



Customization

Case Study Shopify Product Customization app

Date: October 2025

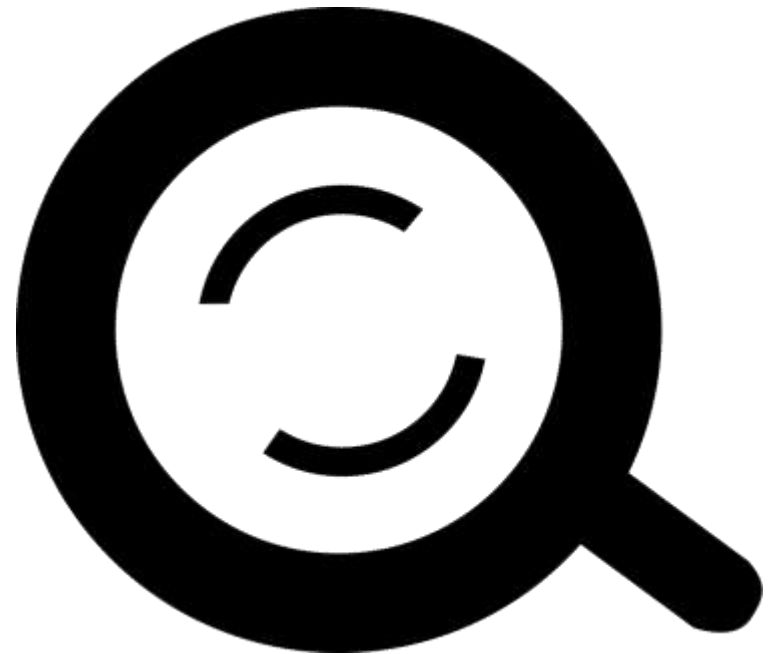
Project Overview



- ▶ The Shopify Customization App was developed to help store owners easily modify and personalize their storefront products without coding knowledge.
- ▶ The app integrates with Shopify's API and provides real-time design customization.

Key Highlights:

- Enables product-level customization such as text, images, and color variations.
- Allows customers to personalize their own designs before checkout.
- Provides a live preview of all customizations.
- Focuses on **ease of use, speed, and flexibility** for non-technical users.
- Built to enhance the shopping experience and increase customer engagement.



Problem Statement

- ▶ Many merchants struggle with limited customization options in Shopify themes.
- ▶ Hiring developers for small changes is expensive and time-consuming.
- ▶ This app was created to simplify customization and reduce dependency on technical experts.
- ▶ There was a need for a **secure, automated, and easy-to-use solution.**



Objective



- ▶ To build a user-friendly, secure, and efficient Shopify app that allows easy store customization using Laravel.
- ▶ Ensure **compatibility across different Shopify themes**.
- ▶ Provide **real-time preview** of changes to avoid errors.



Our Role & Responsibilities



- Designed and developed the full app using Laravel.
- Integrated Shopify OAuth and API.
- Created customization modules for colors and layouts.



