Pulse Insights
Preview Application Overview

A hands-on environment for demonstrating real-time behavior-driven surveys and manual controls.

Executive Summary

• The Pulse Insights Preview Application replicates a live demo environment where survey triggers, user behaviors, and manual interactions work together seamlessly.

• Colleagues can showcase how Pulse Insights detects user actions (like scrolling) and triggers surveys automatically or manually using the left rail.

• The application provides a sandbox to test, refine, and demonstrate survey logic in real-time without impacting production environments.

Objectives

• Enable teams to demo survey experiences using real behavior signals and manual controls.

• Showcase Pulse Insights' capability to unify manual and automated survey delivery.

• Provide a safe, flexible environment to experiment with survey triggers and rules.

• Demonstrate how behavioral data flows into the presentation layer.

Core Capabilities

• Behavior-Driven Triggers – Scroll-depth detection triggers surveys automatically.

• Manual Controls – The left rail lets presenters trigger surveys directly.

• Demo Library – Choose from preset demo scenarios (Retail, SaaS, etc.).

• Behavior Lab – Configure which behaviors are active (hidden by default).

• Unified Logging – Consistent event tracking for QA and analysis.

High-Level Architecture

Component overview:

Component	Purpose
Preview Interface	Hosts the iframe and overlays (Demo Library + Behavior Lab).
Bridge	Connects the client interface to the survey engine and handles acknowledgments.
Behavior Engine	Detects user activity (scrolling) and emits milestone events.
Rules/Responses	Maps behavior milestones to survey presentation logic.
Presentation Controller	Ensures manual inputs always take priority and manages cooldowns.

System Flow

- 1. Load the preview page — Host iframe shows pulseinsights.com/agents.

- 2. If no demo selected, Demo Library overlay appears.

- 3. Select a demo — Rules load, Behavior Lab stays hidden.

- 4. Scroll triggers behavior events (every 10%).

- 5. Rules evaluate: at threshold (e.g., 30%), survey is presented.

- 6. Manual triggers always override behavior-driven ones.

Using the Application for Demos

- 1. Open the preview page.

- 2. Use Demo Library to select a scenario.

- 3. Scroll to trigger behavior-based events.

- 4. Observe surveys appearing automatically at milestones.

- 5. Use manual controls to test manual survey presentation.

• 6. Review console logs to confirm behavior event firing.

Design Language (Pulse Insights)

The presentation and application follow Pulse Insights' brand aesthetic:

• Primary Color: Pulse Blue (#0052cc).

• Accent Color: Slate (#253858).

• Typography: Clean sans-serif, light and readable.

• Visual Layout: Spacious, modern, and low-clutter.

• Interactions: Smooth, minimalistic animations reflecting clarity and trust.

Summary

• The Preview Application bridges manual and automated experiences for survey demonstrations.

• It empowers teams to explore, refine, and present behavioral rules effectively.

• The environment offers realism and reliability for client presentations and internal testing.