

● SHOPIFY APP DEVELOPMENT · DEVELUS AI

Shopify App

47-Point Edition

Use this checklist before submitting any app to the Shopify App Store.
Mark each item only when evidence is complete — not just implemented.

47
CHECKPOINTS

6
SECTIONS

100%
COVERAGE

LEGEND



Not done



In progress



Done

Built from real-world Shopify app development experience by Develus AI.

01 STRATEGY AND SCOPE

- Define the exact problem solved for merchants in one sentence.
- Identify your primary merchant profile and target store size.
- List the top 3 outcomes merchants get in the first week.
- Define one north-star metric for activation and one for retention.
- Map all required Shopify surfaces: Admin, Checkout, Storefront, Webhooks.
- Decide if this is public App Store, custom app, or both.
- Set clear v1 boundaries and move non-critical features to v1.1.
- Write acceptance criteria for every core user flow.

02 UX AND MERCHANT SETUP

- Design onboarding with no dead ends and clear progress states.
- Pre-fill defaults so merchants can see value before configuration.
- Add contextual help copy for technical fields and rule logic.
- Support save-draft and publish states for all rule-based features.
- Create empty states that teach next actions, not just status.
- Validate forms inline with merchant-friendly error language.
- Confirm responsive behavior for desktop and tablet admin use.

03 APP ARCHITECTURE AND SECURITY

- Implement OAuth scopes with strict least-privilege permissions.
- Use encrypted storage for tokens, secrets, and sensitive settings.
- Add idempotency handling for webhook processing.
- Queue long-running jobs and avoid blocking request threads.
- Add rate limit handling and exponential retry for API calls.
- Set RBAC or workspace permissions if multiple staff use the app.
- Enable structured logs with request IDs for traceability.
- Create backup and rollback strategy for production incidents.
- Document data retention and deletion behavior clearly.

04 SHOPIFY FUNCTIONS AND CHECKOUT

- Verify all Function payload assumptions with real store data.
- Handle edge cases for discount stacking and payment availability.
- Set deterministic rule priority to avoid conflicting outputs.
- Test region and currency-specific checkout behavior.
- Measure Function execution performance under realistic load.
- Add preview mode so merchants can validate rule outcomes safely.
- Confirm fallback behavior when required metafields are missing.
- Provide human-readable audit logs for rule changes.

05 BILLING, COMPLIANCE, AND TRUST

- Configure pricing plans and trial logic with clear upgrade rules.
- Verify all billing transitions: trial, upgrade, downgrade, cancel.
- Publish Terms of Service and Privacy Policy links in-app.
- Create support contact paths visible in both app and listing.
- Validate uninstall and data deletion flows end-to-end.
- Prepare GDPR/CCPA response workflow for data requests.
- Ensure App Store listing copy matches actual app behavior.

06 QA, PERFORMANCE, AND LAUNCH

- Run smoke tests on install, onboarding, publish, and uninstall.
- Run regression tests for all mission-critical rule paths.
- Benchmark key screens and API endpoints for latency targets.
- Set alerting for failed webhooks, billing errors, and 5xx spikes.
- Prepare launch-day checklist with owners and timing.
- Draft support macros for common merchant questions.
- Confirm analytics events fire correctly in production.
- Schedule post-launch review for week 1, week 2, and month 1.

Final Sign-Off

All four must be complete before App Store submission.

Product sign-off complete

Engineering sign-off complete

QA sign-off complete

App listing assets and copy approved

Owner: _____

Date: _____

Notes: _____

Section Progress Tracker

01	Strategy & Scope	<div style="width: 100%;"></div>	8 items
02	UX & Merchant Setup	<div style="width: 100%;"></div>	7 items
03	Architecture & Security	<div style="width: 100%;"></div>	9 items
04	Shopify Functions	<div style="width: 100%;"></div>	8 items
05	Billing & Compliance	<div style="width: 100%;"></div>	6 items
06	QA & Launch Readiness	<div style="width: 100%;"></div>	8 items

Need help building your Shopify app?

We build custom Shopify apps and have 3 apps live on the App Store.

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