

Deliverable B - Needs Identification and Problem Statement

Group 14 - David Rosocha, Ben Degans, Rishabh Sharma, Marc St. Laurent, Kalen Hong

Intro

The following Document highlights all of the needs that were identified during the client meeting, along with the organization of how the needs will be adapted into the creation of our solution – and what other questions/ & research can be posed or found to improve upon our design.

Needs:

The following is a list of needs that were identified by the client during the meeting.

- A short and simple VR experience that will be put into a video format
- Focuses on the cons of having autonomous weapons
- Focus on the storytelling over intractability
- Generic location (preferably not too big and does not need to be a city)
- Focus on quality over quantity
- Do not focus on gory aspects, a bit of blood is fine
- Focus on human behavior adaptability (for instance, how they would resist attacks)
- Autonomous weapons that specifically target humans (can perfectly distinguish between humans and other living beings)
- Must emphasize the importance of regulating autonomous weapons
- The experience will focus on how autonomous weapons have affected daily life
- The main points of the experience must fit into a 1-minute video
- \$50 cost limit for buying assets
- Story must be easily understandable
- Accessible to those with sensory issues
- The problem must be clearly understood by the customer watching it
- Avoid Copyright
- Safe for parliament
- No harmful stereotypes & prejudices
- Balance emotionality with information
- Assume the audience has little knowledge of problem
- Properly represent the values of the client - do not say unrelated or incorrect opinions on behalf of the client.

Problem Statement:

Mines Action Canada requires a minute-long, impactful VR experience within a \$50 asset budget to communicate the dangers of autonomous weapons targeting human society. The solution must emphasize the client's values, and highlight the importance of regulation, all while maintaining accessibility to all potential audiences, avoiding graphic content, and ensuring a clear understanding of the issue for a broad audience with varying levels of familiarity with the problem.

Conclusion:

In conclusion, according to all research found below, the formulated problem statement and user benchmarking process provide a clear roadmap for developing Mines Action Canada's VR project on autonomous weapons. The emphasis on effective communication, impactful storytelling, while being accessible to an unknowing audience are the most importance needs to address while remaining competitive in the virtual reality landscape for this project.

5) Possible benchmarks to account for: (Refer to links for examples of research)

- Existing VR Experiences, especially on [MakerRepo](#)
Analyze user feedback on VR simulations addressing social issues for insights
- How Educational VR Content could be
Evaluate educational [VR projects](#) to understand effective information delivery.
- How Effective Advocacy and Awareness Campaigns are in VR:
Study VR projects associated with advocacy to gauge emotional impact and messaging. ([Example](#))
- Cost-Effective VR Projects:
Analyze budget-friendly VR projects to learn strategies for staying within limits. ([Avg: \\$50-250](#))
- Virtual Storytelling Best Practices:
Study successful virtual storytelling projects for insights on narrative structure. ([10 Examples](#))

6) Problems/questions that need clarification in the future

- Any preferences regarding the style of storytelling (e.g., narrative approach, interactive elements)? ([Communication](#))
- What other logistics do we need to account for? ([Logistics](#))
- Clarifications on the client's stance regarding controversial aspects related to autonomous weapons. For instance, is it allowed for us to showcase how robots may act on: race, culture, and sex? Or is that too offensive? ([Inoffensive](#))
- Will the money in the budget be provided or is it a constraint for personal expenditures? And if it is the former, can we contribute more of our own money into the budget if we fear we may exceed budget? ([Logistics](#))
- Can we play on the audience's emotion of fear to a great extent in the video? ([Communication](#))
- Can the video be less than a minute long? ([Logistics](#))

Organized Groups/Priority:

Grouping:	Needs to Address	Importance
Accessibility <i>Addressing audience</i>	<ul style="list-style-type: none"> ● Accessible to those with sensory issues ● Assume little knowledge of the problem 	2
Inoffensive <i>Be politically correct</i>	<ul style="list-style-type: none"> ● No harmful stereotypes & prejudices – must be safe for parliament ● Do not focus on gory aspects, a bit of blood is fine 	3
Story <i>Engages the audience & conveys the message</i>	<ul style="list-style-type: none"> ● The story will focus on how autonomous weapons have affected daily life ● Focus on the storytelling over intractability & Story must be understandable ● Focus on quality over quantity, & story must be easily understandable ● Autonomous weapons that specifically target humans (can perfectly distinguish between humans and other living beings) 	4
Logistics <i>Follow group restrictions</i>	<ul style="list-style-type: none"> ● A short and simple VR experience that fits into a 1-minute video ● \$50 cost limit for buying assets & avoid copyright ● Focuses on the cons of having autonomous weapons ● Generic location (preferably not too big and does not need to be a city) 	5
Communication <i>Persuade audience</i>	<ul style="list-style-type: none"> ● Must emphasize the importance of regulating autonomous weapons ● Focus on human behavior adaptability (for instance, how they would resist attacks) ● Balance emotionality with information ● Properly represent the values of the client in the video ● The problem must be clearly understood by the customer watching it 	5