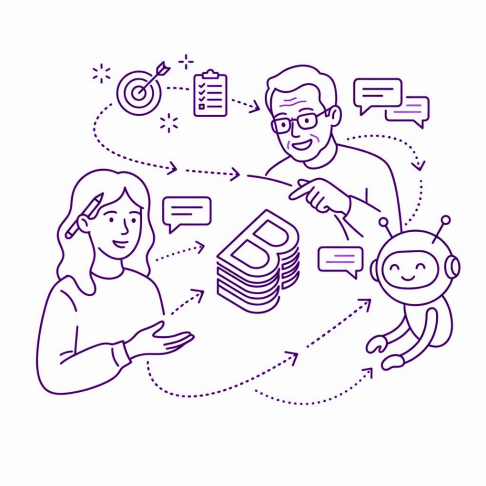


Backstage | CON
NORTH AMERICA

Yes, It Is Possible to Create Stunning User Interfaces for Backstage (and Mobile Apps Too!)

Ana Marques & Olivier Liechti, Avalia Systems

Ready to rock and roll?



Our goals for this presentation

How are you able to prototype Backstage apps?



What was our starting point?

How much did you know about Backstage, frontend?



What about AI, before we started?

How did you use AI before we started the process?

Agenda for today

avalia

What makes a good demo?



What ingredients do we need to gather?



How does the final result taste like?

What happens behind the scenes



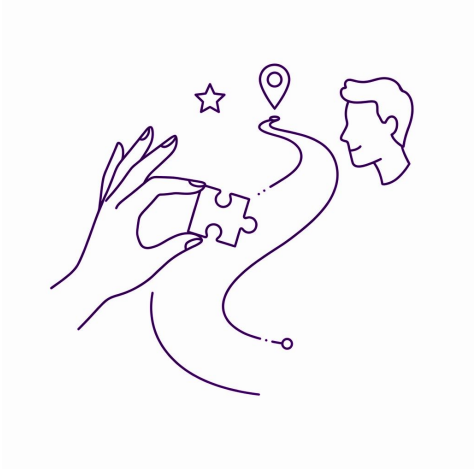
What did we learn through the process?



Celebrate: Ana has officially become a **geek**

What makes a good demo?

avalia



Clear story
focus on personas and jobs-to-be-done



Polished UX/UI
that audience can relate to



Beyond Lorem Ipsum
realistic data that supports the story

What story do we want to tell?

avalia



Team insights
understand what happens across the org



Tribute to Spotify
bring the team health check in Backstage



2 journeys
1. answer surveys
2. get insights

The ingredients we need...

avalia

User Journeys
design process, sketches, wireframes, etc.

Design System
capture brand and design guidelines in components

Synthetic Data
create data to have an org chart, survey data and interesting insights

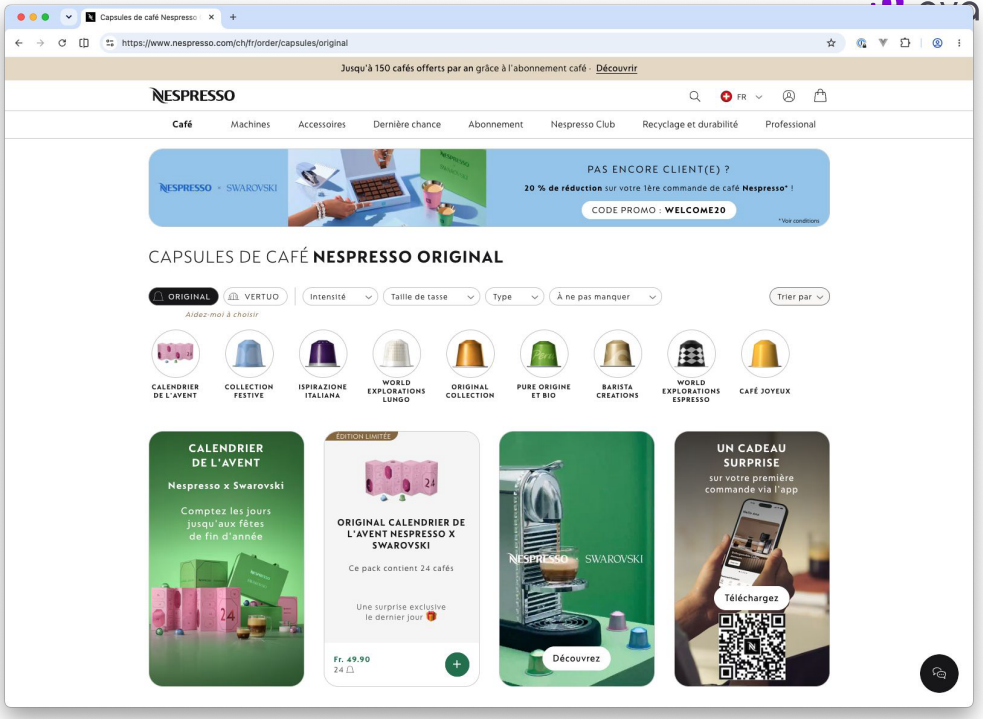
Backstage
core features, e.g. auth, catalog, search

Backend Plugin
provides logic for jobs-to-be-done

Data in Backstage
synthetic data fed into catalog and plugin DB

What else?

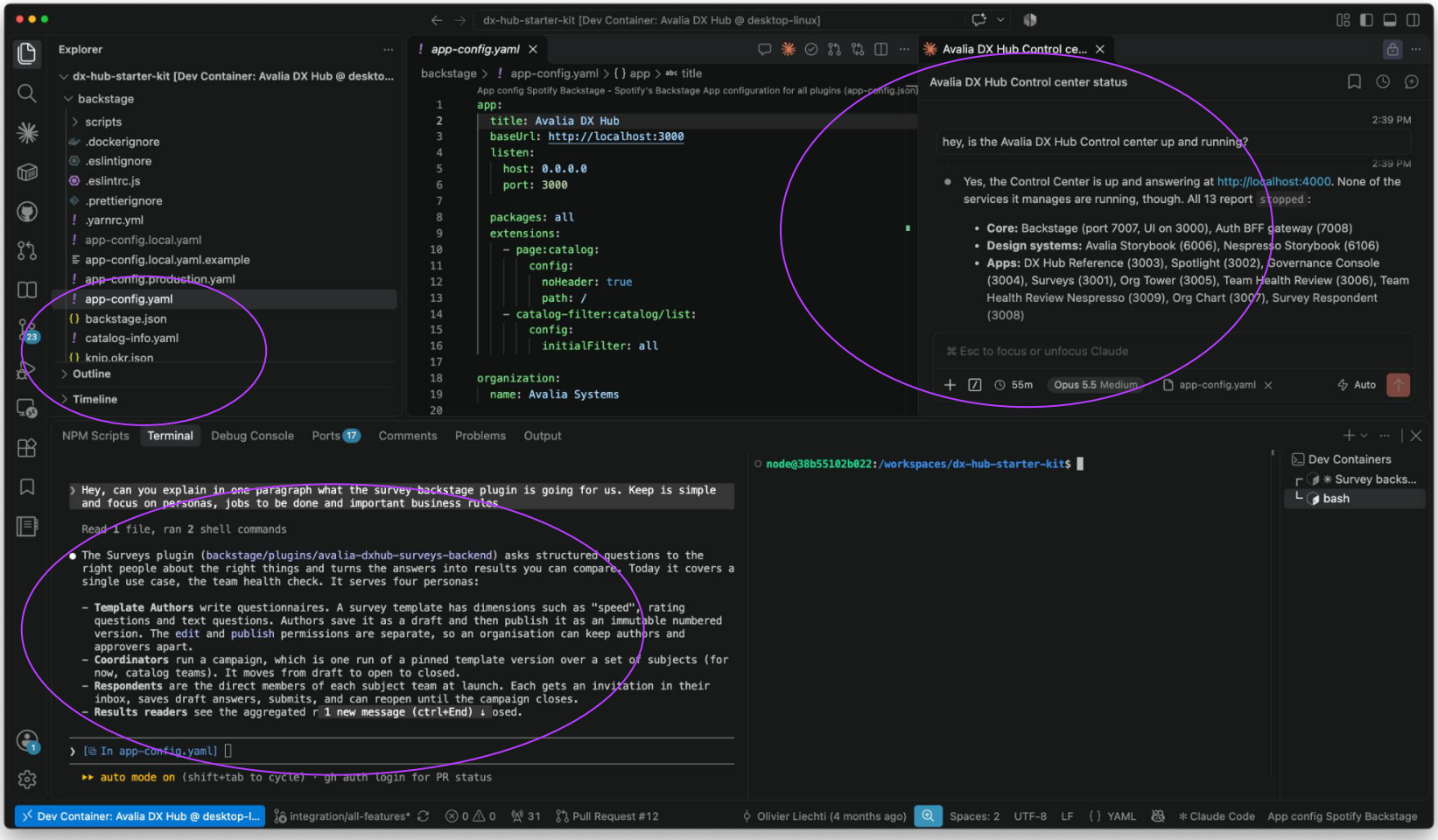


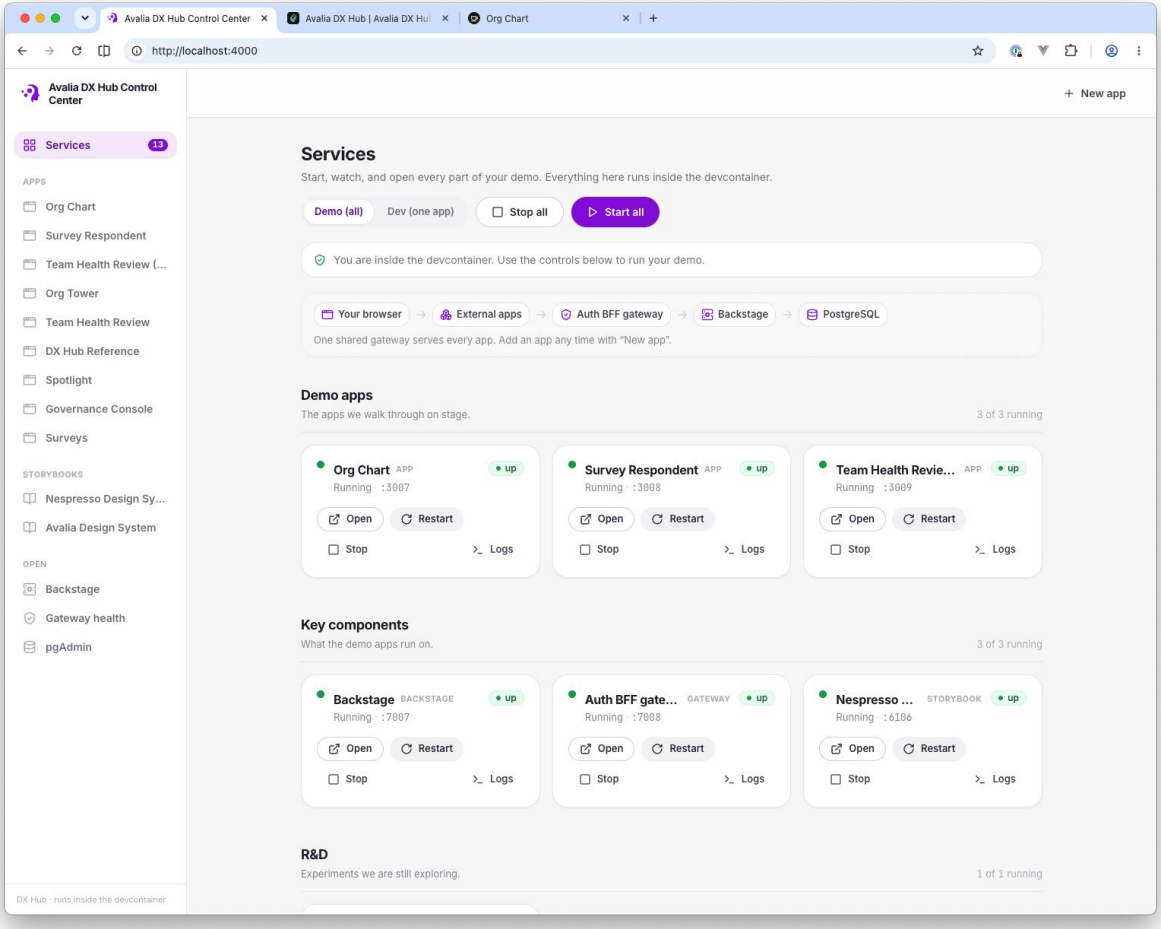


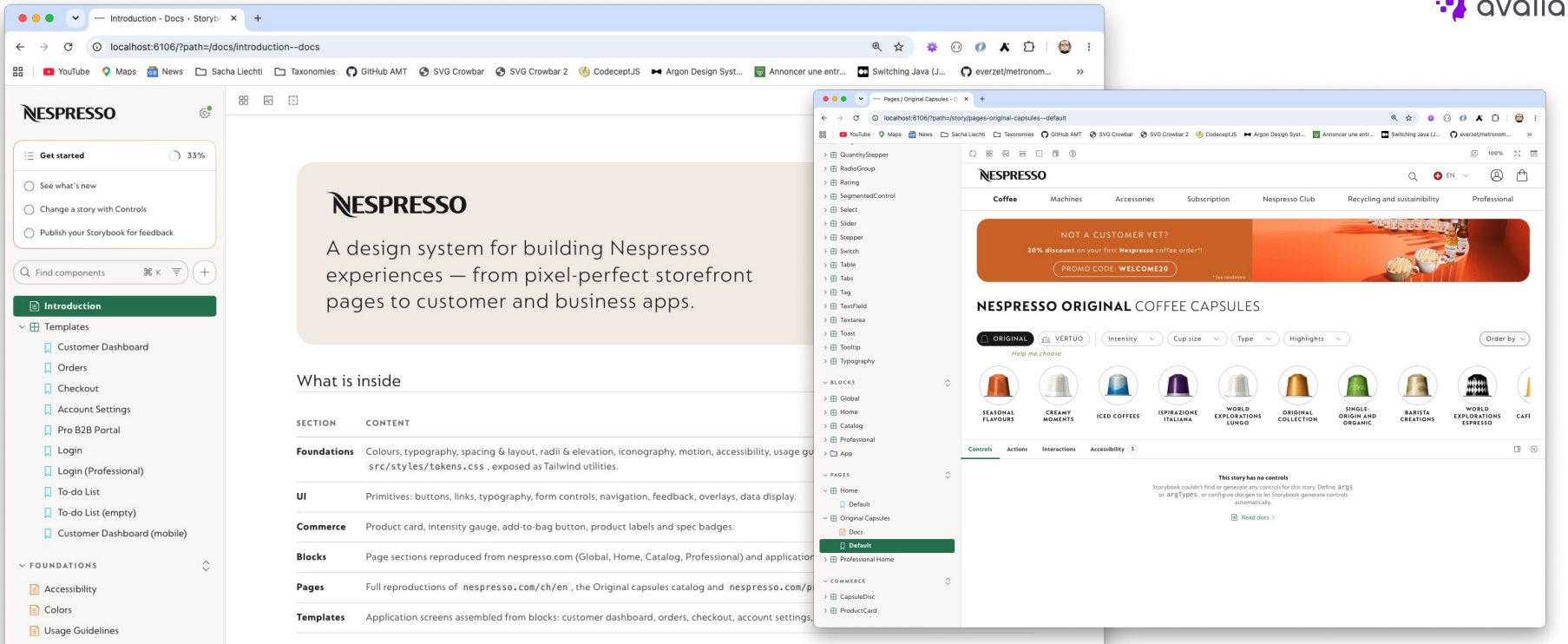
Let's **imagine*** that we do the demo for George

