META-META Club

WORKBOOK · MODULE 3 OF 4

Weeks 4–N · Client Studio

Client Studio. XR spec module 4: briefs, research, scoping, delivery. Weekly crits in the Nairobi room and online.

Fellowship | 5 lessons | ~8 h | 5-question practice quiz | Notes pages

IN THIS MODULE

Weeks 4–N · Client Studio

XR spec module 4: briefs, research, scoping, delivery. Weekly crits in the Nairobi room and online.

#	LESSON	TYPE	TIME	DONE
3.1	The real brief	READ	30 min	☐
3.2	Research	LAB	120 min	☐
3.3	Scoping	LAB	90 min	☐
3.4	Weekly crits	LIVE	60 min	☐
3.5	Delivery	PROJECT	180 min	☐

How to use this workbook

- Work through each lesson on metametaclub.com/learn, or listen to its narration, then use the page here to take notes.
- Tick the steps as you go, and write your answers under **Check yourself** before you look anything up.
- Do the practice quiz at the end, then mark it with the answer key on the last pages.
- Keep every **Ship it** piece. Together they become what you show.

Before you start

What do you already know about this, and what do you want to be able to make by the end?

LESSON 3.1 · READ · 30 MIN

The real brief

Take on a real brief, read it properly, and agree with the client what they need and what "done" means. You leave with a written understanding the client has confirmed.

Key points

What a brief is

A brief is a client's description of a problem. It is not a specification.

Briefs in Client Studio are real. Which briefs are on offer is confirmed with each cohort, and client names stay private unless the client agrees to be named.

Anatomy of a good brief

- **Who** it's for: the audience, not the client.
- **Why** now: what changes if this exists.
- **What** they imagine: a walkthrough, a configurator, an exhibit, an AI tool.
- **Where** it runs: Quest 3 or 3S, a phone browser, a laptop, a screen at an event.
- **When** they need it, and what's fixed versus flexible.
- **What they already have:** drawings, models, photos, brand files, stories.

Most briefs are missing two or three of these. Finding them is the first piece of work.

Questions to ask the client

1. Who will use this, and what should they feel or decide afterwards?
2. Where will people see it? Which device, which room, how long?
3. What does success look like in a sentence?
4. What material can we use, and who owns it?
5. Who signs off, and how often can we show progress?
6. What can't change?

Acceptance criteria

Write three to five testable lines. "Looks amazing" is not testable.

Steps checklist

- [ ] Read the brief twice. Highlight every assumption.
- [ ] List what's missing using the anatomy above.
- [ ] Meet the client with your six questions.
- [ ] Fill in the brief summary and send it back for a "yes".

This lesson has code samples. They are in the lesson on metametaclub.com/learn.

SHIP IT

A one-page brief summary, confirmed by the client in writing, saved in your project folder.

☐ Shipped. Link or file: _____

Check yourself

1. Can you name the audience separately from the client?

2. Is every acceptance criterion something you can test?

3. Do you know who owns each piece of material you've been given?

LESSON 3.2 · LAB · 120 MIN

Research

Research the audience, the place and what already exists, so your design rests on evidence, not guesses. You leave with a short research pack the whole team can use.

Key points

Three kinds of research

The audience. Who uses this, what they know, what devices they have, what they're nervous about. A first-time headset user needs a calmer start than a gamer.

The place or subject. If the brief is a building, get the drawings, site photos and orientation. If it's a story or a cultural object, find its origin and the people who hold it.

What already exists. Look at three to five comparable projects. Note what works, what feels cheap and what you'd steal.

Using AI in research

AI assistants are good for summarising long documents and listing questions you forgot. They are bad at facts about specific places, people and cultures.

