

# Pet Store Shopify Developer Scorecard

For pet brand owners on a sales call. Print one per candidate.

## START HERE

Any **Stop if yes** box ticked: walk away. Then ask how they'd fix the color gallery: on Tuff Pupper a Liquid fix cut CLS **92%**.

## Stop if yes

Quotes a full redesign before auditing your product pages

**DEAL BREAKER**

Plans to upload size charts as images only

**DEAL BREAKER**

## Color and variants

Picks the color's photos in Liquid, not a script after load

Ask: how does the gallery pick photos?

Names every product photo by color

## Kits and the buy button

Builds kits on Shopify discounts, no bundle app

Ask: what if the leash lacks that color?

Disables the kit button when a size sells out

Tests the sticky Add to Cart with popups showing

## Size and fit

Checks every size chart against your own brand chart

Ask: how will you verify the rows?

Stores charts as product data that fits a 360px phone

Ask: where will the chart data live?

Groups harnesses by chest range on the size guide

## Price and proof

Gives a fix list with hours per item before you sign

Names apps to remove before adding one

Their audit price: \$ \_\_\_\_\_

Their hourly rate: \$ \_\_\_\_\_

**Your score: \_\_\_\_ / 14 Deal breaker hit? Yes / No Candidate: \_\_\_\_\_**

0 to 2 rows: 0 = no, 1 = partly, 2 = yes with proof. 0 to 1 rows: 0 = no, 1 = yes. Bands are my judgment.

### 0 to 6: Walk away

General theme work, not pet catalogs. Do not sign.

### 7 to 10: Probe more

Gaps in fit or color handling. Ask for a paid audit first.

### 11 to 14: Hire

Treats size and color as data. Hire if no deal breaker.

**Want me to score your pet store first? [kaspianfuad.com/contact](https://kaspianfuad.com/contact)**

Kaspian Fuad, Shopify developer and CRO consultant

Tuff Pupper: products with a size chart went from 15 to 52, 0 apps added.