

Vanessa Tillemans

Product Manager Intern

📍 Wichita, KS, USA ✉ vtillemans@gmail.com 📞 (316) 833-2248 in vanessa-tillemans
➡ <https://vtillemans.github.io/Portfolio>

User Story

Liam Page, an 18-year-old from Saint Augustine, Louisiana, has been an active gamer for 10 years. He recently built his own game with Unreal Engine [🔗](#), and will soon be launching it to Steam [🔗](#).

His game, inspired by the movie *Angel Has Fallen* [🔗](#), is a first-person shooter game where players either play as terrorists or counter-terrorists trying to stop each other.

Liam needs a dedicated server with excellent load time, bandwidth, and and at least 99.9% uptime guarantee (industry standard) with strong, enhanced security features (e.g. DDoS protection). In addition to voice overs, he wants preconfigured resources and one-click installs of modules.

Thesis

Game developers want an affordable, secure, performance-driven dedicated server with minimal installation and maintenance. Developers will be able to rent servers closest to their location, for the lowest latency. If we ship a global, intuitive tier of plans (with a free one-month, 500 hours per month, trial period) to meet their needs, usage levels and revenue will increase and improve.

Vision

Cloudflare Workers for Gaming will protect games from hackers and pranksters, make their games run faster and more efficiently while ensuring that they work optimally on players' computers, phones, or tablets.

Summary

Plans to Learn More About the Market & Its Needs

- Reach out to existing customers to conduct initial user research and feedback.
- Build the roadmap with quarterly brainstorm meetings to determine our MVP (Minimum Viable Product).
- Establish MCS (Minimum Criteria for Success).
- Interview potential customers from Forums, Gaming Communities, Social Media, etc.
- Reach out to our competition's users to conduct interviews. Contenders are Vultr [🔗](#) (offers monthly subscriptions with increasing SSD and bandwidth) and Server Mania [🔗](#) (provides unmetered bandwidth). We want to be at par or better.

Product Changes or Additions That Might Be Valuable

Game-plan for the Next Iteration

- Plan for improvement with the entire team - Game Play Space ☑ or Game CoLab Incubator ☑ connect teams of game developers with area specific advisors to increase chance of success. Our platform can be a place to host their game as well as a development community so that their game succeeds in the market.
- Constant Prioritization and Testing - studying our main user group: male game developers between ages 18-30. Prioritize usage demands based on this group.
- Offer a free trial, monthly subscription, 6-month subscription, and yearly subscription; 6-month and yearly signups can offer discounts for user long-term commitment.

Methods For Improving Quality of Offering Before Release

Helping the team only matters if we can ship the product to users

- Using the concept of dogfooding, we use our existing active user base as well as our employees to test the product so we can improve quality before release.
- Launch a beta version in small increments (0-10 users, 10-20 users, etc), rather than do a full launch. Invite top-tier users and potential users the opportunity to use the product for their valuable feedback and testimonials.
 - Beta release allows for a controlled feedback loop which would largely be unscalable with the full release of the program.

Goals to Measure the Success of Product

HEART Framework for Metrics

- Happiness - Success translates to happy, paying customers. Look at the number of people who sign up for a trial and then convert to one of our paid plans.
- Engagement - daily (DAU) / weekly (WAU) / monthly (MAU) active users.
- Adoption - Maximize # of people who subscribe to at least the minimum tier available.
- Retention - When and why are users abandoning the product?
- Task Success - Minimize # of cancellations (people that use our service and then leave). Maximize # of users that successfully complete and continue the 6-month and yearly subscription.

Risks Which Might Lead to its Failure

Why this new product may fail

- Product Risk
 - An uptime guarantee is very costly, and we may not be able to deliver it.
 - There is an innate privacy and security risk that happens with servers, and our reliability must be at least 99.9% or higher.
 - We may not be able to fulfill bandwidth and load time due to a massive influx of traffic.
 - Strong competition exists in the market today.
- Customer Risk
 - Will everyone see it and understand it? Marketing must have an appropriate budget and skill set to target game developers where they hang out.
 - Are you showing users what you did or what they can do? Documentation must be in context and easy to understand.
 - Do you plan to follow up with users and non-users? Follow up with users to understand the how, why, and when it's used. Follow up with those who don't use it and understand what's stopping them.