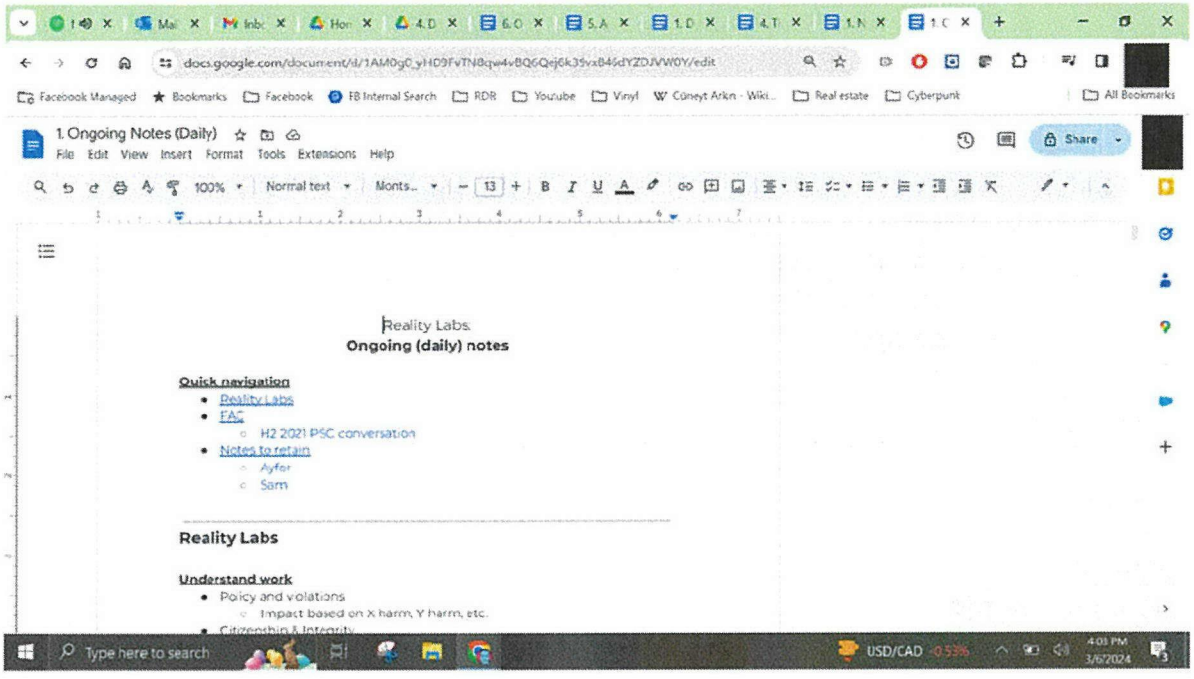
Tennessee v. Meta
Case No. 23-1364-IV

DX3542

Screenshot showing this document from my Meta employee account:




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Reality Labs:

**Ongoing (daily) notes**

**Quick navigation**

- Reality Labs
- FAC
  - H2 2021 PSC conversation

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## Reality Labs

**Understand work**

- Policy and violations
  - Impact based on X harm, Y harm, etc.
- Citizenship & Integrity
  - Social suspension: Make it more granular to mean banned players can engage single player experiences, as well
    - Who owns this? Matchmaking?

EXHIBIT
56

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ALPHA 47

NMAG-SM-0829253

        - Policy has appetite for these variations; what is actual impact of these investments on user behavior?
- Early january
    - Surface suspension
    - Appeals
    - Etc
- Measurement
    - Recidivism: Does it support proportional enforcement, etc.
    - Does it retain DAU? Reduce SUMA?
    - What happens post-enforcement to DAU or SUMA?

---

**2024**

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**3.6.2024**

**Severance of PIP**

- 2 days
- 12 weeks severance

**2.29.2024**

**PSC Conversation**

- Behaviors not representing company values

**(1:1) DC [redacted]**

- We have opportunity to impact multiple developers with what I know
    - *Success*. What is the final output of this thing?
- Types of training between developers
    - "Midcore" (more accessible game experiences)
    - UX design pillars
        - Gameplay elements
        - AX development
    - Integrity/trust tools and design
    - Privacy design and expectations
- General notes
    - Staged strategy: Pick 1 or 2 over time, see how it does
    - How many areas do we want to include off the bat?
    - Gio Hunt
        - Could be good steer for what areas we start with
        - Help determine what success could like
- Next steps
    - DC talked with Kristin & [redacted]; they loved this

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- She'll take this to [redacted] next; see what he thinks

**Big-D Design sync**

-

**2.26.2024**

**(1:1) DC [redacted]**

- UX Design pillars
  - Is this a good template to help others?
- Different dimensions
  - UX Gameplay elements
    - Training areas
      - Speaks to mastery
      - Common expectation
- Types of things that could be built
  - AX, UX, Integrity, etc.
- How to do it
  - [redacted] (head of all the studios)
    - What are the gaps
    - Where are we losing money
      - [redacted]
      - [redacted]
      - [redacted]
      -
  - Studio buy-in: 3 POCs, etc.
    - This can happen immediately: DC can do this
  - Policy & Legal buy-in
    - Kristen Zobel: Legal council only UXR
    - [redacted] Legal for developers on UXR
  - Developer-side buy-in
    - [redacted]
    - [redacted]
- CONVERSATION WITH [redacted]
  - Business problem:
    - Bad design burns money
    - We know what can solve design:
    - We don't have a vehicle to share the information to assuage this issue

**2.23.2024**

Redacted for Congress

**[redacted]: Survey**

- Ordering of the survey configuration
    - Integration point
    - Survey review
    - Translations
    - Launch
- Ordering
    - Test config (100 first week)
    - 8 weeks after (100 week/2mo)

**Seasonality: [redacted]**

- Increasing seasonality to include integrity
    - Changes in age groups from 17yo to 18yo
    - Changes from holidays, school being out
- Bringing integrity to NUX
    - Not harsh integrity information
    - Basic platform-related and area-related information
        - Platform tools
        - How apps tend to work
        - Things you can always do!

**Vendor: AL (Reviewing 2024 projects)**

- List of relative developer sizes per country
- Cell
    - Area of countries
    - Number per dimension, etc.

**Vendor: PA (Reviewing 2024 projects)**

- Punt on

**2.20.2024**

**Team notes**

- IRL with Boz

**Project Vegas**

- Performance for *next year* in terms of team leadership
    - Uplevel work of the team
        - Spend time on the doc
        - Peer review group
        - Quality carrier, etc.

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        - "Good research takes a village"
    - Dogfooding participation in general
        - 75% target in general; 30min cumulative a week

**Meta work + VR Integrity (+RL Trust)**

- First woman
    - Multi-personalities for employees; online presence & integrity harm
- [redacted]
    - GenAI and post-creation
        - Possibly work this into the Creator work
    - Trust sentiment work

**2.15.2024**

**(1:1) RR | Debrief**

- Last question
    - People don't understand STORE
    - Adapt
- Sound like kid
    - No way of telling if they're a minor

**(1:1)[redacted] and** My notes

- Feed work - Youth?
- Fluctuations in the year

**Centralized view**

- Time of day matters; [redacted] would know about this
    - Usually OPs deal with lower-level issues
    -

**(1:1)[redacted] &**

- Quality of the content
- Content moderation
- Notes from[redacted]
    - Creators
        - Tried to post content on FB & they get copyright blocks
        - If a creator is JUST* on FB, does VR have their own flow?
            - Rights holders; developers?
            - Music that's not licensed?
            - Can we be sued outside
    - Youth; off-putting

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        - Capturing content with Youth, cursing, etc.
        - Placing this in HZ feed, etc.
        - Cussing, violate standards, etc.
        - What happens when
    - Low quality content
        - Moderate, report, civil actions, etc.
        - What happens when UGC arises?
    - [redacted]
        - Two POCs on the project
    - TRUST
        - We threaten user trust (FB unification; rebrand)
        -
- Questions from me
    - When are creators coming out?
        - Q2 → We should be able to test this for integrity
        - [redacted] is more on the Creator side, not the viewer-side
    - What is the view on content in the feed?
        - Feed/consumption content is from Zucc
        - Creators have these concerns, as well
        - However, there's two key value props brought up elsewhere
            - (1) Help discovery (app decisions, purchasing, etc.)
            - (2) Game tagging → worlds
-

**2.14.2024**

**Tools, developers and what not[redacted]**

- Her views
    - Health of our tools
    - Positive/Negative, etc.
    - When they use X tools in Y form of space
    - From A → Z, where they active, back away
- Open questions
    - Extent to which they use 3rd party tools
- Logan
    - MP de-bugging
- My issues
    - Integrity vs. non-integrity

**2.13.2024**

**Social VR/MV vision [redacted])**

- Social value =/= social graph expansion

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- Social value is not driven by your graph in there spaces
  - This is different from Meta
  - RL and VR is different from Meta
- What are the goals, outcomes and really what we want?
  - Get the organization to adopt social
  - Correction: social graph =/= social value
  - Correction: RL is not a Meta consumption surface
- FOR
  - HZ, MV, VR, etc.
  - Youth
  -

**VR Trust IC only**

- (1) How we're doing

**2.12.2024**

**VR Trust IC only**

- (1) How we're doing
- (2) How we want to work as a group
- (3) General areas of overlap

**2.9.2024**

**(1:1) [redacted] and**

-

**2.8.2024**

**Project plenty check-in**

-

**(1:1) [redacted]** (Youth & Project Plenty)

- Project Plenty - totally new to him
  - He's stepping in a bit; he wasn't supposed to work on this at all
  - What happens with SALSA accounts in Feed
  - Classifiers, enforcement rules, etc., for content in HZ feed
    - Under 18 content; not exposed to X, etc.
  - Reporting content
    - Inappropriate vs. not allowed?
- Enforcement framework

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- Standardizing violations, behaviors, etc.
  - UXR on what the content was to trigger the interaction
- 

**(1:1)[redacted] & - Offsite and well being**

WELL BEING

- We focus on the bad
  - The focus is entirely enforcement-related (bad things, punishment)
  - Youth: Find risky users, etc.
- What about the good, positive behaviors, etc.
- Questions
  - What our team can do
    - BUCKET: Regulatory, DSA, Youth requirements, etc.
  - Potential positive areas
    - Project Plenty (helping, not leading)
    - Onboarding and tee'ing things up
    - Holiday moments
    - Prosocial interactions themselves
      - Talk to HZ here; did leadership get behind this
      - Is there momentum here?
- Areas
  - Opportunities outside of reactive scope
  - Binary opportunities for negative and positive

**VR Trust UXR - Gymboree**

- [redacted] to start working on outline for joint doc
- Going to rope in Youth to the discussion

**2.7.2024**

**Throughput review** (here)

- We are bringing Store Reviews into the enforcement process here
- We need to support Feed and Surfaces
  - Enforcement bucket here
  - Feature limits would apply, but we need work on what we'd do
- ***Goal**: Have Feed and Store respect social suspension by the end of year

**(1:1)[redacted] +**

Project Plenty

- Lit review & perspectives
  - Foundational user needs, user problems and remediations

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    - Feed integrity needs based on where we are in 2024
    - The new
        - Bringing more diverse content types into one space
        - When this happens, this impacts Feed quality, expectation
        - This inherently impacts stability and integrity, in terms of expectations of safety nets, etc.
- Test
    - How dynamic, mixed feed is interpreted for quality
    - How dynamic, mixed feed in VR impacts Trust & stability (markets)
    - Expectations of integrity/Trust controls based on content in feed

Consistency
- It's about rule consistency; the execution may be different in each case
    - Make this more crisp in the 1.1, 1.2, etc.
- Reporting options
    - Do we always kick to specific Ops team? (

NARRATIVE FEED
- If long-term goal
- Meet with [redacted] here

**2.6.2024**
**Developer Roadmapping** (Ayfer, B and [redacted]

*Values*
- **Business & growth.** Business opportunities for both Privacy and integrity; bringing more Devs to Meta and boosting continued development/support
    - New media
    - New content
- **Baseline.** Comparison to other platforms; how important current investments stack up
- **Short term.** Project Plenty and Centralized enforcement needs
- **Improving current services**. Priority and adjustments to 2024 tooling
- **Horizon Services**. Longer-term prioritization of tooling

*Ideas*
- **Part 1**. Trust tooling (Integrity, Privacy, Safety)
- **Part 2**. Compliance walkthrough (Privacy, integrity needs)

*Sample*
- Non-Meta (VR, Mobile, Console)
- Meta multi-platform

Compare models of development
Compare Meta vs. non-Meta

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*Notes from the meeting*

**2.5.2024**

**(1:1) B &**

- Developer Audit would help B's team for a number of reasons
  - Benchmark of where we are comparatively
  - What else exists
- Potential ideas for competitive audit
  - Part 1: Audit of compliance across the board
  - Part 2: Walk through of compliance needs would be great
- Ideas
  - Extended time for each participant (90-120min, longer)
  - Have 2 sessions per developer
  - Fully separate developers; double sample
- Pros of mixing
  - Cheaper
  - Don't over-sample or cannibalize each other's work
  - We'll learn what's unique to Privacy/Integrity vs. generalizable
- Cons
  - Risk sampling with longer sessions/dual sessions
  - Risk availability due to separate samples
- Timing
  - Start of Q2 is ideal
  - Ideally we bring people along from Privacy and Integrity
- Framing
  - #2 is deep dive on how Meta deals with DUCs and DPAs
  - My audit is about the market, but it includes Meta developers, too
  - ***Growth* - what's out there and what are we not meeting***
    - Applies to both of us
    - Business end here
      - Future-proofing our builds (Project Plenty)
      - HZ safety services

**(1:1) [redacted] &**

- Reporting promise
  - Consistency
    - Reporting options
    - Design itself

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        - Meta-reporting design
    - Transparency
        - Meta-reporting design
        - Extent to which we share information
- FoA "GAME"
    - Framework for which they show UX and components (IA, etc.)
    - Language needs to be aligned across Meta
    - We haven't seen how we think about it from product POV
    - Shehani hasn't* heard about Meta-level consistency
        - Are we consistent between Meta surfaces?
        - Are we consistent to the same degree *within each surface*?
    - *TL;DR; the way we provide consistency will need to be the same, but this will change within each pillar
- Project Plenty
    - Can we channel Ops back to Central Integrity or FoA?
    - Report reason consistency
        - Unlawful goods
        - Child issues
        - Etc.
    - Where does IG/FB flagged content go FROM VR feed?

Appeals

- Rolling Research on the iteration of the
- Designs
    - Full wireframes
    - Would need around 2/25 or 2/26 (sign up here)
- 2/19

**2.1.2024**

**Project Plenty**

- [redacted] are sharing the Project Plenty PM work
- Ranking
    - At least to start, it sounds like we're just mimicking classifiers that IG has already created
    - "We're just replicating what IG is doing, so why don't we just use that?"

**Centralized enforcement**

- Disney theme park workshop
    - Review [redacted] work there
    - Trolling as a value itself → *find this UXR if possible*
-

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**(1:1) Kristin Zobel**

From me

- Announcing the on-platform survey
    - Should be fine to share in smaller groups, Integrity-related, etc.

Notes from our talk

- Competitive work
    - Good to go; this should be fine
    - We can treat all areas here the same
        - Privacy, Integrity, Safety, etc.
        - They're all okay, but follow the general guidelines
    - Guidelines
        - Remind interviewees to not violate contracts, ToS, etc.
        - If they disclose ongoing project, development of item, etc., we just make sure we don't include this in any deck internally
        - We can know this, but no one else can (1p studios, HZ, etc.)
- Off-platform survey
    - We can't target specific manufacturers since it's ongoing
    - Keep the sample large/openApple Vision Pro → What is happening here?
    - We CAN* do "active" platforms; eliminate HTC Vive, Quest 1, etc.
        - We eliminated VR headset older than X years do to Y reason
        - Relate to the headset being obsolete, not targeting

**1.31.2024**

**Developer roadmap sync**

General notes

- Competitive work
    - [redacted] - Apple/Vision OS
    -

**Developer Segmentation sync**

- Developer understanding efforts
    - Efforts to unify developer understanding
    - However, some people want to include FoA
- Brief is needed *now*

**1.30.2024**

Redacted for Congress

**(1:1) [redacted] +**

- My plans
  - Lit review of past UXR
  - UXR POV on current vs. future needs
  - Narrative Feed - review and discuss

**Tim Loving +**

Narrative Feed

- Context: What's happening in 2024
- The past: Problems with ranking, integrity & quality
- Narrative feed: Review this work and why it impacts things
  - Need a way for Feed to feel valuable and predictable
  - Need a way for Meta to take new content and sensically inject it
- *Notes*
  - Going to leverage a lot from FoA
  - Consumption device and Feed integrity
  - How does feed behavior create (or make people afraid) for new behaviors

Developer work

- Developer segmentation wrap-up (update him)
- Developer competitive audit; trying to be as all-encompassing as we can
  - Horizon Feed (2025)
  - Project Plenty
  - Where we currently stan

VR Trust cohesion

- Splits in the team: Youth, Privacy and Integrity
  - Eventually, these things are going to start mixing *a lot more*
  - The current segregation is setting a more worrisome pattern
    - Education in NUX (Youth vs. general integrity)
    - Executing on Youth's needs; general integrity views

**1.29.2024**

**VR Trust UXR meeting**

-

**Larger integrity group sync**

- Nothing big here
- [redacted] comes back next week!

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**1.26.2024**

**(1:1) &**

- Sync with us all
  - How to stay better connected with us all
    - Concern about missing insights from Youth that abstract and have impact to things
    - Everyone is focused on Youth...but why?
- Survey
  - Setup
    - Plan this ahead of time for release cycles; shouldn't need more code was screwed over with this)
    - She needed more code; this delayed, because it was in React and then they couldn't get in for the Stinson release
    - She had a custom integration point built
  - Data collectionIssues with the survey
    - Session-based information required custom clustering
    - Data collects SUPER quickly; she thought it would be slow
      - Suggests a soft-launch of the pilot
      - isn't sure that in-headset survey has an accurate rate-limiter; this might be f*cked
      - Have two Tessa configs: 50 peeps and then the rest
      - She had 600 responses in 2 days
    - Talk to about this
      - See if rate limiter works here
    - Dogfood the survey, as well
  - FORMAT
    - Cannot randomize
    - Simple flows only
  - Other peeps
    - and
  - Populations
    - Adults
    - Kids
      - If we run 10-12yo, we'll HAVE to go through parents
      - Will likely not use this data at all in the future
  - Notes
    - Could add a link at the end/thanks screen on Meta Integrity education

**1.25.2024**

**VR Trust team**

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- Ayfer: Connecting us to [redacted] (Starting MetaWorks trust)
  - No youth team; however, they're starting sentiment tracking
  - Areas
    - Tracking: Unwanted experiences, methods, etc.

**(1:1) Christian Hernandez &** My notes

- Agenda
  - Go over survey purpose
  - Our needs
- Key areas to hit
  - In-headset survey - is it possible?
  - How is this done?

General notes from the meeting

- Navigation team → built the infra last year and building on top of it
  - Also working on destination UI
  - Current way to do it
    - ***Open AUI twice → you see the survey***
  - New configs
    - ***First open rather than second***
  - Alt options
- SALSA
  - Could use Twilight infra on
  - Could run two surveys at once
    - SALSA and Twilight configs
  - Could run a QP and use the config itself
- Survey setup
  - Radio checkbox questionnaire
  - Leaving the application → Home
    - Always surface survey for set sample size; randomize
- Engineering
  - Existing AUI opening twice → everything built
  - If there were permutations
    - We don't know if we could configure on the back end
    - Could we do with a gatekeeper? QP? No eng list on our side
      - No eng lift here; session lift doesn't exist
- Notes
  - No non-English support here
  - Additional

**Project Plenty**

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My shit

- Commerce: Ranking integrity (Pics, posts, vids)
- Live Shopping: Ranking (Video, marketing, etc.)
- Faith: Video and content chaining

Notes from the talk

- Areas of focus
  - Horizon Feed integrity
  - Profile photo
  - Something else?
-

Notes

- Images and content are biggest players here; comes from 3 surfaces
  - Facebook (Videos, Pictures)
  - Instagram (Reels)
  - VR/Oculus (VR content)
- [redacted] - Topics on my mind
  - Quality of the content
  - Matching of the content across source
    - Mismatch leads to poor quality
  - Taxonomy/issues with matching within our coefficients
    - Quality concerns (taxonomy work)
  - Content chaining and "rabbit-hole'ing"
    - Integrity concerns here

**(1:1) [redacted] and**

Developer Segmentation

- Probably good to have an exec sponsor here; limit scope creep, push, etc.
- Someone protective of the core idea; they push back on flavor-of-month
- Peeps
  - [redacted] (Golden path); would definitely help here

Developer updates

- Competitive audit & Project Plenty
  - What do we do with what we *know* vs. new knowledge
  - Developer competitive audit
    - [redacted] could leverage it; what matters?
    - What is developer quality? → what matters?
- Surface competitive audit
  - Given an example an idea of what this would be
  - Use that to see the value and shift to the direction

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Developer segments

- Project might be on [redacted] plate
  - VR, Horizon
  - AR, MR, XRT
  - Metaworks

**(1:1) Tim and** On-platform survey

- Recap of the work
  - Twilight:
  - In-headset:
- Broader publication of the work itself
  - Who cares
    - Immediate team; Broader trust (Privacy); Horizon Trust
    - Roadshow (Citizenship, Travel; ML or data informed changes)
      - Guardrail metric for other teams
      - Experimentation; check this on user sentiment

Project plenty

- On his side, not a ton of work; eng is new to integrity
- Dong Pu will be TL on this; he'll think about this at wider lens

Centralized enforcement

- What does it mean for a user to have enforcement on HZ profile
  - → Start with Developer side of things
  - → It does impact the architecture of centralized enforcement a lot

**1.24.2024**

**(1:1) and**

Notes from [redacted]

- Ranking
  - Monetization is primary goal
  - Measurement effort here; prevalence of abusive content

Further enforcement and recidivism

- Integrity systems (centralized enforcement)
  - Store reviews → we need to onboard them into actor enforcement
- Combined vs. separate strike track

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On-platform survey measurement

- Feed survey
  - Adapt on-platform survey

Developer work

- Probably nothing for the rest of this year
  - User ban, Blocking andUser Ban & Blocking API is probably it
  - Centralized Enforcement is probably the entire focus here
- What *is* happening with Developer at all
  - Dev Trust work is strapped thin
- Horizon Safety Services
  - → Tie this to this story; we need
  - Repackaging of pSDK and making it cross-platform
  - Action item
  - → do we want to say anything developer-side at Connect
  - This is probably a 2025 thing; it's going to have
  - [redacted]; upstream HZ services (identity and travel piece)

Alt UXR effort

- HZ feed will launch next year; managed creators is THIS year
- It's basically IG feed; we're going to re-learn these lesson
  - What is the company-wide UXR on short-form video
  - Package this for VR

Competitive analysis

- Scope
  - Platform provided Trust features, tooling and guidance
  - Inclusive to developers in VR/XR, as well as gaming/online spaces (console games, mobile experiences, etc.)
  - Will sample non-Meta developers, as well as current Meta developers who build across platforms/spaces
- Markets
  - U.S.
  - International: Scandinavia, Germany, Japan
- Budget
  -
- What we get
  - Understand scope of what's offered across other platforms
  - Compared
- Expected impact (VR Trust roadmap here)
  - Short term

Redacted for Congress

        - Tool review with Developers (User Ban; Blocking API)
        - Reporting solutions improvements
    - Long term
        - Prioritization of HZ Safety Services
        - DCP, Voice moderation

**1.23.2024**

**On-platform survey ([redacted])**

*Review*

- The survey itself:
    - Integrity - 2 questions, btw. 15-30sec max
    - On-platform and contextual
- Can do post-action
    - Leaving app
    - Opening AUI
    - ...

*Questions*

- How do I run this thing? ([redacted], etc. → Int point?)
- What unique integration points are needed?
- Past issues with launching, ongoing collection?
- How do we match SurveyIDs to UIDs?
- Data questions
    - Any issues seen with survey impacting top-line metrics?
    - How does survey apply to holdouts?

*Additional notes*

- Real-time triggers; survey pop-outs
- Where the survey could be triggered
    - No past in-headset surveys; nothing stopping that from happening
- His past work
    - Twilight-level in-headset survey
- Twilight level survey
    - General usage conditions
    - If they stopped using headset for 60sec or longer, it pushes to phone
    - Order of events
        - Triggering the survey itself; built into the code in-headset and then it goes to standard survey infra
    - Getting the data itself
        - Understand session itself; mapping at the session level is really, really tough

Redacted for Congress

        - Did an approx. of how they define the metrics; 95% working solution for the session-level
        - **If it's important to know what they were doing IN the moment, this will matter
    - Data itself
        - Weighs survey responses based on what's back
        - They gated the survey behind an experiment, but this shouldn't be necessary
        - Survey doesn't really effect survey at all;
        - **They ran an experiment in GK and it wasn;'t necessary to have a holdout

*More notes*

- More specific trigger conditions, we'll need engineering support for this
- Data-side; insights will determine additional work required
    - [redacted]
- SALSA accounts should be alright - no new work around here on this

**(1:1) [redacted] &** *On-platform survey*

- What I'm doing
    - Survey infrastructure work
    - Meeting with DE/DS and survey engineering
- DE and DS work - Hanci's concerns
    - Randomness of the survey - how do we control for it?
    - How is the data logged
- Next steps
    - Meet with DE/DS and Eng first
    - Announcement of the workstream
- Survey program itself
    - Pilot > Refine/Expand > Ongoing collection
    - [redacted] agrees with that!
- Additional notes
    - Compare data from population statistics
    - Holdouts - not set up yet, but we want to make sure we *know* who we're surveying (holdout vs. not); 18% wouldn't receive survey
    - Will survey impact topline metrics?

**1.22.2024**

**(1:1) [redacted] &**

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- [redacted] work
  - Primary user research
    - Off-platform survey
    - On-platform survey
    - Competitive Developer Trust audit
  - Secondary/non-research work
    - Tone framework
    - 

**Notes for me**

- On-platform survey
  - Integration points
    - Store, Feed, leaving app, etc.
- Strike tracks
  - Do we have
  - We need to understand recidivism here
- Bad actor UXR
  - What punishments are effective for them?

**Developer segmentation conversation**

- Needs-based; motivation-based

**1.19.2024**

**(1:1) B - Trust together**

- Updates - [redacted]

**1.18.2024**

**VR Hot design group**

- Updates - [redacted]
  - IA from tech stacks and design systems
  - Reporting unification
    - [redacted] is looking at entry-points
  - [redacted]
    - What is the key deliverables?
- From me
  - Core Q1 work
    - On-platform survey
    - Off-platforms survey
    - Competitive analysis preparation
  - Story so far - articulating with [redacted]

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        - Developer segmentation
        - Developer competitive work
        - User-based Trust drivers
    - "In the hole"
        - Bad actors
    - Rolling research
        - Unified reporting
        - Appeals expectations
        - Account center changes
        - Strike systems
- Notes for me
    - Reporting logic (address lack of knowledge)
        - Deterministic location
        - Triggered location/contextual
    - On-platform
        - Inaction from reporting isn't a bad thing
    - Information density
        - Central integrity did it; [redacted] wants to do it now
- Projects
    - Review information density w/CD (adapting from CI)
    - Appeals
    - Reporting unification
    - Strikes & enforcement
        - [redacted] data here
        - Developer Trust competitive work

**1.17.2024**

**Project Vegas**

- Questions
    - Apple Vision pro
        - Any changes to competition issues?
        - Developer-facing concerns
- Topics from me
    - On-platform surveying
- Notes
    - Apple Vision Pro purpose
        - Baseline signal on comparisons
        - "How do we deal with rogue competitive analyses"?
            - If we see something, say something
            - Flag the inappropriate things we see
            - Likely we won't be able to stop this; just be proactive

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**1.16.2024**

**Kristin (1:1)**

- Off-platform survey changes
  - Age expansion for off-platform
    - **Send her the survey here (for 10-12)
  - *Cog testing*:
    - Doesn't seem to be a problem here
    - Put into the same SRT for renewal
  - Competitors
    - Risk of non-Meta VR market
    - Over-sample for Apple and Sony; don't artificially restrict/kick out other (outside vendor, unbranded)
    - **She can check with competition
- On-platform survey approach
  - *Legal*: If we can guarantee parental consent, then we go ahead
    - No open-text; should be fine
    - Closed 8-week session
- VR Developer competitive work
  - Challenge here: Navigate so that they don't give us information they're prohibited from providing
  - De-risk
    - We don't get any specific platforms they're involved with
    - Meta ourselves has no tie from the developers' platform and the respondents themselves
  - We need to make sure
    - (1) Not talk about anything under NDA/ToS
    - (2) Can't have notes taken on platform
    - (3) Can't have
- Bad actor UXR

[redacted] **(1:1)**

- Cross-Meta Centralized Enforcement
  - What it is: Centralized transparency center, Meta Accounts
  - Goal: Co-working space, design iteration/sprint
    - Coming up with ideas to be a unified surface
    - All FoA, Reality Labs, etc.
    - After all the information, then there's UXR in
  - End-March: London

- Policy education

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- FoA has 3 examples of what you can't do; VR has different needs
- Policy education for enforcement and appeal
  - [UXR/CD] Rules for comms; Tone framework/guidelines
  - [CD] Existing policy education based on where we are
  - [UXR/CD] Process change (Central Integrity; contrast ours)
    - XFN: UXR, CD, PD
    - Non-XFN: Policy, Legal, PM
- What we do
  - [redacted]
- Add: Appeal, reporters

- Travel
  - Integrity offsite
  - London Centralized enforcement, etc.
  - Competitive UXR

**VR Integrity meeting**

- Product Promises
  - For [redacted]'s purposes, we're focusing on *reporting* here
  - This is the doc you're already filling out

**1.12.2024**

**Annual report - AL Wrap up**

- Questions from me
  - Clarify the open-text for positive responses
  - NET question - on the negative experiences
    - Inappropriate speech or physical
    - Spoke in a way...
      - Political speech, etc.
      - Other speech, etc.
- 2024
  - Two iterations in '24; late March/early Aprli and late September
  - For SALSA users; should be able to recruit same as 13, 14to, etc.
  - Readability
    - We might want to simplify the wording itself
    - Cognitive testing for the integrity-related questions here
  - Sample
    - Questionnaire on SALSA; ask if they have their own headset/account
- Legal
  - Competitor selection

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- Age recruitment; headset sharing
- Reporting/analysis → what can AL report on between age, competitors, etc., in 2024?

