Trust Signal: Complete Visual Production Guide

Professional Storyboard Implementation Based on Knowledge Graph

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Executive Summary

This production guide translates our Trust Signal knowledge graph into actionable visual specifications for creating compelling demonstration materials. The storyboard showcases a realistic cybersecurity awareness training session using proven game mechanics, professional facilitation, and measurable learning outcomes.

Scene-by-Scene Production Specifications

Scene 1: Professional Setup & Welcome

Knowledge Graph Elements: CISO-Led Facilitation, Team Structure, Session Foundation

Visual Specification:

- **Location: Modern corporate conference room with glass walls**
- **Participants: 20 professionals in business attire, seated at 4 round tables (5 per table)**
- **Equipment: 75" display showing "Trust Signal - Session 1: Foundation"**
- **CISO: Professional woman facilitating from front, holding presentation remote**
- **Atmosphere: Bright, professional lighting; engaged, attentive participants**

Key Props from Knowledge Graph:

- **Name tags showing roles: Employee, Manager, IT Support, Executive, Plus one specialist**
- **Tablets/laptops (1 per team) for scenario viewing**
- **Red "SIGNAL" and Green "TRUST" decision cards stacked at each table**
- **Flip chart stands with markers**
- **Timer display showing "Session 1 - 60 minutes"**

Camera Work:

- **Wide establishing shot showing full room setup**
- **Medium shots capturing team compositions and engagement**
- **Close-up of CISO's confident, professional presentation style**

Scene 2: First Scenario Presentation

Knowledge Graph Elements: Scenario "Obvious voice clone" - CEO with wrong accent/speech patterns

Visual Specification:

- **Screen Display: Audio waveform visualization with scenario header**
- **Audio Element: Professional male voice with subtle accent inconsistency**
- **Participant Behavior: Leaning forward, some taking notes, concerned expressions**
- **Timing: 60-second countdown timer prominently displayed**

Screen Content Design:

SCENARIO 1: Executive Voice Message
🔊 Audio Duration: 45 seconds
⏱️ Decision Time: 60 seconds
📋 Your Team Role: [Displayed per table]
🎯 Objective: Trust or Signal?

Audio Content (Based on Knowledge Graph): *"Hi Jennifer, it's Mike. I'm stuck in the Denver airport and my phone's dying. Can you wire $85,000 to our new vendor immediately? Account details are in the email I'm sending now. We need this done before market close or we'll lose the launch window. Thanks!"*

Red Flags Highlighted:

- **CEO never uses nickname "Mike" in business communications**
- **Travel schedule discrepancy (supposed to be in Chicago)**
- **Unusual urgency and process bypass**
- **Slight accent inconsistency in voice pattern**

Scene 3: Team Deliberation & Analysis

Knowledge Graph Elements: Binary Decision Mechanic, Role-Based Analysis, Time Pressure

Visual Specification:

- **Split Screen: All 4 teams shown simultaneously in discussion**
- **Body Language: Animated but professional discussion, pointing to notes**
- **Time Pressure: Large countdown timer: 00:15... 00:14... 00:13...**
- **Role Dynamics: Different perspectives visible in team interactions**

Team Discussion Highlights (Visible on Notes/Behavior):

- **IT Support: "Voice analysis - accent inconsistency"**
- **Manager: "Process violation - should go through finance"**
- **Executive: "Travel schedule doesn't match - he's in Chicago"**
- **Employee: "Feels rushed and pressured"**

Camera Techniques:

- **Quick cuts between teams showing different analysis approaches**
- **Close-ups of note-taking and key phrase identification**
- **Timer countdown creating tension and urgency**

Scene 4: Decision Reveal & Scoring

Knowledge Graph Elements: Scoring System (+2 correct, -3 missed threat), Immediate Feedback

Visual Specification:

- **Simultaneous Action: All teams raise colored decision cards**
- **Results Pattern: 3 teams show red "SIGNAL" cards, 1 team shows green "TRUST"**
- **Screen Update: Real-time scoring display with explanations**
- **Reactions: Celebration from correct teams, learning focus from incorrect team**

