

Your store health checklist

Review each capability. Check your existing platform before buying an app.

Store / business

Review date

Mark one status per row. Add the person who owns the workflow.

CAPABILITY	WORKING	ATTENTION	LATER	OWNER
01 Analytics and sales reporting	☐	☐	☐	
02 Payments and fraud management	☐	☐	☐	
03 Inventory and purchasing	☐	☐	☐	
04 Shipping and fulfillment	☐	☐	☐	
05 Bookkeeping and profitability	☐	☐	☐	
06 Security, privacy and recovery	☐	☐	☐	
07 Email and lifecycle marketing	☐	☐	☐	
08 Customer support and help desk	☐	☐	☐	
09 Reviews and customer feedback	☐	☐	☐	
10 SEO and product discovery	☐	☐	☐	
11 Conversion research and testing	☐	☐	☐	
12 Returns and exchanges	☐	☐	☐	
13 Paid acquisition and product feeds	☐	☐	☐	
14 Loyalty, referrals and subscriptions	☐	☐	☐	
15 Workflow automation and integrations	☐	☐	☐	

Working: reliable enough for today. Attention: a recurring gap needs action.

Later: not relevant yet. Revisit it when the business model or complexity changes.

Current business stage

Launch / Validate / Repeat / Scale. Stages overlap; there is no fixed monthly threshold.

Next: turn the gaps into a clear buying brief, then select three priorities.

Your next-tool decision process

Use this before adding another subscription or integration.

01 Name the recurring problem

Describe the failure in one sentence.

Example: customer inquiries disappear between inboxes.



02 Check what you already have

Try an existing feature or a clearer process first.

A capability can be useful before a separate paid app is needed.



03 Estimate the benefit and total cost

Consider setup, maintenance, time saved and errors avoided.

Choose a measurable benefit rather than a general promise of growth.



04 Confirm the integration

Decide which system owns the records and how updates move.

Check data exports, failure alerts and the manual fallback.



05 Assign an owner and measure the result

Record a baseline, success measure and review date.

Keep the tool when it earns its place in the workflow.

The problem we need to solve

Existing feature or process to try first

Your next three priorities

Choose gaps that affect customers, reliability or avoidable repeat work.

PRIORITY 01

Capability / recurring problem

Next action

Owner

Deadline

Review date

Success measure / baseline and target

PRIORITY 02

Capability / recurring problem

Next action

Owner

Deadline

Review date

Success measure / baseline and target

PRIORITY 03

Capability / recurring problem

Next action

Owner

Deadline

Review date

Success measure / baseline and target

Example measure: unresolved inquiries, dispatch reliability or reconciliation time.

Review progress on the dates above. Change the process if the measure does not improve.