

Summary: Cloudflare Workers for Gaming

A game plan to fight a changing monster

[1.1] learning (more) about the market

Based on numerous articles, a frequent issue that occurs for game developers is the last minute changes that are often requested by executives before the release of a new game. As a result, many game developers are forced to work overtime without pay to release these features in a timely manner; however, overwork causes problems in terms of work performance and health risks. This may cost companies more in the long run.

To learn more about the market and its needs, we can interview or ask a questionnaire depending on the costs/budget in terms of time of game developers and management team. Additionally, we can perform more research on potential assumptions we've created and topics using various sources, potential competition, and products and services that are similar.

[1.2] potential product additions

The current product has many features that ease the process for game developers: deliver game at a scale to allow server spikes, protect from DDos attacks and abusive bots, manage performance, build a serverless architecture without configuring or maintaining servers or containers, run game application logic within milliseconds from your users. This set of features saves developers and management of game companies time and effort primarily in the pre-release stage and part of the game maintenance.

Businesses often use dashboards to present data in a manner that allows people to quickly understand it and make use of their data to take actions. Can we apply this concept to games?

As previously mentioned, game developers are often forced to work overtime due to numerous, last-minute changes required; however, it's important to be able to identify features that require minimal work, but maximize business value. Improvements can be added relating to the phase of game maintenance.

We can start by identifying potential important measurements in our dashboard. This information will ideally be found when we're learning more about the market. Some possible ideas based on researching somewhat similar products include a chart to track minutes spent working on a feature versus players who use this feature (while ensuring their privacy), see the number of active users based on hour and location and new users in different time intervals (daily, weekly, monthly, etc), performance at different times versus, any issues with player's flow etc. Based on the estimated effort and estimated value in addition to the expected resources, we'll start building the smallest set of shippable features and slowly add. As we continuously push new features, we incorporate feedback from the current set of features when possible.

[1.3] pre-release: product improvements

Before releasing the product, we can ask feedback from game developers, management, executives and anyone that would find this data useful and potentially release a beta version (before the official release). Additionally, we must perform unit testing and ensure that we insert different types and amounts of data (which should be written before developing the feature) and integration testing.

[1.4] measures of success

The main measurement of success would be the amount of feedback and comments from the users and identifying the features that are used. Obviously, positive feedback about the feature will be a good sign of success while negative improvement suggests we may need to reconsider an aspect or aspects of the features. Additionally, we can measure the amount of time that the feature is being used.

[1.5] risks of failure

Three risks associated with this project involve the cost, timeline, and performance. Firstly, a key to this project is the ability to receive feedback from the customers and an even bigger risk is that no or insufficient feedback would be given. Obviously, this is costly in terms of time and resources.

As for scheduling, these set of features have not been developed by CloudFlare and analytics is not the strong set. As with building unfamiliar products, we should expect at least some road bumps such as building the dashboard and maintaining the user's privacy. Lastly, these are high expectations for this addition and may not help solve the problem or create another problem.

Sources

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