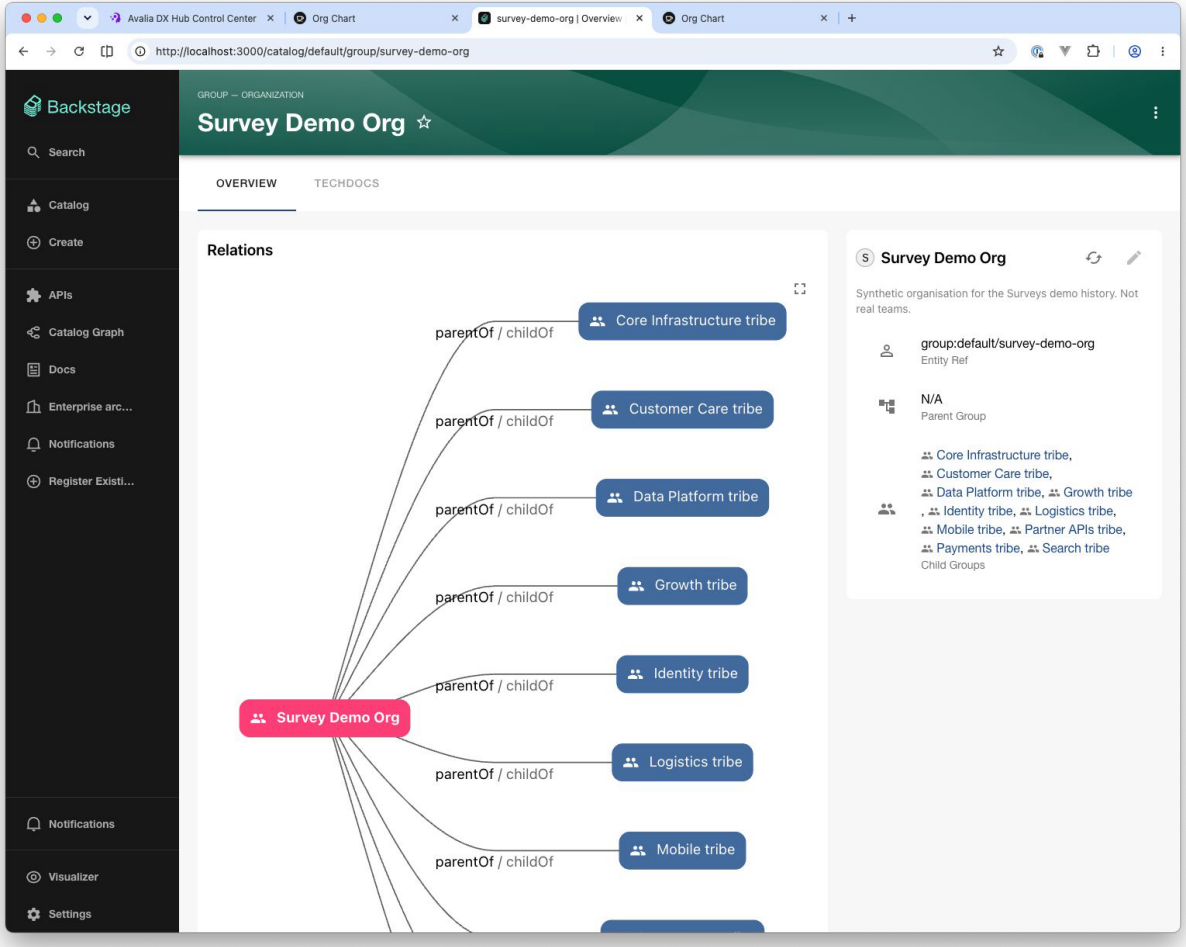
Nespresso was not involved in the process and is used only for illustration purposes. Our goal is to show that it is possible to apply the design guidelines of any brand on Backstage UI, even without having access to an official design system.

Demo


dx-hub-starter-kit [Dev Container: Avalia DX Hub @ desktop-linux]
Explorer
dx-hub-starter-kit [Dev Container: Avalia DX Hub @ deskto...
backstage
scripts
.dockerignore
.eslintignore
.eslintrc.js
.prettierignore
.yarnrc.yml
app-config.local.yaml
app-config.local.yaml.example
app-config.production.yaml
app-config.yaml
backstage.json
catalog-info.yaml
knip.okr.json
Outline
Timeline
app-config.yaml
backstage > app-config.yaml > { } app > abc title
App config Spotify Backstage - Spotify's Backstage App configuration for all plugins (app-config.json)
app:
title: Avalia DX Hub
baseUrl: http://localhost:3000
listen:
host: 0.0.0.0
port: 3000
packages: all
extensions:
- page:catalog:
config:
noHeader: true
path: /
- catalog-filter:catalog/list:
config:
initialFilter: all
organization:
name: Avalia Systems
Avalia DX Hub Control ce...
Avalia DX Hub Control center status
2:39 PM
hey, is the Avalia DX Hub Control center up and running?
2:39 PM
Yes, the Control Center is up and answering at http://localhost:4000. None of the services it manages are running, though. All 13 report stopped:
Core: Backstage (port 7007, UI on 3000), Auth BFF gateway (7008)
Design systems: Avalia Storybook (6006), Nespresso Storybook (6106)
Apps: DX Hub Reference (3003), Spotlight (3002), Governance Console (3004), Surveys (3001), Org Tower (3005), Team Health Review (3006), Team Health Review Nespresso (3009), Org Chart (3007), Survey Respondent (3008)
⌘ Esc to focus or unfocus Claude
55m
Opus 5.5 Medium
app-config.yaml
Auto
NPM Scripts
Terminal
Debug Console
Ports 17
Comments
Problems
Output
Hey, can you explain in one paragraph what the survey backstage plugin is going for us. Keep is simple and focus on personas, jobs to be done and important business rules
Read 1 file, ran 2 shell commands
The Surveys plugin (backstage/plugins/avalia-dxhub-surveys-backend) asks structured questions to the right people about the right things and turns the answers into results you can compare. Today it covers a single use case, the team health check. It serves four personas:
Template Authors write questionnaires. A survey template has dimensions such as "speed", rating questions and text questions. Authors save it as a draft and then publish it as an immutable numbered version. The edit and publish permissions are separate, so an organisation can keep authors and approvers apart.
Coordinators run a campaign, which is one run of a pinned template version over a set of subjects (for now, catalog teams). It moves from draft to open to closed.
Respondents are the direct members of each subject team at launch. Each gets an invitation in their inbox, saves draft answers, submits, and can reopen until the campaign closes.
Results readers see the aggregated r
1 new message (ctrl+End) ↓
osed.
[In app-config.yaml]
auto mode on (shift+tab to cycle) · gh auth login for PR status
node@38b55102b022:/workspaces/dx-hub-starter-kit$
Dev Containers
Survey backs...
bash
Dev Container: Avalia DX Hub @ desktop-l...
integration/all-features*
0 0
31
Pull Request #12
Olivier Liechti (4 months ago)
Spaces: 2
UTF-8
LF
{ } YAML
Claude Code
App config Spotify Backstage


Avalia DX Hub Control Center
Avalia DX Hub | Avalia DX Hub
Org Chart
http://localhost:4000
Avalia DX Hub Control Center
Services 13
APPS
Org Chart
Survey Respondent
Team Health Review (...
Org Tower
Team Health Review
DX Hub Reference
Spotlight
Governance Console
Surveys
STORYBOOKS
Nespresso Design Sy...
Avalia Design System
OPEN
Backstage
Gateway health
pgAdmin
DX Hub · runs inside the devcontainer
+ New app
Services
Start, watch, and open every part of your demo. Everything here runs inside the devcontainer.
Demo (all)
Dev (one app)
Stop all
Start all
You are inside the devcontainer. Use the controls below to run your demo.
Your browser
External apps
Auth BFF gateway
Backstage
PostgreSQL
One shared gateway serves every app. Add an app any time with "New app".
Demo apps
The apps we walk through on stage.
3 of 3 running
Org Chart APP up
Running :3007
Open
Restart
Stop
Logs
Survey Respondent APP up
Running :3008
Open
Restart
Stop
Logs
Team Health Revie... APP up
Running :3009
Open
Restart
Stop
Logs
Key components
What the demo apps run on.
3 of 3 running
Backstage BACKSTAGE up
Running :7007
Open
Restart
Stop
Logs
Auth BFF gate... GATEWAY up
Running :7008
Open
Restart
Stop
Logs
Nespresso ... STORYBOOK up
Running :6106
Open
Restart
Stop
Logs
R&D
Experiments we are still exploring.
1 of 1 running


Introduction - Docs · Storybook
localhost:6106/?path=/docs/introduction--docs
NESPRESSO
Get started 33%
See what's new
Change a story with Controls
Publish your Storybook for feedback
Find components
Introduction
Templates
Customer Dashboard
Orders
Checkout
Account Settings
Pro B2B Portal
Login
Login (Professional)
To-do List
To-do List (empty)
Customer Dashboard (mobile)
FOUNDATIONS
Accessibility
Colors
Usage Guidelines
Iconography
Motion
Radii & Elevation
Spacing & Layout
Typography
UI
Accordion
Avatar
NESPRESSO
A design system for building Nespresso experiences — from pixel-perfect storefront pages to customer and business apps.
What is inside
SECTION
CONTENT
Foundations
Colours, typography, spacing & layout, radii & elevation, iconography, motion, accessibility, usage gu
src/styles/tokens.css , exposed as Tailwind utilities.
UI
Primitives: buttons, links, typography, form controls, navigation, feedback, overlays, data display.
Commerce
Product card, intensity gauge, add-to-bag button, product labels and spec badges.
Blocks
Page sections reproduced from nespresso.com (Global, Home, Catalog, Professional) and applicatio
Pages
Full reproductions of nespresso.com/ch/en , the Original capsules catalog and nespresso.com/p
Templates
Application screens assembled from blocks: customer dashboard, orders, checkout, account settings,
Using the system
import 'nespresso-design-system/styles/index.css'; // Tailwind v4 + NespressoLucas + tokens
import { Button, TextField, Modal, useToast } from 'nespresso-design-system/components/ui';
import { AppShell, DataTable, OrderSummary } from 'nespresso-design-system/components/blocks/app';
<AppShell nav={nav} active="orders" user={user}>
<PageHeader title="My orders" actions={<Button variant="dark">New order</Button>} />
<DataTable columns={columns} rows={orders} rowKey={(o) => o.id} />
</AppShell>
Pages / Original Capsules
localhost:6106/?path=/story/pages-original-capsules--default
NESPRESSO
Coffee
Machines
Accessories
Subscription
Nespresso Club
Recycling and sustainability
Professional
NOT A CUSTOMER YET?
20% discount on your first Nespresso coffee order*!
PROMO CODE: WELCOME20
NESPRESSO ORIGINAL COFFEE CAPSULES
ORIGINAL
VERTUO
Intensity
Cup size
Type
Highlights
Order by
SEASONAL FLAVOURS
CREAMY MOMENTS
ICED COFFEES
ISPIRAZIONE ITALIANA
WORLD EXPLORATIONS LUNGO
ORIGINAL COLLECTION
SINGLE-ORIGIN AND ORGANIC
BARISTA CREATIONS
WORLD EXPLORATIONS ESPRESSO
Controls
Actions
Interactions
Accessibility
This story has no controls
Read docs



Basalt

Synthetic team in the Customer Care tribe (Survey Demo Org).

