

ALDER & FINCH WEBSITE LAUNCH

FICTIONAL EXAMPLE / Updated October 30, 2026

Field	Details
Project owner	Maya Chen
Team	Maya, Luis, Priya, Rowan
Status	At risk
Start date	September 14, 2026
Target milestone	Public launch - November 19, 2026
Last updated	October 30, 2026
Source of truth	Launch brief and weekly project notes

Current snapshot

Outcome: Publish the new product site with approved copy, working lead forms, and a rollback plan.

Current status: Development is ready for final content. Legal review of the pricing page is still open.

What changed: The launch moved from November 12 to November 19 because legal review will finish after the original content-freeze date.

Next milestone: Final copy approval by November 6.

Needs attention: Priya needs a legal reviewer confirmed by October 31.

Decision history

Date	Decision	Why	Owner	Status	Source
2026-10-02	Launch Nov 12	Two campaign weeks before holidays	Maya	Superseded	Weekly launch meeting
2026-10-30	Launch Nov 19	Pricing copy needs legal review	Maya	Current	Launch review notes

The November 12 row stays in the record. Its status prevents someone from following an old date while preserving the reason it existed.

Tasks and follow-ups

Task	Owner	Due	Status	Source
Confirm legal reviewer	Priya	Oct 31	In progress	Launch review
Add approved pricing copy	Luis	Nov 9	Not started	Oct 30 decision
Run lead-form and rollback checks	Rowan	Nov 13	Not started	QA checklist

Blockers and risks

Type	Description	Owner	Response	Status
Blocker	Legal reviewer not confirmed	Priya	Escalate Oct 31	Open
Risk	Less time for campaign testing	Maya	Test against staging early	Watching

Open question

Question	Owner	Needed by	Answer or next step
Can campaign copy be approved before pricing review closes?	Maya	Nov 2	Ask legal to split the approvals

Dated update - 2026-10-30

Update: Legal review will finish after the original content freeze.

Evidence or source: Launch review notes and legal review schedule.

Decision made: Move launch from November 12 to November 19.

Follow-up: Priya confirms the reviewer; Maya updates campaign and stakeholder calendars.

Completed and superseded archive

Closed date	Item	Final state	Replaced by or outcome	Source
2026-10-30	Nov 12 launch date	Superseded	Nov 19 launch date	Launch review notes

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