



PRODUCT LAUNCH CHECKLIST

Launch Date: XX-XX-XXX

*all teams must review tasks before confirming launch date

Product > Workflow

- Is this feature free or paid? Do we need to prepare any limitation modals?
- Create and confirm new user flows for web app
- Create and confirm new user flows for mobile app
- Update screens and modals in the web app and mobile app
- Does the website need to be updated?

Product

- A/B test this feature/product
- revisit wording in all designs to ensure comprehension
- set up in-product survey
- add tracking
- confirm user-flow monitoring is activated
- draft product email specific to this feature launch

Product Marketing

- write a product blog post and brief creative on designs required
- record tutorials for Help Center
- review onboarding email flows to determine impact



- update website, including the homepage, FAQs, or pricing page
- write up App update note
- Record mini-story tutorial for Social Media
- Ask customers in BETA to share their testimonials

Marketing

- should this be a one-off e-blast or part of our regular eDM cadence
- create social media graphics/captions for all channels
- can a lead magnet be created?
- make a lead banner and/or sales page
- update personal email footers with new designs and CTAs
- update ambassadors prior to the wider community so they have something new to talk about

Customer Experience

- rigorously test and train in the product to determine customer impact
- add and/or update all Saved Replies for ease of communication
- add and/or update Help Center articles



Operations

- check disclaimers, terms + privacy policy (or anything legal/compliance related)
- check that all site integrations are working
- review financial impact to business

Development

- Update website + pricing page + FAQs
- What is the rollback plan in case something goes wrong?
- Should this be deployed in stages?
- Do we need to add a launch modal?
- Add tooltips