group:default/customer-care-basalt
Entity Ref

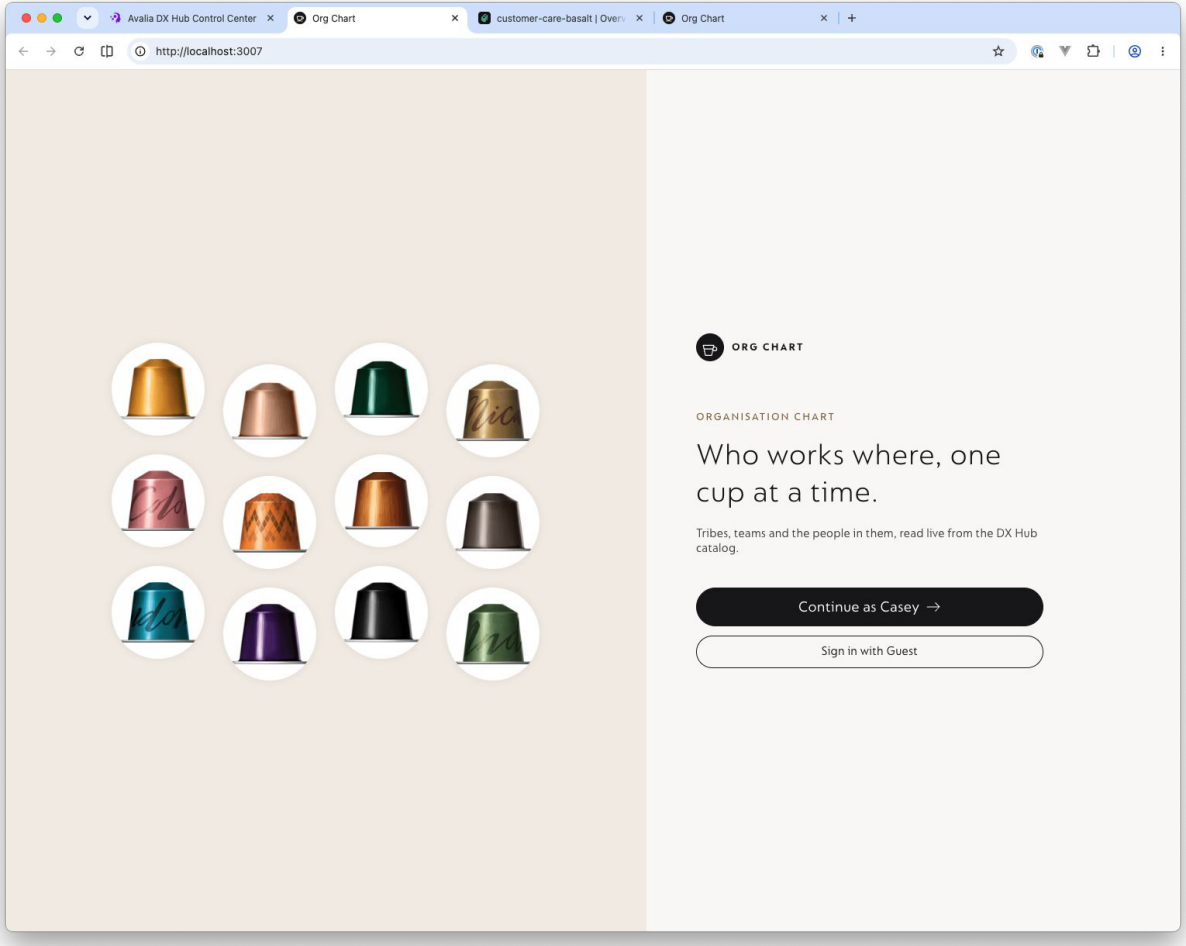
Customer Care tribe
Parent Group

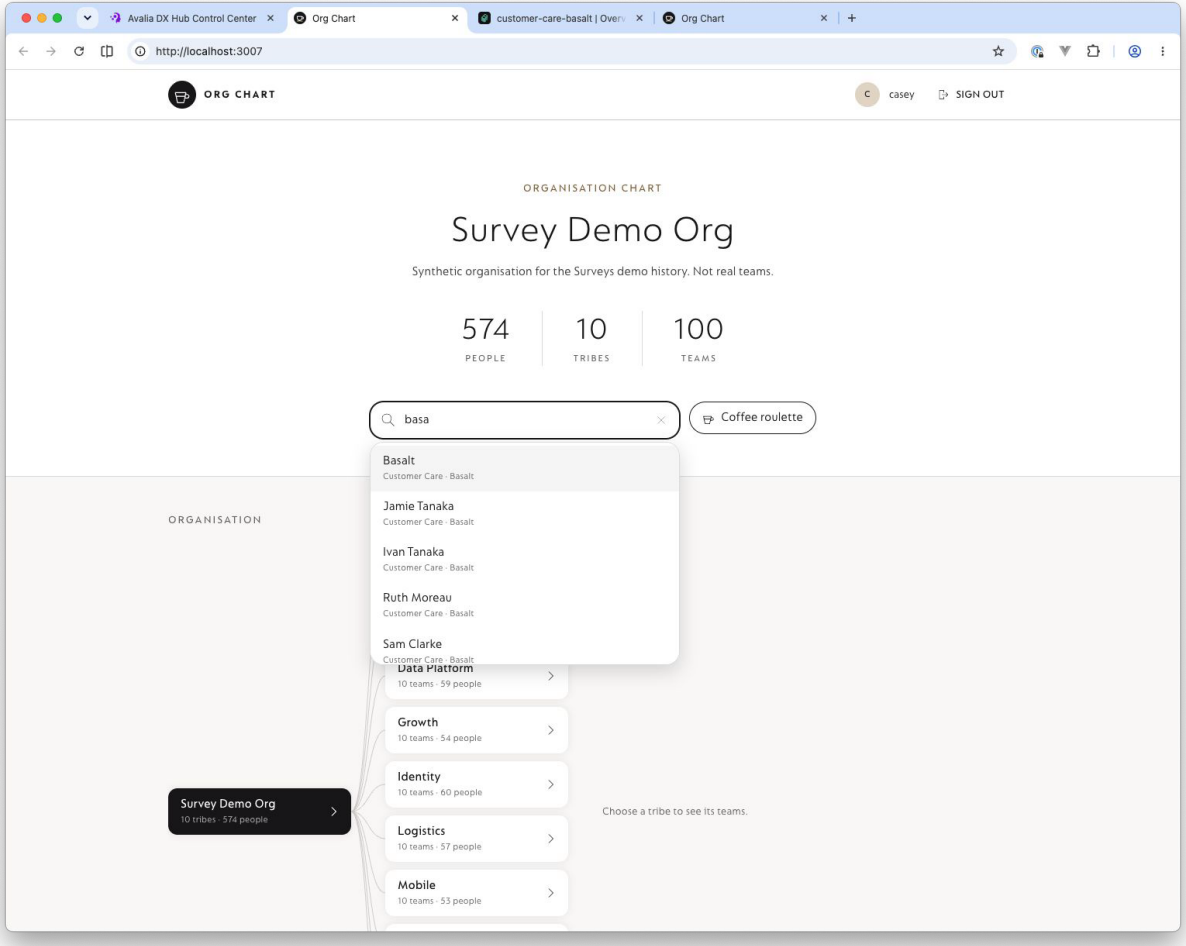
N/A
Child Groups

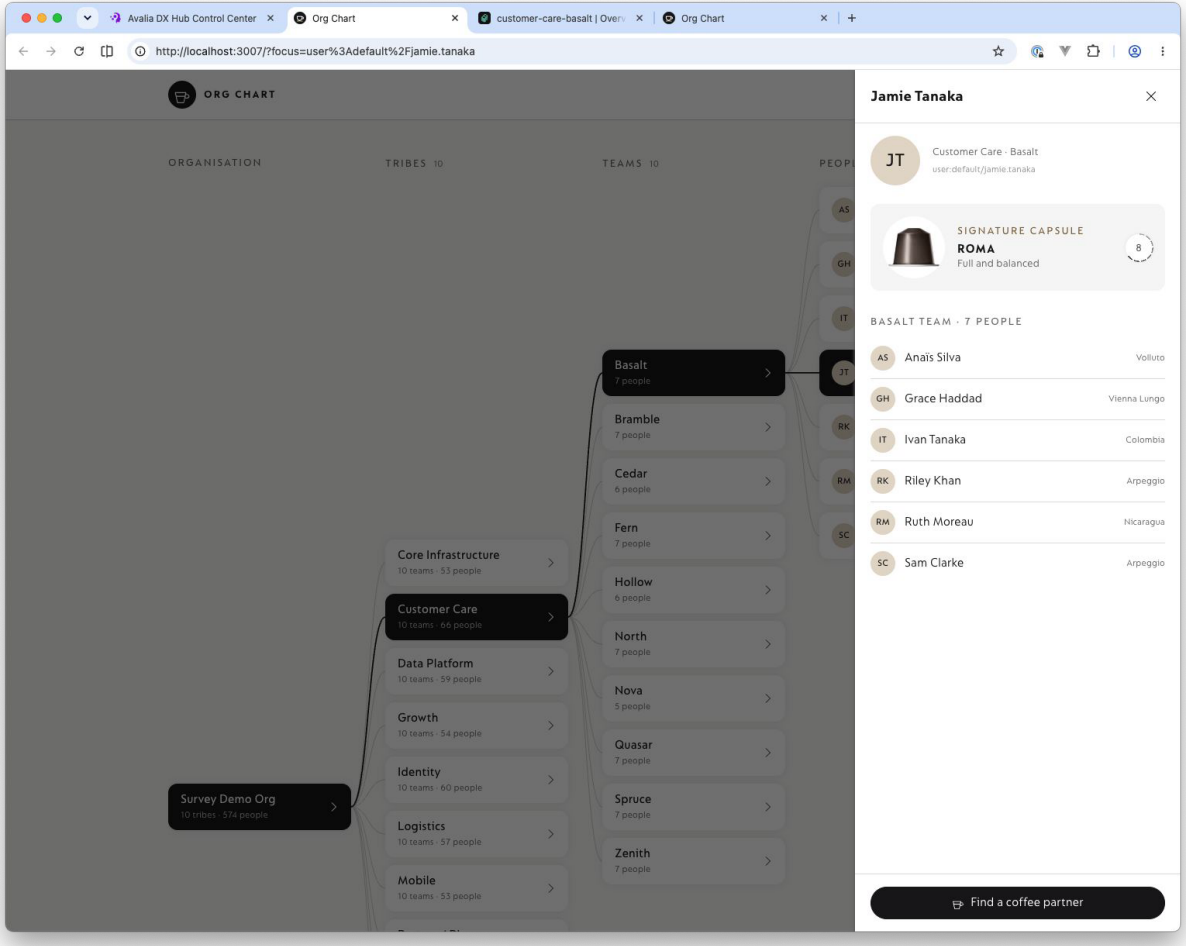
Basalt members (7 of 7)

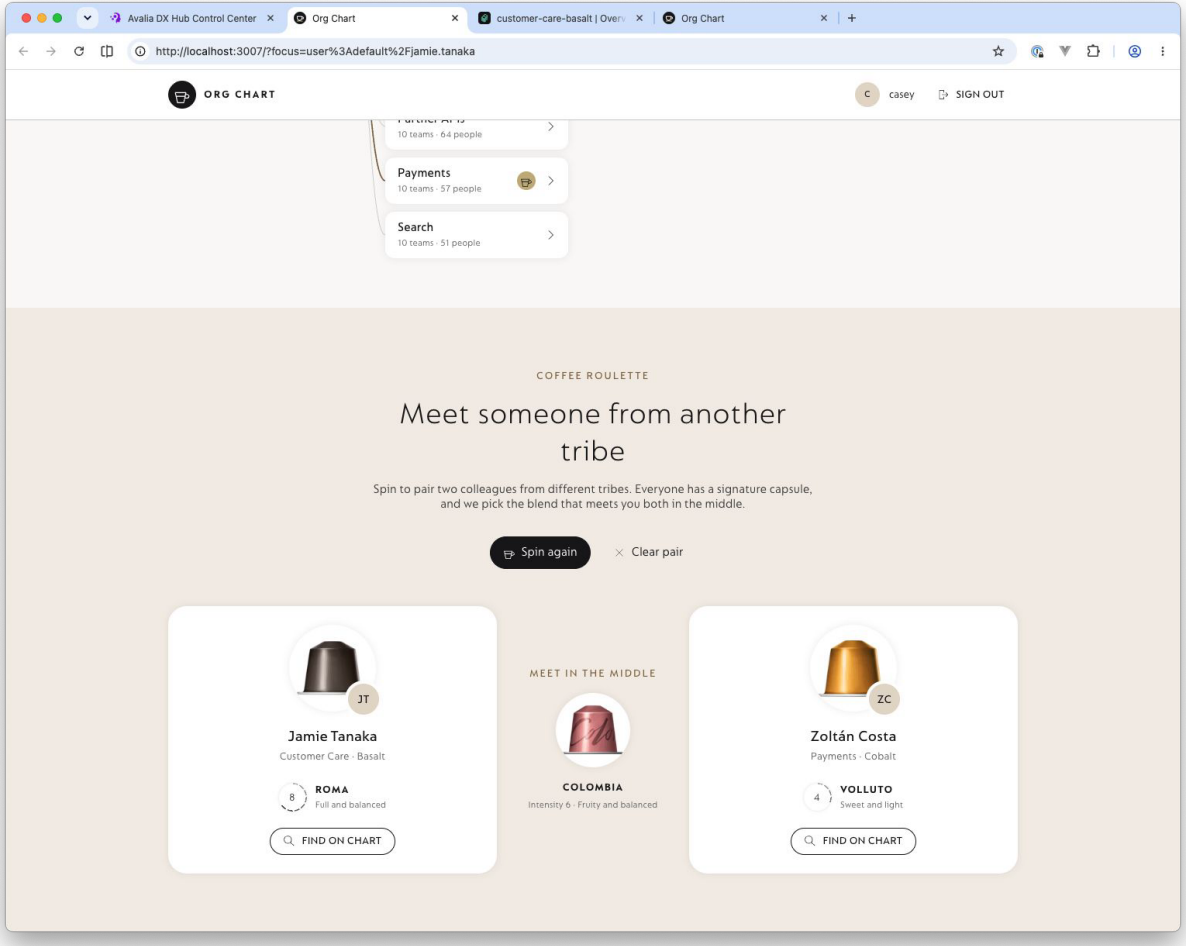
Search members...

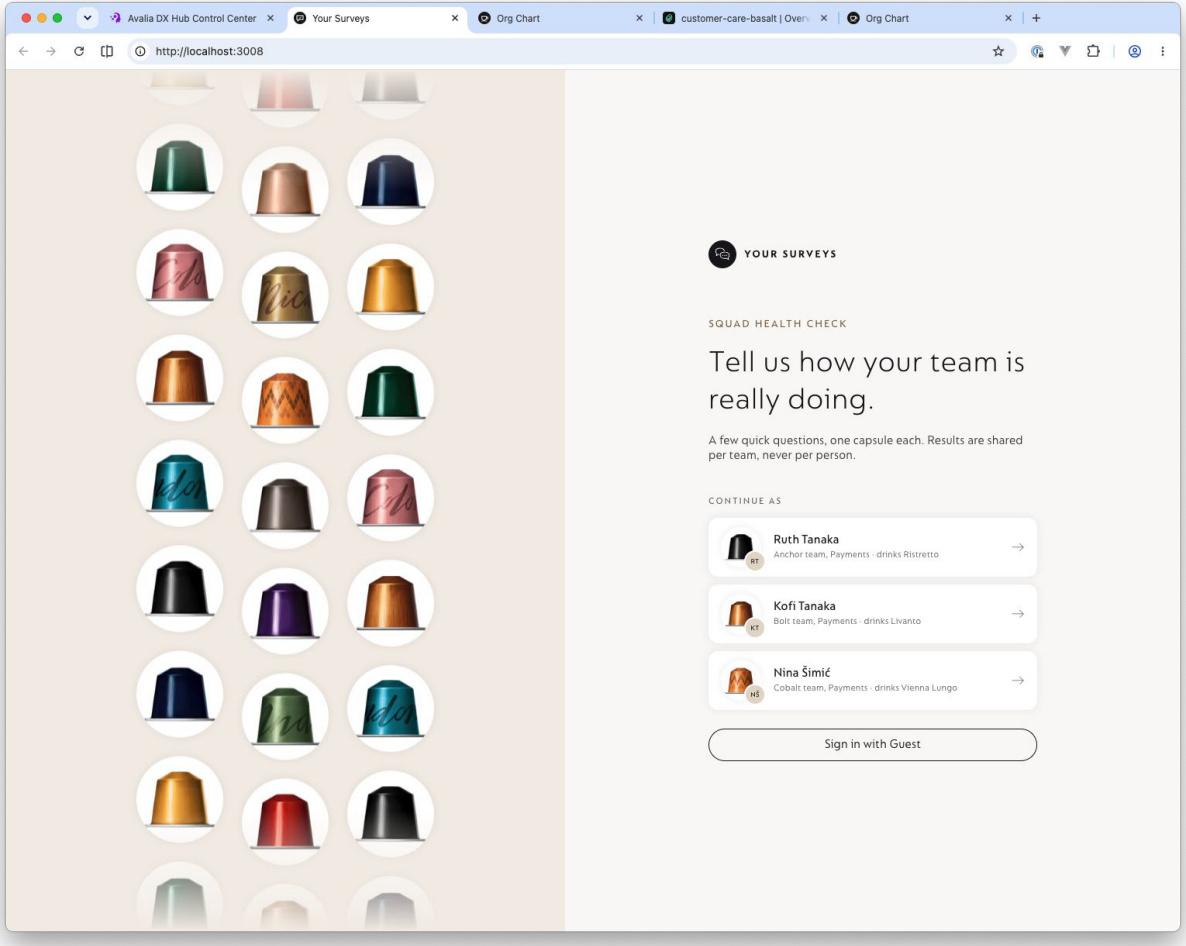
AS Anaïs Silva — Synthetic respondent (Survey Demo Org).	GH Grace Haddad — Synthetic respondent (Survey Demo Org).
IT Ivan Tanaka — Synthetic respondent (Survey Demo Org).	JT Jamie Tanaka — Synthetic respondent (Survey Demo Org).
RK Riley Khan — Synthetic respondent (Survey Demo Org).	RM Ruth Moreau — Synthetic respondent (Survey Demo Org).
SC Sam Clarke — Synthetic respondent (Survey Demo Org).	

