

# Pulse Insights Preview Application

## Executive Summary

The Pulse Insights Preview Application demonstrates how behavior-driven triggers, manual interactions, and survey presentation seamlessly integrate to create an interactive testing environment for client experiences. It enables colleagues to showcase real-time survey interactions based on user behavior or manual controls, simulating the customer experience without needing live deployments.

This environment mirrors the live Pulse Insights behavior engine. It shows how surveys can be triggered either automatically (for instance, based on scroll depth) or manually (via the left rail controls). Each component is modular, allowing teams to adjust and test new rules or behaviors easily while keeping the manual testing and demonstration workflow intact.

## Core Capabilities

- Behavior-driven triggers (e.g., Scroll Depth) for automated survey presentation.
- Manual left-rail controls for triggering surveys on demand.
- Demo Library overlay for selecting demo scenarios (e.g., Retail, SaaS, Publisher).
- Behavior Lab overlay for configuring and visualizing behavior rules (hidden by default).
- Ephemeral `demo\_for` URL handling for quick demo selection without permanent links.
- Unified behavior bus and logging system for consistent QA output.

## Component Architecture

The system is designed for clarity and extensibility. Each layer has a distinct role, and communication between components occurs via a lightweight event bus:

- 1. Preview Interface:** The main demo page (``preview/basic/index.html``), containing the host iframe, manual rail, and overlays for Demo Library and Behavior Lab.
- 2. Bridge:** The connection layer that delivers surveys and listens for acknowledgments (``present-called``, etc.).
- 3. Behavior Engine:** Detects user actions, such as scrolling, and emits milestones every 10%.
- 4. Rules & Responses:** Maps demo configurations to behaviors; listens to events and calls survey presentation logic.
- 5. Presentation Controller:** Ensures manual triggers always take precedence over auto events, enforcing cooldowns to avoid duplicate survey launches.

## Interaction Flow

1. On load, the host iframe points to `pulseinsights.com/agents`.
2. If no demo is selected (``?demo_for``), the Demo Library overlay appears.
3. When a demo is chosen, its rules load into Behavior Lab and scrolling begins emitting behavior events.
4. At defined thresholds (e.g., 30%), the Behavior Engine fires a trigger to the Presentation Controller.
5. The Controller requests a survey presentation from the Bridge, unless manual activity is active.
6. Manual left-rail controls always override behavior-driven triggers.

## Using the Application for Demos

- Open the preview page and ensure the Demo Library overlay is visible.
- Choose a scenario (e.g., Retail Exit, SaaS Trial).
- Scroll through the page to see automated survey triggers at milestones.
- Use the left rail to manually launch or reset surveys.
- Observe logs in the console for behavior milestones and trigger events.

## **Summary**

This Preview Application unifies manual and automated interaction layers, allowing Pulse Insights teams to present, test, and iterate on survey experiences efficiently. By aligning real-time behaviors with predictable manual controls, it provides a reliable sandbox for demonstrating product capabilities and user experience dynamics.