

Startup Feature Launch

Assigning roles for a new product feature launch.

Responsible (R)

- Full Stack Developer (Builds feature)
- Product Designer (Designs UI)

Accountable (A)

- Product Manager (Ensures delivery)

Consulted (C)

- Marketing Lead (For go-to-market messaging)

Informed (I)

- Customer Support (To prep docs)
- CEO (Status update)