Tools & Technologies



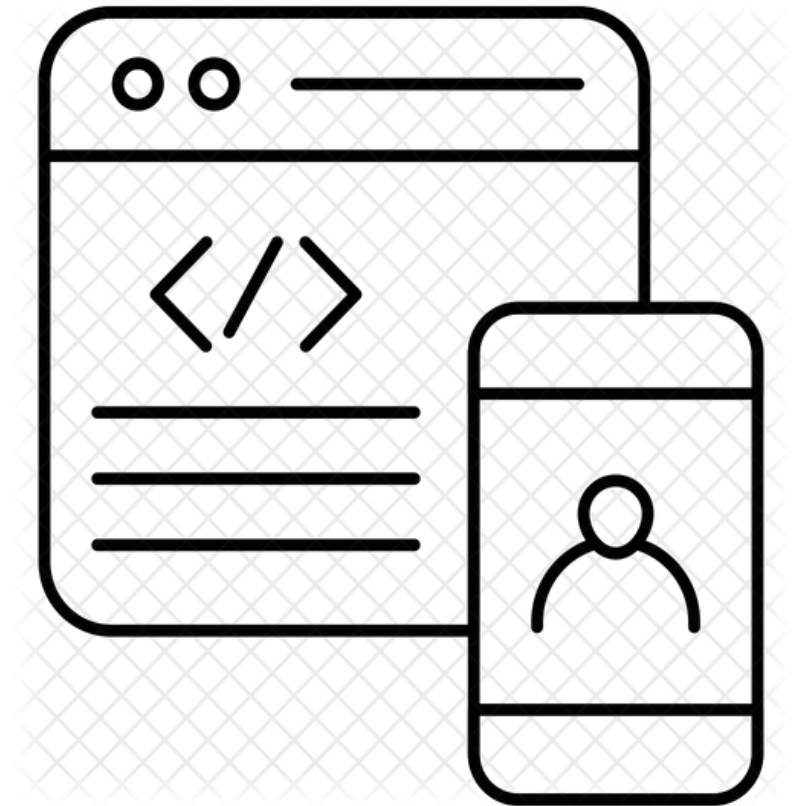
- ▶ **Backend:** Laravel
- ▶ **Frontend:** React js, Shopify polaris, CSS, JavaScript
- ▶ **Theme app extension:** Javascript
- ▶ **Database:** MySQL
- ▶ **API:** Shopify Admin API, Storefront API



Development Process



- ▶ **Requirement Gathering** – Collected key needs from store owners.
- ▶ **Design** – Created wireframes and mockups for user-friendly navigation.
- ▶ **Testing & Debugging**
- ▶ **Backend Development** – Developed Laravel modules and API integration.
- ▶ **Frontend Development** – Implemented customization panels and real-time previews.
- ▶ **Testing** – theme compatibility tests, and user acceptance testing.



Challenges



- Handling **secure OAuth authentication** for multiple Shopify stores.
- Ensuring **theme compatibility** across different Shopify templates.
- Optimizing **database and API calls** for real-time updates.
- Managing **error handling** when Shopify API returns conflicts.





Customization

Results / Outcome

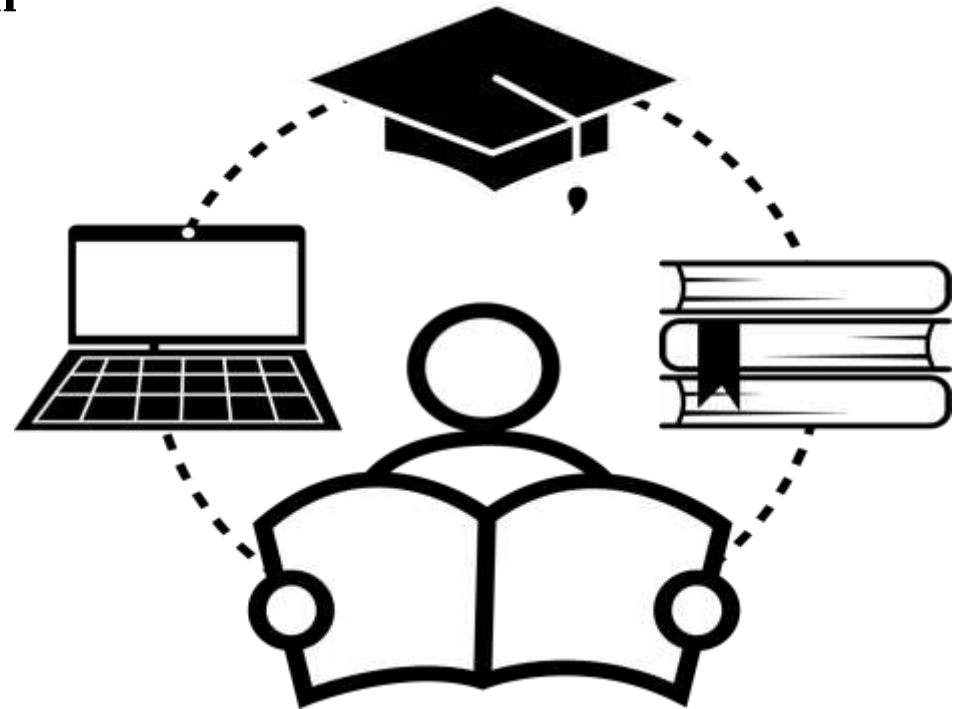
- Reduced store setup time by 40%.
- Improved customization flexibility.
- Scalable solution for adding new customization features in future updates.