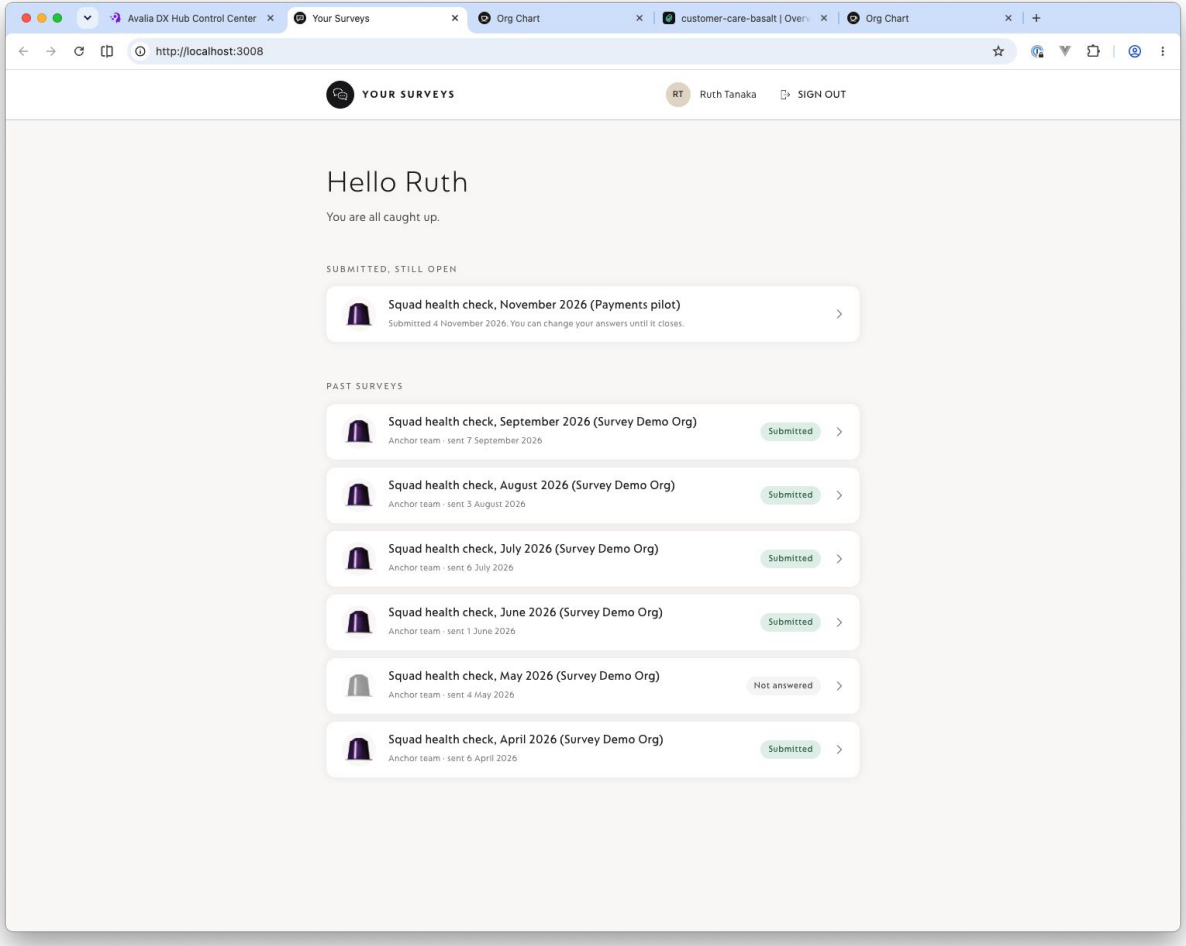

Avalia DX Hub Control Center
Org Chart
customer-care-basalt | Overv
Org Chart
http://localhost:3007
ORG CHART
ORGANISATION CHART
Who works where, one cup at a time.
Tribes, teams and the people in them, read live from the DX Hub catalog.
Continue as Casey →
Sign in with Guest

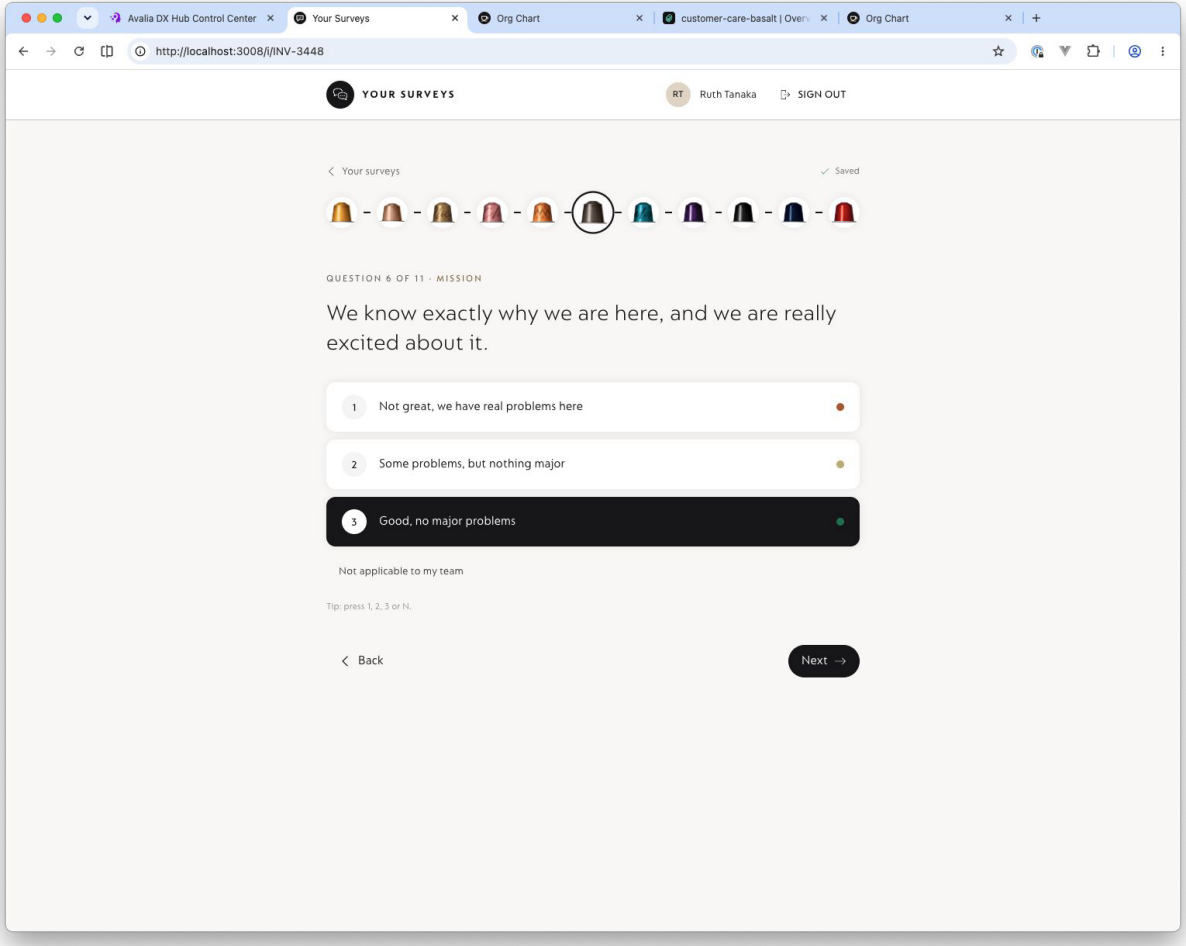

Avalia DX Hub Control Center
Org Chart
customer-care-basalt | Overv
Org Chart
http://localhost:3007
ORG CHART
C
casey
SIGN OUT
ORGANISATION CHART
Survey Demo Org
Synthetic organisation for the Surveys demo history. Not real teams.
574
PEOPLE
10
TRIBES
100
TEAMS
basa
Coffee roulette
Basalt
Customer Care · Basalt
Jamie Tanaka
Customer Care · Basalt
Ivan Tanaka
Customer Care · Basalt
Ruth Moreau
Customer Care · Basalt
Sam Clarke
Customer Care · Basalt
ORGANISATION
Data Platform
10 teams · 59 people
Growth
10 teams · 54 people
Identity
10 teams · 60 people
Survey Demo Org
10 tribes · 574 people
Logistics
10 teams · 57 people
Mobile
10 teams · 53 people
Choose a tribe to see its teams.

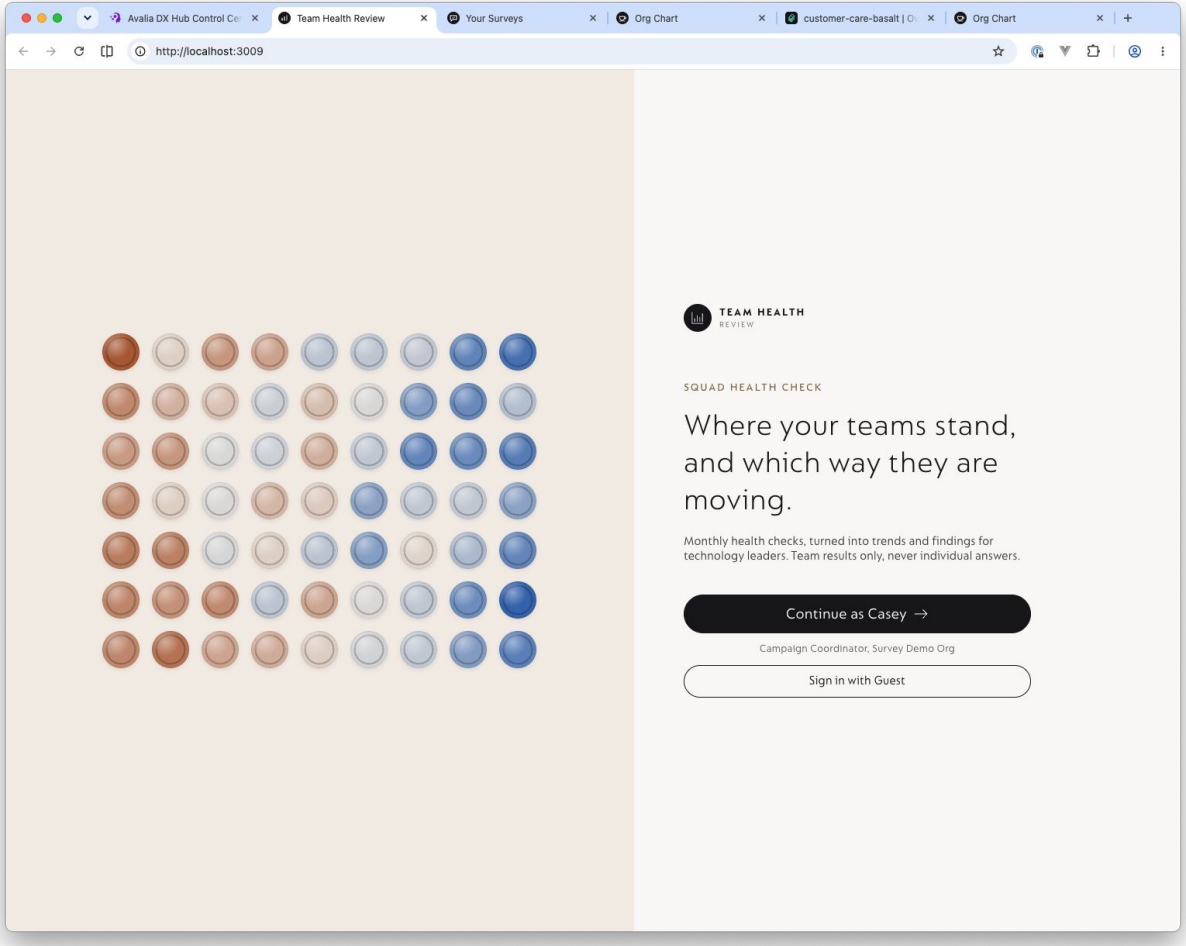

Avalia DX Hub Control Center
Org Chart
customer-care-basalt | Overv
Org Chart
http://localhost:3007/?focus=user%3Adefault%2Fjamie.tanaka
ORG CHART
ORGANISATION
TRIBES 10
TEAMS 10
Survey Demo Org
10 tribes · 574 people
Core Infrastructure
10 teams · 53 people
Customer Care
10 teams · 66 people
Data Platform
10 teams · 59 people
Growth
10 teams · 54 people
Identity
10 teams · 60 people
Logistics
10 teams · 57 people
Mobile
10 teams · 53 people
Basalt
7 people
Bramble
7 people
Cedar
6 people
Fern
7 people
Hollow
6 people
North
7 people
Nova
5 people
Quasar
7 people
Spruce
7 people
Zenith
7 people
Jamie Tanaka
JT
Customer Care · Basalt
user:default/jamie.tanaka
SIGNATURE CAPSULE
ROMA
Full and balanced
8
BASALT TEAM · 7 PEOPLE
AS Anaïs Silva Volluto
GH Grace Haddad Vienna Lungo
IT Ivan Tanaka Colombia
RK Riley Khan Arpeggio
RM Ruth Moreau Nicaragua
SC Sam Clarke Arpeggio
Find a coffee partner

