

How to **Build, Test, & Launch** an App in the BigCommerce App Marketplace

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App Journey

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What We'll Cover

- ◆ Ideation, Validation + MVP
- ◆ Building Your App
- ◆ Testing Your App
- ◆ Launching Your App

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Ideation, Validation + MVP

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Ideation

Purpose: To uncover potential app ideas if you don't already have them

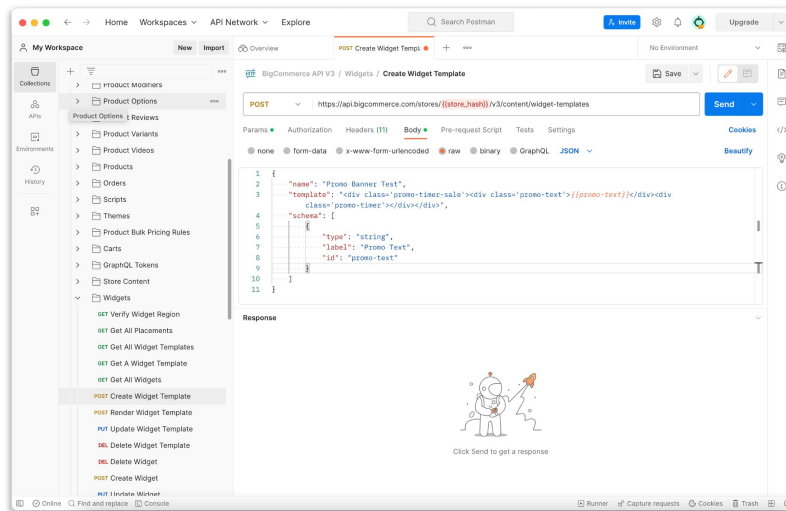
- ◆ Brainstorming
- ◆ Ask:
 - What is missing from the market?
 - What pain points do merchants have?
 - What is ripe for disruption?



Validation

Purpose: To verify that there is a real demand & that it is technically feasible

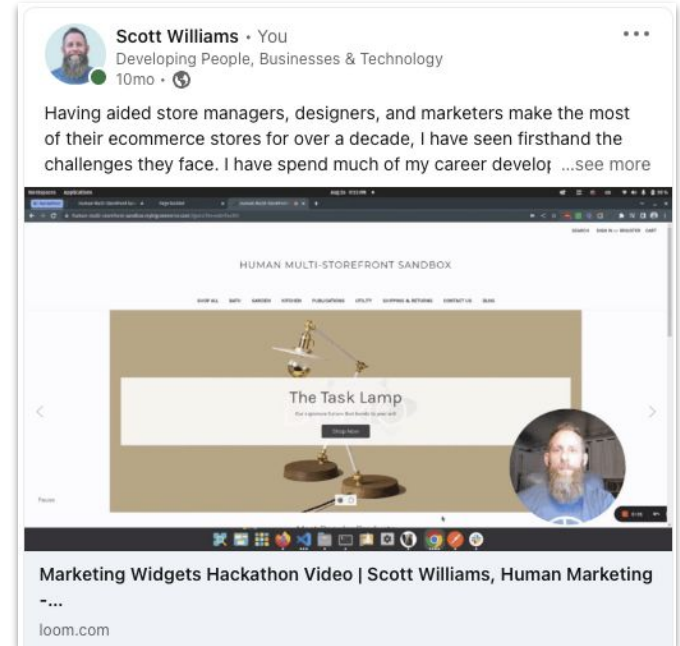
- ◆ **Critical** Market validation
- ◆ Technical validation



Minimum Viable Product (MVP)

Purpose: To gauge market response using a proof of concept

- ◆ Landing Page or Smoke Test
- ◆ Content Download
- ◆ Mockup or Prototype
- ◆ Custom Code / One-off Solution
- ◆ Proof of Concept



Build

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Architecture

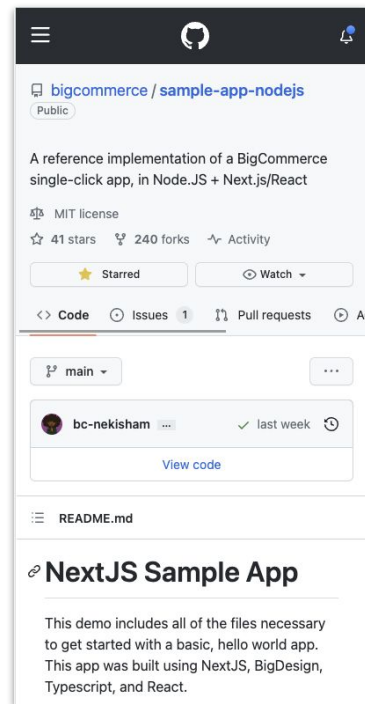
Purpose: To select a tech stack that suits your requirements