Steps checklist

- [ ] **Audience:** talk to two or three real users if the client allows it. If not, write a short persona and mark it as an assumption.
- [ ] **Place or subject:** collect every source file. Log where each came from and who owns it.
- [ ] **Comparables:** gather three to five references. Screenshot each and write one line on why it's there.
- [ ] **Constraints:** note the device limits. For a standalone headset, plan for a tight triangle and texture budget. For a phone browser, plan for small downloads and touch controls.
- [ ] **Synthesis:** write the three insights that will most change your design.
- [ ] Share the pack with your team and, if it helps, with the client.

This lesson has code samples. They are printed in full in the lab handout (client-studio-lab-3-2.pdf) and in the lesson on metametaclub.com/learn.

SHIP IT

Post your research pack in the team folder, with every source logged and three insights at the end.

- [ ] Shipped. Link or file: _____

Check yourself

1. Does every source in your pack have an owner and a permission status?

2. Are your assumptions labelled as assumptions?

3. Would your three insights change a real design decision?

LESSON 3.3 · LAB · 90 MIN

Scoping

Turn the brief and your research into a scope: what you'll build, what you won't, and by when. You leave with a scope document the client has agreed.

Key points

Why scope matters

Scope protects the client and the team. Without it, the work grows every week and nothing ships.

The parts of a scope

- **In:** the features and deliverables you'll build.
- **Out:** the things you won't, said plainly.
- **Milestones:** dated checkpoints the client will see. Use weeks of the programme, not calendar dates, until the cohort timeline is set.
- **Risks:** what could stop you, and what you'll do about it.
- **Rights and permissions:** questions to settle before you build.

Rights and permissions

IP terms are agreed per brief, between the client and the programme, before work starts. Don't assume.

- Who owns the finished work?
- Can the team show it in a portfolio, a case study or at Demo Day?
- Who owns the source files and models?
- Which third-party assets, fonts, scans or AI-generated parts are used, under what licence?
- Can real people, places or cultural material appear, and who consented?

Steps checklist

- [ ] List every feature the brief and research suggest.
- [ ] Sort them: must have, should have, won't have this time.
- [ ] Move every "won't" into the Out list.
- [ ] Set three to four milestones. The first should show something within a week.
- [ ] Write the top five risks with one mitigation each.
- [ ] List your rights and permissions questions.
- [ ] Send the scope to the client and to Mathew Munyao or your bench mentor for review.

This lesson has code samples. They are printed in full in the lab handout (client-studio-lab-3-3.pdf) and in the lesson on metametaclub.com/learn.

SHIP IT

A one-page scope document with the client's written approval and a list of answered rights questions.

☐ Shipped. Link or file: _____

Check yourself

1. Is your Out list as clear as your In list?

2. Will the client see something real at the first milestone?

3. Do you know, in writing, whether you can show this work in public?

LESSON 3.4 · LIVE · 60 MIN

Weekly crits

Show progress every week and get critique on craft and taste, in the Nairobi room and online. You leave each crit with a short, written list of what you'll change.

Key points

Why weekly

Weekly crits stop small problems turning into big ones. They also train the skill clients pay for: showing unfinished work calmly and making good calls fast.

How to present (five minutes)

1. **Context, 30 seconds:** the brief in one line and this week's goal.
2. **Show, 3 minutes:** the work itself. Live in a headset, a running link, or a capture. No slides about the work when the work can be shown.
3. **Ask, 1 minute:** one or two specific questions. "Is the entry too dark?" beats "Thoughts?"
4. **Next, 30 seconds:** what you'll do this week.

Online presenters share their screen or the headset cast. Test it before the crit starts.

How to give feedback

- Start with what works, in one sentence.
- Be specific: point at the frame, the moment, the interaction.
- Name the effect: "I lost where the door was" is more useful than "the lighting is wrong".
- Suggest, don't take over.

How to take feedback

- Listen to the end. Don't defend.
- Write it down.
- Ask a follow-up if you don't understand.
- Decide later. You don't have to act on every note. You do have to consider it.

