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# Cloudflare Workers for Gaming -- Product Management Summary

## Introduction

Many clients and consumers looking for online security and performance services look to Cloudflare, and it is accordingly important for Cloudflare to understand the perspectives and operations of those clients and consumers. In the process of branching out towards a digital gaming market, research is essential to developing an inclusive and effective product.

## Market Research Plans

My market research plan would be centered on researching the requirements of both small-scale and large-scale companies, analyzing the available competitors to Cloudflare Workers for Gaming, and developing quick strategies to maximize the support and operations of their architecture, systems and overall goals and prospects.

In particular, highlighting the different aspects of customization available to clients will be important to supporting their operations. To best cater to their needs, an extensive market research plan would be done in the first month towards gauging the basic requirements that clients prefer, ranging from large video game production companies to smaller web-based clients. In the words of Raf Mertens, the founder of CrazyGames who turned to Cloudflare for his site's needs, "website reliability and speed are very important for ensuring [an] amazing experience". While Cloudflare can support clients with security and performance, Workers provides an even bigger boon in the form of customization. The versatility that Cloudflare Workers brings to the gaming table is important to market and help realize; clients can write and utilize Cloudflare Workers and Service Workers in an effort to address individual security & performance issues or projects for themselves. This is a powerful way for a client to customize smaller issues, and should be a key point at the forefront of the product.

In the gaming industry, for example, customer support and technical support are two critical aspects of any gaming website, and reducing load times and stress on those sites while also allowing them to customize how to do so is an aspect of customization that would be sought-after. Another problem prevalent in the gaming industry is account security and authorization/authentication. Providing custom ways for a client developer to write authentication could make it easier on users to play a game and not have to go through the standard begrudging process of finding and verifying their password, for example. Extensive research would be done on the best ways to provide support in building a platform for those developers to use Cloudflare services for their goals.

## Product Components & Modifications

Cloudflare Workers for Gaming would benefit best from a client-based service that provides support, information and tools to its clients, as well as doubling as a gaming service itself.

As previously noted, the issues of customization, reliability, speed (latency) and support are critical to clients in the gaming industry. Constructing a platform or API for clients to interact with is important to gauge the full scope of these factors and to allow companies and clients to track their uptime and downtime, their server status, the databases for their products and other items of interest such as statistics and analytics. This would not only be an effective tool for Cloudflare's clients but also for Cloudflare, as the front-end would be a client-based launcher for its own gaming service. Work would be necessary to adapt towards managing databases and analytics, but Cloudflare and Cloudflare Workers' would already eliminate a decent amount of front-end and UX issues such as latency and reliability.

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## Pre-Release Quality Control

The three primary categories I would appraise this new system from, speaking from user experience using gaming clients and launchers such as the Steam and Riot launchers, are technical consistency & reliability, performance and ease of user experience.

There are multiple ways of ensuring quality for this new client that also tie into existing quality control principles within Cloudflare itself. Surveys and questionnaires among clients and users, taken from beta testing, will help to gauge the user experience of the client. Tracking the outages and crashes and sending detailed crash reports and server analytics would help ensure that the client is stable and running in its final iteration.

## Measuring Product Goals

The primary goal would be to demonstrate the security, reliability and UX impact of the client's tools (including the customization capabilities available in Cloudflare Workers) towards a broader market. Diversifying and appealing to both smaller-scale and large clients would help to show the adaptability of the service. Ideally, we would attract these clients and provide them with detailed server support, analytics, low latency and a range of customization options and subsequently measure their satisfaction with these services through questionnaires, as well as analyzing how and how often they tool the services available in the client.

## Risks of Cloudflare Workers for Gaming

One of the biggest risks with this is carving out a niche in an already relatively stable industry. If the client does not perform as planned, the technical resources can't be supported, or a client experience goes poorly, it may make it difficult to attract and convince other clients towards using Cloudflare Workers for Gaming. Ultimately, the UX perspective of using the product is critical, and having a clean and satisfying UX would be important when dealing with large amounts of data and information. Another concern is highlighting when and how to use the tools and analytics in the client, so that the consumer doesn't feel like they only benefit from certain parts of the entire product.