What deployment pattern should I use to minimize the impact on my clients?

When deploying the new version of API, we also need to keep the old API environment running normally. Before deployment, we use the load balancer to point to the old API, and after the new API is ready, we can point the load balancer to the new API environment to achieve version update. If anything goes wrong at this point we can immediately roll back to the old version to restore the previous version. This approach is very fast for version switching and minimizes the risk of downtime.（Blue/Green Deployment Pattern）

Reference: https://www.techmagic.co/blog/best-application-deployment-strategies/