Cloudflare Internship Application: Product Management

1. Market Research:

Analyzing customer gaming needs: The initial market research for CloudFlare Gaming Application will be based on surveys. Targeted customers would be teenagers, university students, et al. due to the gaming popularity amongst them. Type of games will also be considered during the survey like shooter video games, board games or puzzles.

Considering competitive analysis will be one of the top goals - to learn about major competitors and their products. The loopholes in the strategy of the competitors should be identified such that those loopholes should be overcome in the marketing strategy of CloudFlare video gaming.

Tie-ups with different universities, professors and students for conducting the surveys.

2. Product changes or additions you believe might be valuable

Budget estimation and planning: The estimated budget will be decided and according to the budget, each task of the product will be allocated some part of the amount

Online multiple players support: The gaming application should support more than one player taking part. The players can be at one location or at any different part of the world.

User Interface changes as per the customer need: The customer should be able to change the UI as per his feasibility and needs.

3. Methods for improving the quality of your offering before it is released

Once the product is developed and identified as defect-free after the testing is done in a test environment, the gaming app would be moved into alpha, beta testing phase, and the gamma release phase.

In alpha testing, the application will be tested by internal Employees of CloudFlare.

In beta testing, the application will be tested by the End Users (not internal employees).

Just before the software is ready to be released, gamma testing would be done. This testing includes on safety check.

Play-testing can also be considered for improving the quality of your offering before it is released to analyze non-functional features like fun-factors, load balancing and difficulty levels within a game.

4. Goals to measure the success of what you build

Setting metrics to achieve the goal like leading and lagging metrics: Leading metrics to make sure that the goal set is achieved and Lagging metrics to measure the actual results as compared to the set goals.

To make sure that the application is purchased or downloaded within the set timeframe by the targeted customers and the targeted sales are achieved.

Reviews from different online platforms can be one factor that can have an influence on the product.

The increase in sales of CloudFlare gaming applications will have an impact on the competitors which can be considered as an important factor to measure success.

5. Risks which might lead to its failure

Unattractive product design:

The product design should be attractive and feasible for its targeted customers and w.r.t to its competitors.

Unsupportive platforms:

The application should support different OS versions. It should be available on all different platforms like Android, Windows, and IOS.