INSPRY
FEEL THE WEB

Sample Company

Custom WordPress Plugin Build

May 9, 2025

Executive Summary

The company is launching a powerful, custom WooCommerce plugin designed to transform its online PC sales experience. This solution will allow customers to easily configure and purchase compact, high-performance computers tailored to their needs through a modern, interactive PC builder interface.

The system will automatically sync product availability and pricing from Amazon and eBay, ensuring the company always offers the best components at competitive prices. Once an order is placed, the plugin will automatically source and order the selected parts through Amazon and eBay APIs, streamlining fulfillment and reducing manual work.

Objectives

Develop a custom WooCommerce plugin that:

- Provides a frontend PC configuration interface, allowing customers to purchase high-performance yet compact computers tailored to their individual needs.
- Automatically synchronizes the company component SKUs and pricing with product listings available on Amazon and eBay.
- Automatically places orders for parts listed on Amazon and eBay on behalf of the company, triggered by verified WooCommerce purchases from customers.

Project Deliverables

1. Custom WooCommerce plugin
2. Frontend PC builder with real-time pricing
3. Product compatibility and upgrade logic
4. Composite product setup and management
5. Automated supplier syncing (Amazon, eBay)
6. Automated parts ordering system
7. Custom order status workflow
8. Admin tools and Bill of Materials (BOM)
9. Product import configuration
10. Error logging and notifications
11. Email notifications and updates
12. Transparent pricing and rounding
13. Comprehensive testing and QA
14. Staging and production deployment
15. User and admin video documentation

Scope Requirements

Features

Intuitive PC Builder Interface

- **Technology:** Built using Vue.js to deliver a modern, highly responsive, and fully custom interface.
- **Data Handling:** Vue will be initialized with a JavaScript object localized by PHP containing all required configuration data.
- **Cart Behavior:** The interface will replicate WooCommerce's standard form submission behavior for adding products to the cart. AJAX calls will only be initiated at the point of adding an item to the cart for optimal performance and compatibility.
- **Compatibility Logic:** Hardware compatibility rules will be enforced using provided client product spreadsheets, metadata, and product category associations.
- **Composite Product Support:** Composite Products for WooCommerce will be used to create customizable kits. Groupings will be determined by product category and automatically sorted on the frontend.

Configuration Workflow

- **Case Selection:** Customers begin by selecting a case, which serves as the base of the build. Cases will be sorted based on the _menu_order meta field (ascending order).
- **Performance Level Selection:** Users can choose a PC performance tier (e.g., Basic to Ultimate), each with predefined pricing markups.
- **Component Upgrades:** Users can upgrade individual components for improved performance. Upgrade logic is managed by the _upgrade_order meta field.
- **Dynamic Price Updates:** When users adjust upgrade selections, the component text and total price will update in real time. Selecting a base product will hide its price display.

Component Rules and Logic

- **Processors (CPUs):**
    - _performance ensures performance tier alignment.
    - _case_size filters options by compatible case dimensions.
    - Default: lowest-priced available CPU.
- **CPU Coolers:**
    - _case_size ensures cooler size compatibility.
    - _default indicates the default cooler for each case.
- **Graphics Cards (GPUs):**
    - _performance limits choices based on selected tier.
    - Default: lowest-priced available GPU.
    - GPU _gpu_length will be checked against the case's _max_gpu_length to prevent invalid configurations.
- **Memory (RAM):**
    - _default defines the standard RAM per performance tier.

- **Storage:**
  - _default sets the standard storage per tier.
- **Case Fans:**
  - Users can customize the quantity and attributes of fans.
  - _min_fans and _max_fans enforce minimum and maximum selectable fans per case.
  - Quiet or strong fans are unavailable on cases with 80mm slots.
- **Operating System:**
  - _default sets the default OS per performance level.
- **Hidden Components:**
  - Motherboards and power supplies are not upgradeable via the interface but are displayed in the Summary section.
  - _motherboard_size (motherboard product) and _psu_type (power supply product) define internal selection logic based on the selected case.
- **Add-ons:**
  - Users can choose from additional components such as lighting, mice, keyboards, controllers, and more. These are simple WooCommerce products.
  - Add-ons open in a new tab when the title or image are clicked.
  - Carousel layout: 4 slides (desktop), 3 (tablet), 2 (mobile).
  - Quantity limits: LED Fans depend on fan count; only one LED CPU fan and LED strip allowed.
  - Add-ons will be purchased automatically on Client's behalf from Amazon via, similar to the components.

