

Employee App Catalog

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Problem Statement

About Problem

The Employee App Catalog acts as an internal app store where employees can discover, explore, and request access to approved applications. It simplifies app discovery, reduces IT dependency, and ensures secure usage.

Scope of Report

This report covers:

- Competitive research of enterprise and consumer app catalogs.
- Feature design with workflows, user scenarios, and prototypes.
- Success metrics to track adoption, discovery efficiency, and business impact.

Expected Impact

The catalog will empower employees with self-service access, reduce IT workload, improve onboarding speed, and strengthen governance by discouraging unauthorized tools.

Competitive Research & Analysis

To design an effective Employee App Catalog, it is essential to study existing app discovery platforms. Both enterprise and consumer ecosystems offer valuable insights into discovery, categorization, user interface, and engagement features.

This section analyzes four platforms and highlights key learnings relevant to my design.

Key Insights

From the analysis, four critical learnings emerge:

1. Personalization Drives Engagement

Consumer platforms excel here; enterprise tools lag.

2. Clear Access Visibility Matters

Access status reduces confusion and duplicate requests.

3. Trust Features Improve Adoption

Ratings, reviews, and usage stats encourage confident decisions.

4. Functionality + Usability Balance

Enterprise portals focus on workflow; blending this with consumer-grade UX will improve adoption.

Microsoft AppSource

Discovery experience

Strong filtering by industry, category, and pricing; keyword-based search.

Information Architecture

Clear descriptions, screenshots, reviews, and integration details.

User Interface Patterns

Clean grid layout; prominent “Get It Now” button.

User Engagement Features

Reviews, star ratings, and featured apps increase trust.

Use rich app details and strong filtering options to make discovery efficient.

Okta End-User Dashboard

Discovery experience

Simple, organization-controlled catalog; search and browse enabled.

Information Architecture

Focus on login and access details rather than in-depth app descriptions.

User Interface Patterns

Minimalist design, optimized for quick access.

User Engagement Features

Limited personalization; mainly a functional access portal.

Emphasize clear access visibility (apps available vs. request needed).

Google Play Store

Discovery experience

Advanced search and recommendations on past downloads.

Information Architecture

App details, ratings, permissions, update logs.

User Interface Patterns

Easy navigation between categories and personalized sections.

User Engagement Features

Heavy reliance on ratings, reviews, and install counts for trust-building.

Use ratings, reviews, and popularity indicators to build confidence.

ServiceNow Service Portal

Discovery experience

Apps grouped by categories such as IT, HR, and business tools.

Information Architecture

Each app includes descriptions, request requirements, and approval flows.

User Interface Patterns

Dashboard-style navigation; heavy on forms and workflow integration.

