



# CLOUDFLARE Workers FOR GAMING

## Product Concept

Cloudflare Workers are a product that allows users to write serverless code and applications. Through Cloudflare, users are promised excellent run times, intuitive scalability, and the support of one of the largest server networks in the world, providing unparalleled protection against DDoS attacks. Cloudflare Worker's ability to auto scale and manage load gives it the unique potential for success with a Workers for Gaming product.

The video game industry is a highly volatile space filled with the potential of both great growth and great risk. This industry has been growing steadily over the decade and according to Forbes, it's expected to reach over 300 billion by the year 2025. Unfortunately though, with as much growth and revenue there is to be made in the gaming industry, every quarter we see the rise and fall of behemoth companies and small startups alike. In 2018 for example, Telltale, a company behind some of the industry's most notable collaborative works, like Minecraft Story Mode with the Mojang team, filed for bankruptcy in 2018 and their remaining assets were later purchased by another company. With such a user-centered product and the high level of time and money typically associated with the development, one bad game release could spell the end for a previously promising company. The speed, efficiency, and power Cloudflare Workers provides can allow game developers to mitigate some of the risks associated with development. This report details hypothesis and strategy to how we might bring a Cloudflare Workers for Gaming product to market.



## Planning

Before we can begin development, an accurate plan ought to be drawn to successfully deliver the product within a respectable window of time. To accomplish this, we must first seek to better understand the industry we're hoping to break into. I would recommend reaching out to other PM's in the gaming space to ascertain information about suitable deadlines, recommended workflows, and skillsets to look out for when team building. It's also important to accurately outline the benefits and limitations of Cloudflare Workers to produce a manageable scope for the product. Once this research is conducted, we can begin to detail the scope, deadline, and budget to our teams and stakeholders

## Pre-Production

In this stage, we will rely heavily on our user researchers and marketing. It will be necessary to conduct a competitive analysis to draw conclusions on potential additions or features we could add to the product to leverage the power of Cloudflare Workers to stand out in the industry. From there, we will rely on our researchers to conduct needs assessments to analyze the needs users will have when developing games with our product. From there, we'll be able to develop personas our designers and developers can utilize when we begin iterations

## Production

In this phase we'll need to clearly define the methodology we'll be using in product development. I recommend adopting an Agile methodology. This we'll give us the flexibility we need as "newbies" to the gaming industry while allowing us to stick to a clear product roadmap, iterate on our product, and maintain a collaborative unity between our marketing and development teams.

## Pre-Launch

Once we reach testing, I recommend employing a small batch pre-release. We could reach out to a small number (5-7) of game developers who are interested in working with our product. When we reach the beta stage input from these users could help us quickly squash major bugs and identify smaller minor bugs that may have been missed in Alpha. Working with these users will not only help us iterate faster, but successful outcomes could be used to market the product. Further usability testing will help solidify our product before launch.

## Launch

Once we reach the launch phase there are several tools sales teams can employ to ensure success. I recommend we offer early adopters a free trial period. With game development typically lasting between three to five years, with a three to six month trial period we could expect a considerable retention rate.

## Post-Production

Once delivered, we should continue to monitor the success of our product. We should be sure to keep track of success markers, impressions, our growth rate, and revenue. In this phase, we'll rely heavily on user testing to ensure our users are achieving a favorable product experience. With these results, we can continue to iterate as bugs and improvements arise.

## Risks

One of the biggest risks associated with this product is communication. With the challenges of this verticle and the relative inexperience Cloudflare has in the gaming industry, we need to be sure to be in constant communication with industry experts and with the future users, whose feedback we'll rely on through testing and iteration. Another issue that may arise, is the high volume of traffic we can expect if we are successful with the product. We would need to develop a clear plan to manage this increased traffic. Throughout this entire process, from research & development to launch, one of the most important things we will need to take into account is the environment we'd like to foster. We're providing a product designed to help game developers provide a fun and pleasurable experience for their users. I believe one of the strongest markers of success with this product can be found in our ability to have fun while designing, developing, and marketing. We can be sure that if we provide a pleasurable experience for our Cloudflare Worker's team, it will be more likely that our end-users, who benefit from the games that will be developed with our product, will have a pleasurable experience themselves.

## Methods for Quality Assurance

With the high risk involved in game development, there's little room for error on our part. We have to ensure our product is as usable and efficient as possible by product release. One of the methods we can employ to ensure this, is small batch testing. By releasing our product to a small, dedicated group of users, we'll have the ability to provide a more quality product when we reach launch. Along with our soft launch, I suggest using Multivariate and A/B testing this we'll give us the opportunity to test different features along our iteration cycle until we settle on the best version of our product.



## Success Metrics

### Prelaunch & Production

Cycle time between iterations

Recurring Errors through iterations

Budget & Time targets

### Post Launch

User Groth Rate

CRR after trial

Time to Development after purchase

Sales effectivity ecpm

Competitive Win Rate

### User Experience

Latency

SUS -System Usability Scale Score

Post-development satisfaction

## Product Additions

### Subscription

Tiered subscriptions, similar to Cloudflare's pricing model (free, pro, enterprise), allowing users to control number of workers, latency, cpu, and storage.

### Latency & Load Managment

Increased control over load management, allowing users to tailor need to areas and times of great demands

### Region Control

One of Cloudflare's greatest benefits is the ability to target specific IP's to restrict or allow content. We could leverage this skill to allow users to tailor game assets, features, in-game events, etc, towards a specific region.