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FREE TEMPLATE

Pre-launch readiness checklist

A practical checklist for SaaS and fintech teams: functionality, performance, security, data, observability, rollback and support – with a go/no-go sheet.

> How to use: work through each section 1–2 weeks before launch. Assign an owner to every line. HIGH items are launch blockers unless explicitly accepted by the go/no-go owner.

1. Scope & release management

	CHECK	PRIO	OWNER / NOTE
☐	Release scope frozen; every change since the last test cycle is listed and risk-rated.	HIGH	
☐	Go/no-go owner named; criteria written down and agreed (see section 9).	HIGH	
☐	Release notes / changelog for customers and support prepared.	MED	
☐	Feature flags for risky features in place, default state documented.	MED	
☐	Launch communication timeline (status page, email, social) agreed.	LOW	

2. Functional quality

	CHECK	PRIO	OWNER / NOTE
☐	Critical user journeys (sign-up, login, core workflow, payment, cancellation) pass end-to-end in a production-like environment.	HIGH	
☐	Regression suite green; flaky tests triaged, not just re-run.	HIGH	
☐	No open blocker/critical defects; known majors have an accepted workaround.	HIGH	
☐	Negative paths tested: invalid input, expired sessions, double submit, back button, network loss.	MED	
☐	Cross-browser/device matrix covered (latest 2 versions of Chrome, Safari, Firefox, Edge; iOS/Android).	MED	

☐	Emails, notifications and PDFs render correctly and links point to production.	MED	
☐	Localisation: all strings translated, date/number/currency formats per locale, no truncation.	MED	
☐	Accessibility: keyboard navigation, focus states, contrast, labels (WCAG 2.2 AA spot check).	LOW	

3. Performance & capacity

	CHECK	PRIO	OWNER / NOTE
☐	Expected peak load estimated (users → requests/s, see Little's Law) with ≥ 30% headroom.	HIGH	
☐	Load test at peak passed: p95 latency and error rate within budget for key endpoints.	HIGH	
☐	Spike test (5× for 1–2 min) shows graceful degradation, no cascading failures.	MED	
☐	Soak test (≥ 2 h) shows no memory leaks, connection exhaustion or growing latency.	MED	
☐	Autoscaling limits, DB connection pools and third-party rate limits verified against target load.	MED	
☐	Frontend: Core Web Vitals (LCP < 2.5 s, INP < 200 ms, CLS < 0.1) on key pages.	LOW	

4. Security

	CHECK	PRIO	OWNER / NOTE
☐	Authentication and authorization tested, including object-level access (user A cannot read user B's data).	HIGH	
☐	No secrets in code, logs, client bundles or error messages; production secrets rotated from test values.	HIGH	
☐	Dependency scan (SCA) with no unpatched critical/high CVEs in reachable code.	HIGH	
☐	Security headers (HSTS, CSP, nosniff, frame-ancestors, Referrer-Policy) and TLS configuration checked.	MED	
☐	CORS allowlist explicit; no reflected origins with credentials.	MED	
☐	Rate limiting on login, password reset, OTP and expensive endpoints.	MED	
☐	Admin and debug endpoints not publicly reachable.	MED	

5. Data & compliance

	CHECK	PRIO	OWNER / NOTE

☐	Database migrations tested on a production-sized copy; duration and locking known.	HIGH	
☐	Backups enabled and a restore has actually been tested (RPO/RTO documented).	HIGH	
☐	Privacy policy, cookie consent and records of processing updated for new data flows (GDPR).	MED	
☐	Data processing agreements with new sub-processors signed.	MED	
☐	Test data removed from production; no real personal data in test environments.	LOW	

6. Observability

	CHECK	PRIO	OWNER / NOTE
☐	Dashboards for golden signals (latency, traffic, errors, saturation) per service.	HIGH	
☐	Alerts tested end-to-end (they actually page someone) with runbook links.	HIGH	
☐	SLOs and error budgets defined for critical journeys.	MED	
☐	Structured logs with request IDs; no personal data or tokens in logs.	MED	
☐	Synthetic monitoring / uptime checks for public endpoints.	LOW	

7. Deployment & rollback

	CHECK	PRIO	OWNER / NOTE
☐	Rollback procedure written and rehearsed; time to roll back measured.	HIGH	
☐	Database changes are backward compatible (expand/contract) so the previous version still runs.	HIGH	
☐	Canary or staged rollout plan with abort criteria.	MED	
☐	Infrastructure as code reviewed; production config diffed against staging.	MED	
☐	DNS TTLs lowered in advance if DNS changes are part of the launch.	LOW	

8. Support & operations

	CHECK	PRIO	OWNER / NOTE
☐	On-call rota for launch day and the following week; escalation contacts for vendors.	HIGH	
☐	Support team trained; FAQ and known-issues list ready.	MED	
☐	Status page and incident communication templates prepared.	MED	
☐	Post-launch review scheduled (1–2 weeks after go-live).	LOW	

9. Go / no-go decision

CRITERION	TARGET	ACTUAL	OK?
Open blocker/critical defects	0		☐
Critical journeys passing	100%		☐
p95 latency at peak load (key endpoints)	< ___ ms		☐
Error rate at peak load	< 1%		☐
Rollback rehearsed	< ___ min		☐
Critical/high security findings open	0		☐

Decision: ☐ Go ☐ Go with conditions ☐ No-go Date / signed: _____

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