Key Learnings & Conclusion

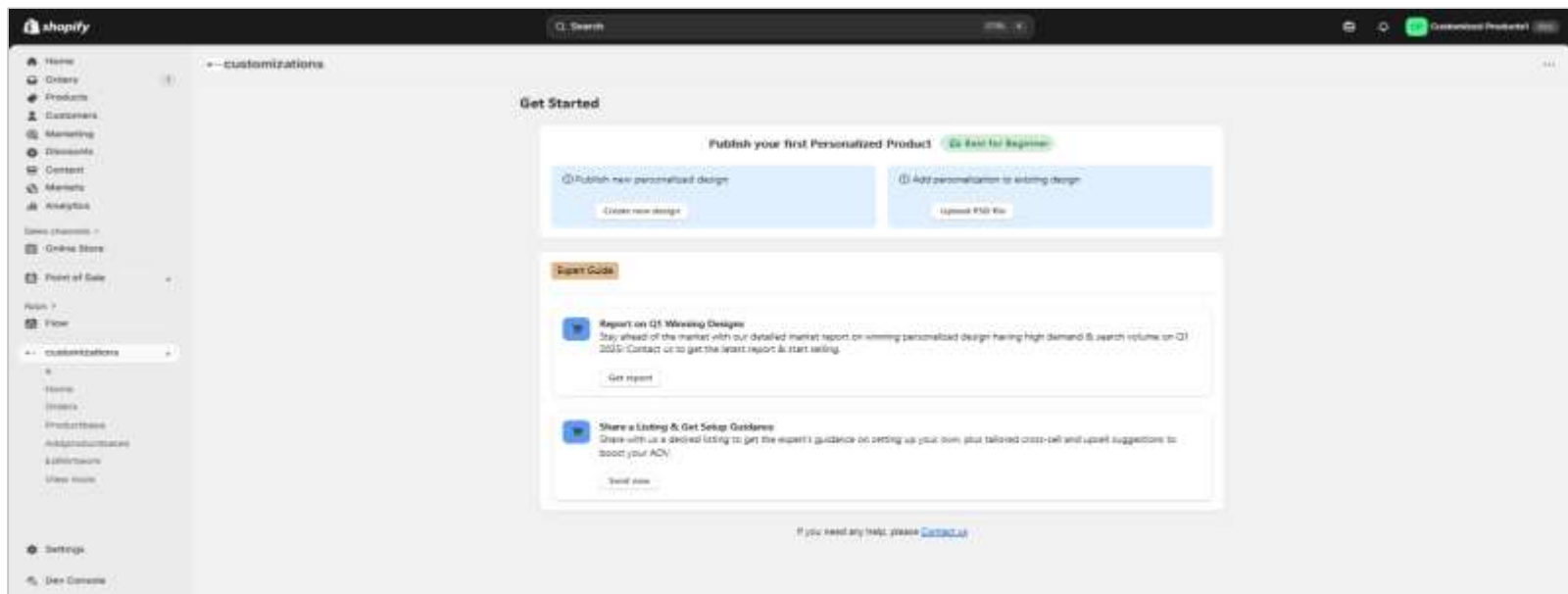


- Learned **Shopify API integration** deeply, including OAuth, webhooks, and theme updates.
- Improved debuggin and API performance handling.
- Improved **full-stack Laravel development skills**.
- Enhanced technical and problem-solving skills. Enhanced understanding of **user experience (UX) for eCommerce applications**.
- Gained experience in **deploying, testing, and supporting a live app**.