**1.11.2024**

**1:1 ([redacted] & [redacted]**

- On-platform survey
  - I need to figure out who to talk to
- Notes from [redacted]
  - Stated age questionnaire from Lead DS, Errand; I think [redacted] organized this himself
  - [redacted]'s note on the 2023 review
    - [redacted]

**VR Hot sync (2024)**

- Synergy with [redacted] work
  - Understand trust drivers for the MV

**1:1 - [redacted] and**

- We are generally all pissed off
  -
- Developer segmentation
  - (1) List of teams benefitting
    - Developer Success (still a sub-pillar here)
      - Dedicated UXR is sort of out; not as embedded, the support is at the sub-pillar level
      - 6 teams would all benefit; growth, monetization, etc.
    - Trust
      - DDU
      - Integrity
      - Privacy
      - DevSec
  - (2) Lit reviews
    - → Persona work with [redacted]; feedback was that we don't have enough here for the work (we tried, doesn't work); he did a great lit review, but
    - → Segmentation; firmographics
- Roadmaps from [redacted]
  - Dev Success roadmap
  - [redacted] roadmap
  - Dev Success DS roadmap

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**Developer Segmentation**

- Updates
  - [redacted]
    - [redacted] Do [redacted] approach of taking all UXR together, mix it, lit review and do personas work
      - (+ ) Work is out of date;
    - [redacted] See where we land with developer personas, use this as a conversation/springboard with Seran
  - [redacted]
- Next steps & what the plan for segmentation itself
  - Segmentation plan: Puts together (total: ~ $1mil)
  - Past UXR: Personas, lit review, etc.
- Next steps
  - [redacted]: Pull most relevant work on most relevant, unsatisfactory work;
  - [redacted] Put together
    - Painpoints, needs, overlapping spaces, etc.; we need to unify these things
  - For all of us:
    - Pseudo-lit review
    - Primary partners
  - Date: January 26-ish, we put together
  -
- General notes
  - [redacted] sort of takes over developer success; [redacted] can essentially just be removed entirely
  - [redacted] isn't the arbiter of justice or what we *can* do
  - We need product teams to adopt this
  - MTI Hackathon
    - Preliminary work with non-VR developers; in Boston

**1.5.2024**

**Rolling Research - [redacted] review**

- H1 questions
  - Consideration: Evaluating VR app safety in in headset, store
  - Appeals: How it works, needs when appealing, etc.
  - Tool reception: 30sec audio buffer
  - Basic system expectations: Minor/adult interactions, etc.
- *To do*
  - Fill out the template for the Integrity/Privacy

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**12.20.2023**

**Social - open discussion with [redacted], et al.**

- 

**12.14.2023**

**(1:1) B and - Sync on developer work**

- 

**(1:1) [redacted] &**

- Measurement plan on the roadmap
  - On-platform integrity survey

**(1:1) [redacted] &**

- What [redacted] is thinking about
  - [redacted] - hasn't met with him yet, but is worried about UXR scope
  - We should put together a developer-facing team meeting
    - B[redacted], etc.
  - Goals
    - Defining quality
    - Comms channels between partnerships
- What is thinking about
  - 
    - On-platform survey

**(1:1) [redacted]**

- Review
  - PURPOSE
  - Need - session based
- Notes
  - SALSA users don't have twilight; will have to go through parent
  - User might get notif a few hours later *after* going into the headset
  - Triggering session might not be the survey individual is on
    - Most recent sessions to survey responses, etc.
  - We may have issues knowing the exact age of the user themselves
    - Age itself may not be trusted
    - We have access to age bucket in log; can kind of guess age
  - How much are we seeing engagement with Twilight-based surveys
    - ~4-8% response rate; probably 4% and *not* closer to 8%

Redacted for Congress

- In-headset by-session survey
  - Limited functionality; would work for this survey flow
  - Problem: Megaphone triggers on close, opening AUI bar
  - *Opportunity* to do in-headset survey that are contextual
    - Would need custom integration point
    - Use existing infrastructure
- Blockers
  - Who are the people responding to these surveys itself?
  - We want to use this to understand the integration point and the sampling that we're getting
  - Contextual, in-headset surveys; specific apps
    - In theory, all timestamps relates to app in some way
- Engineering lift for contextual, in-headset survey
  - Built survey into app-return flow; page pops up on survey
  - Built as contextual survey in the headset flow; use the in-headset megaphone survey, [redacted], etc.
  - Someone did this; [redacted], etc.; had triggering action
    - Would be adding an entry point to that
  - [redacted] we need to figure out eng POC
    - [redacted] is POC from the survey platform team
- SALSA
  - Might not send to SALSA owner, since they aren't the OWNER of the headset itself
    - Need to check itself
  -

**(1:1) and**

-

**(1:1) and** (talking about VR safety)

-

**12.12.2023**

**(1:1)**

-

**(1:1) & Ayfer weekly meeting**

- Dear lord

**Project Vegas**

- VR Trust - what's going on?
- Hawaii offsite - Reality Labs offsite/onsite

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    - Rabkin went last year; get in jeeps, look at animals, etc.
    - 2023: VR and content was majority of the focus-time
        - Self-determination theory for content ([redacted])
    - Engagement leaky-bucket can't be ignored anymore
        - HZ worlds, content and Rabkin
        - Zucc wants to see inflection in numbers
    - Really a focus on:
        - More devices in hands of others
        - Once they have devices, they get continued value
        - Translation? → engagement
- TL;DR
    - Engagement. Engagement, engagement, engagement.
    - Big bets; hypotheses for thinking differently on engagement
- Steam use in Asia
    - [redacted] Would love to understand the whole journey of Steam
        - → SteamLink vs. Virtual Desktop vs. SideLoading

**RL Northstar principles review**

- HZ all hands
    - Worlds in Feed boosted DAU by 11%! Appears it's headset-specific
-

**VR hot de-duplication effort for 2024**

- First person studio side of things
    - Gabe, reports to [redacted]
    - Conversation to find a solution for first-party studios for
- Misconceptions
    - It's only related to DSA; for 2024 → on, this isn't true
    - Ownership: it's really VR integrity (with direction from Citizenship)

**12.11.2023**

**Roadmapping: Integrity understand alignment for 2024**

[redacted])

- P0
    - HZ feed
        - Project plenty integrity features
    - User ban service
    -
- P2
    - HZ services and audio

- **HZ services**

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- In 2024 will ship an MVP of MVPs with first-party studio
- HZ safety services will be delayed, as well

- **Front load**
  - Voice moderation discussion; not build, but unblock the ability to do so

**Developer (Ayfer, B, [redacted]**

- Nothing surprising here in terms of working structure
- Overlaps:

**12.8.2023**

**Policy review** (VR HOT)

- Elements that may matter
  - User expectation
  - Our ability to clearer outline logic of system to user
  - Impact to our ecosystem based on strikes created
  - Matching industry expectations or standards
- Levers
  - Start leveraging scalpel feature-limits *rather than* ban
- Experimentation
  - Thresholds *or* levers we use
- Purpose
  - Log harm in moment
  - Tools to shut off harm in-moment
  - After the fact, log for dealing at the person's level
- UXR finding
  - Videos of the UXR itself; heat of the moment response to things
  - They have awareness, but accept it as part of the world itself
  - General acceptance and knowledge that this is part of the world
- ** If we increase permissiveness with no drop to safety measures, etc., this is a win-win for expression as well as integrity/recidivism

**(1:1) [redacted] and [redacted] - Dogfooding Note**

- Intro
  - You can tell that people care about the product when it
  - "Multipliers" - [redacted] (multipliers vs. diminishers)
- Next steps
  - Do sections: (1) problem, (2) Step 1

**12.7.2023**

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**Developer - (1:1) Ayfer [redacted]**

- This conversation worried me, RE: Ayfer's communication
  - Ayfer claimed B was extremely worried given B's interaction with me
  - I...this just isn't true?
  - I think Ayfer's second-hand communication and games of telephone are becoming clearer to me

**On-platform survey (1:1 [redacted] &**

- Set up
  - Headset session; headset taken off → pushes to mobile
  - Setup
    - If user in headset, you set min session (x = time)
    - After session, it triggers [redacted]
    - Does checks, [redacted] magic
    - Push notif on phone on Quest experience
- Next steps
  - Warning here
    - No data yet; no look at response profile
    - Responses could be low as fuck
    - A few special things with the query we need to do; targeting is a bit odd here
      - [redacted] can help set this up once I get there
      - Webview eliminates UID; have to log session ID <> survey
      - Link survey response and match session ID to UID
  - Talking to engineering on this (POC: [redacted])
    - → [redacted] is looking for Eng DRI to take over
  - Could be possible to find Integrity-side eng take the sides
    - Benefit our survey, benefit their survey, etc.
    - Experiment with different push types (phone → web, etc.)
      - Trigger at start (would you like to do later, etc.)
      - Trigger push to phone, if not → web, etc.
  - For
    - Get [redacted], into a group for this
    - Give context, etc.
  -

**Centralized enforcement weekly**

- Thoughts on '24 VRHot/UXR planning
  - Ideally in 2024, we could get to state where we test Centralized Enforcement designs that are more durable and based on discovered internal needs

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        - Do our designs address user needs for transparency, evidence, etc.?
        - Are our designs plastic to adapt to known needs in non-US territories (e.g. data policy variations in Australia, EU, etc.)?
        - Are our designs plastic enough to adapt to new HZ universe needs?
        - Do our designs leverage new values (Tone, Fun) in effective ways?
        - Etc.
    - Before doing this, there are core alignments that need to occur in the short-term:
        - Alignment: Meta Account Center (vs. elsewhere)
        - Understand: DE/DS work on recidivism
        - Understand: Defining Communicating strikes/violations
        - Framework: Evidence & policy snippets to surface
        - Framework: Articulate how, when we leverage "Tone/Fun"
    - I would consider these the core prerequisites before the next step of testing
        - (1) In H1 '24, we focus on the understands, frameworks/approvals and alignments that are in-part listed above
        - (2) Use this to create a basis for refined prototypes across a number of scenarios as needed and execute UXR in turn

*Notes from the group*

- [redacted]
    - They want everything: WA, IG, etc.
    - Does everything go in there? Or is each service having it's own page?
        - Basically, is there an IG-specific page before going to main account status page? Or not?
        - [redacted] wants to see what the steer is from them and then to us
    - What is Centralized HZ profile surface?

**(1:1) [redacted] B**

- Examples
    - Developer workstream
        - [redacted] X
        - B: X
    - HZ services
        - [redacted] Integration across Integrity, DDU, HZ, etc.
        - B: DDU design and pathing
- Chat from (12.7.2023)
    - Scope of developer, etc.
    -

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**12.5.2023**

**(1:1)** [redacted]

- Quality
  - Notification, polish, education
- Developer quality prioritization for Q1 work
  - Notifications: We need to get deeper into this
    - Integration into where they live (i.e. Discord)
    - Matt Conte *didn't* like this; he wasn't too happy
  - Every team will have to reflect developer workflows (rather than org chart)
    - First iteration is combining (January);
    - Bundling Privacy as tasks, etc.; trickle compliance into multiple surfaces
  - HZ services
    - [redacted]
- Education & Developers
  - Story:
    - This is what we learned
    - This is what we're doing currently
      - Data Protocol assets, etc.
    - This is where we're going
      - Create scalable system of education
      - Tool tips
        - Identify what's new
        - Could link to the education
      - Education tray (ads manager); slides out, lists documentation
        - See from [redacted] if we see X% increase from
        - Win for all teams here;
      - Concept for Rocksteady, etc. → Ties it together
        - One-stop shop education with resources we already have
        - Scale this to Unity and Unreal
      - Blue sky
        - Natural language response from questions; why not?

**Quality prioritization** [redacted]

- Nothing real new

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**(1:1) Ayfer [redacted]**

- PSC: Get a draft of this shit *now*
- Ugh. Communication here isn't any better
  - Not understanding "Business impact" point and the death of thought
  - Placing the full impetus on me to come to her when needed
    - She stated I started doing that already
    - Wants me to know *when* I need to come to her; based on how she talks to others, that's not necessarily viable

**12.4.2023**

**(1:1) [redacted] and**

- Focus for next half
  - Appeals (DSA) flows; has to be in place by February 2024
    - OSA — Australia
    - Unlawful content — Europe?
  - Evidence + policy snippets
- VR Hot 2.0
  - Articulation of transparency/evidence (reviewed by Legal/Policy)
  - Articulation of Tone/Fun framework (reviewed by Legal/Policy)
  - Methods
    - International
      - Australia
      - Europe
      - France
  - Before we do this
    - Alignment: Meta Account Center vs. elsewhere
    - Framework: DE/DS work on recidivism
    - Framework: Policy snippets/evidence
    - Framework: Tone/Fun
    - Framework: Communicating strikes/violations
  - To include
    - Policy snippets
    - Evidence transparency
    - Communicating strikes/violations

**Age & Avatar representation**

FEEDBACK AND HOW TO WORK TOGETHER

- Where we are now is much better for Avatars POV, etc.
- In the first version, there was too much language
  - What would break, etc/
  - What the status of this would be, etc.

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NEXT STEPS ON MY END

- Legal advised a Competitive Audit
  - In a VR world surrounded by age, age in avatars may be appropriate
  - Even without this, we want to understand age proxies as we widen rep.
- Her thoughts:
  - Competitive avatar choice
  - Scope here
    - 3D dynamic; VR, console games, mobile
    - Probably remove any static avatars, etc.
    - Platform vs. game
  - Be inclusive
    - Review avatars for game experiences (HZ, etc.)
    - Representation of *me* as a players vs. *me as an entity*
    - Banked vs. dynamic choices
      - Second Life: Static choice in ecosystem
      - Horizon: Static
      - Immersion Character-driven relationships
  - Scope here
    - Platform vs. app level
    - Avatar ecology
      - Second Life
- Working model
  - We want this to be as A/C priv as possible
  - Run with [redacted] and [redacted]
    - Height as proxy for age is going to be big
    - Could include [redacted], partnership with FoA
  - How it would be best supported moving forward
- Happen in 2024
  - Q2 is fine; earlier is great
  - For what comes AFTER Oct/Nov

**12.1.2023**

**2024 Developer workstreams [redacted]**

- Areas to discuss
  - Each project and purpose
    - Personas for [redacted]
  - Scope of developer inclusion
    - Project 1 - Competitive: Console, Mobile, VR/XR
    - Project 2 - Segmentation: VR, AR, XR
    - Project 3 - Meta VR developers
  - Collaboration
    - Project 2 - Segmentation with or without XR/AR?

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    - Locations
        - Scandinavia?
        - Asia?
- Notes from PM
    - We talk to big 3 quite a lot (Roblox, Meta, etc.)
        - We don't want to use this for 1p game development (legal flag)
    - We might want to use third party for sensitivity ends
    - Sampling
        - Existing 1p studios (Beat Saber, etc.)
        - Existing 3p studios
        - Combine
    - What will we do to thank them for the interaction we have for them; can we offer them information, etc.
        - Early access to Ventura; clothes, etc.
- The future of building
    - Mobile and cross-platform is going to be most interesting
    - Building on top of the HZ stack;
- Project ideas
    - 1p/3p mix
    - Geographic trends
        - N.A.
        - Europe → short list of developers there
            - Mobile adoption
            - HZ services
    - Sampling
        - Augments
        - VR
        - Console
        - Mobile
- Roadmapping
    - VR Hot - Q2 UXR on developing Account Center in RL

**(1:1)** [redacted]

- We can run in-headset, but there are caveats
    - A lot of basic functionality is pretty
    - Core question types are cool
    - No randomization, complex flows or logic; defining each path yourself
- Because we're client-side, any new features depend on having the new OS
    - ~33% are on the new OS; population gets small *fast* with this
    - This doesn't appear in Tessa as ineligibility; just doesn't send
- Recs for this survey
    - Session-level survey; user has engaged for 60sec

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    - Not interruptive; problem with in-headset
- Session-level survey might be the best here
    - Push the survey
    - Talk to eng team that built this;
    - POCs here: [redacted] (loop in engineers for this)
- Recs
    - Try to leverage anything we already have here
    - We can use [redacted]
- Next steps
    - Tag [redacted] in the documentation and give him visibility
    - Reach out to [redacted]

**11.30.2023**

**(1:1) - [redacted] &**

- On-platform survey
    - Recruiting 10-12 year olds
        - Worst case: We don't have 10-12yo
        - Best case: We have infra to run survey to *parents* via email
- Centralized Enforcement
    - [redacted] agreed with the proposal
    - He'll start working this week and next week; 1-2 weeks off before Christmas
    - He might be able to get necessary data sources for [redacted] to do this
    - THRESHOLD
        - Who is their policy, DS individuals
- [redacted] '24 priorities
    - Social integrity and integrity systems (Goal 1 and 2: [redacted] work)
    - HZ feed and front-end intervention framework
    - Account Status and Centralized enforcement
    - He won't** be able to do additional tool investigation for developers
        - User Ban
        - Horizon Safety Services
        - Etc.
    - [redacted] - he'll focus on compliance (DLG, DUC, Age Cert)
- Roadmap work
    - Developer segmentation workstreams
- ROADMAP IDEAS
    - Stand-alone developers study on Horizon safety services
        - User Ban
        - Minimum Viable Product
        - How we roll out and include new items
        - CLARITY: Is HZ Safety Services MANDATORY or OPTIONAL

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**VR Hot**

- Centralized enforcement and Account Status for FoA
  - Seems complementary to what we're doing
  - We might want to continue our push on our end
  - We need to think about cross-collaboration work with IG, FB and WA
  - ...no XFN roped into this conversation yet, so good to get ahead of it
  - They're just shipping it around to get buy in on things
- If we test with FoA...
  - We need to think about our use-cases applying to FoA account status
- Our architecture question (Where does Account Status live?)
  - Our team doesn't have experience to build the front-end experience here
  - If we build on Account Center, we get the "fake native" things for free
  - [redacted] concerned that being in Meta Account Center conflates the scope of the violations and consequences associated with it
- **Should we create an artifact
- Next steps
  - Create an artifact of the journey showing entry points → Account Center
- Central/Cross-Integrity
  - Reach out and see what sort of data they have on strikes/violations

**11.29.2023**

**Quality audit - impromptu VR Trust UXR meeting**

-

**11.28.2023**

[redacted] **& (1:1)**

-

**Impromptu VR Trust UXR meeting**

-

**UXR team meeting**

- There are six (6) core scenarios we are focusing on
  - I have no idea
- We're doing a design audit, similar to what we've done in the past
  - Pull together list of issues we're doing for lockdown
  - All known pain points (laundry list)
  - Try to link specific tasks to the laundry list

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**[redacted] (1:1) - DDU eng, discussing recent Age Cert work**

- Mostly working landing page, compliance, etc.; vision for future, etc.
- [redacted] - Rocksteady 2.0
  - 

**VR Trust UXR team meeting**

- How to anchor
  - If SALSA, put it under SALSA
    - Tag POCs here, if not specifically SALSA
  - If DDU
    - Tag privacy
  - Link to the outcome; Eng will decide the owner
  - Our template will just focus on the major areas
- Questions
  - Developer or user?
    - Both
  - Scope of the issues to solve?
    - Can be solved within Q1; lockdown is within Q1
  - Are we prioritizing 10 issues overall, or for each sub-area?
    - Prioritizing; 10 and cap
  - Anchor the Excel sheet at the ISSUE level and include all many recommendations within each area

**RL Strategy ([redacted])**

[redacted] *Notes*

- Review
  - UXR survey (methodsFirst part: Methods
  - Survey findings - relationship of age and representation
  - Consideration: Ecosystem changing around avatars
- Where we are
  - We want to start investigating this
  - Legal thinks safest way is to do competitive audit
  - We pair together
- *Notes*
  - Vendor budget - do we have any here?
- Next steps
  - Vendor budget vs. UXR budget?
  - - put Legal and [redacted] into a group here
  - Age representation
    - Height, age, etc. →
  - 

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**11.27.2023**

**VR Hot**

- What have we done?
  - UXR
  - Key areas
    - Transparency
    - Tone
    - Strike system
  - Reviews
    - DS
    - Legal
    - Policy

Notes for the future

- **Audio moderation
  - Drivers of loud audio in online spaces
  - Reviewing past UXR and making a POV on it
-

**DDU '24 planning**

- Ongoing user testing sessions
  - [redacted] is cool with that
  - [redacted] mentioned to her that she can have X amount of slots
  - SYNC with her on this
- For 2024
  - We need to be considering App Lab here
  - **B** - fill them in on this; we want to be doing both
-

**Legal review - Avatars and Representation**

[redacted] *notes*

- First part: Methods
  - Off-platform
  - Avatar use was not Meta-specific
  - Asks about avatar use on primary platform (Meta, non-Meta)
  - Avatar use was about primary use, relationship to physical self
- Second: Findings
  - Association between avatar use and social connection (adults, teens)
    - Risk: Upsetting political speech, PII discussion
  - Unique relationship of avatar use and other harm for teens
    - Risk of no rep: Physical space issue, generally unwanted speech
    - Positive:
- Third: Where do we go from here

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- Notes & concerns
  - Is it realistic that the product team will consider this?
    - If not, just dump it
    - If yes, we should proceed cautiously
  - Risks
    - There's a risk of NOT doing age representation if the ecosystem of age representation AROUND avatars
  - "How will age representation change for better or worse the experience of that target audience"
    - [redacted]
  - Kristin: Does it make sense for Trust to run with a formal competitive analysis in this case?
  - [redacted] Are we meeting the industry where it is?
    - How do we bridge the gap from where we are to where we want to be?
    - Could be interesting and helpful to do this in future?
- Next steps
  - Any hard blocks here?
    - Doesn't seem like this is the case
  - Trust competitive analysis
    - Director - RL Trust [redacted], etc.; reach out to him)
      - [redacted] big boy boss)
    - Rec'd reaching out to outside firms
      - Should potentially use A/C priv on this
  - Stakeholder feedback; moving forward with this?
    - Should we be doing this work now to prepare for the future?
    - Proxies for age representation
  - UXR - quant (what to do)?

**11.21.2023 &**
[redacted]

*notes*

- Logic of "why before crucial convo" made no sense
  - The convo from NYC and feedback on her discussion are separate
  - Why was one a forcing function for the other?
- Ayfer generally resistant to the feedback
  - Thought it was about performance, kept saying she didn't understand
  - Got really specific with every instance, so it made it hard for her to hear anything
  - I had to explain why conversing on a Meta-level has impacts
    - How Ayfer communicates over time impacts later feelings and acts

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        - E.g. Doesn't get clarity, makes claims, expects others to do the work
- What worked
    - Me describing her not talking anymore
    - Making claims/assumptions and moving on from there
- My take
    - She's over-worked and lacking self-awareness
    - Unable to see what's happening

*Notes from the talk*

-

**11.20.2023**

**VR Hot + DS**

- [redacted] → what do we think at the hardware level vs. VR
    - [redacted]: We're thinking per-profile, rather than per-device
    - [redacted]: Think about evolving design based on device-level
- [redacted] We don't have an understanding of ONE profile across both experiences over time
    - He does see SUMA as important, as well, but not in the immediate
- [redacted]
- [redacted]
    - "What are the principles we have for this game system?"
    - Do we want to (1)

**(1:1) B, & Segmentation**

- The order
    - Competitive work
    - Segmentation
    - Developer features along Meta segmentation
- Opportunities
    - Competitive work
        - Could use this as the developer persona piece
    - B's focus
        - Developer journey (use [redacted])
        - International, as well: America, Scandinavia,
    - Developers
        - Project Horton intro deck

**Avatars & Age** [redacted] , [redacted]

- Generally, he agrees with everything here

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- They have a lot of work; preaching to the choir
- A lot of nods here; people really do agree here, but they have steers

- Age and social connection
  - Not necessarily a new finding; represents embodiment work
  - Relationship of Teens, Social Connection, etc., is new
- Future
  - Thinks there is an opportunity here; age, etc,.
- Points to bring up
  - Legal support here → we need a steer
  - Behavior has a big impact here; naming, embodiment, etc.
  - Shift in avatar approach will change in '24; they're focusing on 1p and HZ, but they're going to try to push into new worlds
- Notes
  - Avatars look, behavior and outcomes
  - Understand → equip the legal team
    - What does this translate into?
    - Avatars want to be on an avatar continuum; IG, FoA, etc.; how do we balance out experiences across these behaviors
      - Saved avatars

**Segmentation** [redacted]

*From*

- Start off
  - Probably have two areas that don't impact us
  - Segmentation itself is the biggest piece here
- (1) Competitive work
  - Method
    - Meta and non-Meta VR developers
    - Releasing end-content for our systems
    - Would include marketing component (effective messaging)
  - *Notes*
    - Doesn't require waiting for me at all
    - Thought was that if there was anything from this that could steer us, then we might be able to use it
- (2) Needs segmentation
  - Content
    - Needs-based segmentation
  - Sample
    - VR and AR/MR
    - Developers releasing end-content for our systems
  - Method

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        - Qualitative, Quantitative or both?
        - Releasing end-content for our systems
- (3) Marrying the possible "what's" with "how's" by developers
    - Match the

*Notes from us all*

- Output
    - Market segmentation
        - Developer platform wants this
        - How to allocate resources;
            - XR tech wants this, too
        - Who are the people *not* developing
- Stakeholders
    - Marketing vs. product
        - Both want both
- [redacted]
    - Typically think of segmentation as
        - Builders (in house, etc.)
        - Agencies (decision maker audience)
    - What should we build, who should we prioritize
        - When we want to grow
        - Who do we want to grow width
- What do we want to answer and who do we answer for?
    - (1) Throw everything at the wall and see what sticks?
    - (2) Get really tight and focused with what we want to do
- Questions
    - Internal vs. external
        - [redacted] and  = similar
        - [redacted] might be a little different here
        - Generate ideas around
            - *What people outside of our ecosystem exist?*
            - *Within ecosystem segmentation vs. outside?*
            - We need* to have high value potential segments here
    - Marketing vs. product focused
    - What do they want at the end of the day
    - Unified perspective
    - Focus
        - Focus the work on product; high value segments for each of our areas
    - From the segmentation, what is the outcome?
        - Market size of the segments?
        - Who they are, what they're doing, motivations, goals, etc.?

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- Next steps
    - Align

**11.17.2023**

**DDU - Planning (+segmentation discussion)**

- My notes
    - Outline of steps
        - (1) Competitive work, including generation of feature, needs and issues across developer journey
        - (2) Needs-based developer Segmentation
        - (3) Marrying #1 and #2 together; recruiting across Meta developer segments
    - Core alignment (and scope-creep prevention)
        - Potential to collaborate across VR, XR, AR
            - Split of VR and non-VR (AR/MR)
        - Strong opportunity to work in Marketing needs in earlier work
        - With apps/end-content released
        - Part of work should include both current and non-Meta developers
        - Localization: Imperative work includes variety of regions
        - Need to "stack rank" niche/outer-focuses of devs (i.e. 2D, Metaworks, etc.)
    - Total work
        - Competitive
        -

**11.16.2023**

**(1:1) [redacted] &**

- **VR Hot**
    - Not kicked off yet; just busy as shit
    - He did put up a doc to get a single source of truth
    - Analysis: Most fundamental questions, etc.
        - Users exempt from enforcement (2 → 3), etc.
        - What happens after social ban post-v.62
        - But, it opens new data structure
- **Segmentation**
    -
- **DLG**

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- We see Devs get Meta inbox reports, but they're not actively resolving them
  - → What are the pain-points of this?
  - → Is this a huge problem?
  - → **We should work this into the competitive analysis*
    - Recruit: Those using Meta reporting
    - Recruit: Those *not* using Meta reporting

**Developer segmentation (DDU discussion)**

- UXR side of things
- Their notes
  - API usage segmentation; 8 segmentations based on category
    - Multiplayer focused (social features)
    - Single player (UID, etc.)
  - Refined this after to get more granularity
    - Specific field, type of data, etc.
  - Refining segmentation based on new data, as well
    - DUC checks
    - Not passing these issues, etc.
- Questions
  - This was purely Privacy APIs, right?
    - No! Some were DUC, some not
    - All APIs use through API
- Follow ups
  - Ask for [redacted] on this
    - In-app
    - Avatars only
    - All APIs, etc.
  - Can we marry these two
    - User only
    - Avatar APIs
    - In app purchases
    - Match Making
    - ...
- Open questions
  - Could anchor from VR; AR will be here in the future
    - See how they adapt AR/MR in VR context
  - Goal
    - Diagnostic; we see segmentation
- Approach
  - Outside work: Competitive approach + Segmentation
  - B: Quant study ongoing

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- Internal data: 3D and 2D experiences
- Scope and scope creep
  - Can we use [redacted] outreach for the part of developers who

**(1:1) [redacted] &**

- Developer segmentation
  - Who's included: VR, XR & AR
  - The scope: Developers focused on finished apps/app lab
  - The scope: How segmentation changes for X, Y, Z type of developer
  - [redacted] thoughts
    - (1) Detach fully, focus on final apps (Store, App lab)
    - (2) Integrate with them, but bifurcate on developer intent
- [redacted] thoughts here
  - [redacted] talked with MetaWorks, XR tech, HZ, etc.
  - [redacted] thinks they're actually very similar
    - Very broad
    - Build aspect only; he thinks we should do both (build, business)
    - "Creators" but not Developers; could these be merged?
      - What changes exist here?
      - Timeline? Features? Etc.
      - High level is the same, granular level is different
  - Specificity seen as better here
  - Quality for developer experiences
    -
- Developer journey
  - Stressing him out
- General notes
  - AR/MR is still theoretical and not necessarily where we are
  - We need to balance the current model with what we want
    - Issue of HW release being too fast; no dev kits here [redacted]
    - We need to have continuity of business
  - VR vs. non-VR (AR, MR, etc.)
- Valuable
  - Needs-based VR segmentation
    - VR Org; realization we need this (playbook for Meta projects broke)
  - Moving conversation forward on overlap in AR, VR, MR
    - How do we articulate how we think about these spaces?
  - Not "content segmentation", just because it seems too...genre-based
    - "3D/VR app developer segmentation"

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        - These industries don't even exist yet; AR/MR will eventually have the same problem that VR has
        - VR is focused on technology adoption at this case; MR/AR will come around eventually

**Centralized Enforcement check-in**

- UXR view
    - Legal/Policy
    - DE/DS
    - CD posting about tone
    - [redacted] and VR Hot
-

**Data Protocol &[redacted]**

Age API resource

- What we would need
    - What choice it relates to (Mixed Ages ONLY)
    - What it does (Passes information btw. surfaces)
    - What it requires
        - Code add using our documentation
        - Investment overall?
    - What it *doesn't require*
        - No checkpointing
- Data handling
    - What we share and don't share
- Investment required
    - Time upfront
    - Resourcing of code

Notes from the meeting

- Primary areas to include in new Age API resource
    - Data handling
    - Investment/resources required (time, code)
    - Investments that Meta makes (i.e. checkpointing)
    - The fact that you can change the decision later

**11.15.2023**

Offsite (Day 2)

- Social [redacted]
    - Overview
        - Groups (durable chats for all involved)

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        - HZ Feed (Project Plentry); adding UGC to feed
        - Activity cards (Chess, open world, home, etc.)
            - Some are Meta-developed (YT Co-watching)
            - Some are not
        - Simile meant that FB graph → HZ/Oculus graph
            - Meant that messenger pulled off into its own app
    - Social integrity goal
        - Big Boulders
            - Horizon Feed (Project Plenty)
                - Bootstrap with existing content; foot in door for more
            - Intervention framework [redacted]
                - Signals that should be applied to the risk
                - When do we apply/in what use cases (not posting photos, not letting them be alone in place with a minor)
            - Surface enablement
                - Education & tooling; help surface teams understand up front what will be required from them
                - UGC feed, sharing, etc.
                - Localization issues** (IXFN)
            - Surface consistency
                - Blocking → Keep it the same
                -
        - Metrics
            - Lot of work here; all of [redacted]s things
            - Prevalence of bad stuff happening in the UGC system
    - Potential areas for me
        - Ranking integrity of UGC
        -

*Roadmap area notes*

- Developers
    - Segmentation
    - Marketing
    - Competitive work
- User-end
    - Social group issues
    - Evidence capture/audio capture
        - → Localization of this

**11.14.2023**

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VR Hot: "Fun"

- Review
  - Context of the UXR
- [redacted]
  - Conduct vs. content
    - Light bullying and harassment? Jovial tone
    - Higher severity harm
- [redacted]
  - "I violated the law..."
  - Who is the receiver in this case?
    - A child?
    - An adult?
    - How will the message itself land?
- [redacted]
  - Can we bifurcate the TYPE of the harm vs the APPROPRIATENESS of the harm itself
  - What is the effectiveness of the harm itself
- [redacted]
  - Most people who say these things KNOW
  - ERand trust
  - Education outside of the spcei

**Evidence/transparency**

- Evidence surfacing in reports
  - [redacted]
    - People won't know unless we show
    - Mitigations:
      - Audio isolated just to reported user
      - Audio to text for reform/appeal
    - Reward is worth it; people need context to appeal
  - [redacted]
    - It's a good evidence piece
    - Good for transparency to regulators
- Code of conduct/violation
  - Same as above
  - Puts a microscope on our precision
  - Does open up scrutiny
- Strike system
  - "Gives a path, but...doesn't give everything"
- Appeals
  - Recidivism playbook here

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**11.13.2023**

[redacted]

- V.62: Centralized enforcement launch
  - Data should show up in there, so not a ton of data foundation work
  - V.62 is Jan. 31, 2024
  - Pre-v.62, what do we do? (Not de-duped, etc.)
    - Consolidate strikes from HZ and VR side
    - We can take a look, but it might be off
- Presentations
  -

Developer segmentation: [redacted]

- **My tasks**
  - Needs-based developer segmentation
    - Overall segmentation (VR, AR, MR)
  - Competitive analysis
    - Trust (P&I) features and tools
    - Collab w/Marketing
  - Combine the two together in a final study
- Notes
  - [redacted]
    - Broader framework makes sense with a broader dev strategy
    - Can unified UXR framework ACCELERATE these discussions
      - Worried that broadness could impact the applications
    - Breadth is two dimensions (Platformed apps vs. all areas developers)
  - [redacted]
    - Broad piece of VR/AR/MR? → They optimize the derived outcome that people are doing; this is anti-UXR
    - Strategy here changes too quickly over time; segmentation is out of date
    - Automatic clusters of app-styles
      - AR, MR, VR, etc. → Chunk into the services themselves
      - Social, teens/YA, AR applications, etc.
      - Augments, etc.;
  - Getting traction on this
    - New regulatory pressure is fucked
    - We have UXR; we lack ability to execute recommendations
    - UXR says X, but policy/strategy says Y
    - "Can this help us identify issues for regulatory before it occurs"

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            - Sizing needs of issues before we get hit with regulatory compliance
    - Risk-based analysis
        - This is where segmentation occurs
        - Regulation occurs; we need a way to prioritize which to do first
            - Esp. consider the "long tail" here
            - E.g. "We have 8 groups of devs, based on what we're doing impacts *multiplayer*. This is revenue cash cow, this is the risk"
            -

**11.8.2023**

Ayfer & : Crucial Convo

- **Ordering of things**
    - '22 to '23 changes; not sure what caused it (don't want to know)
    - This talk exists outside of intent
    - These issues are patterns, not stand-alone problems
        - Specific things can be discussed
        - These are things I've noticed at a recurring pace
    - I'd like this to be more discussion than review
- **General issue: Communication**
    - Noticed this when I got back from recharge
    - [redacted] → immediately took note
- **What's going on?**
    - Feedback (statements without evidence; granularity)
        - E.g. "Is this in scope?"
    - Everything is a problem that needs a solution
        - E.g. Dogfooding note
    - Lack of gaining context for situations at hand
        - E.g. Developer
    - Discussion with people outside of myself
        - E.g. [redacted] and templates
- **Impact**
    - There's no opportunity for exploration or failure; this stifles creativity
    - Deep thinking as a team is gone
- **Examples**
    - Discussing with [redacted] my comments about Rabkin in our chat
    - Feedback convo: "Don't focus on the details"
    - Crucial convo: Scheduling performance feedback after notes sent
    - [redacted] international work; no communication, just a choice

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**11.8.2023**

[redacted] (1:1)

- December: Reviewing with developers the User Ban Service
  - Goal: Review with these devs
  - [redacted] Communicate this with those 11 people
-

VR Hot planning

- World-specific issues here
- Division of labor
  - Generalizable solutions [redacted]; messages in group chat
  - As we dedupe VR Hot efforts, how does ownership migrate?
- Reporting from HZ feed
  - Should be independent for that surface
  - Back-end enforcement is different
    - Ops cue for world → world, feed → feed, etc.
- De-duping accounts entirely at HZ and Platform level
  - Is this something we're doing for Ventura?
  -
- Areas
  - Enforcement
  - Strikes/violations
  - Appeals
  - Unified/centralized experience for the user

(1:1) [redacted]

- Deduplication of integrity between Horizon and VR Platform
  - [redacted] muting in HZ vs. audio controls
- "What do we do in a post-VR Hot world and our expertises"
- Notes from VR Hot work
  - Look here (6.2)
- Goal: ***Outline potential risks associated with increased representation and outline mitigations that could assuage or address these issues***

VR Hot

- DS
- Policy
- Legal
- Horizon

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- Areas
  - Recidivism
  - Appeals
  - Strike system and enforcement

[redacted]

- Roadmapping and UXR plug in
  - Audio moderation (short by 2 staffed; unfunded)
  - VR Hot (
- Safety Center
  - Add Seth into the DS meeting
  -
- Talk for offsite
  - VR Hot → present Account Status UXR
    - Consolidate infra across all things we own (not FoA)
    - Ground that in UXR findings
    - Anything pointing to fixing E2E journey across use cases
      - Content, HZ feed, etc.; ideal E2E UX flow
- Leads review (Account Status)
  - In December; present options; Meta AC is one, but what are others?
  - Meta Account Center vs. Safety Center
  - OC Chats, Twilight, etc.
- [redacted]
  - [redacted]
  - VR Trust LEads
  - Avatar integrity
  - Citizenship [redacted]

*Notes*

-

[redacted]- ERBP

-

**11.7.2023**

DDU planning/roadmap

*Goal 1*

- Privacy landing page
  - Privacy module
  - **Prioritized privacy landing page for Centralized Compliance (Goal 1)

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- Privacy/compliance (DEO/DIEO)
    - Documentation
    - Tutorials, education
- Privacy guided-tour
    - 401k;
- Tooling for Regulatory efficiency
    - Communication channels!!!
- Ventura AR compliance
    - Augments; all about TAYA

*Goal 3*

- Meta Account center
- Developer led insights
    - Focus groups
    - Quant
    - Qual
    - → We need something here

*Goal 2* - internal developer workflow

-

(1:1) B

- Scope
    - Tackling developers; foundational Rocksteady work
    - Developer/Rocksteady focused
        - Org manager
        - Personas, journeys
- **Send B directions to log into Rocksteady
- Quality scorecard
    - DS-led; undertone of quality
    -

[redacted](1:1)

- Integrity offsite breakouts: What should cover
- Scope of '24 work

**11.6.2023**

Ayfer & : Performance trajectory conversation

- Opens with asking about this comment due to Crucial Convo
- She tries to make sure that SHE isn't threatening me; she asks me to reach out to HRBP if she is actually threatening me, and to talk to them directly
- States that the reason she shifted the conversation is because she wanted to make sure that she wasn't threatening me
- States that her notes are all about the progress document that she shared\

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- Opportunities
  - States that XFN proactively reached out to say I wasn't working on this work
  - Tells me not to oversell
  - PG understand group feedback
    - She realizes it was okay
    - Maybe
- Why happening now?
  - She says that it was an update after NYC
  - Says it happened organically
  - "Before it's too late to deliver impact"
- She needs to see an increased level of impact
  - She says to "not focus on the details of who said what"
  - Ayfer says to, "Just focus on the impact

DDU

- H1 is about research, probing, etc.; we're not delivering anything
  - Way we frame it - setting us up for success
  - [redacted] sees with as .25 as quant, .25 as qual
    - Will chat tomorrow with B
    - [redacted] shared roadmap and strategy doc here
    -

[redacted] (1:1) - Chatting on competitive analysis

- Marketing research → Leads for Trust marketing across RL
- Meta doesn't invest a lot in Developers, *at all*; lack of content
- Her intent/end goal
  - Trust-based communication strategy for Developers
  - By 20th of November, she'll have a deck on this
  - She knows that there will be black-hole where
- Competitive analysis
  - Features/tools: What are developers talking about
    - How brands talk about: Payment, messaging, etc.
- Proactive suggestion
  - Segmentation is an issue; her's is largely marketing
  - Advises against using the word "segmentation"
- Next year
  - Help [redacted] set up a marketing approach for
  -

*Takeaways*

- Send her the developer takeaways here

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- [redacted] Someone on her team leads VR
  - [redacted] (same team); connect with him
  - Rec's taking a broader approach here; content and all devs
- Next steps for me
  - Marketing standpoint: Not yet thinking of the structured competitive analysis
  - Helping marketing with messaging
    - Is what we're writing effective for Developers?
    - ***Could we partner on this?*** Two concerns:
    - **Messaging
      - [redacted] (Leads Content)
      - If Trust, add [redacted] to meeting
  - Any additional UXR requests in the vendor's ask?
    - Let her know directly
    - Add a question on this, too; let her know ASAP

**11.2.2023**

[redacted] (1:1)

- Goal #3: Developer Integrity
  - We haven't consolidated information about developers' needs
  - Do we have a standard process for (1) if devs interested and (2) size
    - Who could actually use this?