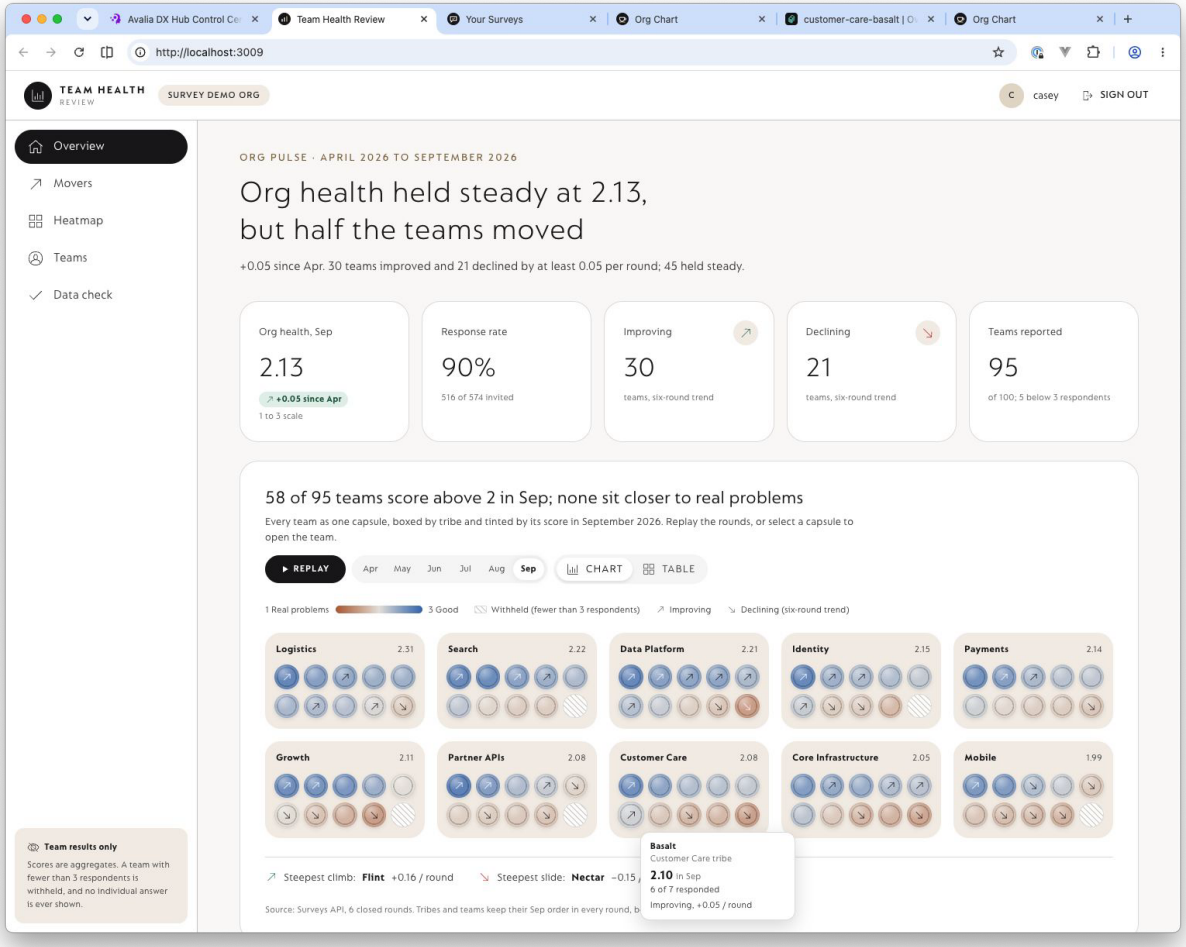

Avalia DX Hub Control Center
Org Chart
customer-care-basalt | Overv
Org Chart
http://localhost:3007/?focus=user%3Adefault%2Fjamie.tanaka
ORG CHART
C
casey
SIGN OUT
10 teams · 64 people
Payments
10 teams · 57 people
Search
10 teams · 51 people
COFFEE ROULETTE
Meet someone from another tribe
Spin to pair two colleagues from different tribes. Everyone has a signature capsule, and we pick the blend that meets you both in the middle.
Spin again
Clear pair
JT
Jamie Tanaka
Customer Care · Basalt
8
ROMA
Full and balanced
FIND ON CHART
MEET IN THE MIDDLE
COLOMBIA
Intensity 6 · Fruity and balanced
ZC
Zoltán Costa
Payments · Cobalt
4
VOLLUTO
Sweet and light
FIND ON CHART

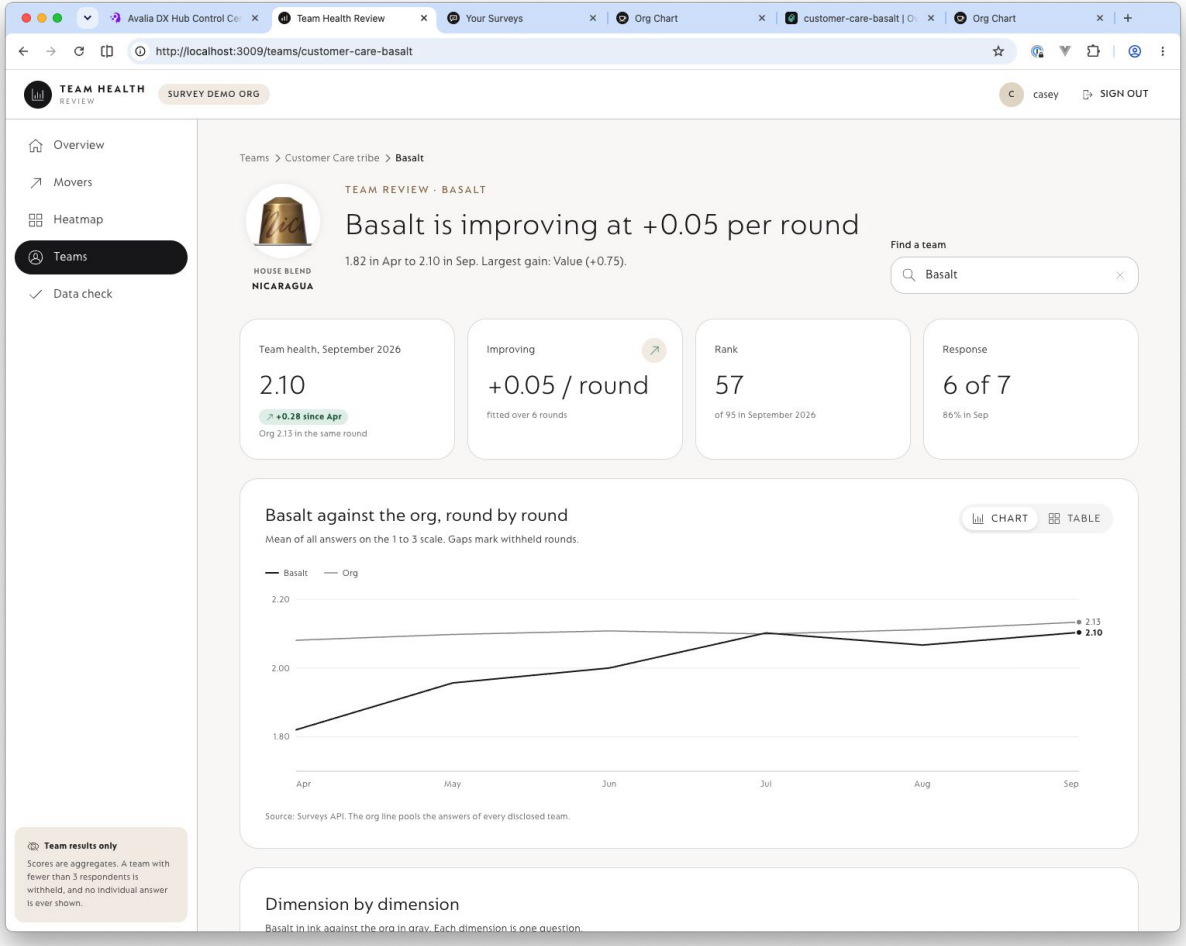

Avalia DX Hub Control Center
Your Surveys
Org Chart
customer-care-basalt | Overv
Org Chart
http://localhost:3008
YOUR SURVEYS
SQUAD HEALTH CHECK
Tell us how your team is really doing.
A few quick questions, one capsule each. Results are shared per team, never per person.
CONTINUE AS
Ruth Tanaka
Anchor team, Payments · drinks Ristretto
Kofi Tanaka
Bolt team, Payments · drinks Livanto
Nina Šimić
Cobalt team, Payments · drinks Vienna Lungo
Sign in with Guest

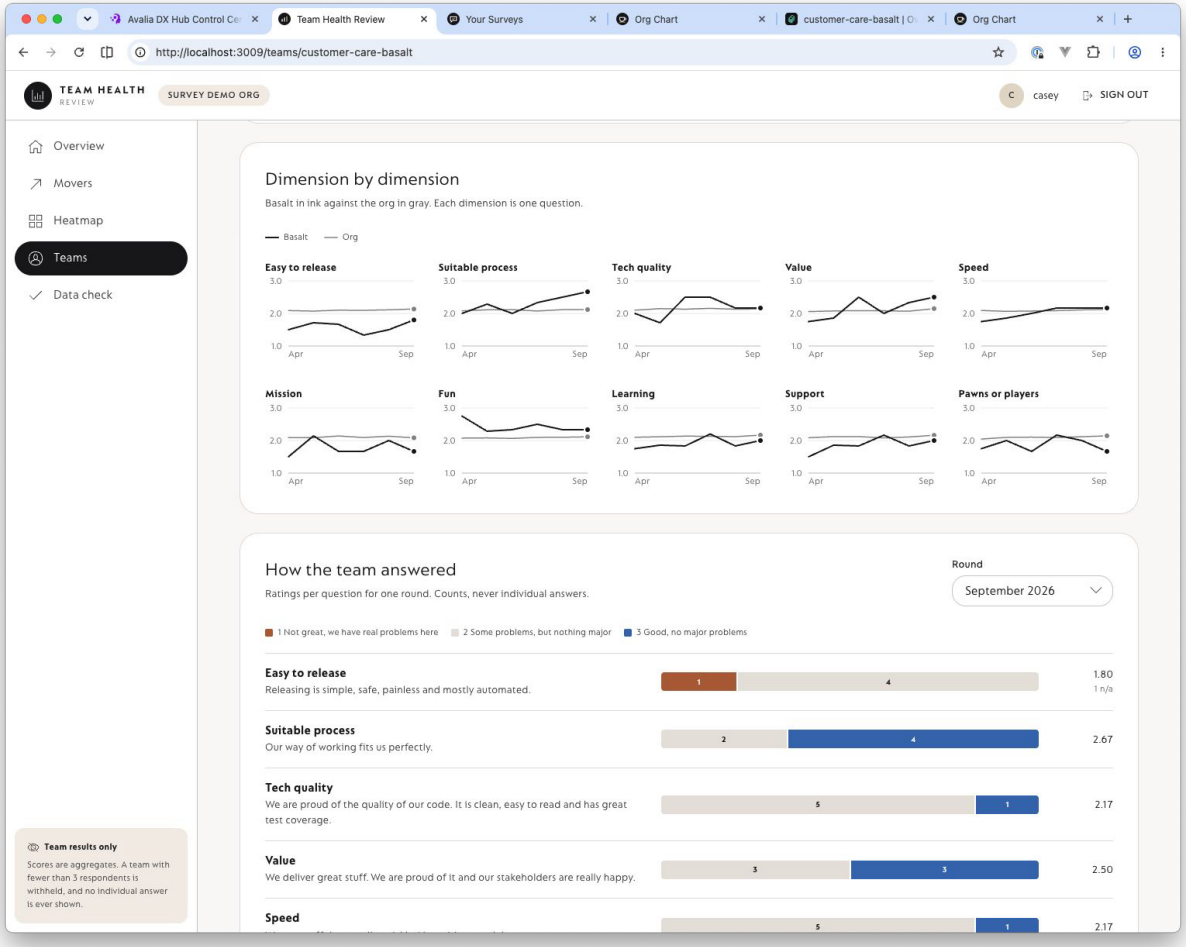

Avalia DX Hub Control Center
Your Surveys
Org Chart
customer-care-basalt | Overv
Org Chart
http://localhost:3008
YOUR SURVEYS
RT
Ruth Tanaka
SIGN OUT
Hello Ruth
You are all caught up.
SUBMITTED, STILL OPEN
Squad health check, November 2026 (Payments pilot)
Submitted 4 November 2026. You can change your answers until it closes.
PAST SURVEYS
Squad health check, September 2026 (Survey Demo Org)
Anchor team · sent 7 September 2026
Submitted
Squad health check, August 2026 (Survey Demo Org)
Anchor team · sent 3 August 2026
Submitted
Squad health check, July 2026 (Survey Demo Org)
Anchor team · sent 6 July 2026
Submitted
Squad health check, June 2026 (Survey Demo Org)
Anchor team · sent 1 June 2026
Submitted
Squad health check, May 2026 (Survey Demo Org)
Anchor team · sent 4 May 2026
Not answered
Squad health check, April 2026 (Survey Demo Org)
Anchor team · sent 6 April 2026
Submitted

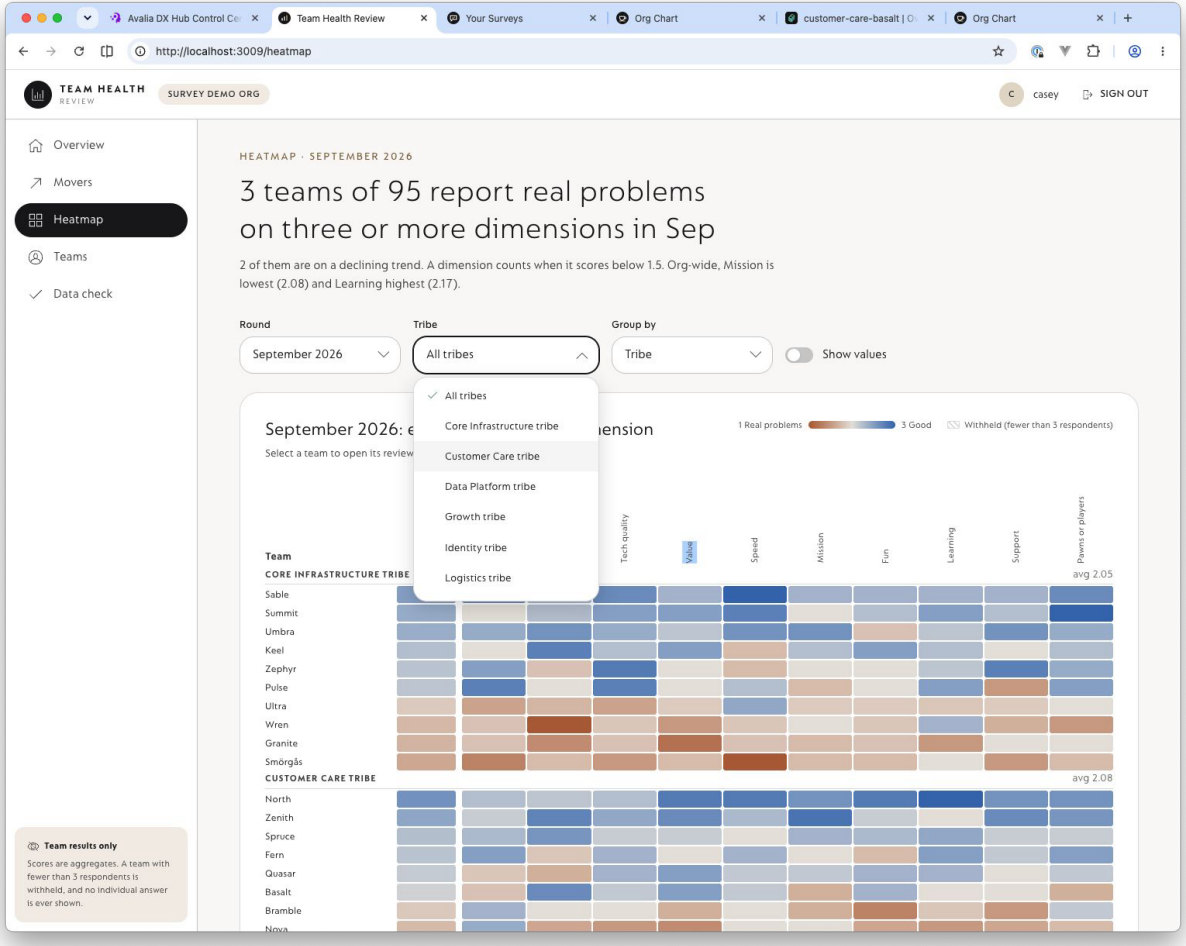

Avalia DX Hub Control Center
Your Surveys
Org Chart
customer-care-basalt | Overv
Org Chart
http://localhost:3008/i/INV-3448
YOUR SURVEYS
RT
Ruth Tanaka
SIGN OUT
Your surveys
Saved
QUESTION 6 OF 11 · MISSION
We know exactly why we are here, and we are really excited about it.
1
Not great, we have real problems here
2
Some problems, but nothing major
3
Good, no major problems
Not applicable to my team
Tip: press 1, 2, 3 or N.
Back
Next


