

## Needs:

- No blood or violence, mainly focusing on the aftermath of robots being deployed, showing the impact of these on the world.
- Show the daily lives of "civilians" if robots are released.
- Specifically, they want a video of the 3d world, not an interactive world itself.
- Environmental impact of these robots, what they might change
- The decision makers are mostly UN representatives, politicians, military people, and some engineers.
- Want simplicity to create ease while developing the experience, but also so decision makers understand the scenario.
- The experience should not be super futuristic but in a near future, recognizable environment. It should also appear destructive and war-like.
- Target emotion is uneasy, rather than straight fear.
- More focused on saving lives than killing others.
- Focus less on the robot, more on the ai.
- Decisions should be made by humans
- Video needs to be short, 30 to 60 sec
- Show what a logistical vs a rational decision looks like
- Minimize complex structures
- Show that robots helping us is ok
- Show how easy it is to make a bad decision in the heat of the moment
- An emphasis on accountability and how that's lost with ai
- A foreign but recognisable landscape

What is shown

How it is shown

How it's made

Who sees it

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The most important things on this list are highlighted in green, what is shown in our video. This is the main focus of our video; on how everyday life could be changed, how the environment can change and how soon all of this can happen. The next most important thing is who we make this for, as the video should appeal to its intended audience. How it's made is also very important, preferences on what format and how long is always important to consider. Lastly, I put a question as the last topic because I felt as if this sort of information would not be something that's put in the video, but maybe just a thing or two to keep in mind.

Problem statement:

Our client wants a short and simple video that can convince UN representatives that ai driven war robots are bad, and it must be suitable for all ages and easy to understand.