VR Trust UXR team meeting

- Roadmapping
  - Quality
  - Trying to
  - Being thrust into roadmapping forced teams to realize how inefficient things were
- Notes on prioritizing
  - The right things
  - Everyone has understanding of what this priority is

**Segmentation meeting** [redacted]

Developer segmentation

- Workstream scope
  -
- Developer scope
  - VR developers creating apps for VR and app lab
- Content scope

Past work

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- Newer segmentation - key focus on tech creators
    - XR Tech focused
    - LRP happened; MR happened,
- Primary, survey validation, market

Her current work

- Overlap of creators/developers; VR/MR/AR

Questions

- Inclusion of developers
    - Diversity of developers with focus on Privacy/Trust
    - Focus on VR developers with diversity of
- Segmentation work
    - Strategy work; unified

Notes

- Can't ignore monetization piece
- Cross-shipping on other platforms
- Agreement
    - PM Directors and PG leads
    - Boz's "Unified developer" approach

Who's involved

- [redacted] XR Tech
- [redacted] XR Tech (AR History)
- VR and integrity
- [redacted] VR developers overall

**10.31.2023**

Quick sync - Account Status UXR

- Check with Kristin RE: Videos

**10.30.2023**

Dogfooding

- No dedicated QA (FoA)
    - Trying to get people to reach goals
        - 1. Education (how to do it, etc.)
        - 2. Incentives (make it easy, recognize, etc.)
        - 3. Integrating dogfooding into UXR toolkit
        - 4. True UX in dogfooding
- Question

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- No dedicated QA - is this effective?
- Painful experience
  - Employees are forced into experiences that are painful
- Common definition of how dogfooding is actually defined
- Any efforts to offload the work to users

**10.26.2023**
[redacted]

Cloud Services Sync [redacted] et al)
- Merge teams

**10.25.2023**
'24 Planning - Integrity [redacted]
-

**10.23.2024**
B (1:1)
- REMIND: ***Send over a bunch of UXR***

2024 planning: DDU & Integrity
- Integrity
  - Goal 5: 100% integrity compliance; need by April '24 or be delisted
  - Work: Most DS [redacted] PMM, no eng work

**10.17.2024**
[redacted] (1:1)
- Her work
  - Dev Integrity & Experience; doesn't work a lot w/XR tech
  -
- My work
  - Segmentation & competitive analysis
- Questions
  - Voice of the customer
    - Snap: Developer insights, etc.
    - Here: Dev pain points, journey, etc.

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- New developer panel
- Aligning across all release schedules
  - 

[redacted] (1:1)

- Data processing choice → needs to go up to [redacted], then Boz
- 

[redacted]r (1:1)

- UXR being published
  - DevSec publication
  - Horton Germany UXR
  - Audio controls UXR POV
- H1 Developer UXR
  - Segmentation & competitive analysis
  - Temporary hold on this
  - XR tech: adoption is adoption is incredibly low
  - **Alignment
    - VR segmentation
      - Gaps to fix/fill
      - AR/MR side
  - [redacted] ***team*****
    - ***~18mo+***
  - Two holds
    - Journey →
    - Duplication → Scope needs-based segmentation
- VR platform side
  - Life cycle management piece seems we could alignment
  - VR side develops in a vacuum at launch
- DDU PMF
  - Add the API notes in DDU PMF doc (here); suggest
- Understand Roadmap
  - Project-level: Go into specifics
  - Theme-level: Go into the themes of things
- My 2024
  - Case studies
  - Policy and education
    - "We aren't allowed to talk to them early enough"
    - Fundamental change in Comms policy before launch
    - **Communication
  - Research need for 2024
    - How we work: "If we built X, can we do Y?"

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        - What we build: "
        - The differences: "
    - Improving UXR with developers
        - RR for developers
        - [Set dates] Developer Panel
        - [Set dates] Vendor work
- [redacted] ideas
    - Additional NDA requirements; correlate top 50 (AppLab/Store)

**10.16.2023**

[redacted]

- Alignment
    - **Scope
        - Front-end features (APIs, SDKs) that enable functions or are functions and require interfacing with Meta to understand, incorporate, learn, etc.
- [redacted] needs
    - She's concerned about it happening in VR
    - Goals, timeline,
    - [redacted]
    - VR org and MR org are goaling on different things

    - Scope of *my* upcoming work
        - VR and MR end-product developers
    - Other work
        - Competitive analysis
        - Segmentation work
        - Journey stuff
            - Meta teams
            - Developer success
    - XR tech: AR-focused
        - VR: VR
        - MR:
- XR tech
    - All things MR
        - Presence platform (enable mixed reality)
        - Hands
        - Audio SDK
        - Pass-through
        - Body-tracking, eye-tracking, movement, etc.
        - Scene API

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- The team tooling
  - XR Tech: Builds the shit itself, back-end shit
  - VR platform: The platform shit
- We're shoving square peg into a round whole
- Developer support systems
  - XR Tech =/= VR platform
- Everything on her end is very front-end

**10.6.2023**

**Design Crit: VR Hot, Social elements**

- Questions from me
  - Social privacy settings: Will these still be access in Account Status?
  - Social privacy: Is social privacy also filter-based (no 2D)

**10.5.2023**

[redacted]

-

[redacted]

- Intros!
- Issues I see on my side of things
  - Team execution style
  - Literacy on developers
- Where do you see the biggest issues with the developer space?
- How can I help?
  - The developer needs/segmentation project
  - **Ages and ages and ages of time just explaining things
  - **Improvements are happening to review tooling
    - → DCP process; DevRel eng project
      - It's a bandwidth issues
      - Just needing to lockdown here, or else we
    - → Integrate earlier into the lifecycle
  - Flaws: Release tooling as web update not console
    - We run Oculus like a webpage
    - v50 and v57 has thrashed developers
    - Rocksteady is just awful
- Where can I get better, as well
  - 2024: Push for literacy, notes, etc.
  - 2024: Bigger things: Developer as data processing
    - [redacted]
    - [redacted]
    - Sometimes with [redacted]

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    - 2024: Needs-based segmentation
        - **The needs-based segmentation is really, really important here
        - **She hates [redacted] segmentation here
        - Inclusion
            - VR + MR + AR (Spark; none as relevant)
            - DevRel: VR/MR

**Tim Loving (1:1)**

- [redacted] Countdown process update
- PM Role
    - UXR needs to maintain a more formal relationship as PM
    - We need this to maintain a good position in the company post-layoffs
    - For me: Talk with [redacted]
- Ayfer update: Confusion with third parties

**10.2.2023**

[redacted]

-

[redacted]

- Doing shop-alongs around the world
- International playbook work has been sidelined
- Germany
    -

[redacted] &

- Misc
    - Voice moderation is great
    - User Ban Service is great
- Developer Trust work
    -
- Audio moderation
    - Developer Cloud platform is an enablement technology
    - What are the couple of solutions this helps unlock?
    - Link to the UXR review
        - Marry the two together

**9.29.2023**

**1:1** (Career conversations)

-

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**9.28.2023**

**1:1** (Ayfer → Talking about Developer Vision UXR)

- **Statements to clarify**
  - Why was Tim's apprehension mentioned in our first meeting? I only mentioned it in chat bc you mentioned [redacted] not sponsoring in meeting.
  - Who is asking what the status of the UXR is?
  - Who is "talking about" this specific UXR project?
- VR leads issue
  - Some misalignment there
    - Tim may have thought [redacted] developer leads meeting was the one I initially presented him
- For tomorrow
  - CLARIFY: Do we need two insights meetings?

**1:1** [redacted]

-

**1:1** [redacted]

- Always was in MetaWorks

**9.26.2023**

**1:1** [redacted]

- He's still working on the VR offsite for
- Horizon vs. VR Trust assignment
  - Org-wise is the same (two teams)
- Audio services
  - Low maturity
  - Mid maturity
  - High maturity
- Two dimensions
  - How do users perceive specific apps/platform
    - "Do you feel comfortable saying X"
    - "When you try to do X, do you think Y"
    - → Do users expect this at all
  - Developer usage of this tool
    - How many developers would use this thing?
    - Onward, for example; lose

**WS8 - Eng meeting** [redacted]

- Not sure if they can get vendors to get test apps

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    - When you upload new build, it requires it
    - Do we have a repository of builds that we could use?
    - He could add us as admins to the org
    - There's a prerequisite of their being new build
- Our needs
    - We could create test apps; give test users to each developers
    - Unclear how we would grant access to vendors to upload new binary
        - Typically test through intern/FB
        - We wouldn't be able to follow internally
        - We would need to create a new test app for each scenario
-

**9.18.2023**

**WS8 - Eng meeting**

- Review
    - Ask
        - We have a test environment for dev age cert.
        - We have for both old and new devs
        - Whitelist the developers email into Rocksteady test space
    - Entry point:
        - New app vs existing build
        - Do we bifurcate at the start?
- Notes
    - App submission process requires self-cert, so it should
    - No enforcements if not finished here
    - Gate for the developers who have selected
        - We can just whitelist them in to the
        - They create test app
            - Black app with test features
            -
        - We don't want this to be permanent
    - Rocksteady
        - Go and do test apps directly from Rocksteady here
        - SiteVar: They get access to age self-cert
    - To do
        - THEY. Share instructions with me
        - WE.
- Questions for the research
    - Developers have to update to latest OS to do this; age API
    -

**9.11.2023**

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**Voice moderation**
Overall

**9.8.2023**
**Voice moderation**
Overall

- We need to pitch to leads for a shift in DLG
  - **Purple path** (line 2) is a '25 or '26 goal
  - We should run with this assumption for ourselves
- We need to inspire confidence
  - How long to build what's better than ToxMod
    - *More expensive at scale
    - *Prohibitive for Creators and 80%
  - What do we provide that Toxmod doesn't
    - 80%: Use data/models across all apps
    - 20%: Specify your model only for your specific app
- Client-side or server-side
  - Boz thinks we should have no data on our servers, dev or not
    - → Purple takes care of this
  - Cross-platform value is actually fine to do!
- Other options
  - Layers between HZ universe ⇔ ToxMod

[redacted]

- We've made it prohibitively hard to build anything, given existing DLG frame
  - If we can re-define Meta as data processor
- **LUCID:

%

**9.7.2023**
**Flag this app (*brainstorm*)**

- "Transparency report." What signal would we need for this to be meaningful?
-

**Policy meeting**

- This seems like the "numerous hats" we wear are only a problem because we built *too much, too fast* and *released a lot* too soon
- This sounds like Frankenstein's monster
  - We built chat. HZ. Social graph.

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- We want to ship and use these things
- We want to have DLG
- We want everything, but it's all hodge-podged together

[redacted]

- Developer execution workstream

[redacted]

- PMing
  - DevRel > Operations > PM for product
  - PM + Meta + Integrity ⇒ Cluster fuck
  - Internal approach
    - Keep a look at the org tool
  - Developer approach
    - Starting from the ground up; fresh and new
    - [redacted] ***dev platform***
      - Meta Developer platform team; re-org'd to HZ
    - → [redacted] ***1st party studios producers team***
      - If open headcount, just switch in
      - Producers for 1st party studios
    - [redacted] Non-traditional mentor
  - ***PMM: Consider this, as well***
    - Who is the PM for PMM? Really, no one
    - Have we thought about putting this together?
  - Views on PM
    - Align with sequencing plan that moves to end-state
    - Bit more thankless; people reach out ad nauseum
  - Views on Meta
    - Our DevRel group is immature compared to the rest
  - Director of the org willing to sponsor the move
  - Interview loop
    - Phraseology and buzz words for analytics
- Horizon Safety SDK
  - Add links to existing UXR
  - User story | Developer and user
    - Quotes to

**9.1.2023**

[redacted] **office hours**

- Notes from the meeting
  - We agree that the output has two audiences and sets of outputs:
    - Developer-org

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        - Reality Labs org
            - Common structure to discuss developers
            - Literacy approach
    - Edit the execution doc to reflect
        - It's not just about uncovering unmet needs
        - It's about connecting Meta devs' needs to possibilities of what we may offer, and understanding how Meta might provide it
    - Get Developer Relations review, support and sponsor
        - [redacted]

**8.30.2023**

[redacted]

- Pragmatic: POV note on all quant and qual
    - Could do: Qual, Quant, DS
    - Could do: Qual, quant and HORIZON
      → Integrity applications to HZ
    - ***Voice moderation***
- Most prevalent: Helping a POV for Avatars and Youth
    - ***He agrees***; we can work on this
- New market shit
    - Ayfer cool with it; need to consider impact to [redacted] timelines
    - [redacted] → RL Trust (ally to have on the Youth side)
- [If time] Women in AR/VR gaming use cases

**(1:1) Soft enforcement actions** (set up by PMM)

- What are "soft actions"?
    - They're thinking mostly in terms of child safety
- Child safety
    - Hard-linked FB account exists
- If you are deemed to be a potential harm to a child:
    - Cannot message a teen
    - Cannot follow a teen, etc.
- Questions
    - What do we mean when we talk about soft actions
        - Bottom-up: Child safety
        - Top-
    - Are the principles for soft actions separate or a subset of general integrity enforcement
- Purpose
    - We want to have principles of soft actions to guide all future actions

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    - Not have to revisit every time we think about a new soft action
    - Inform both a 3-12mo timeline, as well as a 1-2 year timeline
- Make durable principles to guide how we deploy soft actions
    - Signal confidence needs to factor into any intervention
    - Severity of harm needs to be a factor into any intervention
        - → Both factor into generalized enforcement principles
- Next steps
    - Timing of this work
    -

**Check please, Bay Area* [redacted]

**(1:1)** [redacted]

(1) Offsite: Scope of DLG brainstorm at the offsite

- Wednesday (3pm)
- Developer issues (Wednesday 3pm)
    - [redacted]
        - [redacted]
    - Stage 1: Session on compliance initiatives coming down the line
    - Stage 2: MW efforts to create developer-friendly instructions
    - Clarity on North star metric:
    - What we do
        - (1)

(2) Offsite: Getting time for us/[redacted] RE: voice moderation

- Wednesday 4pm: [redacted] for Voice Moderation/API
- Technical complexity
    - How long to get out the door
    - HZ services launch mid-next year
    - Realistic timeline for good version
        - Toxmod experiment is covered for another year
        - We bought ourselves good time and good will
- Make or break is stance on data processor (not controller) for cloud API
    - If legal is okay, it's an ideological distinction
    - Data processing is a developer-led governance approach
        - Reinforces DLG principles
        - Puts the developer in an explicitly agreed upon place
        - They are STATING this tool matches their vision for the app

(3) Offsite: Any additional areas we want to cover

- Combined session is good
- Intro to HZ integrity services

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- We can just kind of wing this one; definitions and terms to guide discussions
- Just get everyone's ideas on the space

**8.25.202**
**(1:1) Tim Loving**

→ The longer I sit with what's happened over the past year, the more upset I am
  → I love feedback; past constructive feedback has done wonders for myself
  → However, I feel like Ayfer hasn't acted as a manager
→ I've always been hands-off with management, and it's been great
  → For me, management is being able to step into each others' roles
  → I step in for her (I have, ask [redacted] or [redacted])
  → She hasn't stepped in for me

→ **CLARIFY:** I'm not averse to feedback! And I've had a great relationship with Ayfer!

**Not acting as a manager**
1. Not respecting agreed upon work streams or roles
2. Not communicating clearly, which creates or amplifies problems
3. Not advocating or holding the line for ICs when others approach a situation

→ **SHARE**: The story of my sexual harassment and death threat

1. Germany UXR
   a. Due to the mental health leave, I was clear about my role:
      i. Cannot cover the entire Germany UXR stream (leave)
      ii. Agreed to do developer stream; setup and in-person help
   b. Multiple problems arised"
      i. First in-home, [redacted] complains to Ayfer about vendor
         1. Not appropriate
            a. Not appropriate, since it was one study
            b. Not appropriate, since Ayfer isn't the area lead
         2. Ayfer comes to *me* with the issue, instead of the area lead
            a. I physically wasn't there; we agreed on this
            b. I wasn't the area lead
      ii. XFN complains in group that they wanted to test designs
         1. I defend the sampling; goal was to learn Germany differences with privacy/developer needs
         2. Ayfer questions the segments of devs; stating it would be more effective to have Meta specific VR developers

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2. PSC: Explicitly asked, told I didn't need to
    a. Was given feedback that I should have
    b. Impacted quality and views on my mid cycle

**8.24.202**

**(1:1)** [redacted]

- App integrity fund / post-mortem
    - Phenomenal report use here
- What is the state of in-store demos?
    - [redacted] in-store demos; she doesn't do shit with this
    - Channel Marketing (Japan); nothing outside of this
    - Unsure if they can do anything on their end for this
- Developer vision UXR
    -

**(1:1)** [redacted]

- Voice moderation project
    - Litmus test for how much we can stretch here
    - App integrity showed this; UXR shows this; positive signal
    - **Use the evidence that this is the most valuable thing to provide
        - User signal
        - Developer signal
    - The Problem: Our goal is to maximize the function of what we build
    - Where do we start
        - Policy, RL Trust, etc,; they're sitting on it too long
        - Our internal POV: [redacted] myself
        - ****OFFSITE:** [redacted] ***and myself***
- P&I offsite
- VR/HZ integrity: Clarify HZ services
    - ***We are we***: Very high-level; really no specific ideas
        - Timeline is up in the air
        - One or two 1p apps by early '24
    - ***What it includes***: Core services as identity and travel
        - Avatar is optional
        - Identity (account, social graph)
        - Travel (Portals, etc.)
    - "Experiences." It indicates umbrella term for apps/worlds
    - Group: [redacted] etc.
        - Review in a couple of weeks time
        - Then to [redacted] etc.
    - Overlap of centralized enforcement and HZ services

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        - Social signal (reports, etc.)
        - Account status (enforcement actions from 3p apps)
- VR/HZ integrity: Brainstorm results
- Developer long-term study

**(1:1)** [redacted]

- What do you do
    - Presence platform developer UXR
    - Only dev-UXR in XR tech; other is maternity leave
- PM and eng can engage with developers
    - Makes scrappiness too scrappy
    - UXR is passively boxed-out because it's a complication to XFN interacting with VR developers
    - Needs more methods
- ***Developer areas she works in***
    - 3p managed she engages the most; presence apps for [redacted]
    - START developers; kick to app lab, manage and put something in store
- ***Her issues in general***
    - "Segmentation": She had a problem with this work
- ***The issues with developer UXR***
    - Access to developers
    - Systems for outreach
    - Reward for type of research
- Developer UXR: [redacted] , [redacted]
- Longer-term developer studies
- Note idea
    - We need more empathy and literacy of VR developers
        - Developer do not build like Meta
        - Developer are not segmented based on Meta's business needs
        - We do not include developers early enough in the process
        - Developing is often an art and not a science

**8.23.202**

**(1:1)** [redacted]

- Where he can help
    - Specific integrity field; analysis and research on the tools today
        - Use related
        - Co-presence API, etc.
    - DLG work, etc.,
        - Global mute, integration

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- Analysis on abuse reporting
- What are the use cases here
  - Business goal (privacy): Segmentation exists, tiers
  - Business goal (integrity):
- Who are we going after?
  - [redacted] wants to look at Integrity use cases
    - Mute
    - User ban API
    - Evidence capture
    - Etc.
- My approach
- A/C priv: Add to [redacted] A/C priv doc

**Trust UXR team meeting**

-

**(1:1)** [redacted]

- Audit process notes
  - [redacted] time wasting, etc.
- Developer project discussion
  - International markets
  - Want it throughout
  - Outcomes
    - What is the problem → what is the solution
      - No strategy, no playbook overall
      - No vision for PD
      - No vision for CD and tone
      - No strategy on UXR to guide XFN during execution
      - Developer literacy
        - Leads
        - UXR
        - XFN
    - #1: Having a strategy: What are we build
  - Notes
    - What is the state of the world we want to change?
    - What is the impact it's going to have
    - Do we have a playbook?
    - (1) Might not be effective for VR developers
      - No engagement (analytics)
      - UXR and PD issues (earlier in the funnel)
    - (2) We don't have a strategy
      - PD, CD, UXR

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        - (3) How do we inject this into our process?
            - Frame vision for XFN area leads (PD, CD, UXR)
            - Centralize a source of truth and share
                - Bootcamp for Meta VR on developers (VR leads)
                - Learning module (centralize the information)

**(1:1)** [redacted]

- Ongoing dev workstreams (P&I)
    - Integrity
        - User ban service
        - Developer reporting service
        - Encryption (ban, reporting); getting the key, managing it
        - Developer platform; Rocksteady
    - Privacy
        - Compliance dashboard (CCVE, VRC, etc.)
        - DUC (countdown)
        - Transfer Impact Assessment (TIA; compliance program)
        - Vega (internal tooling)
            - Regulatory reporting
            - Compliance status
        - Privacy page
            - One stop shop for compliance/privacy, but not as intense as compliance dashboard; how to build for P&I
    - Education and docs
        - How do I do anything across the platform?
            - Patterns that might pop out
        - Notifications
        - *** → Content and accessibility of the content
            - Pre-launch: Finding what they're curious about
            - Post-launch: Choosing in the moment → Education
- New opportunities (Developer work for ~H1 '24)
    - Is there a PD lead for all of developer-facing work
        - ***Corporate answer.*** [redacted] (PD lead for VR platform UX)
        - ***His answer***. He wouldn't pass his work to someone else, esp. if it encapsulates both the developer and user impact
- New stuff
    - Privacy

**8.22.202**

**(1:1)** [redacted]

- Social presentation
    -

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- Project Horton
  - 
- Social survey
  - Experiences weary of social interactions
  - Experiences friend or buddy; protection, etc.,
  - Who is the perpetrator of harm
    - Groups within VR → Public or private settings of groups
  - Spaces; home vs. apps, etc.
  - [redacted]
    - Competitive preference

**(1:1) Ayfer**

- Offsite work!

**8.21.202**

**P&I Crit**

*Account status*

- Quesitons
  - Do we have a right-to-forget model? (what happens after 90 days)
  - Does enforcement start at impression or absolute timer?
- Feature limitation
  - No granular punishment; just amping up the hammer
  - We have only depth of limitations (time for 1), not breadth

**(1:1)** [redacted]

*My topics*

- New market research
  - Parental leave until 9/25; schedule meeting for then
- Integrity survey
  - Avatars & impact → good for him
  - Solution spaces → What we can do at all
  - **Listen in on audio → We're prioritizing this for H1 '24
- Developer-facing UXR

*His topics*

- Review his doc!

**(1:1)** [redacted]

- Her team's focuses lately
  - Identity team > The trust team
  - Scope: P&I, Youth Work, Access & Identity
    - + Expression and social value [redacted]

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    - Biggest shift was adding [redacted] into it; and [redacted] too
- Integrity survey
    - Interested in general for the findings
    - Cohorts of users that are or are not social
    - Social: What does it mean to be social or not social
        - → Gaming behavior report; include this
        - → Impact of X on positive experiences
- VR Hot | Tone of the work
    - De-duplicating the processes itself; etc.
    - Could be in alignment with new guidelines
        - Not a removed or legal-inflected approach
        - Does HZ worlds branding change tone
- Developer facing UXR

**(1:1)** [redacted]

- [redacted]
    - Device friction UXR in variety of countries
    - [redacted] made separate playbook work
- Larger developer workstream
    - Ecosystem growth side
- Integrity survey data
    - He's focused mostly on in-story demo experience
    - Might speak to device friction workstream
    - → [redacted]
- Brand integrity
    - He mentions a device upgrade program
    - I think the opposite side of the program is VR for education

**Cabal**

-

**8.17.202**

[redacted]

- Account sharing
    - Modeling to predict account sharing
    - Survey issue
        - 40% (#2); this is my headset, no accounts on it
            - Tech literacy?
            - Viewing Headset as a gaming device?
            - Intimacy of the headset itself?
            - Disgust factor?

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        - Possible hypotheses
            - [X] Seen as a gaming device
            - [X] Seen as a gaming device
            - Form factor
                - Common form factor is always 1 to many (TV, etc.)
                - Form factor in VR is inherently 1 to 1
            - Mobile phone → U.S. data
                - Brazil, India → Would results be different there if we checked for form factor use in these markets?
        - Final list
            - Disgust (DISGUSTING)
            - Form factor (1: many vs. all vs. 1:1
            - Tech literacy (Do VR users have lower tech literacy)
- NEW UXR | Developer perspectives on app sharing
- NEGATIVE EXPERIENCES SURVEY
    - What would help [redacted]
        - Account-level identity
        - Access; authentication
        - Login experience; getting kicked out (Leads review on logged out user experience was just a thing); "We do not want to support a logged out state")
            - General computing model isn't (laptops are antiquated)
        - Brand awareness
            - Account vs. profile (Meta vs. Oculus vs. Facebook, etc.)
            -

**8.16.202**

**Offsite**

- General outline
    - Privacy snapshot
    - Integrity snapshot
    - → Youth qual explanation (teen unwanted interaction)
    - Developer execution
- "Why" do we not
- Order
    - Privacy quant snapshot
    - Integrity quant snapshot
        - → Developer
- Privacy. Efficacy and privacy problems survey; snapshot
- Integrity. Snapshot of where we're
- Trust |
- Developers |

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**8.11.202**

**Developer long-term vision (Tim Loving)**

*The pitch*

- Coming out of Horton, we now have unanimous views on developers
  - Baseline principles of their needs and the support we need to provide
  - Where Meta is not meeting these needs
  - How it's costing us
- What we're missing
  - A longer-term story of (1) what they need and (2) how they need it
  - We need to (1) get match competitor but get (2) unique to Meta
- The work
  - 1: Leads
  - 2: Competitive dev space
  - 3. Foundational vision → everything contributes to this goal

*Questions*

- P&I insights meeting → appropriate for that?
- Coverage
  - This: Developer and implementation
  - New market → Pair with [redacted] and interest in user-facing integrity work

*Notes*

- Timing is good
- Integrated insights: Out of topics post-September
  - Developers is on the list
  - Put this on for October? → Rabkin live from (8.11.2023)
    - Rabkin talks about why developers?
    - Where are we lagging with developers?
  - Audience: VR Leads (most of leads come, sometimes not Rabkin)
  - Political pains: 35min with talk through and discussion
    - Developer DS: Current state of things
- "Just take advantage of the forum we had"
  - Quality: DS and UXR is pissed off
  - Developer: What would happen?
    - Data Analytics would depend on what it has to offer
    - Could we do
- To do
  - Me: I send Tim the project proposal
  - Tim: Talks to [redacted] about leads vs. integrated insights

**[redacted] (1:1)**

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- Send over docs; marketing release docs

**8.10.202**

**Ayfer: Performance conversation**

*Notes*

-

*My things*

- Apologize for two things
  - I have things in the works that I would argue strongly are at IC6 scope, but communication has been sporadic in the few weeks I've been back
  - I took your comments as an indictment of those ideas, rather than just repeating valid growth opportunities from earlier, before I was out
    - So in that regard, I wanted to apologize for any defensiveness
    - And also just keeping you in the loop on the work, too; it would've made me feel more confident

**8.9.202**

[redacted] **(1:1)**

-

[redacted]

- Give groups moderate pitch for speech
  - Admin turns on; use classifiers, etc.
- UXR
  - Messenger; Community Threads or chat people
  - [redacted] messaging issues

**Project Vegas**

- Countdown
  - Finished first 2 official meetings; User and Developer finished
  - Went very, very well on Rabkin/Boz's end; reflected well on UXR
- Design Next will be around March of next year (Seattle)
  - General
    - Networking, visibility into the work, etc.
    - [redacted] was last minute add; a bit dicey with UXR rep
  - [redacted] Good mix of business & pleasure; wants smaller group activities, skill shares, etc. [redacted] slammed JTBD (thank God)
  - [redacted]
    - Pushing thoughts through because that's what we do
    - You misunderstand what simplicity is
    - "You can't test things until they're built"

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- [redacted]
  - [redacted] just doesn't feel the way he actually speaks
  - Seems like [redacted] was burned by JTBD, personas, etc., when it was misused in the past, and then frustrations emerge around the idea of its misuse
  - Leads in UXR and immersion
    - We need more of this
    - It would help with what's occurring, esp. with PD
  - Value of UXR lands at the VP level
  - Appetite at the Leads level for
    - Foundational, etc., UXR to help drive key decision points
    - Feedback from X people
    - ***I'm concerned about getting ahead of both (1) integrity and (2) VR developers release***
  - We are dropping people immediately into MR because
    - (1) Zucc wanted it
    - (2) Apple Vision Pro is doing it

**8.7.202**

**Reporting username options**

- What are the options
  - Plain text entry. Only thing without additional developer overhead on the client side.
- Impacts
  - [UXR] High sensitivity issues only from the user-end (deterministic)
  - []

**[redacted] Developer focuses**

- DLG

**VR Hot - account status**

- Questions
  - How do we navigate between platform and HZ services?
  - How do we take care of reporting settings?

[redacted]

- VR Integrity
- Tim review
  - He likes the framing of
- Metric decision
  - Could we isolate priority based on cultural distance?

Redacted for Congress

        - [redacted] is arguing we do this, too
        - U.S. used as cultural distance for other non-markets
    - "Propensity to regulate tech score" → Liberty circles
        - Freedom scoring, dimension, etc.

**8.4.202**

**Sync: Dev UXR**

- Desires
    - Age matching for appropriate ages
- Education
    - How do we build education and guidance for how to actually build for integrity
    - How to learn
        - How to build around safety: Best practices
        - How to check the boxes Regulatory completion
    - "It seems harder than it will actually be"
- "It's all about how good we are with our emails"
    - → Email relays are ass
    - → Task lists, etc.
- Supporting devs
    - Losing interoperability
    - Losing Zendesk support
    - How to design around the tools we use

**8.1.2023**

**New market chat**

- Product timeline
    - Early 2024: India; most complex, most understand work
- Timeline for project
    - October-ish onsite to land playbook elementsT

**AnswerLab**

- Study 1
    - End Meta VR developers
    - Design flows; open discussion, IDIs with designs walkthroughs
    - Dates: Sooner than later - hopefully kicked off in August
    - Report:
- Study 2
    - End VR users
    - U.S., current Quest 2 users
    - Exploratory design UXR
    - Dates: Probably October

Redacted for Congress

- (?) Report: What we can include

**(1:1) [redacted]**

- VR Hot
  - Questions
    - Would we ever have an algorithm for suspension of features?
      - Type of violation (rudeness, etc., not as intense)
      - Once we have more data points, possibly
    -
- On-platform survey
  - Use at DV in [redacted]'s behavior analysis
  - Validate machine learning models
- Metrics for HZ vs. HZ branded surfaces
  - HZ Worlds has 3-4 DS working in their own spaces
  - No clue answer on who owns what
- Offsite presentation
  - UXR + DS → 60min total (end with on-platform survey)

**7.31.2023**

**VR Hot**

- We need to create principles of feature limits
  - Before Q4
  - UXR share at the beginning; we brainstorm around them
  - Get group of HZ and VR Hot group together
- For me
  - We don't want to assume ill-intent at first, if we aren't sure
  - Communication up front
  - Timing is variable
    - Start small, escalate from there
- Principles of the

**DLG meeting**

- PCVR; wait until E2E on Quest
  - Once we migrate, it grandfathers in Quest encryption
-

**7.28.2023**

**Meeting with [redacted]**

- New market UXR
  - Focus on India now
  - Mexico, regulatory, etc., is done for Mexico/Singapore, etc.

Redacted for Congress

- Mexico: Social signals may be important; family dynamics, too

**Roadmap review**

- Examples
  - Integrity survey: Loop of legal and regulatory

**SALSA review with [redacted]**

- Stinson lockdown and key workstreams
  - Eng signing off on core features; makes him uneasy with quality
  - [redacted] will lead; each sub-area has UXR POV on Stinson quality
  - Will use this to get to the DRIs sooner than later
- NEW Risk: we increase false perception of actionability on harms that occur
  - Down the line risk
  - Market, brand and ops outreach, etc.
  - [redacted] (Ops command)

**7.26.2023**

**Centralization PRD review**

- Discussion topics
  - What happens when 3p apps using Horizon services occurs?
  - We have two workstreams: (1) Account status and (2) enforcement
- Product thoughts
  - [Legal] Enforcement transparency and appeals will be a requirement
    - Loop in [redacted] for this pre-UXR; DSA requirements
- Account status overview
  - First, replicate account status
  - Then, integrate "report center"; we need to figure out what this is
  - (?) Is anyone doing Meta account status holistically?
    - IG, FB, Horizon, etc.
    - [redacted] We should do this sooner rather than later, if it is
    - → This would be the "XE team"
  - (?) Do we want to deprecate Account Status in Horizon?
    - → Yes. It makes no sense to not do this

**7.25.2023**

[redacted]

- Projects
  - [redacted] study (DLG - now)
  - Age certification (SALSA - next month)
  - VR Hot (3 step plan here; October)
  - Integrity survey (Ongoing - Education, etc))

Redacted for Congress

- In-headset survey (???)
- New market UXR (planning into H1 2023)

[redacted]

- Impersonation (someone pretending to be someone else)
  - We're seeing people respond on reports to this
  - 5 Reports (username, display name, etc...one of these is impersonation)
  - No evidence required for most, but underage and impersonation is real
- Ops: People who select impersonation are reporting other* reasons
  - Annoyance, rudeness, etc.
  - This is a problem of
    - Localization
    -

**7.24.2023**

**(1:1)[redacted] new market research**

Topics from

1. In his words: [redacted]ntentions, scope, etc.
2. How this compliment Integrity goals
3. How this compliments myself
   a. Gives me a leg-up on how to address integrity issues early
   b. Leadership and mentorship
      i. Done this work before
      ii. Impact (including XFN, etc.)

