Trapped in the Metaverse:
Here's What 24 Hours in VR Feels Like | WSJ

https://www.youtube.com/watch?v=rtLTZUaMSDQ&t=84s
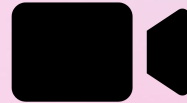
Let's set some ground rules
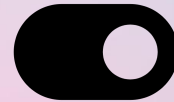
Zoom Etiquette

Stay muted

Send questions via zoom chat

Turn camera on, if possible

Turn off distractions

We may have staff coming by to take pics in breakout rooms!

Problem Lab Session 2

Vulnerability in the Seemingly Equal

May 18, 2022

This year's theme: Meet the Metaverse

A note on vulnerability & the metaverse
By Kanravee Kittayarak (Amp)
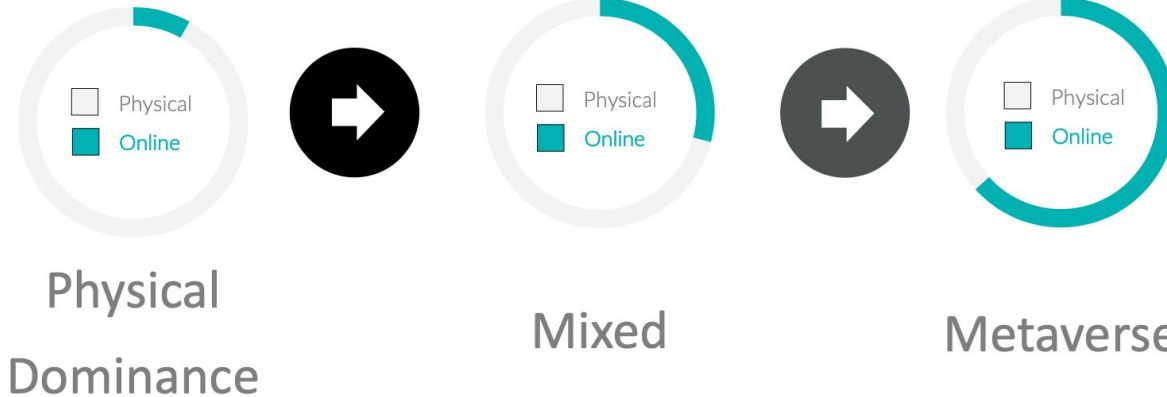
Guest Speaker
Dr. Tanwa Arpornthip

Blockchain Technical Advisor, SCB 10X
Lecturer, Prince of Songkla University, Phuket

Recap: What do we mean by Metaverse?

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Metaverse

Physical / Online

Physical Dominance → **Mixed** → **Metaverse**

"The metaverse is the moment in time where our digital life is worth more to us than our phsyical life."

Shaan Puri
Chairman, The Milk Road
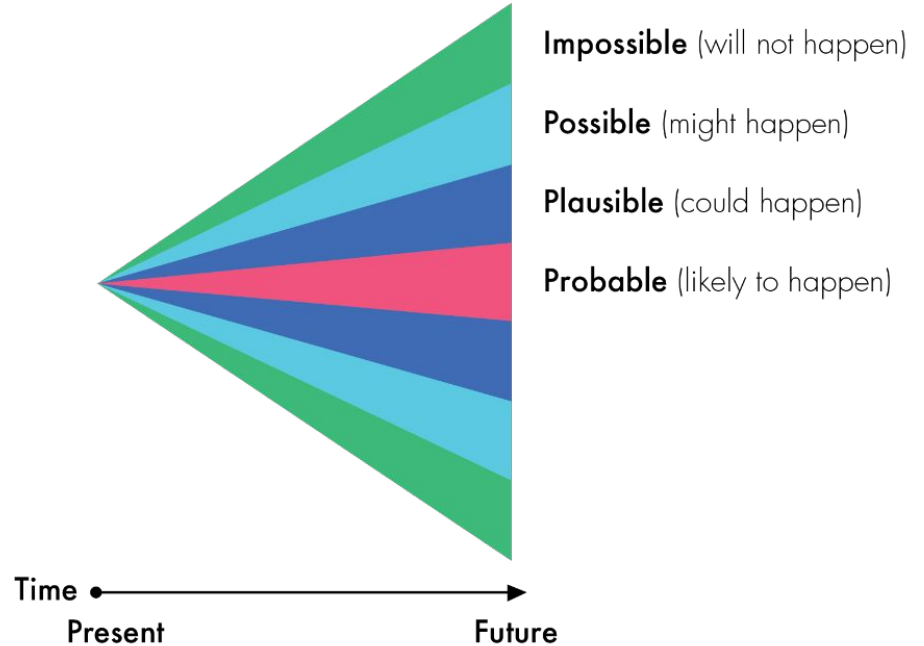
Dr. Tanwa Arpornthip

