Product Management Case Study

Access@Zluri

Employee App Catalog

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A detailed comparative analysis of leading enterprise, consumer, and IT service app catalog/discovery platforms reveals clear UX best practices, information architecture choices, and user engagement strategies. The following sections synthesize findings from Microsoft AppSource, Google Workspace Marketplace, Salesforce AppExchange, Okta, ServiceNow, AWS Service Catalog, Apple/Google consumer app stores, and Freshservice

Discovery Experience

Most platforms emphasize search, browsing by category, and personalized recommendations to streamline app discovery.

- Microsoft AppSource and Google Workspace Marketplace **embed galleries in user homepages** and support organization-specific app listings, making discovery more relevant to enterprise needs.
- AppExchange, Google Play Store, and Apple App Store **use featured apps, curated lists, and editorial recommendations** to guide exploration.
- Okta and ServiceNow provide **dashboards or portals with customizable "favorites,"** quick access to recent apps, and self-service request features.
- AWS Service Catalog exposes apps (products) users can launch but discovery is typically **portfolio-driven and may require IT curation**. Freshservice allows shopping-cart style browsing for IT services and assets.

Information Architecture

App pages and catalog items universally present rich metadata:

- **Core fields**: App name, description, logo/icon, category, publisher, installation size.
- **Advanced info**: Screenshots, user ratings, reviews, usage stats, compatibility, security/privacy notes, and change/version history.
- Enterprise and internal tools also **display access controls, provisioning scope, and workflow status.**
- ServiceNow and Freshservice allow custom fields for department/team-based visibility and workflow automation.

User Interface Patterns

1. Best practices include **modular cards/lists, prominent search bars, filter chips/tags, and faceted navigation:**
2. Search is fuzzy and forgiving (Okta, Play Store), card-based layouts support drag-and-drop reordering (Okta), and sections/tabs replace old tabbed navigation for clarity (Okta, Freshservice).
3. Bottom and left navigation regions are used for app/game splits (Play Store); consumer stores separate install/view actions, while enterprise stores blend "get app" with request provisioning (ServiceNow, AWS).
4. Responsive, cross-device consistency and accessibility updates are routine across stores.

User Engagement Features

1. User ratings and reviews are critical for both consumer and enterprise discovery, although internal apps may have restricted commenting.
2. Usage analytics and recommendations appear in most platforms, and advanced portals provide personalized stats, recently used views, or admin-driven feedback loops (Freshservice, ServiceNow).
3. Versioning and feature change logs (AWS Service Catalog), and multi-stage approval/request workflows (Freshservice/ServiceNow) enhance trust and governance in enterprise environments.