Avalia DX Hub Control Ce
Team Health Review
Your Surveys
Org Chart
customer-care-basalt | O
Org Chart
http://localhost:3009
TEAM HEALTH
REVIEW
SQUAD HEALTH CHECK
Where your teams stand, and which way they are moving.
Monthly health checks, turned into trends and findings for technology leaders. Team results only, never individual answers.
Continue as Casey →
Campaign Coordinator, Survey Demo Org
Sign in with Guest


Avalia DX Hub Control Ce
Team Health Review
Your Surveys
Org Chart
customer-care-basalt | O
Org Chart
http://localhost:3009
TEAM HEALTH
REVIEW
SURVEY DEMO ORG
C
casey
SIGN OUT
Overview
Movers
Heatmap
Teams
Data check
ORG PULSE · APRIL 2026 TO SEPTEMBER 2026
Org health held steady at 2.13, but half the teams moved
+0.05 since Apr. 30 teams improved and 21 declined by at least 0.05 per round; 45 held steady.
Org health, Sep
2.13
+0.05 since Apr
1 to 3 scale
Response rate
90%
516 of 574 invited
Improving
30
teams, six-round trend
Declining
21
teams, six-round trend
Teams reported
95
of 100; 5 below 3 respondents
58 of 95 teams score above 2 in Sep; none sit closer to real problems
Every team as one capsule, boxed by tribe and tinted by its score in September 2026. Replay the rounds, or select a capsule to open the team.
REPLAY
Apr
May
Jun
Jul
Aug
Sep
CHART
TABLE
1 Real problems
3 Good
Withheld (fewer than 3 respondents)
Improving
Declining (six-round trend)
Logistics 2.31
Search 2.22
Data Platform 2.21
Identity 2.15
Payments 2.14
Growth 2.11
Partner APIs 2.08
Customer Care 2.08
Core Infrastructure 2.05
Mobile 1.99
Steepest climb: Flint +0.16 / round
Steepest slide: Nectar −0.15
Basalt
Customer Care tribe
2.10 in Sep
6 of 7 responded
Improving, +0.05 / round
Source: Surveys API, 6 closed rounds. Tribes and teams keep their Sep order in every round, b
Team results only
Scores are aggregates. A team with fewer than 3 respondents is withheld, and no individual answer is ever shown.


Avalia DX Hub Control Ce
Team Health Review
Your Surveys
Org Chart
customer-care-basalt | O
Org Chart
http://localhost:3009/teams/customer-care-basalt
TEAM HEALTH
REVIEW
SURVEY DEMO ORG
C
casey
SIGN OUT
Overview
Movers
Heatmap
Teams
Data check
Teams > Customer Care tribe > Basalt
TEAM REVIEW · BASALT
Basalt is improving at +0.05 per round
1.82 in Apr to 2.10 in Sep. Largest gain: Value (+0.75).
HOUSE BLEND
NICARAGUA
Find a team
Basalt
Team health, September 2026
2.10
+0.28 since Apr
Org 2.13 in the same round
Improving
+0.05 / round
fitted over 6 rounds
Rank
57
of 95 in September 2026
Response
6 of 7
86% in Sep
Basalt against the org, round by round
Mean of all answers on the 1 to 3 scale. Gaps mark withheld rounds.
CHART
TABLE
Basalt
Org
2.20
2.00
1.80
2.13
2.10
Apr
May
Jun
Jul
Aug
Sep
Source: Surveys API. The org line pools the answers of every disclosed team.
Team results only
Scores are aggregates. A team with fewer than 3 respondents is withheld, and no individual answer is ever shown.
Dimension by dimension
Basalt in ink against the org in gray. Each dimension is one question.

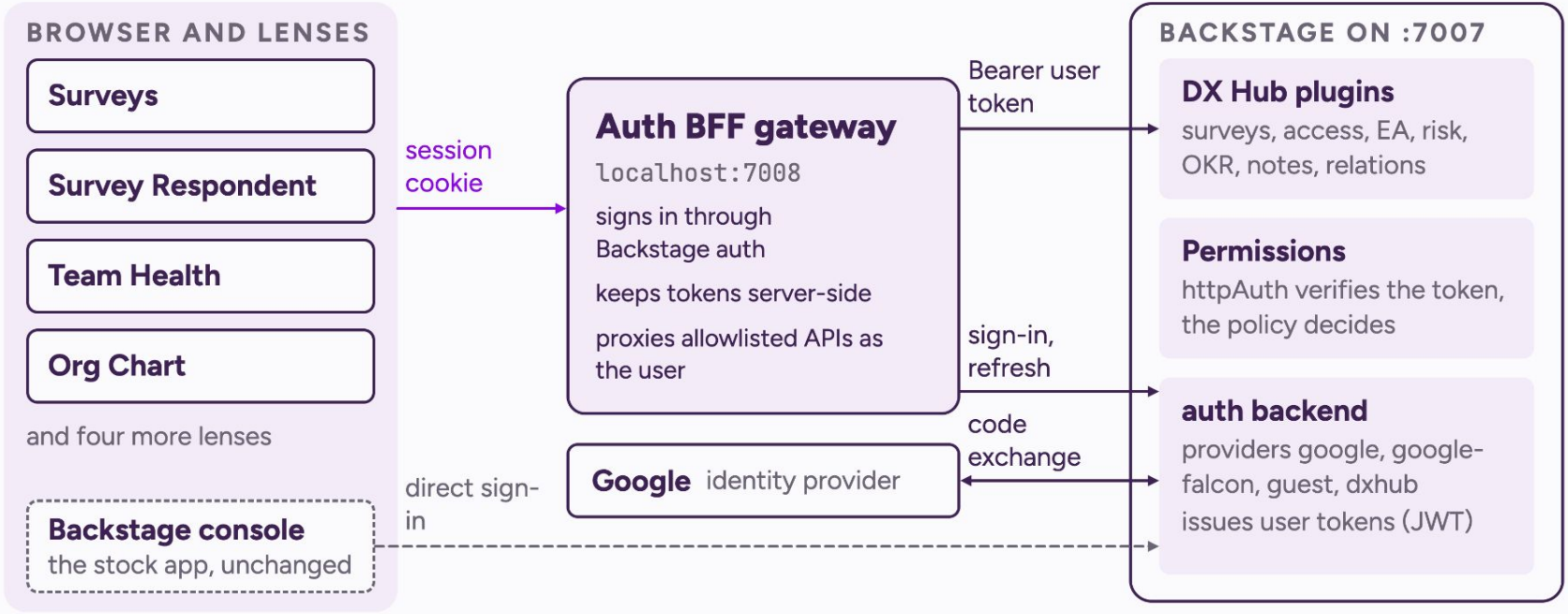

Avalia DX Hub Control Ce
Team Health Review
Your Surveys
Org Chart
customer-care-basalt | O
Org Chart
http://localhost:3009/teams/customer-care-basalt
TEAM HEALTH
REVIEW
SURVEY DEMO ORG
C
casey
SIGN OUT
Overview
Movers
Heatmap
Teams
Data check
Dimension by dimension
Basalt in ink against the org in gray. Each dimension is one question.
Basalt
Org
Easy to release
Suitable process
Tech quality
Value
Speed
Mission
Fun
Learning
Support
Pawns or players
3.0
2.0
1.0
Apr
Sep
How the team answered
Ratings per question for one round. Counts, never individual answers.
Round
September 2026
1 Not great, we have real problems here
2 Some problems, but nothing major
3 Good, no major problems
Easy to release
Releasing is simple, safe, painless and mostly automated.
1
4
1.80
1 n/a
Suitable process
Our way of working fits us perfectly.
2
4
2.67
Tech quality
We are proud of the quality of our code. It is clean, easy to read and has great test coverage.
5
1
2.17
Value
We deliver great stuff. We are proud of it and our stakeholders are really happy.
3
3
2.50
Speed
5
1
2.17
Team results only
Scores are aggregates. A team with fewer than 3 respondents is withheld, and no individual answer is ever shown.


Avalia DX Hub Control Ce
Team Health Review
Your Surveys
Org Chart
customer-care-basalt | O
Org Chart
http://localhost:3009/heatmap
TEAM HEALTH
REVIEW
SURVEY DEMO ORG
casey
SIGN OUT
Overview
Movers
Heatmap
Teams
Data check
HEATMAP · SEPTEMBER 2026
3 teams of 95 report real problems
on three or more dimensions in Sep
2 of them are on a declining trend. A dimension counts when it scores below 1.5. Org-wide, Mission is lowest (2.08) and Learning highest (2.17).
Round
September 2026
Tribe
All tribes
Group by
Tribe
Show values
All tribes
Core Infrastructure tribe
Customer Care tribe
Data Platform tribe
Growth tribe
Identity tribe
Logistics tribe
September 2026: e
ension
Select a team to open its review
1 Real problems
3 Good
Withheld (fewer than 3 respondents)
Tech quality
Value
Speed
Mission
Fun
Learning
Support
Pawns or players
Team
CORE INFRASTRUCTURE TRIBE
avg 2.05
Sable
Summit
Umbra
Keel
Zephyr
Pulse
Ultra
Wren
Granite
Smörgås
CUSTOMER CARE TRIBE
avg 2.08
North
Zenith
Spruce
Fern
Quasar
Basalt
Bramble
Nova
Team results only
Scores are aggregates. A team with fewer than 3 respondents is withheld, and no individual answer is ever shown.