*My role*

- Leadership/mentorship
  - Advancing the UXR itsef
  - Impact of the work itself (who to include, other teams)
- Integrity focus
  - We have nothing before we go into markets
- Outcome
  - Form factor, weight, etc. → hardware feedback
  - Recommendations for [localized] content (
  - Recommendations for hardware
  - Recommendations for Marketing
- Playbook
  - Possibly HW-agnostic
  - May need to prove it out before scaling anywhere else
  -

Notes

Redacted for Congress

- [redacted] (PM: GTM work); interested in the working group
- Outcome
  - Template: When we enter into market, we do X
  - Standard activities for [country]; what's necessary for new markets
- Includes
  - Marketing
  - Messaging
  - Rec'ds to stakeholders for their domain for their market
- Questions:
  - What do we need to know about a market?
  - In-market immersion for every new market, etc?
    - Or is survey the best?
- Purpose
  - Learn about the new markets themselves
  - Create a template itself for
  - You're doing EFA → CFA
- Support so far
  - [redacted] (on board); hasn't heard from [redacted]
  - [redacted] (PMM); super supportive
  - [redacted] (PM side of things
  - [redacted] (Market insights)
  - **No leadership buy-in yet
- Where can I be of the biggest help
  - Identifying critical areas
    - Integrity
    - Privacy, etc.
  - Identifying critical functions
    - DS, etc.
  - Mentorship, etc.
    - How to go about it

**VR Integrity UXR team meeting**

- Roadmapping
- Issues
  - Legal may not know who runs this information
  - Privacy and integrity aren't the same
- Topics - EXPECTATION SETTING
  - Things that impact timelines
  - Variables in addressing questions
  - Sometimes there aren't specific timelines (reviews aren't predictable)
  - Contextualize with release timeline

Redacted for Congress

[redacted] **- Ongoing survey**

- Sampling: Ideally, ~100 a week, etc.; this is convo with DS
  - We need to build metric or goal around it
- Modeling
  -

**7.19.2023**

**(1:1)** [redacted]

- **Streamlining** (PD: [redacted]
  - Pass-through
- **Age certification** (Developer UXR)
  - [redacted] is cool
- **VR Hot**
  - Strikes
  - He isn't thinning too much on integrity
    - → We block everything social
    - Ranges of strikes?
    - Health system?
  - Questions
    - IA of the account status
    - What the
  - [redacted] work
    - → Determines what leads to the bans itself
    - → CD help for language
  - By the end of H2
    - Strikes will exist
    - Account health February 2024
    - Fall 2024 is a good timeline for this
      - Strike experience
      - Account health status
      - Bring in DS around that point, too
      - Tiering enforcement time
  - Enforcement
    - TIme scale + level of the enforcement

**(1:1) Ayfer:** impromptu meeting

- [redacted] is hiring new UXR for Horizon Integrity
  - → Reach out about Horizon stuff
  - [redacted], etc., all left
  - Talk to [redacted] (work out her work here)
- Meta Works, Integrity trust ethics
  - [redacted]

Redacted for Congress

- [redacted]
- "I need to get back visibility on Integrity SMEs"
- PSCs
  -

**DLG UXR (Kristin, [redacted]**

- Everyone's reviewed (all SMEs); comments added
  - Internal A/C priv study
- Actionability of insights
  - Document any XFN stating we can/cannot action on these things
  - List them with reasons; share with Kristin in the doc
- Docs
  - SRT - XFN copy
  - SRT - Legal feedback
  - Discussion Guide - XFN
  - Discussion guide - Legal feedback
- To do
  - Add into the discussion guide the final blurb:
    - Lawyers: impact comfort, not good for UXR, etc.
    - We know the flows; have the knowledge
    - Typically don't answer questions in-study
    - Can we vet a blurb at the end by legal to cover?
  - Add if product can act on recommendations
    - [redacted]- ensure he can

**7.18.2023**

**(1:1)[redacted]**

- Identity
  - Accounts, access & social
  - Youth → he guesses it's in there
- New market research project
  - "Format of that UXR is needed...we need this."; we don't do this
    - U.S. markets, international markets, etc.
  - We make big, grandiose decisions without having decisions
  - Horton
    - "We did it...so that's good."
    - Confused about how people pay attention
      - Include in the process of creation (PMM, CD, etc.)
  - ? - How do we get buy-in from XFN
  - ? - How do we get exact impact

**Project Vegas**

Redacted for Congress

- Org-related notes
  - Thinks we might re-prioritize around screens, AR; Apple-related shit
  - Thinks the all-hands will be related to a quality & friction focus
  - Zucc having an "existential crisis about VR", etc.
  - Open questions
    - **Do we focus just on quality in VR?
    - **What is the work of AR and VR together?
  - MOVING FASTER
    - Drop things and hyper-focus?
    - We missed opportunities for impact in some ways; how do we not miss opportunities like this?
- What don't we talk about?
  - How we get to where we're going...we can't just will it into existence
    - Is this a symptom of hyper-focusing?
  - Developer literacy
  - VR Hot
- Notes
  - We do too much
    - We take a scattershot approach
    - We experiment, see what sticks
    - It comes at the cost of quality
    - We don't see a paradigm shift soon; given our current structure, we'd need to have more headcount...and can't
  - Ventura & La Jolla
    - La Jolla shifts from gaming to productivity
      - What experiences are we trying to deliver?
      - Gaze & pinch will be unlocked; has implications across the board (report on Gaze error & UI elements being spaced)
    - Cardiff (VR for work)
    - Ventura
      - Peri-ocular authentication would be unlocked with front-facing cameras
  - Project Helios
    - Fast-tracked way of getting assessment of CODEC avatars
      - **Integrity implications, as they're using WP for dev
      - **Getting it into VR ecosystem
  - Limits, benefits, purposes
    - Gaze & pinch? Does it have a function?
  - [redacted]
    - Account sharing is still the big one
    - The experience of the logged-out user

Redacted for Congress

**(1:1)** [redacted]

- ***VR Hot***
  - He likes the idea of (1) UXR POV, (2) PD work, (3) DS work
  - Thinks it's a good study for DS; solid
    - → 90% of HZ use second strike get another in a few days
      - Could be knowledge of the harm itself
      - Could be the type of the account itself
    - Hard to dig into recidivism based on specific harm type
- ***New markets***
  - Addressable market value; metrics for defining new success
  - Their role for specifically integrity-related functions
    - FB use? IG use? → Videos, posts, etc.; scraping for integrity
    - Basically, proxies for interest, etc.
- ***Integrity survey***
  -

[redacted] **| Q2 Integrity survey** (see here)

- Notes I had were all fine
- We can add the question about integrity/HZ system mixing

**7.17.2023**

**(1:1)** [redacted]

- Transitioning to H2; report flow experimentation
  - Increase the through of the report flow
  - UX side of increasing actionability
  - How do we change current flow → get better finishing rate
  - We don't know where the fall-off point in the data is
- Do we have pain points for UX
- What contributes to enforcement in terms of Ops
  - → Need to find out
- What I need to do → PRD for [redacted]
  - Figure out where the flow is now (PRD)
  - What steps in the flow are used or useful for enforcement? (???)
  - What steps in reporting are actually required? (???)
  - What language is required per each step? [redacted]/manager)

**(1:1) Ayfer**

- VR Trust roadmap share out (July 28th)
  - Key XFN (PMs, PD, design, → their managers)
  - Ayfer is working with Kristin to make sure it's A/C priv
  - Presentation: [redacted] proposed detailed template w/visuals
    - She'll share by end of the day today

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    - Final post: Chart
        - Sanitized version which is the same as before
- Travel dates
    - VR Trust - NYC this half (~mid-September)
- Horton
    - Readout was a high-level for visibility; people kept asking
    - An additional share out was asked for, for specific issues
- Women in AR/VR → what I can do?
    - They're putting together a large database of all UXR studies finished
    - Gaming study → make sure we get everything from them as needed
    - We have a lil budget for one last thing (ask in group how much money)
        - Could use for foundational study on enforcement
        - It's mine
- Staffing/headcount
    - [redacted] no replacement for her [redacted] takes over); not looking
    - +1: Looking for privacy researcher to replace [redacted]
    - +1: [redacted] backfill, as well
    - 5 people total; can recommend for Youth or Privacy
- Leadership
    - [redacted] still covering Dev Success; looking for senior UXR
    - [redacted] replacement" essentially
    -

**(1:1)** [redacted]

*Questions:*

- VR hot
    - Focuses (project descriptions)
    - Dates (hard deadlines)
    - Key players, teams, XFN, etc.

*VR Hot*

- Purpose
    - It's across everything; profile, social, graph, services, etc.
    - Visual, functional consistency on user side; shared back-end systems
- Integrity - we have time to deal with this
    - Feature penalties
- Project areas
    - First 2 KRs: Two strike systems (HZ, platform); we end up giving two strikes inadvertently (full suspension), we need to give 1
    - Identity & travel (pSDK is now "Horizon Services"); we need an integrity story for identity & travel
        - [redacted] thinks we should bake all integrity into the pSDK here

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- *New projects*
  - [redacted] User Ban Service → wants to get into DLG
    - App ban level feature to developers
    - Device-ban level feature to developers
    - (?) Can we add additional features on this to developers?
- *UXR Areas*
  - ****Integrate HZ integration into the VR integrity survey**
  - Qual
    - Feature-specific limits on features themselves; scoped limits to the actions
  - [redacted] isn't in HZ anymore; moved on from integrity
  - [redacted]
    - Feature bans; we need to understand (1) how to effectively design, ensure (2) they know why it happened and (3) connect back to a meaningful removal

**(1:1)** [redacted]

- WS8
  - Upgrading to tier 3
  - [redacted] and our own study is...just waiting for everything
  - (?) May want to just go with a vendor on this one
- VR Hot
  -
- Other notes
  - [redacted] = Youth
  - [redacted] = some XFN management of other stuff
-

**(1:1)** [redacted]

-

- VR hot
  - Focuses (project descriptions)
  - Dates (hard deadlines)
  - Key players, teams, XFN, etc.
- Integrity focuses
  - DLG release (age certification)
  - Integrity survey (education)
  - VR Hot → we need a plan for this
    - Understanding the world of the

**(1:1)** [redacted]

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- Notes
  - He's
  - focusing on quality initiatives
    - Older UXR to repackage for greater reach
      - Analytics (what devs expects of analytics; create POV, success guidelines, why people hire/fire tables, etc.)
      - Reliability in our tools overall
      - Heuristics to guide good vs. bad developer experience (monetization, eng choices, etc.)
  - Director leadership for developers was gutted
    - All of them are gone
- To do
  - Send DLG sheet

**7.14.2023**

**(1:1)** [redacted]

- Topics
  - VR Hot
  - User education work
  - DLG (status)
  - SALSA
- Notes
  -

**05.24.2023**

**(1:1)** [redacted] (VR Hot work and HZ services)

- Parental leave: out August/Sept/October
- HZ services
  - Not shipping anything user-facing this half (mostly)
  - Developer-side
    - What can we actually do?
    - What do developers actually
  - User-side
    - What would end-users think about these tools?
    -
- VR Hot
  -

**(1:1)** [redacted]

- IC6: Mixed Methods, developer UXR
- Scope:
- Team: 2 UXRs; [redacted] (Presence, XR tech)

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- Posted on LinkedIn
  - Back in 60 days, they don't go back through the loop
  - Float anyone back through to her; esp. Privacy/Integrity
- Successful from MM background
  - [redacted] is a good example of qual and quant
  - Smaller developer populations; focus groups, conferences, etc.
  - Basic developer work (sentiment tracking; Connect surveys, etc.)
  - → No advanced tests, but at least ANOVAs, t-tests, etc.
- Some domain knowledge
  - Developer management, partner management
  - Content people, DevRel, etc.
- Feelings on developer literacy
  - Feels it's pretty low
- What do you want the developer team to become?
  -

**(1:1) Ayfer**

- Ensure [redacted] knows WS8/WS9 differences
- Add SALSA timelines into docs for context

**(1:1)** [redacted]

- Just a really sweet dude

**05.23.2023**

**(1:1)** [redacted]

*Projects while I'm out*

- Horton
  - Bespoke approach to specific teams that need it is priority
  - Will also make one big claim at once
    - Do we have a legal review?
  - Add bespoke *people*, but let's wait on the readout itself
    - [redacted] PMM-side
- To do
  - % → Start the group *now* and add [redacted] into it
    - Say that they'll

**05.22.2023**

**(1:1)** [redacted]

- "Account status"
  - Bad name for whatever the hell it is
  - Purpose (HZ)
    - Reports against you

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        - Reporting (different area of the two)
    - What do we want to do?
        - Safety or stand-alone integrity hub?
        - "Privacy and security"?
    - Notes
        - Privacy has to be a standalone settings
        - What about: "Security and safety"
    - Questions
        - Bloat?
        - Total number of integrity-related items included?
        - Restrictions on what can be included?
            - Does privacy *have to be its own section?*
            - Can anything not be included at all?
    - Audit of another space
        - (1) How do they define specific types of settings
        - (2) How do they define higher-level differences between menu options (i.e. safety, security, integrity, privacy)
        - (3) Are there requirements from legal that mandates some of these things need to be independent from one another?
        - (4) Can people differentiate between health & safety

**05.16.2023**

**(1:1)** [redacted]

- FW: Storyline workshop
    - Check in with [redacted] and see how

**05.12.2023**

**(1:1)** [redacted] **- Right account, developer design** ("Developer experience...")

- List of things they need to do
    - Audience verification/certification
        - Answer survey questions
- Questions
    - In-survey education?
        - It's always
    - Change audience in the future?
        - "Banner w/other existing banner"
        - They can always edit under the build details; not well-discoverable
            - What happens if developer has a mistake and they need to change it? It would be a bitch
    - Age Notification API - Do we have designs for this?

Redacted for Congress

    - New builds
        - Can we just ask/detect if something has changed?
            - Confirm/update from the past time?
            - → Legal has asked we do this; can we push on this?
    - What happens in a world with original account and re-checkpointing
        -
- Notes
    - This will happen every time a new build is loaded
        - The survey/statement is ALWAYS at the build level
        - Legal asks that it's always attached to the build
    - [redacted] might have more information on the Age Notif API
        - Reach back out to him next week
    - Flows are pretty final
        - Needs content design pass
        - Are there

**05.10.2023**

**(1:1) [redacted] - SALSA flows for age verification (user-end)**

- "Right account for you": User E2E for
- General notes
    -
- Day 0
    - Log in to Mixed Aud app (kids 10-12 and adults)
    - Their account: kid, Our account: adult → CONTRAST
    - Developer flag
        - Mismatched age from app vs. our own records
    - Soft enforcement
        - Couple days
    - Hard enforcement
        - No response
        - We lock them out
- Solution
    - Variants
        - Share (13 or older)
            - Requires a Meta child account
            -
        - Don't share (13 or older)
        - 12 or under
- Making a kid account
    - "Saw VR notice" → Standard SALSA account creation
- Checkpointing

Redacted for Congress

    - We need to tell the developer that they're verified
    - May also invalidate session on their end
    - What happens after user does the right thing?
        - 
- Questions
    - Is the purpose to check a box of compliance, or
    - Do we pass the data back to developers to
    - Is this just going to bias people to lie about their age?
        - Doesn't solve the problem on the application-end
        - *Re-checkpointing: how we handle adults who make new accounts for their
    - Dead emails or escalation
        - Child pings email, only user; what happens
    - Does it happen with system re-setting?
        - Email on file (send an email)
        - 
    - Do we allow child-only headsets?
        - Haven't talked a lot about it
    - "(ACP) Right account for you"
        - "Saw VR notice" → Standard SALSA account creation

**05.10.2023**

**(1:1)** [redacted]

- Account creation flows
    - [redacted] running a study on this; they're waiting on prototypes, though
-

**05.09.2023**

**(1:1)** [redacted]+

- Just shot the shit

**(1:1)** [redacted]+

- After recharge
    - Education push to Rabkin
- Account status
    - See your and others' reports
    - Includes education
- LOOK UP

**(1:1)** [redacted]+

- What is the duty of the platform?

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    - Age: Do we take responsibility for
    - AI: Discern from
- Does the nature of the experience change what we as a platform agree is the ethical responsibility that we have?
- Questions
    - Developer to Meta appropriateness
    - Both sides: AOL is surprise, VR is proprioceptive
    - We are in the Wild West of VR and internet
    - Barriers
        - Meta and platform relationship
    - Multiple account creation
    - **App lab and relative ratings FROM developers
        - "Online not rated"
- Notes
    - Account-level creation; kid-profiles, etc.
    - Age-appropriate experiences
- Different ideas
    - NUX
    - UI on the store
        - Rotating (By time? By exposure?)
    - On loading screens
    - Systems of road signs; real-world equivalent before a game
        - Could we do this when a game loads?
        - Could we do this on a loading screen?
    - NUX/onboarding
        - Edu-tainment on how the systems work
    - Prosocial messaging (exists across the ecosystem)
- The "gym" (practicing to get comfortable)
    - Reporting, muting, etc.
    - Hand tracking, etc.
    - Avatar changes, etc.
- Education problem
    - End-users
    - Developers

**(1:1)** [redacted] **+**

- Dev-journey; all good
- Qual UXR good - response to [redacted]

**Quarter 1 Integrity Survey: Review with legal**

-
    - Offer context

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- Walk through the deck
- Questions/bring up
  - Goal is to publish pre-recharge (May 26th)
  - Is this A/C priv?
  - Who can see this?
  - Guardrails for findings?
- Key differences
  - Adults vs. Kids: Overall harms
    - Similar proportion of overall VR incidents
    - Youngest teens report higher than oldest group
    - Adults report higher of more severe harm (sexism, racism, politics)
  - Adults vs. Kids: Reactions
    - Adults more likely to leave VR/experience, call moderator
  - Adults vs. Kids: Ability to report/find tools
    - Truly no difference here
  - Adults vs. Kids: DLG
    - More likely to have an understanding that developer runs the space and not the platforms

- Notes - Report deck
  - Slide 10 - Add the footnote: "This data is not reflective of VR platform..."
  - Start the report! Nothing too serious
- Notes - SALSA Developers
  - (1) She doesn't know at what point we can engage devs prior to launch
    - Might not be able to do this at all
  - (2) We do have to run all SALSA past regulatory
    - Have the research plan ready to regulatory to review
    - 70-80% of the research plan for review
      - What we're doing
      - What we do with data we get
  - (3) Doesn't think it will go through outside counsel
  - (4) Doesn't think we *need to run through vendor*
    - Can run internally or externally
    - No real legal privileges
  - (5) SALSA goes through SRT
    - Very high level
    - Info about study: Direct to research brief
  - (6) Less sensitive that teens, given it's developers

**05.08.2023**
**SALSA sentiment**

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- [redacted], developer, WS8 - SALSA
- Questions
    - Can we do developer-tracking as related to SALSA?
        - Capturing sentiment
- My response
    - Sentiment requires a distribution of valence
        - Developers will hit a ceiling of
        - Developers don't care
    - What is the timeline if we did a heuristic analysis right now?
        - How
    - It's about the usability and efficacy of the experience itself
    - Signals
        - "Help them out" → how will they do this?
    - Compliance vs. assistance
- NOTES
    - Only if a massive issues, would we delay the launch
    - Rabkin: "Don't screw up the launch"
    - FINDINGS for Oct release: We'd need to know by early September
    - What do we measure
    - Signaling
- WHAT DO WE DO
    - By September → use qualitative measure

**4.28.2023**

[redacted] (1:1)

-

**4.27.2023**

**Ayfer** (1:1)

- Just ranting

**4.25.2023**

[redacted] (1:1)

- Developer journey (DLG)
- Dev-led governance x Youth
    - SALSA (~8 workstreams)
        - [redacted] Official integrity PM for SALSA
        - Get added to Project SALSA group (admin); being reviewed
            - Admin/POC: [redacted] (pls, dear God)
    - Age assurance (Verification)

Redacted for Congress

        - [redacted] (PD, possibly)
    - Trusted contacts
    - Right Account for You
        - TL;DR - Improving UX of headset locks (not accidentally lock out)
            - Account creation
            - Existing user prompt (neutral age checkpoint; Bday)
            - Dev signals (Mixed Audience work)
                - Have over 13 and tween (10-12) users
                - Creates soft-enforcement on their end
                - Devs identify
                    - General audience (13+)
                    - Mixed audience app (U13, too)
            - Account recovery
                - Checkpointing, appeals, etc.
                - **Need to optimize from the UX perspective
- User education ([redacted] etc.)
    - I'm in this!
- Edit: Evidence
    -

[redacted] (1:1)

- QA gone; VFX; environment all gone
- Want RAD to use Cloud VR tech and showcase it
- They're not on unreal and won't switch
- Downpour was wiped

**4.24.2023**

**User Reporting Service | Design sync**

-

**1:1** [redacted]

- Changes to the org/structure
    - We're in trust/relevance, in platform
    - We're also going to a "studio" model
- Youth, etc.
    - What the fuck is happening with this?
    - [redacted] is reviewing what copy they have
- Youth-engineering side
    - SALSA separate
    -
    - Parental controls is separate
    - Age assurance

Redacted for Congress

- [redacted] is asking developers about

**3.23.2023**

**Meet and greet with [redacted]**

- Echo VR
  - Social interactions
  - Big issues
    - Sexual harassment
    - Annoyances
    - Harassment
- How can we create certain systems
- Prosociality → encourage good behavior
- Questions
  - Developer guidance
  - Burden on the developer
  - Psychological safety when it comes to single player
    - → Traumatizing even in single player
    - → Slave ship, etc.
  - Only focusing on social experiences
- Thoughts
  - Same things they won't take iedas on
  - Scalability once you hit adoption
  -

**Ayfer &**

- Dev-led governance
  - They didn't have SALSA in place
  - End of May, launch is final
  - We have nothing* related to Youth, in terms of devs keeping them safe
- When I get back from recharge:
  - ****Consider Youth in the guidelines in end-May; study this**
    - May is the finalization of dev-led governance for
    - Stinson is Oct. and will be paired with SALSA
    - This includes:
      - Dev-led gov
        - Guidelines to devs for what WE TAKE CARE OF
        - What THEIR RESPONSIBILITY IS
        - What their REQUIRED INTEGRITY FEATURES ARE
      - Parental controls (blocking social apps, etc.)
        - Education to the parents
        - Education to the developers on how they educate parents

Redacted for Congress

        - Developers ARE NOT TOLD ANYTHING ABOUT THE SENSITIVE ASPECT OF THE YOUTH
    - Education channels
        - Developer-led education channels
        - User-led education channels
- Stinson
    - We will offer same integrity features for all, including younger group
    - We are not doing any changes (other than literacy level)
    - Are products aim for 7th grade with literacy, but we'll add in 3rd grade
    - **They're taking a one-size-fits-all approach
        - All products will have same literacy level
        - They haven't tested this
- When I get back:
    - Check in with Stinson team on integrity launch (Youth, non-Youth)
    - Existing problems on the integrity features
- We know
    - What people need

**Pre-field Horton meeting**

- Trains
    - LOL
- Comms
    - [redacted] will set up WA groups: (1) Overall and (2) for each workstream
- Developers
    - Coordination:
    - Attendees: ( + [redacted] ) + TBD #XFN TBD
    - Location: TBD
    - Timing:
- Workspaces TBD
    - Munich: TBD
    - Berlin: TBD
    - Essen:

**3.21.2023**

**Review with FactWorks**

- Logistics
    - We need debriefing spaces in Essen, etc.
        - Can't have Meta name attached to the workspace itself
        - Need to book new places for debriefing
        - Reimbursement requires amending the SOW
            - Ensure coverage for the reimbursement in the SOW
        - All work spaces are limited when it comes to end-of-day

Redacted for Congress

        - Many close at 6pm, 7pm, etc.
        - We can work from hotels after that
    - Transport
        - We'll all just use Uber
    - Stack immersion/activities on earlier days
        - Get to know one another, go to dinner, etc.
        - Earlier days may have fewer participants, more issues, etc.

- Research discussions/questions
    - Phase 1
        - Desk research: Wednesday (3/22 to review)
            - Will review as a group the first few days there (w/FactWorks)
        - Social listening: End of next week (Fri/Sat next week)
    - Phase 2 (Day 1 experience; Families)
        - Day 1
            - Priorities for "live play", given we don't have a lot of time
                - Avatar creation
                - Apps to download, install, etc.
                - Adding friends, etc., etc.
            - Horizon App is not available in DE
            - ***Social isn't Horizon Worlds; we shouldn't push this
        - Family
            - Can we match the apps/walkthrough for families that's similar to what we test with Day 1
    - P3 (Developer)
        - ***Questions
            - How we're defining developers
            - Understanding of funding, group size, role, etc.
        - Discussion guides
            - Add question on history of the gaming industry (AAA)
            - EDIT - Industry experts discussion guide

**3.20.2023**

[redacted] **1:1**

- Germany
    - She'll be in Berlin
- Work updates
    - Promotional campaign is questioned
    - Explore → changing into a feed
    - People tab is shutting down banners that don't have to do with finding other people within VR

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    - Continuing Ed won't work because they're all working on Stinson
- What's happening now
    - [redacted] can't do a lot of metrics on this (just not a lot there)
    - Will do tutorial completion and a few other areas
    - **Survey**: Not sure if it needs to be factored in
        - EX: How confident are you to find reporting tools in Meta VR
        - EX: **Understanding governance between Meta & developers*
        - → In H2, we may launch education surfaces that may impact this
- Survey: Education areas
    - Governance
    - Reporting and integrity tools
    - Education
- Experiment
    - Developer in PDP: *Using UXR to validate putting publisher on PDP

**3.6.2023**

**Performance review**

- What was the push from MA to EE?
    - **Open to feedback when it wasn't...real feedback
    - Changed things in a space with massive scope, despite hitting a lot of expectations of things more generally
    - KR impact is expected of an IC6
        - But the scope of the content itself is moving a LOT
        - Top-down scope, XFN, product impact, etc.
        - + Privacy work, new approach, etc.
        - Cover everything and leave room to keep doing more
    - Biggest impact was user voice on table
    - KR influence reflecting both user and developer
- New things
    - Cross-product impacts
    - Horizon and Youth → connect the dots
    - Enforcement strategy; how to track, improve
- Connect the dots
    - BEEF, TRIPs → my survey
- Be more proactive
    - Sharing the research, data
    - P&I Leads, etc. → visibility (set something up, etc.)
    - Ayfer can help amplify the visibility, too
- Impact was heavily metric-focused
- UXR direction is big for IC6

**Germany research**

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- Germany travel
  - Field starting the week of March 27th
  - Be back during the week of April 10th
  - Cultural immersion during Easter weekend
    - Historic sites
    - Exact interview dates unclear so far
  - Sync with [redacted] she booked travel
    - [redacted]
    - [redacted] pushing out her last day at Meta
  - Content
    - Interview protocol
    - Research
    - Not moderation

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**2022**

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**12.19.2022**

**Youth pXFN review - tracking survey**

- Notes from others
- Aware
  - January 1st: screener/survey need to have changes to remove open-text
    - Trans is "health data" now
    - Same with race/ethnicity
  - A few questions have "other/please explain"
    - Stay away from open-text with Youth space; in this case, may want to remove entirely
    - Character limit; advise early to not reveal sensitive information
      - Would this specific thing be better as qual work rather than open-text quant work
  - Parental consent
    - * Vendor will manage parental consent; ***ensure this is the case with AnswerLab***
- Logistics discussion

[redacted] **1:1**

- My list of things
  - Integrity Tracking Survey - sponsorship, age gaps, etc.
- Consumer reporting
  - Most time-sensitive; before May 31st, 2023

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    - UXR feedback: Report reasons situation
        - Outside of Horizon home, it's all simple reporting
        - Do we keep the experience as similar to HZ worlds as possible?
            - "We cannot re-use HZ worlds reporting flow"
        - We want to keep reporting reasons somewhat consistent
        - Do we
            - Have condensed list? (better
            - Have
    - **Their list is trash, but we should:
        - Prioritize parity of the two
        - Don't create two problems by favoring our report flow optimization over parity across surfaces
- AUDIO CONTROLS
    - VRC approach; review with developers
    - Discuss with the space we play in

**12.15.2022**

**(1:1)** [redacted]

- Working with RL policy → backfilling for another
- Realistic avatars
    - Equity, etc.
- CCVE/VRCs/CVRP
    -

**Catch up with Spotless**

- In-homes
    - Cologne, Munich
    - May be able to do city and suburb; might see how recruitment rolls out
- Survey
    - 100 mark probably at a limit
- Contingent on headset provision
    - Easier to *provide* headsets (give them Quest, let them follow as they go)
    - → Add in family-based console
- Competitor
    - Germany-specific VR findings

**12.12.2022**

[redacted] **(1:1)**

- Priorities and coverage

**12.12.2022**

[redacted] **1:1**

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- She moved over to citizenship team
    - Not just on equity; also on integrity, governance, etc.
- HER: User and creator self-governance
    - Replicational of foundational work, but with Youth
    - Good/bad experiences; how do teens moderate themselves in space
        - → Connect with [redacted]
    - Focus on self-governance
        - W/teens, etc.
- HER: Net positive social interactions
- They partner with "Central Social UXR"
    - They have RR with diverse populations
    - Every 6 weeks; Facebook users but not necessarily VR users
    - POC for that:

**Germany UXR**

- Thoughts
    - Matrix of stakeholders
        - Primary vs. secondary stakeholders
            - Primary: Integrity, Privacy, Youth, etc. XFN teams
            - Secondary:
        - We need concrete planning documents first
        - We need to first have a methodology; this will help us understand who exactly is important for this work
        - Primar
    - Impetus of the work
        - PMM identified the value, passed it to us and gave us full reign
        - No expectation that PMM will be following along or have final say

**<u>- - - - - Telemetry & Demarcation notes - - - - -</u>**

Session 1

- *Telemetry section*
    - Language
        - (New U) "Default" was actually pretty solid comprehension
        - (New U) "How much experience will be hurt if I don't opt in?"
    - "Maybe in additional data we include something around how the data is used. Examples, etc. I expect it to be disclosed, but unsure."
    - "Make a decision ***<u>each time I open the application</u>.***"
        - → Oof, we need to fix this
    - ***Additions/notes***
        - What happens once the system dies?
- *Demarcation section*

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- "This information is important. I like EA, I play Madden, etc. If something comes out that I'm a fan of, I'm more inclined to download it."
- Code of conduct section helped him understand that it was Lucky VR
  - He was confused about the in-reporting flow
  - Shows evidence that **diffuse**

**12.09.2022**

[redacted] **& (1:1)**

- Ops/enforcement policy investigation
  - Maybe project for [redacted] and myself
  - His past work
    - Looked at measures of things like recidivism
    - Too light enforcement policy

**12.08.2022**

[redacted]+

- Quality assessment of integrity features
- Integrity measurement strategy
  - They are doing similar UXR effort specifically for Horizon
    - Overall covered
      - Types of unwanted experiences happening
      - Reach of unwanted experiences
      - Looking by teens and non-teens
      - Special populations, etc.
    - Harm vector
    - Resolution if it occurred

**Age assurance brief review**

- Questions
  - How does this intersect with Developer execution around age?
    - This UXR is fully user interpretation and expectation
    - Nothing pertaining to

**12.07.2022**

**DS/DE/UXR sync**

- Measurement
  -

**12.06.2022**

**Audio controls middleware discussion**

- Two ways to tackle this

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    - We release code (middleware, etc.)
    - We offer a VRC approach and require it for audio-based VR apps
- [redacted]
    - Is this something that is a policy/documentation problem?
        - Support this with
        - Sample code explaining how to do that (common middleware)
        - Compliance check to ensure that it's functioning properly
    - Identify game object > turn off audio source > add UI for muting
- [redacted] if we flip from recommended to required:
    - We need sufficient sample code for them
    - [redacted] do recommended making it required
- [redacted]
    - Engineering might go to their team; relatively simple task
- [redacted] Less about technical feasibility
    - Lesser effort; we need leadership onboard with VRC

**UXD Privacy 2023 review**

- *Notes for things for me to help, work on, etc.*
- *Questions*
    - Developer test environment: scope of this?
        - %Bring up with [redacted] (connect with [redacted])
    - Stinson
        - 4/1/2022 → Privacy commitments due for Stinson
        - Not a lot of new commitments for Stinson; similar to Arcata

**RL ResOps Office hours**

- The pitch
    - ***Idea.*** How we improve RL UXR comms via vendors
        - Quality of the messaging
        - Standards for vendors
        - Lightweight verification
    - ***Problem***. Current appearance is
        - Inconsistent
        - Has no standards
            - Applies to specific dimensions (i.e. Youth)
    - Talking with Tim Loving, we both agreed this is overdue
- *Questions*
    - Any current workstreams here?
    - Any past efforts?
- *Notes from the meeting*
    - External, branded studies, etc. (not internal participants)
    - Great idea overall; if she had more people, she'd want to do it

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- Need partnerships
  - BizOps and participants Comms → [redacted]
- In the past, they pass templates to UXRs and strong recommendations for the actions themselves
- Value for the researchers
  - Better sample overall
  - Less bias in the sample itself
- Her concerns
  - Not enough people to work on this
  - What
- Workload between the two
  - She would love the team involved, but they're strapped
  - ***Final execution lands on BizOps or ResOps no matter what***
- My ideas
  - Scope to RL first (possibly even just VR)
  -

**12.05.2022**

**Integrity UXR meeting** (+Tim Loving)

- On my mind
  - Integrity experience, quarterly tracker
  - UXR recruiting comms
    - Quantitative and qualitative
    - Consistency and quality of messaging
    - Lightweight verification (Google websites)
- Anything from [redacted]
  - There needs to be more of her
  - More coordinated effort for Youth in VR
    - *How does Horizon fit into this?* ([redacted] is covering)
    - *Does this relate to if Horizon is a 1p vs. platform app?*
      - Reporting the same across co-presence, traveling, etc.
    - *Implications of HZ of platform app*
- *Discussions from Tim Loving*
  -

[redacted] **(1:1)**

- Upcoming UXR
  - Add in final questions on education in general
    - For new users
    - For existing users
  - (+) Send screenshot to [redacted] about community screen

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        - Steam
        - PS4/PS5

**12.01.2022**

[redacted] **(1:1)**

- My notes
    - Scorecards
    - Integrity measurement data
    - Thoughts for next year
        - Quarterly measurement
        - Developer
- His notes (overall focus: engagement/retention; multiplayer/social)
    - ***Community/developer hub for each app***
        - Value
            - Bundles comms into a funnel
            - Sense of community
            - Even just link to existing comms
            - (+) Add in repurposed reporting flow for bug/exp reports
        - Examples
            - He's thinking of Steam, etc.
            - → *Send over examples from Sony PS*
        - *Integrity concern*
            - Brings equity/integrity to the table
    - ***Destinations***
        - Making it easier for developers to *make* destinations
        - How we manage the destinations themselves

**11.30.2022**

**Game content study**

- *My notes*
    - Relax/unwind: juxtaposed with highly deterministic VR setup
        - Fewer used VR (compared to other platforms) to unwind
    - Not many gender differences in motivations
        - Motivations: Men slightly destruction; females humor/whimsy
        - Top 6 attributes same for both gender
        - No differences in social/alone play
    - Gender findings on genres of interest mirror recent findings
        - Women more into puzzles, word games (e.g. Candy Crush)
        - Men more into shooters, sports, action-adventure
    - Culture & women
        - More women reporting harassment
        - More women interested in gaming if specific aspects improved

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- *Insights from their presentation from them*
  - "Fav game genre" leads male and female, but genre shifts between
    - Indicates that we need higher investment in female genres
  - Male/female character motivation overall is just low
  - Non-violence is more important for women, but not important relative to other motivations overall
  - Males and computers → they care about expense less overall
    - Might be the case that computer games for women might be less expensive, but for men is more Steam, etc..
  - Hyper-casual females care more for violence
    - Hyper-casual males care less about destructions
  -
- *Questions*
  - Non-binary qualitative data?

