

# Scaling Design

UX for UX

**Chris LaChance**

Design Ops Lead @ Pega.com





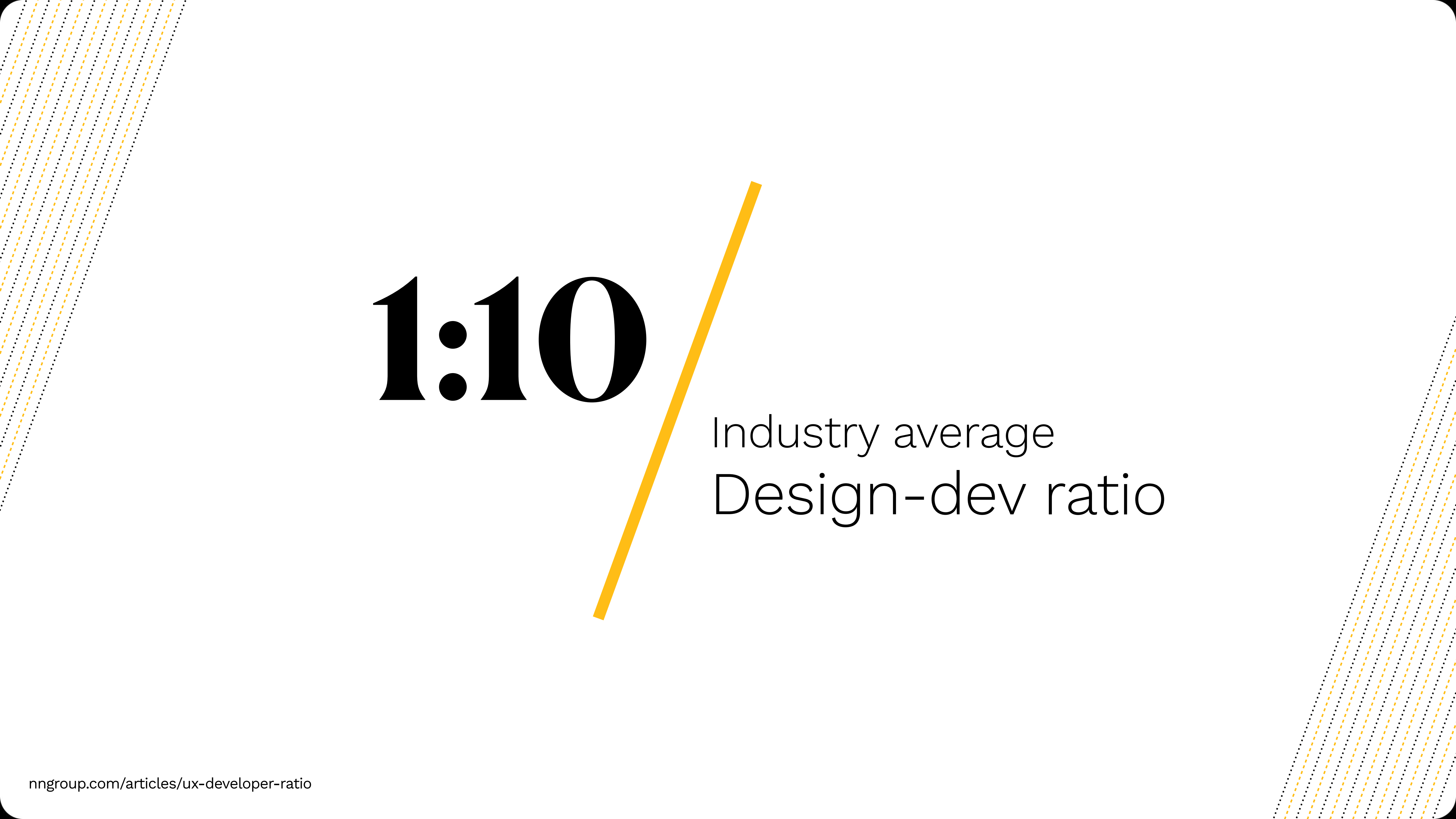


# History





**PEGA<sup>®</sup>**



# 1:10

Industry average  
Design-dev ratio



**1:70**

Pega's  
Design-dev ratio

The image features a white background with decorative elements in the corners. In the top-left and bottom-right corners, there are series of parallel diagonal lines. Each series consists of a solid yellow line flanked by two dotted black lines, creating a layered, geometric effect.

**In-office design team,  
forced into remote.**

The image features a white background with decorative elements in the corners. In the top-left and bottom-right corners, there are series of parallel diagonal lines. Each series consists of a solid yellow line flanked by two dotted black lines, creating a layered, geometric effect.

**We also needed a  
design system.**



Our design system has taken three years and millions of dollars to design. And we still aren't ready to release it.

**Overheard from a well-known brand**



**Scale** what you have.



**155**

**Components + Patterns**





PEGA

CST-7201

Peggy Rogers

☆

Edit

Actions...

Status

IN PROGRESS

Phone number +1 (888) 734-2669

Email design.site@pega.com

Address 1 Rogers St. Cambridge, MA

Account 1AS-D109304

Details

Pulse

Accounts 6

Create

Doing

Upcoming

To do

UN Send references

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

Go

UN Confirm transaction

Due in 1d • Priority 45

Go

DC Approve employee process

Due in 1d

Show more

Details

Personal details

First name Peggy

Last name Rogers

Phone number +1 (555) 232-5555

Street address 1 Teakwood Dr

Organization

Name Pegasystems Inc

Office HQ Cambridge, MA USA

Phone number +1 (888) 734-2669

Account details

ID 1AS-D109304

Member since 1983

Founder Alan Trefler

Files & documents 4

Written contract

Documentation • Kiley Gneiss

Photo ID

Reference • Evey Prosser

FAQ

Link • Jobie Hennessy

View all











Followers 99+

Nathan Swanson

Glenn Simpson

Ralph Green

View all

<div> <div> Filter Sort Group </div> </div>		
	Amount	
	\$939.12	
	\$713.24	
	\$831.40	
	\$438.79	
	\$619.42	
	\$344.05	
	\$761.84	
	\$927.15	
	\$442.90	
	\$480.21	

Enter

# Design Ops

A collective term for addressing challenges such as: growing and evolving design teams, finding and hiring people with the right skills, creating efficient workflows, improving the quality and impact of design outputs.

Nielsen Norman Group



Enter

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Enter

# Design Ops

A collective term for addressing challenges such as: growing and evolving design **teams**, finding and hiring people with the right skills, creating efficient **workflows**, improving the quality and impact of design **outputs**.

Nielsen Norman Group





# Team



**Get to know your team.**

A yellow rectangular box with a dashed black border. In the top right corner of the box, there is a small black icon of a double-headed arrow pointing diagonally outwards.



# Pain Points

- 🚫 Who worked on this last?
- 🚫 Items are grouped too deeply.
- 🚫 Why is every layer always locked?
- 🚫 Why did we make this decision?
- 🚫 What did you change in my file?
- 🚫 I don't have the tools to do my job.
- 🚫 There are too many tools to manage.
- 🚫 I need to copy from an Illustrator file to follow standards.
- 🚫 I can't make it that late in the day.
- 🚫 Why does it take so long for new designers to settle in?

👍 I really enjoy using this app.

👍 I really like the detail in this design.