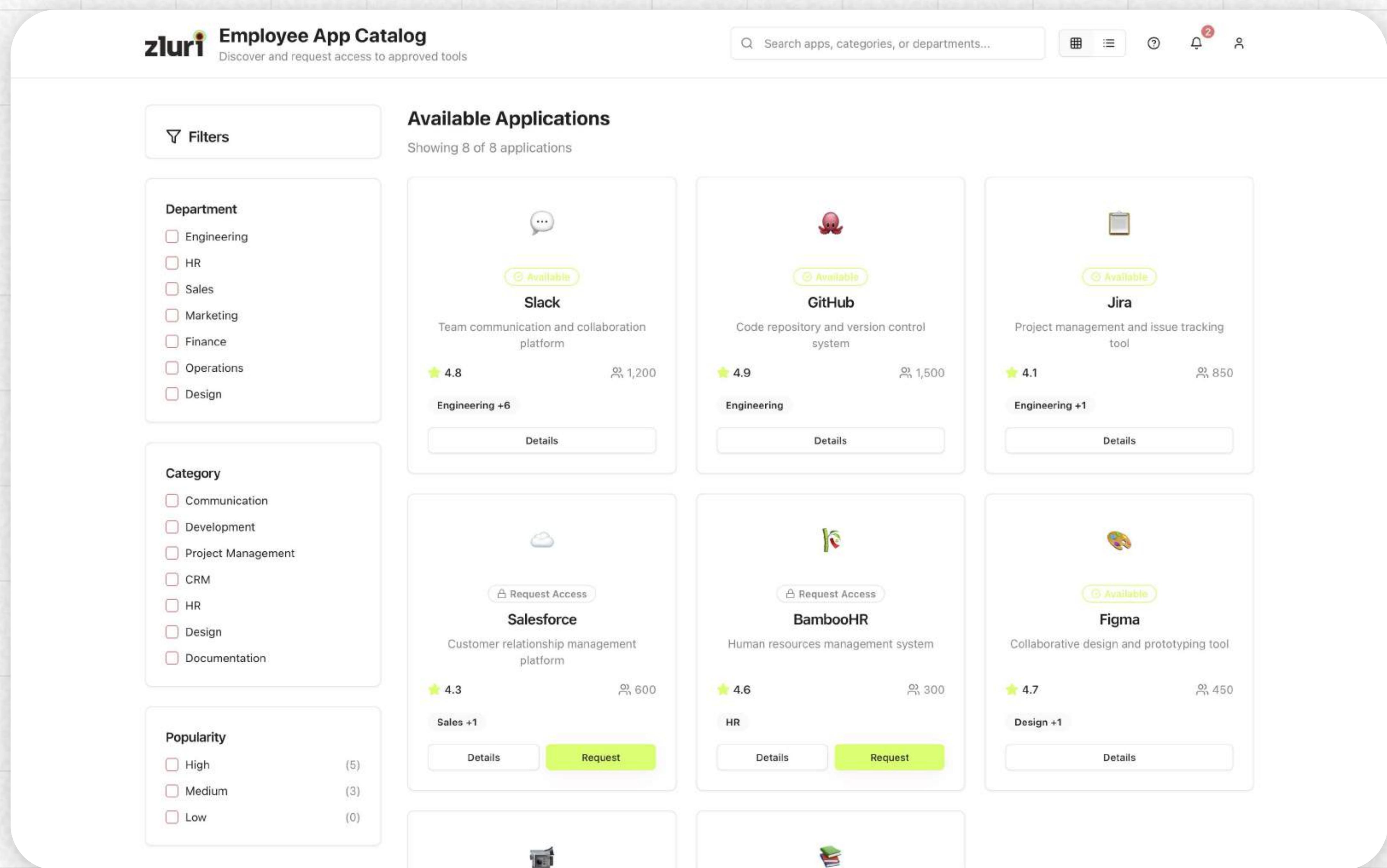
User Engagement Features

Lacks reviews or ratings, but strong approval and governance features.

Integrate approval workflows and role-based categorization into the catalog.

Feature Specification & Design

The Employee App Catalog is designed as a self-service platform where employees can browse, explore, and request approved SaaS applications. It reduces IT dependency, speeds up onboarding, and provides a consumer-grade app discovery experience.