Our Approach: Strategic Foresight*

Futures thinking is a general term for a design process that explores future uncertainties.

Strategic foresight is a futures thinking method that systematically uses past and present data to

create multiple future scenarios. The key is to use these scenarios to encourage

generative conversations with stakeholders and take concrete steps, today.

The Problem Lab is only a "tasting menu" of the strategic foresight process

Impossible (will not happen)

Possible (might happen)

Plausible (could happen)

Probable (likely to happen)

Time •

Present　　　　　Future

The Futures Thinking Curriculum

Weak Signal

MIT Technology Review

HUMANS AND TECHNOLOGY

The metaverse has a groping problem already

A woman was sexually harassed on Meta's VR social media platform. She's not the first—and won't be the last.

By Tanya Basu

December 16, 2021

Meta's internal review of the incident found that the beta tester should have used a tool called "Safe Zone" that's part of a suite of safety features built into Horizon Worlds.

The question is: Whose responsibility is it to make sure users are comfortable? Meta, for example, says it gives users access to tools to keep themselves safe, effectively shifting the onus onto them.

MIT Technology Review

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HUMANS AND TECHNOLOGY

The metaverse has a groping problem already

A woman was sexually harassed on Meta's VR social media platform. She's not the first—and won't be the last.

By Tanya Basu

December 16, 2021

"I think people should keep in mind that sexual harassment has never had to be a physical thing ... It can be verbal, and yes, it can be a virtual experience as well."

- Jesse Fox, an associate professor at Ohio State University

MIT Technology Review

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Exploring Signals

"A weak signal is the first indicator of a change or an emerging issue that may become significant in the future."

- Novel
- Surprising (not always positive)
- Challenge assumptions
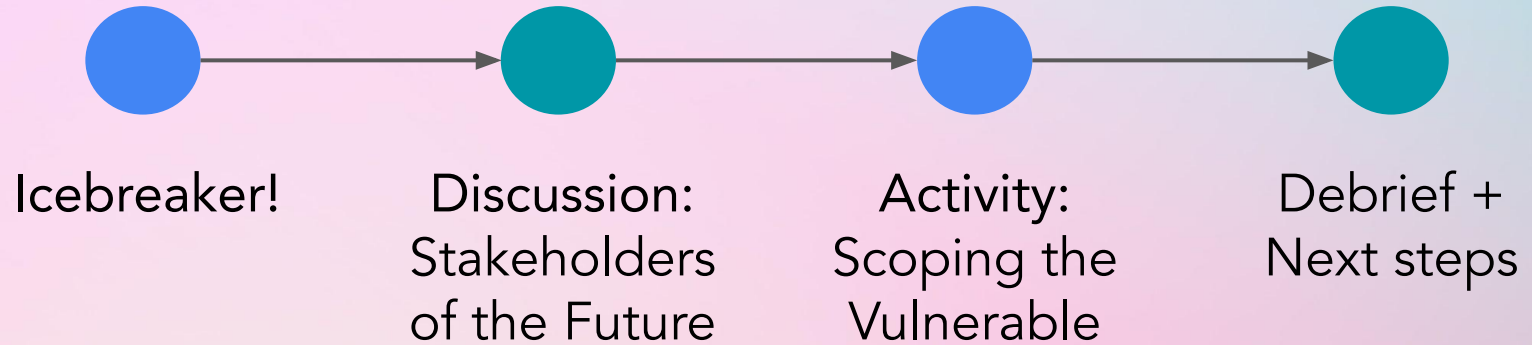- Impactful
- Need time to mature

SITRA

What signals of change did you spot on the news recently about the metaverse?