- ◆ Document functional & non-functional **requirements**
- ◆ Diagram interactions as early as possible
- ◆ Select a stack that meets current AND anticipated needs
- ◆ **Tip** Don't over-engineer your app too early

Architecture: Language / Framework

Purpose: To select programming language & framework that will facilitate requirements & your teams processes

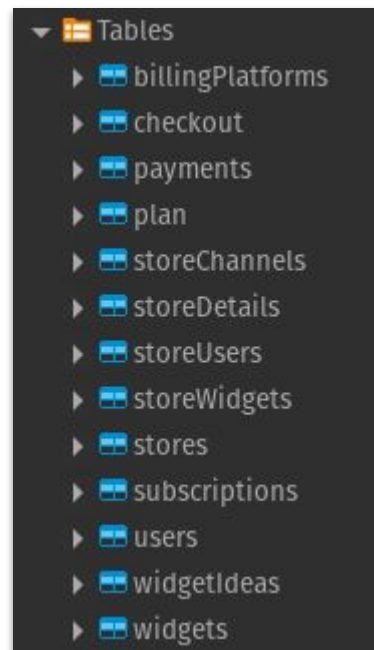
- ◆ Recommend sample apps / starter packages
- ◆ Building from scratch is educational but slow
- ◆ Key Options:
 - **Most Actively Maintained** Node / React / Next.js
 - PHP / LAMP
 - Ruby



Architecture: Database

Purpose: To store account, user & application data

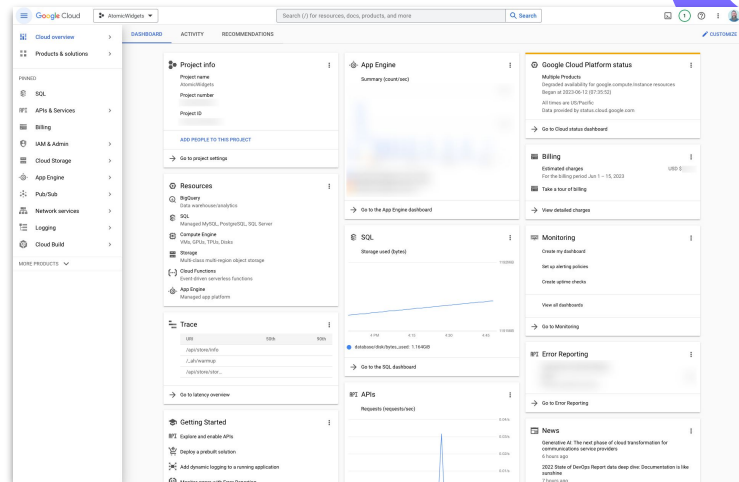
- ◆ Key step
- ◆ Key tables:
 - stores, users, storeUsers, storeChannels, storeDetails, subscriptions, plans, payments
- ◆ Top Options:
 - MySQL
 - PostgreSQL
 - Firebase or NoSQL Options



Architecture: Hosting

Purpose: To run your software in the cloud

- ◆ **Frequently Asked Question** You CANNOT run on BC servers
- ◆ App runs in an iframe (when accessed via BC Dashboard)
- ◆ Top Options:
 - Google Cloud (GAE, GCP, GKE)
 - AWS
 - Azure
 - Heroku
 - Linux VPS



Setup: App Listing

Purpose: To configure account & keys

- ◆ Need to be a BigCommerce Technology Partner
- ◆ Go to: Developer Portal <https://devtools.bigcommerce.com/my/apps>
- ◆ Must set:
 - Callback URLs
 - Scopes / Permissions
- ◆ Capture Client ID & Client Secret
- ◆ **Tip** Use Ngrok for initial Callback URLs

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Callback URLs
Specify your callback URLs, which will be called during the OAuth registration process, or when the user uninstalls your app. Importantly, communication with these endpoints must be done over HTTPS.

