

Example product launch checklist

Product

- **Feature definition:** Ensure that engineering teams have all the prioritization, sizing, and documentation needed to start building.
- **UX / UI design:** Provide designers with the UX research, wireframes, and specifications needed to start crafting.
- **Engineering:** Build the key features, most likely in a series of sprints.
- **QA and Operations:** Test and deploy the new functionality in production.

Go-to-Market

- **Launch date:** Set a date and time for the launch and communicate to stakeholders.
- **Pricing and packaging:** Approve the pricing for the new product experience. Design and approve how it will be bundled or presented to customers, including upgrades (if relevant).
- **Positioning:** Draft a positioning doc or creative brief that covers the key messaging for the launch based on the product vision, the new functionality, and the value it will deliver to end users.
- **Communications plan:** Decide how the launch will be announced both inside and outside the organization.
- **Marketing content:** Create new messaging for the product's website, advertising, and campaigns. Map out all launch emails, blog posts, webinars, and landing pages.
- **Social media:** Prepare the launch announcement and campaign content to be posted on social channels.
- **Media relations:** Set up meetings with the media and provide updates on key capabilities that are coming. Leverage customer testimonials if possible.
- **Analyst briefings:** Reach out to industry analysts or other influential personnel if appropriate to brief them on what is new and why it matters.



Trusted by more than 400,000 users to manage product launches.
[Try Aha! free for 30 days.](#)

Systems

- **Infrastructure:** Make necessary changes to internal monitoring systems, such as analytics or product administration.
- **Billing:** Update existing billing options and functionality to accommodate the new product experience.
- **Finance:** Update key systems to track financial metrics associated with the new product or upgrades that generate add-on revenue.

Sales and Support

- **Documentation:** Complete and approve all product documentation, including release notes, help and troubleshooting guides, FAQs, and technical data sheets.
- **Sales strategy and training:** Conduct training and enablement for sales reps. Create sales collateral and update existing materials to include what is new.
- **Customer success:** Train customer success and service teams on the new product functionality and provide them with necessary technical support materials.
- **Partners:** Update and enable partners and affiliates to help communicate and promote the launch.

Feedback

- **Review:** Gather the team to discuss what was learned from the launch and how the process could be improved next time. Add to or tweak the checklist as needed.
- **Follow up:** Identify and submit bugs for engineering attention. Survey users for their feedback. Solicit testimonials or success stories from customers (if relevant).



Trusted by more than 400,000 users to manage product launches.
[Try Aha! free for 30 days.](#)