Scoring Display (Based on Knowledge Graph):

SCENARIO 1 RESULTS
✓ Team Alpha: SIGNAL (+2 points)
✓ Team Beta: SIGNAL (+2 points)
✓ Team Charlie: SIGNAL (+2 points)
✗ Team Delta: TRUST (-3 points)

CORRECT ANSWER: SIGNAL

THREAT TYPE: Voice Clone Attack

Participant Reactions:

- **Teams 1-3: High-fives, satisfied expressions, validation of instincts**
- **Team 4: Disappointment but professional learning focus**
- **CISO: Encouraging gesture toward struggling team**

Scene 5: Educational Learning Moment

Knowledge Graph Elements: Expert Analysis, Technical Detection Indicators, Real-world Context

Visual Specification:

- **Screen: Technical analysis showing audio waveform with detection markers**
- **CISO: Using laser pointer to highlight specific inconsistencies**
- **Participants: Active note-taking, questions being asked (hands raised)**
- **Educational Depth: Professional-level analysis without overwhelming complexity**

Technical Analysis Display:

DETECTION BREAKDOWN
🔍 Voice Analysis: Inconsistencies at 0:15 and 0:32
👤 Behavioral Red Flag: CEO never uses "Mike" professionally
📋 Process Violation: Financial requests require proper channels
📍 Verification Check: Travel schedule discrepancy
⚠️ Social Engineering: Artificial urgency to prevent verification

Learning Engagement:

- **Questions from participants showing understanding**
- **Note-taking and highlighting of key detection points**
- **"Aha!" moments visible in facial expressions and body language**

Scene 6: Advanced Scenario Progression

Knowledge Graph Elements: Progressive Difficulty (+25% complexity), Multi-channel Attack

Visual Specification:

- **Scenario Type: "Basic video deepfake" with face mapping artifacts**
- **Screen Display: Split view showing deepfake video and detection tools**
- **Participant Behavior: More intense focus, technical discussion**
- **Complexity Increase: Multiple detection methods required**

Advanced Interface Elements:

SCENARIO 4: Video Communication
📹 Executive Announcement - 30 seconds
🔍 Detection Tools: Facial analysis available
⚠️ Difficulty: Intermediate (25% increase)
👥 Coordination: Team analysis required

Visual Detection Elements:

- **Red circles highlighting digital artifacts around facial features**
- **Technical analysis tools showing inconsistency markers**
- **Teams using more sophisticated analysis vocabulary**
- **Increased discussion time and coordination**

Scene 7: Team Coordination Challenge

Knowledge Graph Elements: Session 4 Mastery Level, Multi-role Collaboration, Complex Decision Making

Visual Specification:

- **Setup: Each team member receives different information on separate tablets**
- **Roles Active: Employee, Manager, IT Support, Executive each contributing unique perspective**
- **Coordination: Teams sharing information, cross-referencing data**
- **Pressure: 3-minute team coordination countdown**

Role Specialization Display:

TEAM COORDINATION CHALLENGE
🏢 Scenario: Supply Chain Attack
📊 Information Distribution:
• Employee: Initial vendor communication
• Manager: Authorization protocols
• IT Support: Technical verification tools

• Executive: Risk assessment authority
⏰ Coordination Time: 3 minutes
🎯 Objective: Unanimous team decision

Collaboration Dynamics:

- **Information sharing between role specializations**
- **Strategic discussion with higher-level analysis**
- **Professional pressure and time management**
- **Complex multi-source verification process**

Scene 8: Session Results & Recognition

Knowledge Graph Elements: Success Metrics (95% participation, 85% accuracy), Competitive Elements

Visual Specification:

- **Scoreboard: Professional display showing final team rankings**
- **Winner Recognition: Team Charlie celebration with achievement graphics**
- **Achievement System: Digital badges for various accomplishments**
- **CISO Recognition: Professional acknowledgment and encouragement**

Final Results Display:

SESSION 1 FINAL SCORES
🏆 Team Charlie: 12 points (Winner!)
🥈 Team Alpha: 11 points
🥉 Team Beta: 9 points
4th Team Delta: 7 points