Auth Callback URL - [more info](#)

Load Callback URL - [more info](#)

Uninstall Callback URL - [more info](#)

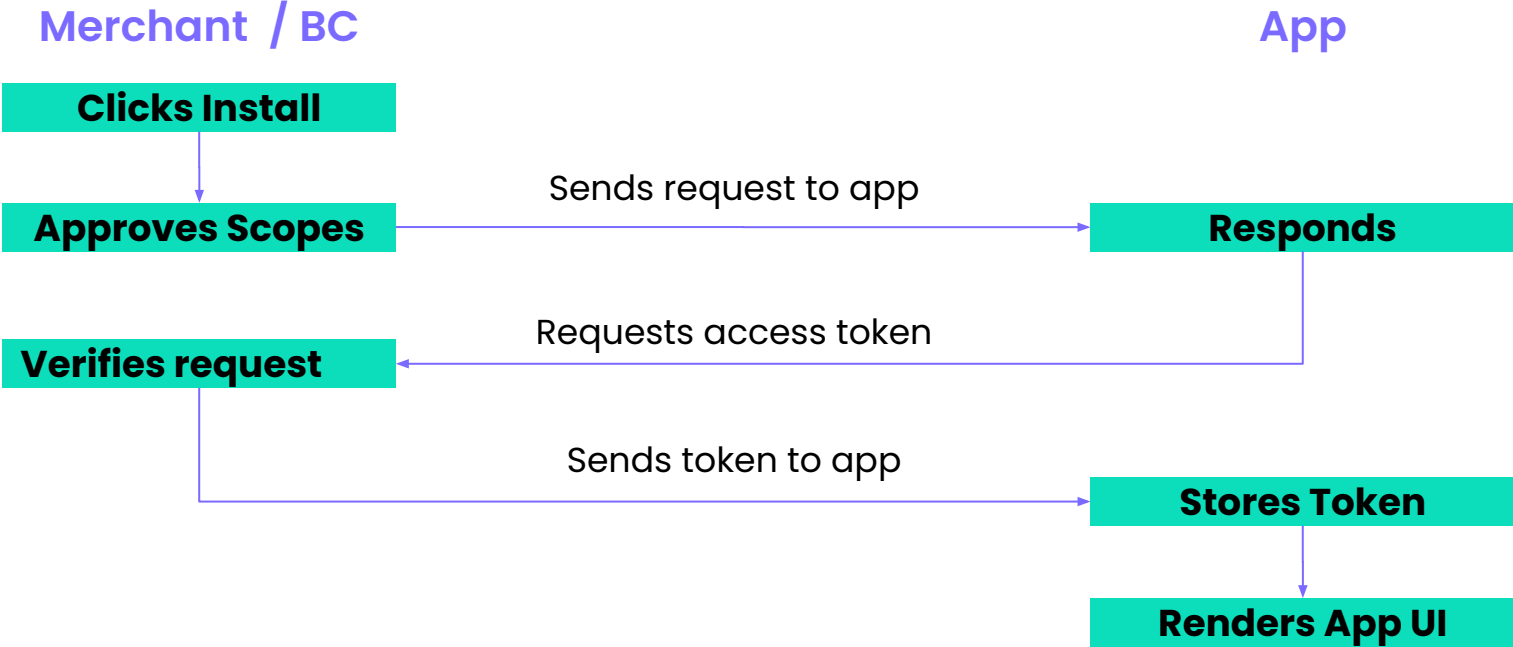
Dev: Oauth Authentication

Purpose: To authenticate logged in BC users

- ◆ Must use Client ID & Client Secret in your environment variables
- ◆ For initial app install
- ◆ For login/load



Dev: Oauth Install Flow



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Dev: Data Sync Modules

Purpose: To retain up-to-date data for app functionality

- ◆ Depends on your purposes
- ◆ Options:
 - Real time data fetch
 - On-demand or on-load sync
 - Batch sync in background (via CRON job)
 - Webhooks



Dev: Distributed Processing

Purpose: To better handle events

- ◆ Pub/Sub, SQS, or similar allows you to better handle events that have longer-running and/or multiple handlers
- ◆ You can have multiple subscriptions (handlers) to single events
- ◆ Example:
 - On new install:
 - Trigger various data sync functions
 - Push notification to Slack
 - Send user(s) to email workflows

Dev: Payment Solution

Purpose: To capture one-time payments

- ◆ **Frequently Asked Question** You do not use BC Storefront Checkout
- ◆ Options:
 - Stripe
 - PayPal
 - BigCommerce Automated Billing (coming Q1 2024)
- ◆ Commissions to BigCommerce

