Solo Builder Launch Checklist

From MVP to Google Play Store — A step-by-step roadmap for AI-assisted builders 🚀

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Phase 1: Setup & Documentation

[ ] Create your builder hub (Notion, Google Drive, Obsidian) to store MVP notes, PRDs, research, and lessons learned.

[ ] Define your MVP goal and success metric — what problem are you solving and how will you measure success?

[ ] Log model versions (e.g., Cursor, Claude) used in each build for reproducibility.

[ ] Define one measurable KPI per phase (downloads, retention, feedback volume).

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⚖️ Phase 2: Legal & Compliance

[ ] Register your business or app entity (Stripe Atlas, ZenBusiness, LegalZoom).

[ ] Create Privacy Policy, Terms of Service, and disclaimers so you don't wake up to a lawsuit (RocketLawyer, Termly, PrivacyPolicies.com).

[ ] Audit API/IP compliance — confirm 3rd-party assets and AI models meet license and use requirements.

[ ] Pay the Google Play Developer registration fee ($25 one-time).

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🧩 Phase 3: Build & Design

[ ] Design required app icons and store graphics (Play Store requires 512×512 icon and 1024×500 feature graphic) (Canva, Figma).

[ ] Finalize app flow and decision logic before cosmetic fixes (Replit, Lovable, Cursor).

[ ] Run an AI code audit — check for shortcuts, missing documentation, and non-scalable patterns.

[ ] Version your prompts and dependencies; store them in your repo.

[ ] Validate UI consistency and copy tone through manual walkthroughs.

[ ] Add an Accessibility & Localization audit — check color contrast, font size, labels, and translation readiness (Stark, Lighthouse).

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🧠 Phase 4: Market Validation

[ ] Define your target user persona and validate demand (Typeform, Google Forms).

[ ] Conduct lightweight competitor analysis and feature mapping (SimilarWeb, ProductHunt).

[ ] Capture early tester feedback via screen recording (Android Screen Recorder, Maze, UserTesting).

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🧪 Phase 5: Testing & Quality

[ ] Run smoke tests for success, failure, and edge cases.

[ ] Run a scalability test — simulate 10–50 users or larger datasets.

[ ] Check for API security and environment variable hygiene (.env files, tokens).

[ ] Verify AI-generated outputs for edge cases and bias before public release.

[ ] Document test results in your Builder Log.

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🏬 Phase 6: Store Readiness

[ ] Generate signed APK or AAB build (Android Studio, Expo).

[ ] Create Play Store listing (title, description, screenshots) (Google Play Console, Canva).

[ ] Upload privacy URL, content rating, and disclosures.

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📣 Phase 7: Launch & Marketing

[ ] Build a landing page with Call to Action (use existing dev - Replit/Lovable or a tool like Carrd).

[ ] Create a 15–30 second preview video (CapCut, Descript).

[ ] Announce beta or launch across 3–5 relevant platforms (Reddit, IndieHackers, ProductHunt, X).

[ ] Collect 1–2 beta quotes or screenshots for future marketing.

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💬 Phase 8: Feedback & Support

[ ] Collect user feedback, categorize by severity and frequency (Google Sheets, Airtable).

[ ] Set up a lightweight support loop — Google Form → Sheet → Tracker.

[ ] Create a simple FAQ or Loom onboarding walkthrough (Loom).

[ ] Track analytics events and verify naming consistency (Firebase Analytics, Mixpanel).

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🔁 Phase 9: Continuous Retrospectives & Learning

[ ] Run continuous retros using AI assistants (Cursor, Claude, ChatGPT, Lovable).

[ ] Identify time, rework, and cost hotspots after each release.

[ ] Document insights in your Builder Log by theme (UX, API, DevOps, Marketing).

[ ] Plan a technical-debt sprint — refactor repetitive code, clean logic, remove debug artifacts.

[ ] Export and test your project portability (can it run locally or deploy elsewhere?).

[ ] Translate learnings into a short "build in public" update or case study (LinkedIn, Medium).

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📊 Phase 10: Post-Launch Growth

[ ] Enable error and crash monitoring (Crashlytics, Sentry).

[ ] Set up user retention and performance tracking (Google Analytics, Mixpanel).

[ ] Test monetization models (trial, freemium, premium) (RevenueCat, Stripe, Gumroad).

[ ] Re-evaluate KPIs and plan next iteration based on data.

💡 **Tip:** Run this checklist in one-week sprints. Capture your lessons in your Builder Log. Each iteration makes you faster, clearer, and more resilient — that's the Journey Analytics mindset.