

Introduction

Video gaming is a multibillion dollar industry. As of 2014, it was recorded that 1.82 billion people participate in video games world wide, and this number is continuously on the rise. Discovery as a game developer can be a bit hard. Statistics show 73.1% of game developers see competition as the largest threat to their game business. Big game companies, like EA Sport, use their own in house game engine and have the adequate resources to build and produce their own video games, but many independent video game developers are left out due to several challenges.

Challenges associated with independent developers

- Lack of Resources
- Training
- Technology Gap
- Latency
- Down Time
- Scalability
- Marketing
- Funding
- Working Remotely

Approach to getting Game Developers to Adopt Cloudflare Workers

Solutions

- Offering Cloudflare Workers to Video Gamer Incubators
- Creating an informative YouTube channel series on how to incorporate the product
- Creating a Cloudflare Gaming Engine

As mentioned above, companies like EA Sports use their own in house game engine and already have adequate resources to build and produce their own video games. Since they have already built trust in their own products, getting such companies to adopt Cloudflare Workers may not be an effective marketing strategy. On the other hand, video game incubators seek to give game developers time, space, guidance, and resources to maximize their opportunities for commercial success, and therefore marketing Cloudflare Workers to these organizations may be a more effective approach.

Youtube videos are one of the most influential factors on game purchase decisions. Along with offering Cloudflare Workers, creating a series on Youtube to inform game developers on how to use Cloudflare Workers and on the various features of Cloudflare Game Engine is a great way to spark the interest of game incubators and developers.

Market Research Plan

In order to fully understand the audience, 6 weeks will be dedicated to thoroughly learning about the game development market. The following is a market research plan

| Market Research Plan | |
|------------------------------|---|
| Core Problem | Getting game incubators to adopt Cloudflare Workers and Cloudflare Game Engine |
| Research Objectives | <div>Quantitative</div> <ul style="list-style-type: none">• Market size• Demographic picture <div>Qualitative</div> <ul style="list-style-type: none">• Identify top gaming incubators• Identify game engine capabilities that game developers desire• Identify current technology used• Identify needs of the organization |
| Data Collection Methods | <ul style="list-style-type: none">• Surveys• Personal Interviews• Field Trials - Offer cloudflare as a trial |
| Resources | <div>Data collection tools</div> <ul style="list-style-type: none">• Proved - Tool to help test ideas with your target audience• Social Mention - Real-time social media engine to help understand what prospective customers are buzzing on line about• Amazon Web Services - Data analytics |
| Analysis Plan | <ul style="list-style-type: none">• Study relationships between video game incubators |
| Interpretation and Reporting | <ul style="list-style-type: none">• Create report that lays out significant results, key findings, and recommendations |

Methods for Quality Improvement

Before the product is released, there will be several functional and nonfunctional tests that will be conducted

- Functional Test - Ensure that requirements set for building the engine are met
 - Unit Testing - Ensure that each unit of the cloud engine
 - Integration Testing - Combine individual units and conduct group testing
 - System Testing - Functionality of entire game engine
 - Acceptance Testing - Ensure the compliance with original business criteria
- Non-Functional
 - Performance Testing - Determine how an application behaves under certain condition
 - Security Testing - Test to ensure that information and data system is protected
 - Usability Testing - Measure ease of use of the game engine paired with the Youtube series
 - Compatibility Testing - Test how will the application work unders certain environments

Product Goals

To ensure that the goals set are met, The HEART Framework designed by Kerry Rodden will be applied. Applying this model will ensure that the new product and resources created are providing users with the best experience. These metrics will then be evaluated and used to further improve the product.

| HEART Framework | Goal | Signals | Metrics |
|---|--|---|---|
| Happiness Quality of user experience measurement | Ensure needs of game incubators are met | Satisfaction customer rating | Net Promoter Score (NPS) Customer Satisfaction Score (CSAT) |
| Engagement Frequency, intensity, or depth of interaction over a given time frame Level of user involvement | Ensure that game incubators are using Cloudflare Workers, Cloudflare Game Engine, and engaging in Youtube series | Daily, weekly, and monthly usage | Daily Active Users (DAU) Weekly Active Users (WAU) Monthly Active Users (MAU) |
| Adoption How many new users a product (or an updated feature) gets in a defined time period | Ensure game incubators are adopting Cloudflare Workers, Cloudflare Game Engine, and engaging in the Youtube series | New Users per month, year, percentage of incubators | Download Rate (DR) Registration Rate (RR) Youtube Views |
| Retention How many users stick | Ensure users continue to use the provided resource | Staying active, repeat purchases and subscription | Customer Churn Rate (CCR) Customer Retention Rate (CRR) Subscription Renewal Rate (SRR) |
| Task Success Efficiency, effectiveness and error rate | Ensure that users are able to start and complete tasks | Successful completion based on user study | Customer Effort Score (CES) Search Exit Rate (SER) Crash Rate (CR) |

Risk

A few risk associated with our proposed plan include the following:

- Creating Cloudflare Game Engine
 - Unreal, Unity, and Game Maker are currently the most popular engines. Game Incubators might be a bit apprehensive to switch to a new game engine if they already trust and use certain products.
- Requirements
 - Cloudflare Game Engine has to meet the basic requirements of a game engine and include new features to entice gaming incubators and game developers.
- Budget Estimation
 - In the event that the scope of the project increases, the budget required for the project will also increase.