Market Research and Department Breakdown for a Cloud Gaming Project (Intel)

Market Research

Target customers and lead customer

The types of customers that would primarily be interested in this idea are gamers. We will use interviews and focus groups to get the relevant data we need regarding our customers.

The first customer type includes casual gamers. These are users who play games as a recreational hobby and don't invest a lot of time into gaming and it is more of a hobby. Because they don't have such an attachment to gaming, they won't have such a high budget for investing in the necessary hardware, but still want to enjoy a similar gaming experience. Our proposition, therefore, allows them to do so. They will be motivated to buy into our idea as it will be a cost-effective option for them and will allow them to experience the world of gaming on a casual basis without too much investment into expensive hardware. Furthermore, casual gamers may not have the technical knowledge in terms of setting and installing different games, as well as setting up the necessary idea. They also won't have to worry about any updates that they need to make to the software to play those games as they are all run on the server. This idea therefore makes it convenient for them as they don't have to worry about setting up the whole environment, they can play the game immediately through an internet connection.

The second customer type includes gamers who are on the go. These can include people who for e.g. travel regularly due to their work but still want to game whilst on long journeys or while they are off site. If they are constantly on the go, the idea of buying expensive gaming equipment and taking it with them everywhere they go is impractical as it can be stolen or broken. Therefore this will give them the interest and motivation to buy into our idea as they can play their favourite games on any device, and they can choose what device to take with them on their travels based on what's most convenient for them.

The third customer type who would be interested in our idea are multiplayer gamers. These are gamers who play specifically online games with e.g. their friends or with other players world-wide. Generally, different players will have device types for a particular game which can lead to differences in terms of performance with some of the gamers being at a disadvantage if their device is not as good. However, with this idea, all players can simply connect to our cloud gaming service and play with different players online. Cloud gaming makes it very easy to facilitate social features which can allow players to connect with each other to play and socialise online in a high performing/quality setting. This therefore will motivate and interest gamers who are keen on the social aspect of cloud gaming with connecting and playing with other gamers online.

Our lead customers are those who will be the first to adopt our service and provide valuable feedback and contribute to the overall product development process. These customers will give us insights as to how our proposition will be received by the marketplace. Our lead customer will be gaming influencers. These are individuals with large followings who generally play games professionally whilst posting their experiences online. They are very experienced when it comes to

games as they generally tried a variety of games/gaming services from different companies. This therefore makes their feedback valuable as they can compare our proposition with other competing ideas and we will be able to improve our services accordingly. The influencers that we use as lead customers should ideally have some experience around cloud gaming so that their feedback is more valuable and they can compare our product to their previous experiences and comment on things such as the user interface, graphics, performance which requires an element of technical knowhow.

Another reason why influencers would be a good example of a lead customer for our idea is because due to their large following, if they like our idea and share it with their fanbases, this can generate a lot of interest for our idea which could then lead to more sales. Therefore not only does using influences help with the product development process, but also helps with the marketing. We will be offering them incentives in return for their feedback and expertise including exclusive early access to the service or monetary compensation. We believe this is an investment to be able to push our service out there and gain traction which will later result in more sales.

Description of the Department

Our department within Intel is capable of carrying out this R&D due to the expertise that they have within the cloud, software, hardware as well as partnerships that they have with companies that produce gaming that they can then leverage to get into cloud gaming. Specialising in processors, graphics cards, Intel is one of the leading companies when it comes to providing high performing hardware. Intel has also been heavily invested in cloud technologies including openstack and Docker. This has increased their expertise in the cloud industry, and when combined with their strong software engineering team this puts them in a great position to be able to carry out the relevant R&D to make this proposition a success.

Below are the team members we have assembled with a particular skill set that will be needed:

Harry Pooni will be working as our Cloud infrastructure Specialist, with over 10 years of experience at Intel his expertise will be crucial in the development of the cloud infrastructure and servers.

Louis Holdsworth will be the Software Engineer with over 8 years of experience as a Cloud software Engineer at Google he will be able to use his expertise to develop the software that the servers will be running.

Amira Maruf, who currently has 5 years experience at Intel working as a lead designer on previous projects, will be leveraging her experience to make sure all user interfaces are designed at a high quality and are in compliance with Intel's internal design system and brand.

Oliver Hamilton will be the product manager, who has 7 years experience at intel overseeing developments of numerous products.

Gessica Mazzotta will be our marketing Consultant with previous marketing experience at facebook as well as 4 years here at Intel, her expertise will be crucial in monitoring communications and analysing market research results.

Conclusion

As technology continues to grow within our society, it is important for Intel to continue to diversify in order to stay competitive as a market leader. With the idea of cloud gaming growing and becoming more popular, this field of technology is a great way for Intel to expand its customer base, diversify their portfolio and solve a demand within the gaming industry. Through our 4 phase process, from concept development to testing and refinement, we plan to implement cloud gaming into Intel's portfolio and create an environment that caters to a greater variety of people for a significantly lower cost.

* This was my portion (as part of a team of 4) of a larger Report for this project which included the Introductory Mission Statement, Strategic Fit, Strategic Hierarchy, PESTEL Analysis, Technical Details (including objectives and all development phases), Market Research and Conclusions.