**Release Plan**

**Release Version:** v2.0

**Release Date:** 01/10/2025

**Project Name:** Demo Web Shop Improvements

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1. **Scope of Release**

This release delivers all improvements identified in the UX evaluation and implemented across three sprints:

* Improved cart usability (easy removal + undo option)
* High-resolution product images with zoom
* Clear discount display with percentage
* Visible return & shipping policies
* Shorter checkout process with progress bar
* Trusted payment logos at checkout
* Optimized site performance for ≤ 3-second load time

1. **Pre-Release Activities**

* **Code Freeze:** One week before release, no new features added.
* **Full QA Testing:** Functional, UI/UX, cross-device, and browser compatibility testing.
* **User Acceptance Testing (UAT):** Select group of testers review features.
* **Performance Testing:** Confirm page load time ≤ 3 seconds.
* **Security Review:** Verify SSL, secure payment process, and policy compliance.
* **Backup:** Full database and site files backup.

1. **Release Steps**

* Merge final Sprint 3 code into main branch.
* Run final automated and manual tests.
* Deploy to staging environment for final verification.
* Deploy to production during low-traffic hours.
* Monitor site stability and analytics for 48 hours post-release.

1. **Post-Release Activities**

* **Bug Fixes:** Address any critical issues within 48 hours.
* **User Feedback Collection:** Run short survey for real customer experience post-launch.
* **Performance Monitoring:** Weekly reports for first month after release.

1. Communication Plan

* **Internal Team:** Release notes shared with dev, marketing, and support teams.
* **Customers:** Update banner on homepage announcing improvements.
* **Social Media:** Announce faster checkout, new zoom feature, and better cart management.