

Development — 08 Releases

The Launchpad

Get it ready for lift-off.

PURPOSE

Prepare what's built for launch: release versions to small circles of people, compare them, and pick the one that's ready.

The Launchpad

08 · DEVELOPMENT · RELEASES

OWNER _____ VERSION _____ WHO SAID GO _____ DATE _____ SCORE _____ / 50

1 What's ready

The kept chunks, and what they add up to.

SCORE 1 2 3 4 5

2 The version

Its number, what's in it, what changed.

SCORE 1 2 3 4 5

3 Who gets which version

The circles of people.

SCORE 1 2 3 4 5

4 What we're testing

What's different between A and B, and why.

SCORE 1 2 3 4 5

5 Version A

What it is, and who has it.

SCORE 1 2 3 4 5

6 Version B

What it is, and who has it.

SCORE 1 2 3 4 5

7 What people did

Did they use it again and again?

SCORE 1 2 3 4 5

8 The winner

Which version, and why.

SCORE 1 2 3 4 5

9 Ready to launch

Ready or not yet, and who said go.

- [ ] Ready: on to Marketing
- [ ] Not yet, because _____

Who said go _____

SCORE 1 2 3 4 5

10 If it goes wrong

How to roll back.

SCORE 1 2 3 4 5

Score each section from 1 to 5. Add them up for your score out of 50. How to use it: next page.

Ten sections, each scored 1 to 5

Score each section from **1** to **5**. Add the ten scores for your **score out of 50**.

SECTION	WHAT TO DO	1 STARTED	3 GOOD	5 EXCELLENT
1 **What's ready**	List the kept chunks from the Foundry and what they add up to.	Unfinished chunks.	The kept chunks.	The kept chunks, adding up to the journey's main moments.
2 **The version**	Give the version a number, list what's in it and what changed since the last one.	Versions you can't tell apart.	A numbered version with its contents.	A numbered version, its contents and every change since the last, so anyone can tell versions apart.
3 **Who gets which version**	Decide which circle gets which version: the team, the Simulator's real people, a small slice of others.	Everyone at once.	Two or more circles.	Small, named circles, each with its version, widening only as each one proves out.
4 **What we're testing**	Write what's different between version A and version B, and what you expect to learn.	Two versions with no clear difference.	A clear difference.	One clear difference, with what you expect and what result would settle it.
5 **Version A**	Describe version A and who has it.	Unclear.	Described, with who has it.	Described, with who has it, since when, and how many.
6 **Version B**	Describe version B and who has it.	Unclear.	Described, with who has it.	Described, with who has it, since when, and how many.
7 **What people did**	Watch what people did with each version: did they come back without being asked?	Compliments.	Usage for each version.	Repeated, unprompted use for each version, measured the same way.
8 **The winner**	Pick the version that worked better, and say why.	A favourite.	A winner.	A winner chosen on what people did, with the numbers behind it.
9 **Ready to launch**	Decide whether it's ready for Marketing: enough real use, not perfection. Someone says go.	Launched without a decision.	A decision.	A decision backed by real, repeated use, with who said go and the date.
10 **If it goes wrong**	Write how you'll go back to the last good version if something breaks.	A hope it won't break.	A way back.	A tested way back to the last good version, and who can trigger it.