

Zluri Product Management Case Study:

Employee App Catalog

1. Background & Context

Zluri's Role and the Core Challenge

Zluri is a SaaS Management Platform (SMP) that helps organizations manage their complete SaaS application ecosystem and user access. A common pain point across enterprises is the **lack of discoverability** of approved software, which leads to significant organizational friction.

Employee Challenges	Business Impact
Shadow IT: Employees use unsanctioned, unmanaged apps to solve problems, posing security/compliance risks.	Security/Compliance Risk and Audit Failure.
Repeated Access Requests: Employees constantly ask IT, "What apps can I use?" and "How do I get access?"	Wasted IT Time (on basic FAQs) and Slow Onboarding.
Inefficient Workarounds: Employees use suboptimal tools instead of the approved, efficient software they don't know exists.	Reduced Employee Productivity and Wasted License Spend.

The Product Goal

Design an **Employee App Catalog**—an "internal app store"—that allows employees to **easily discover, explore, and request access** to applications within the organization's approved SaaS ecosystem. The primary objective is to shift application discovery from an IT-dependent process to a self-service, consumer-grade experience.

2. Competitive Research & Analysis

We analyzed five key platforms across different categories to synthesize best practices for enterprise app discovery.

Platform	Category	Discovery Experience	Information Architecture	Key UI/ Engagement Pattern
Apple App Store	Consumer App Discovery	Visual Curation ("Today" tab, "Top Charts"), behavioral recommendations .	Prominent Star Ratings & Reviews , rich screenshots, simple description.	Tab-based Navigation ; heavy reliance on social proof (ratings).
Okta End-User Dashboard	Internal App Catalog	Minimal discovery, utility-focused Search and tiled " My Apps " list.	Primarily Logo and Name . Access is immediate via SSO.	Clear Status : Tiled display for instant app recognition and launch.
ServiceNow Service Portal	IT Service Catalog	Structured by Service Category (e.g., "Software," "Hardware") and solution.	Focus on Fulfillment Time (SLA) and required Approval Flow details.	Structured Request Form tailored to the item, minimizing back-and-forth.
Salesforce AppExchange	Enterprise App Store	Advanced filtering by Industry, Role, and Use Case .	Detailed technical specs, licensing models , partner success stories.	Advanced Filtering and vertical-specific categorization .
Freshservice	IT Service Catalog	Clean, clutter-free service grouping based on high-level needs.	Clear, concise service descriptions; focus on speed and accessibility.	User-friendly Interface that minimizes clicks and technical jargon.

Key Insights Guiding the Zluri Design

- 1. Status Clarity Over Everything (Think like an employee):** In an enterprise context, the critical user need is knowing "**Do I have access, or do I need to ask?**" The Okta model of an immediate, visual status must be adopted (What works well).
- 2. Social Proof Must Be Internal:** While external ratings are useful (Apple App Store), internal adoption builds trust. We must surface **internal usage statistics** and a simple **Employee Rating/ Feedback** mechanism (What can be improved in enterprise tools).

3. **Contextual Categorization is King:** Discovery must be based on the employee's **Job Function** or **Business Need** (e.g., "Sales Tools," "Diagramming") rather than IT architecture or vendor names, combining the best of AppExchange and Freshservice categorization.
4. **The Request Workflow Must Be Transparent (Enterprise Context):** To solve repeated IT questions, the app detail page must clearly define the **Access Requirements** (who approves it) and the **Expected Wait Time (SLA)**, adopting the core strength of the ServiceNow Service Catalog.