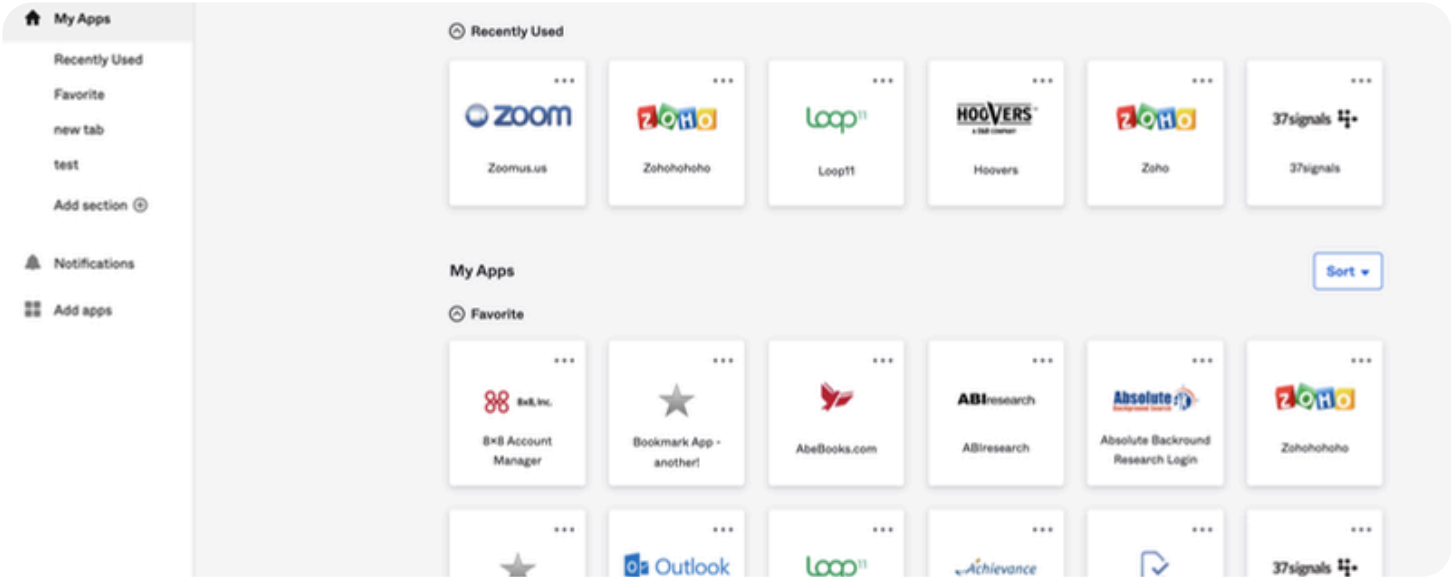


Fig 1 : Okta Card based layouts - App catalog cards show icons, names, "launch" buttons, and allow reordering.

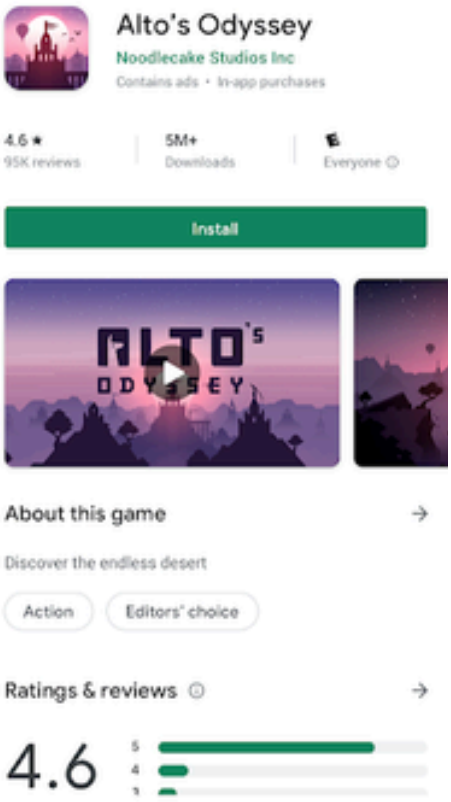


Fig 2 : Google Play Store - App detail pages with screenshots, ratings, install count, and prominent CTA (visual redesign).

