SAM is the “State-Action-Model” pattern, a new reactive pattern which seems to have interesting properties when building User Interfaces (Web or otherwise). SAM’s foundation is TLA+, so it can be used for many other things, but in this series of posts, I take a look at how we can use SAM to construct modern, OmniChannel User Interfaces. In essence, and in this context, SAM borrows many ideas from React.js, but without the ceremony that React comes with. The big game changer here is frameworks like bootstrap that allow us to decouple the “components” from the “page”. It would be harder to use SAM with a pure “page” formalism. Let’s talk a bit about the ceremony introduced by React. I understand if I had to build Instagram, I would need that kind of framework, but that’s not for everyone. When you consider the burden of adopting and learning React, you may want to think twice before you burry your feet into it.