# CloudFlare Workers for Gaming Offering

The consistent and impressive growth in the video gaming industry with an estimated forecast value of $300 billion by 2025 and over 2.5billion gamers globally, creates a big opportunity for Cloudflare to leverage in expanding its market share. In contrast to making its money by selling games, the gaming industry as shown to make more revenue by adopting the free-to-play-model in the modern age. Technologies like blockchain and virtual reality are also having a positive impact on the impressive growth of the gaming industry. Virtual reality is fast becoming an inevitable cornerstone piece in this industry as it is 20 times more enjoyable and convenient than traditional alternatives. Blockchains provide a useful tool for gamers for various reasons including decentralized asset exchanges, verifiable scarcity of virtual objects and collectibles, fast and secure payment networks, and an ability for developers to properly monetize their creations. For cloudflare to have a viable market share in the gaming industry, this factors that includes adopting the free-to-play-model, other technologies (Virtual reality and Blockchain) and key market restrain such as piracy, laws and regulations, and concerns relating to fraud during gaming transactions, have to be considered in its game creation.

Serverless computing products like FaaS (function as a service) is a cloud execution environment, or a runtime that allows deployment of code without any boilerplate. Some examples include Amazon's Lambda, Oracle Fn, Cloudflare Workers and Alibaba's Function Compute. Cloudflare Workers are unique with code being instantly deployed to Cloudflare's global network of nodes, to be executed as close as possible to the visitor. Cloudflare Workers are a code execution environment designed on V8, the JavaScript engine designed for Google Chrome and used also by Opera, Node.js, Brave browser, Electron, and others. Workers use the Service Worker API — but the code resides on Cloudflare, not in the browser. They can "modify your site's HTTP requests and responses, make parallel requests, and even reply directly from the edge". This means that, if we were up for it, our application could reside on the CDN. Cloudflare Workers strength and uniqueness creates a platform for developers to create good games that can include other technologies like virtual reality and blockchain whilst considering other market restrain like privacy and regulations.

Prior to the game development, CloudFlare must determine its reasons for the game creation which might include to increase productivity, generate revenue, innovation or to distinguish itself in the market. These underlying factors will be the major drive in developing the game. To achieve the design or development of a successful game, its important to consider the potential market for the game. What are the target players and reason for their interest in a genre? What are the key and unique factors that is expected to be appealing to players? Also, polishing and paying attention to details goes a long way in ensuring that the game is very user friendly. Its necessary for players to test the game to uncover points of friction in its design, which will then be corrected to deliver a more enjoyable experience. Several challenges that will be encountered when creating the game includes, project estimation, preproduction phase, protyping, getting tired during the project, polishing, communication and advertising the game.

As a product manager the success of the development of this game lies in the impact of various stakeholders in the development process. These stakeholders will include the Management team that makes decision and is focused on the ultimate business outcome of the game, Developers that are tasked with bringing the product to life, Designers that are responsible for the visual communication and experience of the game, Marketing teams that are focused on how to communicate the product to key audience, Investors and end users.