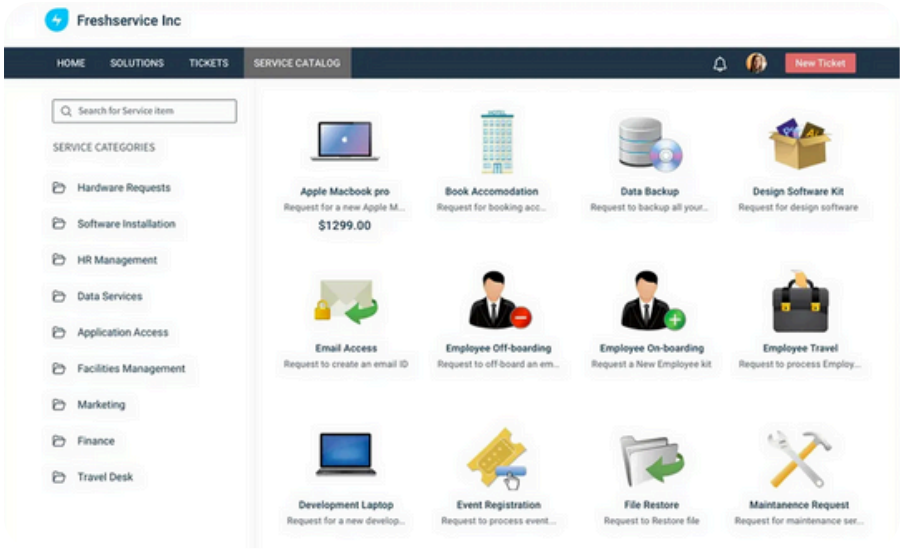


Fig 3: Freshservice catalog - Branded portal with search bar, categorized grid/listing and request cart.

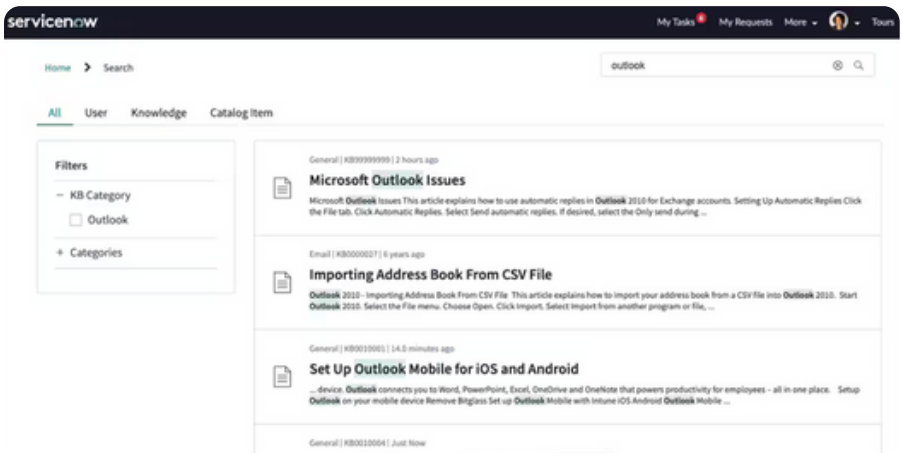


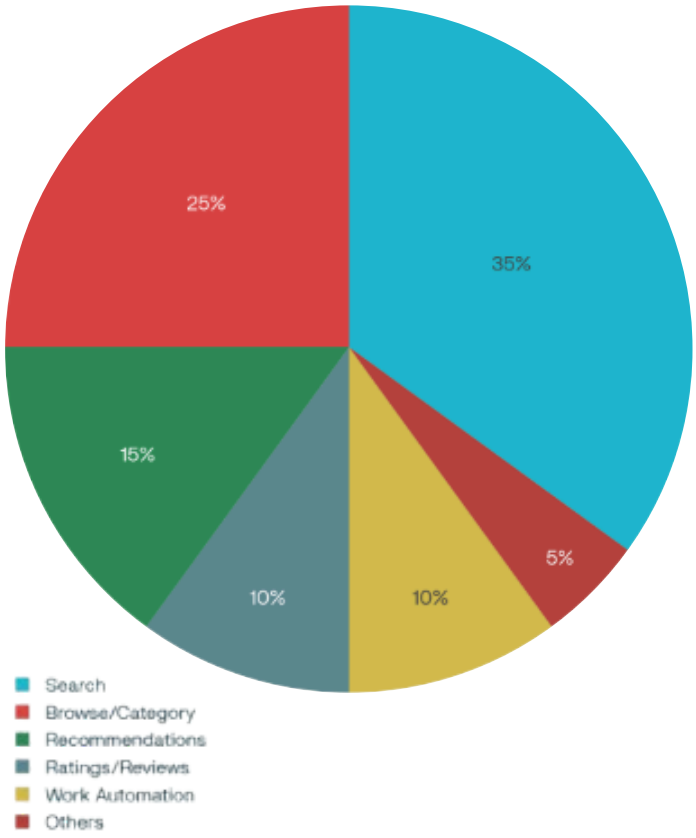
Fig 4 : ServiceNow Service Portal - Modular self-service dashboard, AI-powered search, mobile-friendly cards