**Blocking API & audio controls, et al**

- "Middleware is best solution"; we operate with the middleware to impact the audio itself and don't even deal with the developer itself
  - Unity is the most frequently used, so that targets a bunch right there
  - [?] Is there a precedent for working with middleware?
  - ***Photon, Vivox, Playfab*** → Those would be nearly all developers
- Partnerships here is necessary
  - %[redacted] - talk to [redacted]
  - Do we pay the middleware people for this?

**UXR/DS/DE sync - Communication lookback**

- *My notes/concerns*
  - We should take firm stances that waiver less with other XFN, PM
    - Need to clearly communicate changes in plans
    - Document (1) where the ask is coming from and (2) why

**UXR/DS/DE sync - Integrity**

- *My notes/concerns*

**Germany: Vendor discussions**

- *Overall needs*
  - Focus: Germany as a market for Virtual Reality
    - We can do unbranded (does alter value)
    - Ideally branded
  - Setup/methods
    - Would need multiple studies

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        - Stage first with lesser-sensitive users (18+), move to teens
    - *Qualitative pieces*
        - Learn about German tech users
            - Perceptions of technology (competitors, etc.)
            - Family dynamics around technology
            - Values from modern technology
            - Values of immersive technology, VR/AR, etc.
            - Technological, AR/VR concerns, etc.
        - Understand in-headset experiences
            - Would want to get Germany users into headsets
            - Walk through experiences (game, social) and
    - *Quantitative pieces*
        - Could ideally add survey to quantify Germany interests
        - Current tech use
        - Perceptions of tech space
    - Sample
        - Current tech users
        - Gamers; immersive tech; low/high tech literacy
- *Spotless*
    - *Our context to them*
        - Experiences of existing users, concerns, desires, expectations, etc.
        - Overall family dynamics, considerations, practices
        - New headset launch in Germany → understand that moment
        - Competitors available → understanding differences in perceptions
        - +++Add research for developers in Germany
    - *Our needs*
        - Combination of methods; in-headset, lab, etc.
        - Quant; generate, use, technology use, etc.
        - Qual to understand specific use cases, needs, etc.
    - *Our limitations*
        - Cannot collect visual, audio, etc.
        - Need notes taken in diligently and thoroughly
    - *The services that they provide*
        - Assign one Spotless POC
        - Network of partners in different markets; local project moderator
        - Lab research, contextual interviews (in travel/onsite)
    - *Scope and resourcing they have*
        - Doesn't seem like any limits on their end in terms of our need
    - *Notes*
        - They'll take notes, ask question if needed for an estimate
- *FactWorks*
    - No issues with full-service

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- No issues with the extent of types of UXR needed (quant, qual, etc.)
- *We clarify:* Interviews, in-homes, etc.

*Questions from us*

- Context
- Timeline: Early next year for kickoff
  -
- Ask about services they provide
  - Market analysis
  - Our limitations
  - Needs: full service

**11.29.2022**

**Developer P&I Vision sync**

-

[redacted] &

- Remaining pat-leave January 3rd, 2023
- *Notes from OKRs*
  - Broad investments: (1) Youth vs. (2) Developer-led governance
  - Worried that engineering thinks there's nothing post-CCVE transition
    - **Does this rope into the problems that we have*
    - ***What happens post-May 2023***
- What's needed from me
  - Framing of the KRs

**Ayfer+ (1:1)**

- Scorecards
  - ***August***: Scorecard work
  - ***Week of 9/13***: I hold a sync for UXR, DS and DE in HZ and Integrity
    - We agree on a format
    - [redacted] follows up; we're in agreement
  - ***Week of 9/26***: [redacted] reaches out to [redacted] for changes; asks to completely disassemble the scorecard into something different
    - [redacted] asks for me to follow group chat, but realizes I'm not in it
    - [redacted] says I need to be added by [redacted]
    - [redacted] responds to him and states I'm not the UXR for the thing
    - [redacted] copy/pastes [redacted] response that since this is Youth-focused, [redacted] works on this
    - In our 1:1, I then tell [redacted] to include her in everything
  - ***Mid-Oct to Nov.***: [redacted] puts together a scorecards similar to what [redacted] and I originally worked on

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        - Purpose is a consistent structure
        - This would apply across
    - ***November 7th***: I meet with [redacted] RE: scorecards
        - He agrees that the process wasn't great
        - Agrees to take over and re-frame the scorecard to what it should have been
    - ***November 9th***: [redacted] is fired
    - ***Week of November 11th***. [redacted] is added into the scorecard work

**Project Vegas - Tim Loving**

- Notes from Tim
    - Goals
        - VR leads publish goals (largely by pillar)
        - Apparently Boz wanted to publish a different vision of OKRs
            - Waiting to hear on when we can publish general OKRs
        - Overall, nothing surprising
            - Increase MAP, engagement, social interaction, etc.
    - We are publishing a GOAL MAP for the first time
        - Metrics that ladder into goals *vs*
        - Themes that ladder into goals
        - **See where you contribute to a sequence of things that leads to some overall goal, etc.*
    - Budget comes from Rabkin rather than [redacted]
        - Tim needs a way to see what projects are contributing where
    - Goals: Retention, engagement, monetization
        - "Delight" → is there an opportunity to develop measurement and experience of what "delight" is
        - We agree that we want to keep it in, we want to measure it
            - But they don't know how to do so
- We killed Funston, keeping Matterhorn
- Top of mind
    - Integrity of UX recruitment, especially surveys
    - Increasingly myopic
    - Poor accountability and clear decision making around
        - Not documenting decisions
        - Refusing to invest in something that's not measurable in a 6mo time-frame
- What I want to cover
    - Measurement of users' integrity experiences
    - VR is different than mobile apps, yet we talk and treat everything around the two as the same
        - Developer literacy (%[redacted])

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        - Brings us to these non-VR, 2D experiences no one cares about
    - **(+1 from the group)** UX recruitment issues

**11.21.2022**

**Sync: Mocks for UXR ([redacted] & )**

- February CD deadline
    - Want to lock CD for internal purposes
    - Dogfooding, etc. → Will carry into
- *Notes from the meeting*
- *Notes for me*
    - CD variants
        - Not really CD variants
        - Just new adaptations from NUX (arcata); applied to warning, etc.
    - Design variants
        - Blue button vs. no blue button

**11.18.2022**

**Sync: Telemetry meeting ([redacted] & )**

-

**11.8.2022**

**1:1 - [redacted]**

- Options
    - Arcata (appropriate)
    - Cut down (unknown)
- Questions between us
    - ***Bold statement in NUX.*** "Data required"; how do we explain to UXR?
        - If we can understand effective examples of essential data in the bold statement within the NUX
    - ***Essential data in data privacy.***
        - If we can understand effective examples of essential data (on a higher level) in the advanced warning
    - ***Non-essential data.***
        - How do we effectively describe non-essential data for users within the flow itself
- Timing of the flows
    - 6 flows
        - VR
            - Advanced warning (messaging pre-launch)
            - Interrupt (On booting up the headset)

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        - NUX (when setting up the headset)
    - Twilight
        - Advanced warning
        - Interrupt
        - NUX
        - In-settings

**Audio controls**

-

**EoL + UXR**

- Situation
    - We implemented telemetry on Arcata that we have to implement on Quest 1, 2, twilight and skyline
    - Quest 1 is moving into EoL by v50
        - → No new feature beyond critical fixes
    - **We have to implement telemetry data in some way
        - Opt-out vs. opt-in
        -
        - Preserve EoL; only collect minimum for function
    - ****What privacy-specific experiences do people expect from us when we EoL a device?***
        - Do we support privacy-features?
        - Do we have to make this part of the EoL strategy?
        - Do we define telemetry as "critical"? Support it in the future?
        - Absolute minimum; choice vs. toggle when coming into EoL
    - COST
        - Decent amount of eng time
    - Questions
        - How is EoL defined?
            - We are selling goods still during EoL, others will not
            - Developers won't support Quest 1 with new features
                - Live service apps, games, etc.
    - Research - *goals*
        - How do we move into EoL in general
        - How important are privacy related features in terms of min. viable support?
        - Do our users just not care at a certain point about EoL?
    - Risks
        - What is the risk of ending the device?
        - What is the impact based on the EoL process
            - Trade-offs based on thrash of the users

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        - Trade-offs based on what's happening with the
    - DS side
        - Concerned on the business impact
        - Steer decisions based on old data
            - → But does this matter if we're EoL things?
            - → What do we want to be?
                - → This gives us a reason to explore why people may or may not

- Next steps
    - They share risks, needs and trade-offs from the privacy perspective
    - How does it look in terms of UXR on the Privacy end

Arcata + Quest 2 is largely the same

- Store personalization is essential in Arcata (not Quest 2)
- (We didn't say anything)

**11.7.2022**

**1:1 - [redacted]**

- Layoffs
    - Needs support; deprioritized teams
- Actual work
    - Report on Demarcation will come out tomorrow-ish (11/8)

**1:1 - [redacted]**

- Do we know what essential data is?
    - Where are we at with this?
- Options
    - Arcata → more advanced (more stuff)
    - Quest ½ → less advanced (less stuff)
        - –? ***Does the language need to be different***

→ How does the data being collected in Quest 1/2 differ from Arcata?

- Is it generic enough to re-use?
- Is it substantively different to where we need more language
- ***Next steps***: Reach out to Qile
    - **Test language on differences in Arcata and Quest 2

→ It is less necessary for Quest 1/2 to share

- Questions
    - What do we defined as non-essential?

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        - What do we write
    - How specific with data do we get here?
        - "Which VR settings you use"
        - "How you interact with Quest features and apps"
- Problems
    - We were unable to establish essential vs non-essential

**Roadmap/planning meeting**

-

**11.3.2022**

**1:1** [redacted]

- CANCELED

**11.1.2022**

**Jazzy PR sync** [redacted]

- Multiple profiles (POC; [redacted] as PM)
- "Multi-profile" → [redacted] about this
    - Youth and unique account creation
- Age verification
    - Quest: App sharing is easier across account
    - Youth: Verification, predication, age, etc.
    - * Can we guarantee we won't save or use 18+ signals in ranking?

**XFN Leads meeting**

- H1 2023 planning timeline (WIP here)
    - We don't need to plan with RL Trust
    - 1 roadmap for developer + foundations (bucketed by PM sub-team)

[redacted]

- Passive communication
    - The higher level the communication, the less important a user will report any specific part being
-

**10.27.2022**

**UXR P&I sync**

- Ayfer: out of the office Friday (10/28) and potentially Monday (10/31)
- PM updates (budget estimates)
    - This was a misinterpretation between [redacted]
    - [redacted] came to us, but that wasn't really [redacted] ask

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- Research in Germany
    - Mixed topics of interest; not 100% clarity
        - Localization (what people enjoy in Germany, etc.)
        - Privacy concerns, etc.
    - What it will be about
        - It will be foundational
        - Can't test ultra-specific things
    - Next steps
        - Kick off conversation with legal partners (Can we do it?)
        - Schedule meeting with the big-three [redacted], Elaine, Kristin)
            - Agenda: Looking for insights on international research
            - Looking for
                - Blockers to execution
                - General guidelines for what we can do
    - Purpose
        - Opening up Germany as a heavier RL-specific market
            - Quest is sold there
            - They want to push other products as well
    - Open questions
        - Topics
            - Can this be privacy-focused?
            - Can this include youth?
            - Can this include parental expectations?
        - Legal: Will they be okay with this?
            - Topic-specific?

**Offsite (Day 3)**

- UXR projects (Integrity team)
    - *End users*
        - User-to-Meta App Feedback (expectations of where report goes)
    - *Developers*
        - Integrity platform
            - + App ban API
            - + Rocksteady as CRM

**Presentation/Report notes**

- "CVRP" <> CCVE

**10.26.2022**

**Offsite (Day 2)**

- Nothing of substance so far

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**10.25.2022**

**Offsite (Day 1 - Breakout A)**

- Key:
  - What are must-dos and big bets
  - (UXR-specific) What *would* we do, but have no resources?
-

**10.24.2022**

**[redacted] + UXR Group**

- Demarcation
- Telemetry
- Survey measurement

**10.21.2022**

**P&I Enforcement/escalations meeting**

- MVP: Oculus website will have an entry point to reporting app to Meta
  -

**1:1 - [redacted]**

- First meet and greet
- Talked about RL space, he asked questions and I gave my personal opinion
  - Scalable impact
  - Lack of expertise/knowledge of domain and competitor space

**10.20.2022**

**Demarcation UXR sync**

- Designs needed
  - Visual consistency
    - Publisher identified
    - "From Meta"
  - Space transition
    - Unsure
  - Reporting flow
    - (1) Service (enter)
    - (2) Service (exit/Meta-based)
- *Discussions*
  - Figma prototype →
- What do we agree on to include in the test
  - Reporting flow
    - Meta VR app

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        - Non-Meta VR app
    - Visual Consistency
    - Space transition
- Notes
    - Reporting flow (what it looks like in headset)
        - (1) Service prompt (enter)
        - (2) Service prompt (exit/Meta-based)
    - Visual consistency
        - PDP (Meta)
        - PDP (Non-Meta)
    - Visual consistency
        - DUI (Meta)
        - DUI (Non-Meta)
- Start in store
    - Library
    - First party app
    - Loading state
    - Open DUI
- Open 3rd party app from library
    - Loading state

**UXR team meeting: Presentation from Equity team** [redacted] team!)

- *Notes*
    -
- *Questions*
    - How do we prevent this from happening to begin with?
    - "Build without intentionality" → discover anything?

**TOUCHPOINT**

- "How you do things is just as important as WHAT you do."
- Try and find specific mentors that could give me feedback
- *Trust Measurement Survey*
    - Not taking over Privacy (too much space)
    - [redacted] will take over measurement when she's back
        - → Her survey had amazing results
        - → RL privacy is using for their workstream
        - → She will come back and do sentiment tracking
            - → Ayfer wants to include safety sentiment, not just privacy
- *Projects I can't do*
    - Write down any projects where the project would be good but we have no resources/bandwidth (for headcount)

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[redacted] &

- Questions from him
  - How do we measure trust in VR and with privacy?
  - Do we want to host a brainstorm on how to do so?
    - Define "trust"
    - Define "outcome"
    - Define what we want
  - Timing
    - Use next 2-3 weeks to think about the problem
    - Align on framing; trigger brainstorm after that
    - 3-4 weeks from now, we do the brainstorm
    - Aim for Nov 7th or 14th weeks
- Next steps
  - RL trust measurement
  - 3-5 page deck; set tone, understanding, etc.
    - Explain brainstorm topic
    - FIGMA tool for hosting brainstorm
- Brainstorming areas
  - What is the definition of trust?
  - What is the outcome of the measurement?
  - What are the questions we ask?

**10.18.2022** &
[redacted]

- Schedule a meeting this week
- Dates we need to have this done by
  - October 25th
- Areas to test:
  - Visual consistency
    - Publisher identified
    - "From Meta"
  - Space transition
    - Unsure
  - Reporting flow
    - (1) Service (enter)
    - (2) Service (exit/Meta-based)

**Offsite planning**

-

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**10.06.2022 Ayfer**

**+ (1:1)**

- Ayfer claims that [redacted] didn't care if I was in the group
  - Ayfer says [redacted] shared a screenshot of a chat where [redacted] said I shouldn't be allowed into the group
  - On my end, [redacted] told me [redacted] didn't want me in the group
  - What the fuck ever

**OKR review**

-

**AnswerLab Sync** (Ali)

-

**10.05.2022**

**Ayfer +** (1:1)

- SRT ping
- AnswerLab tomorrow
- Scorecards

**CAT Debrief ([redacted] + )**

- *A recap of what happened*
  - People don't know a lot about context of decentralization and the impacts that it will have ([redacted])
  - **We need to make a more ***comprehensive Note/post***
    - Values, UXR, competitors space
    - Context of decentralization and its impact
    - MVP vs. long-term distinction
- Research
  - Actual research: first or second week December
  - Tomorrow
    - Visual consistency
    - Space transitions
    - Reporting flow (branding and demarcation)

**Scorecard catch-up ([redacted])**

- Meeting with legal
  - Sharing scorecard itself
  - Sharing note and content within
- 10/17 → [redacted] communicates this with XFN team

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- Do we want
- Scorecard review
  - *Rules*
    - Do we list out the rules for how we determine score; do we meet ALL the criteria, or just some?
    - What if some of 2 and almost all of 1 is complete?
  - *What's missing*
    - Vertical dimension to see what's missed (proactive, integrity, etc.)
      - Is there a surface, party, etc. that may violate ToS/Conduct
    - Maturity levels
      - Look at basic;
      - Take look at derisk; too conservative or ambitious in the score itself?
    -

**10.04.2022**

**GTM Leads review**

- Funding

**Integrity and impact - by the data**

- Sync and have 1:1 with [redacted]

**10.03.2022**

**Design time with CAT**

*Demarcation UXR Intro*

1. What exists
   a. Netflix, Hulu, Amazon Prime → they show you when something is owned by the platform vs. just existing on the platform
   b. Very common in competitor gaming spaces, especially gaming competitors like XBOX, Sony and PlayStationand PS
2. What we know
   a. Need to understand specific features and tools
      i. What tools are available? How to use/engage
   b. Need to understand who operates a given space
      i. Quality, responsibility, impact of actions
3. Examples from what exists
   a. Library, product pages, etc.
   b. Enter/exit (loading screen)
   c. Non-owned UGC

*Notes*

- What will this evolve to?

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- Nutrition facts?
- How quickly do we expect to get to the next level?
  - Leverage in VR help center
  - Tutorials how to trigger reports, etc.
  - Starting point →
- [redacted] Big fan of visual distinctions
- [redacted] How do we be consistent with the level
  - PokerStars vs. LuckyVR → Consistent with the level of publisher, etc.
- [redacted] He's not a fan of Meta-logo on hero image
  - Too many badges; just makes all the badges ad nauseum
  - Meta vs. non-Meta is good; exact implementation is good
  - Publisher awareness is insufficient
    - Totally agree for this
    - "PokerStars community guidelines" isn't clear enough
    - The messaging is going to be of the utmost importance
  - ***Think about the MVP vs. longer-term at the same time***
    - Longer-term, we're using portals to experience these things
    - MVP, we focus on the
- [redacted] Don't rely on delaying
  - Reading and transition points → don't delay
- [redacted] Wants to focus on the short- and the long-term at the same time
  -

[redacted] **(1:1)**

- Not much new
- Also talked about issues with [redacted]
  - Communication problems
  - [redacted] went from "in the weeds" to "only talking to managers+"
  - This means he now talks to people outside the work (about the work), gets confused and then sows confusion further

**AnswerLab**

- Availability
  - [redacted] is moderating a project near same time (game content study)
- Next steps forward
  -

**9.28.2022**

**1:1 -** [redacted]

- Upcoming reviews

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    - CAT review (10/3)
        - ***My job.*** Just intro everything around demarcation
    - P&I review (10/5)
        - Focused only on reporting flow
        - Go through the thing, get feedback, get "okay" to build
        - ***My job.***
- Landing
    - Three variants (Non-Meta, Meta, Meta (+icon))
        - *Missing*: Publisher that isn't Meta
        - Wanting to compare icon vs. no icon
    - User consistent Meta vs. non-Meta app throughout
- CAT review intro ( )
    - Industry context (games, social experiences, etc.)
    - Industry standards (demarcation, splash screens, etc.)

**9.20.2022**

**Developer Feedback post-November announcement**

- Rocksteady
    - Would need eng point for Rocksteady-specific trigger point
    - Tracking survey would be December or post-December
- Our ideas
    - Dedicate engineer for 5-6 hours (possibly a bit quicker)
        - → Talk to [redacted] about this
        - → [redacted] could deal with EM on this
        - → [redacted]
            - We have integration for ODH
            - Need integration for Rocksteady
            - [redacted] supports
    - Timing: early December
        - [redacted]: A month post-
            - Main pages on Comms from ODH
- Total review
    - Oculus Development Hub
        - [redacted]: Highest recommendation here
        - Pros: Response rates good
    - Rocksteady
        - No open-ends; all Likert-type scales
        - Pros: Response rates good
    - Proselytize
        - Email blast
        - Newsletter
            - Issue: 25-35% developers on newsletter

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- Timing
  - First time point post-Christmas
  - Second touchpoint in Q1 following comms push

*For [redacted] PSC*

**[redacted] (1:1) → PSC**

*For [redacted] PSC*

- Collaboration
  - Leadership; demarcation
  - Pushed for it, campaigned for it, etc.
  - Design workshop
  - Push for OKR to reflect the need for demarcation
- Positives from me
  - Doesn't limit oneself to specific XFN role, but also recognizes and is self-aware about where her ideas can benefit from others' strengths and knowledge to help push her ideas forward
- Past issues with feedback
  - Growth feedback was interpreted as negative
  - Lack of transparency, poor collaboration
  - Consistent interpretation of lack of feedback
- Looking for:
  - *Re-framing past*
    - Transparency, collaboration ability, etc.
    - Push for education
  - *IC level work (push to next level)*
    - Identifying problems and coming up with solutions
    - Collaboration/leadership (reflect above)
    - Cross-teams work; management & alignment with stakeholders

*For [redacted] PSC*

- Bringing people along on journey
- Managing multiple projects across wider scope
  - Reporting
  - Demarcation

**9.19.2022**

**Demarcation brainstorm**

-

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[redacted] **(1:1)**

- Nothing - just talked about the team

**9.15.2022**

[redacted] **(1:1)**

- To do
  - Create skeleton
  - Add in CVRP problem areas
  - Add sub-areas for each

**BRAINSTORM**

- Problems | Sample Size
  - How do we explain when we *can't* have numbers added?
  - How do we explain/give respect when numbers are *low.*
  - How do we prevent misuse of numbers based on personal biases?
- Problems | Sensitivity of research
  - How do we best explain what aspects can/not be shared?
- When does it make sense to report numbers?
  - Yes: Specific features
  - No: Specific people, developers, etc.
- Context slide in each deck
  - Four bullet points max
  - Describes each of the constraints
- Issues
  - We can't track numbers of people across studies
    - → We have to delete the data

**Bullet points from whiteboard**

*Intro Statement*

- This is guidance applied to qualitative research
- Briefly, here's the value of qual research (NN article; internal article)

*Lexicon of how we refer to numbers*

- How we generally report numbers
  - "Some might be used for (4/20)"
  - "Most might be used in the case of (17/20)"

*We write numbers when...*

- Research statements that reflect rote differences in the context of the current study, including areas such as:
  - Comparisons between designs (i.e. A/B testing)
  - Preferences in usage of features, tools, etc.

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- Motivations or intentions to perform specific behaviors

*We don't write numbers when...*

- When the findings or recommendations are based on multiple independent resources (e.g. existing studies) and not the total number of participants in the current research study
- Some common examples:
  - In-product recommendations
  - When the focus of the finding is a theme (e.g. slide from parco deck)
  - Patterns across multiple studies or insights from industry research
  - If revealing number of participants reveals PII (e.g. niche audience)

*Sensitivity that applies to all qualitative research*

- No PII can be revealed about participants, including:
  - Name
  - Specific locale
  - Email, cell or contact information
- We err to obscure video footage (i.e. blur faces, distort voices)
- Remove/obscure any reporting information that may reveal someone's PII or violations of Meta ToS

*Bonus round - Possible follow-ups and POVs*

- Tension between:
  - Drawing focus on what we want XFN to do/execute
  - Providing rigorous context for relevant insights
- Concern that adding numbers in qualitative research may pull focus from actionable insights
- We also discussed the value of delivering a detailed look and an additional deliverable which focuses on action-items (e.g. often synthesizing across multiple studies etc.

Issues with upleveling research

- Embedding within product?
- Ability to execute?
- Ability to up-level to a different level?
  - Contextualize with new teams? Spaces?
- Reputation,

**9.13.2022**

**HZ 2D Integrity brainstorm**

- *Notes from the meeting: questions to investigate*

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    - Should enforcement be different within 2D vs. VR?
    - **What decreases value in the interaction of 2D and VR? Can users of 2D inherently cause more vectors of harm to quickly remove value compared to VR users?
        - Aim assist
        - Obstruction
    - Do 2D users normal behavior inherently cause more harm/value decrease for VR users based on the form factor itself
        - Difficulty typing quickly
        - Aim assist
        - Obstruction behavior not being realized in 2D spaces
- Safe zone in 2D
    - Consistency from VR <> 2D for VR-first users
- *My notes*
    - Integrity of value as a result of cross-screens? (***Harm could be the shocking removal of value as a result of 2D/3D integration*)
        - VR has obstruction issues; 2D has them less
        - 2D has specific aim assists and ruin competition for VR users
        - VR is inherently more *finesse* and determinism/investment to use
    - The lower barrier to entry of 2D will artificially inflate harm for VR users
        - Higher attrition, more severe issues, etc.
-
- *My questions*
    - Will any experience within VR be available within 2D?

**OH |** [redacted] (Blocking discussion)

- Blocking API allows them to make a decision about the data however they want to do so
- Perception of the feature
    - Communication and marketing of it:
- Could've had one step added that they didn't think about

**9.12.2022**

[redacted] (1:1)

- Testing a new NUX; could this happen?
    - When is cutover? → May 2023
- Questions
    - Will this be released with early adopters?
    - ** [redacted]: Survey question for early adopters who see the NUX
        - → Ask if this is possible

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- → See if we could do it this way

**PLE vs. E2EE** (How do we provide reporting in the most effective way)

- We believe option B is best (PLE in both email and Rocksteady)
- We need to learn if that's even feasible from legal & policy's view

**[redacted] [redacted] (1:1) - Security, Speech recognition**

- Assistant features being used as integrity features
- Issues or constraints with this
- HER context: Using voice to text to file reports itself
  - **Connect to [redacted] for voice to text
- Survey
  - [redacted] and survey
  - Would this be able to work into the end of the PMM/sentiment survey?
  - → Can we add this to the end of the security
  - POCs
- POCs
  - [redacted] (new PM); just mention and have as an appendix section
  - [redacted]
- Appendix
  - Security (Hardware; Software)
  - Blocking

**9.9.2022**

**Connect questions**

- "Would you be interested in using APIs provided by Meta that are able to proactively detect harm in your VR application (e.g. bad language, harassment, etc.), assuming that it might require passing information about your application/users to Meta to use these features? Why yes or no?"
- "How well do you feel you can manage player behavior within your VR app (e.g. reports made against players, harassment, etc.)? What are tools that you find valuable for managing player behavior, either that you use or would like to have access to?"
- "Are there experiences, problems or situations that you would like to escalate or report to Meta if you were to encounter them? If so, what types of issues would these be, and how would you like to report them to Meta?"

**9.8.2022**

**AnswerLab Review**

-

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**Scorecards meeting** ([redacted] et al.)

- Open questions
- Straight copy the "problems" from the Central Integrity side of things
  - We are formally obligated to review maturity with Central Integrity
  - We can use their problem spaces they define; different context, though
  - For Youth, we have agreed
    - Youth problems
    - Youth problem surfaces
  - Surfaces
    - VR Social App
    - VR Companion
    - VR Profile
    - VR 1p
    - VR 3p
- Look at other examples
  - Central Integrity
  - Central Customer Support
  - Etc.

[redacted] (1:1, audio control)

- Data use questions
  - How do we satisfy pXFN in this case?
- Problems
  - What person is *saying* is the easiest
- 
  - Attributions (who is talking)
  - Getting data TO the models is really difficult
    - In Onward's case
    - Assistant runs models *on-headset*
      - Speech to text (on device)
- Ideas
  - Implementation
    - On headset for detection and passing to servers
    - Thresholds
      - Developer-by-developer level
      - MSRP rating for communication
  - Tools
    - Audio detection (muting, reporting, etc.)
    - Visual detection
- ***This is signal passed from us to a developer and additional tools***
  - Monitor microphone usage
    - → File report in Rocksteady

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        - → Attach transcripts at UID level as supporting evidence

**9.7.2022**

**Telemetry**

- Opt-in decision
    - Leaning towards per-device similar to Arcata
- Questions
    - Open question: What does interrupt look like?
    - Open question: Do we ask at device or account level?
    - Open question: Essential vs. non-essential data for Quest ½
    - Open question: Granular controls vs. single control for Quest

**9.6.2022**

**XFN Leads meeting**

**Design Sync**

- 55 minutes
    - Research share-out
    - Audit share-out (use FIGMA audit)
        - This is defined by

**Ayfer:**

- First: Write up narrative of what we're doing and how we're going about it
    - → What we did
    - → What fast-follows with be
    - → What evolution will be
    - → **Callout: Recommendations, actions
- Then [redacted] → reach out about [redacted] eview

**8.30.2022**

**Horizon Worlds playtest**

- **My notes**
    - HItbox for selecting another user is incredibly difficult
        - No cursor
        - Looks like it's tracking the mouse cursor, but it doesn't show the mouse cursor; basically means you have to look straight up
        - Unpredictable hit box
    - CVRP
        - Conduct in VR policy does open
    - Reporting

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        - Can access reporting flow
        - 1 option at a time
- **Blocking** (Desktop)
    - Successfully blocked the person
        - Success: Removes visuals (shadow person)
        - Success: Shows red sign above head
        - Can re-access person in the world (hitbox issue)
            - Can unblock from person in-world
        - Can access via safety menu (hitbox issue)
            - Can unblock from the safety menu
- **Report flow** (Desktop)
    - Report flow is accessible and active
    - Post-reporting does allow
    - Only single-select; do we want to support more than 1 reason for blocking some?
        - → We do want this
        - → Integrity has pushed back on this
    - Follow-up options after are functional, i.e.
        - Mute
        - Block
        - View report
- **Education**
    - Education does appear in world-loading screen
        - Reporting education
        - Safety settings education

**8.26.2022**

**Horizon Worlds Mashup**

-

**1p sync [redacted])**

- Current space for E2E vs. Callback
    - RAD, Downpour (E2E)
    - Big Box (Callback)
- Opportunities
    - [Under water] Not RAD (~6ppl recently left)
    - [Under water] [redacted] wants nothing to do with us
    - [Potential here] Downpour → might be an option here
        - → Population One (get Oculus)

**8.25.2022**

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**Horizon Youth V-team meeting**

- Questions
    - If we have parental supervision controls over friend graph already, why would we not include an exception for adults within social network? (friends, etc.)

**VR P&I UXR meeting**

- Offsite
    - Topic: Language and consistency with research reports (brainstorm)
- Research in Germany
    - We are going
    - Privacy & Integrity-focused; includes youth safety and parental supervision
    - Any knowns
        - Vendor-led
        - Team involvement: Legal team, PR, comms, etc.
        - At least kicking off this year; may spill into next year
            - They want to START research this year (unsure)
        - PMM is leading this market (VR team presentation)
            - Unsure who is "they" on the PMM side
    - Unknowns
        - Simile launch data?
        - Arcata launch data?
    - Focus
        - Not far from Integrity, privacy and youth safety
            - Multiple accounts, family interactions, etc.
            - Inclusivity aspect, as well
        - Work outside of Germany (add another market in)
            - → We just don't know

**8.23.2022**

**Reporting: Next steps**

- Education around "demarcation"
    - → Not super direct education
    - → Rather, very passive, implicit education about space

**8.22.2022**

**Big-D design sync**

- E2E
    - NUX
    - Compliance
    - Resolve reporting integration

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    - Reporting services configuration state
    - Reporting service success
    - Reporting service running
- Callback from NUX
    - NUX
    - Compliance
    - Resolve reporting integration
    - Documentation

[redacted]

- Mute, block report = we're solid expecting this
- We will release *more than that*, but edit as fast follow
- We have the goal to get:
    - Parity with web
        - VR to Web
- Youth side
    - We are correct; these are 100% policy requirements
    - → Underage reporting flows (policy requirement)

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    - → No surfacing of mature worlds for U18 (should be in place in web)
- Parental supervision
    - Original plan was parental education; tools as fast follow
        - Access to education lives in Twilight; blocker to NOT have web controls of their tools
        - Parents need to be able to access parental supervision tools via web (delayed until this is built out)
- ***Policy requirements**
    - [Gen] Mute, block, report
    - [Youth] Private space limitations
    - [Youth] Underage reporting flows in web
    - [Youth] No surfacing of mature worlds for U18
    - [Parents] Parental controls in web (unsure if it'll hit 9/23 deadline)
        - [redacted] (PM working on this)
        - Steer is coming directly from [redacted]; they are comfortable with this being delayed for 1-2mo
        - They will have the controls in both spaces (2D in web and mobile)
- ***Needed***
    - No one has outlined all integrity problems needed across the board

**Measurement work** [redacted]

- Maturity scorecard
    - Two separate ones: develop separate
    - Is this a communication question itself?
- Surveys
    - Horizon Surveys
        - They're looking at TRIPS
        - [redacted]
    - VR Surveys
        - In-headset (all of VR ecosystem)
        - Off-platform surveys
- Next steps
    - Horizon scorecards will be finished this week (fingers crossed)
    - Resourcing
        - In-headset surveys (resourcing pitch)
            - Worked with [redacted]
            - Loop [redacted] in
        - Off-platform surveys
    - [redacted] review (not scheduled yet)
        - Align on feasible dates (last week of September)
        - Start editing the document (here); use as skeleton for review
    - 1:1 with Tim Loving [redacted]

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- [redacted] review
  - Product survey
  - Money for resourcing

**8.19.2022**

**3p Developer GTM**

- We have ~6 developers; slow going; Germany meeting
- Current status
  - There is no repository of active Oculus POCs to developers
  - No repository of each developer's email
  - No repository of each POC's opinion on developer standing
- Order of operations
  - Pull each appropriate developer
  - Use DevRL to find each Oculus POC; manually label
  - Ping each Oculus POC for permission
  - Get sent to a new Oculus POC

**1:1 - [redacted]**

- Highlights from her
  - There are questions that need to be answered for this research; without these answered, they can't design/write; dependencies for research?
    - Questions on Quest ½
      - Best way to interrupt
      - Best way to NUX
    - Open question: Essential vs. non-essential data for Quest 1/2
      - It is defined for Arcata → it's launching
        - If everyone ops out, what do we do?
        - What is business risk of essential vs. non-essential
      - Do we match Arcata's with Quest 1 and Quest 2
    - Open question: Do we ask at device or account level?
      - Limited understanding from team
      - Limited consensus on essential vs. non-essential data
    - Issues: Device vs. Accounts
      - Makes sense that it's at account level; multiple people using the same device
      - Infrastructure is currently at device-level; we don't know if we have resourcing on roadmap to execute
      - Need to
    - Twilight requires additional consent
  - We are okay being confused
    - False confidence
    - They will raise question

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- Deadlines
  - February 12th; branch cut to make April 23rd launch
- What I need
  - Status of classification of events for Quest, Twilight
  - Device vs. account
    - If it's by accounts, they can be interrupted by mobile or headset
    - If by account, then just do it on phone
  - Granular controls vs. single control for Quest
    - Do we bundle consent for non-essential
    - Do we allow granular control for non-essential
      - Her take: give her the chance to bundle; change if wanted
      - *Simile*. Pull this research to argue it
- Misc. notes
  - [redacted] is doing analysis of the consent flow work
  - He will definitely probe more into all of this

**1:1 - [redacted] (Dev UXR)**

- Zenith & Premium Bowling
  - Still in dev, haven't sunsetted yet
  - Working on competitive; customizing guns as identity
- GamesCom is next week (Germany)
- Elevator pitch
  - Developer-focused elevator pitch
  - Not over-promising; high level, pull right people into the meeting
  - Send by late next week
- Premium Bowling
- Keep him in the loop to make sure no one steps on each others' toes
- Next steps
  - Write the elevator pitch; he'll shoot things out
  - ~60min total; try to keep it there
  - Probably no expectation for compensation

**8.18.2022**

**1:1 - [redacted]**

- Early access will move to September 15th; code freeze for Early Access is moving later, which means the time btw. Early Ac

**8.17.2022**

**HZ Worlds Cross-screens; kickoff #2**

- Early access will move to September 15th; code freeze for Early Access is moving later, which means the time btw. Early Access and Connect is smaller
- Everyone make an HPM post

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- New ideas
    - Following/friending in project Simile

**Measurement**

- Scorecard
    - MV team
    - VR team
    - Ideally, we get to a version we all agree on
- Scorecard approach
    - MV vs. VR vs.
    - Let's do 1: Horizon
    - Let's do 1: VR
- Thoughts
    - Do we define based on *harm* or *enforcement/actions*
    - How do we incorporate harm-type into the scorecard

1. Immediate launch strategy
    a. Why we can/cannot launch
    b. What any blockers are
    c. What needs to be
2. Mid-term strategy
    a. Evolution
3. Long term vision
    a. What differentiation
    b. What's pure accessibility
    c. How does increasing AX

**Telemetry**

- *Misc notes*
    - [redacted] legal contact for all of this work
    - What is a discretionary vs. non-discretionary apps
        - Non-discretionary: cannot be uninstalled
        - Discretionary: *can* be uninstalled
    - [redacted]
        - [redacted] We could go to each app and say that *each* have an in-app toggle
        - OR, we say that ALL apps go through native telemetry and *we* collect consent and then apply it to their application
        - Right now, we do jack-shit with Beat Saber
- *My thoughts*
    - Is there a case where someone will find it appropriate to consent one way in one situation, and another in another context?