Fulfillment Options

- **Assembly Options:** Users select from standard, assembled, or priority assembly options, each with corresponding price adjustments.
- **Shipping Options:** Users can choose between free and expedited shipping options, each impacting the final price. These options will be mapped to existing flat-rate shipping methods within WooCommerce, with fixed dollar amounts assigned to each. No live rate shipping API integration is included in this setup.
- **Summary and Checkout:** Summary includes components, pricing, add-ons, fulfillment details and an image of the selected case. Selecting "Checkout" leads to the default WooCommerce checkout page.

Bill of Materials (BOM)

- Each WooCommerce order will include a BOM in the WooCommerce individual order admin panel listing selected components, their SKUs, supplier order numbers (eBay/Amazon), total costs, and shipping details from the third party marketplace order. This is for internal use only and will not be visible to customers.

Admin Customizations

- A dedicated admin settings page will allow customization of performance level image displays used to show game benchmarks per tier. Admins can add or remove game images per performance level without any coding knowledge.

Product Importing

- **Tool:** WP All Import is recommended to manage all product imports.
- **Initial Setup:** Inspry will configure the importer and provide documentation. The company will need to purchase a license for future updates.
- **Limitations:** Import/export is limited to simple products and their metadata; composite product structures and groupings must be managed manually within the WooCommerce backend and the [Vue.js](#) custom plugin code.

Component Sourcing via API

- **API Integration:**
    - Zinc API for Amazon.
    - eBay Browse API for eBay.
- **Price Comparison:** Both API prices will be stored, and the lower-priced item will be selected.
- **Search Logic:**
    - eBay: Used to search for and retrieve product listings, ensuring the best available prices on eBay for each component. Uses keywords, category IDs, filters.
    - Zinc: Used to search for and retrieve product listings, ensuring the best available prices on Amazon for each component. Query strings per component. Requires individual API calls for each product returned in the search request.
- **Scheduling:**
    - Zinc API runs daily.
    - eBay API runs every 3 hours.
- **Component Restrictions:** Certain components (e.g., GPUs) may be restricted to specific sources based on the spreadsheet provided by the Client.

Automated Product Ordering

- **Trigger:** Orders are automatically placed after a 24-hour grace period following payment capture.
- **API Restrictions:** Orders will only use the designated API per component.
- **Shipping:** Cheapest available shipping method will be selected.
- **Error Handling:**
    - Full logs maintained for 30 days.
    - WooCommerce order notes include high-level order info.
    - Fallback logic will upgrade to next-tier product (as defined by _upgrade_order) if selected component is unavailable. The company absorbs the cost difference and the change is noted in the BOM and emailed to both customer and staff.

Transparent Pricing

- Final PC pricing will be rounded to the nearest $25 using psychological pricing (e.g., $849.99). This will be applied to the cart total, not individual components.
- Implementation options include:
    - woocommerce_cart_calculate_fees
    - woocommerce_before_calculate_totals (with caution due to potential plugin conflicts)

Custom Order Statuses

Besides built-in WooCommerce order statuses (pending payment, on hold, processing, completed, failed, draft, cancelled, refunded), the plugin will include the following custom order statuses. Order statuses marked with "automatic" will be automatically set by plugin scripts; otherwise, the Client will be responsible for manually setting the status. Custom statuses will send emails to customers/admins accordingly based on templated content provided by the Client. Custom statuses will be initially generated using a third party plugin such as Order Status Manager for WooCommerce by Skyverge in order to ensure compatibility with third party email visual designers including YayMail Pro.

Includes the following statuses ("automatic" indicates system-driven):

