

Rollout Planning Checklist

A step-by-step checklist to plan and coordinate production rollouts for high-complexity projects.

Purpose

This template ensures a smooth, low-risk rollout of new features, systems, or platform changes. It covers preparation, communication, and coordination across teams to avoid surprises at go-live.

When to use

Begin filling out this checklist **2–3 months before the main build is complete**. Keep it updated throughout the QA, pilot, and release phases.

How to use

- Assign a clear **owner/team** for each checklist item.
- Update the **status** regularly (e.g., Not Started, In Progress, Complete).
- Use the **Notes** column to capture blockers, dependencies, or links.

Checklist Item	Description	Owner / Team	Status	Notes
Pilot test plan created	Plan a limited release or internal pilot to validate	Product Lead		Limited release requires full feature rollout to prod + a plan for exposing it for

				a subset of users
Release dates set	“Plan A” (target release date) and “Plan B” (alternative release date) set and confirmed	Product Lead		IMPORTANT: Make sure to communicate both dates to all stakeholders from the beginning
QA / UAT complete	Test cases are reviewed and executed	TL/PM		
Deployment plan created	All pre-launch conditions met (e.g. infra, migrations), final review of deployment plan, scripts,	Tech Lead		Inform internal stakeholders about the expected freeze dates (see below)

	rollback complete			
Final post-UAT fixes complete	Release-blocking QA / UAT issues addressed	Tech Lead		Focus on release-blocking changes only
Pre-release communications sent	Send announcements to all users/stakeholders	Comms / PM		Include “freeze start” info for internal stakeholders if needed
Pre-release changes freeze start	Code/data/content freeze as needed	TL/PM		
Support training complete	Ensure support teams are trained on the new changes	Comms / PM		

Documentation updated	Update product/tech/user documentation	TL/PM/Comms		
Go-live blockers reviewed	Final check for unresolved blockers	TL/PM		
Production rollout complete	Feature release to production, pilot users enabled	TL		
Post-release communications	Send announcements to all users/stakeholders	PM / Comms		Include a "freeze end" note for internal stakeholders