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        - → Yes
    -

**8.16.2022**

**1:1 - [redacted] Telemetry**

- Things to brainstorm about for future feature
- Question
    - Account-level vs. device-level controls
        - Control device from the phone
        - Legal device is for every
- Classification of essential and non-essential
    - Already decided
    - Non-essential from Quest/Arcata is basically the same

**XFN Leads meeting**

- Things to brainstorm about for future features
    - Demarcation
    - App feedback
    - Encryption mechanisms
- [redacted] recently brought up
    - *Both encrypted emails and encrypted storage for public launch
        - For devs that use other CRMs, would this be beneficial

**1:1 | [redacted]**

*Reporting work*

- Designs needs
    - Full E2E (user-facing)
    - Full E2E (developer- facing
        - Customization in Rocksteady
        - Turning on
        - Etc.
    - Any reporting callback
        - How it's turned on, accessed, etc.
- How designs can be transferred
    - These can all be static mocks
        - Presentation, JPGs, FIGMA, etc.
    - E2E could

*Questions*

- Education is in the Rocksteady

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*Anything else*

- Meeting was entirely work-related
- Nothing outside of work was discussed

**Cross-screens integrity strategy**

- He shared this note sheet he wrote up
- List of yes/no is:
  - It is done, built and already finished
  - All core features with base functionality
- So for us;
  - Playtesting, usability,
- Questions we want answered
  - What features are device-specific or device-agnostic
  - Certain harm category is more-specific to 2D or 3D

**1:1 | VR/HZ integrity Meeting**

- Quick survey update to [redacted]
- Talked about recharge
- Debating if you could keep VR games post-leaving
- I asked [redacted] for input on cross screens before PTO

**1:1 | [redacted]**

- Context
  - She was on XROS, but moved to VR Assistant
  - There are security needs; how do we provide APIs to developers around their SW and HW security?
  - However, they have no UXR
- What we talked about
  - I asked if she could send me a list of capabilities that might be within the purview of the team
  - I mentioned that I might be able to explore general capabilities with Developers at the end of the reporting sessions
  - She shared:
    - Staffing proposal
    - (A/C Priv) Work on UXR VR Security/DevOps

**8.15.2022**

**HZ Worlds Everywhere Integrity kickoff**

- We're making 2 new version of Horizon
  - At Connect, Zucc will announce it's available on their devices
- Our goal

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    - Make sure that when we build it, we build with a high-quality bar that eliminates gotcha-moments, integrity harm, etc., etc.
    - Topics range along and include:
        - Accessibility
        - Integrity
        - Control schemes, etc.
    - We will launch at X time, unless we say otherwise
- Questions
    - Does baseline integrity features cover 13-17?
- Meetings and documentation
    - Meeting cadences shared in larger group chat (playtests)
    - Playtest (MWF)
        - We can use the experience in the playtests
        - Get understanding of the function itself
    - Creative meeting (MTH)

**1:1** [redacted]

- Just talked about [redacted], his goals, my history with him

**1:1** [redacted]

- Making pleasantries; flights and what not
- [Insert notes here]

**8.12.2022**

**Channels**

- I need a channel to ensure that all people in all workstreams stay in the know, especially given the thrash lately
    - ***HZ Worlds***: Initially should be fine
    - ***Developer***

*Channels available*

- Office hours (proselytize)
- Weekly updates
- Direct chats
- Posts?

**AX and Ceres**

- A review of myself
- [redacted] ideas
    - (Foundation) Compliance, of course
    - (Innovation) Breakthrough → differentiated tec
    - hnology that hasn't existed in the past

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- Measures
  - Diversity and maturation is defined as → 1 mil
    - Physiological
    - Behavioral
- Metrics
  - They have
  - 250 CWs for EMG
    - Lab studies
    - State-induced AX studies
  - → State-induced AX needs
- What are we going out the door with in 2025
  - → How are we going to write the script to ask hard questions ahead of time
  - Baked into half over half evaluation;
  - Published before the end of Q3
- **Is there a UX who would partner, pair and write a central tenets to have a playbook or rec'ds to
  - [redacted] (Milan →)
  - [redacted] [redacted]

**8.11.2022**

**Answerlab Sync**

- Urbanicity write-up notes
  - Overall, doesn't look like there were huge differences between urban, suburban and rural areas that we surveyed; however
    - Rural users did report 12-20% higher VR impact (averaged scores), but this was n.s.; we had low sample size for specifically rural
  - All groups
    - More likely to respond [somewhat/very] in terms of VR offering new experiences to people
    - Answer around "Social" seemed to be spread equally from it being a "no" to "yes" on it contributing to value
      - Social didn't noticeably trend with any other measure
    - Answer around "Events" seemed to be spread equally from it being a "no" to "yes" on it contributing to value
      - Didn't noticeably trend with any other measure

**8.10.2022**

**Developer outreach**

- Tag in "RL Product Outreach"
  - → Make a post about the work, give context
- Make separate post directly to:

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- Feedback loop separate from reviews

**[redacted] first check in**

- She noticed age
- **Personal space interested her
  - **Age and sexual advances
  - People stopped using the app during sexual advances
- She's also curious about
  - Meta vs. non-Meta
  - Sexual advances and impacts on their
- Questions from me
  - Why is age related to so many things?
    - Is there an age difference in time spent?
    - Do they actually care less?
  - Is there something you have access to, to test why gender differences may or not relate
- 0% vs. 24% sexual advances
  - Why would men report 0% in shooting and 24% for women
- For her
  - In the past, women showed higher reports of unwanted physical advances
  - This doesn't show anymore
  - What data might we have that explains why there is no gender difference in men and women for invasion of personal space?
    - How do we visualize this?

**8.9.2022**

**1:1 w/Ayfer**

- ***Horizon Research***
  - Get more involved in the beginning
    - Needs, strategy, landscape reading, etc.
    - Ramp-up and get context for ALL
    - Kristin, [redacted], etc. → Everyone's work, but leadership will ramp everyone up to provide guidance
  - UXR resourcing
    - [redacted] (AR UXR; senior researcher)
  - Next steps
    - [redacted] will send out everything and get things kicked off
    - For me
      - Stay up to date all things HZ
      - Daily/weekly syncs
- ***Concur***. Updates: $150/person for all people (Under '*SWAG*')

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- → Could try to reimburse $150/UXR, get extracted from paycheck
- → If that doesn't work, we could just extract difference from my paycheck and they can try to reimburse me
- Social activity will be something else

**Big D Meeting**

- What's in store:
  - E2E reporting (Coming soon)
  - Demarcation
    - Workshop
    - Research (late October)
    - UXR best practices
      - Specifically for developers
      - Learn mores
      - Etc.
  - Telemetry
    - PD: [redacted]
    - [redacted] (but she'd help if needed)
- Workshop
  - Who to invite?
  - What are the goals?
  - Who does what
    - : Context
    - [redacted]
  - Timeline: September

**8.8.2022**

**1:1 with** [redacted]

- Leadership reviews on governance is ongoing
- Vishal review tomorrow
- What I can do
- What I can do
  - Problems are the same in 3D and 2D spaces
  - Horizon side
- What she doesn't see:
  - How is 2D different? How is it similar?
  - Lack of integrity strategy that is inclusive to 2D?
  - 2D will have lower barrier to entry, thus, tools are needed
- My outline
  - 2d and 3d have different value
  - 2d and 3d will lead to different feelings on integrity
  - However, the way harm occurs is the same

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    - The tools required
    - → ***Add after context slide***
-

**8.4.2022**

***GTM review***

- Review this
    - Decentralization
    - Current reporting state, needs, barries
    - E2E design review
    - Reporting callback

**8.4.2022**

REVIEW: E2E reporting

- What I may need to speak to:
    - We have justification for building it. The research is a question of *are we going to be building, releasing and marketing this the right way*?
        - Required for compulsory act
        - Offloads resources for in-dev apps
        - Equitable given a requirement for low-resource devs

REVIEW: E2E reporting

- What I may need to speak to:
    - We have justification for building it. The research is a question of *are we going to be building, releasing and marketing this the right way*?
        - Required for compulsory act
        - Offloads resources for in-dev apps
        - Equitable given a requirement for low-resource devs

> *Notes from the meeting*

- [redacted] - what about email loss?
    - Can we guarantee that emails will get to devs?
- [redacted] - too much information in Rocksteady
    - We can't really just dump things into Rocksteady
    - Scaling would be CRM (Zendesk), for 1p, but not 3p
- Discussion Q1 - Confidence to greenlight Nov. GTM?
    - Investment: 3-5 eng into 2023; impact for 1p studios, impact for messaging *prior* to actually announcing a requirement
- [redacted] - what are we looking to answer?
    - ([redacted]) Confidence to announce in Nov?

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        - [redacted] - what are we announcing?
            - [redacted] - report callback and pre-announce E2E for May 2023
    - [redacted]) Confidence to have two forms of reporting?
- Is May 2023 for compliance?
    - [redacted] - yes, this is when CVRP hits, April 2024 is when delisting hits
- [redacted] - are we sure we'll continue long-term investments?
    - Yes, but let's have [redacted] speak to it
    - [redacted] - clearly discuss who works on what on the eng-side
- Takeaways
    - We can pre-announce; leave out detail, but benefit is that we're doing it
    - Follow up: email vs. storage for public launch
    - Internal test with Echo VR in September
- POST-SYNC WITH [redacted]
    -

E2E XFN sync

- Questions
    - How do we have people switch between E2E and callback?
        -

Last minute HZ ask (%Ayfer)

- **TL;DR**: [redacted] reached out, and they think Horizon Integrity needs some strategy and some help
    - 2D readiness (launching in October)
    - UXR not involved in the strategy discussion
    - Decisions made without thinking about users; everyone seems kind of stuck in the situation
- Misc. notes
    - It's both integrity *and* youth
    - We don't know the names of who will be involved
    - "This is the highest priority for the org; this is a blocker for the organization"
        - UXR needs to be involved, but we don't know the UXR needs
        - [redacted] will pull a research from another team for us to have resources on this work
    - Existing findings, experiences, etc. can be roped in
- Proposal: spin off v-team, lead the v-team
    - We can have another UXR for needs and execution
    - Represent users; know the risks and trade-offs that they're making
    - Bring learning, research questions to their own team
- Questions
    - How much does this relate to the lack of vision *outside* of integrity?

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        - Ayfer doesn't have an answer; think it might be a lack of vision/direction overall and forethought before launch
    - ***Integrity and youth readiness for Horizon 2D*** → Is this it?
        - 2D because it's launched in October
- Takeaways
    - We need to have a strategy for integrity and youth 2D readiness in October
    - Timeline: Unsure based on the ask itself; could just be a strategy doc, write-up, etc.. Could be multiple, parallel research studies, etc.
    - Should include both ongoing discussions, strategy document and 1/2 studies → this will be determined by us

1:1 with [redacted]

- Top of mind for NYC:
    - How to do a brainstorm
- Timing for education work
    - She is thinking late-October to early-November
    - I personally think we can get it done by then

1:1 with [redacted]

- Blocking logging is a goddamn mess
    - It's happening all on Messenger
    - OCChat = Messenger
- Are we doing automated Ops reviews yet, at all?
    - → Ops review improvements
    - → User reported improvements
- Current flow
    - No report reason matters, at all
    - Is this inefficient in the eyes of operations?

**8.3.2022**

Quick sync with [redacted]

- [redacted]'s fears
    - Are we just going to go with what's already built?
    - Do we *need* to test different ways of interrupting the experience?
        - *This is a great example of asking big questions in small ways
- Research setup
    - She has done none of the work so far
    - Their team has done nothing so far
    - Communicate often; what is needed from them
    - *This is a V-Team; [redacted] is driving this work and not [redacted]
- Misc notes

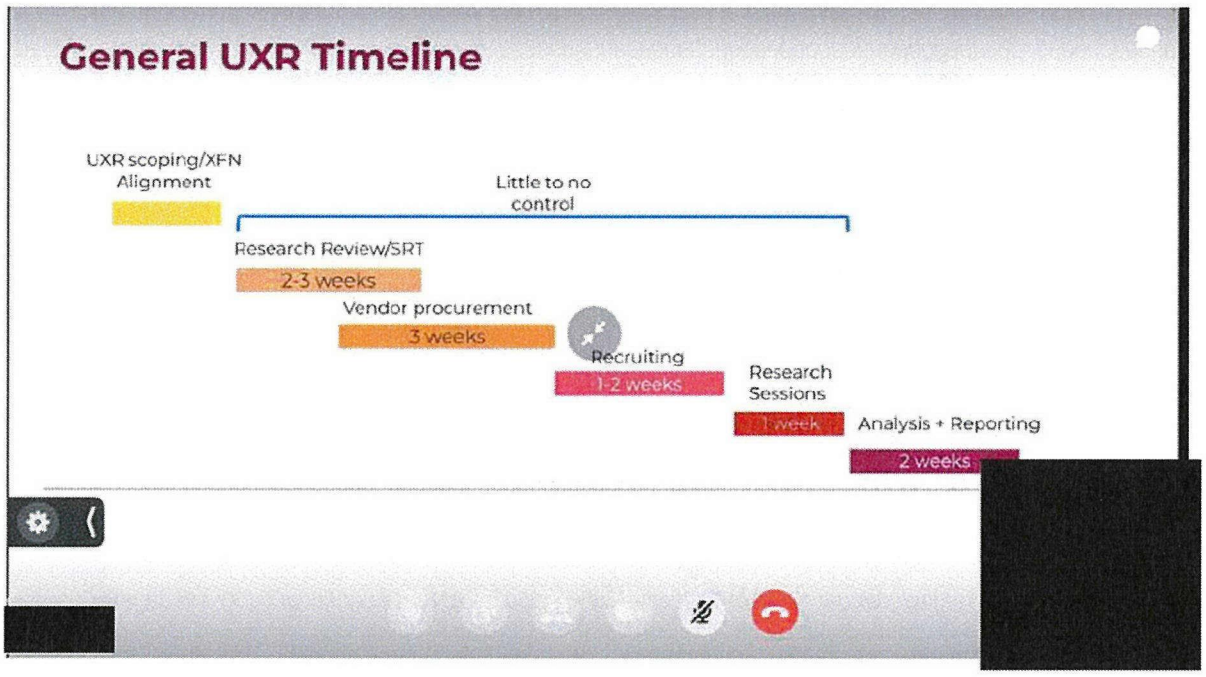
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- Push for alignment in October before Arcata launch to time things in my favor
- [redacted]
    - Might be a bit earlier or a bit later
- VR Privacy Rolling Research
    - → Use for the interruption work if

Telemetry review ([redacted])

- Arcata telemetry screens finalized
    - Rolls out April 2023
- Questions from UXR →
    - Is telemetry at the device or account level?
        - Everything is locally stored
        - Device per account level; not shared between accounts on same device
    - Can the same flow be used for existing and new users on Twilight?
- Timeline
    - Mid-November, around ~3 weeks post Arcata launch
        - Trying to understand business impact of interaction w/NUX
        - Usage of privacy settings for Arcata
        - Trying to look at low early adoption post-Arcata launch
        - Might get more information from Simile launch
- Open discussion
    - Are there two questions: (1) How do we interrupt someone's experience to turn X on, vs. (2) how well do current flows tick people over?

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**8.1.2022**

Review with [redacted]

- How do we link simile action to a measurable...thing?
  - Analytics? PM team? Etc.
- Negotiate with DSS to make it a product survey
  - [redacted] would sign off?
  - If so, what would the conditions be?
- Stipulation
  - Technical experience of users
  - 1 question only
  - "For our product, these are the new rules"
    - We can't do cooldown
    - We need this
    - We are doing it
  - Talk to legal
    - Get take on this; is at the Meta-level
- Takeaway
  - Talk to legal
  - Talk to Central DSS and negotiate as product survey
  - Put together
  - International requests for Q3 work;

**7.26.2022**

JTBD in VR

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- Fill in when they send details (% [redacted], [redacted])

**7.25.2022**

Design time with CAT

- Explore
  - Can't use consistently; NUX, etc.
  - Continuous: help center
  - Contextual:
- Education
  - How do we offer education between 1p and 3p for future features?
  - How to we increase awareness across the bar
- Audio controls
  - Clearly communicate with dropdown, etc.
  - CD work here

AX playbook brainstorm

- What is a design playbook?
  - UXR, PD, CD
  -
- Questions for the playbook?
  - How do you work with XFN
  - Where do you focus first?
  - What the state of AX in your area?
- Order of operations
  - Do you have a resource available?
- Purpose of the playbook is to have each separate team:
  - What to do
  - How to do it
  - How to do it correctly

**7.22.2022**

E2E/Reporting UXR sync (AJ + )

- Recruitment
- Tasks
  - files SRT
  - NDA → RPA
  - Get contacts from [redacted] → pass to AJ
  - 45min is a good staple
    - Watch out for talkers

E2E reporting workstream

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- Just a lot of [redacted] talking
  - TBH, it was a bit patronizing; she was talking about, "...this is how the world works if you don't know" and went into the risks of discussing product launches with developers
- [redacted] is frustrated
  - Timeline is being pushed back
  - He aligns with strategy, but needs hard-dates for developers
- Design
  - For E2E, there is literally no engineering required
    - It's all a toggle in rocksteady
  -

Data/UXR/Design

- [redacted]
  - What are the questions we solve every meeting?
  - What are the action items for each meeting?
- [redacted] (purpose of the meeting)
  -

**7.20.2022**

Audio controls feasibility

- → Continued from last Friday (don't think I was in it)
- [redacted]
  - Audio would have to be processed through any stack
  - Seems like a hard sell to ask developers; hard for 1st party
  - Using ToxMod on our software
  - Moving to Vivvox (for Meta compliance); it works
    - Onward (DownPour) just implemented Vivvox (7/19)
  - "Use X and it works with VIVVOX..." might be better; [redacted] doesn't know what that would actually be
- [redacted]
  - Is this something only focused on 3p? If so - does [redacted] know about thirst from 3p developers for adoption
- [redacted]
  - We offer our own audio stack, but no one uses it
  - ***What do we want the platform to be in 2 years***
-

[redacted]

- Reporting
- To do:

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    - Share list of report vs. no report [redacted])
    - File research SRT; have all sign RPA
        - No RPA if aggregate data
        - Already under NDA, so don't worry about it
    - Share
- 6-9 single player apps
    - Reach out to [redacted] with randomization selection
    - She'll give apps/org names

**7.19.2022**

[redacted] (1:1)

- Reviewed the E2E PRD

E2E Reporting → Review with [redacted]

- Align on questions
    - PRD is developer-focused for now
    - [redacted] has incorporate the two largest areas
        - Branding
        - Video Buffer
        - User communications
- To review
    -
- Review of the content itself
- [redacted]'s notes
    - Connect UXR
    - Have TL's to specific meetings where appropriate
    -

E2E Reporting - Huddle Room

- [redacted] concerns
- My questions/points
    - "Never ignore the chance or opportunity to show value."
    - Developers that would adopt that have some semblance of a reporting flow already; difficult managing, poor UX, etc.
    - Also kind of relates to GTM
- Does E2E have value for non-social applications
    - GTM question, not really
- Value over time

**7.18.2022**

Office hours [redacted])

- Great review overall

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VR Integrity XFN All Hands

- Not a whole lot here; just offering updates for process
- [redacted]

**7.15.2022**

(1:1 - [redacted] In headset surveys

- Survey questions
  - Where are we with development?
  - Final integration points decided/built?
  - TRIPS (Tracking Reach of Integrity Problems Survey)
    - Dashboard here
- [redacted] notes
  - ***Looks like**** consumer pillar will take on building it out
  - Scope out to know who will actually do it
  - On my end
    - We used to not be able to prioritize our QPs
    - Link between
    - He wants his own dedicated QPs
  - AUI
    - Sentiment; they want to go on this in the half
  - EoW: Commitment of the resourcing itself
    - Feasibility and timeline
  - My notes
    - Reporting is bad
    - Integrity is uniquely limited in tracking
- Other things
  - Integrity + UXR talk
  - Scaling work
- Biggest gap right now is SWE

H2 developer workstream

- Timelines
  - E2E timeline: End of August
  - Callback timeline: It's "ready" but untested
- [redacted] - how do bans work with free-to-play?
  - You can just shift accounts on device
  - Do we give device bans?
  - RAD is looking into this right now
  - Mainly a free problem; FTP is moreso going away
- App Feedback button

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    - We're not going to let people report specific issues on an app, but leave feedback about how well an app is going
    - Different purposes
        - [Feedback] User → Meta to report app experience
        - [Escalation] Developer → Meta for reporting bad actors
- Audio controls
    - [redacted]
        - Sending signal from platform to developer that person X muted person Y; they could respond if they'd like
    - [redacted] Not sure, but [redacted] idea stresses him out in tying to VRC
        -

AX OKR review pre [redacted]

- Question
    - Is there enough variation in each area?
    - How do we define success without promising something we can't do
- *We don't want to say what we're going to do before we know if we have sufficient resourcing to do it
    - Success looks like X
- Goal
    - 1) We establish P0s for pure success
    - 2) Establish explicit resourcing needed to pull it off
    - 3) Offer the ask for what we need from [redacted], et al.

**7.13.2022**

Design with CAT

- Application re-sizing
    - Do we give developers the ability to change their sizing off the bat based on the intended experience?
    - Or we sticky a user-setting that a user determines to be the "right" size for each application that they open up
- Intent is for a developer's app that *hasn't* put in optimized for VR screen size
    - Flag in App store
    - Adapt on our end
- When does opening/closing the app change the size of the display?
    - Desire is for relative consistency between
    - Clunky for supporting portraits; needs to change size
- Metaphor: visual screen area
    - Change height, width; area of visual space is the same
- Do we retain
    - Memory of the application?

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- Settings on launch?
- How does this interact with VR desktop

---

- General purpose of the meeting
  - "Primary reason was to ensure that design teams were aligned with one another. North to south and east to west - across orgs, etc."
  - "Don't take discussion as a review, think about it as a critique. If we align on something in the meeting, we still need people to align with XFN on the outcome."
    - "Next step after suggestions or critique is to align with other teams. Or, the POCs could decide to just take the feedback and decide to move forward right away. These are crits and not reviews."
- Whole thing was conversational and presented, not actually a presented slide deck
  - → We may want to make the deck as a whole and send
  - → Do verbal walk through of problem and strategy shift
    - They review problem via design/pictures
    - Decribe the impact

[redacted] & (1:1)

- Amazing chat!
- Covered "taxonomy of UXR"

E2E reporting kickoff

- Stage-gates/no-go for E2E launch
- We want to do integration with 1p and 3p
  - [redacted] Only 1p this half?
  - [redacted] - 1p apps have full compliance with CVRP
    - Echo E2E
    - Horizon is callback
- **Questions**. Success
  - What is the success of this OKR; is our goal to push this to as many 1p as possible?
    - [redacted] - 1p apps have full compliance with CVRP
      - Echo E2E
      - Horizon is callback
  - Success is CVRP compliance, not immediate E2E usage
  - [redacted] Should success be about cutover and not total E2E use?
- My notes
  - Those without an app
    - Differentiation here

Redacted for Congress

- Those with an app
  - Those without E2E
    - Low resourcing
    - High resourcing
  - Those with E2E
    - Little investment
    - High investment

**7.12.2022**

[redacted] & (1:1)

- Simile
  - Enforce on existing usernames
  - What's the eng cost for putting names back through IG
- CVRP
  - Remove cheating?
- User to Meta platform reporting
  - We have it for U13; question is if we add addt'l issues (CSAM, etc.)
  - Do we want to know? Or are we required to add for legal reasons?

Ayfer + (1:1)

- *In 1:1 notes

[redacted] + (1:1)

- *In 1:1 notes

Design Leads review

- "This person plays Pop1...this is what happens"
  - Inconsistencies
  - Risks with current plan, what may occur
- More of the format of ~Slide 30
- What is the purpose of the review?
  - We've never done one before
  - What this is leading to is [redacted] review (VP review)
    - Sequencing clarity
  - [redacted] important is problem-set
    - [redacted] will drop into chat that VR and MV align on
    - Share vocabulary for the problems themselves
    - **"What does the definition of 'done' look like?"
  - What do we need from this group to be prepared for the [redacted] review later?
  - %Ayfer - create clear foundation of the problem space

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        - Involvement and learn in product areas
    - [redacted] - Show, don't tell
        - Show explicitly what the issues are in each section
        - Difference in 1p, 3p, etc.
        - Briefly review UXR, problems, etc.; move into design
    - [redacted] - use concepts we already know, product we already know
        - Show don't tell
    - [redacted]
        - Sync with feasibility, RE: [redacted]
    - [redacted]
        - Link and appendix for multiple elements of this
        -
- Map current or future controls to the user controls themselves

Integrity DS by the numbers

- Sync with [redacted]
    - Prevalence data we have on gender, race, etc.

**7.11.2022**

1:1 - [redacted]

- Cheating reporting option
    -

Scorecard maturity sync

- %Ayfer
    - Maturity scorecards are for completeness of the issues themselves

**7.6.2022**

1:1, & [redacted]

- To review
    - Roadmaps up to this point
    - Themes of what I sent to him
        - "Have you thought about...
            - ...if your feature has X"
            - ...if your feature has Y"
- His roadmap
    - Generally wants to shift towards a developer focus
        - 60% dev, 30% strategy, 10% consumer
    - Projects
        - Analytics; reliability of tools, finance/marketing tools, etc.

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        - Testing for developers
- Team goals
    - Travel experience (digital migration)
    - Scaling developers adoption of services
    - Async; community development, engagement outside app, ,etc.
- [redacted]'s past work
    - His task database

**7.6.2022**

E2E reporting PRD

- Purpose
    - Help developer meet VRC
- Notes
    - We won't offer a way to follow up and close loop with the user
    - We are not asking to add integration points other than Oculus button, but we will support them doing them
    - We are covering reporting callback
        - ***Essentially, if someone wants to click a button and it goes to THEIR reporting option; either
            - Their own callback
            - Our E2E reporting flow
    - Evidence - what is the size capability of an email with evidence
        - Will video have too much data attached?
        - Blocked by GMail, etc?
    - Most high-priority apps already have a flow
        - Connecting button to existing flow itself
        - Onwar
- [redacted]
    - How many will sign up for the callback?
        - [redacted]: Number of developers is irrelevant
    - "Does it work" → it doesn't

1p UXR strategy

- [redacted] wants more documentation
    - Why we're doing what we're doing
    - VRC; why we're doing what we're doing, etc.
- Offer review of what:
    - This unblocks us for
- Notes
    - They have no say in transferring to Meta's infrastructure
    - Migration > integrity

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    - Concern: where does the impact come from with these conversations
        - → Will we make decisions based on this
    - *Document this; RAD, Big Box, Downspout
- Way forward
    - Easy to sync; move forward
    - How to eliminate conflicting priorities
- Mismatch of perceived value and user value
    - VRCs interpretation; what we do with this
- TL;DR
    - Get documentation to [redacted]
        - Include outcome we will get
        - Timelines for each elements
        - Where things can be grouped out
    - Focus on E2E reporting
        - Related elements
    - Wants to open it up to:
        - EchoVR, BigBox

XFN roadmap sync [redacted]

- UXR gate: E2E reporting flow (unsure what's included here)
- Additional asks
    - Developer needs around VRC; do they want to check, etc.?
        - UXR study?
        - Personas?
        - [redacted] work?
- What do we add on the user-facing side to the PRD?
    - Not a separate goal → healthy state was already reached
    - *Simply add a note mentioning we got to the healthy state; future may focus on X, Y, Z (e.g. appeals) that we'll address in the future

**6.30.2022**

Integrity XFN Roadmap talk

- Engineering review (%[redacted])
    - Simile readiness (working on bugs; built into the sprint already)
    - Youth protections: all[redacted] for dependency
- Integrity APK
    - Pair with PMM on release for this? Not dependency, but pairing

*Report flow*

- Report flow "healthy state"
    - 70% using old flow, 30% use new flow
    - What is the right state?
        - User

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        - Developer
        - OPs enforcement
    - [redacted]
        - Callback vs. E2E

DS + UXR Planning meeting

- DS
    - Roadmap by end of July
- UXR
    - Share initial roadmap now
    - More detailed later
- Notes
    - In our roadmaps, include resources needed from other XFN or teams
    - Sync end of July on roadmaps
    - Action items
        - [redacted] syncs with [redacted] on priority of issues
        - % - Creating meeting for roadmaps end of July

[redacted] &

- Send her [redacted] notes

**6.29.2022**

UXR Roadmap review

- [redacted]
    - Integrity: Educating/demarcating of Meta & non-Meta
    - Integrity: Taxonomy of integrity itself
    - Youth: Safety and protections
    - Privacy: Limiting data use once we have it; unblock; consent; regulator
- [redacted]
    - Just make sure we visually outline any blockers for eng
        - Audio controls isn't a blocker, moreso design
    - Still worried about education; wants to know what we're waiting on
- [redacted]
    - Parents perceptions of what's occurring in VR; how do we connect and engage parents themselves
    - Segmentation of content; what's appropriate for who?
        - ***Do we have research if parents of kids with VR are different than non-VR parents?*** (e.g. past digital experiences, etc.)
    - "We have nothing else to go on EXCEPT research"
- [redacted]

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- International work → sync in our 1:1
- Talk about expansion
- [redacted]
  - X
- [redacted]
  -

**6.28.2022**

Integrity XFN Leads meeting

- Review [redacted] measurement document

Ayfer: , 1:1

[redacted] +

- Reporting changes
  - Reporting goes through email
  - %She's describing channels for report distribution
- Reporting v1
  - Integrate with our callback API (1 day of work) *or* we want to have a reporting system build on
  - We're only changing branding; haven't done anything on the developer side
  - [redacted] → give them list of consistent questions via email
    - Talk with them about comfortability with how to test with devs
    - E2E end date? → beginning of September (rollout)
- Blocking education [redacted]
  - Education for users around blocking
- Reporting awareness
- **Create vision document
  - → Lead with User Control vision
  - Build note for design vision; pass into presentation to [redacted] for her support
- **User controlst

**6.27.2022**

Big-D design

- [redacted]
  - Wants prosocial behavior
  - What matters to us doesn't matter?
- [redacted]
  - What matters to us, this group of people?

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    - → ***Considers KR 2 already included into design work****
    - → Considers KR 1 as a valuable
- Education pieces we could work on
    - Clearing with legal a list of proscial elements for distribution
        - Actually ToS violating
        - Good rules to live by
    - Most effective vehicles for user control education
        - Unlocks things in H1 when released
- Next steps:
    - [redacted]
    - [redacted]
        - Thinks we want to remove as a KR
        - Thinks that education is rolled into all user control work
            - Audio, blocking, etc.
    - [redacted]
        - Wants to learn
- Next steps we all agree on:
    - [redacted] is the limiting factor; get off your ass
    - Finalize roadmap
        - Send template to everyone
    - Check with legal on the limits of education

Touchpoint conversation (Ayfer + [redacted])

*Growth areas*

- Communication
    - Feasibility of projects; immediate vs. long-term
    - Hypothetical, potential problem vs. actual priority problem we work on
        - Highlight connection between the scenarios
        - Work on connecting immediate vs. long-terms needs
    - Connect the dots between everything being worked on
- Push advocacy for Users ***and*** developers
- Giving credit to others
    - Probably to [redacted]
-

**6.16.2022**

AL Sync

- Discussion topics: Launching and execution
    - Misc. notes
        - Flexible; can have any range of questions
        - Ayfer has questions and themes; [redacted] writes prompts

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- General breakdown of how it works
  - Standard introduction
  - Think about when you use your VR headset...
    - 3-5 open ended questions
    - Could be survey + open ended questions
      - Population of town
      - Adjacency to town around them
  - Follow up options
  - Exit
- Ends with write-up; methods, writing, quotes, etc.
- Past work
  - ~120 completes total
- *Questions*
  - Any additional data attached to responses?
- Next steps
  - 1 pager, Google doc, brain dump
  - Super-flexible

**6.15.2022**

User control themes | Draft

- I wonder if you need some subsections to organize these themes, such as feature-focused, safety and trust, sizing the integrity issues...etc.
- Themes
  - Feature focused
  - Safety & Trust
  - Sizing integrity issues

1p developer meeting

- Nothing

1:1 [redacted]

- Ordering; [redacted] likes
  - [redacted]
  - [redacted]
    - [redacted]
    - [redacted]
  - → Travel to brewery district
  - [redacted]
- Swag
  - Ship to [redacted]
    - [redacted]

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    - [redacted]
    - [redacted]
- [Work] Designs for teen rolling research
    - Deck is okay (compared to Figma)
    - Integrity tools
        - Audio
        - Reporting
        - Blocking
        - Education
- [Work]

6/16 presentation

- Revised → "Across multiple studies, VR participants report desiring tools that":
    - Empower being responsible for their own safety
    - Have diverse ways to quickly deal with harm
    - Clearly educate outline how an action impacts their and others' experiences
    - Enable an expression of voice and a feeling of being heard
    - Actively decrease the difficulty of taking integrity-related action
    - Are interconnected and built as complementary features
    - Have empathy for all parties involved in integrity-related experiences
- First list
    - Empower to be responsible for their own safety
    - Diverse ways to remediate harm, starting with quick controls and escalating
    - Choices are clearly presented in terms of impact on their, others' experiences
    - Express voice
    - Actively limit effort required to control their experience
    - Build integrity tools in interconnected ways
    - Empathy for all

Sparkler Vendor

- Each month, next 6 months, they run a VR project with teens
-

**6.14.2022**

Youth in VR

- Boz review
    - (?) Should we do VR standalone age prediction? → ***No***.
    - Instead? → Overall age assurance strategy for VR

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- What are parts of age assurances?
  - Age collection, verification, enforcement and reconciliation
    - With simile: collection
    - FX/Family experiences covers reconciliation
    - We *do not have* verification, enforcement
  - Verification is important since it's directly related to age, as a means to function appropriately
- **<u>The issue with youth</u>**
  - Kids around are a problem (people hate it)
  - There are variable solutions
    - Detection, removal
    - User controls, etc.