App Interface & Screenshots

Dashboard page



Home Page



Home

0 Orders

0 Clparts

0 Artworks

0 Campaigns

Sales over time

Today

No data for selected date range.

Report Guide



Report on Q1 Winning Designs

Stay ahead of the market with our detailed market report on winning personalized design having high demand & search volume on Q1 2021. Contact us to get the latest report & start selling.

Get report



Share a Listing & Get Setup Guidance

Share with us a desired listing to get the expert's guidance on setting up your own, plus tailored cross-sell and upsell suggestions to boost your AOV.

Send now

Changelogs

View all

Version 1.2.4
February 23, 2025

New Features:

- More Phase
- New feature: Shaped text (with search syntax)

Enable for Shopify Store

Click the button below to enable **Customization** and start creating personalized products today!

Enable Now

Documentation

Need help? Our knowledge base is full of articles to get you started.

Browse Docs

Support

If you have questions, we're happy to help!
Get in touch with our support team:
Email: 24/7: help@shopify.com

If you need any help, please [Contact us](#)



Customization

ProductBase page

Product bases

Add Manual

Import Product Base



Q Search

More filters

Image

Product Title

Actions



Tshirt

Edit

Delete

Duplicate



WTshirt

Edit

Delete

Duplicate

Need help? [Contact us](#)

Activate Windows
Go to Settings to activate Windows

AddProductBase page



Add product bases Back Next

1 Basic Info 2 Print Area 3 Attributes 4 Mockups

Basic Information

Product title: Internal name:

Thumbnail:  [Click to Upload](#)

Description:

Normal 

Category:

Activate Windows
Go to Settings

Add product bases Back Next

1 Basic Info 2 Print Area 3 Attributes 4 Mockups

Print area

[+ Add print area](#)

Name	Height (px)	Width (px)
Print	1200	1200

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Add product bases Back Next

1 Basic Info 2 Print Area 3 Attributes 4 Mockups

Attributes & Variants

[+ Add Attribute](#)

Name	Slug	Value	Action
Size	size	S M L	Edit Delete

Variants

☐ Variant	Compare at Price	Price	Best Cost	SKU Profile	Print Area	Profit	Out of Stock	Action
☐ S	\$	\$	\$	SKU	Print	\$	☐	Edit
☐ L	\$	\$	\$	SKU	Print	\$	☐	Edit

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Add product bases Back Continue

