

Cloudflare Product Management Pitch Idea

Abstract

The gaming market has been increasing in the past decade and more games are being developed and released with each year passing by. The gaming industry itself is competitive which causes game development to have a tight schedule which then causes multiple issues to arise when developing a game. Developers are given multiple tasks and features that they must try to accomplish before a certain deadline. In most cases, these developers are under stress due to a lack of proper communications between other teams and needing to develop multiple in-demand features for the game. In order to help speed up development time and reduce the overall stress of developers, Cloudflare can develop a product that focuses on easy game development collaboration and provides hardware to help speed up debugging, compiling, and rendering time. The product will allow developers to code on the same game production code and be able to see the same model rendition/problems at the same time. In addition, developers will be allowed to render and compile the game using an off site GPU/CPU processing site and can therefore allow them to be able speed up their development process along with being able to work on the games code at any remote location.

Background and Research Study

In order to ensure that these are the correct demands, we first need to reach out to several game developers and confirm that the problem we're trying to address is a common problem that these developers have as well. Depending on each developer's background, we will then find out how big the market size is along with the consumers that we will be addressing our product to.

Timeline and Vision

Ideally once we are able to confirm that our problem and solution is valid, we can begin to work on the product. In order to make our product more appealing, we can try adding a specific feature that tests out multiplayer/online for the game. Typically, debugging multiplayer features is harder to do due to not knowing the game's limitations and how the game adjusts for players that have a weaker connection. The main appeal of the product will be the speed at which developers are able to see the rendered model/screen along with easability in maintaining code and versions. Quantitatively, we can display ping/rate values when attempting to show how fast our product can run. In order to prove that this product is successful, we should be able to create a small game using our product and show our consumers the ease and flexibility in developing a game on our product. Additionally, to make this product more appealing, we should try to focus on using a public game development software in order to not limit our market size.

Risks

The obvious risk in developing our product will be the speed in which multiple developers can see the rendered game in real time. If the speed proves to be unappealing, then most of the consumers will be disinterested in using the product. Similarly, if the product doesn't have the capability in keeping track of version/code, our consumer will also be disinterested as well. We are also unsure of the ratio between sole developer vs multi developers that are currently in the market as well. Our market will mainly focus on teams that have multiple developers working on the game. Thus if the market shows to contain more sole developers than multi, we will unable to capture a huge interest in the market.