[redacted]

- Agrees with movement to new
- Parity across hardware
  - Within VR, it's all very similar, since everyone's in the same place
  - {Portal, AR, VR, etc.} →
    - Back end operates similarly, front end should, too
    - Where do we get everyone on board
    - Expectations of different devices (marketing)
    - Currently, dual-users is pretty small (but not what we envision)
- HW researchers
  - (VR) HW UXR Manager: [redacted]
  - (AR) HW UXR Manager: [redacted]
    - → Hardware-side (capabilities; video buffering, etc.)
    - → Ex. for capability: video buffer
      - Crash report
      - Entertainment
      - Bug report
      - User report

**<u>6.13.2022</u>**

Education block [redacted]

- Education entry points
  - Megaphone; top of screen, banner, can appear in multiple tabs
    - People tab
    - Etc.
  - NUX (onboarding; New User, etc.)
  - Prompts (Attached to action or tooltip; when report, when mute)
  - Help center (library you can click into)

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        - You can navigate into it from main menu
        - Once in, it's deterministic
    - Explore (explore tab; highlights with cards

- Open questions
    - Rate and exposure limits
    - Competition for *explore*, *megaphone*

- **Oculus button issues***
    - Report (App level)
        - Consistent ability
        - Inconsistent experience
    - Mute (Platform/App)
        - Inconsistent ability
        - Consistent experience
    - Block (Platform/App)
        - Inconsistent ability
        - Inconsistent experience

- Education testing questions
    - Awareness?
    - Confidence to act?
    - Perception of the likelihood of harm
    - Separation of church and state
- Education testing groups
    - Exposure to education (Megaphone, Explore, NUX)
    - Impression of an action (e.g. report) with prompt
    - None
-

**6.09.2022**

Video buffer | XFN issues

- Use EchoVR as backup to Horizon
    - → Ping [redacted] on (i) presentation, (ii) scopes
- Motivation of Horizon ***is to replace REC***
- Action items
    - → Discuss with 1p team on which ways to go
    - → Less performance-dependent apps (Social, etc.)

[redacted] (AL study)

- Send out a survey to ask about parents

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    - Ask # kids, ask ages of children
- Questions
    - Moderation or sampling
- Next steps
    - Connect [redacted]
        - Context: Length, participants in headset vs. Zoom,

1p: Integrity Dev

- Work with 1p to develop best in class → give to 3p
- Tactics
    - Weekly meeting (at least) at first
    - Service titles: Onward, Population One
        - → Pop. One wants more mature things
        - → EchoVR seems like the best approach at the moment
    - Poor documentation → Meta's end to work on
    -
- **EchoVR*** (Good candidate)
    - [redacted] Can be a testing ground for things that carry into the future
    - [redacted] "Team itself wants to try new things, not stay with Echo."
-

[redacted] (1:1)

- His side
    - Improve developer tooling
        - Test build (open multiple headsets in testing
            - → lack the basic infrastructure to do God-mode
            - → no quick toggle between test and public account
        - **Manifest, taxonomy, etc.; what things need to exist to be considered
    - Issues
        - Can't test features prior to launch; see what experience is like
        - Capabilities (reset account progress; toggle into instances)
- Workstreams
    - Developer collaboration with
- Questions
    - What are our standards for games vs. non-games
    - What are our standards for monetized vs. non-monetized games?

**6.08.2022**

Notes - post about Integrity User Controls

- Random notes

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    - Friend mode (Women want friend vs. public; shows desire to control information shared with others)
    - Safe mode (one stop shop, all features in play)
    - Feature comparisons (old study)
- List
    - Responsible for own safety
        - People want to be empowered
        - Confidence (mention here); more confidence = more time in vr
        - Mute, block report most wanted way to respond
    - Diverse ways to remediate (different levels of response)
        - Mute, block, report
    - Clear choices, impact
        - Reporting flow work
        - Fear of retaliation (need to know what happens; another post about retaliation here, but other is better as this covered empowerment)
    - Express voice, feel heard
        - Agency with personal boundary in Horizon
        - Reporting flow work outlines similar findings
    - Limit effort required to do something
        - Safe mode (example of product experience)
        - Microphone (NEW STUDY)
    - Interconnected tools, not independent
        - Microphone (NEW STUDY) → escalate if needed
        - Report and block intertwined (here)
    - Empathy for all
        - Socializing is a key aspect of VR and something that draws people into the medium itself

Rather than have this an in-depth review of past research performed in the VR Integrity space, **the purpose of this note is to highlight recurring themes from research that illustrate how our participants desire controlling their VR experience when reacting to integrity-related problems**.

In the context of VR, research participants want to:

1. Be encouraged and enabled to be responsible for their own safety within VR experiences

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When engaging in Virtual Reality experiences, people want to feel empowered to tackle any integrity-related issues they may face. Integrity tools we offer should enable all in VR to have confidence to own their VR experience, ensuring that they are prepared, safe and can enjoy the experiences we offer.

2. Have diverse ways to remediate harm, starting most often with immediate tools to own their experience (e.g. mute, profile controls) and escalating to severe channels (e.g. reporting, blocking) when harm is prolonged or caustic

Despite those in VR wanting to be empowered to swiftly deal with integrity problems, not all issues in VR are the same. Because of this, integrity tooling we offer needs to have a range of options that people in VR can use to match the intensity or needs of the situation someone encounters. This is part of why research repeatedly sees Muting, Blocking & Reporting as the most frequently integrity-related features to tackle harm. These tools are not just industry standards - they represent a diverse set of tools that can be used based on the intensity of problems one encounters.

3. Clearly present choices that can be taken *and* what the outcome/impact of each choice will be their and others' experiences

Making the right choice in VR is important, especially when responding to integrity harm. In fact, one recurring fear of those in VR is that a reaction to problems (e.g. blocking, reporting) may lead to someone retaliating against you. We need to ensure that any tool or feature we offer people in VR offers a clear understanding of both the action they're taking *and* the outcome it will have.

4. Have a chance to express their voice, feel like they're heard and have a sense be confident that they have agency in how they manage their VR experiences

We want to make sure that any person using VR feels heard and that they have agency in their experience, especially after encountering any negative interaction. In fact, the need to have a voice when reacting or remediating integrity-related issues isn't just a consistent theme with VR research (ex. here), but it's actually a theme that emerges from integrity research in other Meta digital surfaces (example here).

5. Have any integrity-related tool be built to limit the effort required to use and be built to effortlessly perform integrity-related actions

Dealing with integrity harm in VR is not only unpleasant and emotionally taxing, but from what we know of external research (ex), negative experiences can also impact one's cognition and an ability to navigate post-harm environments. Because of this, integrity tooling should be built not only with an efficient and usable UX, but it

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should also try to actively limit the effort we require from those in VR who may have experienced harm. Past research has regularly reflected participants' reception to integrity tools that proactively lessen effort, including Safe Mode shortcuts for responding to harm and voice-to-text entry for filing integrity reports.

6. Have integrity tools built as interconnected controls that compliment one another, rather than independent features

We need to remember that to users, integrity-related features are not independent from one another. For example, a past study revealed the strong connection that participants in VR have between reporting another player and then subsequently blocking them from their experience, with similar themes have been seen across recent work. This simply highlights the fact that as we build integrity tooling, we need to consistently ask how one the presence - or absence - of an integrity feature may impact the usage of others on our platform.

7. Have VR integrity tools built with empathy for all (those impacted and potential offenders), because no one should be unfairly kept from enjoying VR

A key draw of our VR ecosystem is to socialize with others. But people are diverse - they have diverse needs, motivations and potentially diverse expectations of how to behave. In recent research, these considerations were directly cited by participants in VR

Because of this, it's refreshing that participants in our recent research have shown strong empathy for those who may

With a key draw of VR being socializing with others, we can expect integrity problems to arise. However, it's important to call out that our research shows that current VR users understand oh

- Socializing
- People have empathy for all
- VR brings people together
- Harm may not be intended
- Different expectation

One key thing that entices people into VR experiences is socializing, the ability to create relationships with friends and family, new and old. What's been fascinating to see is that VR participants we've interviewed report carrying this care for others into empathy for people they even see as having harmed them within VR>

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Because of VR's strong themes around connecting with others, it's not surprising that participants we've interviewed have a strong empathy for others in VR, even those who are perceived as perpetrators

**6.07.2022**

Survey mock review

- Option 1 → occurs when you click exit, before app closes

Ayfer:

- Budget for the offsite
  - Q2 budget, $100 for each person (per quarter)
  - → Possibly mix Q2 and Q3 ($200)
  - $200 per person for everything (5x$200 → $1000; with taxes)
    - Theragun
    - Shoes
  - → Use travel budget ($75) for dinner
  - Scheduling
    - Ayfer might need to dip out to; could just take Uber
- [redacted] → women in AR/VR community
  - Help him out while Ayfer's away
  - Learn # parents, figure out with AL; share research brief

[redacted]

- [redacted] things
  - Who is responsible?
  - Red teaming
- Integrity report post
  - Post everywhere; Horizon, RL integrity,
    - RL UXR integrity
    - Horizon integrity all
    - RL Integrity Core
- Voice modulation
  - [redacted] isn't sure if this is being tested yet or not
  - → he's checking with the design team this half

Brainstorm session 1

- Audio controls
  - Centralized (require) vs. decentralized (let each developer decide)
  - → Education to devs & feature usage
- Vocal modulation tests
  - → Ask [redacted] about this today**

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- One stop shop
    - → Hefty place with everything (high barrier)
    - → Quick menu with fast access but less (lower barrier, fewer options)

**6.06.2022**

AX SteerCo

- Email thread with [redacted] on thread; see if she wants to change the groups in certain ways
    - Rename current group to be FYI
    - [redacted] group is for the steering committee
    - XFN group for random inbounds
    - Should we have a specific
    - → Point people to Meta-wide resources
- Note
    - Get comms together with timing
    - [redacted] to approve right away

**6.03.2022**

June 7th presentation meeting

- Reporting callback
    - 1p; EchoVR, Horizon
    - Want to get into v44
    - Make primary topic of Developer working group
- July 12 will be code complete for callback

**6.02.2022**

[redacted]

- Offsite 29th
    -

Debrief: [redacted]

- She's going to make a bullet list of any standout themes from the study
    - E.g. worries about retaliation, etc.
-

**5.26.2022**

3 Reporting tools

-

Parenting tools

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- Make tools available to parents to monitor activity if needed
    - Will this deter teens from reporting at all?
    - Do we look at parents who are integrity risks themselves
        - What's the likelihood that parents have been included who are the integrity risk
        - We are assuming good intent from the parents
    -

**5.25.2022**

1p work

- Questions from
    - Can we bring in developer empathy panels?

[redacted] Retro

- Not H2 project; making connections with Health Team
- Notes
    - Conversations of where things got misaligned
    - Scope of Platform Integrity
    - Does this include health → definition
    - Disambiguating risk from feature swimlines
    - Hard swimlanes
- Double notes
    - Not in the scope of H2 planning
    - He was thinking of how to work with team in H2
    - Condescending;
- We can add Ayfer each meeting
- Chat
    - Integrity long term vision; nothing H2 related
    - Limitations and restrictions we already know, trying to disambiguate

NOTES: Industry standards at high level for controls

- Quick access vs. system settings
- Audio controls
- Social/presence
- Responsive tooling (mute, block, remove)
- Controls of online presence (e.g. online availability)
- Account management and personalization controls
- Controls over visual/physical presence (e.g. avatar, boundaries)
- Education (passive vs. deterministic)

Actions in response to something vs. actions before harm occurs

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**5.24.2022**

Well being, health & safety

- [redacted] past
  - CAU, life-in-the-day, product moments, etc.
- Definitions
  - Well-being
  - Mental health
- Existing teams
  - Central well-being team [redacted], etc.)
    - Bully harassment, connection, emotion, problematic use, SSI
    - ^ They cover these; really is to eliminate comms/risk
- Questions
  - Do we dip into these topics at all?
  - Do we agree on the general *thing* we focus on?
- Notes from us
  - Most sensitive = when *outcome* is on impact on well-being, etc.
  - Safety, privacy, youth = not a risk at all

1:1 - [redacted]

- Interests for H2
  - Audio controls: Muting, voice modulation
  - Friend assignments
- Social [redacted]
  - → UXR; reach out to them
- Communicator
  - System app
  - Combines all things around people

Multi-city research

- Marketing individuals
- Logistics
  - 10 people overall
    - 5 = previous users
    - 5 = non-users
  - All advertisers
  - SMBs (less than 1000; all in US; understand English)
  - Manually opted-out of short-form videos (not running short-form ads)
  - Ads manager; location and type of business
- Thoughts
  - Rurality
  - Population density

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    - Type of business
        - Real Estate (walk throughs)
        - Travel agents, etc.
    - Staffing

User Control meeting

- Themes of importance
    - Audio controls
- Friend type assignments
    - → Unlocks things down the line
- Audio moderation and muting
    - → muting for specific apps
- Themes in general
    - Audio controls; muting in particular
    - Friend type, circle type → unblocks things down the line

**5.23.2022**

Video buffer

- General shift
    - 1st party preferred; not required
        - Rollout with internal partners
    - Add option for 3p developers to use
- Future use cases
    - Entertainment
    - Crash reports
    - Etc.

[redacted] meeting

- Topics (% )
    - (1) Integrity in the Metaverse
    - (2) Budgeting for the podcast initiative
    - (3) Value of the communications work for your career

3P developers

- Reporting → WILL be covered
- In-app reporting audit
- What we want to include:
    - Top 4 apps that account for reporting
    - All have in-app
    - This is what's included

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3P developers

- Doc: "Next steps on 3p integrity: April sprint tracker and notes"
- 

**5.19.2022**

Tim Loving (random meeting on violations)

- Wants to make in-headset surveys better
- Mocks of contextual, in-headset renders of the surveys
- Style
  - Brief, simple, 1-survey question MAX
- How to energize survey
  - Ambassador program
  - Incentive program
- Problem
  - Do people leave or abort?
  - Registering "issues"
- Moderation in devs ("3p tooling and resourcing for devs")
  - Service examples
    - Toxmod (all vocal)
    - Webpurify (interactions)
    - Concentrix (in app help)
  - Could be used for detecting prevalence

3p developer (small group)

- How do we define success of the group over time?
- Dates
  - June 7th review

Developer data sharing

- Define privacy position in terms of developers themselves

**5.18.2022**

Developer data sharing

- Define privacy position in terms of developers themselves
  - They argue that legally it's 1p and 3p at the end of the day
- [redacted]
- My thoughts
  - Creator vs. developer; the needs are very similar (UXR needs, etc.)

**5.16.2022**

1:1 - [redacted]

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- Outline
  - Where our team is going (how we interact with devs)
  - Implications based on what we've heard from devs
  - How or if other platform teams engage
  - What we'd like to share around integrity/platform
    - How do other platform
  - Discuss | Best next steps forward
- New developer-platform relationship
  - Provide suite of tools for developers to use
- Consistent developer issues
  - Poor documentation
  - Understanding long-term vision is poor
  - Understanding purpose, value and ROI from X not understood
- Insufficient communication from platform-level to communicate our investments to individual developers
- What do we have now
  - Oculus Forums
  - ***First Access** → developers approved from
- **NOTES**
  - Developer communications have always been poor
    - FTC mandates
    - We email their accounts at the organization level; same email address as e.g. check out latest bundle, 30% off, just bullshit
  - Issues
    - Segregating OUT the mission critical information
    - Different communication avenues that just aren't the best
    - Rocksteady notifs might be aright; sometimes it's just not
  - First access
    - Private space for when something ISN'T public
    - 1→ not many developers; setting up devkit, bugs, workarounds
    - Vision → becomes like stack overflow
      - Hasn't gotten there yet; it is public in terms of records, etc.
      - Developers respond a little less
  - Building another communication channel seems off
    - Needs a cohesive places; we haven't done it
    - *Would love to get to a point where we get to changes to initiatives, we bring it into one space
  - Best case
    - Sub-forums in First Access
  - Worst case
    - We spin up a Discord
  - His teams

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        - Integrating his API, SDKs; how to make things better
    - Some platforms have done a few
        - Mixed Reality
        - PWAs
    - Permissions
        - Close forums → can token/pass specific people into
        - Can revoke Quest
    - Modularity of First Access
        - Close forums → can token/pass specific people into
    - Membership
        - Being in 1 forum CAN unlock availability of the other forum

1. Deterministic
2. Scalable
3. Non-additive overall

3p planning

- Where is our focus?
    - Platform tools vs. developer suite of tooling?
- We will have
    - Platform-level features
    - Developer tooling we offer
    - Apps themselves that we (i) create or (ii) focus on
- [redacted] comments
    - Blocking is a last-resort, high-pass barrier
    - Desire is immediate, low-entry controls to remediate experience
    - UXR: Ayfer's work, qualitative work
    - *How comfortable are we prioritizing something that is (i) less applicable

1:1; [redacted]

- Focus is long-term
    - Is this missing health, well-being and psychological safety?
    -

1:1, [redacted]

- In-headset [redacted]
    - Pretty janky; only used Qualtrics before this
    - Currently works as

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        - Repurposes internal advert on platform feed
        - Gated by user list → sends to Oculus browser
    - Not contextual; needs this to be developer-ized
    - Impact
        - Users weren't aware of survey invite
        - People don't want to do survey in-headset
    - Next phases
        - Contextual; it's an own tool triggered on action
        - Developer
    - Data flow
        - Goes to our surveys; has to only be internal
    - They are integrating Horizon survey tool
- Thoughts
    - User-driven makes it easier; no survey rules
    - No data integrity rules to follow
        - They would have to have access to user data we wouldn't want to share
- POCs to talk to
    - **Tim Loving**; talk to him about data flow/structure for in-headset survey
    - Horizon, etc.

Next steps for 3p moderation (small group)

-

Offsite all hands

- Dates set!

1:1 - [redacted]

- Embodiment vs. tracking of the self
- Ideas around the body
    - Thoughtful around the numbers we show people
    - How/where we need "mirrors" in VR
- Areas of overlap
    - Physical health
    - Mental health
    - Duality of presentation vs. reality
        - Tracking reality that doesn't match
- Choices
    - Presentation of themselves
    - The duality of real vs. fabricated reality
- Beauty/fashion

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    - Group try-on
    - Mirrors/self-representation
- End-of-life
    - Diverse ecosystem of people using the product
- H2 planning
    - Physical health
    - Mental health

**5.12.2022** : [redacted]

- Review new
- Avatars contacts
    -
- My Avatars research
- The issue with avatars being ran out of RL...but elsewhere

[redacted]

- Platform-level MP features
- (1) What users/developers wants
- (2) What the pain points are
    - → He'll send something over right now
- (3) What the best remediation channel forward is
- Integrity rules of
- → Send integrity set [redacted]

3p integrity meeting

- Areas of investment
    - Leadership reviews
    - Developer side
    - Reviewer side
    - H2 planning
- Notes from MZ review
    - Horizon Worlds will be modeled off of WhatsApp
        - Assumes the metaphor of a "Living room"; people are in a private space, but they can call for help as necessary
-
- Questions
    - Platform analogy of mall vs. downtown shopping area

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1:1 - [redacted]

- **[UXR]** Direction with the developer interviews
  - (1) Does data exist on what the pain points themselves ARE
    - → [redacted]
  - (2) Developer relations/communication channel
    - → [redacted] former game dev, but she is unsure about product outreach
- **[Note]** Cover the purpose of the note itself
  -

**5.10.2022**

1:1:1 - [redacted]

- Universal entry = Yes
- Triggers whatever *they* want to do:
  - Developer's own reporting flows
  - Educational splash, information, etc.
    - → +Integrated forms/forus
  - A branded/adapted UI/UX we have provided
- Requirements
  - Only requiring *something*
  - Not requiring SLA, action, etc.
- Notes
  - Form: doing in-app requires quitting app
  - (+) Positive reception to feedback loop outside reporting
  - Generic reporting vs. user-specific reporting → issues?

1:1 - [redacted]

- Commercial use; end of life
- Impersonation
- Mental model of change vs. identity
  - "Nope" → ecosystems are different, but we're treating the same
  - **Is identity at the app level a value in and of itself
    - We have to make sure that we don't eliminate value at app level by favoring efficiency of system settings
  - ****NOTE** - don't solve convenience
    - System identity is okay
    - Can't remove fun of the app-level identity
- **Should we just make profile/Horizon the same?
  - → Two different teams?
- Oculus for education
  - → Very small; often give off older headset, etc.

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- → Possibly talk to [redacted] (enterprise); institutions, etc.
- → Consumer ++; [redacted]

1:1 - Horizon Integrity

- [redacted] will send link to in-headset survey integrity
- Developer reporting study
  - Add in exploration of survey feedback loops
- Note
  - → Shift in vision
  - → 1
  - → Developers and Creators
    - Horizon + Creators is the incubation for learning how we pass information from
    - It's a scale of Creator to Developer; it's a sense of ownership
    - Complexity and ownership

**5.9.2022**

3rd party moderation read out [redacted]

- Top findings
  - When inputting into field, clicking settings erased data (NO)
  - Unable to find "report abuse" button
  - Unsure how reports processed, where information came from
  - "Skip" feature was useful; could skip the report, etc., if non-existent
  - What does "something else" mean → need secondary category
- Searching username →
- ***Past work reflection***
  - Auto-generate username
  - Video comes too late
  -

Dev UXR [redacted]

- Developer segmentation
  - Variables
    - Engagement
  - Sizing segment
    - Top 20
    - P2 developers
- Developer outreach
  - Okay from NDA
  - Get approval from Metaverse
    - Dev strat folks
- To do for me

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- Get [redacted] **list**: (1) top 20 apps in Quest, (2) P2 developers
  - Leave out productivity, etc.
  - Under [redacted] ([redacted] is other)
- Rewrite brief into SRT
- Sync with [redacted]
  - Supports developers
  - Get ideas from him to improve
- Draft email; send to [redacted]
  - [redacted] knows her; [redacted]
  - Include in the doc
    - [redacted] will review
    - [redacted] will add in each dev strat

- Timeline wise
  - ~2 weeks; assume 20% response rates

**5.6.2022**

Dev UXR [redacted]

- We can reach out to any on App Lab/Quest store
  - Have to reach out to account manager
  - Total is 10k of entire group
    - → Group of developers, based on confidence of findings
- Focus
  - I wouldn't focus on developers to determine the types of features for users to get value from the users' end
- Questions
  - How quick would survey launch
  - Structured survey to look throughout journey what we could build
    - What blockers exist
    - What positives exist
- Path forward
  - DevStrat - she can help with
    - Managed devs; easier on the consumer side to share info
  -

1:1 - [redacted]

- Findings
  - 700 reports/day out of 10,000 MAU
    - Discoverability of reporting feature
    - Unknown to proceed

1:1 - [redacted]

- My prep notes

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    - We have to balance comprehension of the issues with the struggle of reporting to begin with (cognitive, emotional)
    - Assumes that preferences on the front end can match to action on the back end → have we considered primary vs. secondary options?
    - Reporting needs - for 1 person - may shift from the context of one experience to another (e.g. gaming vs. commerce)
- Takeaways
    - Send [redacted] simplified

**5.5.2022**

1:1 - [redacted]

- My notes/questions
    - Notes
        - Shift in integrity strategy
            - Opportunity to partner and lead with 1p opportunity
            - Leading with 1p developers (parallels to others)
        - Creators as mini-developers
            - → this could lead/exemplify this dichotomy
        - Sympathy for the developer
            - What matters to them; what doesn't matter
            - We cannot build for RL the same way we build for FoA
- What she needs
    - Peer review content: Clarity, recommendations, how things are framed
    - ***Review by***: Not pressing; already presented to immediate XFN
- Her notes
    - Horizon becomes the central place that connects; all VR users
    - Should the experiences come closer together
- Note notes
    - Shift in mental model from dev vs. platform; however we shift to Horizon-led experience, this fights it
        - Inconsistency of features for safety, but expectation is that it would be consistent
    - Malls and food courts; no one blames Apple

**5.4.2022**

Developer; 3p questions

- Elements that would decrease your likelihood of using platform-offered

1:1 - [redacted] (Well being, Meta Emotions team)

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- Worried about how we ask about emotions
- What will happen
    - She talks to her team
    - I move forward with cognitive testing
    - May push to remove emotion question

**4.27.2022**

[redacted] ***message***

First off, apologies for sleeping on this. Not sure if you heard, but platform integrity underwent a major shift that pushed us into a war room the past week and it's been insane.

That being said, there's some great stuff here! I appreciate you sending this over, since I think there's a lot of impact that could be had if I can ask questions/connect these findings to what

*Notes*

**Theme | Creators as developers**.

- There seems to be similarities between Creators and Developers in quite a few different ways, as they share mindsets of Developers interviewed in the past:
    - Ex. Looking for the platform to provide tools, education and establish the norms that should be followed for users coming into the platform
    - Ex. They could benefit from effective tooling to help keep their world safe, but they don't want cumbersome, difficult implementation
- This presents a few key questions we need to ask:
    - Should VR integrity focus on (i) applying tooling in both Developerand Creator spaces, and (ii) separate out Creator tooling as efforts that could apply across UGC spaces?
    - Feel free to correct me, but it seems like there are parallels here that show similarities between _Creators and Developers_. Essentially - Creators appear to have a similar mindset as developers, where integrity/moderation isn't top of mind, but they want explicit platform help where it (i) is valuable and (ii) is properly outlined in terms of why it's important to do
- Creator goals
    - Community
    - Engage
    - Monetize
    - Be creative

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- Bring ideas to life
- Have fun

(2) *Prioritization of platform tooling.*

**4.26.2022**

1:1 - Ayfer

- Privacy issues
  - Work only with UXD; they prescribe/assing things to UXR
- Clarify
  - Reporting as a need from the legal standpoint
  - The resourcing required to ambiguate the SDK for reporting

3p Devs (w/[redacted]

- Assumptions
  - We mandate for apps w/UGC and/or social features (outside of Core gameplay loop; not matchmaking)
    - Reporting for user violations & offensive content
    - Options to use their own, or integrate what we offer
  -
- Notes
  - We need to be more specific about what "Social" means; multi-person interactive environment
  - They want a system of accountability for Meta to approach developers to ensure that the developer is holding their own standards (while also meeting the min. bar that we provide)
  - We let them do moderation however they see fit
    - However, we can offer hooks for things like reporting
    - Consistency for users can be defined multiple ways
- Questions
  - Does moderation count as reporting?
    - Can developers be there own moderators?
    - Does URL/discord integration oblige reporting needs?

**4.23.2022**

1:1 - [redacted]

- Her buckets for education
  - (1) Where to find/how to use
  - (2) Mental split of (Meta + 1p) vs. 3p
  - (3) Tools/developer education

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        - [Don't know what the state of this is] Legal
    - (4)

1:1 - [redacted] 3p devs

- Notes
    - Leadership doesn't really care
- Next steps
    -

- TL;DR
    -

*Total notes*

- Gaming ecosystem is complex
    - Multiple participant types and levels of approval, and the black box
    - Those in Eng would have a more narrow lens; Producers & PMs have a broader more holistic lens
- Dev self-segment: (i) prestigious AAA, (ii) alt indie or (iii) small game devs
    - AAA
        - Have own account reps
        - Under more scrutiny for game release
    - Small/indie
        - Capital requirements for these developers
        - Suggest "tiering model" to help smaller devs
- Platform approval is a struggle
    - Apple and geographic data restrictions make it extra
    - All participants spoke to the challenges with approvals
        - Most mentioned it as a black box
        - Most complained about Apple ATT
            - The data requirements compound challenges.
    - Financial burden is on them for compliance
    - Legal/legislation is cumbersome
        - Regulations: COPPA, GDPR, CCPA
    - Inconsistencies between platforms, countries and culture
- Privacy
    - Participants key concern was data protection because of regulations, risk to business and player safety if information was leaked
        -
    - Most participants had not reviewed platform policies, and had dedicated role or team to monitor platform privacy and safety requirements
- Privacy/safety disconnect

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    - All respondents answered that privacy and safety reports wouldn't receive a response. They gave varying levels of details on how issues were escalated
- Devs feel unsupported
    - Sentiment that the burden of implementing, complying, and paying is on the game/app developer; none on the platform
    - Devs want to use the same code as much as possible
        - Ideally a single environment that integrates with all tooling, e.g. like GitHub, Jira (P2), and consistency across platforms
- Cross-platform tooling
    - Tools that would reduce engineering time would also drive profitability, "R&D work is expensive"
    - Multi-platform & cross-platform development faces platform inconsistencies in requirements and capabilities, even technical debt
        - Many game developers built for lead platform and then ported to other supported platforms
- ****Healthy communities**
    - The greatest indicator of community health seemed to be the use of moderators, community is a mini-society being created online, trolls get a different kind of fix than players
    - Secondary drivers to community health were channel and game type, eg Reddit for Call of Duty vs Facebook for SpongeBob

**4.22.2022**

Reporting on Horizon

- State of Horizon reporting
    - Horizon reviews reports through pretty poor review tools
    - Pretty hefty flow; find personal manually, go through flow

Integrity leads

- Offsite/planning
    - Likely postponed because of product planning slip (w/[redacted])
- Risk assessment

Risk assessment meeting

- VR platform reporting was where [redacted] wanted to come in
- Workstream
    - Proactive (before bad things)
    - Reactive (after bad things; get reports as follow up)
- Output of the team itself
    - Report, findings, etc. → close the gaps from what was learned

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    - Mainly hypotheses to test, reports and generation
        - Can offer support flows, workflows
- Request
    - Risk assessment (lit review)
        - Hardware device passcodes
        -

**4.21.2022**

1:1 - [redacted]

- Notes from the designs
    - {"Anything else to add" page}
        - Did we want to add the icon for voice to text?
- Agenda
    - UXR study for Friday
    - Talk about planning
    - *Look at hotels

**4.20.2022**

1:1 - [redacted]

- Talked about running a survey
- What to do
    - Proposal
- [redacted] notes
    - SSO → Do we use tenure, org

1:1 - [redacted]

- Topics/questions
    - COPPA and growth
    - The issue of FoA development vs. RL
    - Developer sandboxes
- Questions
    - Do you think it's possible for RL to move sufficiently enough away from a FoA working model for us to be as successful as we can?
    -

**4.19.2022**

Overall notes

- In H2, we're shifting to a holistic approach to integrity
    - It isn't just terrorist recruiting, it's not just sexual harassment
    - It's the consistency of experience, self-agency, etc.

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- 

[H2 Offsite - H2 planning]
[GENERAL NOTES]

- [redacted] Why does leadership not understand the logic behind our choices
  - (1) We are not coming in with a stronger enough logic on our end
  - (2) On their end, they anchor on mental models of what they know
    - → Our job to educate them on what exists, why we do it
  - **General compute vision;
  - We can look at any existing platform and find evidence for specific platform decision that will confirm pre-existing mental models
- [redacted] - Leadership wanted to know (i) U13 decision, (ii) where developer is obligated for us to do
  - (1) Do this on ad-hoc basis
  - (2) Give a formal channel for developers to escalate
- [redacted] - Leadership; is aggregate signal is at the user or app level
  - (1) User - all issues from 1 person
  - (2) App - issues existing within 1 app
- [redacted] → Never been the case that FoA has dealt with U13 data (%COPPA)
  - ***"Do we want to invest in the right infrastructure to allow minors on the platform, in effect, altering data collection on the platform."***
  - This varies by market (18 Brazil, 13 USA, etc.)
  - **There is research showing what is the appropriate age for VR use; this is under the current USA law (e.g. < 13yo)
- COPPA compliance
  - [redacted] - we don't control developers; platform is COPPA compliant; if the platform acquires knowledge that there
  - → Is VR the most to gain in the short term
  - → ***However***, we will have to have COPPA on VR, FoA, etc., etc.

My notes

- (1) If we reach a strong mental model of the platform being separate from app developers, does the risk of user modding decrease in relation?
- (2) What is the level of integrity enforcement that we are comfortable with, given the potential of the hardware itself outside of gaming, etc.

(My themes)

- **Strengthen mental model of platform and app relationship**
  - **Reinforcing mental model of platform vs. dev ecosystem
    - Design in store, PDP, etc. (iconography, coloring)
    - Design in library
    - Interstitial on headset loading screen

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    - Prosocial and community standards messaging
    - Messages of appropriate empowerment
    - Passive design
- **Establishing clear identification, escalation and result of app state**
    - How we identify apps variation in integrity states
    - The decision/escalation path
    - The ways we translate these integrity states to outward signals
- **Incentive channels for dev integration of integrity tooling**
    - Levers, rewards, ease, etc.
- **Developer features for integration**
    - Responsive

Note on people's themes

- [redacted]
    - COPPA
    - Jailbreaking/device integrity
- [redacted]
    - Define: End-user, developer, device
-

AnswerLab (Quant study)

- Submit SRT tomorrow
- Need to have SRT first before PO goes through

**4.18.2022**

1:1 - [redacted]

- Put out an offer for a PMM (start May 9th; [redacted])
    - She'll connect with me week 2 or 3
- Thoughts
    - Specificity of the
    - [redacted] → Podcast review in comms (going on leave)
        - Her opinion was to make it less role-specific
        - Holistic approach
    - Broad research umbrella
        - + PMM
        - + UXR
        - → Both under broad research umbrella
- [redacted]
    - → On [redacted] team (head's brand dev for research itself)
- [redacted]r
    - →

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- Quotes from vendors
  - → $250k per season
    - → Entire season (10 episodes; vision, direction, storyboarding
  - → $300k per season
- [redacted]
  - → She was helping Boz's podcast

- Steps forward
  - [redacted] going out on leave
  - She's empowering [redacted] to make these decisions
  - She's for working together
    - General research umbrella branding
    - Clearly work together with content, overlap, etc.
  - Colloquial tone → cool dinner party, not

1:1 - [redacted] (Horizon SW design)
- Likes the idea of the working with 1p to perfect the systems themselves, but then share with foundations to ambiguate for sharing to others
- Thoughts
  - To what end do you enable modification?
  - Understanding play btw. personal safety and game/design freedom?
- My thoughts
  - At some point, the solution isn't worth it in terms of the user experience

1:1 - [redacted]
- Talked about roadmap/planning work

3P reporting - working meeting
- The relationship of game type, social network and the impact these ecosystems have on users' experiences

Planning cycle H2 2022
- What are we staffed to do?
  - Offloading the simple
- My notes
  - Education
    - Need
    - Est. boundaries
  - Two levels of UX impact here; innovation vs. table stakes
- Wellness
  - Guardian, Ergo, etc. → this team
  - Reach out to them; physical vs neurological

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- Enforcement
  - %Seth - w/new model, we're responsible for nothing
- My notes, Pt.2
  - *Make features compulsory
    - How do we check that people are actually using the thing that people are doing
    - Do we have standards of creation where we have to apply
- Definition of mandatory
  - Mandatory META FEATURES
  - Mandatory specific features
  - Mandatory remediations, Strongly recommended remediations; provide them as well
- Focuses over time
  - User reporting/social integrity
    - Not high at first when we started the work; PR/Comms issue
  - People never wanted developers to have access to device feed
    - No eye-tracking
    - No camera, etc.; never get access to camera feed
  - However, Boz offered the feed to developers for innovation
    - Great example → horror game enabling pass through for ghosts showing up within your own actual house

**4.15.2022**

1:1 - [redacted]

- 

1:1 - [redacted]

- Categorizing, including them across the org
- How to track equity, inclusion issues as the platform launches
- *Her questions*
  - How to track terms
- *Questions*
  - Countdown?
  - Central team for product work?