The screenshot displays the Atomic Widgets checkout interface. On the left, a promotional banner for the 'Plus Plan' offers '30 days free' (then \$65.00 per month) for the 'Atomic Widgets Plus Plan (from Human)'. Below this, a 'Plus Plan Qty 1' is shown with a '30 days free \$65.00 / month after' label. The main checkout area on the right features a 'Pay with link' button and a 'G Pay' button. Below these are input fields for 'Email', 'Card information' (including card number, MM / YY, CVC, and name on card), and 'Country or region' (set to 'United States'). A 'ZIP' field is also present. A checkbox option 'Save my info for 1-click checkout with Link' is checked. At the bottom, there is a 'Start trial' button and a footer note: 'After your trial ends, you will be charged \$65.00 per month starting July 15, 2023. You can always cancel before then.'

Prioritization

Purpose: To ensure you avoid waste & delays

- ◆ Focus on the most critical, functional elements of your application first
- ◆ Front load initiatives that will hold up other tasks
- ◆ Course correct as necessary
- ◆ **Tip** Don't forget about marketing

Helpful Tools & Tips

- ◆ **Game Changer** Ngrok
- ◆ Database Client
- ◆ BigDesign
- ◆ Tailwind CSS
- ◆ Postman (for building & testing)
- ◆ **Tip** Use Multiple App Store Listings (Dev, Staging, Production)
- ◆ Consider Pub/Sub or SQS for distributed event processing

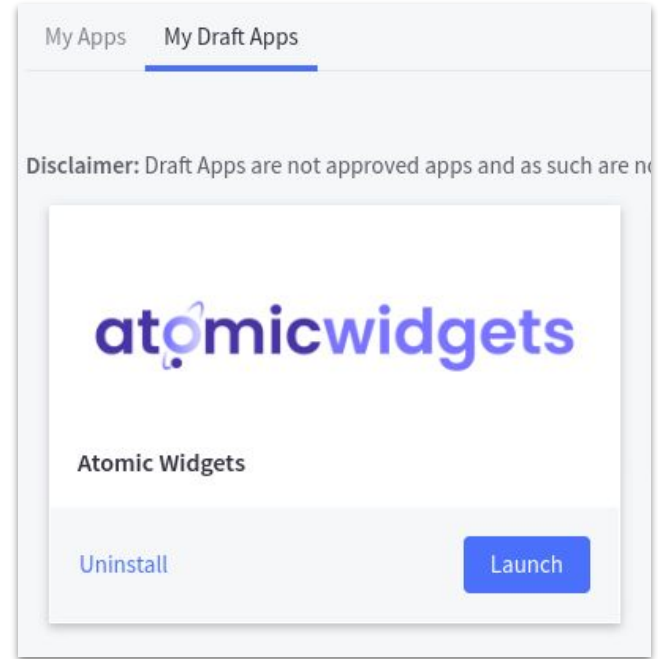
Test



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How to Test

- ◆ Install your Draft App
 - From Dashboard > Apps
 - Owner account must be same as your Dev Portal account
- ◆ Use sandbox store
- ◆ Highly recommend Ngrok for hot reloading from local dev environment



Test Functionality

- ◆ **Tip** Test early. Test often.
- ◆ Align testing to requirements
- ◆ Build Test Cases for structured testing plan
- ◆ Utilize regression testing. No assumptions.
- ◆ Consider unit testing.
- ◆ Involve (non-developer) users in testing process

Test Payments

- ◆ Trials
- ◆ Payments
- ◆ Plans + Feature Limiting
- ◆ Watch out for:
 - Multi-Storefront
 - Uninstall/Reinstall

Plans & Pricing
Build, optimize, & grow your business with the plan that's right for you.

Monthly Yearly **SAVE UP TO 20%**

Basic Free Start optimizing your store with our free widgets <ul style="list-style-type: none">✓ Free for Life✓ Several Widgets Included✓ No Coding Required✓ Fueled.io Integration for Tracking & GA4 Events✓ Free for All Your Storefronts	Standard \$30 / month Optimize your store with our Standard plan <ul style="list-style-type: none">✓ 30 Day Free Trial✓ Additional Widgets Included✓ No Coding Required✓ Fueled.io Integration for Tracking & GA4 Events✓ Standard Support <p>Storefronts Enable additional storefronts for \$15</p> <p>1</p> <p>Start Free Trial</p>	★ MOST POPULAR ★ Plus \$65 / month Unlocked advanced optimization tools with our Pro plan <ul style="list-style-type: none">✓ 30 Day Free Trial✓ Additional Widgets Included✓ No Coding Required✓ Fueled.io Integration for Tracking & GA4 Events✓ Standard Support <p>Storefronts Enable additional storefronts for \$33</p> <p>1</p> <p>Start Free Trial</p>	Premium \$100 / month Maximize your store's potential with our Premium plan <ul style="list-style-type: none">✓ 30 Day Free Trial✓ Additional Widgets Included✓ No Coding Required✓ Fueled.io Integration for Tracking & GA4 Events✓ Expedited Support <p>Storefronts Enable additional storefronts for \$50</p> <p>1</p> <p>Start Free Trial</p>
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Testing Scenarios