Behind the scenes

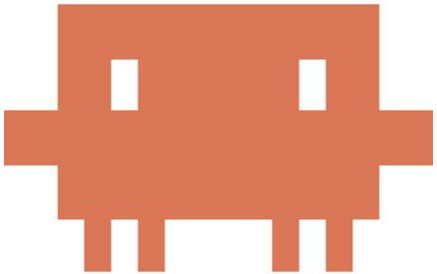
THE FALCON STATIC VIEW

Lenses, one gateway, headless Backstage



Agent skills

avalia



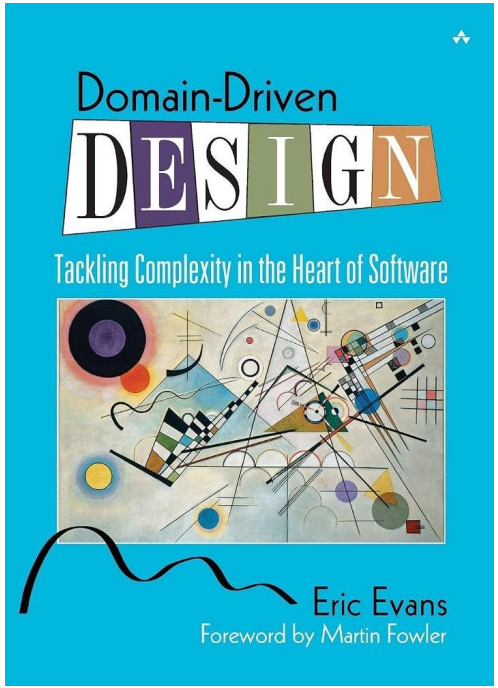
`/avalia-dxhub-extract-design-system`

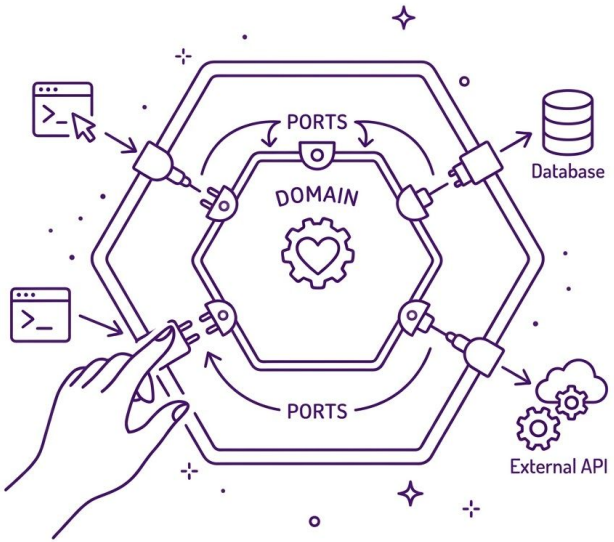
`/avalia-dxhub-generate-synthetic-data`

`/avalia-dxhub-design-backend-backstage-plugin`

Design & architecture

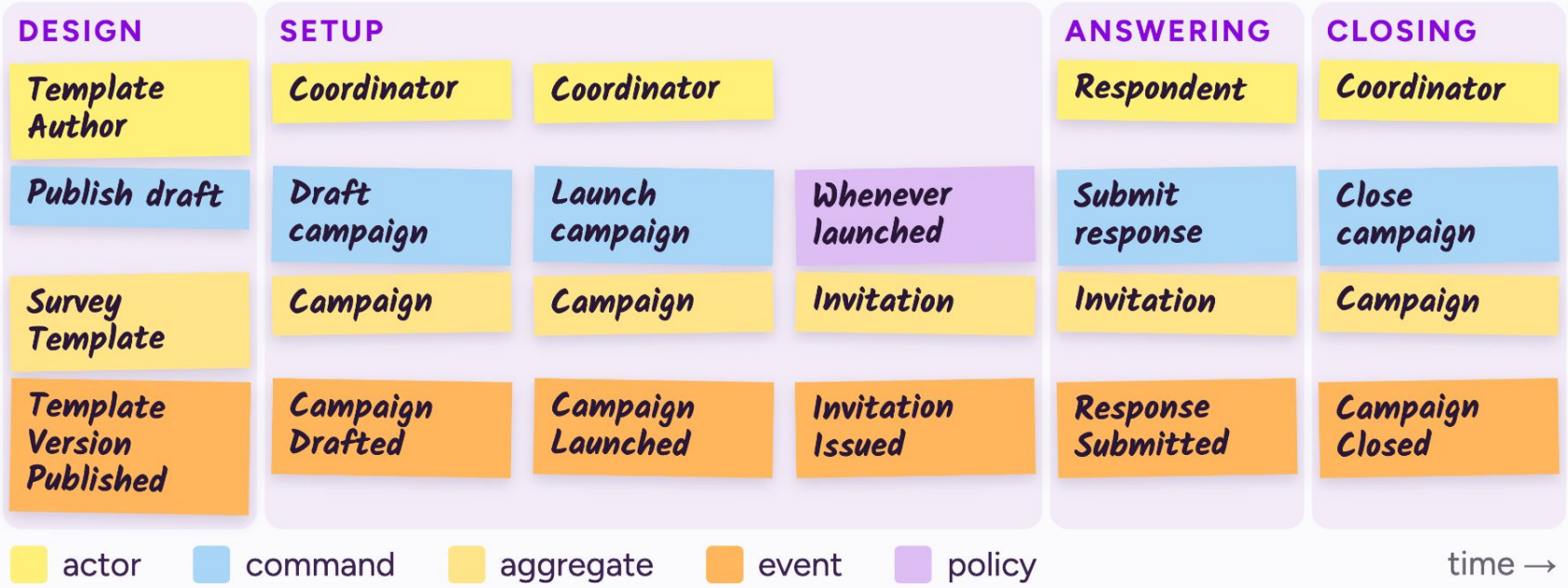






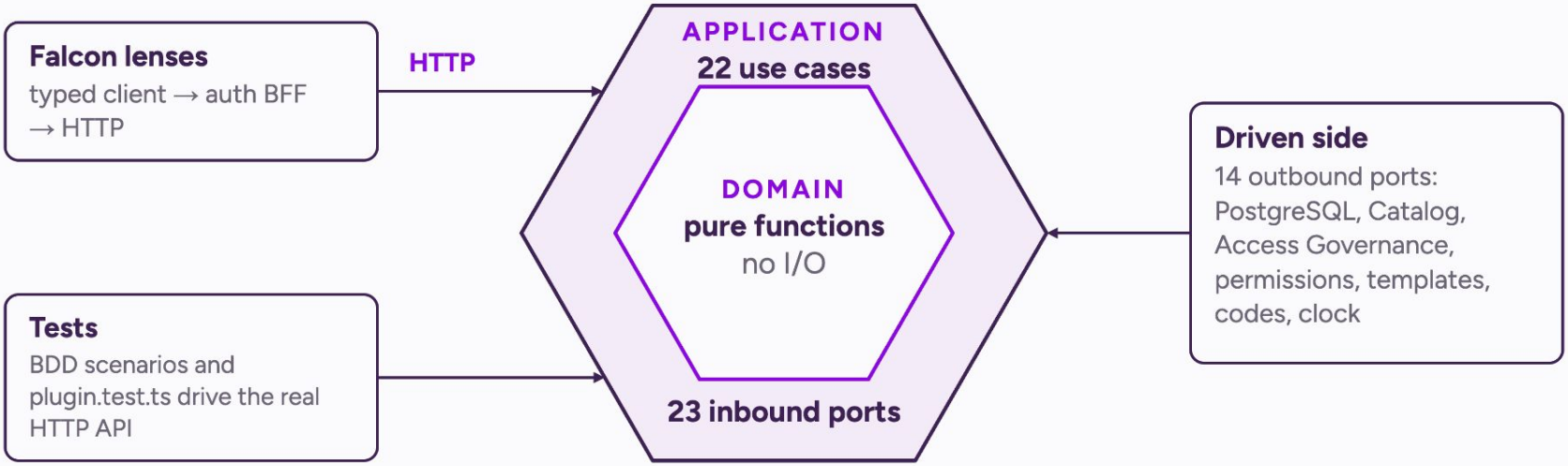
DISCOVER WITH EVENT STORMING

The Surveys story on the wall



BUILD WITH HEXAGONAL ARCHITECTURE

The Surveys hexagon



Every arrow points inward. bootstrap/create-surveys-module.ts wires the adapters into the handlers.

Learnings

Lessons learned

avalia

Did you expect to achieve this when we started?

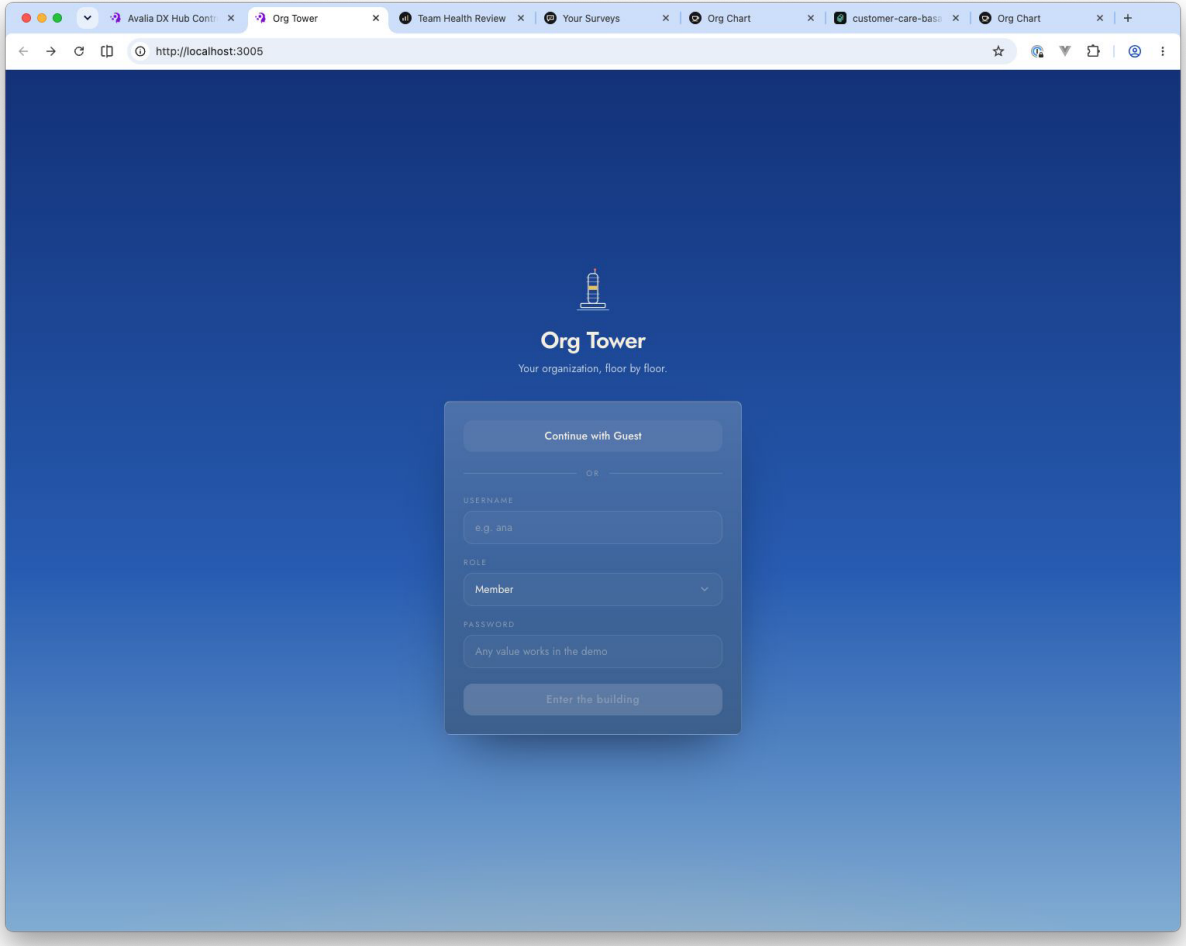
How was it to work with Claude in our DX Hub harness?

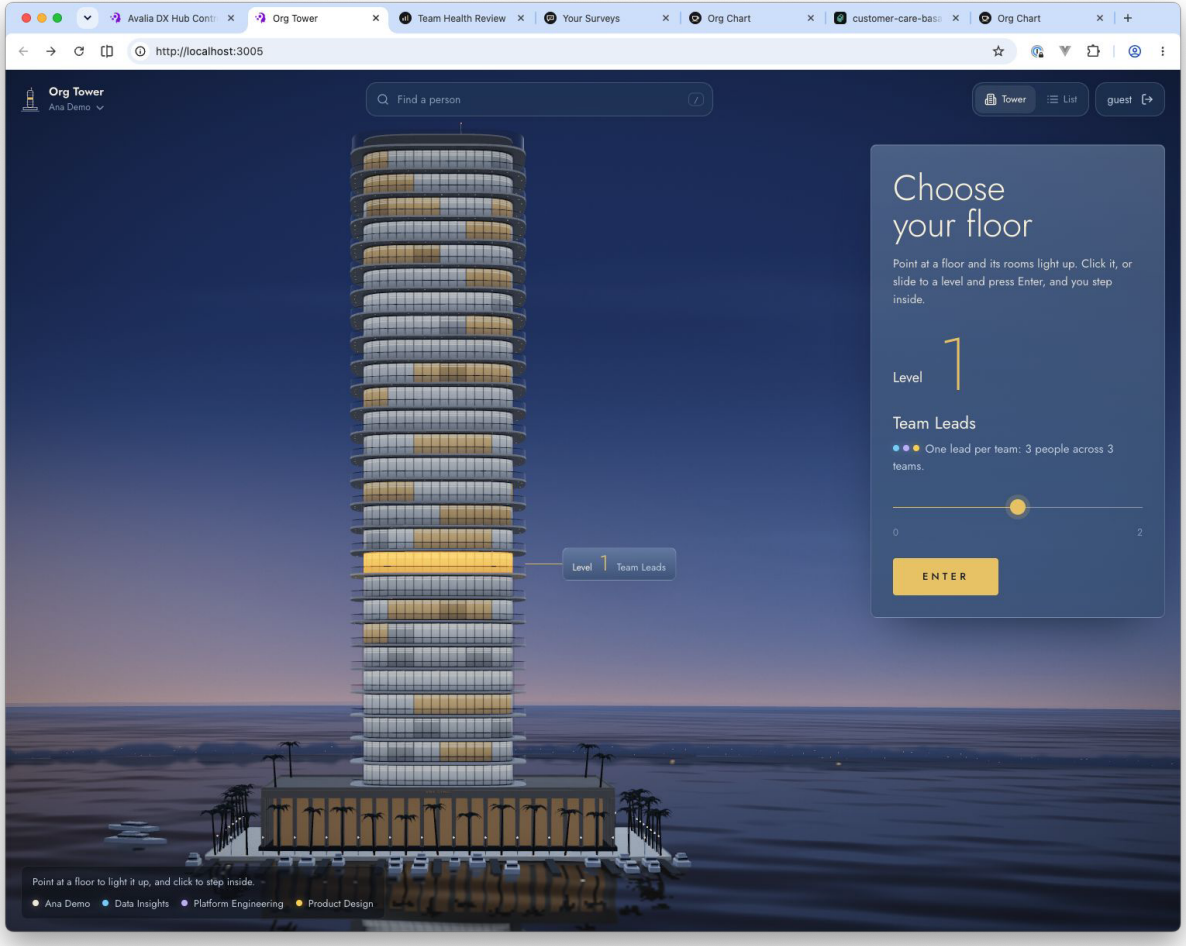
What do you still find challenging in this environment?

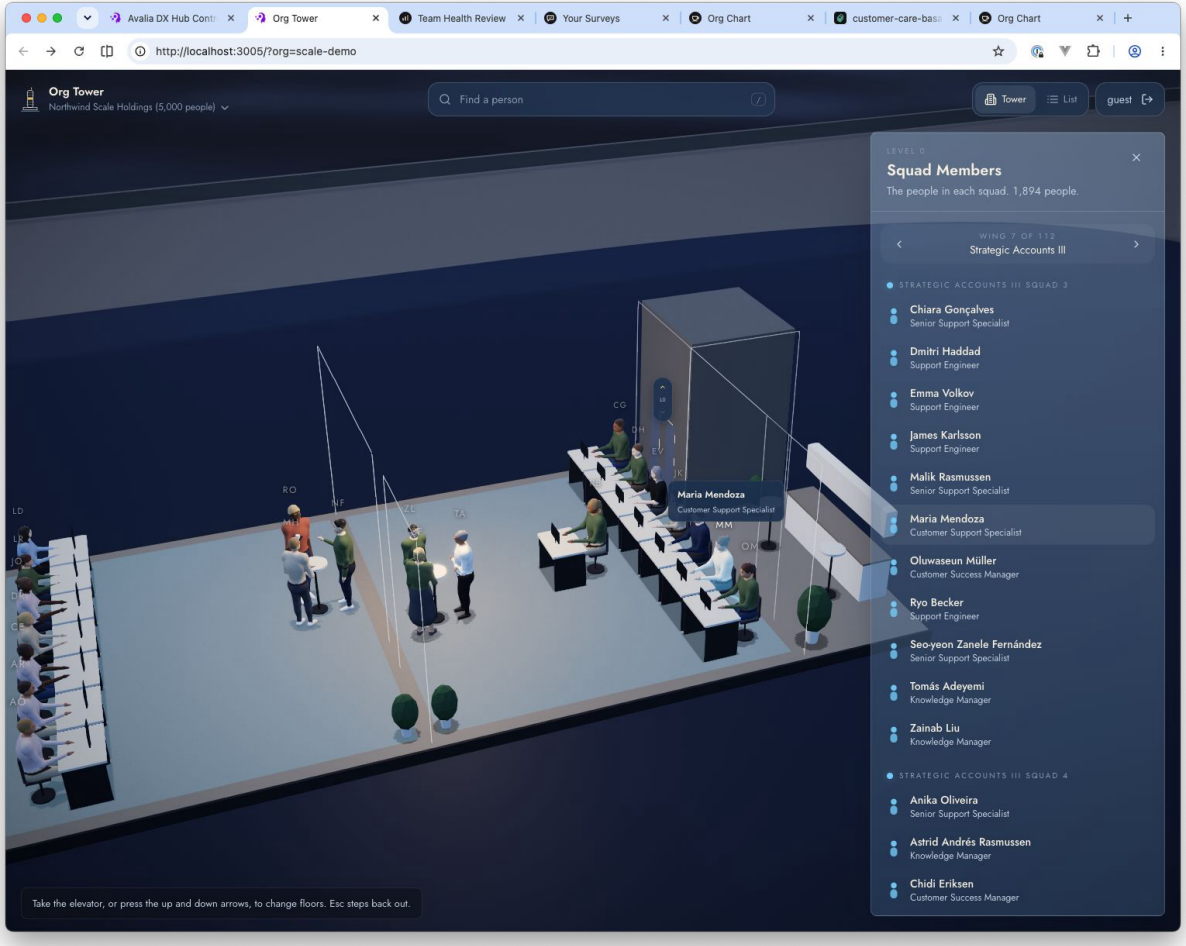


avalia

one more thing...