**4.14.2022**

3p reporting

- What is the difference of CVRP and NDLO

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    - Non-delegable legal obligation → our requirement to do something (upon our awareness) once we have evidence X integrity issue occurred
- How new approach intersects with NDLO
    - With new system, anything that breaks NDLO is the *third party's* responsibility to deal with it; we have no proof of it whatsoever
- Underage...which thing covers underage users?
    - Today, it should be TOS and community standards
- Entry points to underage reporting
    - Gaps here has implications for COPPA
    - Do we need to have a separate channel for underage reporting?
        - There are other specialized flows in other spaces around FoA
        - However, we don't have spc. channels in VR for underage, etc.
    - In V.39, a user will be able to report specifically an underage user
- Questions
    - **Does underage reporting stay in Oculus?
    - **Do we retain separate reporting flow option for underage users?
    - **Do we allow developer → platform channel for spc. report issues?

Ecosystem pillar (H2 planning)

-

1:1:1 - [redacted]

- [redacted]wi

1:1 - [redacted]

- Conversations with your manager
    - Hard skills
    - Soft skill
    - Scaling
        - Scoping the right projects to make it happen
    -
- **People you looked up to *inside/outside* of UXR**
- How much did your move into specialized, focused are support the push to IC director?
- What was the personal motivation for the move?
- Regardless of the vision and scope you created for yourself, how much did you feel artificially tethered to a product team?
- We hear a lot about consistent

**4.12.2022**

1:1 - [redacted]

- Blocking

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    - Issues with people entering worlds; they can't join
    - Issue with matchmaking, etc.
- His negative experiences survey
    - →

Shift in Integrity direction

- UXR developer research ideas (qual)
    - 3p
        - Understand barriers to reaching CVRP
        - Explore limitations to features that would help
    - 1p
        -

**4.11.2022**

Ayfer is covering

- The impact that certain experience have for Women, etc.

What I could cover:

- The values that Creators bring to people
    - Social, Utility, Entertainment
-

***The value of Creators***

I could highlight themes between IG, FB Stories and FB Commerce, highlighting the primary values of Creators as

***Accessibility***

Review Accessibility with Horizon Creators to give them an understanding of how it intertwines with the worlds they create and the high likelihood that people with disability needs will interact with their worlds. This would include:

- Types of disabilities that exist (e.g. cognitive, motor, etc.)
- The permanence of disability (e.g. permanent, temporary, state-induced)
- Much higher prevalence than one might expect in markets we serve

This would follow with a review of how thinking about Accessibility benefits the vast majority of people - irrespective of disability status - citing examples from HW and gaming spaces. This would end with a review of form factors that VR uses, and how AX needs/disabilities may be more likely to be intersect and impede experiences in Horizon Worlds they create.

***DEI***

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Follow up and review DEI with Horizon Creators to give them an understanding of how personal identity can intersect with experiences people engage with online. This would include a review of studies showing the increased susceptibility to harassment online based on factors such as race.

Continue by discussing how people may intuit race/marginalized status based on how people choose to represent themselves in VR. However, I'll cover one impactful way that Horizon Creators may be able to help out:

- Directly establishing and communicating prosocial rules/conduct
- This method may actually be more beneficial for those likely to be marginalized (internal research; highly sensitive for legal review

Things we could discuss:

- DEI
- Accessibility
- Premise of Creators

1:1 Ayfer Conversation

- Deliver insights, process and frameworks that can be used by multiple teams and organizations
- VR integrity for the rest of the company
    - Open to partnerships, opportunities
- Consistency in the findings that you apply
    -

1:1 - [redacted]

- Seattle Trip!
    - After Memorial Day
- Los Angeles
- Her interests
    - Education items; pieces of content
    - Co-presence
- Making developer agnostic tools
    - Something goes wrong, is it Meta's responsibility/fault?
- What makes her happy
    -

1:1, & Ayfer

- Questions
    - Roadmap
    - Expense for everyone
- Education (Horizon & EchoVR)

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    - These are Creators within the Horizon Worlds
        - Principles of how DEI, AX, content, etc. may apply to their work
            - Creators
- Echo VR - [redacted]
    - Interested in Integrity research, incorporate findings earlier than later
    - Present Ayfer's research to
    - Echo VR → Survey for these users
    - %Ayfer → Has shared almost everything with
        - Did not add other people to the research; just herself
        - Tim was added
- Echo VR as a partnership within Ecosystem
    - %Ayfer is meeting with [redacted] to talk about topics in presentation

Next steps: Reporting and 3p developers

- Underage reporting category (v39)
    - → Will still be added
- Does blocking change in v40?
    - [redacted] - no; we are offering developers ability to respect platform-wide blocks (does not include dev-specific blocking)
- Does reporting change in v41?
    - [redacted] - no
- Custom report reasons in v40
    - [redacted] - "app wants X field no one else wants"
- ***What are next steps for 3p user reports***
    -

Integrity All Hands

- *General notes*
    - No FB community standards to VR anymore
    - More focused on 1p reporting/enforcement, rather than 3rd party
    - We will enforce "Conduct in VR policy" (CVRP)
- *Goals*
    - Help developers
    - Enforce Conduct in VR policy
        - → How does Meta detect that 3p devs don't meet CVRP
- *Questions*
    - Is it only enforcement?
    - Are we going to use a focus on 1p to build and
    - Are we defining 2p as 1p?
- *Reporting*
    - We will not see reporting data that goes to 3p developers
    - Liability, appearance of actions, responsibility, etc.

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**4.5.2022**

1:1 - Ayfer

- We use "Twilight"
  - Responses are really, really poor
- Sampling
  - Send screener question; they have ~500/600 total
  - Trying to address gender balance issue at the moment
  - 2+ user experiences
- Survey design
  - Able to ask first about abuse
  - ...then abuse in specific apps
  - ...then impact of abuse itself
  - Cooldown period
- Horizon Creators deck
  - Ayfer made a deck, already done
  - Educating Horizon Creators → just use her deck
- PING [redacted]
  - Work on developer branding, communications
- April 18th - Echo VR Offsite
  -

Dev x Integrity

- We don't want duplication of an efforts
  - Dev connect
- We need to halt all launches of things that are meant for 3p developers
  - Halting reports to devs via Rocksteady
  - Changing language in the Reporting flow
  - Halt all PMM reporting on this

AnswerLab

- Review of the study needs itself
- Quant notes
  - Could mix samples here
    - Quest/Meta
    - Non-Meta VR platforms, as well
  - Could link UIDs to get internal data
- Other notes
  - Could help with open-text data

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- For them
  - Bit more on the sample being required here
  - Overall sample size ideal
  - **Anything analysis-wise they could help with

1:1 - [redacted]
- [redacted] - Metaverse (SW accessed via HW)
  - Wants to partner with [redacted] (MV things following HW roadmap)
- [redacted] wants to be able to provide [redacted] with VR eng as necessary

**4.4.2022**

1:1 - [redacted]
- Notes: Communications with developers
  - Bring in PMM early
  - Pool is incredibly small
    - Don't want to have integrity, non-integrity panels, etc.
- Questions
  - Bring up equitable features that are guided, encouraged for all
  -

Horizon + Foundations Integrity
- ZB - "Don't make decisions because we're bad at something"
- Two real goals
  - Equitable tools for developers to reach some ideal integrity state
  - Net-new innovation based on
- Personal boundary
  - → Set as sticky, platform level
  - → Online privacy

Parties/chat sync ([redacted])
- Option C is what legal recommends (+1)
-

1:1 - [redacted]
- Building ahead to Metaverse → that's their view here
  - →
- Questions
  - → Is this all an effect of success metrics?
  - → Developer focused or platform focus
- Her take
  - → Anything to directly impact what AI Integrity does

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- Send her
  - Absolute 4 year beautiful place we should be
  - Roadmap
- Actions
  - Brigading → behavior
  - Bullying in the social realm

**4.1.2022**

1:1 - [redacted]

- Contract is approved through the year
- Invoices come through monthly; have to deal with by year end
  - Added for possible in-person research
- Immersion trip in-person
  - AnswerLab location vs. Meta campus
  - In-home?
  - PO does have section for possible on-site
  - On-site is easier; talk to Ayfer for thi

1:1 - [redacted], devs, etc.

- What's the email chain follow-up?
  - We want to minimize the work for developers
- This is a great tool for Ready at Dawn
  - Can't we just make the Oculus dev tool Zendesk?
- ***Scalability***. Eventual place
  - → Variables/KPIs? How will this grow?
  - → How do they scale with reports over time?
- ***Permissions.*** Who would be able to see the information?
  - CWs who engage this?
  - We can't apply multiple permission to 1 person
- ***Reason for report.*** Being able to tag report with specific action reason
  - Reporting back to the individuals who reported
  - Tracking over time;
  - Understanding their game and
- On my end
  - → provide you a list of these items
  - → script, etc.
- Devs
  - Onward
  - Popl
  - Ready at Dawn
- Variables

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- Maturity
  - Size (people on the team)
  - Players in the game
  - Investment in the space itself

**3.31.2022**

AnswerLab Intros/Weekly sync

- Documents on hand
  - SRT Research brief
  - Designs notes
- Discussion on the quantitative research study

1:1 -Social VR ([redacted] lit review...review)

-

1:1 -[redacted]&

- Horizon soon will not be VR-only
  - We can't be VR-platform level only if it's not VR only
  - More things a part of Horizon
  - Integrity in Horizon applies across spaces

**3.30.2022**

Developer report/ban tool

- We could technically do data passing from Meta/Oculus → Zendesk
  - However, this takes obfuscation of data that we currently have
- We have no
  - Long term vision
  - Product roadmap
  - Communication of this
  - Respect for developer positioning
- Probably most beneficial to
  - → 3p
  - → not necessarily 1p, 2p

1:1 ([redacted])

- Lit review possible
- would take: unwanted behavior, bullying & harassment

Horizon x VR Platform meeting

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- Topics
  - Prioritization. How do we prioritize btw VR and integrity?
  - Content vs. person enforcement.
  - Scams in Metaverse commerce
    - [redacted] - below line for prioritization
    - [redacted] - IP violations in commerce

**3.29.2022**

App Ban review (pt.2)

-

[redacted] (1:1)

- Developer Program
  - What to include?
    - Internal website?
    - Developer roadmap
    - Feedback channel
    - Developer panel
  - Access accounts
    - AnswerLab can est. a panel
    - Could AnswerLab
- [redacted] issues
  - Just time
- The "Journey Core Team"
  - Educational pieces in VR ecosystem

1:1 [redacted] / work things

- Could we set Integrity as milestone'd with a 1p studio?
- Horizon is trying to use their own solutions
- Developer work
  - Get feedback on platform/rocksteady, tooling
  - Developer recruiting
    - Opt-in for 1:1 reviews
    - Developer panel for insights
    - Legal; will likely work with vendor for that
- [redacted]
  - Perfect POC to talk to developers
- AnswerLab
  - Community use → budget, etc.
  - Men come with added
- Quantitative study

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- We can't determine how X things influence retention
  - → Retention; intent to engage
  - → How does prevalence data start impacting engagement
- Quant projects from AL

1:1 Career chats

- Think of (me) when they think of VR Integrity
  - Good context for an IC6 to build on context
  - Build on this
- Managing upwards → work on this to have a voice to leads
  - Have a voice for leadership; influence strategies here
- Starting
  - First show, est. the work itself
  - Get to a point as an IC7 where you lead other people
    - → might not be people in integrity space; have those UXRs
    - → Horizon integrity researchers here; try to lead them here
  - Ayfer will send UXRs to me to help mentor, as well
- What I become
  - Centralized traffic for all things integrity
    - UXRs in the space itself
  - *Thought leader in the space, as well

**3.28.2022**

[redacted] chat

- AX
  - Focus on net-new products BEFORE game launch
- Integrity
  - Roadmap; planning of what's happening, etc.
  - Without clear scheduling, dates, etc. → they can do nothing
- Strategy
  - If we have X date for full SDK → plan to get around it
  - Any consistency we can have is good
- [redacted] asked → can we have a developer commit to one specific milestone that we SET with them
  -
- ***We have to think about a clear, specific developer schedule to communicate to them***
  - Consistent specs, vision, product objective, etc.
  - Not setting milestones → results to serious issues
-

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**3.25.2022**

AX Personas

- They exist for SuperNova
- Purpose is to give people a way to think about how AX needs and digital experiences may interact with their personal needs

App ban design reviews

- Questions
  - Knowledge of the history between the reporter/reportee
    - Brigading
    - Social network of reporting group without overlap
  - Any metadata on reports in the app
  - Know if they're already banned
  - *Engineer concern*
    - Move from 15min window → immediate
    - Does timer start at the ban IMMEDIATELY
      - Ideal is to do at the end of an event
      - May have to start immediately (post-15min)
- **Connect with [redacted] and educational piece
  - Appeal is a method for being heard

VR Foundations

- [redacted] → Identity, etc.
- Most people hated their PhD, but there are hold-outs

AX in RL

- Launch post
  - Sign up sheet attached to it ( , make)
  - [redacted] has a ton of "1s"
  - Recognition → this will be impact when supporting another product group
- Matrix of RL products
  - Can we build this agnostic and specific to AX
  - Her focus will be "what we can do at every stage"
    - Income = process is similar
    - Outcome = drives resolutions

**3.24.2022**

Reporting API Connection

- [redacted]
  - App ban + video buffering is the launch
  - Then back to the drawing board with where we go

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**3.23.2022**

Enforcement Brainstorm

- Enforcement rubric
  - Missing differentiators and innovation

1. Notes
   a. V39 and V40
      i. Gives ability for developers to view reports (Rocksteady)
   b. Standards – How do we do this?
      i. Options
         1. Do we set a threshold on ALL apps upfront?
         2. Give equity to all tools on app opt-in?
      ii. How do we make threshold requirements
   c. [redacted]- Not integrity minimum that devs have to bring
      i. We don't *require devs to do anything*
2. Questions
   a. Does the mandatory system apply at the platform-entry/vetting level? Because if it's ever the case where we approve an app and later compel, encourage, then
      i. → Both will exist: (i) vetting at first, (ii) we will encourage post-launch, too, but unsure what that would look like now
3. Goals
   a. H1 2022
      i. Enable developer to save, see and action report
   b. What is developer enforcement?
4. **Systems
   a. Proactive
      i. User controls
   b. Reactive
   c. Ecosystem
      i. User investment signals
      ii. Prosocial messaging
      iii. Prosocial conditioning
      iv. Back-end reputation

**3.22.2022**

Things going on

1. VR Integrity thing

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a. Reporting, Blocking & Buffering study
b. QA/Online forum signal sharing
c. Developer-facing study
d. Blueprint work for integrity team

2. UXR things
   a. Podcast work

1:1 Kristin (legal)

- Notes: Reporting, Blocking, Video Buffering
  - Risks
    - Overall, relatively low risk
  - Competitors
    - Don't use users' own competitor accounts
    - Don't use competitor logos
    - Safer to use public designs
    - Safest to take ideas from designs and incorporate as ours
  - Experiences
    - Avoid all discussion of personal experiences in VR
      - Eliminate changes of personal divulgence
    - Use hypotheticals to discuss specific scenarios
-

[redacted]

**Reporting Flow**

- (1) Trigger point
- (2) What happened (reporting options)
  - List of things → Is this appropriate?
  - What are the difference of the options here?
  - VOICE RECORDING = No
    - Highlighting the Voice to Text as button on "Add more details" written options
  - Questions (from me)
    - No length limitations in general
    - Never discussed secondary options (detail vs. experience)
    - Multi-select; don't have, it's now just single-select
  - Questions (from [redacted]
    - Why do we want to make improvements?
    - Expectation
      - Where is sent
      - How is it sent

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        - Email
        - In mobile
        - Headset-level
        - App-level
    - Options
        - Flow by flow, step by step
        - Re-go through, competitive analysis
- (3) Who are you reporting (goes straight into metadata-one)
    - Platform-level, doesn't populate at all
    - In app, it is populated
    - Questions
        - Expectations of how list populated in list
        - Include other information? - WILL be in the flow
            - Met in app
            - Time of meeting them
        - Do we use "Skip" or "report without user"
        - Designs:
    - Options
        - Return to "Who" and test button flow here (3 v 2 button)
        - Horizontal vs. vertical button\
- (4) Add video to report?
    - Default state: video of the last 30s
    - OPTIONS
        - Exploration of the amount of time that's clipped
        - Horizon: (2:30), ours is (:30)
    - Alt: Replace video
        - Camera roll in your headset
        - Use case: past record of shit, reporting now
- (5) Add more detail
    - Occurs AFTER
- (6) SUBMIT REPORT - Preview
    - Overview of everything
- (7) Blocking
    - Shows the name, icon, etc.
- MISSING
    - Language on

**BLOCKING**

1. You can go to friends list, block from there
2. Block person in VR messenger
3. Block person in messenger
4. Block when searching for profile

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5. *Questions*
    a. No safety center that shows blocked people
        i. W/Simile launch, we will have this in
            1. Privacy +
            2. Social Connections
            3. *Simile (June 11th)
            4. Post-Simile, no more Friends
                a.
    b. NO people recently played with
6. [redacted]
    a. Safety Center concept is something she WANTS to test
        i.

- Reporting
    - Reporting options
    - Video is an inherent part of reporting
- Blocking
- Video buffering

1:1 Ayfer

1:1 [redacted]

- Damn, she is great

1:1[redacted]

- Damn, she is great

VR Platform integrity

- Developer platform tools
    - [redacted]- what is the rollout speed, velocity, changes that we offer them over a period of time

**3.21.2022**

1:1 Youth +[redacted]

- DEV side
- SRT
    - Fairly similar; work with legal more closely
    - Kristin [redacted] team); prep her immediately (**contact her today**)
        - Legal converses with other functions well
        - People are a little slower to make decisions on SRT
    - Actively pestering people

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- Still submit through regular SRT UNLESS extreme issues
- Sampling
  - Not to her liking
- DS: [redacted]; **good DS for sampling needs**
- [redacted] Will go through my stuff
- Timeline
  - Messed up PO process; about 8 weeks lead from vendor

[redacted] 1:1

- DEV side
- Community moderation
- Everything is table-stakes
  - Nothing is innovation
  - Transparency
  -

VR Integrity Core Meeting

-

**3.17.2022**

Design crit

- Legal need to approve the standard mental model (i.e. quick menu toggle does not erase data on natural facial processing; that separate)
-

1:1 [redacted]

- Education - not on the roadmap at all
  - In the short term, we have no focus on this
- Two years from now
  - As developer: all integrity features
    - Rehabilitation and NOT just banning
  - As a single developer, you can have everything in terms of
    - As modular as possible; range from adult to children

UX Reporting issues

- [redacted]
  - Compiling known usability issues; stack rank
  - ***Are we doing the test for learning, using it to make a decision?***
- [redacted]
  - V.39 = some analytics changes, but not much
  - V.40 = ALL new analytics; could try and see how

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    - No issues! Everything in order here
    - "It is a foundational from which we can build"
- No gap rules yet
    - We want them, and we do want to launch with it
- Options simplification
    - [redacted] and [redacted] (out for family) wanted to do this
- PRD
    - Do we want to re-do/create a PRD that's more complex?
    - Do we have a tight loop with DS with this?

API Review

- We NEVER send a dev an Oculus user-ID
    - We only send App-level ID
    - Checks against known block, shared game, sends ID
- Signal doesn't necessarily mean that Dev will use it
    -

OPs Reporting SRT (Issues)

- Context:
    - Improve reviewer efficiency; cue-rotting logic; SRT widget improvement
- Quantifying productivity
    - How do we measure success here?

Video Evidence Collection (Issues)

- Key questions for UXR:
    - Quickly as possible
    - What would focus be?
    - Rope in PMM? → Test marketing of the feature, framing

1:1 [redacted]

- Wants to de-scope the work to focus on making smaller amount of features as good as they can be
- Feels the pressure of Facebook growth, but isn't sure what to do
    - 1mo cut time feels too slow
        - ? - Because of personal need, or Meta-pressures?
- ***Where I can be effective***
    - Experience with these systems in the past
    - Experience with developers, etc.
    - How they work in concert with one another

1:1 [redacted]

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- Include in (Proactive, Reactive, Ecosystem) a breakdown of what we have vs. what we need in the future (monetary sales, etc.)

1:1 - [redacted]

- Questions
  - How do you define integrity, and what is the scope of the team?
    - We handle: illegal, real world harm
    - Devs: harassment, rudeness,
    - His answer:
    - Team's answer:
      - Make it safety, most inclusive reality in the world
      - Scope: Dev, Creators, communities
  - Projects
    - Video buffer
      - Can horizon (1p) use data from platform?
    - Reporting platform for developers
      -
    - Blocking
    -
  - How do you feel about PM leadership?
    - [redacted] new, she's slammed as fuck; [redacted] is her manager
      - [redacted] vs. Engineering
      - [redacted]
  - Where are the issues I need to be aware of?
  - Do we need to outline a map of PRDs that can act as a blueprint?
  - Do you think that VR Integrity is better as horizontal V-team than it is as a core product team?
  - Why is there a dichotomy between developers and platform?
  - Why is Meta developing HW/SW like the rest of FoA?
  - Launch and learning goals
    - They're open to talking about it
  - Dev cycles
    - Wants to not blindly launch things
    - Would probably be burned if we ONLY had learning/launch goals
- Other notes
  - Skipping feedback from developers; haven't dug into that
  - Sibling team w/Privacy ([redacted] also works on that)

**3.16.2022**

[redacted]

- Feels like it's a lot safer; in UXR and XFN

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    - XFN is super collaborative; everyone overall is pretty direct on things
    - [redacted] is PM and they report to [redacted]
- Direction/placement of youth team
    - "Parental controls" → VR Youth
    - Still going through the process of scoping as a team
    - Feels good, but also a bit concerned; too small to approach half of the user base
- Team structure
    - Still scoping horizontal vs. product team
    - They argue horizontal

UXR Leads meeting

- Questions
    - Why is there a dichotomy between developers and platform?
    - Why is Meta developing HW/SW like the rest of FoA?
        - %[redacted]
            - Thinks we are moving *not fast enough*
            - Thinks we have no northstar, high-level idea
            - "We're defining what we make as we build it" - she'd rather have months to prep and vision work instea

1:1 [redacted]

- Psych safety
    - How to work with specific roles
    - How to work with specific processes
    - Exclusion with no bad intent
- Ideas
    - Core VR Integrity Leads?
        - PRD → determined by all; PM is STO
        - Lack of trust
- Trust
    - Seeing how people work together
    - Insight into others' intentions
- UXD
    - Integrity (1) and Privacy (1)
    - New manager HC to report to [redacted]
- Video buffer/reporting
    - → feeds into Dev platform
    - →
- Launching
    - Developer platform
    - New reporting flow/video buffering
- Newness

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    - Skipping a step
    - NUX experience for video reporting
        - Messaging isn't done yet
        - Push-notif on the
- What's the op flow
    -
- Issues
    - No recently met players
    - No context to the reporting options
    - Free form field; of course, but then you can't type
- Follow-ups
    - Safety center
    - How people respond with nuanced information
    - What people expect enforcement-wise
        - Across app?
        - Within app?
- Where we need to go
    - 3-6mo, reorg'd if we don't show value
    - Why don't we do it
    - Areas
        - [redacted] ideas not seeding into [redacted]
        - Youth is a separate space
        - "Capabilities" team
    - Mistakes
        - Mistake: Launch crap to show value
        - Goal: Re-frame vision to leadership
            - [redacted]
            - [redacted]
            - [redacted]
            -
    - Team-vision
        - ...done last year
        - No new vision doc;

Rolling video buffer

- Shipping video buffer with reporting flow; want to ensure
    - Interpretation is okay
    - Understanding the flow; issues that may appear
- Main concern here is comms standpoint
    - How to set up GTM for video buffer

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- [redacted]
  - PMM write GTM;
  - How often is GTM dimension-specific
    - Could be different here
  - % Contact [redacted] about
    - Seed thematic integrity issues (podcasts, etc.)
  - % Contact [redacted] about
    - Podcasts that are done at the company
- Timeline
  - Prototype: Mid to late April
  - July maybe for launch
- [redacted]
  - Do we own the code if the product moves to non-integrity use-cases?
    - Or do we
- [redacted]
  - What is the developer experience with video buffer coding?
- [redacted]
  - Reach out to dev relationships RE: Video buffer; not sure who that is

**3.15.2022**

[1:1] [redacted]

-

[1:1] [redacted]

- Really great meeting!
- Likes [redacted]
  - Says he's a, "...great guy," let's see how that goes
-

**3.14.2022**

[1:1] [redacted]

Ayfer :

- Talked about my goals
  - Really enjoy going from UXR → Product vision
  - (1) Could mean going to upper-IC in UXR
  - (2) Could mean going to PM at some point
- Talked about

[1:1] [redacted]

- Talked about dogs
- Talked about FB

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**3.11.2022**

Business integrity research meeting

- Specifically measuring harm from BUSINESSES
  - P2B issues
- No guidelines for:
  - Harms to businesses
  - Harms from individuals interacting with businesses
- Privacy, harm taxonomy

**3.10.2022**

1:1 w[redacted] (new UXR, Horizon Integrity)

- "Competitors came about by literally violating a few of our assumptions"
- Enforcement
  - Small businesses → SLA
  - Larger businesses →
- GIve devs the same shitty system
  -

1:1 w/[redacted]

- Privacy-focused; quantitative only
- Short-term focus is on tracking of privacy issues
  - Talked about partnering/reviewing her survey to included elements of integrity systems that we could build

**3.9.2022**

1:1 with [redacted]

- Foundational view of VR
  - General compute platform
  - Started with gaming; initially compared to Sony, etc.
    - However, they wanted to move to social
  - New use cases
    - Education; learning; enterprise; social
- Vision (Taking the software side,
  - Arcada: Mass scaling, affordable
- Her take
  - Limitations: Have a space, immersive, isolative
  - Specialized

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- **Questions**
  - VR to non-VR scalability
    - 
  - Gamer vs. non-gamer growth
    - Still not sure on the approach
    - She thinks they're early in determining growth strategy here
  - In-home social presence
    - Developing home for features; circle of friends
  - Friends
    - Oculus friends (platform level)
    - Friends within apps, games, etc.
    - Not strong value prop to bump app friends to platform AT FIRST, but now it's changing; adding unique value by stickiness
  - *Facebook* friends
  - FB Blue app
    - There are 2d

1:1 with Ayfer

- Priority: keepy integrity, safety top-of-mind
  - Youth, Creators, adoption, etc.
- Strategy
  - Social-first was a primary strategy
  - Then to general-sense,
- Toxicity not okay from games
  - Of course!
- Went downstairs, lost note taking ability

**3.8.2022**

[redacted]

- Identity (Horizon; helping with Meta accounts, simile; identity sync)
  - When they are represented, their
  - Resource-constrained
  - Issue is that
- Identity sync
  - With increased diversification and scope, it doesn't help

Tim Loving

- Ground truth issues
  - A way to state that we have moved the needle
  - Reporting ops flow
- Reporting ops
  - Data recording was an issue

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    - Horizon recording got it through; thinks it's a bandwidth concern
- Dedicated integrity sections for reviews for things
    - Folks let him have his way with Integrity/Privacy
    - Think about revisiting Integrity/Privacy
    - Wants to live in Foundation
- Growth of RL
    - Re-orgs, structuring etc.; put on the back-step and shifting issues
    - Rapid growth, pace of change; re-org last fall was a bit more durable
- Interoperability of RL products → AX and quality wins
    - Intra-org harmony of products; not across the product lines
    - Project Simile
- XR Tech team; drive capability across all of the lines
    - Dev kit
- Fav game: Demeo (sp; table top game)
- **Notes
    - He agrees that the

**3.7.2022**

[redacted] (1:1)

- Increased scrutiny from integrity space
- From UXR perspective, non-integrity UXRs ignore integrity quite a bit
    -

Steering committee

- Streamline in centralize way
    - Visibility to leadership
    - Cut loose ends
    - Uplevel what people are already doing
- What do we want
    - (1) This is where we pilot
    - (2) Get buy-in from the PG lead
        - → Get X person to go to PG lead and get buy-in
- AX summit
    -

AX Summit

- They've reached out to
    - [redacted]
    - As much as we can get; speaker for 2-3min
    - They have Meta video production

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- On my end
  - Reach out to people in AX in RL for demos
  -

## FAC

### 2.24.2022

**PSC conversation**

- Review on past work
  - + Being in the room, boots on the ground
- ***Goals***
  - (!) Areas to improve; talk about it even more, go in more depth
  - (!) Community contributions
    - **Scale impact to more researchers; organizes a whole UXR summit, magnitude of research community
    - **Something higher magnitude then a class; UXR compensation survey *and actually impacting* comp rates
    - "How can I have this thing to impact greater Meta UXR community"
    - (RL) → Evergreen impact of integrity playbooks for UXRs across all integrity UXR space within RL itself
  - (!) Bringing people along for the ride
    - How to bring people along the journey proactively
    - Just keep things broad; over-communication upfront even if I'm limited in what I can say
    - → not just over-communication, but actively ensuring
- ***Growth areas; next level***
  - Develop process for landing impact at multiple levels
    - IC6: How am I landing impact at different levels?
      - Pepper the crap out of everything (planting)?
      - Ex. Creators <-> Live Shopping
      - Process could take
    - (AG) Looking at the work holistically SHOULD cover the individual team-specific work
      - Pathfinder vs. product researcher
      - More about pathfinding research
        - Meetings
        - Alignment

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        - Be comfortable with political argumentation, evidence-backed debates, etc.
    - Less of an evaluative role; often reactive, etc.
- ***Open discussion***
    - Examples of other individuals
        - Don't follow specific examples; if you have an intuition, follow it
        - Heroes analogy; admiration of others 6+ - both UXR and others
            - [redacted] Looking at Aaron Carambula etc.; leading outside of just research, etc.
            - [redacted] Keep an eye on high-impact areas, and go for it!;
    - Things getting easier with 12mo cycle
        - Net wise positive
    -

AX in RL catch-up

- POCs
    - [redacted]
    - [redacted]
    - [redacted]
    - [redacted] → unsure on what position/role he wants
- Strategy for [redacted]
    - Objectives of committee: unified process of AX in RL [redacted]
        - Legal frameworks, playbooks, scoring frameworks
        - Teams are in a different phase of their product development
        - → is this education, features, etc.
    - EVERYONE
        - Legal requirements
        - Gaps
        - How to address
        - Education
- Meeting w/ [redacted] - - March 15th, 2022
    - Scope of committee
    - Goals
        - Why is countdown relevant for AX in RL?
    - Time: 10-15min on countdown
        - Where it applies
        - Where it does not
    - Lexicon
        - Playbook == processes, etc.
- Who is the steering committee
    - We start with the 3 of us; identify what we want, where to go and go from there

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**2.22.2022**

Meeting with [redacted]

- Situation we're in:
  - AX in the right thing to do
  - However, people won't do anything unless there's business incentive
- My list
  - Give situation of where we're at
    - *Feedback*
    - Inspiration; PSC, motivation needs to exist, etc.
    - Portal = great spot to start; AR/VR = start testing
      - Smart connections; Ray-bans
  - Where we're STARTING ([redacted], etc.)
    - *Feedback*
  - How you want to be involved
    - HIS RESPONSE
      - The leaders need to understand the WHY behind the messages themselves
      - The way we present the information itself is just as important itself
      - → The leaders are
        - [redacted]
      - We need PR for change
    - MY RESPONSE (Marketing, Internal Communications)
      - Ex. Disability Awareness slot for
- Taking notes on his work
  - Make AI accessible; VR spaces in tech, etc.
  - Involved in a lot of projects

**2.17.2022**

Education

- Missing things
  - Why should you do this?
  - Examples
- Other things
  - Content review for ALL spaces
- Testing
  - Can we get tested within flow? Or within Broadcast help?
  -

AX in RL sync

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- [redacted]
  - Goals: Combine with similar work already happening; IPC
  - Can hire FTE PiD PM; drives processes forward, etc.
  - [redacted] → **covered the structure for me**
    - Playbooks; countdown; XFN experts, etc.
    - [redacted] → unblock when stuck, post with authority, etc.
- [redacted]
  - **First stage: audit, what's broken; goes to future and proactive steering
- [redacted]
  - AX features within each RL pillar will eventually start growing their own legs
  - [redacted] → Escalation path; tensions where steering committee can break barriers via an escalation path
- General
  - Consensus on the model itself;
- [redacted]
  - Broad consensus on what we tackle for the pilot
- Focus/agenda: Getting to next steps
  - Review pre-read
    - Cover some of these questions offline/async
  - Next steps 1: [redacted] and I will start rallying the troops
    - We want to start with the smallest, most encouraged core
    - Since her and I have been working on this,
    - Anyone who's reached out; AX task force; IPC and other interested parties
  - Exec support
    - Steering committee itself [redacted]
    - PG Leads for each product we want to involve
      - First: Milan, Smart Glasses, AR Glasses, etc.
- Questions to ask
  - Who starts rallying troops → [redacted] &
  - STO/product owner for countdown within each RL pillar *is the same* as the Product team PoC within each RL Pillar
  - Where do we start piloting? ([redacted] just wants to understand the space, etc.)
- [redacted]
- Start centra chat arena with everyone in it

***Wrap up***

- [redacted] = Full exec sponsor
- First, identify Product STO
  - *Then* get to [redacted] question;

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- Steering committee
  - Roles:
- Next steps
  - Canonical doc → draft and send to [redacted]
  - Workplace group → Everyone in these meetings
- Milestones
  - Acquiring 5 team members
  - Making [redacted] happy
  - Identifying launch Pillars/Products
    - Identifying each product STO
  - Blue sky: Tools & Processes
    - First agreed area to tackle (Countdown)

**2.15.2022**

[1:1] [redacted]

- Introductions
- History of the workflow
- Steering committee updates
  - Approaching Boz, [redacted] → larger group
  - Items taken by [redacted]
  - Email back from [redacted]
- Support is for time % on steering committee
  -
- Eng representative for AX in each portfolio would be the best
  - System engineers; own platforms
  - Interface with portfolio manager; [redacted] argues to go with a specific product line, but [redacted] thinks it should be portfolio manager for product line
    - E.g. [redacted]
    - [redacted] is the eng for ALL wearables

**2.10.2022**

SN AX priorities

- AAT seems a bit rough from [redacted] stance (why P0?)
  - Probably will already happen AS LONG as it occurs as a share to Facebook or Instagram
  - [redacted] Should we support this on-device, in View app?
  - [redacted] BIG tech challenge; kicks to Mike
  - [redacted] This is MASSIVELY important; we need a mechanism to add this value

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- [redacted] Break it into two pieces – doing this as it moves to FB
  - Vs. "Hey Meta, share to X over messenger..."

Call with [redacted]

- Meeting [redacted]
  - [redacted] didn't know what was going on; talked through slide A and liked it
  - Followed along and agreed with it; asked for what was need
- For us
  - 2/17
    - Review this doc

Discovery

- Is the data/previews of items needed for MVP?

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