**Project Deliverable B - Group 5**

**Empathize: Client Needs & Problem Statement**

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Noor Trigui 300350022

Ava Butts 300350306

Luca Chayer 300375838

Dev de Haan-Sharma 300339994

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### Introduction

 Mines Actions Canada is the leading humanitarian disarmament organization in Canada. Their goal is to advocate, research and engage the youth in social justice. The goal of this project is to raise awareness on the devastating effects of autonomous weapons on societies throughout the world and to those who are against the idea of banning these devices. Our client is Mines Actions Canada however, they are not our customer. The United Nations, weapon manufacturers, defense and security theorists and policy makers are the customers we are attending to as we want to evoke emotions of concern, hope, and fear whilst convincing them to preemptively ban autonomous robots.

### Problem Statement

Mines Actions Canada wants to convince policy decision makers to preemptively ban autonomous robots by showcasing, through a curated VR experience, the concerning and devastating effects of these weapons on society.

### Client Needs

Having previously worked on the ban of nuclear weapons, cluster munition, and explosive weapons, Mines Actions Canada had valuable data and experience concerning the possibility of preemptively banning autonomous killer robots. After the first discussion, the client needs could be synthesized into the following categories:

#### Design Specifications

* Create a VR curated experience that convinces policy decision makers to preemptively ban autonomous killer robots
* 30-60 seconds in length
* Final product runs smooth enough to be convincing

#### Content Specifications

* Address 2-3 specific concerns in the VR
	+ Digital dehumanization
	+ Inability to abide by humanitarian law
	+ Technological failures and hacking
	+ Bias & morality
	+ Arms race and diversion of resources

#### Overall Impact

* Simplicity is key: VR should mostly center around how the landscape/community changes after exposure to autonomous killer robots
* The message of the video should balance concern and hope
* Final product is captivating to a variety of audiences

#### Prioritization of Needs

| Priority Number | Client need category  | Importance (scale of 1-5) |
| --- | --- | --- |
| 1 | Create a VR curated experience that convinces policy makers | 5 |
| 2 | Conveys the message of concern but hope  | 5 |
| 3 | Addresses 2-3 specific concerns  | 4 |
| 4 | Simplicity VR should show how civilian lives have changed because of robots.  | 4 |
| 5 | 30-60 seconds | 4 |
| 6 | Final product is captivating to a variety of audiences | 3 |
| 7 | Final product runs smooth enough to be convincing  | 2 |

### Benchmarking

Our benchmarking centered around the question of what makes a convincing video. We researched the effectiveness of political advertisements as political ads. Political ads and our final product are both short videos that aim to convince the public and policy makers to support a political cause so it seemed reasonable to compare the two. Our benchmarking uncovered some surprising results. First we learned from the PNAS journal that video is not much more of a convincing medium than text. The PNAS journal also says that video is more believable than text but is not markedly more convincing. These findings were echoed by our second source, the YaleNews article. In this article we found that political ads only change the public's perception of a candidate by 1%. This article told us that the only major advantage of political advertisements is to get the politicians' names out there. Our benchmarking tells us that our final product might not be able to convince policy makers or the public but instead can create a buzz around the issue of killer robots.

### Conclusion

### Mines Action Canada wants a preemptive ban on autonomous killer robots. Part of their plan to achieve this goal is to convince policy makers and the public that autonomous killer robots are a danger to society with a curated VR experience. This VR experience will show how autonomous killer robots will make the world more dangerous and less enjoyable for the general public. This experience must be captivating, easily consumable and convey the message that a world with killer robots is not a world we want to live in.

References

Wittenberg, C. (2021). The (minimal) persuasive advantage of political video over text. PNAS, 118(47). <https://doi.org/10.1073/pnas.2114388118>

Cummings, M. (2020, September 2). Political ads have little persuasive power. YaleNews. Retrieved September 30, 2023, from https://news.yale.edu/2020/09/02/political-ads-have-little-persuasive-power

### Wrike Link

<https://www.wrike.com/open.htm?id=1221673295>