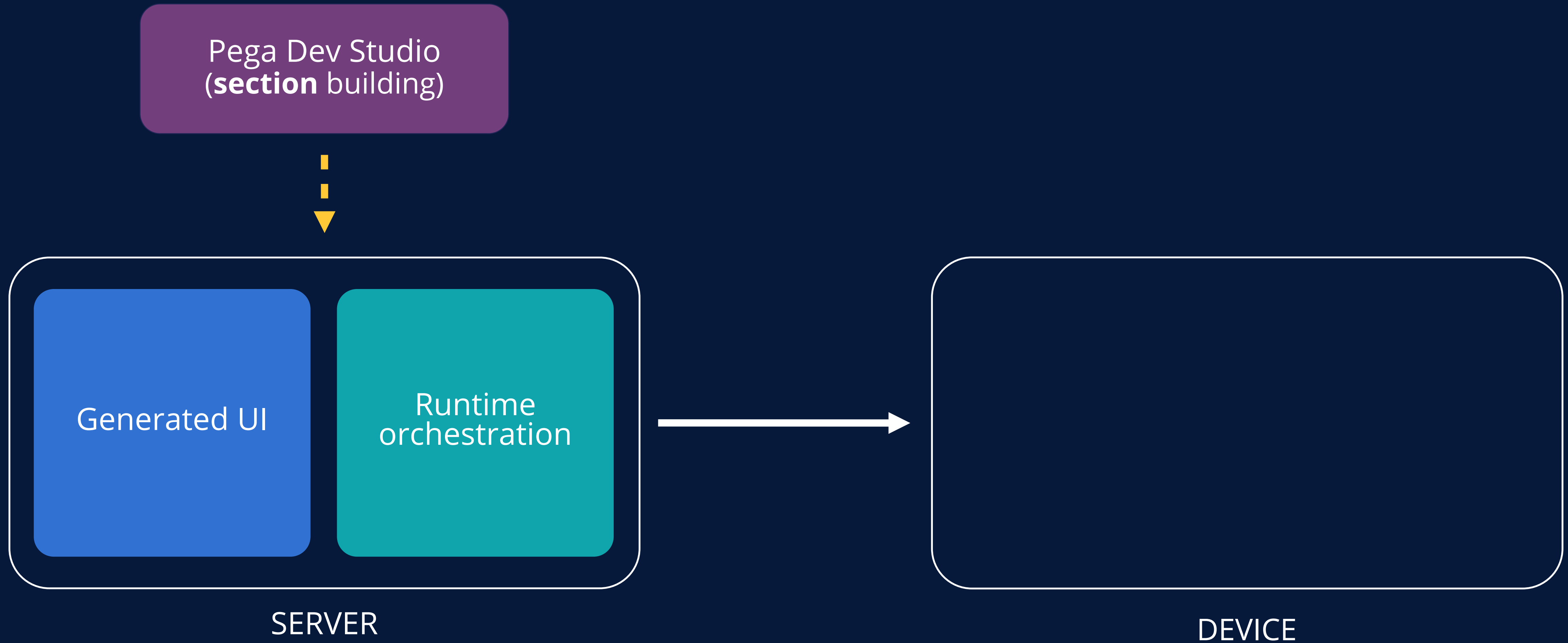
**Flexible orchestration**



**Prescribed presentation**

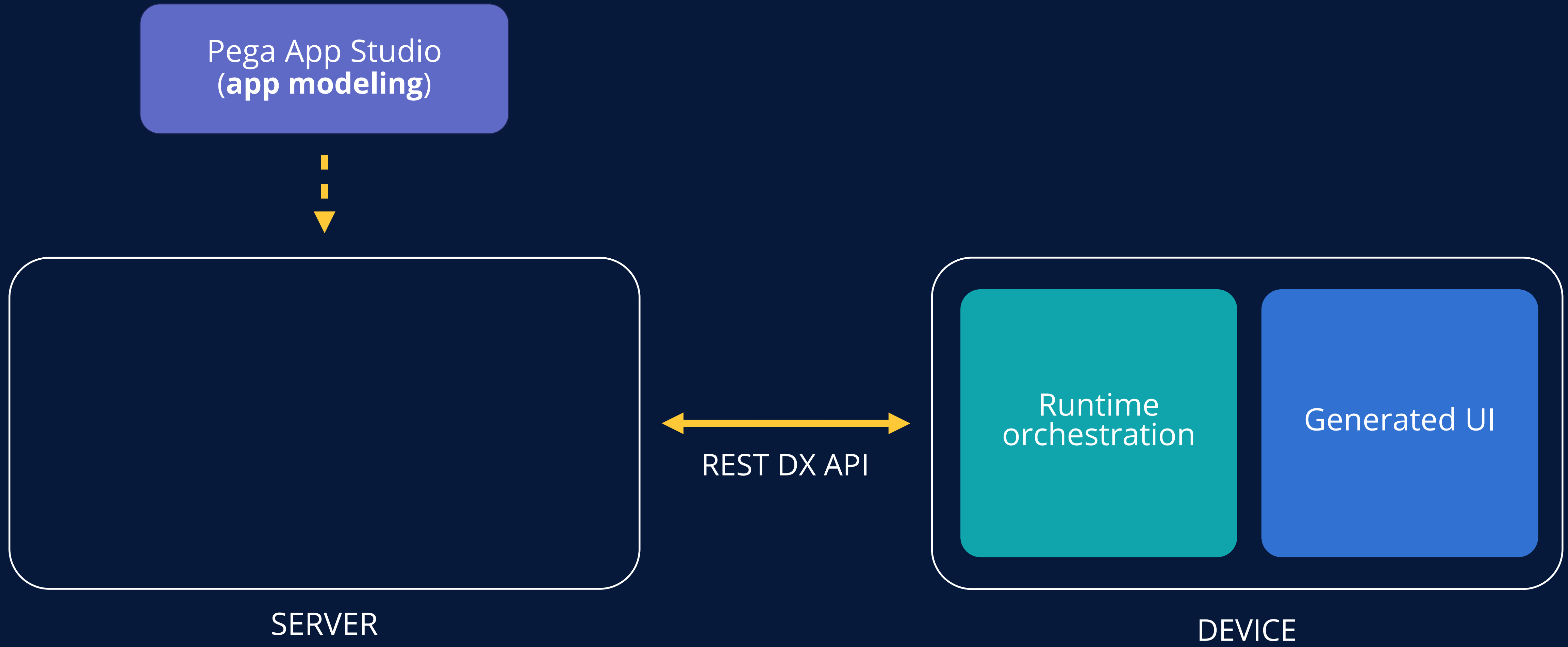


# Traditional architecture ("section-based UI")

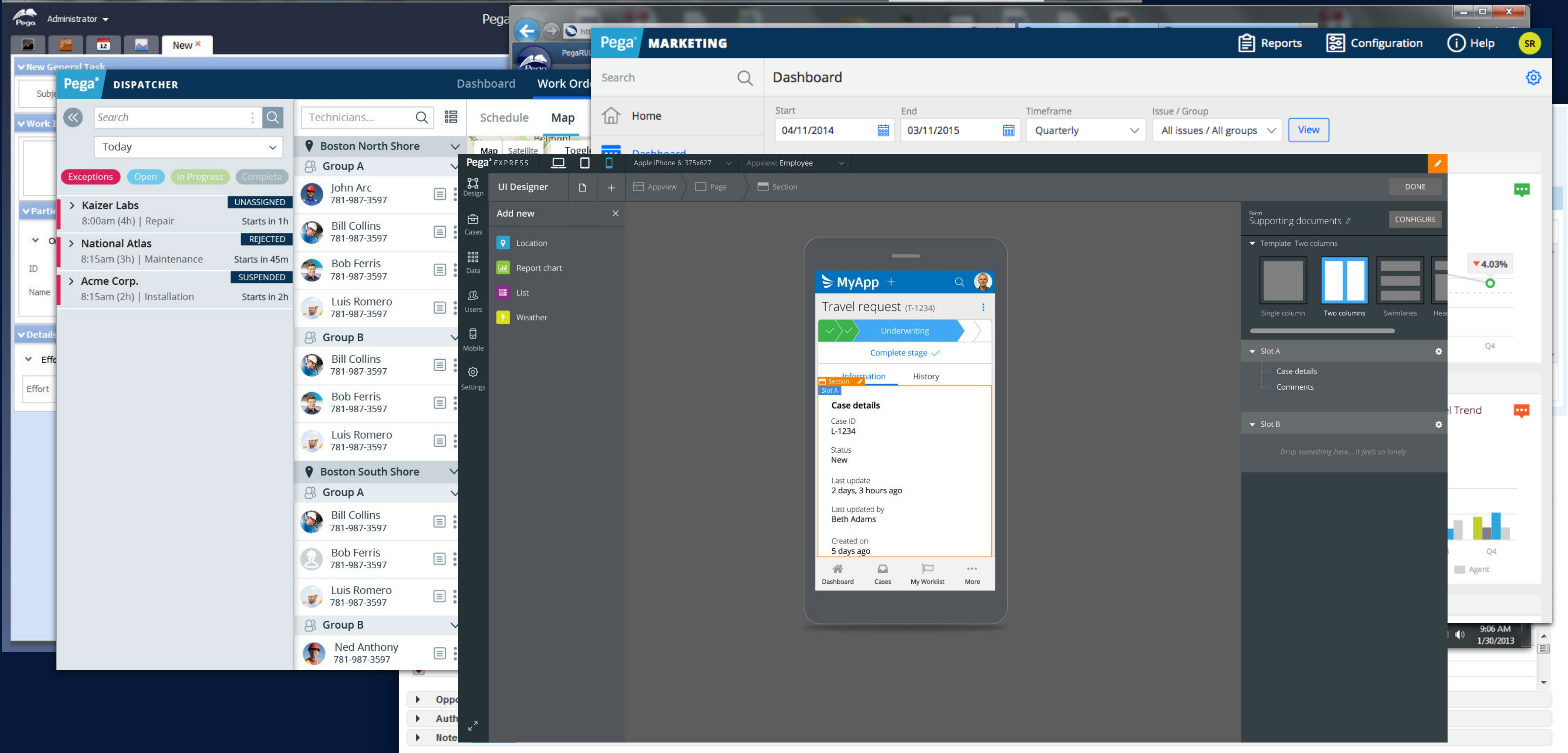




# New "Constellation" architecture



# Pega UX systems: a brief history





Klantwaardes  
**Platinu**  
 Status  
 Klant sinds  
 Telefoon nr.  
 Adres  
 Email  
**Klant overzic**  
 Activiteiten  
 Rekeningen  
 Documenten