# **Pain Points**

**Quick + simple  
collab.**

**Know + find  
everything to  
do the job right.**



**Get to know your reputation.**



# Pain Points

- 🚫 Designs have a varying level of fidelity
- 🚫 Poorly documented designs create many questions
- 🚫 Devs can't ask questions of a designer due to lack of availability
- 🚫 Devs make decisions on their own without input
- 🚫 Sprint reviews do not produce a designer's expected result
- 🚫 Devs catch designers recreating existing patterns

**64%**

Lots of dictates,  
Little collaboration

**18%**

Dev and design didn't speak at all

**18%**

Very collaborative

# Pain Points

Whenever I get PDF design, I take a screenshot, open in **MS Paint**, then use the little dropper tool to figure out the hex code.

Anonymous developer



# **Pain Points**

**Early + frequent  
collaboration.**

**Better documentation.**

Get to know your **resources.**





Workflow

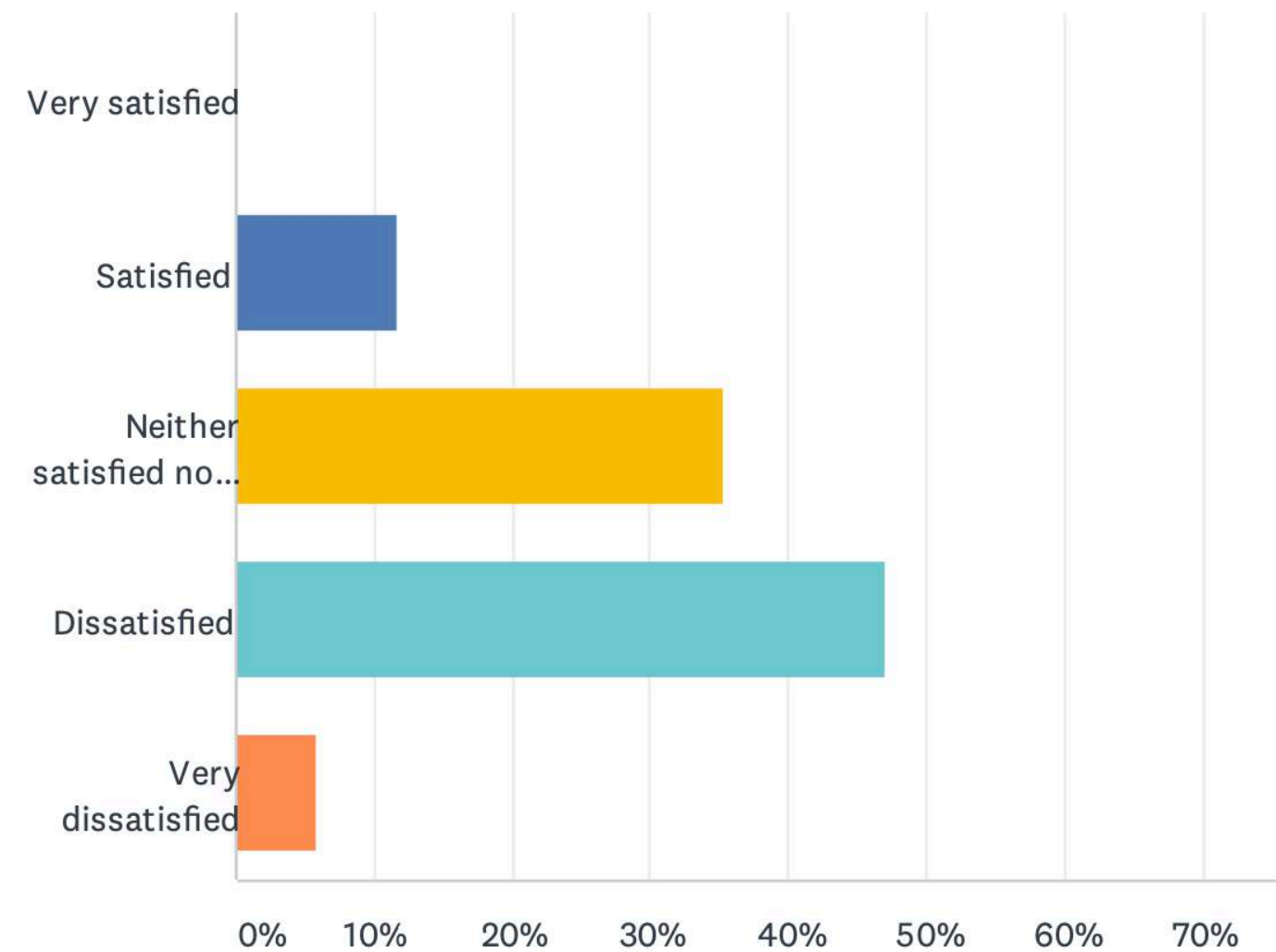


**Anonymous surveys  solve conflict.**

# Design tooling

Overall, how satisfied or dissatisfied are you with your current prototyping solution?

