

Online Kit Launch readiness. The most common pitfalls to avoid

Kit Launch traffic is predictable but launch day performance isn't

Short, high-intent journeys mean even small weaknesses surface fast. Readiness requires confidence that real-world demand won't compromise performance or fan experience.

Based on our work with Premier League clubs, these are the most common preparation pitfalls.

1 Testing simplified launch-day journeys & traffic

Many clubs test unrealistic journeys using oversimplified traffic patterns. Kit launches involve focused, high-intent journeys with checkout steps under pressure alongside dynamic, personalised content, and testing needs to reflect that reality.



2 Assuming autoscaling will react quickly enough

Autoscaling often lags demand, systems may be capable of scaling, just not quickly enough for launch-day reality.

This can be addressed if you know how autoscaling will behave under real pressure, in advance (for example by pre-warming caches).



3 Underestimating pressure on checkout steps

Product pages may continue to deliver good CX under load, while failures appear later in the journey. Because conversion rates are so high during kit launch, far more users hit checkout steps simultaneously.



4 Overlooking third-party integrations

Payments, address lookup and personalisation services are critical dependencies during kit launches. And with global audiences, international payment cards, PayPal and alternative payment methods are heavily used. Under load, third-party services can slow down, time out, or fail entirely.



Most common reasons why online Kit Launches catch digital teams out

5 Treating personalisation journeys as extras

Product personalisation (name, number, badge) and personalised content introduce extra logic and third-party calls. This increasingly includes AI-driven recommendations, merchandising and dynamic content that behave very differently under peak load.

These journeys often have the highest order values but are frequently under-tested.



6 Over-reliance on caching

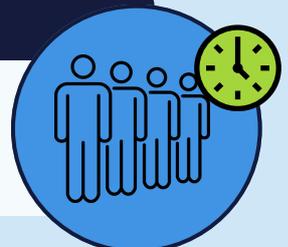
Caching helps during kit launches, but it isn't a safety net.

Kit launch journeys are primarily narrow and repetitive but increasing levels of personalisation, dynamic logic and third-party calls can invalidate caching assumptions under load.



7 Adding queues too late (or not testing them)

Queues and waiting rooms are often introduced as a last-minute safeguard. If they aren't tested properly, with time to tune configuration, they often fail when they're needed most.



8 Not aligning marketing activity with releases

Kit Launch traffic is driven by campaigns. When email, social and app activity isn't coordinated with release readiness, or is launched all at once instead of staggered, traffic can spike before systems are fully prepared.



Will your Club's digital infrastructure be ready for Kit Launch?
Email olivia.edwards@thinktribe.com to find out how thinkTRIBE can help.