Cloudflare Internship Application: Product Management

Thesis: The gaming industry is divided into different service markets such as, local devices: console or moible and cloud servers: cloud streaming. When deciding to develop or stream games in the cloud, game developers consider aspects such as, the flexibility, scalability, latency, stability, introperability, customer support, and security that the cloud software may offer. Cloudflare Workers provides these aspects to game developers; what differenciates Cloudflare Workers from other software is that they have built a high-performing infrastructure with the main focus in scalability, latency, and security. This infrastructure Cloudflare Workers has developed for game developers can be used to attract the market of game developers interested in creating a more immersive experience for their users through augmented reality.

While we know that the gaming industry still relies on local devices and we are seeing a growth in the use of cloud streaming, augmented reality in the gaming idustry is in the works. However, few companies are taking the initiative to do the research behind the needs to be successful in marketing the product of augmented reality to the gaming industry.

What can augmented reality offer to the gaming industry?

Augmented reality will bridge the gap between users and game developers through creating a more immersive experience.

What do we need to be able to offer a game developer the ability to create a game using augmented reality?

There is a lot of research to still be done in augmented reality. Cloudflare Workers needs to build an infrastructure that will be the foundation to conduct research on how we can best market this product to gaming developers.

What of the Cloudflare Workers current infrastructure can we still use and improve to move into augmented reality for the gaming industry?

We can take the scalability, latency, and security the current cloud streaming service offers in their infrastructure as the foundation to build the first prototype.

- Since gaming in augmented reality is heavy on data used. The cloud servers need to be used to store the data of the video game instead of using local devices. However, the local devices will be used on the users end. Scalability will be key. I believe the cloud servers and their scalability will create the latency needed in the augmented reality product for gaming develpers.

- Nonetheless, security is important. It is a concept that can constantly be perfected to protect the developer and the user.

How are we going to make the improvements?

- Build the Infrastructure: We could use a lot of what we already have and add-on the listed below,
    - Make sure all applications/languages are supported

Timeline Prototype:

Sprint 1 & 2 (Week 1-2) : Since we have a well built infrastructure built for the cloud server product. The first two weeks is taking what we have to build a basic foundational infrastructure for the augmented reality product.

Sprint 3 & 4 & 5 & 6 (Week 3-6) : Gather some game developers and users test the product each week. This will provide feedback as we get the feedback we will begin making the improvements so that each week we are providing an improved product and continuing to test it.

Sprint 7 (Week 7) - Finalize the product and push it through for it to be available to the public.

Risks which might lead to its failure:

- Time: Even when we "finalize" the project there is still a lot of unknown with augmented reality. We will need to continue to conduct research. However, I believe if the product of augmented reality is constantly worked on Cloudflare will be able to enter more current and future markets.
- Cost: Since there is a lot of unknown and there has to be constant research to be done to improve the product in the beginning there will be a possible economic loss.
- Unknowns
    - Privacy Concerns: Processes User Enviornment (Where and Who)
    - Identity Theft

I believe Cloudflare Workers offer a well built cloud streaming service for developers in the gaming industry. The gaming industry is evolving and it is essential to not only better the current product, but use the current product to do the research and create a new product that is up and comming in the industry. This is what makes a company competitive in a demanding market.