Please type in the Zoom chat!

Session 2 Agenda

Icebreaker! → Discussion: Stakeholders of the Future → Activity: Scoping the Vulnerable → Debrief + Next steps

In your teams (10 mins)

1. Introduce yourself + what interests you about the metaverse (1 min each)

2. Create a team name

What are your team names?

Please type in the Zoom chat

Discussion:
Stakeholders of the Future

A conversation with
Yuri Zaitsev

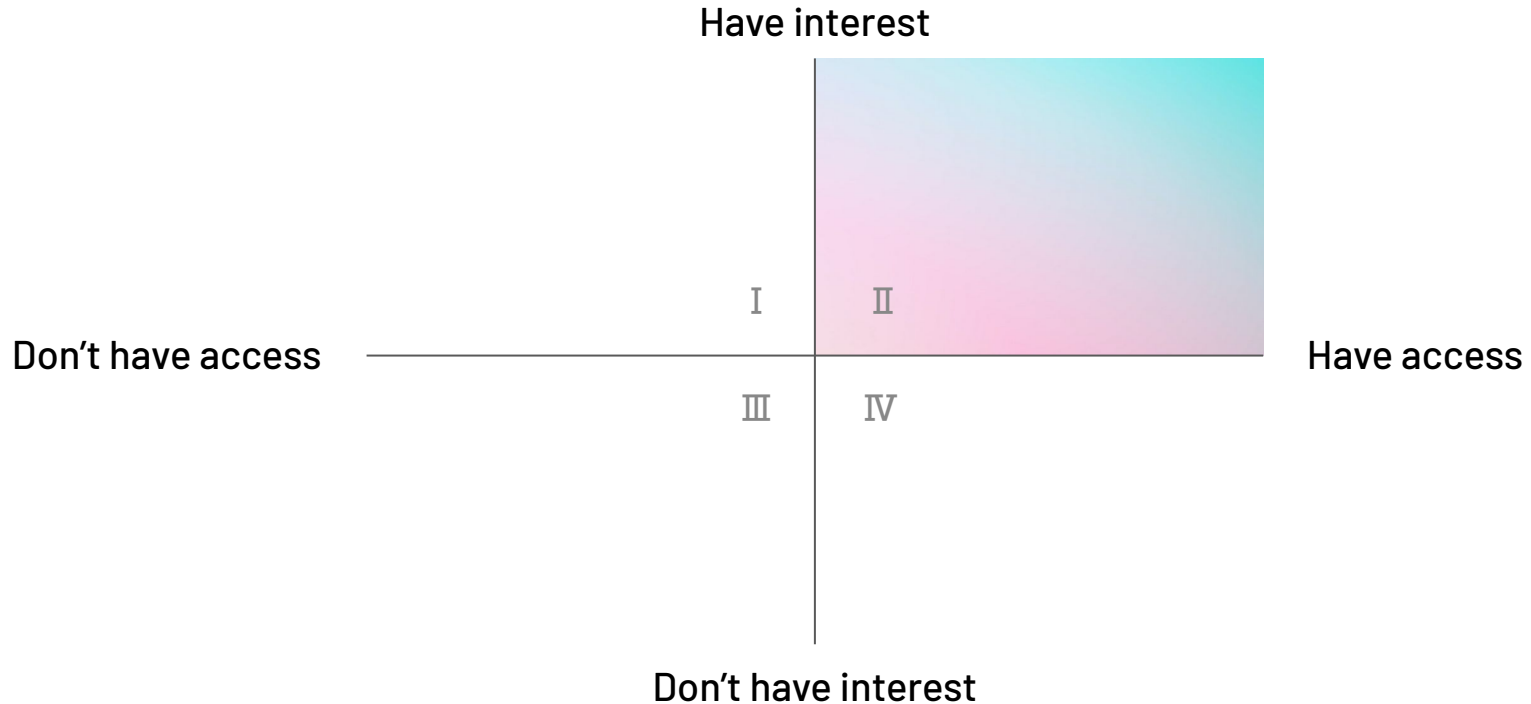Lecturer, Stanford University
Founder, YZ Design Works

To keep things easy, let's focus on people who:

Have interest in the metaverse
+
Have access to it

We could work with any of these quadrants - but today we are going to focus on Ⅱ.

