

Cloudflare Workers for Gaming

- **Plans to Learn About Market Needs**

Learning about what game developers need will pave the way to building Cloudflare Workers for Gaming. We know for a fact that gamers and developers spend a majority of their time on the internet. By going through online game development forums like StackOverflow and Reddit, we can learn common issues faced in game development. Conducting online surveys will also help with market research. A good way to get developers to do our surveys is providing access to Cloudflare services that extend beyond the free 100,000 requests. For a more in depth personal experience, we can attend gaming conventions like E3. This will allow us to have in person interviews with professionals in the game development industry to better understand how they think, what they need, and the problems they are trying to solve.

- **Product Changes or Additions**

Game development relies on using gaming engines such as Unity or Godot to build 2D/3D games. Other tools such as Adobe's Creative Cloud are important for creating front end design. Cloudflare is great with handling scripts of code but also having the capability to handle gaming engines and visual designs would be very valuable. Having a single source where frontend and backend developers can deploy their work to numerous data centers will help with providing quicker updates for the user. Most gaming developers prefer building the game, not maintaining servers. With Cloudflares ~15 second deployment time, developers will be able to enjoy an immediate response to their work, without the difficulties of server management while having all their work in one organized environment.

- **Methods for Improving Quality**

Testing a product is crucial in improving quality. In many development styles, constant and frequent testing greatly improves the quality of a product before release. With each step of development, we must test each individual component of our offering to make sure it is functioning as expected. Furthermore, we must make sure each component is compatible with other functionalities and extensions. Unit testing and integration testing are common practices in any kind of software development. It confirms our expected results and helps prevent malfunctions in our service in the future. Following these procedures in detail repeatedly will ensure we are delivering a quality product on time.

- **Measure Success**

To measure success, we must be able to collect data and analyse it. Important figures we want to measure include: number of users, activity time, and revenue. If we plot our data,

we would want our graph to be increasing exponentially. Growth will be slow at the beginning, but if we maintain a quality product, developers will catch on to our product and greatly increase the number of users, activity time, and revenue. The main key is to have a quality product, great marketing, and with Cloudflare's brand of providing great service, this exponential growth will be obtainable.

- **Risks Leading to Failure**

There are many risks but the greatest one is releasing a poorly constructed product/service. Word of mouth spreads quickly. Having a bad release at the beginning of this venture into gaming will be detrimental to the company. First impressions are crucial, so we must make sure the first release of Cloudflare Workers for Gaming is perfect in order to not tarnish Cloudflare's reputation. Another risk is poor time management. As stated, gaming and development moves quickly. Without quick development and progress, our services will soon be outdated or overtaken by another competitor. Lastly, we need a team of developers with the proper skillset to lead Cloudflare Workers for Gaming. In order to make sure we have the skills to take on this offering, our team must have experienced developers to lead. Preferably, game developers with 5-10+ years in the field that understand the needs and difficulties of the field, and most importantly, are also kind humble individuals. By following all these precautions, we can do our best to minimize risk of failure.