

Release Planning Template

Keep Product Launches on Track

Release Overview

Keep this section to one page for quick reference during meetings.

Release Name	
Target Launch Date	
Product Owner	
Engineering Lead	
Key Stakeholders	

Release Goals

[List 3-5 primary objectives for this release]

Success Metrics

[Define measurable success criteria - revenue targets, adoption rates, customer satisfaction scores]

Key Risk Factors

[Identify top 3-5 risks that could impact this release]

1. Planning Phase

Foundation for the entire release. Connect features to customer outcomes and prioritize using RICE framework.

Product Vision Statement

[Describe how this release improves customer outcomes]

Feature Prioritization (RICE Framework)

Formula: $(Reach \times Impact \times Confidence) \div Effort = RICE\ Score$

Features scoring above your threshold move forward; others wait for future releases.

Feature	Reach	Impact	Confidence	Effort	RICE Score	Status

2. Sprint Organization

Most teams work in two-week sprints. Each sprint should contain 5-8 user stories. Mark dependencies to prevent scheduling conflicts.

Sprint 1: [Dates]

User Story	Story Points	Assigned To	Dependencies	Status

Sprint 2: [Dates]

[Duplicate the sprint table above for additional sprints as needed]

3. Testing & Quality Checkpoints

Systematic testing delivers 42% better quality than ad hoc testing. Use checkboxes to track completion status.

Required Testing Types

- Unit Tests - [Coverage Target: ____%]
- Integration Tests - [Coverage Target: ____%]
- User Acceptance Testing (UAT) - [# of Users: ____]
- Performance Testing - [Load Target: ____]
- Security Testing - [Completed By: ____]

Bug Tracking

Bug Description	Severity	Assigned To	Target Fix Date	Status

Regression Testing Schedule

[Document which features require retesting after changes. Specify testing environments and data requirements.]

4. Stakeholder Communication Plan

Communication failures kill more launches than technical problems. Define who needs what information and when.

Stakeholder Information Needs

Stakeholder Group	Information Needs	Communication Frequency
Core Team	Daily progress, blockers, decisions	Daily standups
Marketing	Feature descriptions, benefits, launch timing	Weekly updates
Sales	Competitive positioning, key features, pricing	Biweekly reviews
Support	Troubleshooting guides, known issues, FAQs	Weekly updates
Executives	Major milestones, risks, business impact	Monthly briefings

Meeting Outcomes Log

[Document key decisions and changes made during check-ins. This creates an audit trail throughout the release cycle.]

5. Resource Allocation Grid

Map team members to tasks with allocated percentages. Track availability and include backup assignees for critical tasks.

Team Member	Primary Task	Allocation %	Time Period	Backup

6. Risk Management

Rate each risk by probability and impact. Teams with documented risk plans recover from setbacks 30% faster.

Risk	Probability	Impact	Mitigation Strategy & Escalation Path
Technical debt			

Risk	Probability	Impact	Mitigation Strategy & Escalation Path
Third-party dependencies			
Regulatory requirements			
Market timing			

7. Metrics & Success Criteria

Define leading indicators that reveal problems before they impact business results. Specify which metrics matter to different stakeholders.

Key Metrics by Stakeholder

Stakeholder	Metrics	Reporting Cadence
Executives	Revenue impact, market share	Monthly reviews
Product Managers	Feature adoption, customer satisfaction	Weekly during launch month
Engineering	System performance, uptime, error rates	Daily during launch week
Support	Ticket volume, resolution time	Daily during launch week

8. Release Notes Framework

Organize by audience. Group similar updates together for easy scanning.

For End Users

Bug Fixes

[List fixes that affected multiple customers]

New Features

[Include clear benefit statements]

Performance Improvements

[Minor updates and optimizations]

For Administrators

[Technical details and migration instructions]

For Developers

[API documentation and breaking changes]

9. Post-Launch Review & Retrospective

Teams conducting effective retrospectives show 20% higher performance. Document insights while memories remain fresh.

What Went Well

[List successes and wins]

What Caused Delays

[Document blockers and obstacles]

Assumptions That Proved Wrong

[Capture lessons learned]

Action Items for Next Release

Improvement	Owner	Due Date

10. Technology Integration Points

Document which tool serves as the source of truth for different information types.

System/Tool	Information Type	Integration Method
Jira / Monday.com	Task tracking, sprint management	
Git / GitHub	Code changes, version control	
Slack / Teams	Team communication	

Template customization: Adapt sections based on release complexity. Startups may need lightweight structures; enterprises require detailed processes.