Answered: 17 Skipped: 2

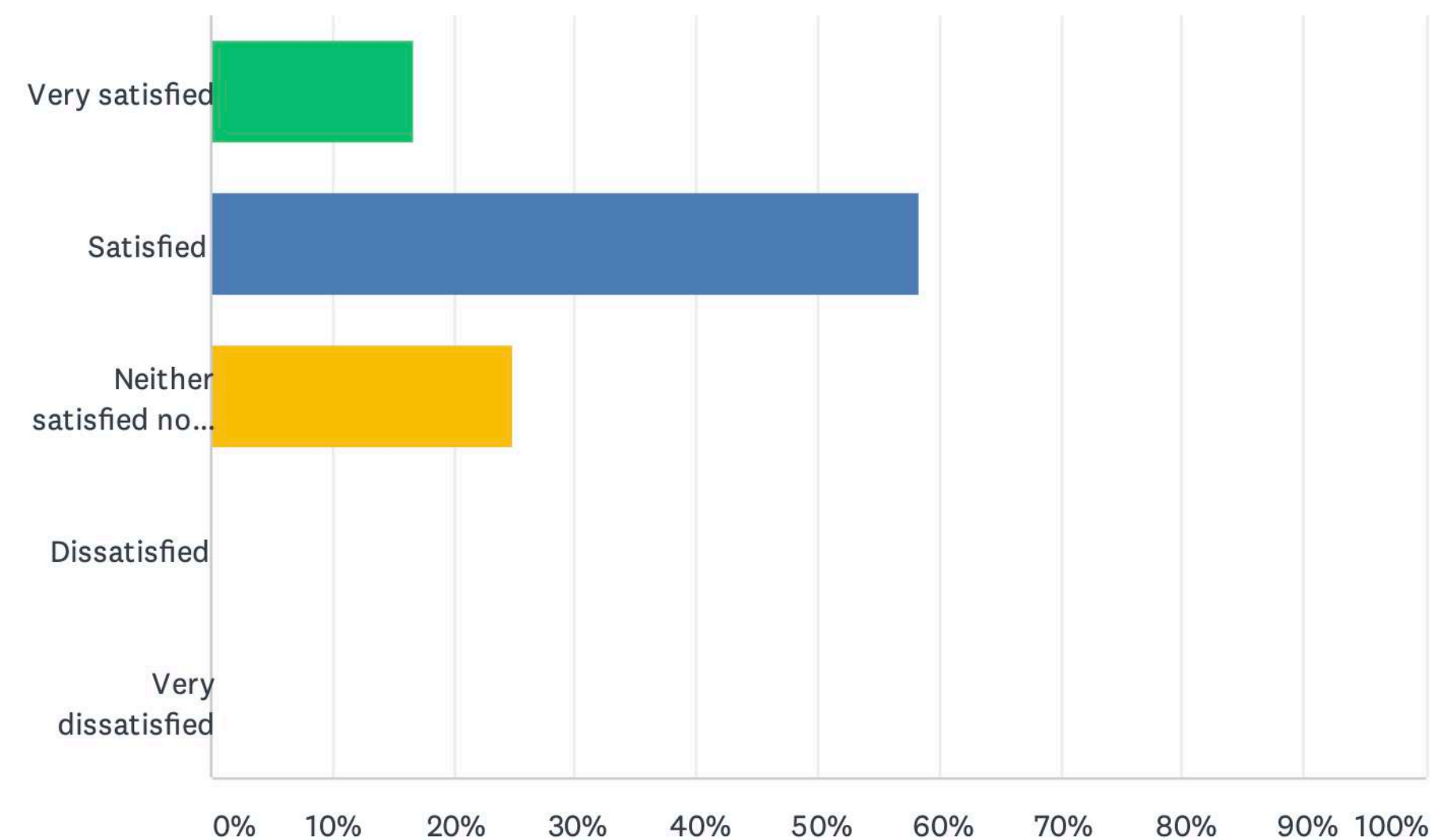


**Late 2019**

**Mid 2020**

Overall, how satisfied or dissatisfied are you with your current prototyping solution?

Answered: 24 Skipped: 0



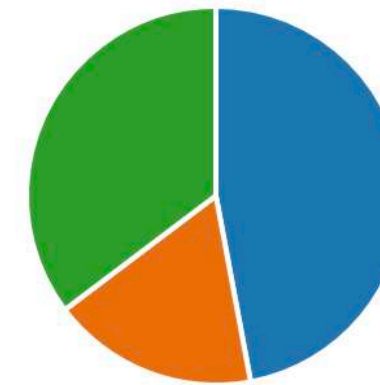


# File Etiquette

6. Which items should be LOCKED when a file is opened?

[More Details](#)

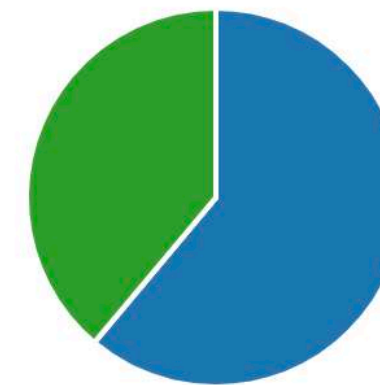
Nothing	8
Example or non-flow assets	3
Other	6



7. Outside of masked things, what should be GROUPED?

[More Details](#)

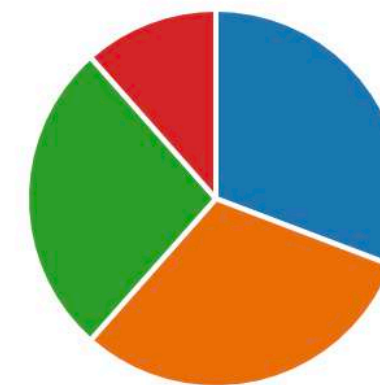
Items that are similar or repea...	11
Nothing	0
Other	7



8. Where should a designer store REFERENCE material? (e.g. screen grabs, whiteboard images, etc.)

[More Details](#)

Outside of Sketch	8
On a specific page	8
Near the artboard referring to...	7
Other	3



