

1 · FREEZE DEFINITION

FREEZE DATE

CHANGE CONTROL OWNER

EXCEPTION REQUEST PROCESS

WHAT IS FROZEN THIS RELEASE

- Feature list / product scope
- Core user flows & info architecture
- UI & visual design
- Physical design / packaging
- Copy and content
- Technical architecture

WHAT IS NOT FROZEN

- _____
- _____
- _____

2 · WHAT FROZEN MEANS PER TEAM

Team	Changes	Doesn't Change
Engineering	Bug fixes only	No new builds
Design	Blockers only	No new flows
QA	Test & flag	Scope stays closed
Marketing	Assets locked	No new messaging
Leadership	Ideas → Lot	No informal OK

3 · THE 3-QUESTION BLOCKER TEST

All three must be answered. None yes → park it.

1 Core Task Failure YES / NO

Prevents customer completing the core promise?

2 Legal / Compliance YES / NO

Creates regulatory or safety issue?

3 Broken Promise YES / NO

Contradicts a written customer commitment?

4 · THE PARKING LOT

Every post-freeze idea goes here — documented, dated, attributed. Not killed. Deferred.

RULES

- One shared doc — visible to everyone
- Every item dated and attributed
- Reviewed at start of next release cycle
- No advocate after 2 cycles → archive

PARKING LOT LOG

Idea / Request	Who	Date

5 · LAUNCH READINESS CHECKLIST

Run after freeze, before go-live. Blockers stop launch. Preferences → parking lot.

FUNCTIONALITY

- Every in-scope feature works as defined
- No critical bugs blocking core tasks

UX & CONTENT

- All copy final and approved
- Core user flows tested end-to-end
- Error / empty states handled

TECH & INTEGRATIONS

- APIs and integrations confirmed
- Performance tested under load

GO-TO-MARKET

- Marketing assets locked
- Support team briefed on what ships
- Customer-facing docs ready

LEGAL & COMPLIANCE

- Regulatory requirements verified
- Privacy and data handling confirmed

6 · TIMELINE

Milestone	Date	Owner
Freeze date	_____	_____
Readiness check	_____	_____
Target launch	_____	_____