

Project Deliverable B

Need Identification and Problem Statement

This document outlines the needs of Mines Action Canada regarding their goal to educate the population, as well as politicians and policymakers, on the implications of autonomous weapons (followingly mentioned as AW). Our team has been hired to create a one-minute video to fulfill their needs. Further, reviews and comments of users on similar products are analyzed to gain insight for better benchmarking.

Problem Statement

Mines Action Canada needs a one-minute video using virtual reality to educate viewers about the dangers, moral and ethical concerns of AW, and to convince policymakers and legislators that AW are a real issue that requires attention. The video needs to be clear and simple in message and production, as well as appealing to the emotions, while remaining informative.

Needs

Satisfying the need is:

5 critical 4 highly desirable 3 nice but not necessary 2 not important 1 undesirable

<i>Needs</i>	<i>Category of importance/ Justification</i>
<i>Video style and content</i>	
Narrative and Storytelling	
Storytelling, create a moving video that appeals to user’s empathy	5 - Also fundamental, to encourage decision-makers to issue its ban.
Showcase how civilians adapt to AW to protect themselves.	3 - Primary focus is showing how AW can be nefarious and the consequences are a disaster. Showing how humans adapt themselves in these conditions tones down the effect of AW.
Show downfalls and threats of AW (client identified this as top priority)	5 - Highlighting the cons of AW can further balance the verdict towards its ban.
Viewers Emotional Engagement / Sensitivity of content	
Provoke feeling in user: not rage, but fear, inspiration ... feelings cause action.	4 - Important, a significant reaction can bring positive change.
Be aware of inclusivity, no overly graphic material, no traumatizing content, no epilepsy triggers	5 - Highly important, everyone should be able to watch the video without being traumatized or triggered. This ensures that the message is well portrayed and well received.
Balance between being informative and provoking emotional reactions	4 - Essential since understanding and empathy have a direct correlation. The message needs to be understood for people to express their feelings.
<i>Message and communication</i>	
Clarity of the message	
Make politicians/decision-makers understand that this is not a theoretical problem, but a real one.	5 - Significant, an enhanced comprehension of the actual issue would reshape their deliberation, increasing their awareness of potential damages.
Clear and easily understandable message – issues showcased are clear	5 - So that all people, regardless of intelligence, cultural or social level, can understand the meaning and the content of the message.
Users Knowledge Level	
Assume zero background knowledge for users.	5 - So that they can build an awareness and a good understanding of the situation without putting effort in knowing background details.

Balance between being informative and provoking emotional reactions	4 - To uphold equilibrium between cognitive information processing and emotional responsiveness, the recipient can then arrive at decisions informed by a well-balanced awareness.
Ethical and Moral Consideration	
Address ethical/moral concerns of AW (bias, liability, and explainability)	5 - AW have the potential to cause harm on a massive scale, and addressing ethical concerns is essential to prevent the indiscriminate use of lethal force.
<i>Technical aspects</i>	
Simplicity in execution	
Keep a simple environment, setup, solution, narrative. Maximum one or two sets/locations	4 - Simplicity is the best solution to clarify the importance of the discussed problem without complications in explanation.
Consider legal weapons only	5 - Utilizing legal weapons ensures strict adherence to national and international laws, promoting a framework that upholds legal standards and avoids potential legal consequences associated with the use of illicit weaponry.
Neutrality	
Keep the environment generic, no specific characteristics that identify locations, people, groups, etc. -> appeal to everyone, all social classes, all cultural/geographical backgrounds	5 - To redirect attention to the underlying problem as a humanitarian issue, emphasizing the right of all individuals, irrespective of their backgrounds, to cultivate comprehensive awareness about it.
Legal Implications	
Be mindful of copyright, video will be published online	5 - Adhering to copyright laws ensures legal compliance. No risk of facing legal actions for unauthorized use of copyrighted material.

Priorities

Creating a short narrative that highlights the need for a ban and highlights the negative effects of AW, and, aiming for impactful and straightforward storytelling while addressing ethical challenges and complying with the law.

Benchmarking

Virtual Reality as a tool for Political-Decision Making:

-VR facilitates visual storytelling, that is, triggering emotion and affect while presenting a sequence of facts. Extensive research on storytelling has shown that narratives are more persuasive than presenting a number of abstract facts ([Bullock et al., 2021](#))

Reviews: -From my point of view, it was designed very neutrally. Of course, one could have depicted a huge crash in this experience and that everything explodes and bursts into flames to evoke fear.

- P10: Yes, I find it very attractively done and I like the futuristic setting. (...) VR influenced the whole process.

- P12: There's a risk that opinion will be influenced because it's presented so well that you like it.

(<https://www.frontiersin.org/articles/10.3389/fcomm.2022.842186/full#B38>)

Conclusion

The one-minute video will serve as a powerful tool for Mines Action Canada, effectively using virtual reality to convey the urgency of addressing autonomous weapons. By combining simplicity, emotional appeal, and informative content, the video aims to influence policymakers and legislators to recognize AW as a real and significant issue that demands their attention and action.