



Product Launch Plan Template

This is the [Hustle Badger](#) template for a product launch plan..

All text in ***italic*** is placeholder.

Read the full guide to creating and using this Performance Review Template [here](#)



Feature Overview

Feature name	<i>What are we calling this feature?</i>
Description	<i>Describe WHAT we are building in 2–3 sentences</i>
Purpose	<i>Describe WHY we are building this in 2–3 sentences</i>
Launch priority	<i>Select from:</i> <i>* P1: Breakthrough features that solve problems in new and better ways, attracting new customers</i> <i>* P2: New solutions valuable to existing customers, or features that unblock prospective customers</i> <i>* P3: Features that fill gaps in the product and bring it on par with competitors</i>



Target users

Describe the primary users of this feature, their characteristics, and needs.

For example:

Segment	Description
Hosts	<i>New and existing hosts who have a spare room to rent out in their own home</i>
Guests	<i>Travellers (especially singles and couples) who are looking to save money and have a unique, authentic experience</i>



Value proposition



Describe the key benefits each user segment will get from the feature. For example:

Segment	Value proposition
Hosts	<i>* Earn additional revenue from letting out individual rooms instead of whole properties</i>
Guests	<i>* Understand the local culture and have a truly personalised travel experience by staying with a local host * Save money by renting an individual room instead of an entire property</i>



Links & Assets

Include links here to any documentation, designs and other information that will be useful. Make sure you keep these up to date! For example:

- [PRD](#) – Product requirements document outlining why we’re building this
- [User interviews](#) – Original user research underpinning this feature
- [Early designs](#) – High level sketches of what this might look like
- [Demo video](#) – Internal explainer video for how this new feature works



Timeline

Add any key delivery dates from the product team to ensure alignment of the product launch plan with product development timelines. Regularly update and communicate this information to reflect any changes in the project timeline that may impact your cross-functional working group.

Phase	Timeline	Objective	Target KPIs
1. Testing	[Date]	Validate market needs by generating and measuring interest in the feature.	– Number of pre-registrations
2. Beta Launch	[Date]	Release the feature to a select group of users, gather insights, and refine the product.	– Beta user count – Beta user feedback rating



3. Roll Out	[Date]	Promote the feature through various communication channels for a full release.	- Adoption rate - Monthly Revenue - User satisfaction score (NPS)
4. Adoption	[Date]	Drive feature adoption, achieve desired adoption rate or revenue target, and foster user satisfaction.	- Adoption rate - Monthly Revenue - User satisfaction score (NPS)



Task List

These are all the tasks that need to be done to make the launch a success, and allows you to coordinate cross-functionally everything that needs to be done.

Task List can be found [here](#) (Google Sheet)



Channels

These are all the tasks that need to be done to make the launch a success, and allows you to coordinate cross-functionally everything that needs to be done.

Channel Strategy can be found [here](#) (Google Sheet)



Learnings

This section is intended to capture ongoing insights and lessons learned throughout the product launch process. It's crucial to reflect on what worked, what didn't, and how we can improve for future product launches.

Demand generation

Successes	<i>What went really well</i>
Challenges	<i>What didn't go so well</i>
Adjustments	<i>What we'll change as a result</i>



Beta launch

Successes	<i>What went really well</i>
Challenges	<i>What didn't go so well</i>
Adjustments	<i>What we'll change as a result</i>

Roll out

Successes	<i>What went really well</i>
Challenges	<i>What didn't go so well</i>
Adjustments	<i>What we'll change as a result</i>

Adoption

Successes	<i>What went really well</i>
Challenges	<i>What didn't go so well</i>
Adjustments	<i>What we'll change as a result</i>