PRACTICAL RESOURCE / OUTCOME DRIVEN

Lifecycle launch checklist

Outcome Driven · Ashley Kays Rabbitt

Use this as a working review before enabling a journey in your own approved system. Nothing entered here creates or sends a campaign. Use test records, not confidential customer information.

1. What useful customer action does this support?

Name the action and the message’s limited role in it.

[Your notes]

2. Which test records should enter-and which must not?

Cover permission, role, stage, excluded accounts, and overlapping campaigns.

[Your notes]

3. What proves the trigger behaves correctly?

Record event timing, repeated events, eligibility changes, and evidence IDs.

[Your notes]

4. Does the action work from each starting state?

Check logged out, expired links, mobile, permissions, missing prerequisites, and recovery.

[Your notes]

5. Which conditions stop the journey?

Test completion, opt-out, support escalation, changes in relevance, and queued messages.

[Your notes]

6. Have the message and accessibility been reviewed?

Check names, fallback content, helpful instructions, contrast, link labels, and text-only content.

[Your notes]

7. Are the task and guardrails observable?

Record the event, unit, denominator, window, ownership, and any tracking gaps.

[Your notes]

8. How do we pause or reverse the change?

Name the operator, rollback action, escalation path, and review date.

[Your notes]