Have interest

Ⅰ   Ⅱ

Don't have access   Have access

Ⅲ   Ⅳ

Don't have interest

If the Metaverse was a **MOVIE PREMIERE**, these would be the fans. How are they vulnerable?

Have interest

Paparazzi waiting outside trying hard to get a glimpse at the action

The fans who are in the audience along with the actors and directors

Don't have access

Have access

People who are reading a book at home. They might watch this movie years from now

Celebrities who were invited but have better things to do

Don't have interest

To make things specific, let's consider two metaverses:

What did you notice?

To make things specific, let's consider two metaverses:

"San Junipero"

Black Mirror episode

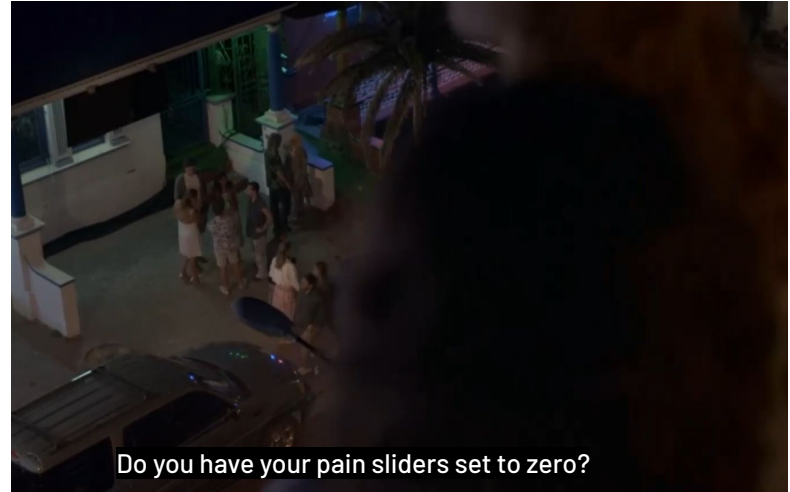Yorkie (Mackenzie Davis, left) and Kelly (Gugu Mbatha-Raw, right)

What did you notice?

"San Junipero"

Black Mirror episode

Yorkie (Mackenzie Davis, left) and Kelly (Gugu Mbatha-Raw, right)

Let's pretend these are ACTUAL futures.
Who would (or wouldn't) want to participate?

Do you have your pain sliders set to zero?

slido

Who are some stakeholders you see in the future of justice in Metaverse?

ⓘ Start presenting to display the poll results on this slide.

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Team Activity
Scoping the Vulnerable Group

What is a Persona?

A visualisation tool that helps frame a user group's needs through their characteristics, vulnerabilities, hopes & fears.

We can use this persona to focus our efforts and attention on proposing the most appropriate "solution".

Jill Anderson

Bio

Jill is a Regional Director who travels 4-8 times each month for work. She has a specific region in which she travels, and she often visits the same cities and stays at the same hotel. She is frustrated by the fact that no matter how frequently she takes similar trips, she spends hours of her day booking travel. She expects her travel solutions to be as organized as she is.

Personality

Introvert — Extrovert
Analytical — Creative
Loyal — Fickle
Passive — Active

"I'm looking for a site that will simplify the planning of my business trips."