Visual Examples

Key Insights for App Catalog Design

1. **Unified Search & Category Navigation:** Users expect powerful, context-aware search and clear, visually segmented categories for exploring apps and services efficiently.
2. **Rich Metadata & Customization:** App listings need detailed descriptions, screenshots, ratings, and enterprise metadata (ownership, workflow status, team-specific tags).
3. **User-Driven Personalization & Engagement:** "Favorites," recommended apps, user reviews, and usage analytics are critical for adoption and satisfaction.
4. **Self-Service & Governance:** Best-in-class catalogs blend intuitive self-serve request/installation paths with workflow automation, security controls, and feedback features.

App Discovery Methods Distribution



Context : *Search features are the most used, followed by category browsing, recommendations, ratings/reviews, workflow automation, and other methods. This reflects the emphasis platforms place on discoverability and user engagement.*

What Works Well

- Fast, fuzzy search (Okta, Play Store).
- Card/grid UI with preview, simple CTAs (Okta, Freshservice, ServiceNow).
- Extensive use of ratings, reviews, and editorial recommendations (Play Store, App Store, AppExchange).
- Workflow automation and analytics for IT services/platform apps (Freshservice, ServiceNow, AWS Service Catalog).

Areas to Improve

1. Too many custom layouts can hinder familiarity (Salesforce).
2. Internal catalogs often lack engagement features (limited ratings/reviews, recommendations).
3. Governance/workflow complexity can slow request fulfillment compared to fully consumerized app stores.
4. Accessibility and mobile optimization should be universal, especially for portal-based solutions.

Access @Zluri

This platform enables employees to easily discover, explore, and request access to organization-approved applications, supporting streamlined workflows and improved user experience. All features, user journeys, and prototypes outlined should reference Access@Zluri as the unified app catalog solution designed for enterprise environments

Core App Catalog Features

App Discovery:

- Employees browse available apps using a powerful search bar, filter chips (categories, department, popularity), and curated recommendations.
- Category navigation is visually segmented—apps grouped by business function, department, and relevance (e.g., "Finance Tools," "HR Systems").

App Information:

