

# **ADVISORY REPORT**

## ***EFTELING AI STORYTELLING***

*Partnership with Livewall*  
*Eindhoven*

Date	:	27/11/2024
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## **Abstract (sumaya)**

Briefly summarize the purpose of the report, the key points of the advice, and the expected outcomes.

## **Objectives (sumaya)**

Outline the objectives of this advice report and what it aims to achieve for the design and development of your interactive product.

## **Methodology (Jasmin)**

Describe the methods used to analyze the project and formulate the advice, such as stakeholder interviews, validation methods, and user feedback analysis.

## **Current Situation Analysis (magda)**

### **Strengths (magda)**

List the current strengths of the interactive product.

### **Weaknesses (Ellyshia)**

Detail the areas of the project that are lacking or could be improved.

### **Opportunities (Ellyshia)**

Identify potential opportunities for the project that could be exploited.

(draft)

- Could be used for harmful activities of brainwashing or feeding children with inappropriate contents.
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### **Threats (Claudia)**

The implementation of AI storytelling for Efteling's Sprookjesbos presents several external threats that should be carefully considered:

1. Rapid AI advancements: The field of AI is evolving quickly, which would render the current technology obsolete soon after implementation. This rapid pace of change may require frequent updates and adaptations to keep the storytelling experience relevant and engaging.
2. Competitor adoption: Other theme parks or entertainment venues might implement similar AI-driven storytelling experiences, potentially diminishing

Efteling's competitive advantage. This could lead to a "race" in AI-powered attractions, putting pressure on continuous innovation.

3. Public perception of AI: There's growing concern about AI's impact on privacy, job displacement, and societal changes. Negative public sentiment towards AI could affect the reception of the storytelling experience, particularly among parents who may be wary of exposing their children to AI-generated content.
4. Data privacy concerns: As the system collects and processes user data to personalize stories, it may face scrutiny regarding data protection, especially considering the young target audience. This could lead to regulatory challenges or public backlash.
5. AI-generated content quality: The quality and appropriateness of AI-generated stories may be inconsistent or unpredictable. This could potentially harm Efteling's brand if the content doesn't meet the expected standards of creativity and wholesomeness associated with the park.
6. Technological dependencies: Reliance on specific AI platforms or technologies could create vulnerabilities if those services face disruptions or significant changes in their offerings.
7. Ethical concerns: The use of AI in creating content for children might raise ethical questions about the role of technology in childhood development and imagination. This could lead to resistance from educators or child development experts.

## Advice and Recommendations

### Overview

Provide an overview of the proposed advice and how it aligns with the project objectives.

### Specific Recommendations

Break down the advice into specific, actionable recommendations. These could include:

- **Technology Stack:** Suggestions for technologies that should be used or avoided.
- **Security:** Guidelines on security practices to protect the interactive product and data.
- **Performance:** Recommendations for improving or ensuring system performance.
- **User Experience:** Suggestions to enhance the user interface and overall user experience.

- **Development Practices:** Advice on development methodologies, version control, testing, and deployment processes.
- **Team and Resources:** Insights on team structure, roles needed, and resource allocation.
- **Budget and Financing:** Guidance on budgeting, cost estimation, and financial planning.

## Implementation Plan

Outline a step-by-step plan for implementing the recommendations, including any required resources and a timeline.

## Risks and Mitigation Strategies (Claudia)

1. Risk: AI-generated content may lack emotional depth or cultural nuance.  
Mitigation: Implement a human review process for AI-generated stories. Regularly fine-tune the AI model with curated, high-quality data that aligns with Efteling's storytelling tradition.
2. Risk: Children may become overly reliant on AI for storytelling, potentially hampering their own creativity.  
Mitigation: Design the experience to encourage user input and imagination. Include features that prompt children to contribute their own ideas to the story.
3. Risk: Technical failures or system downtime could disrupt the user experience.  
Mitigation: Develop a robust offline mode and implement redundancy in the system architecture. Establish a quick-response technical support team.
4. Risk: Data breaches or misuse of children's personal information.  
Mitigation: Implement strict data protection measures, minimize data collection, and ensure compliance with GDPR and other relevant regulations. Regularly conduct security audits.
5. Risk: The AI system may produce inappropriate or biased content.  
Mitigation: Implement strong content filters and bias detection algorithms. Regularly audit and update the AI model to remove biases. Establish a clear protocol for handling and correcting inappropriate content.
6. Risk: Users may find the AI-generated stories repetitive or predictable over time.  
Mitigation: Continuously expand and diversify the AI's knowledge base. Implement a system that tracks user interactions to ensure variety in storytelling.
7. Risk: The technology may become quickly outdated due to rapid advancements in AI.  
Mitigation: Design the system with modularity in mind, allowing for easy updates and integration of new AI technologies. Allocate resources for ongoing research and development.

8. Risk: Negative public perception of AI use in children's entertainment.  
Mitigation: Develop a transparent communication strategy that educates parents and the public about the benefits and safeguards of the AI storytelling system.  
Engage with child development experts to validate the approach.
9. Risk: Overreliance on a single AI provider or technology.  
Mitigation: Diversify technology partnerships and maintain the capability to switch between different AI platforms if necessary. Develop some proprietary AI components to reduce dependency on external providers.
10. Risk: The AI system may not effectively cater to children with different abilities or learning needs.  
Mitigation: Incorporate accessibility features and adaptive learning capabilities into the system. Consult with special education experts to ensure inclusivity.

## **Conclusion (Jasmin)**

Summarize the key points of the report and reinforce the importance of the recommendations.

## **Appendices (no)**

Include any additional materials that support the report, such as detailed analysis, data tables, or reference documents.