1 Basic Info 2 Print Area 3 Attributes 4 Mockups

Mockups

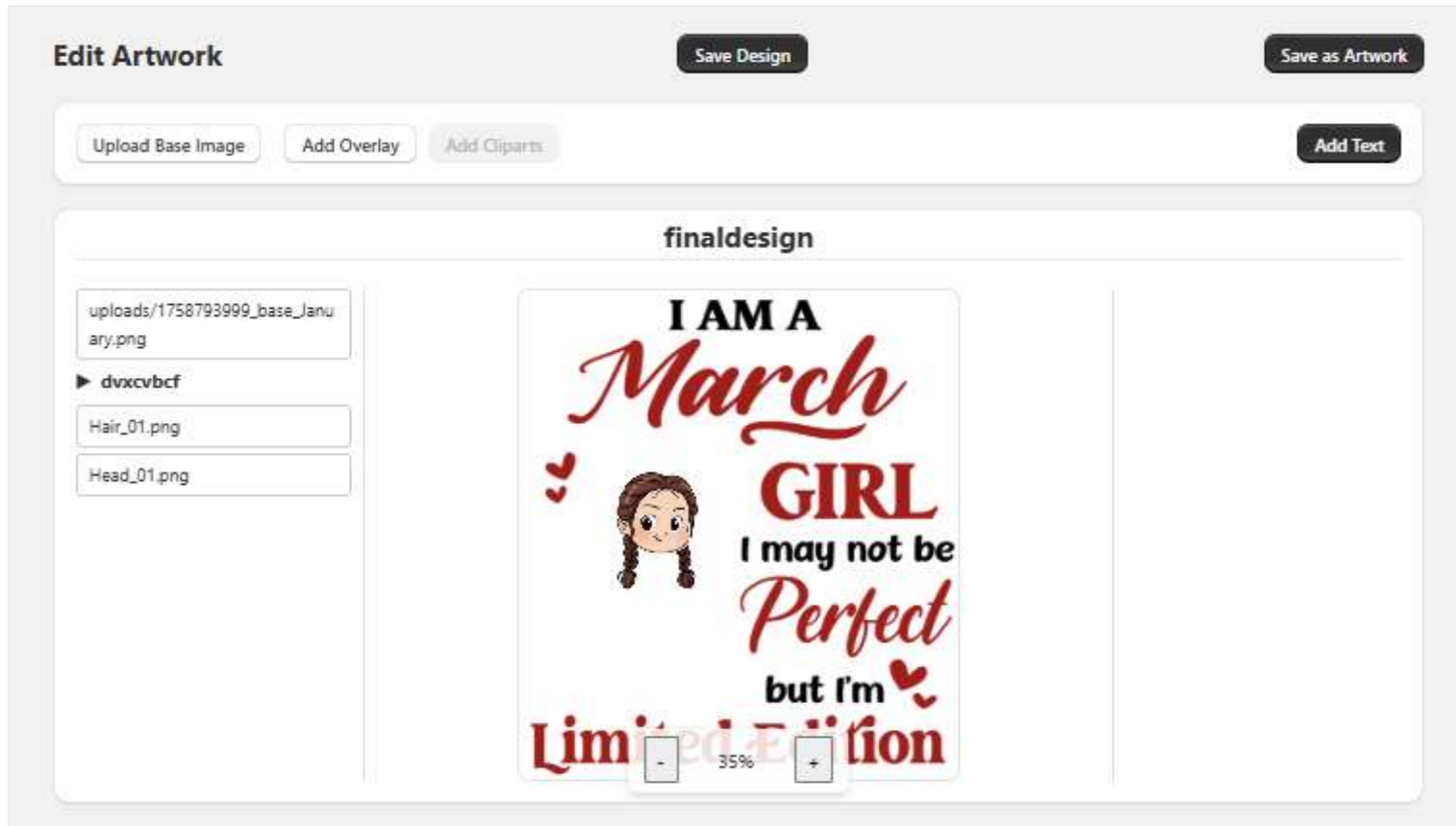
You need [Image, SVG, Adobe](#) upload mockups. This ensures your personalized design will display fine in your mockups.



