

Open a store that is ready to sell.

Check the buying experience, daily operations and discovery basics before opening.

Store / launch scope

Launch owner / target date

Check only verified items. Use page 2 for test references, gaps and your opening decision.

01 Help shoppers choose the right product

- ☐ Check key products: photos, descriptions, prices, variants, size or option labels and stock availability.
- ☐ Test menus, collections, search and filters. A shopper can find a product and understand what is included.
- ☐ Make delivery, returns, contact details and payment expectations easy to find before checkout.
- ☐ Review product claims and store policies with the right owner. Remove placeholder content and broken links.

02 Complete a purchase on a phone

- ☐ Test navigation, option selection, cart edits and checkout on actual phones as well as desktop.
- ☐ Use representative baskets and addresses. Check shipping, tax setup, discounts and unavailable items.
- ☐ Test successful and failed payments using an appropriate test method. Confirm order emails reach the buyer.
- ☐ Check popups, chat and accessibility basics: readable contrast, clear labels and controls that do not block buying.

03 Make the first order manageable for your team

- ☐ Confirm payment and payout setup, domain and sender email. Ask your adviser about required tax and policy setup.
- ☐ Verify stock locations, packing, shipping or pickup, tracking updates, cancellations and refunds.
- ☐ Give the team the right access and a named person for customer questions, order issues and launch decisions.

Bring one common basket, one difficult basket and an address you plan to serve to the tests on page 2.

Test, then decide what opens.

Separate launch blockers from improvements you can schedule after the store is working.

04 Keep a record of the buying tests

Common basket / phone / order reference

Result / evidence location

Difficult basket / address / test reference

Result / evidence location

- ☐ A team member can receive, fulfill and refund a test order. Final live settings are checked before opening.

05 Get the discovery basics ready

- ☐ Check page titles, useful product details and contact information. Set up search verification and a sitemap.
- ☐ Review product approvals and errors in the sales channels you actually plan to use; correct rejected listings.
- ☐ Verify analytics and agreed consent settings. Record where orders came from without assuming every sale is attributable.

Discovery is ongoing. The related 30-day discovery guide covers search and sales-channel follow-through; a launch does not guarantee indexing or orders.

06 Assign the remaining gaps

Record the gaps. For anything that does not apply, write why.

Gap or failed test / next action

Owner / date to check again

07 Make the opening decision

Choose one outcome. An unchecked critical item means more work, not a passing score.

- ☐ Open the agreed catalog and destinations: critical buying and fulfillment tests pass.
- ☐ Open with a smaller scope: remove untested products, features or destinations.
- ☐ Hold opening: payment, pricing, delivery or another essential step is unresolved.

First next step

Decision owner / review date