



Analytics Tools for Game Developers - Cloudflare Workers

Cloudflare Internship Application: Product Management

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(2 pages written + 1 exhibit)

Initial value proposition

DNS Cloudflare and Cloudflare workers bring to customers ease of development, test environment, serverless computing power and security against DDoS attacks. Although not rated poorly, based on my research on the internet¹⁻⁴, one of the disadvantages raised by some customers is the Cloudflare Workers has limited analytical power, which for some needs should be supplemented with Google Analytics. In this hypothesis, the prediction and trends of games are important for the game developer/webmaster to invest in the games that most impact their websites. Therefore, developers see the analytic tools as important and essential to predict which type of games are most likely to retain the player for longer and bring more customers to their base. More flexible predictive analytics tools and fully customized KPIs available on Cloudflare Workers will increase the importance of Workers in the developer's day by day.

Initial investigation – Market and Customer needs

The initial plan will be a complete understanding of the Cloudflare power analytics today, understand the gaming market mechanics, the Workers' customer personas and the customer's analytical needs. Conversations and interviews with product managers of similar products and Worker analytics developers will enable me to understand Worker's analytics power and limitations, its P.O.D (points of differences) and P.O.S (points of similarity) with competitors' products. Through gaming associations and forums, it is possible to understand the dynamics of the gaming market, how content creators behave, common doubts and general needs for analytical tools. Through face-to-face conversations with real customers, the pain points and the lack of solutions to the customer needs using existing products in the market will be raised.

Additions to CloudFlare Workers: Analytics Tools for Game Developers

The Cloudflare Workers' customers may be a game developer or game hosting webmaster. As customers are diverse and of different types of content, it is necessary to make analytical tools that serve the main groups. Games sites use different metrics than sites with game reviews. Therefore, some additions to the analytical tools must be grouped to facilitate the use of each specific niche.

For example, if the client is a webmaster who hosts online games we would have the following tools:

- List of functions/codes for analytical functions of specific measurements of the game industry (not extensive list, that could be)
 - Analysis of the number and length of Ads per content
 - Length of Ads x Customers in base
 - Time in interaction per game
 - Analysis of game lag per dollar in revenue
- Showcases successful examples

Go-To-Marketing plan: Alpha & Beta Testing

Through the Agile development methodology for Alpha and Beta testing, we ensure greater dynamism of the project and greater reliability of the Cloudflare Workers for Gaming. The number and size of the agile iterations for the Alpha and Beta stages will be defined together with the Front and Back end and Marketing teams. A possible initial deadline, however, will be 30 weeks with 2 weeks for pre-launch, 24 weeks with 8 iterations of 3 weeks each between the Alpha and Beta stages and 4 weeks of launch and post-launch.

In each iteration, a kickoff meeting will define the Bill of Materials, Branding & Marketing analyzes, versioning, product improvements prioritization, and updated product roadmap. Daily meetings with all teams will align the expectations and interactions for each versioning.

Market / Necessities Analysis Stage— Market Research and client`s needs should be clear. An MRD document (Market Requirement Document) will contain the goals, necessities, project details and prioritization of the necessities addressed. Kickoffs with all teams will create the roadmap and define key iterations and details for the project.

Alpha Stage – The Front End and Back End developments will take place. The product will be introduced to the internal validation teams at the end of each iteration/versioning with a detailed explanation of the versioning. The Marketing team will create strategies for Beta Pre-launch.

Beta Stage - The product will be introduced to an experimental key customer group. The marketing team will be responsible for constant assistance, feedbacks and creating the marketing launch strategies. Sales teams will have pieces of training to prepare to launch and post-launch stages.

Launch and Post-Launch stage – Marketing and Product Manager will prepare documentation and all necessary details to launch the products. The Product Manager will introduce KPIs and constantly close to customers to collect important feedback and data. The sales team is critical to actively offering the Analytics Cloudflare for game developers.

The total cycle time is expected to be 30 weeks. **Exhibit 1** shows in detail the project's initial Roadmap.

Measurement of success - KPI's

Some of the metrics proposed in this document help to assess the profitability and success of the project. KPIs, however, must be well established and applied to mine data for future projects.

Alpha and Beta stages KPIs:

- Development expense percentage - How much will cost as total revenue percentage.
- Cycle time - Number of business days to launch the product vs number of business days initially agreed.
- Recurring errors - Number of recurring errors or same family errors.

Post-Launch stage KPIs:

- Time Spent Selling - Number of sales per hour worked per salesperson.
- Conversion rate - Number of conversion vs offerings.
- Increased sales - Sales conversion with Features vs Sales conversion Without Features.
- Reducing Customer Churn Rates - Decrease in the CCR percentage.
- Content Usage - Number of times that customers used analytical functions and codes created.
- Voice of the Customer - Surveys, interviews, and customer feedback.

