



Product Market Fit

The Operator's Pre-Launch & Post-Launch Checklist

Product market fit isn't a moment — it's a pattern. This checklist gives you the operational framework to recognize green flags early, stress-test before you scale, and hold the line after launch. Work through each section before go-live and revisit monthly during hypercare.

1 Find the Clumsy Path

■ Map where demand already exists

Identify the workaround customers are using today — clunky checkout flows, manual workarounds, or call-center detours. That friction is your market.

■ Document the current buyer journey end-to-end

Walk the path yourself. Where do customers drop off, call support, or give up? Each gap is something your product should close.

■ Validate that your solution removes the friction — not just repackages it

Run usability tests or beta cohorts. Confirm the new path is meaningfully faster, cleaner, or cheaper than the old one before you invest in scale.

■ Set a conversion baseline before launch

You can't prove you improved what you didn't measure. Capture pre-launch conversion, AOV, and task completion rates so you have something to beat.

2 Stress-Test Before You Scale

■ Build a Work Breakdown Structure (WBS) for your ops and supply chain

Decompose every fulfillment, support, and production process into discrete tasks. If you can't draw it, you can't break-test it. Use a WBS diagram to make the full picture visible before demand shows up.

■ Centralize your process documentation in JIRA or Confluence

Every workflow that lives in someone's head is a single point of failure. Get it documented, version-controlled, and searchable — before the first real-world stress test hits.

■ Map your system integrations and flag weak points

Draw the full integration map: ERP, OMS, 3PL, payment gateway, CRM, storefront. Identify which connections have no retry logic, no alerting, and no fallback. Those are your risk zones.

■ Identify your technical debt — then build a payment plan

Technical debt is like a credit card you went a little too wild using. List every shortcut, legacy dependency, and deferred fix. Prioritize by risk impact and assign sprint capacity to pay it down alongside your feature roadmap — not instead of it.

■ Ask: if demand doubled tomorrow, what breaks first?

Run a tabletop exercise. Walk through a 2x and 5x demand scenario. The first thing that breaks in the simulation is the first thing to fix before launch.



3 Watch the Systems, Not Just the Scoreboard

■ Instrument analytics before launch — not after

If it isn't tracked on day one, you'll spend weeks arguing about what actually happened. Set up event tracking, funnel analytics, and error logging before the first real user arrives.

■ Centralize your dashboards into a single source of truth

Fragmented reporting creates fragmented decisions. Bring commerce, ops, and support metrics into one view — Looker Studio, Tableau, or a well-structured Confluence dashboard. Everyone reads from the same scoreboard.

■ Track behavior change, not just revenue

Revenue is the lagging indicator. Watch the leading ones: task completion rate, support ticket volume, repeat usage, and self-service adoption. Those move first.

■ For extra credit: deploy autonomous AI agents alongside human monitoring

AI agents can monitor anomaly patterns, flag integration failures, and surface behavioral shifts faster than any human dashboard review cycle. Pair them with human judgment — don't replace one with the other.

4 Hold the Line After Launch

■ Build your hypercare roadmap before you launch

Hypercare isn't a vibe — it's a plan. Define the first 30/60/90 days post-launch: who owns what, what thresholds trigger escalation, which metrics are monitored daily vs. weekly, and when the team formally exits hypercare mode.

■ Implement automated post-launch reporting

Use the centralized analytics you built in Step 3. Schedule automated reports to hit stakeholder inboxes before they think to ask. No one should be chasing numbers the week after launch.

■ Practice PM PR — send brags and issues to executives on a regular cadence

Send a weekly or bi-weekly executive update that leads with wins, flags risks early, and shows momentum. Executives who are surprised by problems become your biggest obstacle. Executives who feel informed become your biggest advocates.

■ Define your exit criteria for hypercare

Agree in advance: specific metric thresholds, a minimum stability window, and a formal sign-off. Without this, hypercare becomes permanent and the team burns out.