Cloudflare Workers for Gaming

Overview:
With the rise of the smartphone and its hardware industry, the gaming platform is smoothly transitioning from a traditional gaming console or the computer to an on the go and portable device. Video game industry is growing everyday as development of new video games is increasing in number. As the industry grows, the competition is also growing in the market and so is the need to develop better graphical video games on all available platforms.

Potential Market:
The video games market has been analyzed in terms of the 'console wars'. In 2018, the gaming market generated somewhere around $135 billion in revenue. In 2019, it increased by about 9.6% to generate around $152 billion. Video games profits are expected to reach $180 billion in 2021. It is predicted that mobile gaming will grow faster when compared to PC or Console gaming. Looking at the current situation of Covid-19, it is observed that the number of video gaming users is increasing exponentially. Considering the reference of the recently launched Call of Duty mobile game which has created new records in the mobile gaming industry, it appears to be a great opportunity for Cloudflare Workers for their Gaming initiative.

The Proposal:
- Analyzing the market trends and future potential of the domain, we can propose that Cloudflare should consider to develop mobile or web-based video gaming services.
- With Couldflare's expertise in the cybersecurity domain, we can develop secure products which protect consumer data privacy.
- The product should be easily accessible. For example, a product supported on the majority of platforms will be more user-friendly and will attract more users.

Potential Product Upgrades:
- The video games are now being developed on mobile platforms and for Virtual Reality (VR) and Augmented Reality (AR) gaming. So, Cloudflare should develop video games on mobile or web-based platforms which support VR and AR.
- A plan to deliver intermediate and regular feature updates for UI and UX so as to keep the old and new users engaged.
- Referral Bonus strategy to improve the new user traffic.

Pre-Release Quality Improvement Strategy:
- A Quality Assurance Team should be made for the Functional, UI/UX and Security Testing of every product to be released in the future.
- A Test Case document should be made covering all the scenarios for the product usage during the Planning phase.
- The product should be tested for AD HOC or Exploratory testing (beta testing) to the traditional gaming users before the initial release, to gain feedback which will be helpful for future builds and releases.

Goals to Measure the Success:
Before Release:
- Project Timeline (To verify if the project was completed as per the initial schedule).
- Budget and cost of the execution of the product.
- Bug management and reports to check the stability of the initial build.
- Quality of the product developed.

After Release:
- User retention reports to determine regular user count.
- Product downloads and newly enrolled user reports.
- Monetisation report (Premium user) - Number of users subscribing for paid features.
- User feedback and reviews.

Potential Risks leading to Failure:
- Marketing of the product to the wrong audience.
- Failing to properly understand consumer's gaming experience requirements.
- Incorrect/High pricing of the product.
- Security issues leading to attack on the product due to viruses or malwares.
- Prolonged development or delayed market entry

References:
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