

## CloudFare for Gaming Product Pitch

Unlike static websites or applications, the gaming industry is cruxed upon a user's experience. It doesn't matter if a game is the most brilliant creation ever made if the game isn't able to be played by the gamer who adores it.

As a result, although this is a platform for developers, it needs to be pitched from a gamer's perspective. If CloudFare can emphasize its experiential features such as the ability to protect a gamer's experience through protection against DDos attacks, or its expedited functionality with its one-of-a-kind CDN, providing unmatched gaming speeds, then it will automatically be desired by developers. If a developer knows that his/her customers will have a flawless experience then we have provided a security that not many cloud computing platforms provide. In addition, the gaming industry is heavily marketed to millennials which is a tough demographic to appeal to. I mean, it is no surprise that a study by Adobe showed that millennials scored higher than any other age group, in terms of the desire to receive instant gratification on various customer experience platforms.<sup>1</sup>

While Cloudfare Workers is great for developers, we need to think about the real allure to this platform: its ability to provide a user experience that will appeal to a millennial generation that is tough to market to. Not only will fulfilling this market need give us an edge over our competitors, but it will also attract every gaming company that is desperate to enhance the most important aspect of any video game: **the user experience**.

In terms of learning the ins and outs of the gaming market, we need to garner first-hand data regarding both the top pain points of developers and the greatest desires of the gamers who use the developers' products. While there may be data already available, most of it isn't objective or firsthand user data, which is crucial if we want to build a specific product for gaming developers. Not only do we want to measure the severity of the pain points in this market, but we also need specific metrics such as usage times or retention rates of current softwares to track customer behavior in the current market. Considering google forms' mass availability, it will be the perfect tool. In order to incentivize participants to relay their concerns via the google form surveys, a small incentive, such as cloud credits, will be given to the participants of the survey being sent out. Once the data has been collected, we will segue into real user interviews. These

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<https://www.forbes.com/sites/nicolemartin1/2019/03/26/why-millennials-have-higher-expectations-for-customer-experience-than-older-generations/#19965f1b2ec1>

are necessary in order to truly learn about the subtleties involved in the various pain points that were mentioned in the surveys. While a person may write one thing, they may be feeling something too nuanced or subtle to communicate via paper. Because of this, real user interviews are crucial in order to hit the pain point on its head when developing our product.

Once the data has been collected, we will need to improve the quality of the product prior to even the first release. While it is true that an MVP is a minimum version of any product, it shouldn't be too undefined to where a user is hindered in their perception of the product. As a result, we will make interactive mockups on either Figma Design or Adobe XD which will save hours of development time during the early stages of a product that will need many adjustments. Even though this may not portray Cloud Workers' server speed or security, it will help perfect the front- end user experience which is just as important. A key example is weebly, who realized their home screen was too complicated when testing with just a few mockups. After the interactive mockups are tested, a beta version will also be created in order to test the full functionality of the product with a small group of users. In addition, A/B tests between critical, undecided features will also be conducted in order to hone in on the most desired product. Not only will this give us an opportunity to garner real-world feedback on a new product, but it will also hedge us against the risk of releasing a flawed product to the general public. Overall, an agile development process will be brought about through the creation of a plethora of flawed iterations of this product by the time a full MVP is released to the whole market.

Regarding CloudFare's current perception, it is seen as a company that is heavily security oriented and has done a solid job with blocking even the slightest threats. While this is great, one addition that I think may be valuable to this gaming platform is to allow a bit more leeway with the security involved. Of course threats should be blocked, but gaming is an environment that is more nuanced and informal relative to information portals that CloudFare has hosted in the past. As a result, this platform needs a sweet spot of security, one where it is still better than its competitors but allows for a bit more "fooling around" from the gamers who play the game that is developed. Otherwise, it may deter many customers of the game if the guidelines are too rigid.

Overall, some **KPIs** to measure the success of this new product could include:

1. % of gaming developer's who switched from other cloud computing services
2. Retention rates of developers
3. Retention rates of the customers of the developers (gamers)
4. Engagement rates (monthly, weekly, daily)

5. Early growth comparisons with other CloudFare products
6. % of developer's who bought the platform and then actually developed on it vs those who just bought it and didn't develop
7. % of developer's who referred the platform to other colleagues