

Meeting Transcription

Meeting Topic: Q2 Product Launch Strategy

Date: April 21, 2025

Participants: Alice (Project Manager), Bob (Marketing Lead), Charlie (Developer), Diana (UX Designer), Ethan (Data Analyst)

Alice: Good morning, everyone. Thanks for joining on time. Let's get started with the Q2 product launch planning. Bob, do you want to kick things off with the marketing overview?

Bob: Sure, Alice. So, we're planning a three-phase campaign. The teaser will go live by May 1st, followed by a pre-launch phase around mid-May, and the main launch by June 10th.

Charlie: That timeline works for dev. We've wrapped up most of the core features, and QA can start from the 25th of this month.

Diana: Quick note on that—I've finalized the new onboarding flow design. I'll share the Figma link right after this call. Charlie, let me know if your team needs the specs in another format.

Charlie: Figma's perfect. I'll loop in Priya from our side too.

Ethan: I just ran the user behavior analysis for the beta group. Engagement went up by 18% after introducing the new feature set, so that's a green flag for the upcoming release.

Alice: That's great to hear. Diana, can you make sure the new designs reflect the insights Ethan mentioned?

Diana: Absolutely. I'll schedule a sync with Ethan tomorrow to dive into the data.

Bob: Also, I need a go/no-go decision on influencer collaborations by next Friday. Should I proceed to shortlist?

Alice: Yes, please go ahead. Run the names by me once you have them.

Charlie: One concern—we might need a hotfix deployment before the launch due to a rare crash in the iOS build. We're still debugging.

Alice: Noted. Please prioritize it. Let's keep the next check-in on Thursday to track the progress.

Ethan: I'll also prepare a quick dashboard for daily user metrics post-launch.

Alice: Perfect. Thanks, everyone. Action items will be in your inbox by EOD.