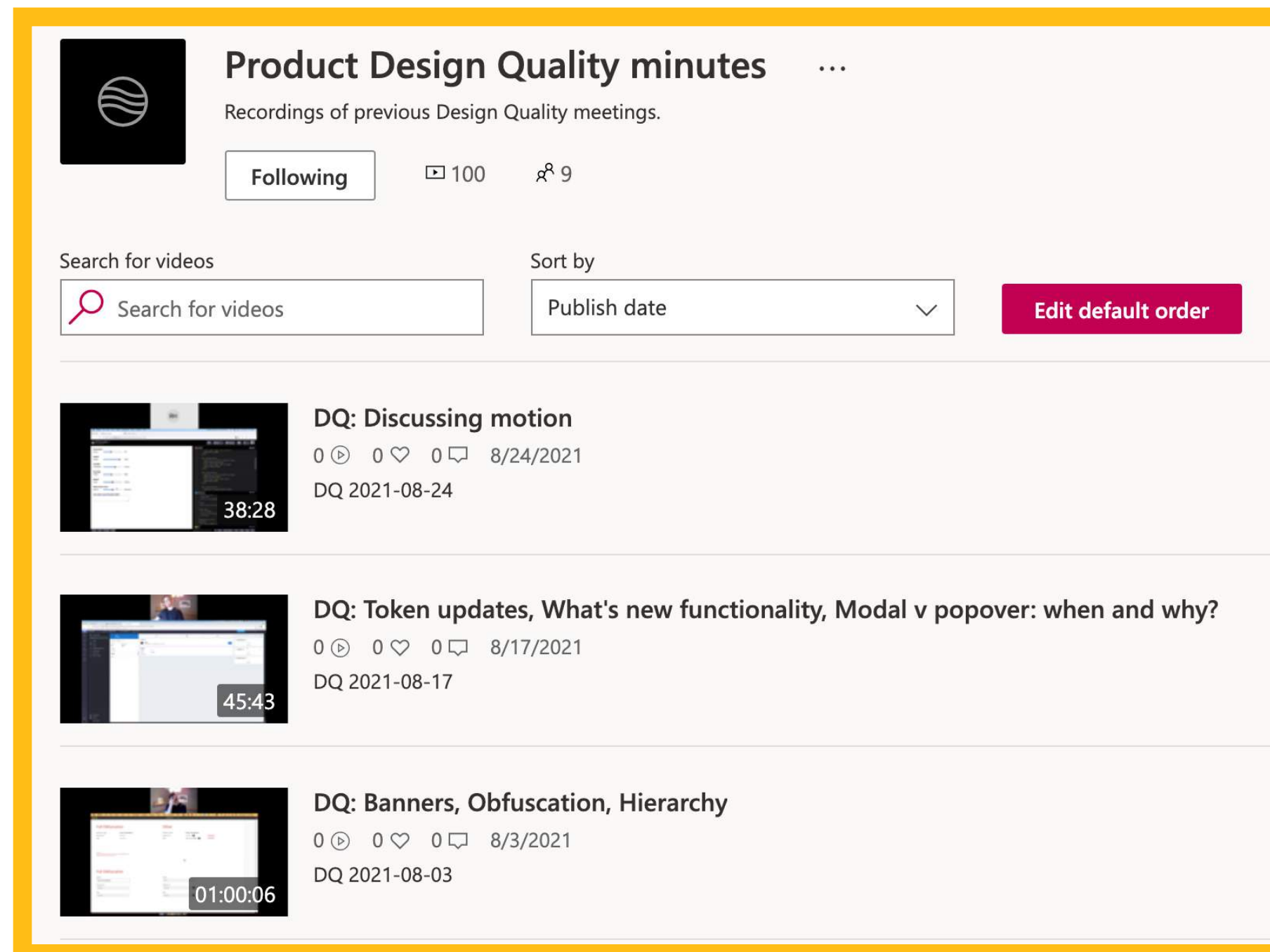
# 2020

Establish your **feedback loops.**

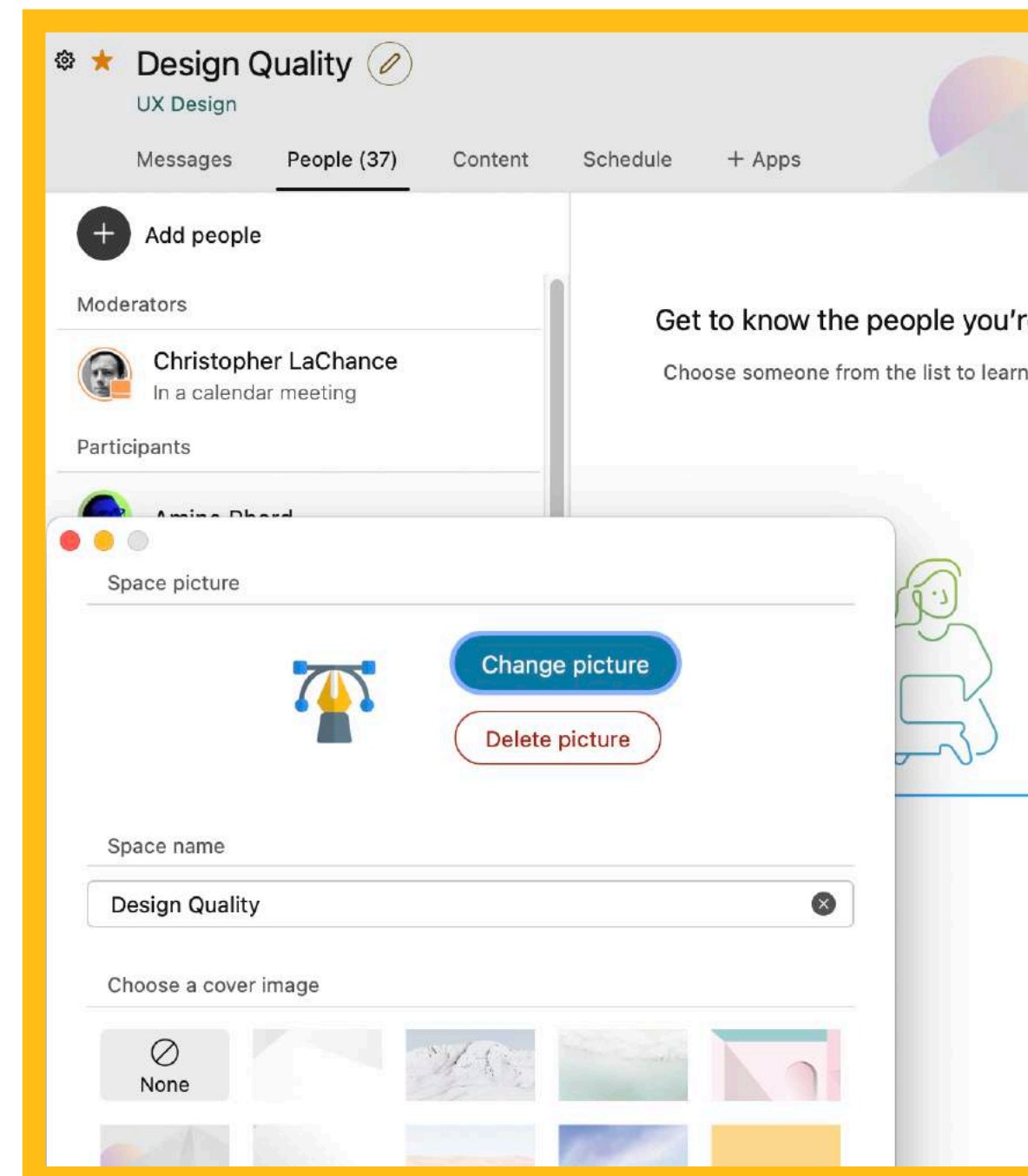




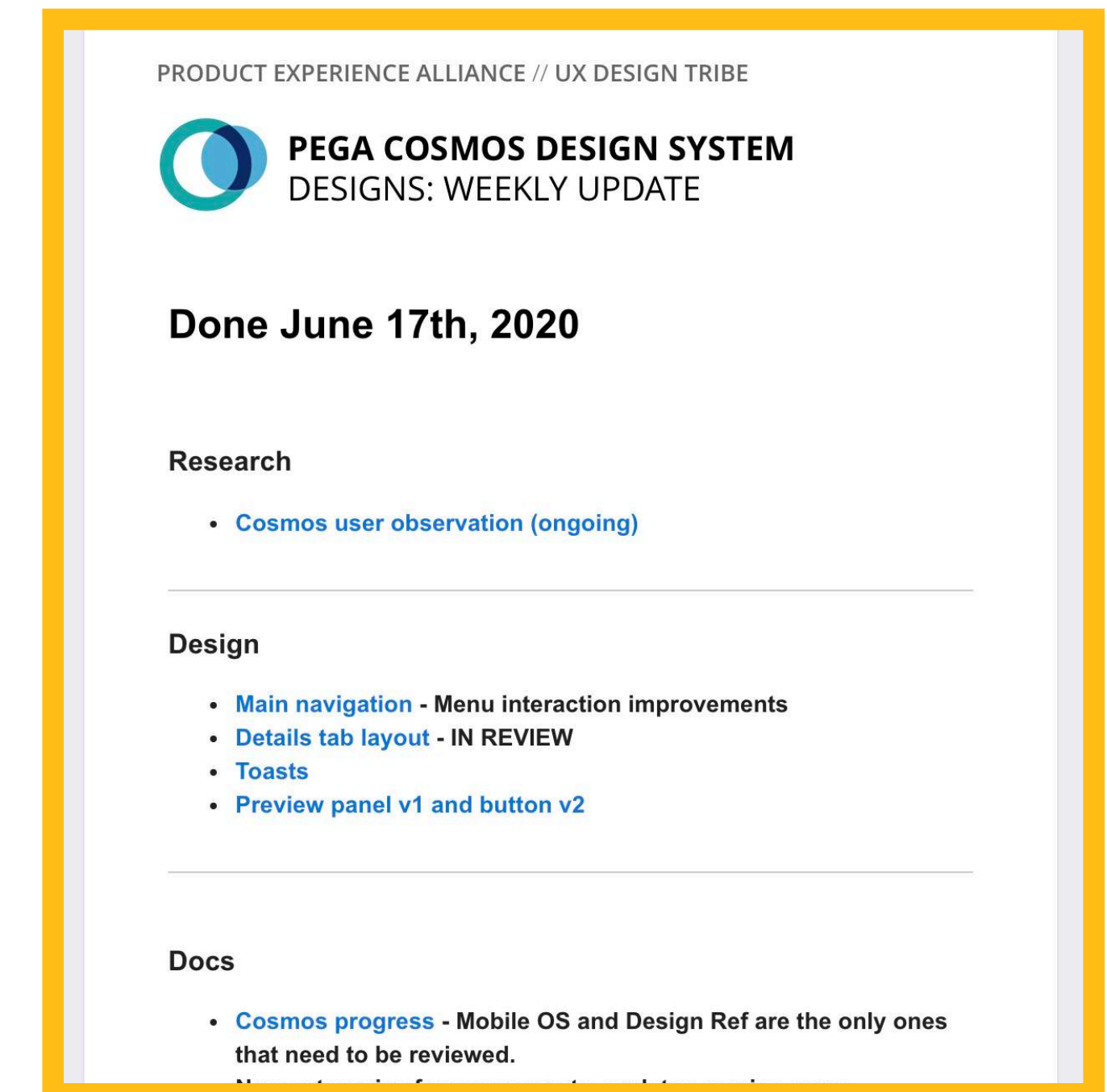
# Feedback loops



**Team + Steering committees**



**Open chat