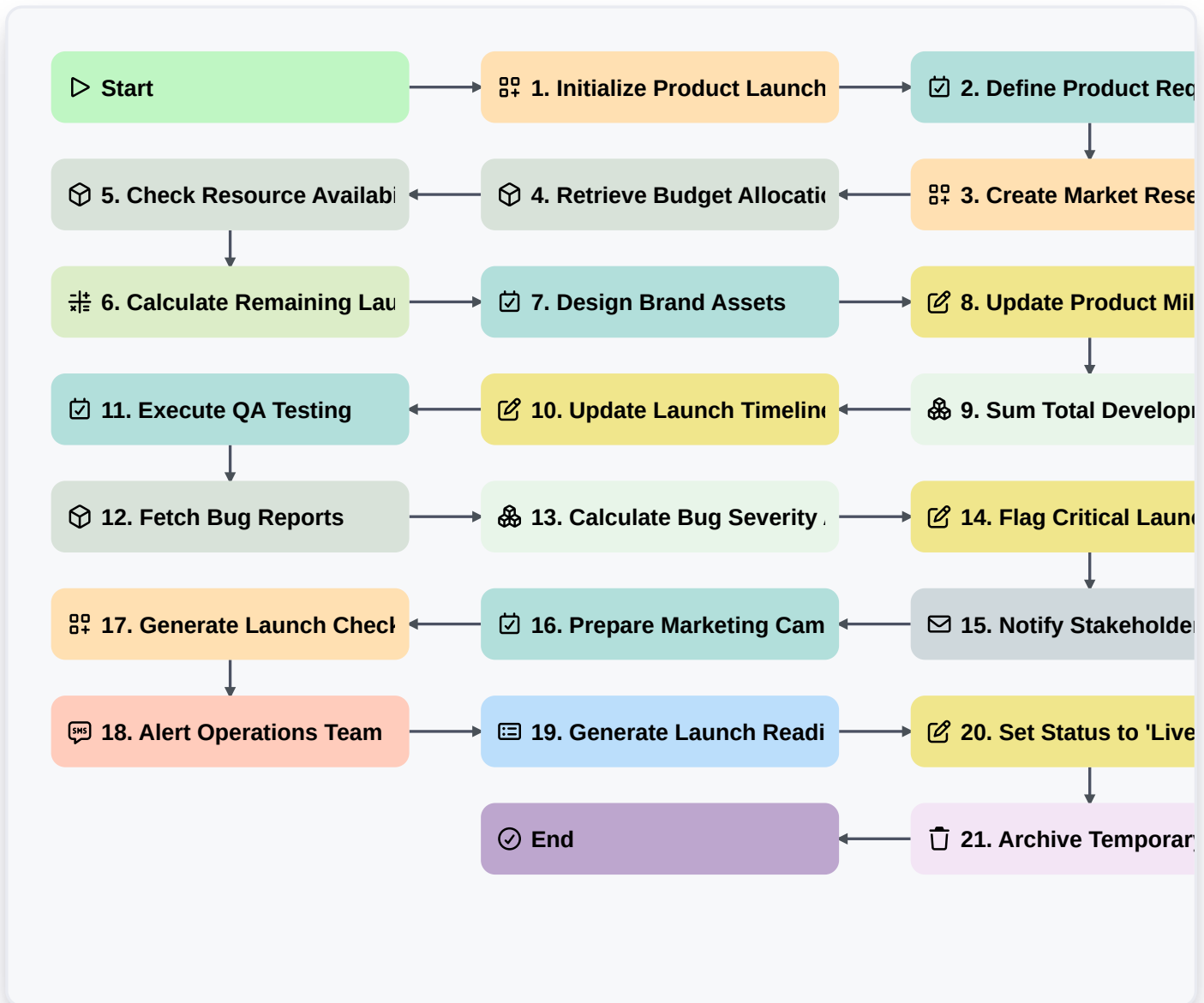


Product Launch Management Workflow



Start

Start of the Workflow/Process.

1. Initialize Product Launch Record

Create a new entry in the 'Product Launches' data model to initiate the lifecycle.

2. Define Product Requirements

Assign a task to the Product Manager to document core features and specifications.

3. Create Market Research Task List

Create a linked entry in the 'Research' data model containing specific competitive analysis items.

4. Retrieve Budget Allocation

Fetch the total allocated budget from the 'Marketing Budgets' data model.

5. Check Resource Availability

Get entries from the 'Team Members' data model to identify available designers and developers.

6. Calculate Remaining Launch Budget

Subtract total estimated costs from the retrieved Budget Allocation.



7. Design Brand Assets

Create a task for the Creative Team to develop logos, banners, and social media assets.

8. Update Product Milestone Status

Update the 'Launch Roadmap' entry to reflect that the 'Design Phase' is complete.

9. Sum Total Development Costs

Aggregate the 'Cost' property from all 'Development Tasks' associated with this launch.

10. Update Launch Timeline

Update the 'Estimated Launch Date' in the Product Launch record based on new development estimates.

11. Execute QA Testing

Create a task for the QA Team to run end-to-end testing on the product.

12. Fetch Bug Reports

Retrieve all 'Bug' entries from the 'Issue Tracker' data model associated with this product version.

13. Calculate Bug Severity Average

Calculate the average severity score of all open bugs to determine launch readiness.

14. Flag Critical Launch Blockers

Update the Product Launch entry to 'At Risk' status if critical bugs are found.

15. Notify Stakeholders of Launch Date

Send an email to the Executive Team with the finalized launch date and budget summary.

16. Prepare Marketing Campaign

Create a task for the Marketing Lead to finalize ad copy and channel scheduling.

17. Generate Launch Checklist

Create a new entry in the 'Checklists' data model populated with final pre-launch steps.

18. Alert Operations Team

Send an SMS to the Operations Lead to ensure server capacity is ready for the traffic spike.

19. Generate Launch Readiness Report

Create a comprehensive report summarizing budget, bugs, and task completion status for final sign-off.

20. Set Status to 'Live'

Update the Product Launch record status to 'Launched'.

21. Archive Temporary Research Notes

Delete temporary, non-permanent research entries to keep the data model clean post-launch.

End

End of the Workflow/Process.