

Custom Shopify App Scoping Sheet

Price the architecture, not the feature list. Built by Kaspian Fuad, Shopify developer.

1. Try these before you build

Shopify Flow

Free on Basic, Grow, Advanced and Plus.

Vendor connector

Your 3PL or ERP may already sell one.

Middleware / EDI

Build the edge, not the pipe.

Public App Store app

Works on any plan, even with Functions.

2. The architecture test

Runs inside Shopify?

Checkout UI, Function, admin block.

Needs a server?

Webhooks, schedules, outside systems, own data.

Sort every feature

Most quotes shrink on this pass.

3. Cost by app type (my estimates)

Extension-only: 10-40 h

\$500-\$2,000 at \$50/h. \$1,500-\$6,000 at \$150/h.

Server-backed: 60-150 h

\$3,000-\$7,500 at \$50/h. \$9,000-\$22,500 at \$150/h.

ERP / 3PL sync: 120-300 h

\$6,000-\$15,000 at \$50/h. \$18,000-\$45,000 at \$150/h.

Public app: 300+ h

Merchants almost never need one.

4. Plus-only gates

Custom app + Functions

Shopify Plus only (shopify.dev).

Checkout UI: info/shipping/payment

Shopify Plus only.

Thank you / Order status

All plans.

5. Sync app line items

Discovery + field mapping

10-20 h

Scaffold, auth, deploy

4-8 h

Order webhooks + dedupe

15-30 h

Reconciliation job

10-20 h

Tracking / stock back

15-35 h

5b. Sync app line items (cont.)

Admin log + retry button

10-25 h

Discount Function (Plus)

10-25 h

Sandbox testing + docs

20-40 h

Total

94-203 h

6. Webhook must-haves

X-Shopify-Webhook-Id

Ignore duplicate deliveries.

updated_at / Triggered-At

Ordering is not guaranteed.

Reconciliation job

Re-fetch what webhooks missed.

7. Upkeep budget

API versions

New every 3 months, supported 12+ months.

Extension-only

1-2 h a quarter. Hosting \$0.

Server-backed

2-6 h a quarter + \$5-\$50/mo hosting.

Sync app

Same, plus an on-call plan.

8. Freelancer or agency?

Under ~150 h, one job

Senior freelancer.

Runs your fulfillment

Agency, or freelancer + named backup.

9. Five-minute quote check

Ask: inside Shopify or server?

No answer = not scoped.

Search: reconciliation, duplicate, API version

Missing all three = underpriced now.

Confirm your plan

Function on non-Plus = rescope.