spaces**



**Newsletter updates**

**Design systems are a catalyst.**







# Output



**Official education.**

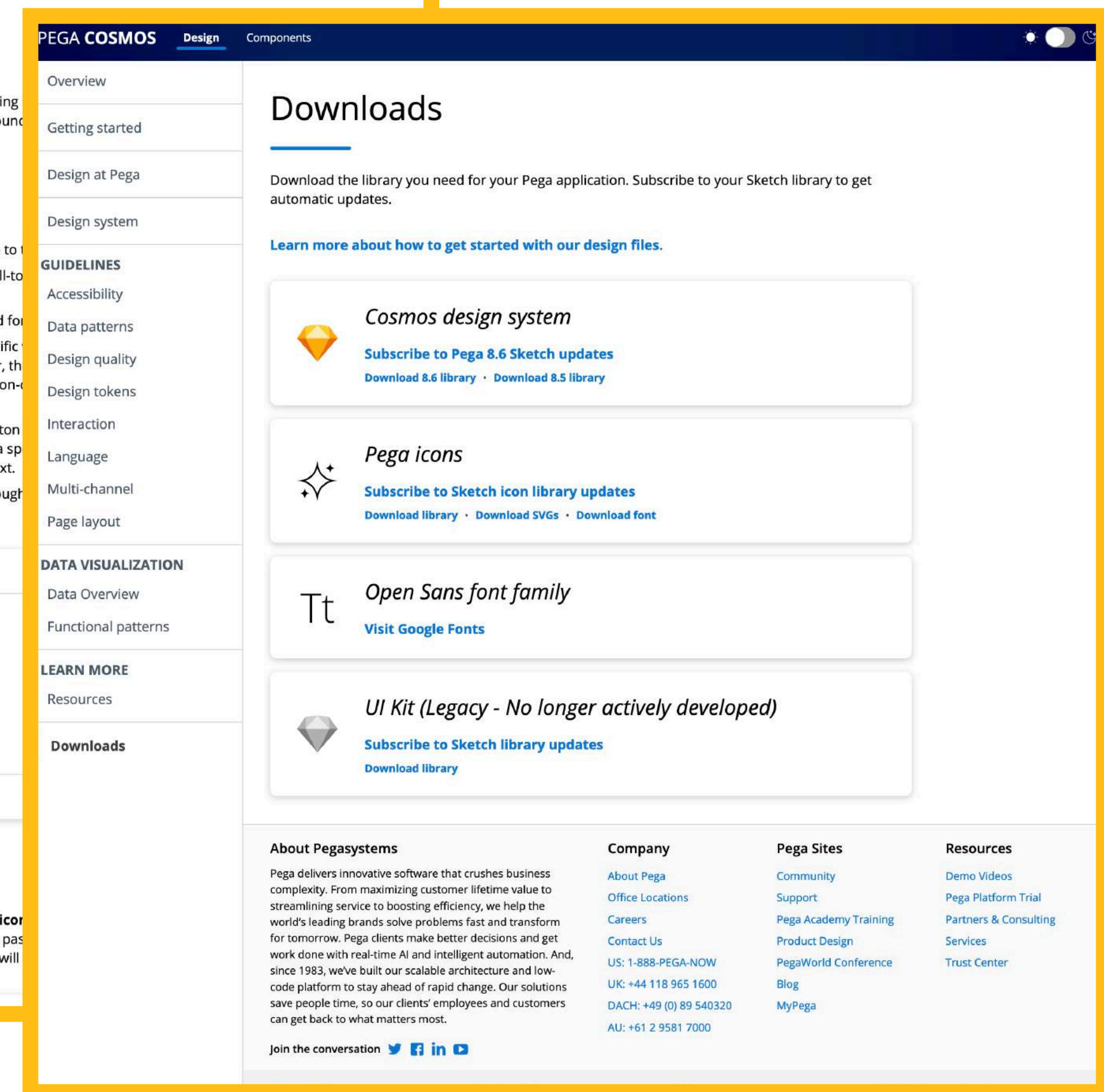
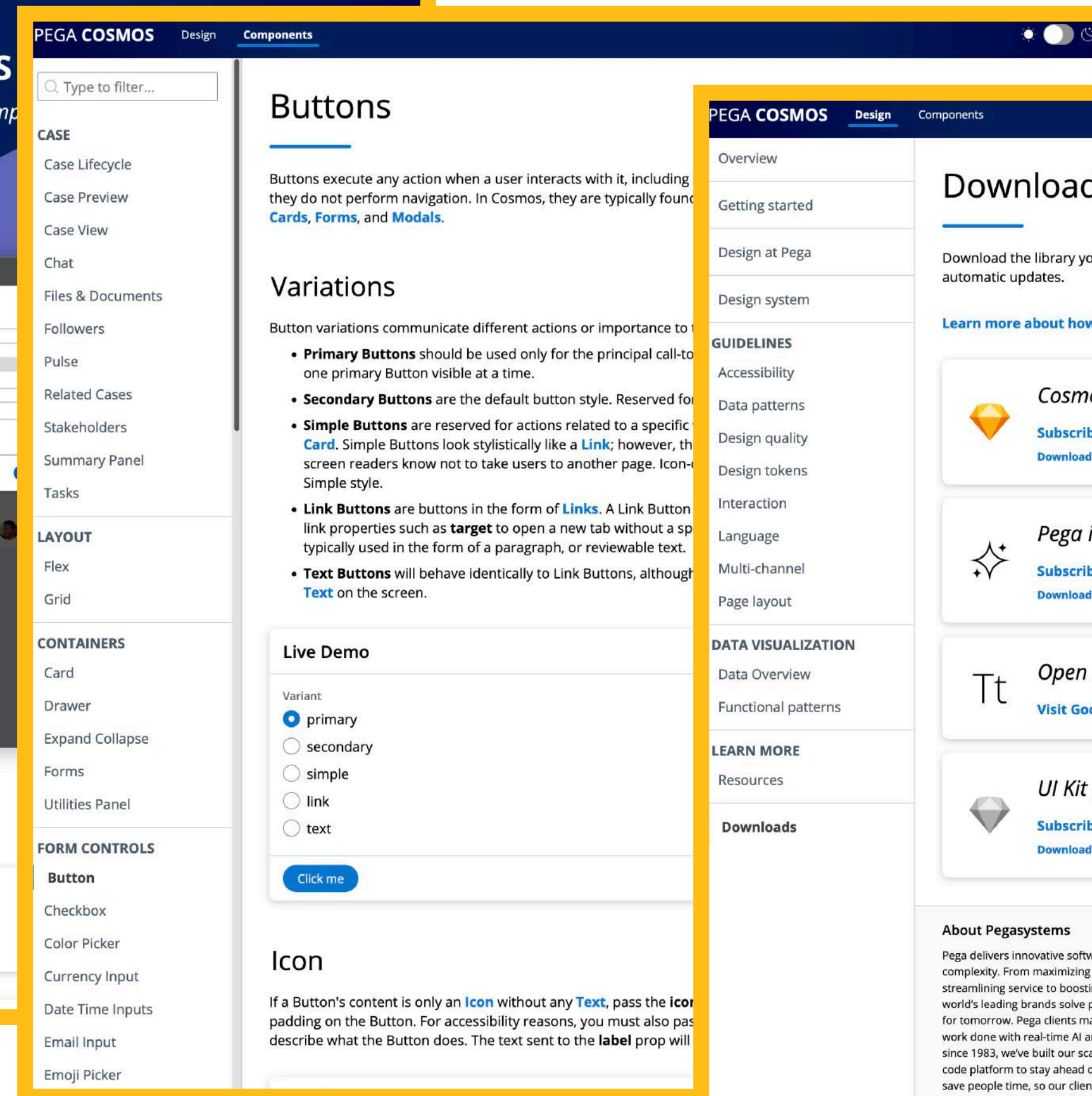
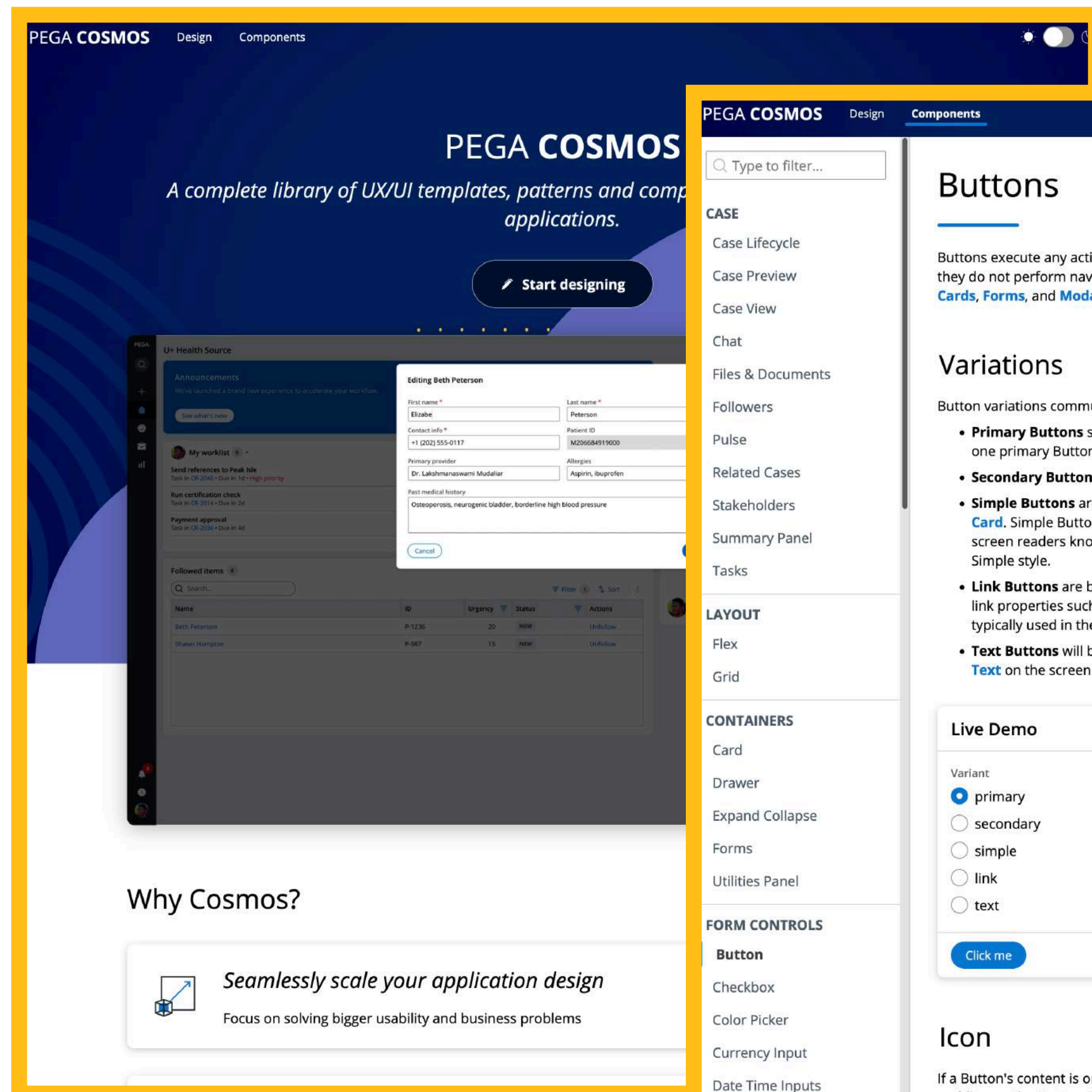