SESSION OBJECTIVES ACHIEVED:
✓ 100% Participation Rate
✓ 85% Average Detection Accuracy
✓ High Engagement Scores (4.8/5)
✓ Ethics Discussion Completed

Scene 9: Real-World Action Planning

Knowledge Graph Elements: Behavioral Change Commitments, Practical Application

Visual Specification:

- **Action Board: Flip chart with participant commitments**
- **Engagement: Hands raised for behavioral commitments**
- **CISO: Recording and encouraging specific, actionable commitments**
- **Forward Focus: Session 2 preview building anticipation**

Commitment Examples (From Knowledge Graph):

WORKPLACE BEHAVIOR COMMITMENTS
🔄 "Call back on known numbers for financial requests"
📞 "Verify executive travel schedules before processing urgent requests"
👥 "Check with manager before acting on urgent emails"
📧 "Use secondary communication channels for verification"
⚠️ "Apply 'trust but verify' principle consistently"

Scene 10: Impact Measurement & Success

Knowledge Graph Elements: Measurable Outcomes, 60% improvement in deepfake detection, 40% increase in verification behaviors

Visual Specification:

- **Timeline Display: Before/during/after training impact metrics**
- **Real Workplace: Employees applying learned behaviors naturally**
- **Dashboard: Professional metrics showing concrete improvements**
- **Cultural Change: Verification becoming normalized workplace behavior**

Impact Metrics Visualization:

POST-TRAINING IMPACT (3 MONTHS)
📈 60% Improvement in Deepfake Detection
📞 40% Increase in Verification Behaviors
🚨 25% Increase in Appropriate Incident Reporting
🛡️ Zero Successful Social Engineering Attacks
⭐ 4.8/5 Employee Satisfaction with Training
💼 95% Completion Rate Across Organization

Technical Production Requirements

Room & Equipment Specifications

- **Conference Room: U-shaped layout, capacity for 20 participants**
- **Tables: 4 round tables, seats 5 each, with wheels for reconfiguration**
- **Display: 75" professional monitor for presentations and scenarios**
- **Audio: Wireless presentation microphone, room speakers for scenario playback**
- **Technology: Tablets (4-5 per team), timer software, scoring display system**

Professional Props & Materials

- **Decision Cards: Professional-quality red "SIGNAL" and green "TRUST" cards**
- **Name Tags: Role-based identification (Employee, Manager, IT Support, Executive, Specialist)**
- **Documentation: Flip chart paper, professional markers, note-taking materials**
- **Branding: Trust Signal branded materials and signage**
- **Refreshments: Professional coffee/refreshment station (background)**

Filming & Photography Requirements

- **Lighting: Professional, even lighting throughout conference room**
- **Camera Angles: Wide room shots, medium team shots, close-up reactions**
- **Audio: Clear capture of discussions and presentations**
- **Brand Colors: Trust Signal Blue (#3E92CC), Alert Red (#FF5A5F), Success Green (#00BD9D)**

Participant Casting & Direction

- **Demographics: Corporate professionals, ages 25-55, business attire**
- **Diversity: Mixed gender, ethnicity, professional backgrounds**
- **Behavior: High engagement, professional competitive spirit, collaborative problem-solving**
- **Authenticity: Natural reactions, genuine discussion, realistic workplace dynamics**

Usage Applications

Marketing & Sales

- **Customer demonstrations and product showcases**
- **Conference presentations and trade show displays**
- **Sales team training and pitch development**
- **Website and social media content**

Training & Development

- **Facilitator training and certification programs**
- **Customer implementation guidance**
- **Best practices documentation**
- **Continuous improvement reference**

Business Development

- **Investor presentations and funding discussions**
- **Partnership demonstrations and collaborations**
- **Market expansion and scaling documentation**
- **Competitive positioning and differentiation**

This production guide ensures that the Trust Signal visual storyboard accurately represents our knowledge graph while meeting professional standards for corporate cybersecurity training demonstration. The result will be compelling proof-of-concept material that validates the game's effectiveness and commercial viability.