3. Feature Specification & Design

Core App Catalog Features

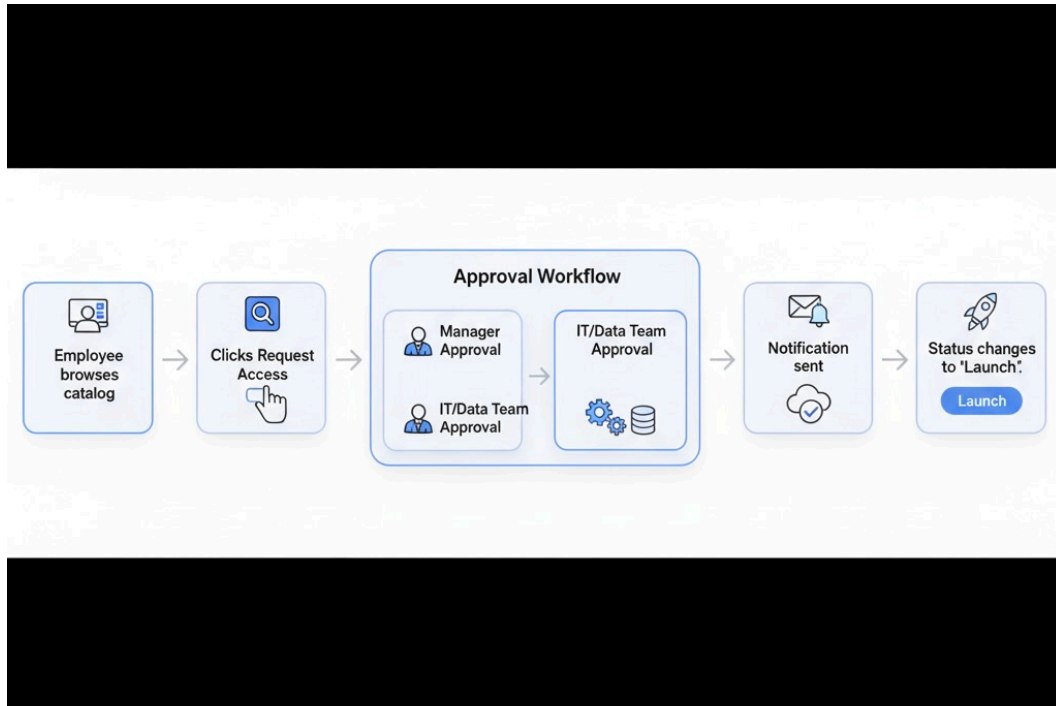
Feature Area	Specification	Rationale (Justify Decisions)
App Discovery & Search	Predictive Search (search for App Name or Function). Curated Collections (e.g., "Recommended for Sales," "Top Rated," "New & Noteworthy").	Balances direct search with Personalization (Bonus) and consumer-style browsing (Apple App Store UX).
Categorization	Primary Filters: Function (CRM, Design, HRIS) and Department (Marketing, Engineering). Secondary Filters: Access Status, Security Rating.	User Empathy: Categorization by role and function ensures relevance and utility for all employee personas.
App Information	Logo/Name, Purpose Statement, Core Features, Internal Usage Count, Employee Star Rating, Access Requirements (Approvers), Expected Wait Time (SLA).	Comprehensive details minimize information seeking from IT and streamline the request justification.
Access Status Display	Card View Status Badges: "Launch (Green)" (SSO enabled), "Request Access (Blue)", "Pending (Yellow)", "Contact IT (Gray)".	Simplicity: Provides instant status feedback, addressing the #1 employee frustration.
Personal Dashboard	"My Active Apps" (quick links) and "My Requests" (with status tracker and history).	Central hub for the user, essential for the "Department Switch" scenario (new apps needed, old apps to be revoked).

User Experience Scenarios (Show User Empathy)

Scenario	Employee Persona	Goal	Discovery Path & Key Outcome
1. New Employee	<i>Alex, a new Marketing Associate.</i>	Discover the core set of tools required for their role.	Lands on Catalog → Sees " Recommended for Marketing " section (Personalization) → Finds Mailchimp → Clicks Request Access .
2. Existing User	<i>Sam, a Senior Engineer.</i>	Find a new, efficient tool to solve a specific business need (e.g., diagramming).	Uses Search for "flowchart" → Filters by Function: Design and Rating: 4+ Stars → Finds Miro → Initiates Request Flow.
3. Department Switch	<i>Chris, moved from Sales to Finance.</i>	Transition to new apps and ensure old, high-cost licenses are deactivated.	Navigates to Personal Dashboard → Reviews "Active Apps" → Initiates Revocation Request for old Salesforce license.

User Journey Flowchart: Requesting Access to a New Application (Integration Thinking)

This flow is designed to minimize friction and integrate with IT approval workflows.