# Courses

The image displays two screenshots of the Pega Academy website. The left screenshot shows the 'Pega Cosmos Designer' mission page. It features a dark background with a starry space theme. At the top, there's a navigation bar with the Pega Academy logo and links to 'My Dashboard', 'Learn', 'Certifications', and 'About'. Below the navigation bar, there's a purple header with a rocket icon and the text 'Pega Cosmos Designer'. The main content area has a 'MISSION' section with the title 'Pega Cosmos Designer' and a description of the mission. It also includes a 'Recommended Prerequisites' section with a link to 'UX Essentials Mission'. At the bottom, there's a list of modules, each with a rocket icon, a title, and a status indicator (e.g., 'Completed'). The right screenshot shows the 'Determination of user and business needs' module page. It has a similar navigation bar and a teal header with a rocket icon and the text 'Pega Cosmos Designer > Determination of user and business needs'. The main content area has a 'MODULE' section with the title 'Determination of user and business needs' and a description of the module. It also includes a 'Topics' section with a list of topics and their durations, and a 'Module Quiz' section with a duration and a status indicator. At the bottom, there's a 'Recommended Prerequisites' section with a link to 'UX Essentials Mission'.



# Site / Reference docs





# Onboarding

## Welcome to Product UX



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## Our mission statement



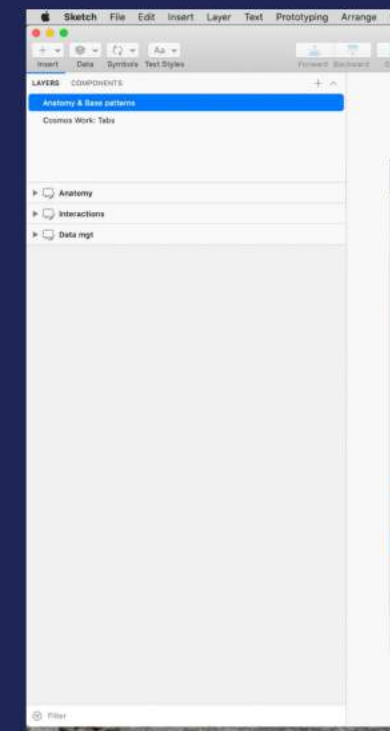
Before moving  
minute to read  
statement.