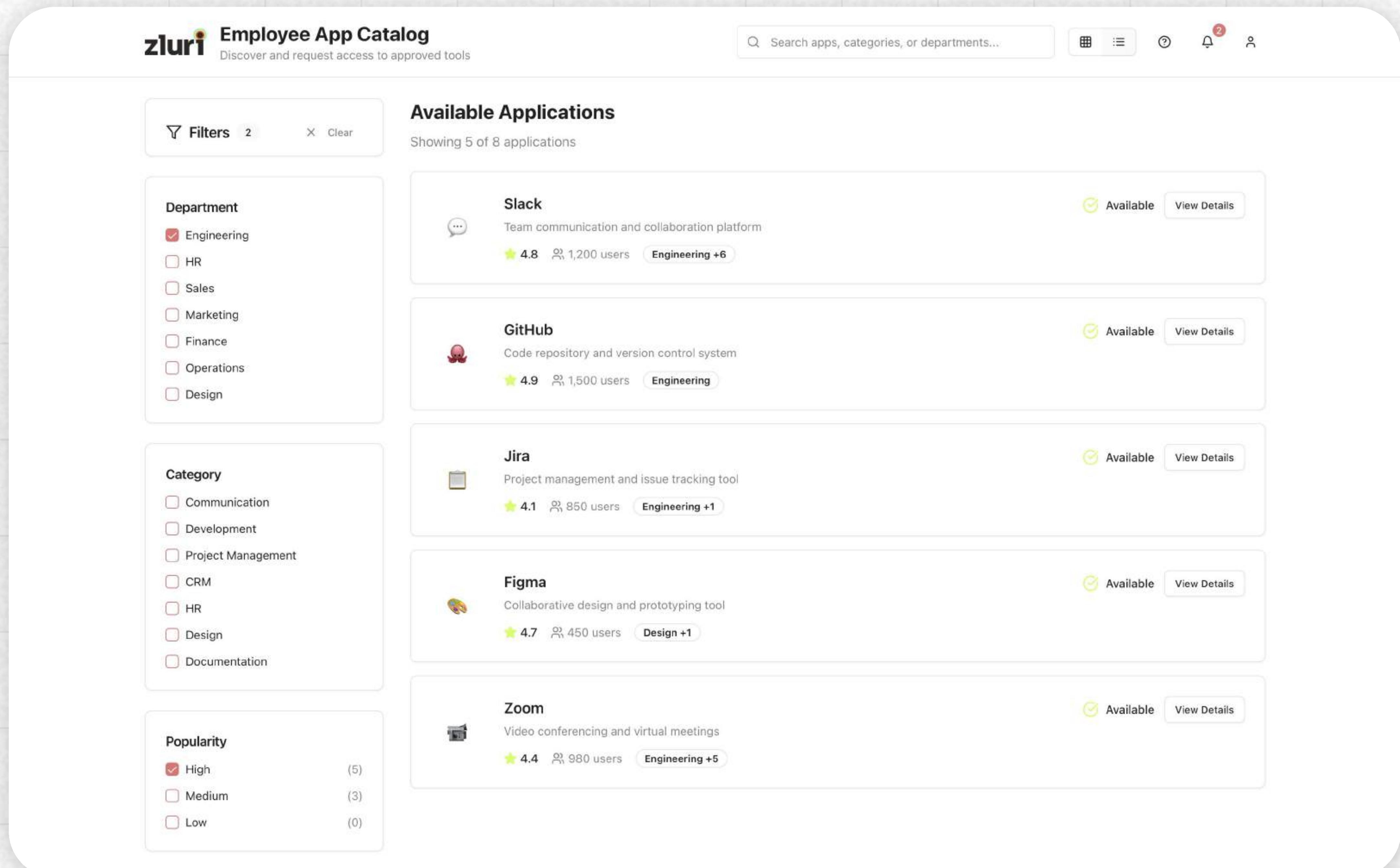


The screenshot shows the Zluri Employee App Catalog interface. At the top, there's a navigation bar with the Zluri logo, a search bar, and various icons. On the left, there's a sidebar titled "Filters" with three sections: "Department" (Engineering, HR, Sales, Marketing, Finance, Operations, Design), "Category" (Communication, Development, Project Management, CRM, HR, Design, Documentation), and "Popularity" (High, Medium, Low). The main area is titled "Available Applications" and shows 8 applications: Slack (Team communication and collaboration platform, 4.8 rating, 1,200 users, Available), GitHub (Code repository and version control system, 4.9 rating, 1,500 users, Available), Jira (Project management and issue tracking tool, 4.1 rating, 850 users, Available), Salesforce (Customer relationship management platform, 4.3 rating, 600 users, Request Access), BambooHR (Human resources management system, 4.6 rating, 300 users, Request Access), Figma (Collaborative design and prototyping tool, 4.7 rating, 450 users, Available), and two other partially visible applications. Each card includes a "Details" button and either a "Request" or "Available" status indicator.

App Discovery

- Employees can browse applications in a catalog view with search and filters.
- Filters include Department, Popularity, Recently Added, and Function.
- Search bar supports autocomplete for faster navigation.
- Visual cards display app name, logo, short description, and access status.

Feature Specification & Design



The screenshot shows the Zluri Employee App Catalog interface. At the top, there's a search bar and a navigation bar with icons for dashboard, filters, user profile, and notifications (with a red badge). Below the header, the title "Employee App Catalog" and subtitle "Discover and request access to approved tools" are displayed. On the left, there are three filter panels: "Department" (Engineering checked), "Category" (Communication, Development, Project Management, CRM, HR, Design, Documentation), and "Popularity" (High checked, Medium, Low). The main area is titled "Available Applications" and shows five apps: Slack, GitHub, Jira, Figma, and Zoom. Each app card includes a thumbnail, name, description, rating (e.g., 4.8, 4.9, 4.1, 4.7, 4.4), user count (e.g., 1,200 users, 1,500 users, 850 users, 450 users, 980 users), and a "View Details" button.

Categorization

- Applications are grouped into categories such as HR, Sales, Engineering, Marketing, and Finance.
- A “Popular Apps” section highlights frequently used tools (e.g., Slack, GitHub, Jira).
- “Recently Added” helps employees discover new organizational tools.

Feature Specification & Design

Jira

Project management and issue tracking tool

★ 4.1 (2 reviews) 850 users Added 15/08/2022

Project Management **High Demand** project-management agile tracking

About Jira

Jira is a powerful project management tool designed for agile teams. It helps track issues, manage projects, and streamline workflows with customizable boards and reporting.

Used by Departments

Engineering Active
Operations Active

Key Features

- Agile boards
- Issue tracking
- Sprint planning
- Custom workflows

Quick Stats

Total Users	850
Average Rating	4.1/5.0
Reviews	2
Category	Project Management

User Reviews

What employees are saying about Jira

DP David Park ★★★★ 12/01/2024
Helpful for project tracking and sprint planning

LT Lisa Thompson ★★★★ 08/01/2024
Good for managing complex projects

App Information

- Each app has a detail page that provides:
 - Description and key features.
 - Department/function tags.
 - Ratings (★), usage statistics (📊), and sample reviews.
 - Prominent Request Access button initiates access workflow.