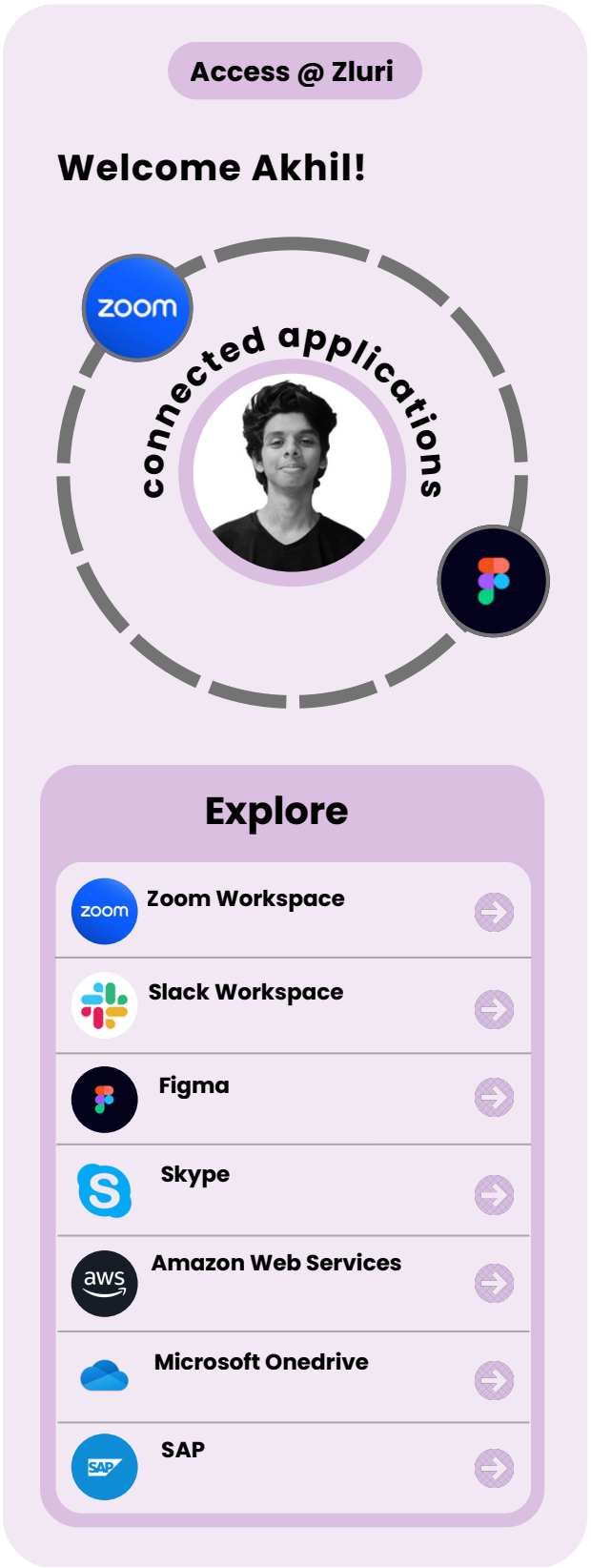
- Each app listing displays the app name, clear description of its purpose, feature highlights, access requirements, department ownership, security notes, version history, and screenshots.
- User ratings and reviews may be shown, with restricted commenting to internal users for governance.

Categorization:

- Apps are organized with multi-level tags: department, function, popularity, and workflow type.
- Popular/featured apps are surfaced, recently added apps are highlighted, and filtering supports custom views (e.g., "Apps required for onboarding").

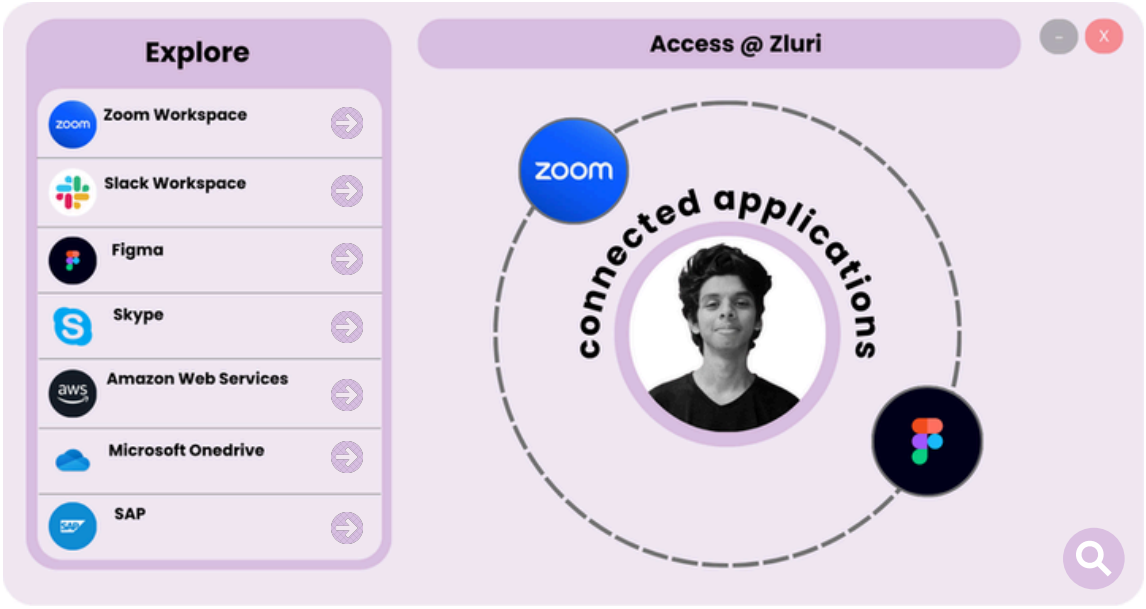
Access Status:

- Every app card visually indicates access status ("Available," "Request Access," "Pending," or "Unavailable").

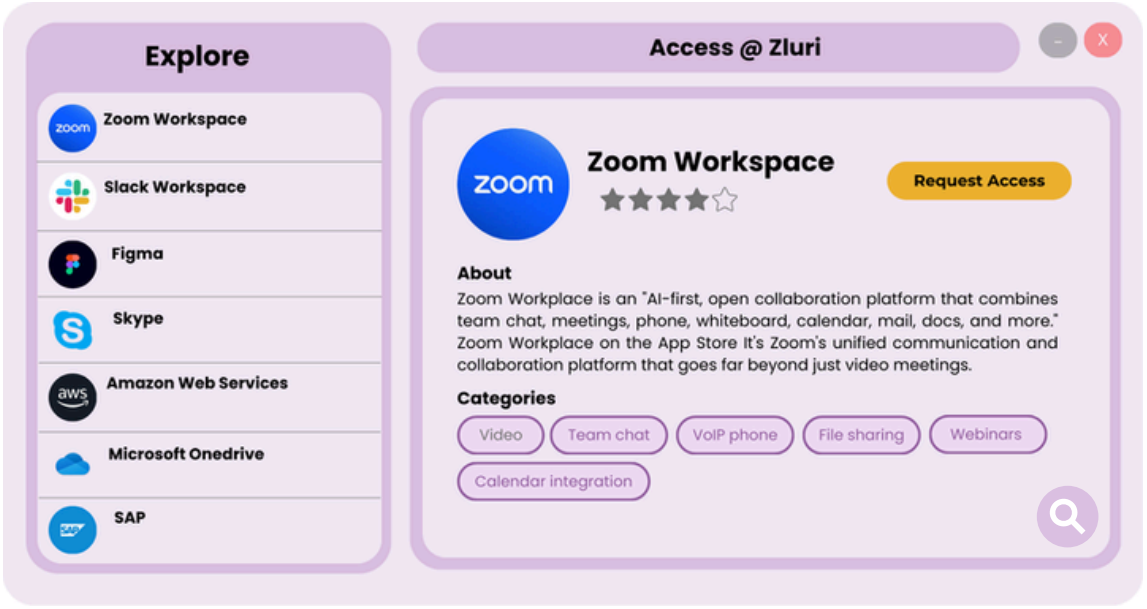


Basic prototypes

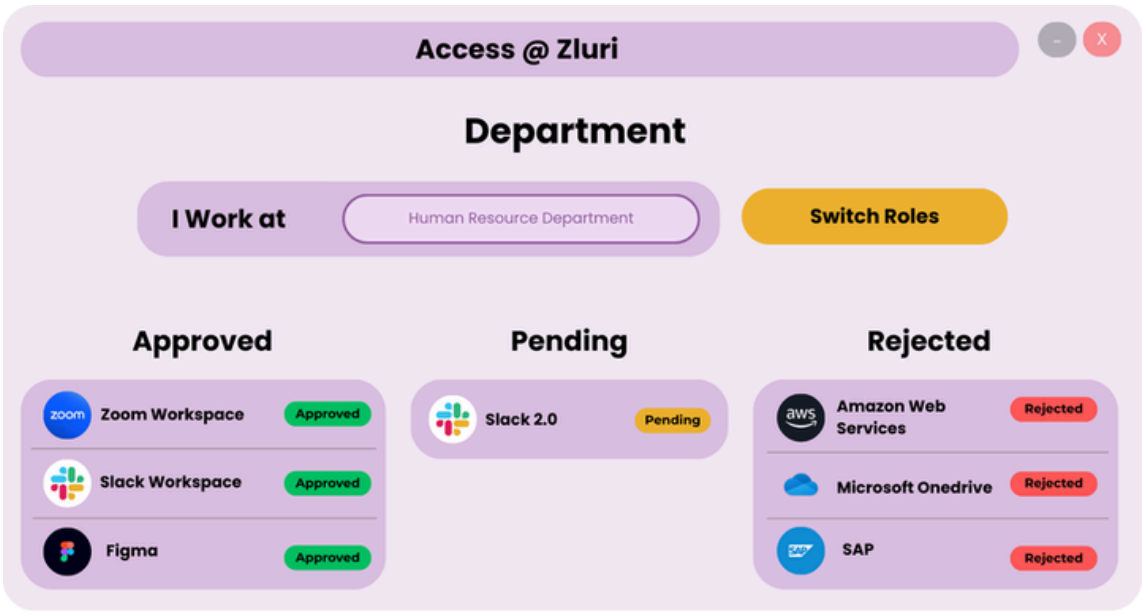
Catalog Browsing Screen:



App Details Page:



Access Request Flow:



Success Metrics & Measurement

User Adoption Metrics

Metric: Catalog Engagement Rate

- **Calculation:** (Monthly active users who browse the catalog/Total active employees)×100
- **Data Source:** App catalog page views, user session analytics, login records
- **Why it Matters:** Indicates how many employees actively use the catalog, a key sign they find it valuable and accessible, reducing IT requests.

Metric: Access Request Rate

- **Calculation:** Number of access requests submitted via catalog monthly/Total active employees×100
- **Data Source:** Access request logs from Access@Zluri workflow system
- **Why it Matters:** Higher request rate shows employees are engaging with the catalog for operational needs, validating the self-service model.

Metric: Request Approval Time

- **Calculation:** Average time (in hours/days) between access request submission and approval/rejection
- **Data Source:** Approval workflow timestamps in enterprise ITSM systems
- **Why it Matters:** Shorter approval cycles improve employee productivity and satisfaction with the app catalog process.

Business Impact Metrics

Metric: Reduction in IT Support Requests

- **Calculation:** Percentage decrease in app-related IT support tickets comparing baseline period (pre-catalog) to current
- **Data Source:** IT ticketing system logs filtered for SaaS app access queries
- **Why it Matters:** Measures catalog's effectiveness in reducing IT workload, freeing support resources for strategic tasks.

Metric: Shadow IT Incidence Rate

- **Calculation:** Number of unauthorized SaaS apps detected/Total SaaS apps in use×100
- **Data Source:** SaaS usage monitoring tools, cloud access security broker (CASB) reports
- **Why it Matters:** Lower shadow IT signals better visibility and control over sanctioned apps, improving enterprise security.

Metric: Cost Savings from License Optimization

- **Calculation:** Estimated cost savings from reduced duplicate or unused licenses identified via usage data and catalog insights
- **Data Source:** SaaS license management systems, usage analytics
- **Why it Matters:** Indicates financial benefits of centralized app catalog visibility and control.

