

















Launch Checklist — CarMatch 0.2.0

This checklist captures the launch readiness items for the CarMatch beta-to-production rollout. Status values:  complete,  in progress,  pending / not required.

Area	Item	Status	Notes
Content	All core pages reviewed (Discover, Events, Forums, Profile, Login, Sign Up)		Copy, imagery, and CTA placement validated against the live site . Profile placeholders marked "Coming soon".
Content	Launch announcement draft		Final copy stored in docs/launch-checklist.md and Release 0.2.0 notes .
Content	Release notes & changelog		GitHub release 0.2.0 published; high-level story summarized for stakeholders.
Functionality	User registration & login		Session persistence confirmed; rate limiting relaxed to 50 attempts/5 min (see <code>backend/middleware/rateLimits.js</code>).
Functionality	Event creation		Modal autofocus, success toast, new events injected + drawer auto-opens. Verified via Render API .
Functionality	Event edit/delete		Organizer-only controls update Mongo + cache with success toast; verified with curl + UI regression.
Functionality	RSVP toggle		"Processing..." state, badge toggle, attendee count refresh, non-owner lockouts verified.
Functionality	Forums		Categories/threads load; moderator tooling works. "New Thread" submit CTA planned for next patch (<code>frontend/src/components/Forums/index.js</code>).
Functionality	Profile dashboard		Profile header, About, Garage/Events tabs render; edit/save flows deliver confirmation toast.
Functionality	Messaging/Garage placeholders		Tabs display "Coming soon" messaging until feature work completes.
Deployment	GitHub repository status		main branch clean; CI smoke (CRA tests/build) passing.
Deployment	GitHub Pages (frontend)		npm run deploy pushed commit 76e0033 .
Deployment	Render (backend)		Service car-match-backend running commit c5a4074 ; /healthz returns connected.

Deployment	Rollback plan	✓	Git tag v0.1.0 + Render snapshot bookmarked for emergency revert.
Analytics	Google Analytics integration	🔄	initAnalytics + trackPageView enabled. Action: set REACT_APP_GA_MEASUREMENT_ID in Pages build + Render env before launch.
Analytics	Web Vitals hook	✓	Default CRA reportWebVitals ready for custom logging (currently console).
SEO	Meta tags + JSON-LD	✓	Canonical/OG/Twitter tags set per route via applySEO. Site/Events/Forums structured data injected.
SEO	robots.txt & sitemap.xml	✓	Robots allow crawl; public/sitemap.xml deployed to Pages. Submit to Google Search Console post-launch.
Monitoring	Security & rate-limit logging	✓	Winston security channel enabled; Render logs bookmarked.
Monitoring	Uptime checks	🕒	Optional: configure UptimeRobot monitor for /healthz.
Communications	Launch press/ad copy	✓	Short-form release prepared (see below).
Communications	Social/announcement checklist	✓	Sequence ready for Discord, Slack, email, and GitHub Discussions.
Communications	Media kit & assets	✓	Logos + screenshots stored in designs/ and ready for press outreach.

Reference Links

- **GitHub repository:** <https://github.com/BradleyMatera/car-match>
- **Release 0.2.0:** <https://github.com/BradleyMatera/car-match/releases/tag/0.2.0>
- **Frontend (GitHub Pages):** <https://bradleymatera.github.io/car-match/>
- **Backend (Render dashboard):** <https://dashboard.render.com/web/srv-carmatch>
- **API health check:** <https://car-match-h2gw.onrender.com/healthz>
- **Launch checklist PDF:** [docs/launch-checklist.pdf](#)
- **Ownership rollout doc:** [docs/ownership-rollout.md](#)
- **Beta issue tracker:** [docs/beta-issue-tracker.md](#)

Pre-Launch QA Sign-off

- ☐ Login with a fresh account, then create → edit → delete an event (confirm success toasts + drawer update).
- ☐ RSVP/un-RSVP to a seeded event as a secondary user (verify counts, badges, and flash messages).
- ☐ Load Forums home, open a thread, and exercise moderator actions as an elevated user (pin/lock/delete).

