
SHOPLINE Developer Center & App Store

Last update as of 25th Aug 2022

OVERVIEW

This document listed the requirements that are used at SHOPLINE to review all apps distributed through the App Store. Our app requirements are the same for both listed and unlisted apps.

***For development purposes, please enable the availability key by inputting the following words - “appstore_3rd_party_testing”** and choose listed at this moment. Remark: If and only if your app is expected to be set as “unlisted” in production, please just select “listed”. In the future, you can use custom apps for development.

Please ensure the app meets our requirements and follow the instructions to provide sufficient documents before submitting for approval.

If your app review has been rejected, please kindly review and ensure you have followed our instructions. Once your team has made the amendments to fulfill it, please feel free to resubmit the App again.

General guidelines

1. Provide an active demo account and login information, plus any other resources that might be needed to review your app (e.g. login credentials or a sample QR code or set up guideline). Please include brief explanations of App features and in-app purchases details in the “Listing info > review instructions” section. You may include the materials in an online supporting document.
2. Installation and setup - make sure that merchants can quickly set up and start using your app. Apps will list the “contact information” in the App store for merchants, please make sure you can provide sufficient support within a reasonable timeframe.
3. Functionality and quality - offer a consistent and positive experience for the merchants who use it. It applies to the core features of your app, such as its user interface, performance, and billing.
4. App listing - it helps merchants find your app and understand how it can help them run their businesses. Your listing explains the features, user interface, and functionality of your app. Your listing should clearly communicate functionality and additional pricing if applicable.

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5. Security and merchant risk - Security is a critical part of any web-based business because online apps can be exposed or compromised in many different ways. Before you submit your app, you need to make sure that it's secure so that the merchants who use it won't be at risk.
 6. Data and user privacy - depending on the purpose of your app, it might need to manage and store customer data. Make sure that your app meets the current best practices (and in some cases, the legal requirements) that protect customer data and user privacy.
 7. Support After you submit your app - you need to support the merchants who use it. There are different ways to do this, such as answering merchant inquiries promptly and publishing detailed help documentation, or providing instructive in-app context and support so that merchants can quickly get the help they need when they use your app.

Common App rejections

There are a few common reasons for apps to be rejected during the review process

- a. When a merchant clicks “Open app” from the app’s listing, the app returns an error or doesn’t have clear instructions on setting up the flow.
- b. The app listing is incomplete or too short, or it includes missing screenshots, grammar and punctuation issues, or screencasts as a promotional video.
- c. More API permissions are being asked for than are used by the app. Uncaught errors and bugs.
- d. Installation instructions were not provided when code is required to be added to a merchant’s store.
- e. Pricing information is not accurate

Contact during the review process

Currently, we are in beta mode. Please kindly work with our dedicated partnership support teammates throughout the process.