

CHECKLIST OF WAYS TO PREPARE FOR A PRODUCT UPDATE



GENERATE RELEASE NOTES.

Release notes are a common first step in preparing for a product update since they compile all of the changes in a single document. When generating release notes, be sure to separate major updates from minor ones.

WRITE A BLOG POST.

Blog posts are great to explain major updates in a comprehensive way to users. In addition, these blog posts might include videos or screencasts designed to showcase the workflows.

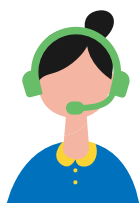


CREATE AN EMAIL

Email announcements are a common way to reach new users and introduce them to new features. While they should stick to a high level, the email might link to blog posts or videos to showcase the updates.

UPDATE DOCUMENTATION.

Documentation should be updated to reflect product updates—especially for major workflow changes. These updates may include new wording and updates to screenshots if interfaces changed.



PREPARE CUSTOMER SUPPORT.

Customer support personnel should be equipped to handle any questions related to the updates. For example, new auto-reply snippets may need to be generated for new workflows.