- ☐ Validate SEO tags by running `npx --yes @stefanprobst/inspect-meta https://bradleymatera.github.io/car-match/`.
- ☐ Confirm GitHub Pages cache invalidated (hard refresh in incognito) after final deploy.
- ☐ Confirm Render runtime uses the latest commit (deploy logs timestamped within the hour).
- ☐ Ensure `REACT_APP_GA_MEASUREMENT_ID` env var is set in both Pages build (GitHub secrets) and Render.

Communications & Schedule

Time	Channel	Owner	Notes
T-24h	Project board + Slack heads-up	Bradley	Share final readiness + testing instructions.
T-1h	Discord/Twitter teaser	Bradley	"Launching at HH:00 — RSVP to the kickoff drive."
Launch (HH:00)	Publish announcement (GitHub Discussions, Slack, email)	Bradley	Use template below; attach screenshots and release link.
T+1h	Social follow-up	Bradley	Share RSVP screenshots + encourage forum introductions.
T+24h	Retrospective note	Bradley	Summarize analytics + gather feedback.

Post-Launch Monitoring Plan

- Analytics:** Open GA4 real-time dashboard to validate pageviews and conversions.
- Logs:** Tail Render logs for `securityEvent` and error-level entries; capture anomalies in beta tracker.
- Uptime:** (Optional) Configure an UptimeRobot monitor hitting `/healthz` every 5 minutes.
- Support:** Check Slack/Discord #launch-support channel hourly for user feedback during the first 24h.
- Metrics review:** At T+24h export GA engagement metrics + Render traffic stats into the project board issue.

Rollback Plan

- Pause new announcements; post a maintenance message on Slack/Discord.
- Revert Pages to tag `v0.1.0` via `npm run deploy -- --tag=0.1.0`.
- Redeploy Render using prior build (snapshot available in Render dashboard > Deploys tab).
- Update beta issue tracker with root cause + timeline, then resume comms when stable.
- Send apology/incident summary to testers if downtime exceeded 30 minutes.

Support Contacts

Role	Name	Contact	Notes
Product / Engineering	Bradley Matera	bradleymatera@gmail.com	Pager for launch window (24h).

Infrastructure	Render Support	https://render.com/support	Use if platform incidents occur.
Analytics	GA Admin (self)	GA Property > Admin > Data Streams	Ensure measurement ID is active.

Press & Asset Pack

- **Press release:** See [Communication Template](#).
- **Screenshots:** designs/screenshots/ folder (hero, events, forums).
- **Logo pack:** designs/logos/CarMatch-logo-kit.zip .
- **Launch checklist PDF:** [docs/launch-checklist.pdf](#) for distribution to stakeholders.

Launch Communication Template

Subject: CarMatch 0.2.0 is live — Organize your next drive today!

CarMatch now supports full event ownership, real-time RSVP feedback, and upgraded moderation tools. Create your own meet, manage attendees, and join the conversation in our refreshed forums. Visit <https://bradleymatera.github.io/car-match/> to explore the latest build and let us know what you think.

Highlights:

- Organizer dashboard: create, edit, and retire events with instant feedback
- Forum enhancements: moderator tooling, empty-state messaging, and polished navigation
- Analytics & SEO ready for launch day reporting

Thanks for being part of the beta — see you at the next meet!

Launch Day Run Book

1. **T-2 hours** – Final smoke test (new account, create/edit/delete event, RSVP as secondary user, forum navigation, profile edit).
2. **T-1 hour** – Announce maintenance window (if needed) on project board / social channels.
3. **Launch** – Publish announcement (GitHub Discussions, email, social), flip any feature flags, and monitor Render logs for errors.
4. **T+1 hour** – Review analytics dashboard for first page views, confirm GA tracking.
5. **T+24 hours** – Gather feedback from testers, triage any high-priority regressions, and update the beta tracker.

All supporting documentation has been refreshed (see `docs/ownership-rollout.md` , `docs/beta-issue-tracker.md` , and `docs/log2.md`). EOF