



Ecwid by Lightspeed

App Requirements Checklist

Complete the checklist below to check that your app is ready to be published in the App Market.

If you have questions or some line is not applicable – **add a comment** to the corresponding checkbox line. When you are ready, send us an email at ec.apps@lightspeedhq.com

Installation

The app installation process guideline can be found here:
<https://api-docs.ecwid.com/reference/installation>

- ☐ Default app settings are set for new users automatically
- ☐ New user settings and account is created automatically after installation (if applicable)
- ☐ Settings for new user are designed to work right after the installation – no action required from user (smart defaults)
- ☐ Installation and set up process is clear and easy to follow
- ☐ App does not request more permission that it actually needs. [Contact Ecwid team](#) to update the permissions
- ☐ Developer provided URL for Open App button (for External apps)

User Interface

User interface guideline: <https://api-docs.ecwid.com/reference/user-interface>

- ☐ App uses Ecwid [Sample Native App](#) for app interface (for embedded apps)
- ☐ User interface elements like texts and buttons are clear and understandable. Settings have description on how to set up and placeholders
- ☐ Only essential settings are displayed for a user (smart defaults – see [installation guide](#))

- ☐ App interface is adapted for mobile and smaller screen users
- ☐ App interface works well with any major browser
- ☐ App doesn't affect the store when it's disabled
- ☐ App doesn't mention Ecwid brand so it can be offered to white-labeled Ecwid partners

Storefront (if applicable)

Customizing storefront guideline: <https://developers.ecwid.com/customizing-storefront>

- ☐ App works in all major browsers (at least the last two versions)
- ☐ App works as expected without storefront widget on a page, but accessible in popup (search, categories, cart, single product widget is present).
- ☐ App **does not** interfere with storefront loading speed (for example, uses CDN for JS/CSS files)
- ☐ App **does not** influence storefront design/elements beyond what's expected
- ☐ App **does not** interfere with JS libraries of a website (Raven, jQuery, etc.). [Working with jQuery](#)
- ☐ App works the same way in Ecwid Instant site, on a custom website, Wordpress, Wix, etc. [Adding Ecwid to other platforms](#)
- ☐ App JS/CSS file(s) are minified for optimized loading speed

Payment Integrations

Integrating a new payment method guideline:

<https://api-docs.ecwid.com/reference/add-payment-method>

- ☐ Integration supports various types of orders: different discounts applied, handling fees, empty shipping address, etc. (if applicable)
- ☐ Developer provided supported countries list – **comment them here**
- ☐ Integration provides connection settings within Ecwid Control Panel – Native app
- ☐ Connection settings use Ecwid CSS Framework [payment template](#) for design
- ☐ Developer provided test payment processor account credentials to Ecwid team to test the checkout process – **comment them here**

Security

- ☐ Application **does not** share or openly store merchant or customer information
- ☐ Client-side code **does not** expose private application's access token for the Ecwid REST API
- ☐ Data transferred to/from your server is secured via **HTTPS protocol** both in Ecwid Control Panel and in storefront (if applicable)
- ☐ Account password requires at least 6 characters (if new account creation is needed)
- ☐ Application is GDPR-compliant: <https://gdpr-info.eu/> (leave a link to your privacy policy)

- ☐ Application does not store order data if store customer [denied access](#) to their data (email promotional apps, etc.)
- ☐ Application has a procedure to refresh its SSL certificate automatically

Billing

Simple and easy billing guideline: <https://api-docs.ecwid.com/reference/billing>

- ☐ App has Ecwid billing or external billing system in place
- ☐ Developer implemented revenue tracking for Ecwid-referred users for the Ecwid team
- ☐ Developer agrees to provide automated or manual reports upon request from the Ecwid team
- ☐ Developer agrees to pay revenue share in USD to Ecwid's PayPal account or wire transfer

Documentation

- ☐ App developer prepared a dedicated public help page / section / article about application for Ecwid merchants on their website

App Market Launch Checklist

Ecwid App Market – [app namespace]

Some basic guidelines to follow:

- **Fill out the form below.** The information you provide will be used to create the app description page in Ecwid App Market.
- **Do not include “Ecwid” in your descriptions, images, etc.** We are working with our reseller partners (especially those who white label our platform) to be sure their customers can also use your app.
- **Once you have completed this form, message us** and let us know it is ready for processing.