- Sourcing Components (automatic): System is actively purchasing components from APIs. Occurs only after a user's payment has been captured.
- Awaiting Components (automatic): Components have been purchased, awaiting delivery to assembly location.
- Component Issue – Needs Review (automatic): A problem occurred ordering components and manual order review is required by company staff; it will not further trigger status changes to this order.
- Ready for Assembly: All components received, PC queued for assembly.
- In Assembly: Techs are assembling the PC.
- Assembly Error: A hardware issue occurred during building.
- In Quality Check: Assembly complete, undergoing testing and inspection.
- Failed Quality Check: PC failed post-build testing.
- Ready to Ship: Passed testing, packed and ready for shipment.
- Shipped (includes tracking number integration): A "tracking number" field will be added to each order using the Shipment Tracking plugin. When the field is updated and the order is set to Shipped, an email will be sent to the customer with the entered tracking number.
- Shipping Delay: Order ready but shipping provider delay occurred.
- Address Issue: Shipping address is incomplete, incorrect, or flagged.
- Delivered (replaces WooCommerce "Completed"): Confirmed delivery to customer (rename Woo core "Complete" status to "Delivered").
- Returned: Returned by customer after delivery.
- Awaiting Customer Response: Support request sent; awaiting customer's decision.
- Customer Requested Hold: Order is paused per customer request.
- Customer Dispute Opened: Dispute or chargeback opened; requires support team attention.

Error Logging

- Leverages WooCommerce's native logging functionality to store and display logs.
- Tracked errors include:
  - Component Unavailable: A selected part is no longer available and needs manual replacement.
  - Price Discrepancy: Component pricing has significantly changed since order; requires manual order review or confirmation.
  - Supplier API Error: An issue occurred with APIs while sourcing.
  - Sourcing Delayed: One or more components are back-ordered or delayed in shipping.

Hours Breakdown

Task	Description	Hours
Front-End Configurator	Build the complete frontend user interface for PC customization.	28
Imports	Configure product imports and meta field mappings.	18
Composite Products	Set up parent case products and their component relationships via categories.	6
Generate Import Sheets	Create import templates based on configured WooCommerce data.	4
Product Sourcing	Schedule and run API calls for component availability.	32
Product Ordering	Automate part ordering, including fallbacks and error management.	36
Order Statuses	Implement and integrate custom WooCommerce order statuses.	16
Admin Customizations	Build admin tools including BOM and customization panels.	6

Task	Description	Hours
Client Revisions	Time allocated as a flexible set of hours for client-requested adjustments, or minor changes.	5
QA and UAT	Testing APIs, scheduling, emails, and interfaces.	20
Deployment and Launch	Coordinating and executing the final deployment of the plugin.	5
Post-launch Testing	Conducting a final round of QA after launch to ensure all features and cron schedulers function appropriatey.	5
Project Management and Communications	Ongoing coordination, planning, meetings and communication throughout the project.	20
Total Effort		**201 Hours**

Project Specific Assumptions and Exclusions

- **Pricing Information:** Only product pricing, shipping, and availability details will be pulled into WooCommerce from third-party marketplace integrations. The exception is PC cases. If a case is out of stock, it will not display in the frontend configurator. If an order is placed for an unavailable case, the system will log the issue and trigger an email alert to the fulfillment team.
- **Component Identifiers:** All components must have corresponding identifiers in the eBay and Amazon APIs or a reliable query method (such as category lookups) to ensure correct sourcing.
- **Hard-Coded Interface:** The plugin interface will be fully hard-coded except for the dynamic data it pulls from WooCommerce and the importer. As a result, most interface elements will not be easily customizable without developer assistance, and third-party WooCommerce plugins will not integrate automatically.
- **eBay Buy API Requirements:** The client is responsible for ensuring compliance with all eBay Buy API requirements.
- **Standard WooCommerce Checkout:** Customization of the standard WooCommerce checkout template or design is not included, except for the integration of dynamic pricing.
- **Design:** The frontend PC configurator will be built based on the current designs provided by the company.
- **PC Configurator Images and Content:** The client must provide all final images and text content before development begins. Product order within frontend sliders will not be

configurable in the admin interface and will follow product title sorting.