Org Tower
Team Health Review
Your Surveys
Org Chart
customer-care-base
Org Chart
http://localhost:3005
Org Tower
Your organization, floor by floor.
Continue with Guest
OR
USERNAME
e.g. ana
ROLE
Member
PASSWORD
Any value works in the demo
Enter the building


Org Tower
Ana Demo
Find a person
Tower
List
guest
Choose your floor
Point at a floor and its rooms light up. Click it, or slide to a level and press Enter, and you step inside.
Level 1
Team Leads
One lead per team: 3 people across 3 teams.
0
2
ENTER
Level 1 Team Leads
Point at a floor to light it up, and click to step inside.
Ana Demo
Data Insights
Platform Engineering
Product Design

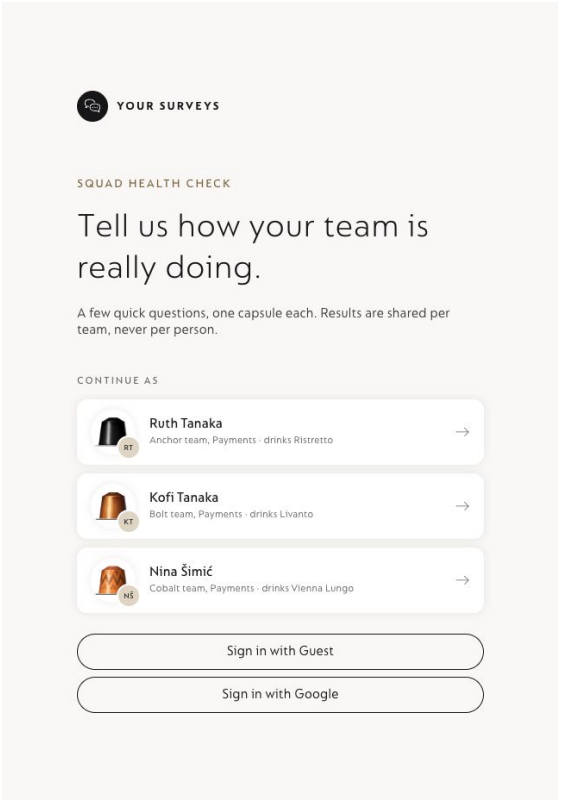

Org Tower
Team Health Review
Your Surveys
Org Chart
customer-care-base
Org Chart
http://localhost:3005/?org=scale-demo
Org Tower
Northwind Scale Holdings (5,000 people)
Find a person
Tower
List
guest
LEVEL 0
Squad Members
The people in each squad. 1,894 people.
WING 7 OF 112
Strategic Accounts III
STRATEGIC ACCOUNTS III SQUAD 3
Chiara Gonçalves
Senior Support Specialist
Dmitri Haddad
Support Engineer
Emma Volkov
Support Engineer
James Karlsson
Support Engineer
Malik Rasmussen
Senior Support Specialist
Maria Mendoza
Customer Support Specialist
Oluwaseun Müller
Customer Success Manager
Ryo Becker
Support Engineer
Seo-yeon Zanele Fernández
Senior Support Specialist
Tomás Adeyemi
Knowledge Manager
Zainab Liu
Knowledge Manager
STRATEGIC ACCOUNTS III SQUAD 4
Anika Oliveira
Senior Support Specialist
Astrid Andrés Rasmussen
Knowledge Manager
Chidi Eriksen
Customer Success Manager
Maria Mendoza
Customer Support Specialist
Take the elevator, or press the up and down arrows, to change floors. Esc steps back out.

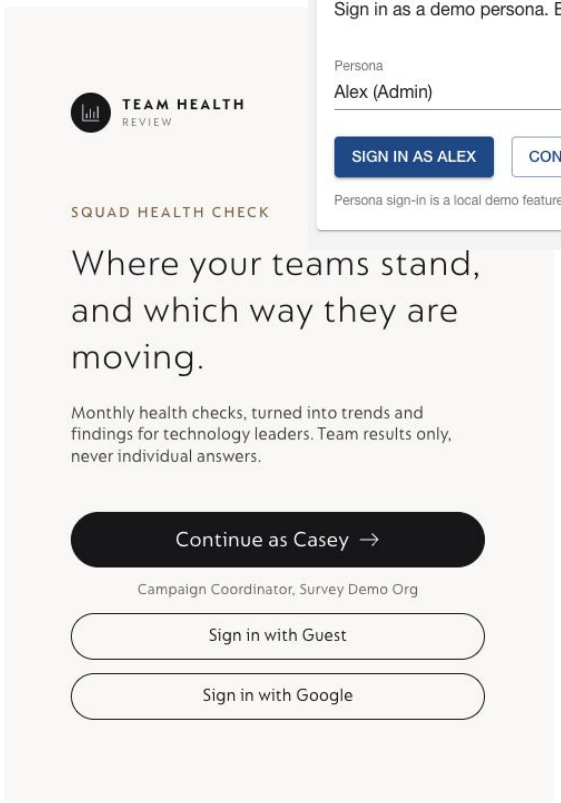


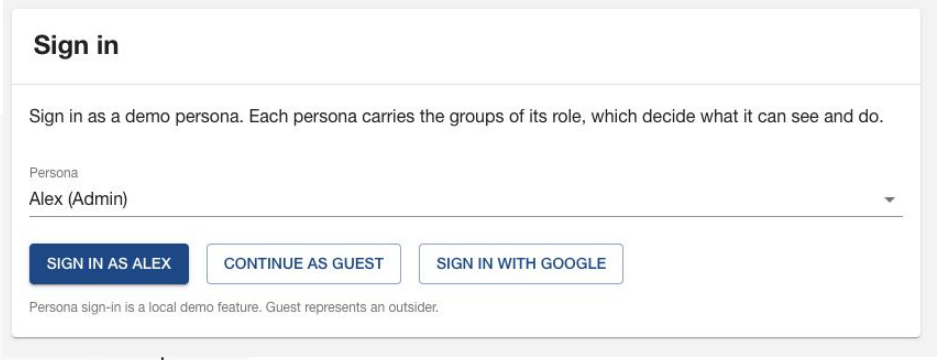
Backstage | CON

NORTH AMERICA

Demo auth







For demos, user can login as any user / persona, without credentials

Useful to walk through user journeys

ZOOM OUT · AVALIA DX HUB

Surveys is one of seven bounded contexts

Each hexagon is a Backstage backend plugin with its own tables, events and API. Access Governance sits in the middle: five contexts plug their capabilities into it.



What every context shares

- Designed with Event Storming, modelled with DDD
- The same hexagonal folder layout and five-beat handlers
- The same conformance suite, run on every build
- BDD scenarios written in the domain's language
- Its own tables, audit log and outbox, never shared
- A package family: `-contracts`, `-common`, `-node`, usually `-client`
- Backstage permissions; scoped grants from Access Governance
- UI in Falcon lenses, never in a Backstage frontend plugin

`backstage/packages/avalia-dxhub-*`

arch-test-utils · bdd-test-utils · contracts-core · event-persistence · resource-identity · plugin-client-core

BUILD WITH GUARDRAILS

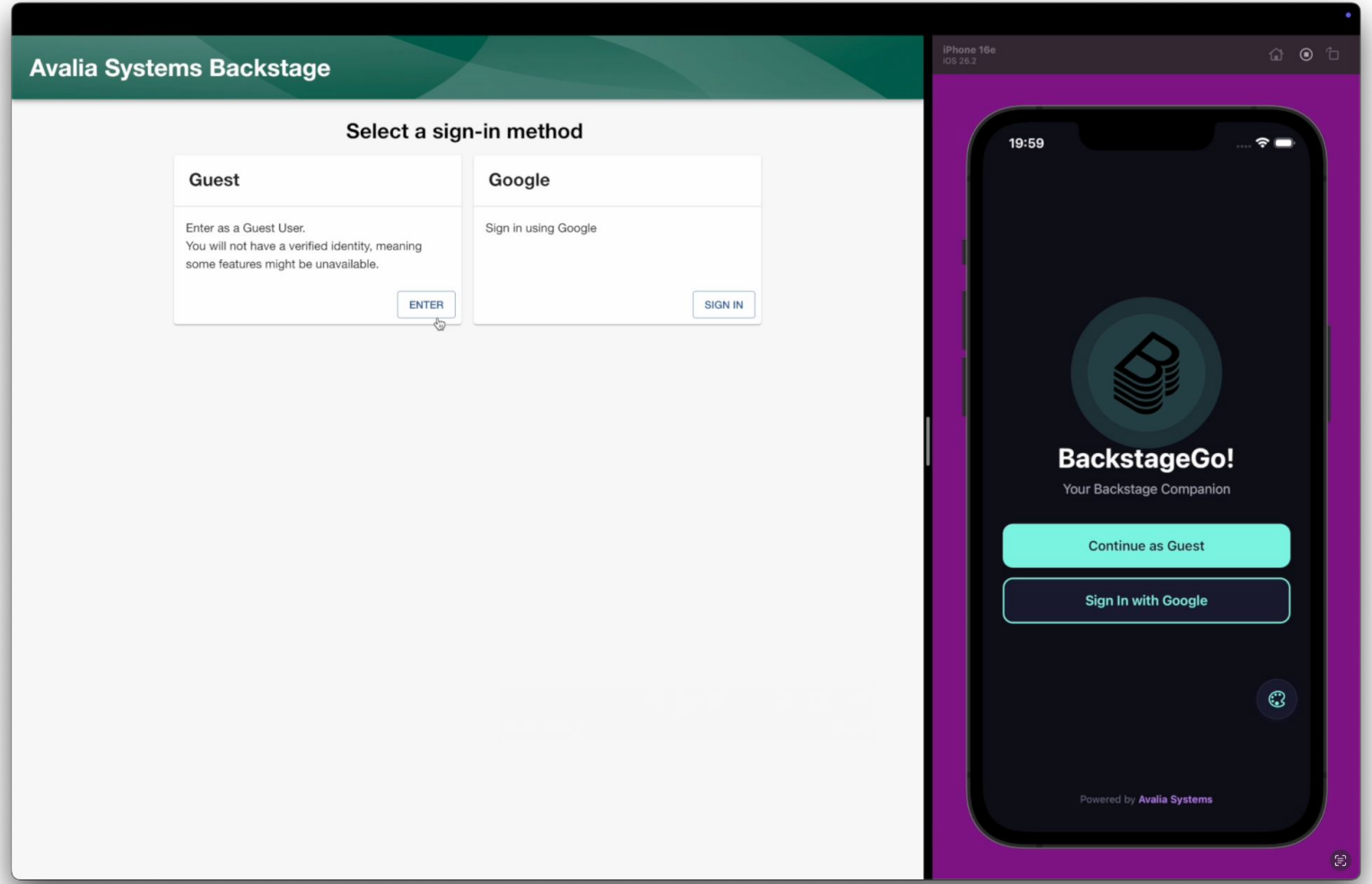
The architecture is a test

```
// architecture.test.ts
runBackendPluginConformance({
  pluginId: 'avalia-dxhub-surveys',
  domainAreas: [
    'campaigns', 'invitations',
    'results', 'shared', 'templates',
  ],
});
```

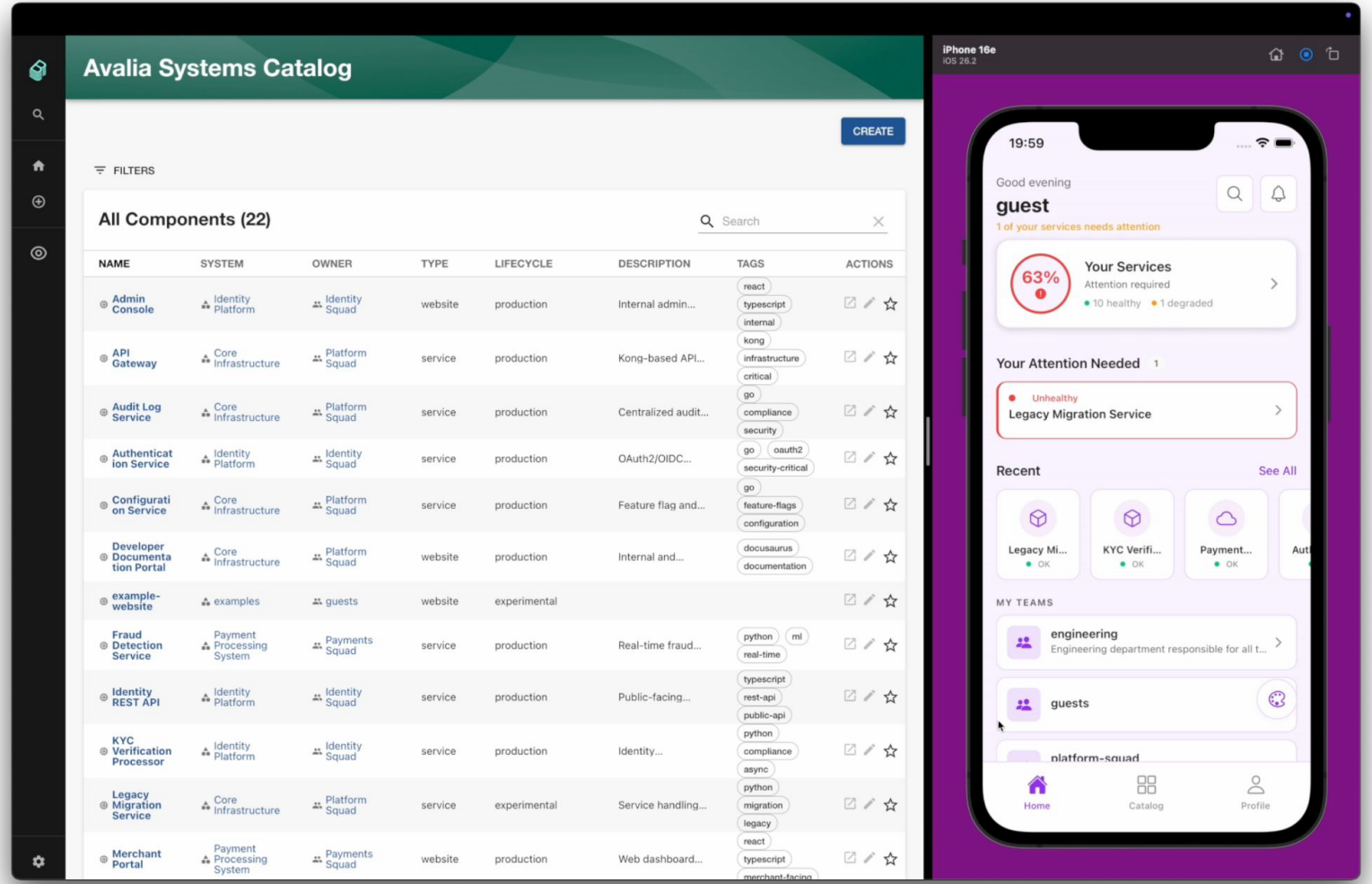
WHAT IT CHECKS

- ✓ The domain imports no framework
- ✓ Routes authenticate first
- ✓ Contracts drive the OpenAPI spec
- ✓ Naming and folder layout

Breaking a rule breaks the build, for people and for agents.



React Native application



React Native application