Intell  
 Automatis  
 Taak  
 Leningen e  
 Kennis artike

1:27

S-220 π  
 Sing

**To do**

- EF Techn Evalua
- EF Finan Evalua

**DETAILS**

**Project ov**

Search

**System dia**

- Biograph V
- X-Ray Proc
- Emergency
- Fire detect
- Fire suppre
- Fume hood
- Fire exting
- Demand-c
- CMT enviro
- HVAC cont
- Lighting
- Access con
- Room cont
- Dehumidif
- VOC air qu
- CV convers

**Q-1234 Monoline auto quote**

**Actions**

Status: **PENDING-CONVERSION**

Contact name: Lynn Barrington  
 Phone: (209) 895-5014  
 Email: lynn@barringtonfloors.com

Business name: Barrington Floors  
 Trade name: Barrington Floors Inc.  
 Address: 1070 Sunset Valley Rd, Moorpark, CA 93021

Owner: John Barrington  
 Phone: (209) 230-1900  
 Year established: 2001

SIC: Floor laying and other floor work - 1752

Agency: Blass Insurance  
 Created: Bill Blass 1m ago

**QUOTE DETAILS**

**CUSTOMER PROFILE**

**DOCUMENTS**

**PULSE**

✓ Create > ✓ Quick quote > ✓ Underwriting review > Convert to policy

**Review approved quote**

**Price change**  
 Review price change with customer.

**Underwriter Comments**

Comment	Operator	Date
I reviewed the quote and went ahead and approved it. If you have any questions, please let me know.	Umar Williams	02/17/2022 9:59 AM

**Effective date**  
 Effective date: 1/15/2020  
 Change effective date

**Additional interests**

Name	Type	Vehicles	Action
No records.			

**Underwriting changes**

Field	Operator	Date
Business name changed from Barrington Floors to Barrington Flooring	Umar Williams	12/01/2021
Included drivers changed from 4 to 3	Umar Williams	12/01/2021
Driver: Perry Jones changed from Included to Excluded	Umar Williams	12/01/2021
SIC code changed from Carpentry Work - 1751 to Floor laying and other floor work - 1752	Umar Williams	12/01/2021
Annual premium changed from \$1,200 to \$1,000	Umar Williams	12/01/2021

**Underwriter changes**

Field	Old value	New value	User	Date
Business name	Barrington Floors	Barrington Flooring	Umar Williams	12/01/2021

**QUOTE SUMMARY**

Annual premium	Monthly premium
<b>\$1,200</b>	<b>\$100</b>

Drivers: 4  
 Vehicles: 2  
 Liability: \$1,000,000  
 Number of UW rules triggered: 2

**SEND QUOTE**

**FILES & DOCUMENTS 3**

- PDF Loss run report 2020 (File • Bill Blass)
- PDF Loss run report 2019 (File • Bill Blass)
- Quotes (Email • Bill Blass)

**RELATED WORK 2**

Add products  
 N-7201 • OPEN

Artisan contractor quote  
 Q-5678 • NEW



# New architecture: 2/3 reduction in development time

Converting Pega Customer Service to Cosmos React

Situations:  
•Chronic absences at school  
•Child neglect

RE

- Oral report by professional (mandated)
- Bus driver
  - School professionals
    - Professional with school license
  - Healthcare professionals
  - Person w/ professional license
  - Social worker
  - Police (responding to domestic violence)

Report by family member (non-mandated)

