

ECOMMERCE OPERATIONS / AUTOMATION

From WhatsApp orders to an automated, trackable ecommerce process

A mobile-first order and payment workflow connecting Airtable, Make and Shopify.



Structured mobile ordering, central operations, automated Shopify creation and payment-status synchronisation.

01**Structured orders****02****Central visibility****03****Automatic creation****04****Live payment status**

The operational transformation

A practical system designed around how customers, drivers and operations teams actually work.

THE CHALLENGE

WhatsApp orders still required manual Shopify entry

Customer and driver orders were received through WhatsApp and then entered into Shopify manually. This slowed down order processing, increased the risk of entry errors and made it difficult for the team to see where each order was within the operational and payment process.

THE SOLUTION

One connected workflow from order capture to payment visibility

I designed and implemented a mobile-first ordering workflow connecting the customer and driver app with Airtable, Make and Shopify. Customers or drivers select products, quantities and delivery information through a structured mobile interface. The order is captured centrally in Airtable, where it can be tracked by the operations team.

Make then creates the corresponding Shopify draft order automatically. Shopify payment information synchronises back to Airtable, giving the team an updated view of each order's payment status.

THE RESULT

Manual Shopify order creation has been removed for app-submitted orders.

- ✓ Receive consistent, structured orders.
- ✓ Track every order in one central operational system.
- ✓ Create Shopify draft orders automatically.
- ✓ Monitor payment status in real time.
- ✓ Reduce manual entry and the errors associated with it.

SYSTEMS USED Shopify | Airtable | Make | Mobile ordering app | API integration

Production evidence

Sanitised views from the live system. Customer identities and financial values are hidden.

CENTRAL ORDER AND PAYMENT VISIBILITY

	Source Key	Shopify Push Status	Shopify Payment...	Tag	App Payment Status	Needs App Payment Link
1	APP-ORDER - June 26, 2026 at 1:58 PM	Created	PENDING		Not Created	1
2	APP-ORDER - June 26, 2026 at 3:04 PM	Created	PENDING			1
3	APP-ORDER - June 29, 2026 at 12:08 PM	Created	PENDING			1
4	APP-ORDER - June 29, 2026 at 4:06 PM	Created	PAID			0
5	APP-ORDER - June 30, 2026 at 8:47 AM	Created	PENDING			1
6	APP-ORDER - June 30, 2026 at 9:41 AM	Created	PARTIALLY_PAID			1
7	APP-ORDER - June 30, 2026 at 10:39 AM	Created	PENDING			1
8	APP-ORDER - June 30, 2026 at 11:07 AM	Created	PENDING			0
9	APP-ORDER - July 1, 2026 at 7:50 AM	Created	PAID			0
10	APP-ORDER - June 23, 2026 at 9:56 AM	Created	PAID			0
11	APP-ORDER - July 2, 2026 at 6:34 AM	Created	PAID			0
12	APP-ORDER - July 2, 2026 at 10:53 AM	Created	PAID			0
13	APP-ORDER - July 2, 2026 at 10:53 AM	Created	PAID			0
14	APP-ORDER - July 2, 2026 at 11:07 AM	Created	PARTIALLY_PAID			0
15	APP-ORDER - July 2, 2026 at 11:08 AM	Ready				0
16	APP-ORDER - July 14, 2026 at 4:06 PM	Ready				0
17	APP-ORDER - July 14, 2026 at 4:08 PM	Ready				1

Airtable operations view showing order-creation and payment-status tracking.

SHOPIFY-TO-AIRTABLE AUTOMATION



Make searches Shopify, locates the operational record, retrieves transaction data and updates Airtable.

What this demonstrates

- ✓ Relational operational data designed around the business process.
- ✓ Cross-platform automation using Shopify, Airtable and API calls.
- ✓ Payment visibility returned to the system used by the operations team.