Feature Specification & Design

← Back

Request Access to Salesforce

Fill out the form below to request access. Your request will be reviewed by the admin team.

Access Request Form

Please provide details about why you need access to this application.

Salesforce
CRM

Department *

Engineering

Reason for Access Request *

This is Aradhye, the new intern. Please approve access.

Minimum 20 characters (55/20)

What you'll get access to:

- Lead management
- Sales automation
- Analytics
- Customer support

Cancel Submit Request

Need help? Contact the IT team at it-support@company.com

Access Status

- Clear labels indicate whether an app is:
 - Available (already accessible)
 - Request Access (requires approval)
- Pending requests are tracked in the user dashboard.

Feature Specification & Design

User Scenarios

1. New Employee
Browses catalog, filters by department, requests onboarding apps.
2. Existing Employee
Searches for Slack, checks details, requests access.
3. Department Switch
Gets new recommendations (e.g., Engineering → GitHub, Jira).

Request Flow

1. Discover app → open detail page.
2. Click Request Access → fill short form.
3. Request appears in Dashboard → Pending Requests.
4. Once approved, app moves to My Apps.

Design Principles Applied from Research

1. Microsoft AppSource → Strong filters + app details.
2. Okta → Clear access visibility.
3. ServiceNow → Approval workflow integration.
4. Google Play Store → Ratings, reviews, and usage stats.

Conclusion

The catalog combines enterprise workflows with intuitive UX, ensuring easy discovery, transparency, and personalization for employees while reducing IT workload.

Success Metrics & Measurement

Metric	Formula	Data Source	Why It Matters	Target
Catalog Engagement Rate	(Employees who browse catalog monthly ÷ Total active employees) × 100	App catalog logs, user session analytics	Measures adoption and relevance; higher engagement means employees value the catalog.	≥ 40% employees browse catalog monthly within 3 months
Search-to-Request Conversion Rate	(App requests initiated after a search ÷ Total searches) × 100	Search logs, request records	Shows effectiveness of discovery; high rate means employees find relevant apps quickly.	≥ 30% conversion within 6 months
IT Ticket Reduction	(# of IT tickets related to “what apps can I use?” before vs after catalog launch) ÷ Before × 100	IT helpdesk system, ticket analytics	Direct measure of catalog’s impact on reducing IT workload.	≥ 25% reduction in 6 months
Average Onboarding Time Reduction	(Onboarding time before catalog – Onboarding time after catalog)	HR onboarding logs, catalog usage	Faster onboarding reflects easier access to required tools for new employees.	Reduce onboarding by ≥ 20%
App Request Fulfillment Time	(Sum of approval times ÷ Total requests)	Catalog request workflow logs	Shorter turnaround time improves employee productivity and satisfaction.	Average approval time ≤ 3 days
Adoption of Recommended Apps	(Apps installed from “Recommended” section ÷ Total apps installed) × 100	Catalog recommendation engine logs	Tests personalization impact; higher adoption means tailored recommendations are effective.	≥ 15% of installs from recommendations
Top App Usage Tracking	# of employees actively using catalog-listed apps ÷ Total active employees	App usage logs, SSO integration	Highlights catalog’s contribution to driving standard tool adoption.	≥ 70% of employees use catalog-listed apps
Shadow IT Reduction	(# of unauthorized apps detected before vs after catalog) ÷ Before × 100	IT security monitoring tools	Indicates catalog success in discouraging use of unapproved tools.	≥ 30% reduction in 1 year

Together, these metrics ensure that the catalog is not only adopted by employees but also delivers tangible business impact - reducing IT dependency, improving onboarding speed, and strengthening compliance.

Conclusion

The Employee App Catalog directly addresses the challenges employees face in discovering and accessing approved applications. By providing a central, user-friendly platform, it enhances the employee experience through faster discovery, personalized recommendations, and transparency in access status. At the same time, it reduces IT dependency by cutting down repetitive tickets, improving onboarding speed, and discouraging the use of unauthorized tools.

The design balances enterprise-grade workflows such as approval and governance with consumer-grade usability inspired by platforms like the Apple App Store and Google Play. This ensures both organizational control and an engaging employee experience.

To demonstrate this solution, a functional demo website has been developed and deployed, along with a GitHub repository containing the source code for reference:

-  Demo Website: <https://cjaradhye.github.io/zluri-assignment/>
-  GitHub Repository: <https://github.com/cjaradhye/zluri-assignment>

Looking ahead, the catalog can be further strengthened with advanced personalization, role-based recommendations, and AI-powered suggestions to make discovery even more seamless. Integration with analytics can also enable continuous improvement based on employee feedback and usage patterns.

Ultimately, the Employee App Catalog creates a win-win outcome—empowered employees, efficient IT teams, and stronger governance across the SaaS ecosystem.



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