App Access Request Workflow.

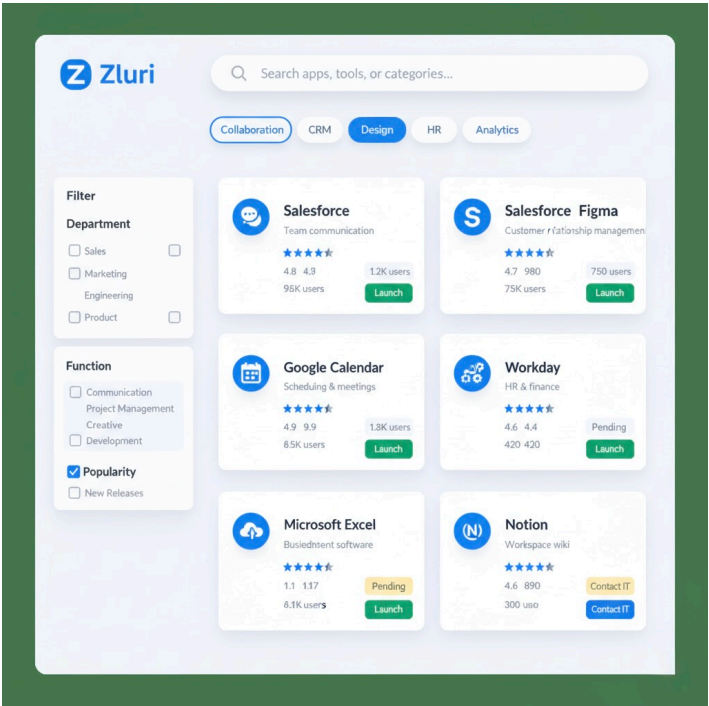
1. **Browse/Search:** User finds the required app (e.g., **Tableau**). App Card shows "**Request Access (Blue)**" status.
2. **App Details:** User verifies the app, sees **Access Requirements: Manager Approval + Data Team Review**. Notes the **SLA: 72 Hours**.
3. **Initiate Request:** User clicks "**Request Access.**" A simple, contextual form appears:
 - *Required:* Justification (Why do you need this?)
 - *Required:* License Tier (e.g., Viewer vs. Creator)
 - *Optional:* Project Code/Cost Center
4. **Submission & Approval:** Request is submitted and automatically routed to the Manager and Data Team for approval (Zluri Integration).
5. **Tracking & Notification:** App Card status changes to "**Pending (Yellow)**". User receives an in-app **notification** upon final approval.
6. **Fulfillment:** Access is provisioned via Zluri/SSO. App Card status changes to "**Launch (Green)**".

Wireframes

3.1. Catalog Home Screen (Desktop View)

The design is clean, prioritizing search and clear categorization.

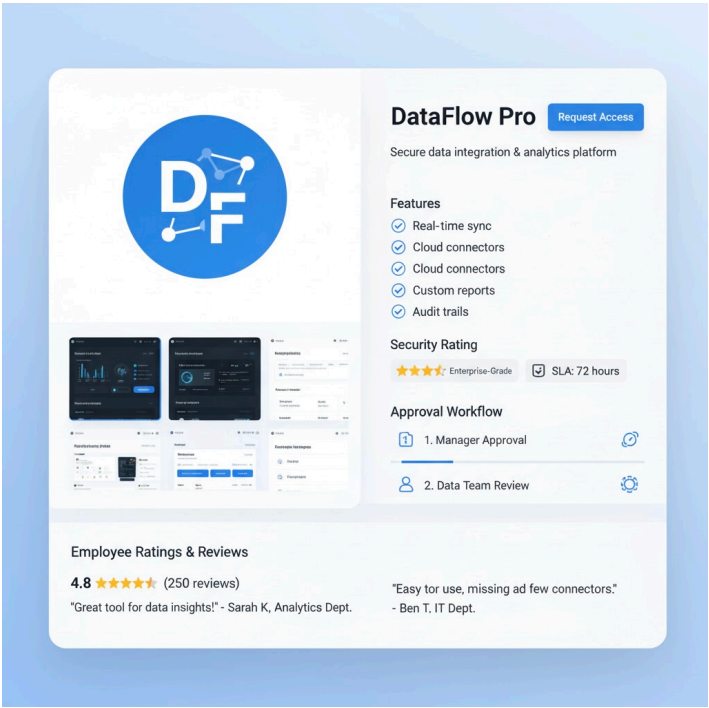
Element	Description
A. Header	Prominent Search Bar (Search Apps, Services, People). Tabs: Catalog
B. Curation	Horizontal scroll: " Recommended for Your Role: Marketing " (Personalization).
C. Categories	Filtered by Function (e.g., Collaboration, CRM, Design). Apps shown as cards.
D. App Card	Logo, Name, Rating (4.5/5) , Usage Count, Status Badge (e.g., "Launch," "Request Access").