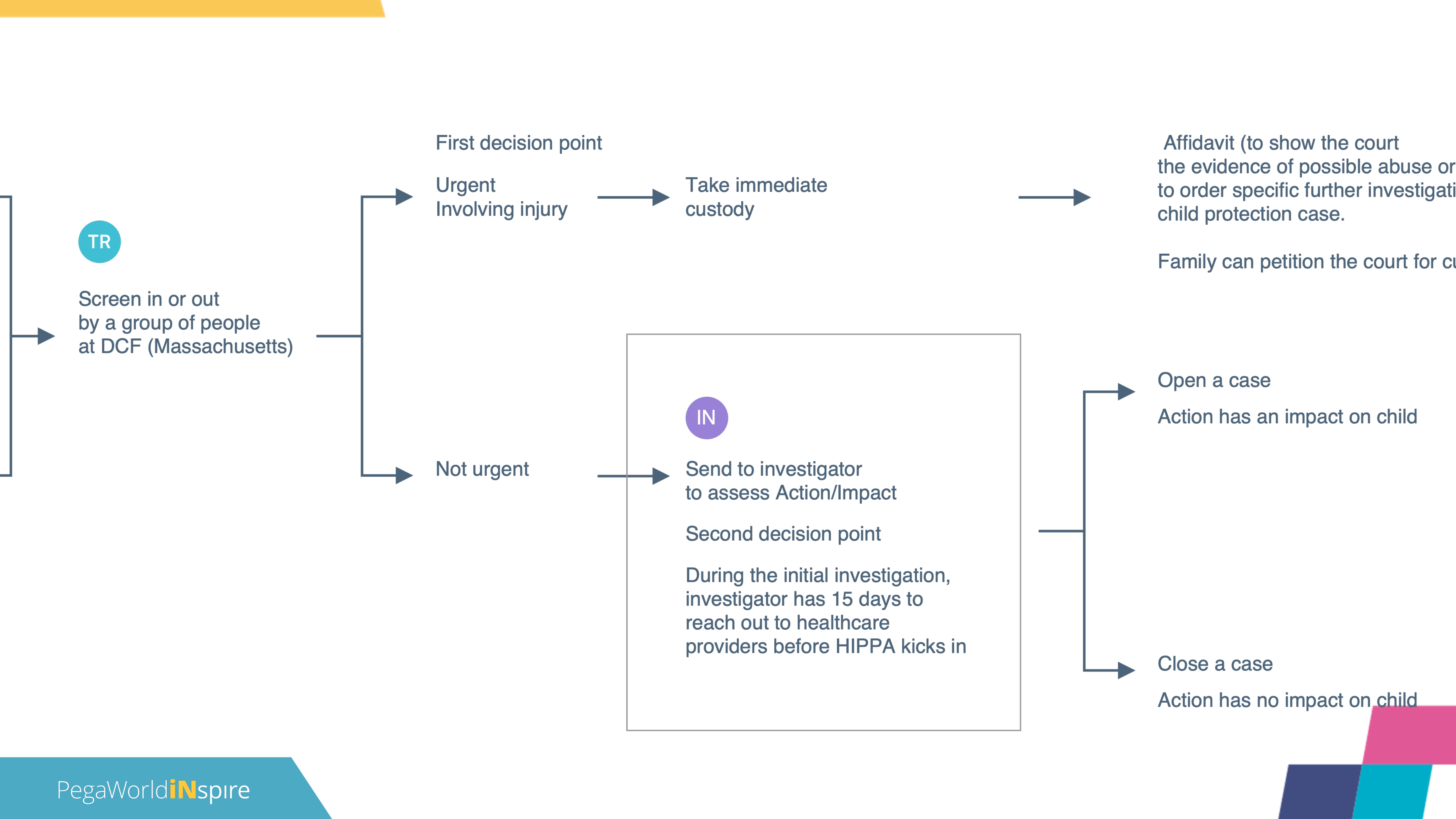
Within 24 hours

Provide written report (online form)

TR

Screen in  
by a group  
at DCF (M





or neglect  
ation in a

r custody

CW

Case workers have  
45 working days

Conduct assessment  
(home visit)  
• Review trauma history  
• Substance abuse history

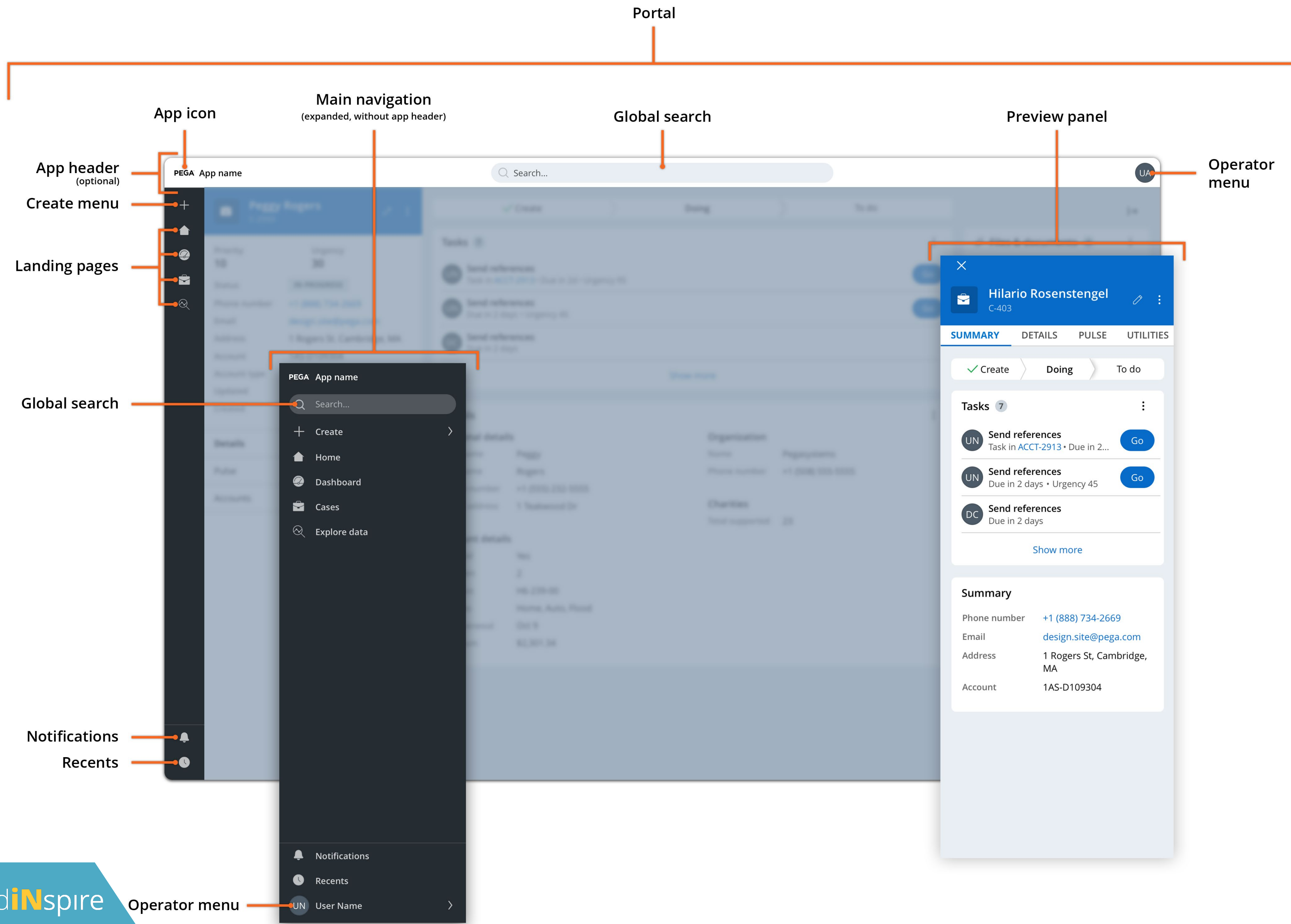
Why did the case come in?