PEGA



## Sketch

Exporting assets for dev



PEGA



## Helpful links

- [Pega UX Essentials course](#)
- [Pega Cosmos Designer course](#)
- [Pega Design Site \(Principles & Components\)](#)
- [Pega Community \(Help Forums\)](#)
- [PeopleHub \(Org Charts, etc.\)](#)
- [Cosmos React components \(Storybook\)](#)

MUST BE ON VPN

PEGA



# Onboarding

One of the most useful assets the Design Ops team provides.

Design team manager



**Robust** designs.



# Robust design is...

## **Standard.**

Semantic + industry-grade

## **Inclusive.**

Accessible + localizable + responsive / adaptive

## **Collaborative.**

Known-needs + documented + reviewed / tested

## **Explorable.**

Internally-available in a dev-friendly format

# Component docs

- Who did what when? And why?

## TIMELINE LIST - 8. US-40

Alternative view of table data. Helps users see gaps between or sequences of events in a more visual order. Often tied to an interaction type or case type. Does NOT track duration of events.

No semantic name or component available, must be custom to Pega.

### v1 - Chris L, Sam R

- Initial pass of an idea proposed by Omar
- Adding support for future times, gaps, & grouping

### v2 - Chris L, Sam R (Apr 30, 2021)

- Finalized style of timeline
- Added spec notes
- Mobile variant
- Search variants

### v3 - Chris L, Sam R (May 10, 2021)

- Added ability to make title a link
- Added counter ability for child relationships

### v4 - Chris L (June 14, 2021)

- Updated visual style based on various feedback
- Unified mixed messages in design as other designers contributed late
- Authoring experience still missing key data

# Component docs

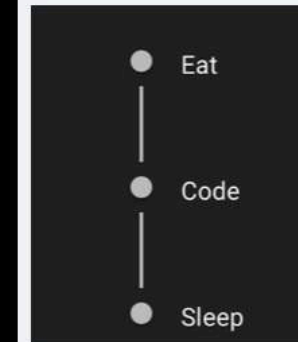
- Who did what when? And why?
- Are there industry-standards?
- Are there past patterns?

## COMPETITIVE & INTERNAL ANALYSIS

### Competitors

#### Google Material

Supported, but not documented



#### Github Primer (Timeline)

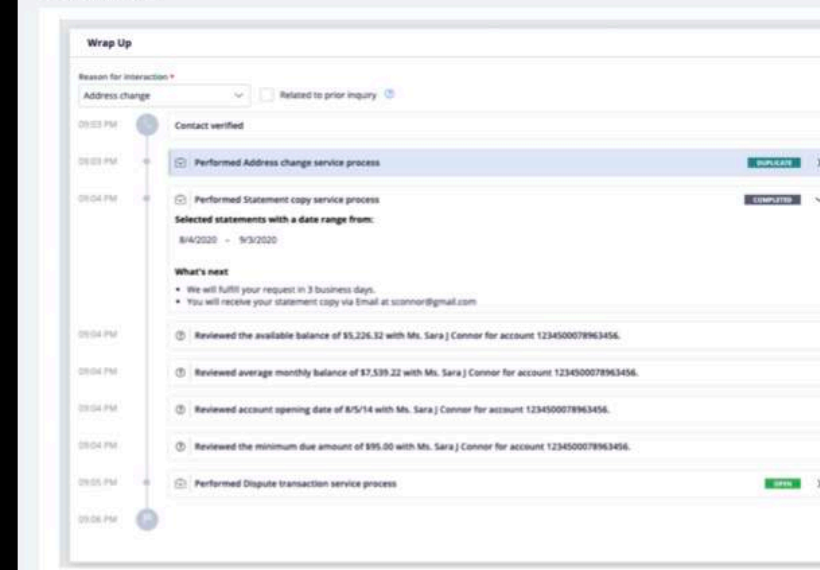
Displays items on a vertical timeline, connected by badge elements



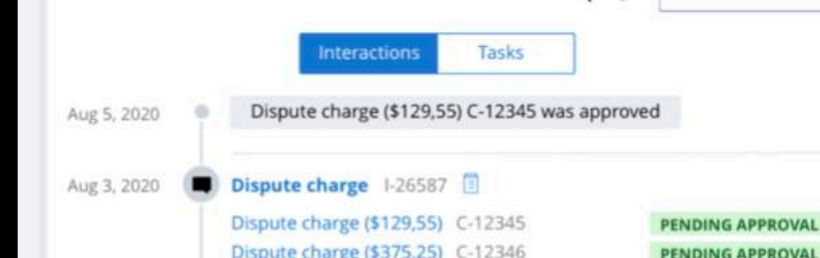
IBM Carbon, Morning Star, Hudl Uniform, Salesforce Lightning  
None.

#### Pega: Current & past designs

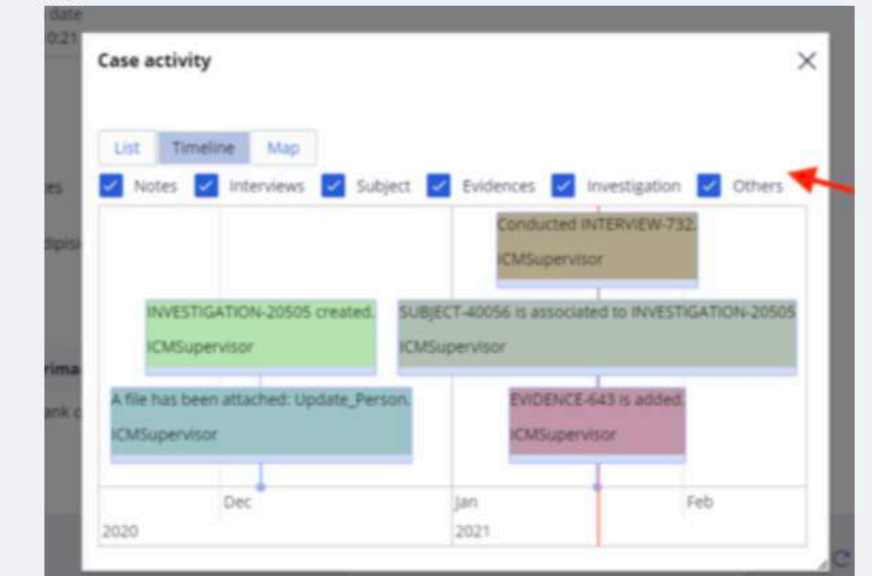
CS: Legacy



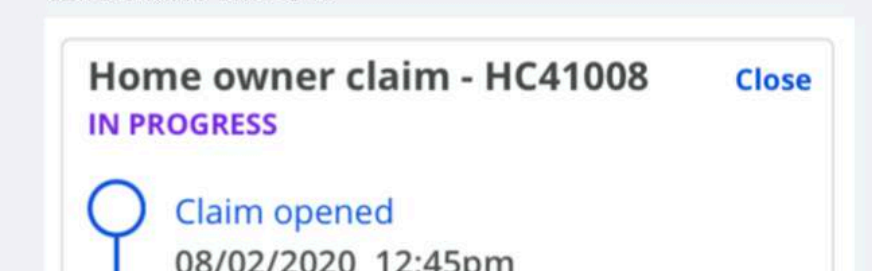
#### Past activity



PGP



WSS / CLARITY / ENGAGE





# Component docs

- Who did what when? And why?
- Are there industry-standards?
- Are there past patterns?
- What does it look like?
- What are the states of this asset?
- What are the names of the assets?