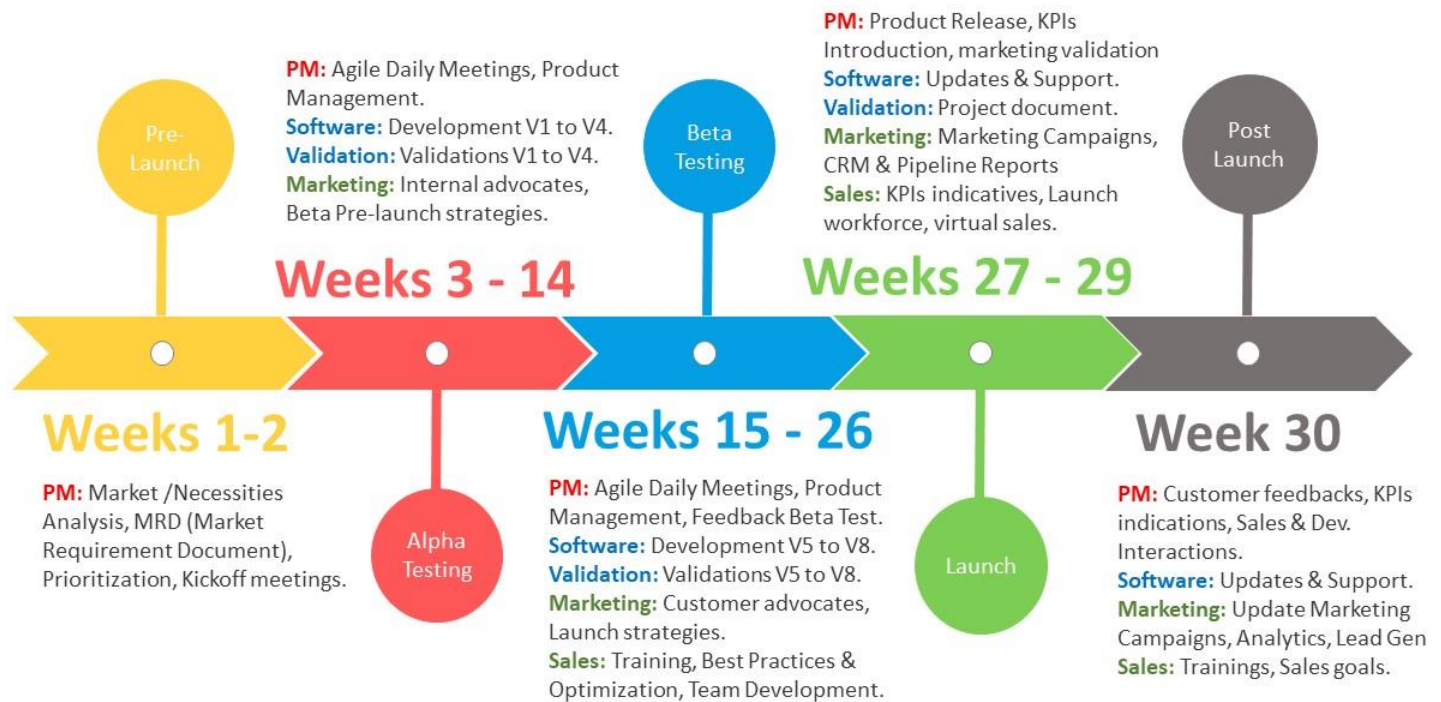
Associated risks for Analytics Tools for Game Developers

To conclude the document, some risks can compromise the feasibility and effectiveness of the project:

The resource and capacity estimation to be used will be defined together with the marketing, front and back end teams. An incorrect estimative can lead to risks of increasing deadlines and unforeseen budgets, affecting the project's NPV. Communication is also critical: lack of communication can incorrectly set priorities or wrong customer needs, leading to a sudden unexpected growth in product requirements.

If the validation phase is not thoroughly executed, a project with bugs can bring a bad reputation for the product, reducing the number of end-users by word of mouth. Finally, if demand is overestimated at the beginning of the project, we may have a product with a reduced margin.

Exhibit 1 – Analytics Tools for Game Developers Roadmap



References

- 1 - <https://www.success.grownupgeek.com/index.php/2014/03/06/pros-and-cons-of-cloudflare/>
- 2 - <https://innozilla.com/cloudflare-pros-and-cons/>
- 3 - <https://letohost.com/hosting-reviews/cloudflare-review/>
- 4 - <https://digital.com/cdn/cloudflare/>