Provide a plan

Conduct assessment  
Did the family deal with  
the situation?

No  
On-going check-in

Yes  
Case can close






# Summary panel

# Work area

# Utilities panel

Utilities panel toggle

 **Peggy Rogers**  
C-2593  

Priority	Urgency
<b>10</b>	<b>30</b>
Status	<b>IN PROGRESS</b>
Phone number	+1 (888) 734-2669
Email	design.site@pega.com
Address	1 Rogers St. Cambridge, MA
Account	1AS-D109304
Account type	Gold
Updated	Peggy Rogers 2d ago
Created	Bill Blass 1y ago

- Details**
- Pulse
- Accounts 6

✔ Create
Doing
To do

**Tasks** 7 ⋮

- UN

**Send references**

Task in ACCT-2913 • Due in 2d • Urgency 95

Go

---

- UN

**Send references**

Due in 2 days • Urgency 45

Go

---

- DC

**Send references**

Due in 2 days

[Show more](#)

**Details** ⋮


<b>Personal details</b>		<b>Organization</b>	
First name	Peggy	Name	Pegasystems
Last name	Rogers	Phone number	+1 (508) 555-5555
Phone number	+1 (555) 232-5555	<b>Charities</b>	
Street address	1 Teakwood Dr	Total supported	23

**Account details**

Married	Yes
Children	2
Account	H6-239-00
Policies	Home, Auto, Flood
Next renewal	Oct 9
Premium	\$2,301.34

|→ ⋮

 **Files & documents** 4 ⋮

- ☰

**Written contract**

Documentation • Kiley Gneiss

⋮

---

- PDF


**Photo ID**

Reference • Evey Prosser

⋮

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- 📎

**FAQ** 

Link • Jobie Hennessy

⋮

[View all](#)

