

T-Minus Launch Tracker

Countdown discipline for predictable launches — lightweight, visual, and accountable.

Principles

Every milestone has one accountable owner — no shared A's.

If a milestone slips, the target launch date slips the same amount. No silent absorbs.

Reviewed weekly by all functional leads. Everyone knows what's due next.

Focus on action, not paperwork — this is a tool for staying aligned, not proving compliance.

Launch Overview

Launch / Project Name

Target Launch Date (T-0)

Incident Commander (IC)

Product Owner / Client Contact

T-Minus Timeline

Track progress weekly. If Actual > Due, update T-0. Keep this visible to everyone.

T-MARKER	WHAT MUST BE DONE	OWNER	DUE	ACTUAL	Δ	STATUS
T-60	Scope locked; team staffed	-----	----	-----	--	☐
T-45	Design complete; integration contracts ready	-----	----	-----	--	☐
T-30	Feature freeze; UAT plan approved	-----	----	-----	--	☐
T-14	Content freeze; cut-scope list confirmed	-----	----	-----	--	☐
T-7	Code complete; dry-run deploy	-----	----	-----	--	☐
T-3	Go/No-Go prep; comms staged	-----	----	-----	--	☐
T-1	Final Go/No-Go meeting; approvals	-----	----	-----	--	☐
T-0	Launch; smoke test; announcement	-----	----	-----	--	☐
T+7	Post-mortem; KPI review	-----	----	-----	--	☐

Weekly Review

Held every week with Engineering, PM/BA, QA, Content, Creative, and Client/PO. Update actuals and slips. Everyone leaves clear on next deliverables.

WEEK ENDING	SUMMARY / DECISIONS	NEXT WEEK FOCUS
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Go / No-Go Agreement

At T-1, all leads and client/PO confirm launch readiness together. Consensus required. No surprises at launch.

ROLE	NAME	GO	NO-GO
Engineering	_____	☐	☐
Delivery (PM/BA)	_____	☐	☐
QA / Content / UX	_____	☐	☐
Client / Product Owner	_____	☐	☐

RefactorOps

Turning engineering chaos into profit.