General Information

* – required fields

App Name*

App name has to contain the main function of the app in these formats: “Bulk Product Editor” or “Yotpo: Product Ratings and Reviews”.

Insert name here

App Icon*

Provide a 512x512 pixel icon/logo, which will be shown as your tile/image in the [App Market](#) and “[My Apps](#)” section of the Control Panel. The icon must meet the [Guidelines](#)

Insert image or image URL here

App Details Page ([See Example](#))

App price*

Tell us how your app is priced, and/or give us a link to a pricing page. This includes download, subscription, and/or volume-based pricing. **Specify here if you plan to use Ecwid billing:**

Insert pricing or link here

Header Image*

Insert header image or image URL here:

(attractive first image that they see when opening the app details page. Size must be 1024x538px)

Screenshots*

Insert 1-6 screenshots or images URLs here:

(screenshots of your app, showing it in action. Any size allowed)

Short Description*

Provide a short description of your app (10 words). This will show up underneath the header images and screenshots, as well as on a merchant's list of "My Apps" [here](#) and Ecwid App market icon on hover.

Insert 10-word description here

Key Benefits to Ecwid merchants*

Provide 3-4 short descriptions of key app benefits to users, which will be shown in bullet point format:

1. *Get more insights about X*
2. *Increase your average Y*
3. *Save time by doing Z*

Make sure they are in the consistent writing style and highlight how the app works and its value to merchants.

Description Header*

Explain the explicit value to an Ecwid merchant in one short headline:

Insert description header here

Long Description*

Provide a long description ~100-150 words, to be shown on your app details page. Describe how your app works, how it solves the issue the merchant is facing and what value it brings.

Insert long description here

Your company name and website*

Provide a URL and the name of your organization to be hyperlinked at the bottom of your app details page:

Insert URL here

Help URL*

Provide a URL where merchants can go for assistance, such as a support website or knowledge base, or support email address:

Insert URL here

Demo store URL*

Provide a URL where merchants can check out your app before installing it. It will improve your conversions to installations.

Insert URL here

Reporting and Revenues

Accounting/Legal Contact*

We will contact you via this email address for revenue reporting purposes. Must be a working accounting email, ready to receive report requests.

insert accounting email here

GDPR email*

You will receive messages to this email address when the merchants request to send them a copy of their customers' personal data (or completely remove it). If your app stores any customer's personal data, you will need to fulfill the merchant's request to comply with the General Data Protection Regulation (GDPR).

insert GDPR email here

Mention of integration*

Provide URL where you list Ecwid as available integration:

Reporting

For apps on external billing

On a monthly basis, we ask that you report these numbers back (per the T&Cs) to us within 15 days of the beginning of each month. On a quarterly basis (fiscal year January-December) we will send an invoice for the revenue share for Ecwid.

Insert agreement confirmation to provide reports to Ecwid team

For apps on Ecwid billing

Here is an example report you will get in a document:

Report period	Active subscriptions at the start of period	New active subscriptions (period)	Cancelled active subscriptions (period)	Active I subscriptions at the end of period	Cancelled subscriptions within first day (period)	First day removals rate (period)	App revenue (period)	Ecwid's revshare (period)
January 2018	37	4	4	37	0	0.00%	\$205.34	\$41.07

Make sure to subscribe to change notifications in document: Tools > Notification Rules

If you have a detailed report of your customers referred from Ecwid, please share that as well, but the numbers above are of primary importance.

Do you have an affiliate program?

If you cannot use Ecwid billing for your application and need to report revenues manually, using your affiliate program will help automate the process and keep all of us aware of the progress. If applicable, please specify the URL below where we can sign up. We will then use our affiliate link in the signup flow for Ecwid merchants.

Insert affiliate program URL here

PayPal Email Address (only for apps using Ecwid billing)

Please note, the revenue reporting portion above is mainly for paid apps using your own billing system (not Ecwid's Billing API). If you are using Ecwid's billing please specify your desired PayPal email address below. We will report monthly and pay out any owed revenues to you quarterly.

Insert PayPal email here