Framework for Case Development

**Track:**

Which Track can the proposed case be allocated to?

❏ ClimateTech

❏ FinTech

❏ Cybersecurity

❏ Mobility

❏ HealthTech

❏ Urban Innovation/Smart Cities

**❏ Other:**

**Case Summary (2-4 Sentences):**

What is the problem to be solved? Who gets addressed by this case? Which outcome is  expected as a final product?

Problem

Over the past three years we’ve seen more of our social lives being experienced online. Whether it be our learning, work, hanging out with friends and family, playing, or even just escaping from the daily grind. The problem is that, generally speaking, we’re still learning how to act online. It’s easier, when online, to offer a *version* of yourself, or even to present yourself completely differently than you might in real life. It’s also easier to miss how your actions impact those around you.

In the physical social societies that we typically occupy, we’ve learned to understand how our actions impact others. Sometimes it’s in obvious ways; for example, we see someone authentically laugh at something funny we say, or share our pain and sadness when we experience hardships. We also have learned to read how what we say might affect someone else; for example, if we say something hurtful, we see that person react and, if we have learned our lessons about being a good person, we can change our tone to try and resolve any tension or hurt created by our words. We experience social with an evolved set of tools that range from what we can see to even the sense or intuition we experience when interacting with others.

In the digital social societies that we have increasingly occupied–spaces like a Supercell game–we experience social with a basic set of tools, adding also that we sometimes come to digital spaces with a persona that isn’t fully worked out yet.

All this to say, we need to find ways to synthetically augment the sorts of connections humans have come to develop organically.

Expected Final Product

Create technology that provides digital societies with a greater sense of *impact* had by the way we act and by how we communicate. This may act as a form of synthesized-empathy or augmented reactions to better convey how someone is feeling. It may utilize some form of AI or ML to either provide assistance to the sender or the receiver of communications, or it may act as something omni-present within the community to help guilde it along. Really, there is so much space here to find and solve any of the hundreds of tiny problems that persist in making digital societies feel less humane than physical societies. We need everything from better education to better policy, to better technology in order to make gains here.

**Data:**

What numbers, text or images are necessary to solve the case? Which datasets are  provided by your company? Which additional data sources may be helpful?

n/a

**Technology:**

Which APIs, SDKs, software or hardware components are vital to get the job done? How will you provide the necessary tech?

Really open to various types of solutions, but specifically we’re looking for a proof of concept that would allow group text to be part of the solution. This could range from an API that text is run through, to bots, to… anything really. However, we’re looking for something more sophisticated than a sentiment bot that detects bad words and responds with a “are you sure you want to send that.”

**Use Case:**

Who are the users of the final product? What job does it do well for them? Are the  participants supposed to come up with a use case?

Groups could take a few different approaches: they could imagine this working in part of the clan chat of a Supercell game, or they could consider something more broadly applicable to digital societies (games, social media, etc.). This could also take the form of a policy process that utilises technology to action.

**Business Case:**

Who might want to pay for the final product?

This product’s ROI will be in the social good it can foster.

How does the product/ service fit into your existing product-line?

While the challenge won’t be judged on whether it fits with existing social channels in Supercell games, consideration will be made for how a solution might improve the experiences in and/or across various social channels in the Supercell ecosystem.

**Special Venue Needs:**

E.g. do you need space for certain hardware required to solve the case?

**Price:**

What price will the winning team receive?

**iPad Mini’s (6th generation) and some great Supercell swagcale**

**Further Comments:**