App Discovery Metrics

Metric: Search Success Rate

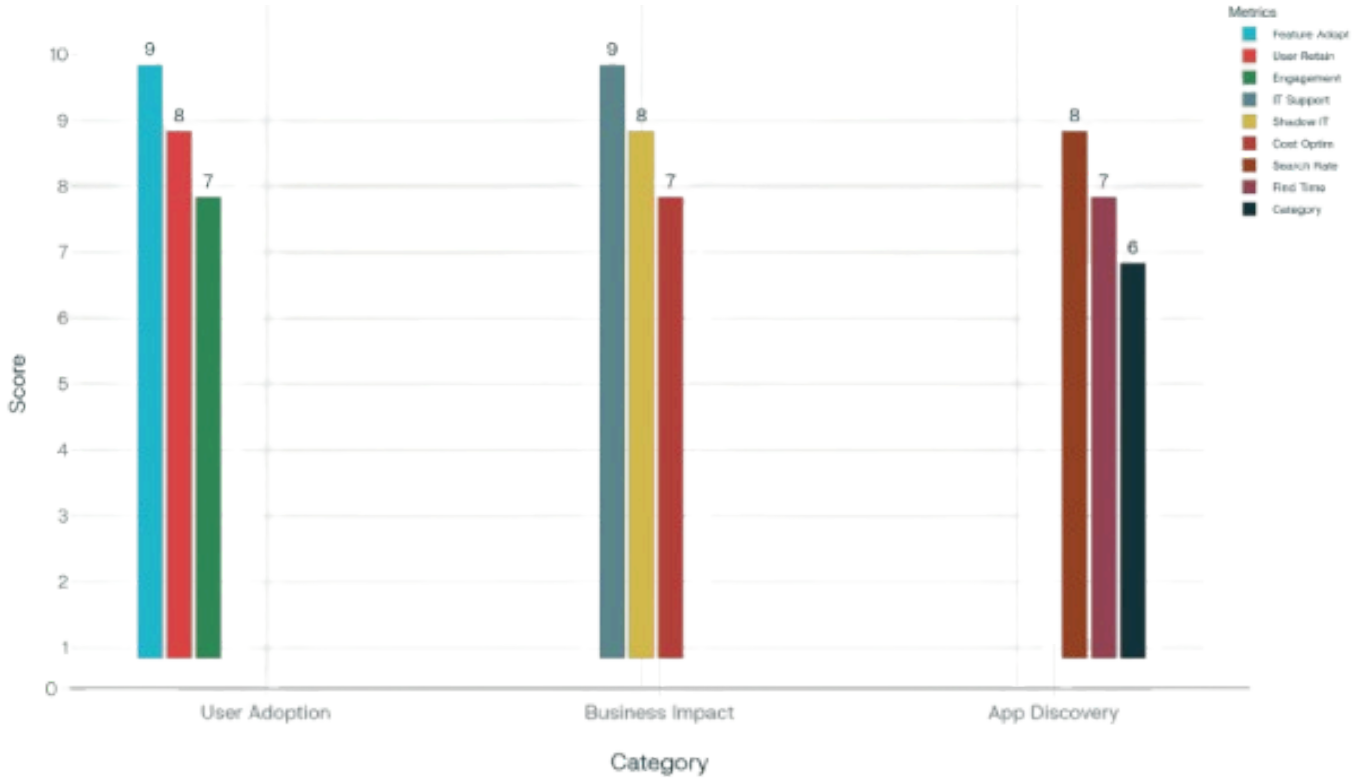
- **Calculation:** Search sessions resulting in app views or requests / Total search sessions×100
- **Data Source:** Search query logs, clickstream analytics within Access@Zluri
- **Why it Matters:** High success rate means users find relevant apps efficiently, enhancing adoption

Metric: Average Time to Find Requested App

- **Calculation:** Average time elapsed from session start to app view or request submission
- **Data Source**: User session analytics and event timestamps
- **Why it Matters:** Shorter time indicates better search/navigation design, improving employee satisfaction.

Metric: Top Category Engagement

- **Calculation:** App views, requests, and launches aggregated by category to identify most used segments
- **Data Source:** Catalog usage logs, app launch telemetry
- **Why it Matters:** Helps tailor catalog categorization and promotion efforts, aligning with employee needs.



My Personalization Ideas