

Phase 1 — Define (4 weeks before)

- Problem statement signed off
- Target segment defined
- Pricing model confirmed
- Success metrics agreed
- Launch date set

Phase 2 — Build (3 weeks before)

- Feature complete (code freeze)
- QA sign-off
- Legal / compliance review
- Data tracking implemented
- Internal demo done

Phase 3 — Enable (2 weeks before)

- Sales / CS trained
- Help docs written
- Marketing assets ready (email, social, blog)
- Beta feedback incorporated
- Rollback plan documented

Phase 4 — Launch (Launch week)

- Feature flagged on for 10% → 50% → 100%
- Announcement sent
- Support team briefed
- Monitoring dashboards live
- Stakeholder comms sent

Phase 5 — Review (1 week after)

- Metrics vs targets reviewed
- User feedback collected

- Bugs triaged
- Retro held
- Next iteration planned