 **Followers** 99+ ⋮

- NS

**Nathan Swanson**

🗑️

---

- GS

**Glenn Simpson**

🗑️

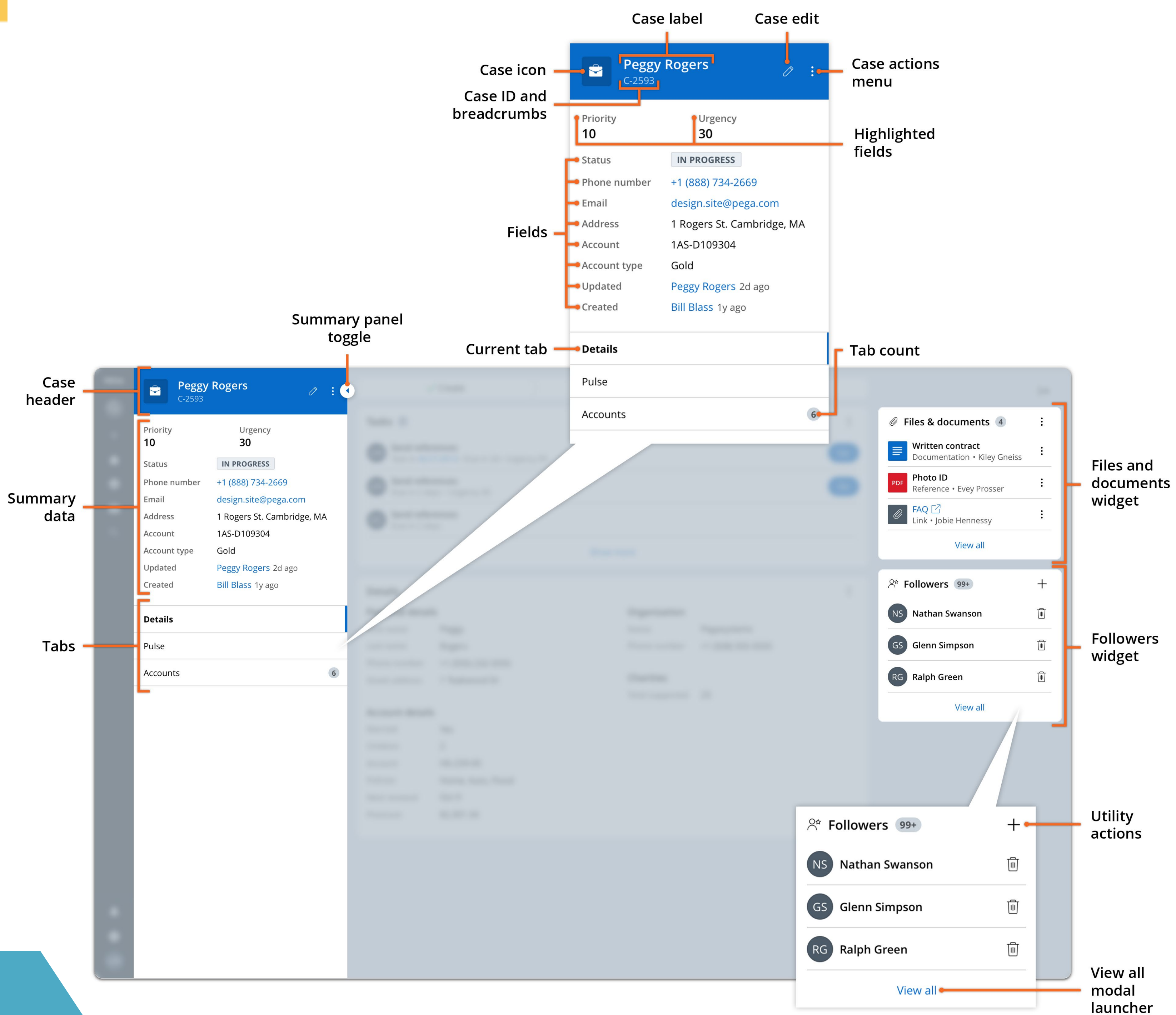
---

- RG

**Ralph Green**

🗑️

[View all](#)



Task assignee  
Task label  
Task metadata

Completed stage

Current stage

Incomplete stage

Case life cycle

Tasks

Task launch button



UN Send references  
Due in 2 days • Urgency 45

- Tasks 7
- UN Send references  
Task in ACCT-2913 • Due in 2d • Urgency 95 [Go]
- UN Send references  
Due in 2 days • Urgency 45 [Go]
- DC Send references  
Due in 2 days
- Show more

Current tab  
Details

Panel with current tab details

Details

<b>Personal details</b>		<b>Organization</b>	
First name	Peggy	Name	Pegasystems
Last name	Rogers	Phone number	+1 (508) 555-5555
Phone number	+1 (555) 232-5555	<b>Charities</b>	
Street address	1 Teakwood Dr	Total supported	23
<b>Account details</b>			
Married	Yes		
Children	2		
Account	H6-239-00		
Policies	Home, Auto, Flood		
Next renewal	Oct 9		
Premium	\$2,301.34		





Overview

Case types

Data

Interfaces

Pages

Users

Settings

Workflow Data model Data pages **User interface** Settings

Views

Add Web Mobile Add channel variant

Case views

Case page

Summary

Details

Glimpse

List-type views

List of releases

Epics for this release

Forms

Create order

Edit

Enter shipping info

Enter payment info

Review order



Template Standard record

Edit

Header

Label

Subheader

Case ID

Show icon in header

Tabs

Details

Pulse

Gate

Airplane

Current map location

Passengers

+ Add

Utilities

Prediction

Files and documents

Weather

Preview

Incoming flight (IF-239920) ☆  
**Delta DL 330**

Add task Edit Actions

Altitude	# of passengers
<b>30,242 ft</b>	<b>467</b>
ETA	3:45 PM EST
Current location	43°22'10.4"N 58°36'24.5"W
Departure city	London, England
Gate assigned	8
Status	<b>IN TRANSIT</b>

Details
Pulse 4
Gate
Airplane
Passengers
Current map location

Take off In flight Landed

- To do 2
- Complete credit check Due in 1 day
  - Get approval Please approve or reject this auto loan **Go**

- Passengers
- Tiffany Brown London, UK
  - Robert Stanton New York, NY, USA
  - Rachel Pearson Phoenix, AZ
  - Manha Bernard Boston, MA
  - Conan Sweeney Boston, MA
  - Anaiya Bull San Francisco, CA, USA
  - Muhammad Foster London, UK
  - Ariella Skinner New York, NY, USA
  - Mujtaba Medina Phoenix, AZ
  - Billy-Joe Gray Boston, MA
  - Paolo Ewing Boston, MA

Prediction

**76%** Will be on-time

5% down from last hour

- Passengers
- Tiffany Brown London, UK
  - Robert Stanton New York, NY, USA
  - Rachel Pearson Phoenix, AZ
- [View all 75](#)

- Files & documents
- Flight doc Word .doc file | 36k
  - Manifest PDF file | 280k
  - Logan airport loganairport.com
- [View all 6](#)

59°

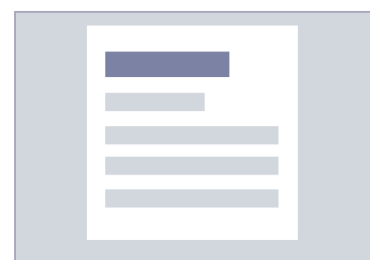
10AM 12PM 2PM 4PM 6PM

59° 59° 59° 59° 59°



# A paradigm shift: 'customization' to 'configuration'

### Edit view: Summary (i)



Template  
Summary data

#### Highlighted fields

Drag fields here

+ Add

#### Fields

- Status ⚙️ 🗑️
- Urgency ⚙️ 🗑️
- Contact information ⚙️ 🗑️
- Patient ID ⚙️ 🗑️
- Primary care provider ⚙️ 🗑️
- Allergies ⚙️ 🗑️

