



QA Launch Checklist

BloomBinary Stack — bloombinary.com

Run through this before any release, not just the first launch.

1. Critical Flows

- ☐ Test every core user flow end to end (signup, checkout, booking, or whatever your product's main action is) — not just individual screens.
- ☐ Test what happens when a flow fails partway through (payment declines, network drops, session expires). Confirm the user gets a clear message, not a dead end.
- ☐ Confirm form validation catches bad input without losing what the user already typed.

2. Cross-Device & Cross-Browser

- ☐ Test on at least one iOS device, one Android device, and desktop.
- ☐ Test on the two most common browsers your analytics show your users actually use — not just the one you develop in.
- ☐ Check that touch targets are large enough and nothing is cut off on small screens.

3. Accessibility Basics

- ☐ Confirm the site is fully usable via keyboard alone (tab through every interactive element).
- ☐ Check color contrast on text, especially over images or gradients.
- ☐ Confirm images have meaningful alt text (or empty alt for decorative images) and form fields have real labels.

4. Content & Links

- ☐ Click every link and button on every page — no dead links, no placeholder text ("Lorem ipsum," "TODO," broken image icons).
- ☐ Check that all legal/contact information is correct and current.
- ☐ Confirm the 404 page and any error states look intentional, not broken.

5. Performance & Monitoring

- ☐ Check load time on a throttled/mobile connection, not just fast wifi.
- ☐ Confirm error monitoring or logging is active before launch, so issues surface automatically instead of waiting for a user report.
- ☐ Confirm analytics/tracking fires correctly on key actions.

6. Regression

- ☐ Re-test features from previous releases that touch the same area of code as this release — new work breaking old features is one of the most common launch-day surprises.
- ☐ Get sign-off from someone who didn't build the feature — a fresh set of eyes catches what builders stop noticing.

7. Rollback Plan

- ☐ Confirm you can roll back quickly if something critical breaks post-launch.
- ☐ Know who is watching the site in the hours immediately after release.

Need a QA pass before your next release? Talk to us at bloombinary.com/contact