Austen Conrado Launch Readiness Assessment

Launch Consideration	Readiness Criteria *(Current Date: April 30. 2024)*
Beta Planning	• Beta plan was developed and approved March 2024 • Planned launch date is May 25, 2024
Beta Testing	• A pilot beta test was completed by 3 small system users, 3 moderate system users, and 2 large system users. • Testing took place on consecutive days with all testing be completed within 4 hours each day. • A pilot test was conducted.
Roles and Responsibilities	• Product Manager and key stakeholders from Marketing, UX, and Sales managed the beta testing. • Customer support and manufacturing and operations were periodic observers during the testing and provided subject matter expertise when required. • All observations and tester feedback were documented to be addressed later.
Success Metrics	• All beta test reports were consolidated and reviewed. • The small and moderate sized solar water heating systems worked perfectly, and the app worked as required. • Overall users/testers were pleased with the products. • SRU will update its product positioning to align with cost savings over the life of the system to accommodate user feedback. • The Large system ran into solar collector storage efficiency issues in which will be addressed and fixed by Mid-May 2024 • The app did not recognize the large system configuration in which will be addressed and fixed by May 10, 2024.
Launch Plan	• All launch plan updates are complete, and approval is pending the finalization of all action items.
Sales and Channel	• Sales needs to complete a system training once all features are fixed. • Sales needs non-technical tutorials to enable them to present the system to customers effectively
Customer Support	• Two additional personnel are needed to provide for post-launch help-desk requirements. • Candidates must be trained and in-placed one week prior to launch. • Support team needs a better-defined troubleshooting process.
Manufacturing and Operations	• Lead time for certain components to support large systems may impact delivery. • Finalize delivery systems and processes to address blockers prior to launch.
Product Documentation	• Documentation to support the system and the app must be updated. • Team is confident all issues will be addressed and completed prior to May 25, 2024
Business Plan	• Business plan updates have been proposed and are pending evaluation and elimination of all issues.

Launch Decision	• Launch product on May 25, 2024 • All launch plan updates are complete, and approval is pending the finalization of all action items. • Team is confident all issues can be addressed and completed by May 25, 2024, to ensure a successful launch.