User Polling (Scale of 1-10) 12 Emotionality Simplicity Realistic 10 8 **USER EXPERIENCE**

PRESENTATION QR CODE



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STOP KILLER ROBOTS



Recycle Me!

BACKROUND

Mines Action Canada needs a short, realistic, and emotional virtual reality experience to demonstrate the dangers of autonomous weapons, in order to encourage immediate measures against their use.

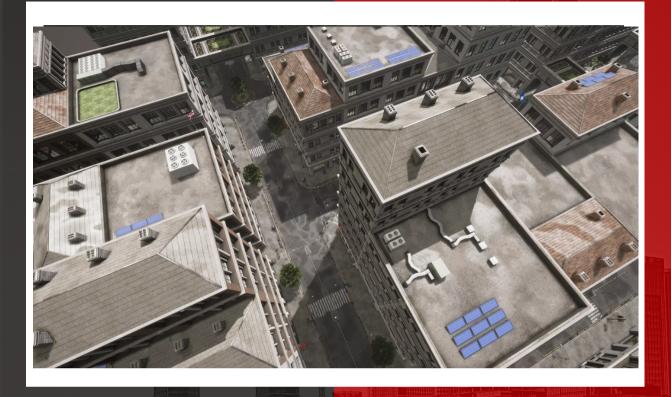
USERS: • Politicians

- The UN
- Regular Civilians

CRITERIA:

- Simple
- Realistic
- Emotional





OUR VISION

- Realistic, recognizable city environment
- Immersive yet simple storyline
- Emotionally captivating voice-over of child and father
- Subtitles for accessibility

FEATURES

- Modern technology:
 - Al confusing clothing
- Creative narration to add emotion and draw attention to changes