

The No-Code SaaS Launch Checklist

Phase 1: Market Validation & Core Scope

- ☐ Schedule and conduct individual video interviews with at least 5 qualified target users.
- ☐ Log actual historical workarounds used by prospects rather than hypothetical feature requests.
- ☐ Establish a specific target price point based on explicit customer budget boundaries.
- ☐ Map out the entire user journey using a simple three-screen wireframe layout.
- ☐ Eliminate any interface component or feature that does not directly solve the primary user problem.

Phase 2: Architecture & Database Design

- ☐ Select a visual development engine based on your primary delivery channel (web vs. native mobile).
- ☐ Define uniform naming conventions across all relational database tables to prevent workflow logic conflicts.
- ☐ Map out backend visual logic strings for user registration, data entry, and file exportation.
- ☐ Establish strict database privacy rules to restrict multi-tenant data access based on user roles.
- ☐ Connect necessary third-party microservices and communication widgets via visual API managers.

Phase 3: Billing & Revenue Infrastructure

- ☐ Select a recurring subscription model (flat-rate, tiered, or usage-based consumption).
- ☐ Integrate a certified payment processor using secure webhooks to handle automated billing events.
- ☐ Configure automated dunning management to handle card expirations and failed transaction notifications.
- ☐ Draft localized terms of service and an explicit data privacy policy to ensure legal compliance.
- ☐ Verify cross-border regional tax requirements and digital sales tax nexus parameters for your target areas.

Phase 4: Quality Assurance & Defect Testing

- ☐ Systematically test every interface workflow, button click, and input form across multiple devices.
- ☐ Run end-to-end checkout simulations to confirm that payment updates grant correct platform permissions.
- ☐ Invite your initial 5 interviewees to access the platform as a controlled beta testing cohort.
- ☐ Embed an inline customer communication portal or feedback widget directly into the main application.
- ☐ Set up real-time analytics tracking to capture baseline metrics like daily active users.

Phase 5: Cross-Platform Data Syncing and Analytics Audit

- ☐ Compile required store creative assets, including application descriptions, keywords, and interface screenshots.

- ☐ Submit final software packages to marketplace reviewers at least 14 days before your public launch date.
- ☐ Configure automated email workflows to welcome new subscribers immediately upon sign-up.
- ☐ Publish updated public technical documentation to assist self-service onboarding.
- ☐ Launch your initial user acquisition campaign via targeted search indexing and public announcements.