Employee App Catalog Home Screen.

3.2. App Details Page (Tableau)

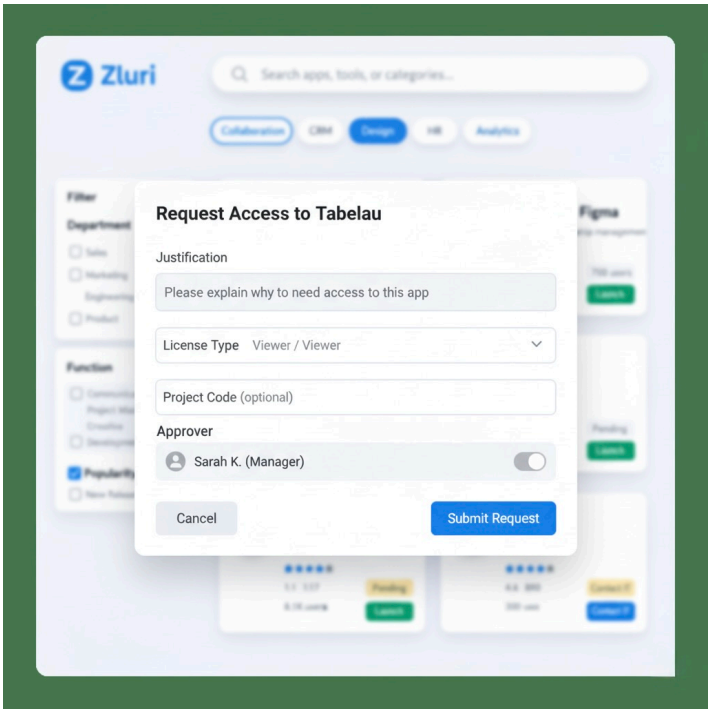
Element	Description
E. Overview	App Logo/Name, " Request Access (Blue) " button. Internal Usage: 8,900 Users.
F. Details	Purpose, Features, Screenshots. Security Rating: High. Avg. Time to Access: 72 Hours (SLA).
G. Access Flow	Access Requirements: 1. Manager Approval → 2. Data Team Review.
H. Employee Feedback	Simple Rating/Review section.



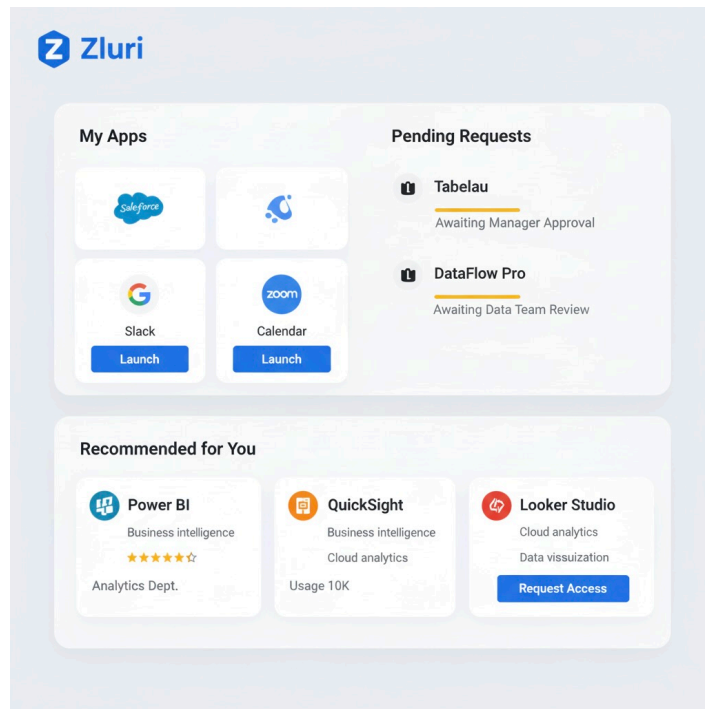
App Details Page.