AGE: 35
WORK: Regional Director
FAMILY: Married, 1 Child
LOCATION: Austin, Tx
ARCHETYPE: The Frequent Flyer

Organized | Practical
Protective | Hardworking

Preferred Channels

Chrome
Mobile
Email
Traditional Ads

Goals
- To spend less time booking travel
- To narrow her options quickly

Frustrations
- Too much time spent booking - she's busy!
- Too many websites visited per trip
- Not terribly tech savvy - doesn't like the process

Motivations

Price
Comfort
Convenience
Speed
Loyalty/Miles

Brands

KAYAK • Expedia
ACE HOTEL • lyft

Persona of a vulnerable group

1. Who is vulnerable in the future of justice in Metaverse?

Persona Name:

A. Nationality:
B. Age:
C. Gender:
D. Hopes:
E. Fears:
F. Other (optional)

2. To what particular risks are they vulnerable in the future?

3. What makes them vulnerable to that risk?

Add a photo!

Example from last year: Grandma to the Moon

Example from Grandma to the Moon

1. Who is vulnerable?

- Less educated and low income group, technology divided person

Persona Name: Aunty Champ

A. Nationality: Thai, Living in the outskirts of Bangkok
B. Age: 65
C. Gender: Female
D. Occupation: Small food stall owner
E. **Hopes:** A simple and happy life. Happy to work hard to make a decent living - hoping for some meaning and dignity in her golden years. Would be nice to get a helping hand every now and then to make life a bit easier especially on digital and tech stuff that she really can't cope.
F. **Fears:** She is in a day-to-day survival mode. Worried about making ends meet. Covid has made things really bad. Being digitally-behind without a smartphone and access to the latest source of info - she is not able to access the vaccine scheme online. Really worried!!

2. To what particular risks are they vulnerable?

- They are vulnerable to being outed by the rest of society, because they are not connected online

3. What makes them vulnerable to that risk?

- Lack of access to technological information and lack of technological literacy

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To assist in your discussion…
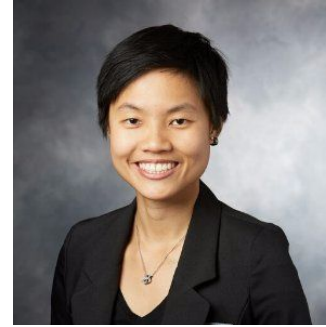please welcome our facilitators!

Let's Introduce the Facilitators!

Paricha Duangtaweesub (Bomb)
Group 1

Kanravee Kittayarak (Amp)
Group 2

Siraarpa Siriviriyakul (Pla)
Group 3

Siriwan Siriwangsanti (May)
Group 4

Yuri Zaitsev
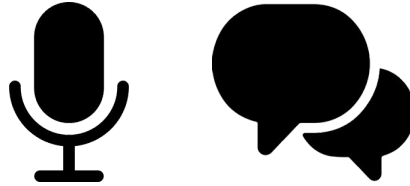Group 5

Sukhita Karthi
Group 6

Nicole Parreno
Group 7

Suparat Sawetamal (Fern)
Group 8

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In your teams…

1. Discuss stakeholder and select one (1) vulnerable group

2. Create a persona for that group (assumptions OK)

We'll ask a few teams to share the persona and something that surprises you from the discussion.

Which vulnerable group did your group choose and why?
What was something surprising from the discussion?

Our Journey Today...

- ❏ Met team members

- ❏ Explored stakeholders from versions of possible futures

- ❏ Scoped a vulnerable group to empathize in scenarios (Day 3)

Thank you facilitators!

Please give us feedback on today's session!
(2 mins)

https://forms.gle/7YBswZaoXEb843jx7

Problems Lab Feedback Form

Can we hear about your experience in Problems Lab today?

What is your name? *

Your answer

How do you feel about today's session? *

	1	2	3	4	5	
Very dissatisfied	○	○	○	○	○	Very satisfied

What is something new you have learnt today?

Your answer

Problem Lab 2022: Meet the Metaverse

Session	Date	Theme
1	May 11	Introducing the Metaverse
2	May 18 *	Vulnerability in the Seemingly Equal
3	**May 25 ***	**Dealing with Uncertainty**
4	June 1 *	Pledge for a Better Future
	June 17	*International Forum*

Next Time...

Explore future scenarios!