

QA Checklist Before Release

A practical, founder friendly checklist to reduce launch risk and ship with confidence.

How to use this: run it as a lightweight release gate before production. If you are short on time, prioritize Core User Journeys and Final Smoke Test because they catch most release critical issues.

Created by Bright Testing • independent QA for startups and small teams • EU based • NDA friendly • GDPR aware.

Scope and Release Readiness

- Confirm release scope: features included and excluded are documented
- Define the go or no go criteria (what must be true to ship)
- Freeze critical changes or set a clear cutoff time
- Have access to staging and production (read only) logs and monitoring

Core User Journeys

- Happy path for onboarding, signup, and login works end to end
- Password reset works (including edge cases: expired link, invalid token)
- Primary value flow works (your core aha moment) on all supported devices
- Logout and session expiry behave correctly

Payments and Subscriptions (if applicable)

- Pricing page displays correct plans, currency, and billing period
- Checkout works (success, failed payment, canceled flow)
- Trial start and end, and upgrade or downgrade behave as expected
- Invoices, receipts, and email confirmations are correct

Cross device and Browser Coverage

- Test on at least: Chrome, Safari, Firefox (desktop) and iOS, Android (mobile)
- Responsive layout: no clipped buttons, broken modals, or hidden CTAs
- Keyboard navigation and focus states behave sensibly for forms and modals
- Performance sanity: key pages load without obvious jank or long delays

Data, Permissions, and Security Basics

- Role and permission checks prevent unauthorized access to private data
- Input validation: forms handle errors clearly; no silent failures
- Rate limit sensitive endpoints (login, reset password) if possible
- No secrets in client code or repo; environment variables set correctly

Observability and Support

- Error tracking is enabled (for example, Sentry) and sampling is appropriate
- Key events are logged and monitored (signup, purchase, critical API errors)
- Customer support channel is ready (email, helpdesk, FAQ)
- A rollback plan exists and has a named owner

Final Smoke Test

- Re test top 5 flows after final deploy to staging
- Verify build or version number and environment banners
- Confirm SEO basics (title, description) and social preview (OG tags) if public launch
- Checklist signed off by dev, product, and QA (even if it is one person)

Want a 60 minute release risk review?

Share your platform, timeline, and 3 to 5 core flows. We reply with a clear proposal and clean scope.

Email: contact@brighttesting.eu • Site: brighttesting.eu



Common Mistakes to Avoid

X Testing only the new feature without retesting the rest of the application

When you add new logic or features, old functionality can break. Always run regression tests on core flows, even if the change seems isolated.

X Testing only in your local environment or on your own device

Your setup is not representative of real users. Test on staging with production like data, different browsers, and actual mobile devices.

X Skipping edge cases and error scenarios

Happy paths are important, but bugs hide in edge cases: empty states, invalid inputs, expired sessions, network failures, slow connections.

X Not testing with real data or realistic volumes

Testing with 3 users and 10 records will not catch performance issues. Use production like data volumes and simulate concurrent users.

X Assuming it works on my machine means it works everywhere

Environment differences cause bugs. Verify that staging and production configs, API keys, database connections, and third party integrations are correct.

X Deploying on Friday afternoon or right before a long break

If something breaks, you need time to fix it. Deploy early in the week when the team is available to respond.

X Not having a rollback plan ready

Things go wrong. Know how to revert changes quickly: database migrations, feature flags, previous deployment version.

Short on time? Do Core User Journeys and Final Smoke Test first because they catch most release critical issues.

About Bright Testing

Independent QA partner helping founders ship with confidence. We focus on exploratory testing, release validation, and clear bug reports that developers act on. EU based • NDA friendly • GDPR aware.

Need a tailored testing plan for your SaaS or website? Email contact@brighttesting.eu.