3.3. Request Access Flow & Dashboard

Element	Description
I. Request Modal	Simple, 3-field form: Justification, License Type. Auto-populates Approver.
J. Dashboard (My Apps)	Active Apps (for quick launch). Pending Requests section showing Tableau with status: " Awaiting Manager Approval " and a timeline tracker.



Request Access Modal.



Personal Dashboard (My Apps & Requests)

4. Success Metrics & Measurement

The metrics are focused on quantifying the reduction in IT dependency and the improvement in employee efficiency.

A. User Adoption Metrics

Metric	Calculation Method	Data Source	Why It Matters
Catalog Engagement Rate	(Users who browse catalog monthly / Total active employees) ×100	App catalog page views, user session analytics.	High engagement indicates employees prefer self-service discovery, validating the core feature's necessity.
Self-Service Ratio	(Requests submitted via Catalog / Total software access requests) ×100	Catalog submission logs, IT Service Desk ticket logs for software requests.	Measures success in deflecting requests from IT , which is key to saving IT time and reducing IT dependency.

B. Business Impact Metrics

Metric	Calculation Method	Data Source	Why It Matters
Shadow IT Reduction Rate	% decrease in newly detected unsanctioned SaaS apps over a period.	Zluri SaaS discovery/monitoring data (pre- and post-launch).	Primary Business Goal: Direct evidence that employees are using the catalog to find approved tools, thus improving security and compliance.
Time to Access (SLA Adherence)	Average time (in hours) from Request Submission to Access Provisioning .	Request workflow logs, provisioning tool logs (Zluri integration).	Measures process efficiency; lower time to access means faster employee productivity and better CX.
License Utilization Rate (Bonus)	% of granted licenses used <i>at least once</i> within 30 days of provisioning.	App usage logs (via Zluri's license tracking).	Ensures employees request apps they genuinely need, mitigating license wastage (shelfware cost).

C. App Discovery Metrics

Metric	Calculation Method	Data Source	Why It Matters
Search-to-Request Conversion Rate	(Unique app requests submitted / Unique app catalog searches) ×100	Search log data, Request submission form data.	Measures the quality of discovery (search and categorization). A high rate means the UI successfully guided the user to the correct solution.
App Awareness Rate	% of employees who can correctly identify 3 core tools for their department (via survey).	Periodic Employee Surveys (e.g., quarterly pulse survey).	Measures the feature's success in clearly communicating the approved software landscape to the organization.

5. Conclusion

The Zluri Employee App Catalog design successfully bridges the gap between **consumer simplicity** and **enterprise governance**.

By adopting the **visual, curated UX** of platforms like the Apple App Store, we make the discovery process delightful and intuitive. The design avoids the common pitfall of **over-engineering** by keeping the focus on a clear search, role-based filtering, and a simple "Request Access" CTA.

Critically, the solution adheres to **enterprise context** and leverages **integration thinking** by incorporating **ServiceNow-style approval workflows** and clearly communicating the **Expected Wait Time (SLA)** and **Required Approvers**. **Personalization** through "Recommended for Your Role" directly serves the **New Employee** persona.

The success of the App Catalog is tied to measurable **Business Impact**:

- **Reduced Shadow IT** and improved security (measured by Shadow IT Reduction Rate).
- **Saved IT Time** (measured by Self-Service Ratio).
- **Improved Employee Productivity** (measured by Time to Access).

This self-service model transforms a critical source of internal friction into a transparent, efficient, and user-centric experience, delivering a high return on investment for Zluri's customers.