

Cloudflare Internship Application: Product Management

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Thesis:

- A product on Cloudflare Workers that can help with advertising and communication in the gaming industry.
- This program will automatically write posts on various sites such as Wordpress, Medium, Blogger, Reddit, Discord, etc.
- The blog posts will contain information about the video game the user is trying to make.
- The blog posts will also include a feature where people can respond with feedback.

Hypothesis:

- Ideally this will be a widely used platform by both small game developers such as Facepunch Studios and eventually even large game developers such as Zynga.

Plans:

- The goal of this product is to target smaller game developers so that they can expand the number of users for their game. This can also help game developers see where their game is falling short and help them add new features for the next release.
- Research the type of platforms that most gamers use and publish posts on those websites.
- Currently, the more used website that has the most reach to gamers is Reddit.

Methods:

- Improvements that could be made to this product could be to expand the program to write posts on different platforms.
- This will require research on what gamers use to find new games.
- This can be periodically updated even after the first version of this product is released.

Goals:

- The way to measure success for this application can be through quantitative and qualitative measures:
 - Qualitative: Game developers that use this application can submit a short survey that can give feedback on this product.
 - Quantitative: We can look at the metrics of how many developers use this application everyday. Can monitor this data to see if it grows everyday.

Risks:

- One risk that could cause this product to fail is lack of awareness.
- Also, if there are not enough posts published then this product will be ineffective.