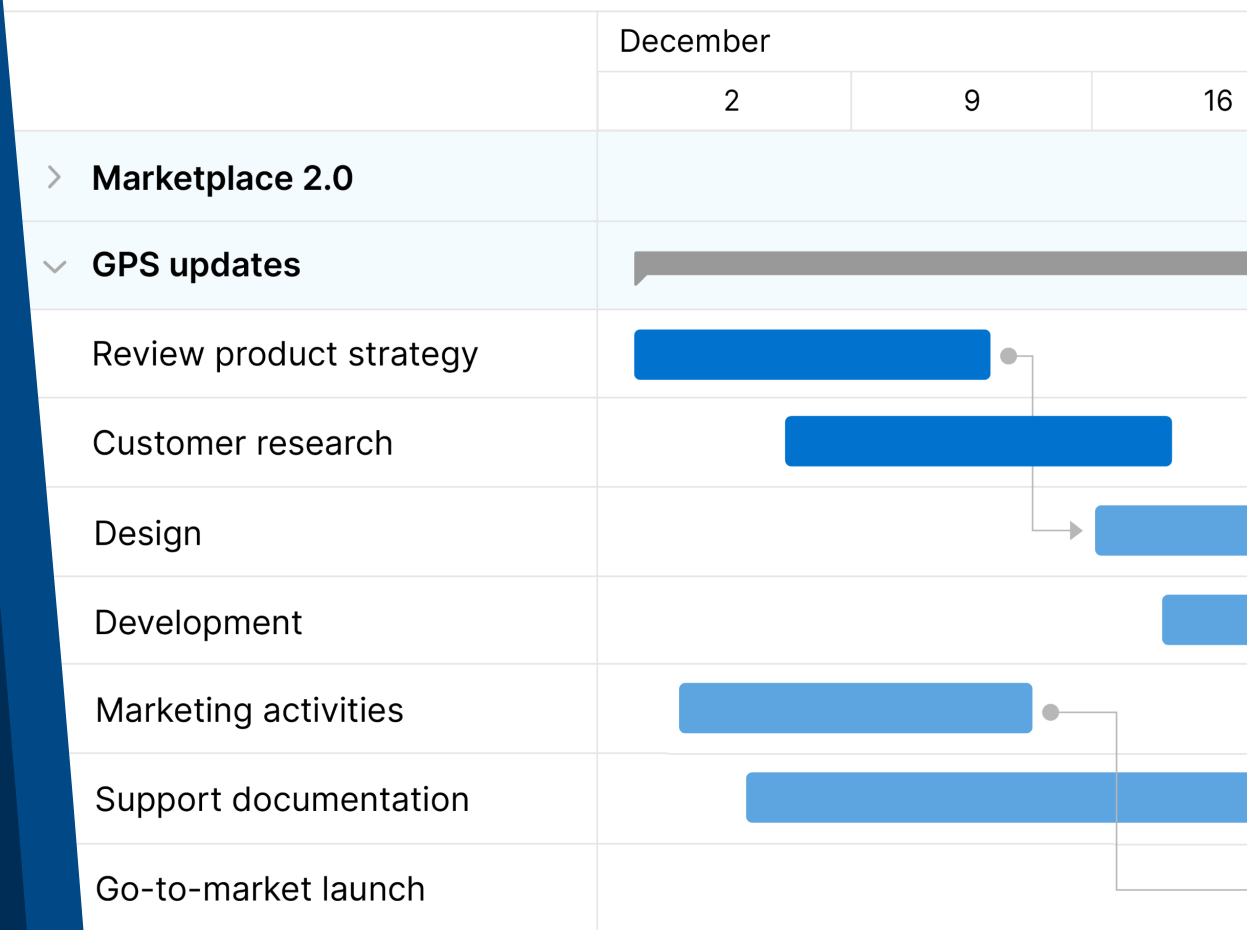


Aha!

Starter product launch checklist

Launch plan





Need your own checklist for an upcoming product launch?

The following checklist is a good start. You can also add in new steps (or remove any unneeded ones) to personalize it to your team's workflows.

Checklist

01 Product

02 Go-to-market

03 Systems

04 Sales and support

05 Feedback



Product

Feature definition

Ensure 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 target date and time for the launch and communicate this to stakeholders.

Pricing and packaging

Approve the pricing for the new product experience, and design and approve how it will be bundled or presented to the target audience (including upgrades, if relevant).

Positioning

Draft a positioning document or creative brief that covers the key messaging for the product launch based on the product vision, the new functionality, and the value it will deliver to end users.

Communications plan

Decide how to announce the launch both inside and outside the organization.

Marketing content

Create new messaging for the product's website, advertising, and campaigns, and map out all product launch emails, blog posts, webinars, and landing pages.

Social media

Prepare the launch announcement and campaign content to post on social channels.

Media relations

Set up meetings with the media and provide updates on key capabilities that are coming (and, if possible, leverage customer testimonials).

Analyst briefings

If appropriate, reach out to industry analysts or other influential personnel to brief them on what is new and why it matters.

Systems

Infrastructure

Make necessary changes to internal monitoring systems, such as analytics, traffic, and product administration.

Billing

Update existing billing options and functionality to accommodate the new product experience.

Finance

Set up 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 datasheets.

Sales strategy and training

Conduct training and enablement for the sales team. Besides this, create sales collateral and update existing materials to account for new functionality.

Customer success

Train customer support and service teams on the new product functionality and provide them with the necessary technical support materials.

Partners

Update and enable partners and affiliates to help communicate and promote the product launch.

Feedback

Review

Gather the team to discuss what everyone learned from the launch and how the process could be improved next time.

Follow up

Identify and submit bugs for engineering's attention, survey folks to get post-launch customer feedback, and solicit testimonials or success stories from users (if relevant).



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