Steps checklist

- [ ] Before the crit, capture your current build and write your two questions.
- [ ] Present using the five-minute shape.
- [ ] Log every note in your crit log.
- [ ] Within a day, mark each note: do, try, or skip (with a reason).
- [ ] Show the changes next week.

This lesson has code samples. They are in the lesson on metametaclub.com/learn.

SHIP IT

Post this week's capture and your updated crit log in the team channel.

- [ ] Shipped. Link or file: _____

Check yourself

1. Did you ask specific questions, not "any thoughts"?

2. Has every note from last week got a do, try or skip?

3. Could someone online follow your demo as well as someone in the room?

LESSON 3.5 · PROJECT · 180 MIN

Delivery

Finish the project, test it where it will actually run, and hand it over cleanly. You leave with a delivered project the client has signed off.

Key points

Delivery is a skill

Many good projects fail at the last step. Files are missing, the build only runs on one laptop, the credits are wrong.

Quality checks on real devices

Test on the devices in your scope, not only your own machine.

- **Quest 3 or 3S:** install the build, run the full experience twice, watch for dropped frames, check comfort (no sudden camera moves you didn't plan), check text is readable.
- **Phone browser:** open the link on a mid-range phone over mobile data. Time the first load. Check touch controls.
- **Laptop browser:** test in at least two browsers.
- **Accessibility:** captions on video, readable contrast, a seated option in VR where possible.

Licences and credits

List every asset that isn't your own work: models, textures, scans, fonts, music, code libraries, AI tools. Note the licence and the credit line it requires.

Steps checklist

- [ ] Freeze features. From now on, fix bugs only.
- [ ] Run the device checks above and log every issue.
- [ ] Fix issues in order of how badly they break the experience.
- [ ] Write the credits and licences list.
- [ ] Package the handover using the checklist.
- [ ] Walk the client through it live, then get written sign-off against the acceptance criteria.

This lesson has code samples. They are in the lesson on metametaclub.com/learn.

SHIP IT

The handover package and the client's written sign-off, saved in your project folder.

- [ ] Shipped. Link or file: _____

Check yourself

1. Did you test on the client's devices, not just yours?

2. Could someone else open and run the project from your README alone?

3. Is every third-party and AI-assisted part credited with its licence?

PRACTICE QUIZ

Check your module

Circle one answer for each question. The answer key is on the next page.

1. Which is a testable acceptance criterion?

(A) It looks amazing
(B) The client loves it
(C) The tour runs on Quest 3 with no dropped frames
(D) It feels premium

2. Who decides IP and portfolio rights on a Client Studio brief?

(A) The team, after delivery
(B) They are agreed per brief between the client and the programme, before work starts
(C) Whoever made the most of it
(D) Nobody; client work is always public

3. What should go in a scope's Out list?

(A) Nothing; keep options open
(B) Only bugs
(C) The features you won't build this time, said plainly
(D) The client's budget

4. During a crit, how should you take feedback?

(A) Defend each choice as it comes
(B) Listen, log it, then mark each note do, try or skip
(C) Act on every note immediately
(D) Ignore notes from online viewers

5. What does AI help with most in brief research?

(A) Facts about specific people and cultures
(B) Summarising long documents and spotting questions you missed
(C) Replacing user interviews
(D) Deciding the scope

ANSWER KEY

Answers and why

1 · C The tour runs on Quest 3 with no dropped frames

A testable criterion can be checked pass or fail. Taste words can't.

2 · B They are agreed per brief between the client and the programme, before work starts

IP terms are agreed per brief, up front, and written into the scope.

3 · C The features you won't build this time, said plainly

Saying no in writing early stops the work growing every week.

4 · B Listen, log it, then mark each note do, try or skip

Logging and deciding later gives every note fair weight without derailing the plan.

5 · B Summarising long documents and spotting questions you missed

AI is useful for summaries and checklists; facts about places, people and cultures must be checked against sources.

NOTES

Build log and notes

SESSION	WHAT I MADE OR LEARNED	NEXT STEP