**Desktop (500+)**  
Handles past & future events. Supports gaps & groups.  
Reuses table header controls for sort / filter / search.

**RESTING**

Search... 23 results Filter Sort Group

**March 10, 2025**

7:28 PM Email blast: "Buy today"

6:06 PM Confirm eligibility

**February 20, 2021**

1:20 AM > Sent over request 4 GOOD

1:19 AM > Fulfill customer request for last month's billing statement WAIT

Date range Jan 1, 2021 - May 3, 2021

What's next We will fulfill your request within 3 business days. You will receive your statement copy via mail at 23 Main St. Boston, MA.

12:01 AM AI quality check

**February 19, 2021**

1:20 AM > Sent over request GOOD

**February 12, 2021**

5:36 PM > Initial claim received WAIT

**Mobile (0 - 499)**

**REUSE TABLE TOOLBAR**

**March 10, 2025**

Email blast: "Buy today"

7:28 PM

Confirm eligibility

**REUSE TABLE TOOLBAR**

Show/hide columns

Row density

Freeze columns

Auto size columns

Reset column widths

Row density options:

- Short (2px padding)
- Medium (short)
- Tall (8px padding)
- Full content

Will need to...

**SEARCHED / FILTERED**

**REUSE TABLE TOOLBAR**

**March 10, 2025**

7:28 PM Email blast: "Buy custom today"

**February 10, 2021**

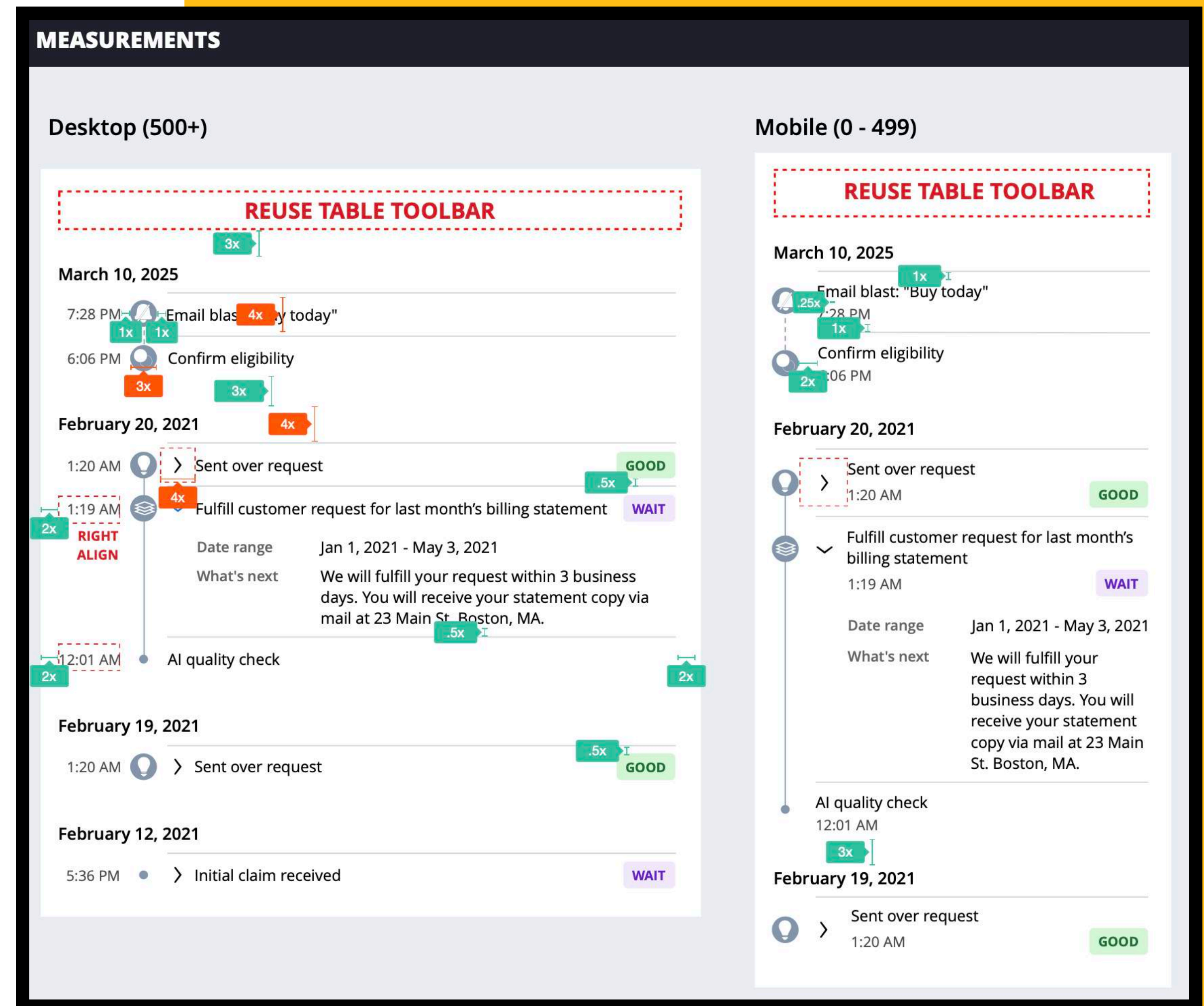
9:29 AM > Reviewed customer bill

**Annotations:**

- The toolbar is a separate asset from the timeline. This design represents an example of what might be coming.
- SORT options: Newest first, Oldest first (now shown), Today first (if future dates exist)
- Count can be shown if nested children present

# Component docs

- Who did what when? And why?
- Are there industry-standards?
- Are there past patterns?
- What does it look like?
- What are the states of this asset?
- What are the names of the assets?
- What are the measurements and gaps?



# Component docs

Collaboration is a 4.5 out of 5!

Dev team manager



**Always up-to-date design  
library.**

Search Layers

Pages

Page 1

STYLE

Fills

Borders

Shadows

Inner Shadows

Blur

Preferences

General Canvas Layers Plugins Data Libraries Presets Account

Libraries allow you to use their Symbols in all other documents.

Third Party Libraries

- ☒ **Cosmos on Pega 8.6**  
Updated: Sep 7, 2021 at 4:35 PM
- ☐ **Pega Cosmos Icons - July 2021**  
Updated: Jul 29, 2021 at 10:26 AM
- ☐ **Pega UI Kit Legacy • Apr '20**  
Updated: Jan 25, 2021 at 1:13 PM

Design library



# Takeaways





# **Takeaways**

**Inclusive + democratic**

# **Takeaways**

**Barely enough red-tape  
to hold us**



# **Takeaways**

**Repeat yourself**

# **Takeaways**

**Transparency + clarity**

# **Takeaways**

**Pivot as needed**



# **Takeaways**

**Repeat yourself**

# Takeaways

 **Scale** what you have.

Thank you.

Questions?