Purpose: To have a structured approach to testing

- ◆ Multiple Stores
- ◆ Multiple users
- ◆ Multi-Storefront
- ◆ B2B
- ◆ Active / Inactive Features
- ◆ Mom Tests
- ◆ Uninstall / Reinstall
- ◆ **Don't Forget** Using as *Unintended*



Launch



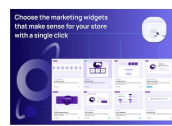
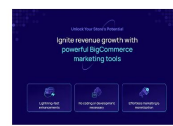
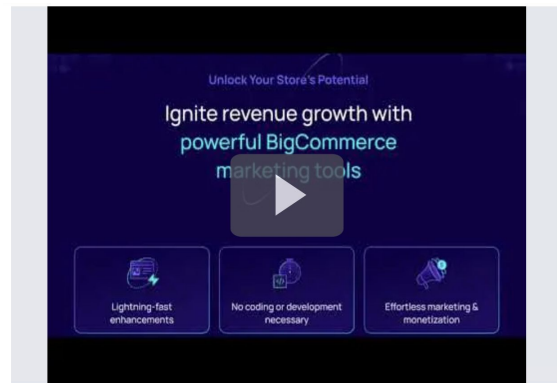
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Pre-Submission Checks

- ◆ Ensure nothing is hard-coded or store specific
- ◆ Ensure proper install, load, new user, uninstall function via Oauth
- ◆ **Remember** Use existing APIs wherever available
- ◆ Verify you are the latest v3 APIs
- ◆ Must support multiple users
- ◆ Maximize the embedded app (in the iframe)
- ◆ Fill out all partner portal details (including billing contact)
- ◆ Marketing site with Privacy Policy & Terms of Service
- ◆ Support documentation & contact form

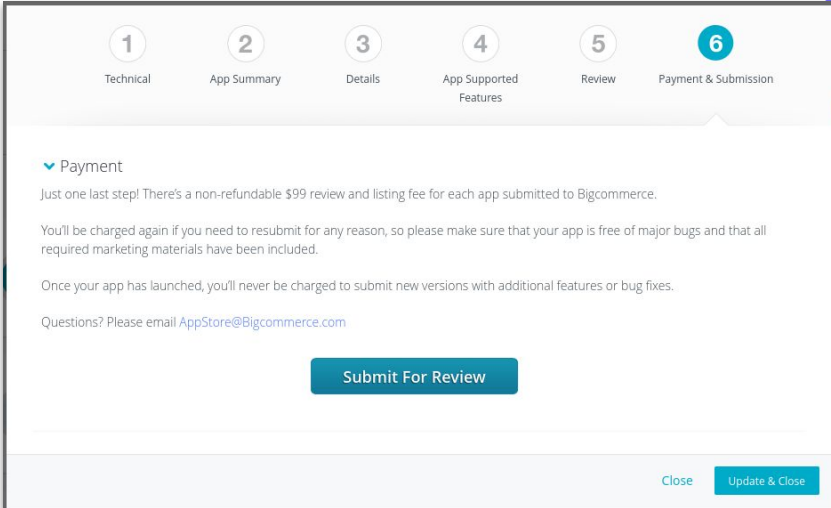
App Listing Preparation

- ◆ Update Callback URLs with Product versions
- ◆ Verify Oauth scopes
- ◆ **Tip** Write, helpful testing instructions
- ◆ Fill out profile (with Partner ID)
- ◆ Fill out App summary, logo/icons, & (only 1) category
- ◆ Fill out details, features, screenshots
- ◆ Fill out policy & help guide links
- ◆ Select MSF compatibility



App Listing Submission

- ◆ After final testing & listing review, submit for review with \$99 fee
- ◆ You will NOT receive a confirmation email (though the listing status will update to *Pending*)
- ◆ It could be weeks before you hear back
- ◆ Team will respond via email with any edits/ questions
- ◆ Team will notify of pending launch once approved



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▼ Payment

Just one last step! There's a non-refundable \$99 review and listing fee for each app submitted to Bigcommerce.