- **GPU Compatibility:** The client is responsible for providing all GPU compatibility values. The plugin will not retrieve or calculate compatibility externally or through AI tools.
- **Staging Site:** The plugin will be developed on a staging server hosted within Inspry's Pressable account. The client's production server must have sufficient resources to run the final build, and the client is responsible for hosting costs and maintaining standard WordPress updates.
- **Rate Limits:** It is assumed that third-party API rate limits and server resources will be sufficient to handle all scheduled orders. If development identifies bottlenecks, a custom batch scheduler may be required, which is not included in the current scope.
- **Up-to-Date Software:** The client is expected to run the latest versions of their theme, plugins, and WooCommerce API prior to start of development.
- **Third-Party Plugin Compatibility:** While best efforts will be made, compatibility with third-party WooCommerce plugins cannot be guaranteed and may require additional development.
- **Conflicts:** While Inspry will make an effort to ensure as much compatibility as possible, any conflicts with the client's theme or plugins may require extra development work, depending on severity, and may require support from commercial plugin or theme vendors. This includes conflicts with third-party scripts already modifying product or cart behavior.
- **Future Updates:** The scope does not cover addressing conflicts resulting from updates to WooCommerce, WordPress, Bricks, or the eBay/Zinc APIs beyond 30 days after plugin completion.
- **API Pricing:** The client is responsible for all API usage costs, including overages.
- **eBay Order API:** The eBay Order API has two ordering flows: member and guest. the company will need to provide a valid member account for use with the API.
- **Zinc API:** Zinc requires Amazon account credentials (excluding Walmart). The client must set up and provide these credentials.
- **No Saved Sessions:** The plugin will not include functionality for saving user sessions or configurations for return visits.
- **Emails:** Emails sent from the plugin will use standard WooCommerce email templates with minor modifications. Client is responsible for any design or content modifications of the emails.
- **Sourcing and Ordering Location:** Only U.S. product listings will be sourced and ordered.
- **API Failed Sourcing Notifications:** If sourcing a component fails, the system will send an email notification to the admin and log detailed error information.
- **API Failed Order Notifications:** If component ordering fails (including situations where no product is found), the system will email the admin, log the details, and adjust the WooCommerce order status accordingly.
- **Other APIs:** Integration with third-party marketplace APIs beyond Zinc and the official eBay APIs is out of scope.
- **Single Component Product:** All three PC types will be configured within a single composite product, if feasible, to reduce overall complexity. A hidden component group will be used to filter components by PC type, ensuring that when a user selects a specific PC type to configure, the builder displays only the relevant components associated with that selection.
- **Next Slider:** Next Slider may be used in the implementation; however, its inclusion is subject to Inspry's discretion based on technical suitability and project requirements.
- **Accurate API Documentation:** Inspry assumes that the documentation provided by eBay and Zinc is accurate. Any discrepancies may require adjustments to scope or effort.
- **WooCommerce Variations:** Product variations at the case or component level will not be supported. Each case or component will be set up as an individual WooCommerce "simple"

product.

- **Component Product Storage:** Component products selected in the configurator will be saved within the WooCommerce order as metadata attached to the parent composite product line item based on default Composite Product logic. These components will not appear as separate top-level line items in the order. Any display or use of component details (such as in the admin BOM, customer emails, or fulfillment processes) will rely on extracting and formatting this metadata from the parent line item.
- **Component Discounts/Sales:** The configurator will not display any backend-defined discounts or sales on components.
- **Shipping and Assembly Timetables:** The plugin will not include logic to guarantee that a PC can be assembled or shipped within a specific timeframe based on the user's selections, the chosen shipping method, or the availability of components and add-ons purchased through the APIs.
- **HPOS Compatibility:** The plugin will declare compatibility with HPOS and use appropriate method and will not support WooCommerce legacy order table configurations.
- **Post-Order Operations:** Once an order has been placed through the APIs, no management of those third-party orders will be available in WooCommerce. The company must log in directly to their eBay or Amazon accounts to manage these orders.
- **Theme/Styling Changes:** Significant theme or styling changes to the site after development may require additional work to update the configurator to match the new design.

Client Software Licenses and Fees

- [Composite Products for WooCommerce](#) ($149/yr)
- [Order Status Manager for WooCommerce by Skyverge](#) ($49/yr)
- [Shipment Tracking](#) ($59/yr)
- [WP All Import + Export Ultimate Pro](#) ($299/yr)

Estimated Timetable

To be finalized and shared during project kickoff call by Inspry Project Manager after Client sign-off.

Total Fees and Payment Schedule

Scheduled Item	Effort
50% Initial Deposit	**$12,060.00**
25% Prior to Launch	**$6,030.00**
25% After Launch	**$6,030.00**

Scheduled Item	Effort
Total Project Fees	$24,120.00

Acceptance

We have read and agree to all terms, conditions, estimates, and deliverables stated in this agreement. Sample Company authorizes Inspry to initiate the project and begin work.

We also agree to all terms and conditions set in the Master Services Agreement located on Inspry's website: https://www.inspry.com/inspry-master-services-agreement/.

Client Acceptance

Sample Company

Inspry Acceptance

Matt Schwartz
Inspry Media LLC

Matt Schwartz