+ Add

PEGA



Patient  
**Elizabeth Peterson** ☆

Edit

Actions ▾

Status	<b>IN PATIENT</b>
Urgency	20
Contact information	202-555-0117
Patient ID	M20668491900
Primary care provider	Dr. Lakshmanaswami Mudaliar
Allergies	Aspirin, ibuprofen

Details

**Activity** 0

Create

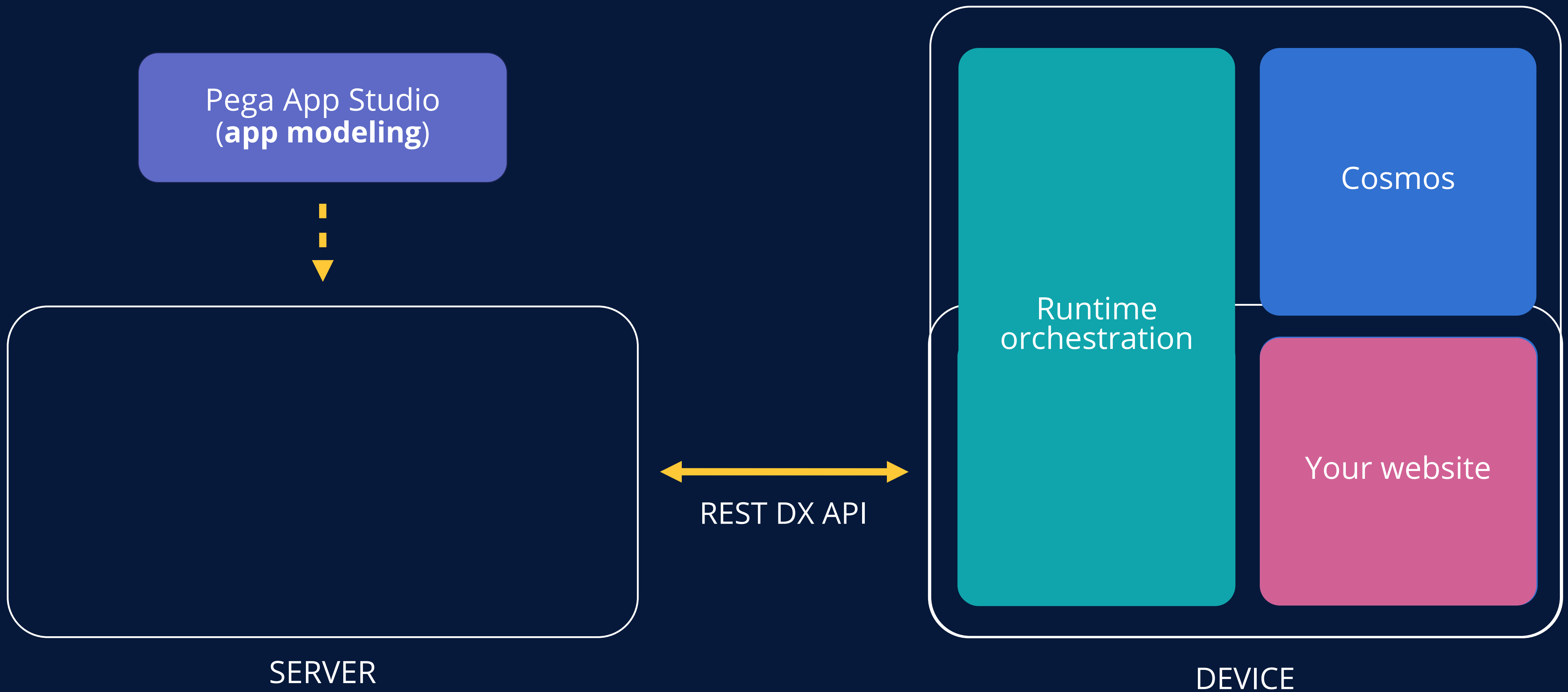
Verify

### Pulse

**TM** Start a conversation



# An extendible architecture



### Announcements

We've launched a brand new experience to accelerate your workflow. Check out the guides to help you get the most of Cosmos.

- New React based UI rendering
- Support for followers and recents
- New authoring experience

[See what's new](#)



### RM My Worklist 0

No items

### My followed items ▾

Case ID	Label	Status	Priority
No records found.			

### Pulse

RM Start a conversation

JS **joe smith** 10 months ago

The Pega Product UX Design team, part of Pega's Product Experience group, empowers teams to deliver software that crushes complexity and supports teams that Build for Change®.

UX Design at Pega embraces a distinctive methodology of design thinking within a design system. These are not abstract concepts — they are a living methodology for creating best-in-class applications.

We've embraced the concept of a scalable, unified design to be used across multiple case management applications. Our solutions are developed from users' needs and feedback, fundamentally grounded in the theory and practice of design thinking — the iterative process of software design that starts with user empathy.

Comment 1 Like

JS **joe smith**

Principles  
We believe that:

Enterprise software must be designed for performance. Productivity, efficiency and accuracy in business applications cannot be achieved without careful UX design. It's our mission to drive success in Pega applications via design systems tuned for maximum end-user performance as well as ease of authoring by app developers.

Enterprise software should be easy to learn. We look for ways to re-purpose familiar interactions and UX patterns for enterprise, with the goal of greatly reducing expensive training time.

Application authoring and configuration should be simpler. We empower teams to deliver engaging experiences, instead of configuring complex software. The Pega Platform™ is an enormously powerful system – and with that power, can come complexity. Pega's goal is to democratize software development, allowing businesspeople to directly configure applications. Our job is to take complex and powerful technology and make it accessible to everyone.

