**Cloudflare Internship Application: Product Management Cloudflare Workers for Gaming**

The video game industry is one that is dynamic, universal, and diverse: it is one of the best investments a company could make. With over two billion gamers worldwide, Cloudflare Workers for Gaming would need to be at the forefront of this industry in terms of distribution, focusing on key demographics, the most prominent platforms and genres, and where the future of the video game market is going. More importantly, Cloudflare Workers for Gaming must be able to apply their current technology into making video games faster, more secure, and easy to apply to existing or new applications.

The key to a successful campaign and product launch is to gather information about your target market and its needs. Research should be conducted to study what companies or individual developers would utilize Cloudflare Workers for Gaming. Mobile gaming and PC/Mac gaging are the two markets that have continued to grow in terms of global consumer spending, so the application market should be emphasized towards those. Moreover, game developers are currently capitalizing on the digital gaming industry so the technology we create should reflect those preferences. The transition to the gaming industry for Cloudflare is also a smart move judging by the increase of revenue in the video game industry and its contributions to the U.S. economy. Both direct and indirect employment occurs in the labor market for the video game industry, allowing Cloudflare to grow. Lastly, as computing and graphic powers of video games have increased, the size of development teams have also grown from just a single programmer. To save money with production and employment costs, game development teams have shifted to online distribution for production. There should be further research to target game development teams that would need to develop their apps globally.

Nevertheless, a product is only as good as its features regardless of a good marketing campaign. Most computer and video games are written in C++ or C, so the Cloudflare Workers for Gaming should provide examples of design, operating system interface, and optimization templates in commonly used languages. The future of the video game industry is also heading towards virtual reality (VR) and augmented reality (AR) markets. It would be beneficial for the product to have examples and platforms that would support VR or AR games, making opportunities accessible for all types of users, not just high-end users. The VR and AR market only contains a limited supply of content today, making it valuable to expand to a seemingly untapped market. Lastly, it would be extremely valuable to provide more information and templates for players who are wishing to become fourth-party developers. Appealing to people hoping to utilize more open-source models of game design, development, and engineering would be benefited by further guidance and support.

For customers who already have an existing game they want to optimize, Cloudflare Workers for Gaming should provide those opportunities. The mobile game industry is especially competitive, so the most success would be from games that achieve optimal loading speeds and refresh time. The campaign launch should emphasize these traits to incentivize the offering before release. The launch should also present options for dynamic loading for UIs that do not require any asynchronous loading time. The quality of the Cloudflare Workers for Gaming would also increase if Cloudflare ran a strong advertisement campaign using online ads on platforms that gamers frequently use. Cloudflare could automate advertising by using an ad mediation platform which would help advertisers get the optimal effective eCPM by showing ads in the right places. Finally, communicating with current customers about this new opportunity would be one of the easiest and most effective ways of spreading usage.

After the Cloudflare Workers for Gaming would launch, it is vital to observe if the campaign matched the goals set in place and is successful. The goals of the launch should be that to research if the product is frequently used, which components are used most frequently, the efficiency, and whether customers are satisfied. Cloudflare Workers for Gaming should prioritize that their customers can review the UIs and templates that they use. Customer reviews should be implemented that can be public or private that is collected by Cloudflare or a third-party review site. This would allow seeing which aspects are failing the customer’s needs and remove any potential glitches while increasing customer retention. It could be even more beneficial to have a live chat option that would allow customers to directly contact customer service for their needs.

Before Cloudflare Workers for Gaming is released, it is important to collect any potential risks the product could have. One of the risks could be objectionable customers could use the product and our services which could anger current and future customers. Moreover, web server security is reliant on Cloudflare servers where private information could be stored. If the infrastructure were to fail or become susceptible to attacks, Cloudflare customers could lose their privacy of certain information. Finally, another potential risk is that generation consoles and handheld units because more popular than digital gaming. A shift towards consoles would cause the product to not be as commonly used.