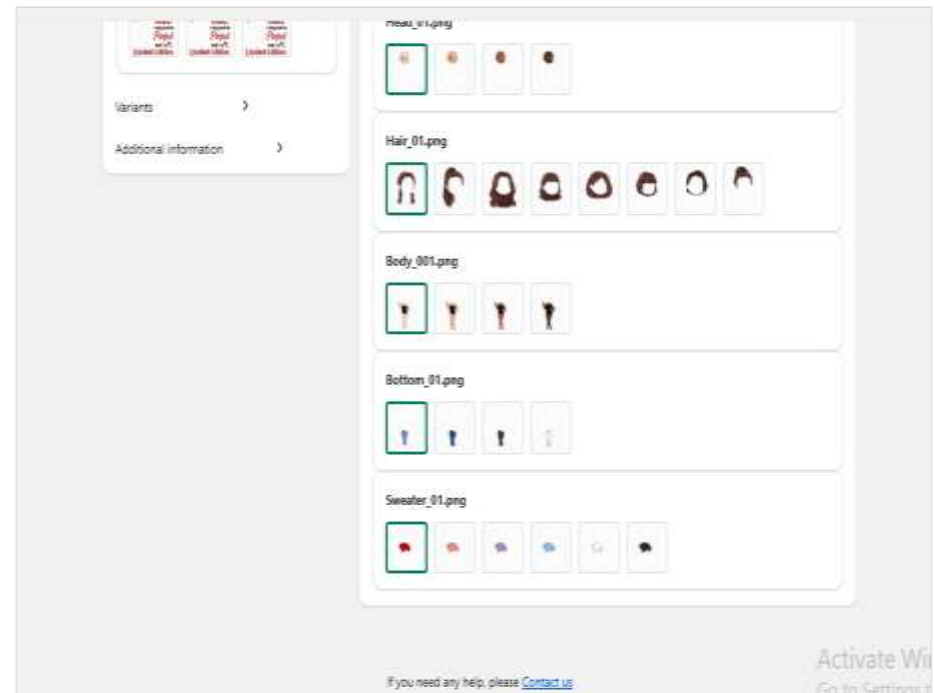
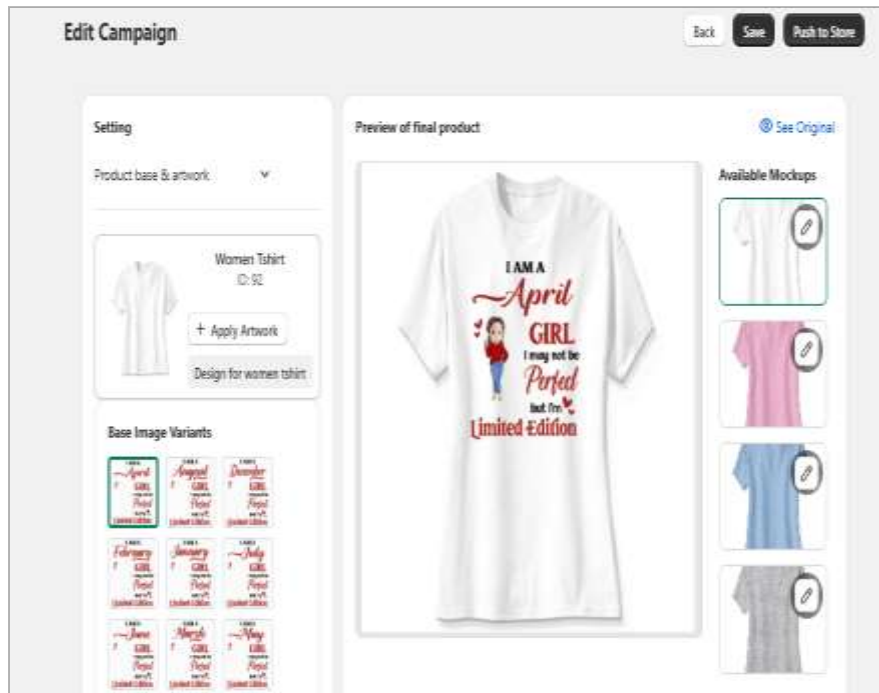

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Edit Artwork page



EditCampaign page



EditMockups page



Edit Mockups

CancelSave

PrintareasSettings

Printareas

Add ImageAdd Printarea

Image Settings

Width

150

Height

150

Border Color

Top: 97

Left: 113

Opacity: 100%

Position



- 40% +

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Planned Features & Future Improvements



- Add theme templates for quick store redesign.
- Multi-store support for merchants managing several stores.
- Advanced customization options for product pages.
- Automated recommendations for layouts and banners.
- Mobile-friendly customization panel improvements.