10 months ago

# Cosmos for your end-customers

Center-Out authoring expands your options

The screenshot displays the Pega App Studio interface for configuring a mobile case view. The top navigation bar includes 'APP STUDIO', 'Application: Pega Customer Service', a 'Preview' button, and a 'DEVELOPMENT' status indicator. The main workspace is divided into three sections: a left-hand navigation pane, a central configuration pane, and a right-hand preview pane.

**Left-hand navigation pane:** Contains icons and labels for 'Overview', 'Case types', 'Data', 'Interfaces', 'Pages', 'Users', and 'Settings'. Under 'Case types', 'Release' is selected, and under 'Interfaces', 'Case views' is selected. A list of case views is shown, including 'Case page', 'Summary', 'Details', and 'Glimpse'. Under 'List-type views', 'List of releases' and 'Epics for this release' are listed. Under 'Forms', 'Create order', 'Edit', 'Enter shipping info', 'Enter payment info', and 'Review order' are listed.

**Central configuration pane:** Shows the configuration for the 'Mobile' channel variant. It includes a 'Template Standard record' with an 'Edit' button. The 'Header' section has a 'Label' dropdown menu. The 'Subheader' section has a 'Case ID' dropdown menu. A checkbox 'Show icon in header' is checked. The 'Tabs' section lists 'Details', 'Pulse', 'Gate', 'Airplane' (selected), 'Current map location', and 'Passengers', each with a settings gear and a trash icon. An '+ Add' button is at the bottom. The 'Utilities' section lists 'Prediction', 'Files and documents', and 'Weather', each with a trash icon.

**Right-hand preview pane:** Shows a mobile case view titled 'Case ID'. The header is blue with a back arrow, 'Case ID', a star icon, and a menu icon. Below the header is a 'Label' section with tabs for 'DETAILS', 'ACTIVITY', 'UTILITIES', and 'STORIES'. A progress indicator shows 'Done' (checked), 'Doing', and 'Upcoming'. A 'To do' section shows a task 'TM Resolve this case'. A 'Summary' section shows 'Status' as 'NEW', 'Priority' as '10', 'Created' as 'First and Last name, date', and 'Updated' as 'First and Last name, date'. A blue edit button is at the bottom right.



# Cosmos for your end-customers

Center-Out authoring expands your options

The screenshot displays the Pega App Studio interface for configuring a mobile user interface. The top navigation bar includes the Pega logo, 'APP STUDIO', and the application name 'Application: Pega Customer Service'. The main workspace is divided into several sections:

- Left Sidebar:** Contains navigation icons for Overview, Case types, Data, Interfaces, Pages, Users, and Settings.
- Top Navigation:** Shows 'Case type: Release' and tabs for Workflow, Data model, Data pages, **User interface**, and Settings.
- Views Panel:** Lists various view types under 'Case views' (Case page, Summary, Details, Glimpse) and 'List-type views' (List of releases, Epics for this release). It also includes a 'Forms' section with options like 'Create order', 'Edit', and 'Enter shipping info'.
- Main Configuration Area:**
  - Channel Selection:** 'Web' and 'Mobile' (selected) tabs, with an 'Add channel variant' button.
  - Template Selection:** A preview of a 'Standard release' template with an 'Edit' button.
  - Header:** A dropdown menu currently set to 'Label'.
  - Subheader:** A dropdown menu currently set to 'Case ID'.
  - Options:** A checked checkbox for 'Show icon in header'.
  - Tabs:** A list of tabs including 'Details' and 'Pulse', each with a settings gear and a delete trash icon.
- Right Preview:** Shows a mobile device mockup with a blue header containing a back arrow, the text 'Label', and a 'DETAILS' button. Below the header, there is a green checkmark and the text 'Don', and a 'To do' section with a 'TM' logo.

**“The amount of effort to go to new countries, new front-ends, etc, is much better — things are much faster.”**

—Lex Ruijter Global Pega Application Manager @LeasePlan

**“It’s not just the front end, but also designing the RIGHT way. The big advantage [of Cosmos React] is it will force [builders] to do the design job right. It will be easier to move to customer self-service [eventually], build customer-facing environments.”**

—Vineeth Kichilu, AVP — Technology, Pega Partner @Aaseya IT Services



Add | **Web** | Mobile | Add channel variant

 **Template**  
Standard record  
[Edit](#)

**Header**  
Label

**Subheader**  
Case ID

Show icon in header

- Tabs**
- Details
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  - Current map location
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- + Add

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[Add task](#) [Edit](#) [Actions](#)

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Gate assigned 8  
Status IN TRANSIT

Details

Pulse 4

Gate



Airplane

Passengers












Current map location

Take off | **In flight** | Landed

**To do** 2

-  **Complete credit check**  
Due in 1 day
-  **Get approval**  
Please approve or reject this auto loan [Go](#)

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-  **Ariella Skinner**  
New York, NY, USA
-  **Mujtaba Medina**  
Phoenix, AZ
-  **Billy-Joe Gray**  
Boston, MA
-  **Paolo Ewing**  
Boston, MA

**Prediction**  
76%  
5% down

**Files & Documents**

- FI
- W
- M
- PL
- L
- lo

**Weather**  
10AM  
59°