You'll be charged again if you need to resubmit for any reason, so please make sure that your app is free of major bugs and that all required marketing materials have been included.

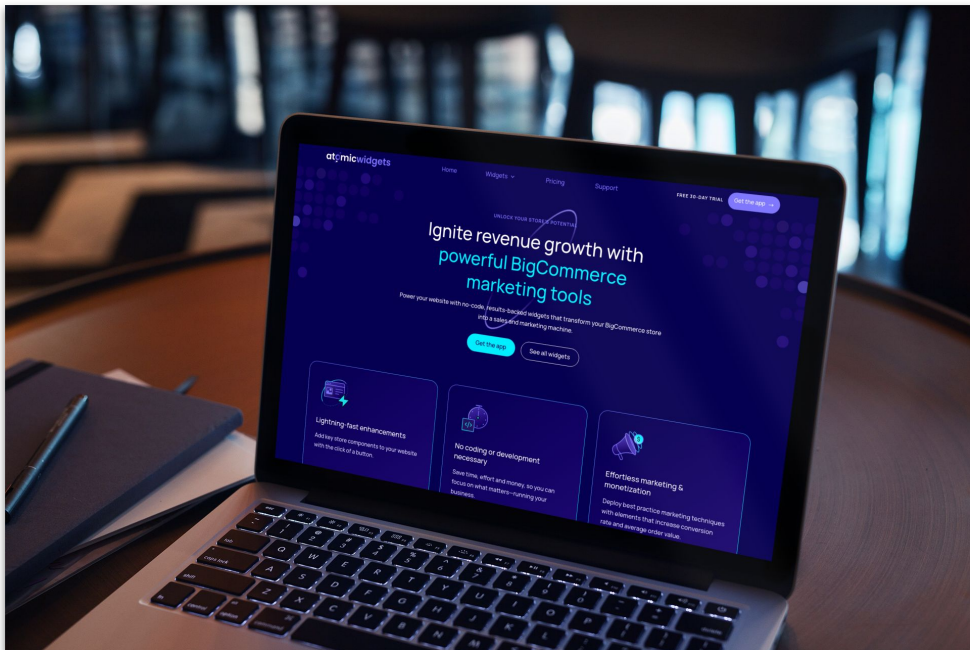
Once your app has launched, you'll never be charged to submit new versions with additional features or bug fixes.

Questions? Please email AppStore@Bigcommerce.com

[Submit For Review](#)

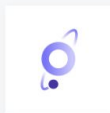
[Close](#) [Update & Close](#)

App Launched!



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[Home](#) / [Site Tools](#) / [Atomic Widgets](#)



Atomic Widgets

★★★★★ 5 out of 5 stars with 2 reviews

GET THIS APP

CONTACT PARTNER

Pricing

Custom Price:

Free

About the app

Ignite revenue growth with powerful marketing tools specially designed for your BigCommerce store.

Atomic Widgets helps you power your website with no-code, results-backed widgets that transform your store into a sales and marketing machine. In just a few minutes, you can easily add tools to your

Resources



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Helpful Resources

- ◆ [BigCommerce Developer Documentation](#)
- ◆ [BigCommerce Technical Partner Registration](#)
- ◆ [Sample Apps](#)
- ◆ App Submission Articles
 - [How to land a spot in the BigCommerce App Marketplace](#)
 - [How to market your BigCommerce app](#)
 - [App Marketplace Best Practices \(in Partner Portal\)](#)
- ◆ [BC Developer Slack](#)

Final Tips

- ◆ Beware that many stores will uninstall / reinstall your app. This can have unintended consequences
- ◆ Don't forget about marketing
- ◆ **Key** Highly recommend onboarding flows to orient your users. What is obvious to you, may not be to them.
- ◆ Set up email workflows that trigger on install / new user added
- ◆ Build Admin dashboards for easier management & support

Get in Touch

- ◆ **Best** LinkedIn: [@scottandrewwilliams](#)
- ◆ BC Dev Slack: Scott Williams - Human
- ◆ Twitter: [@ScottDeveloper](#)

- ◆ Atomic Widgets
 - Marketing Site: [AtomicWidgets.com](#)
 - Atomic Widgets App Listing:
<https://www.bigcommerce.com/apps/atomic-widgets/>
- ◆ [Human.Marketing](#)

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Thank You

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