

MASTER

4 pathways to a digital human

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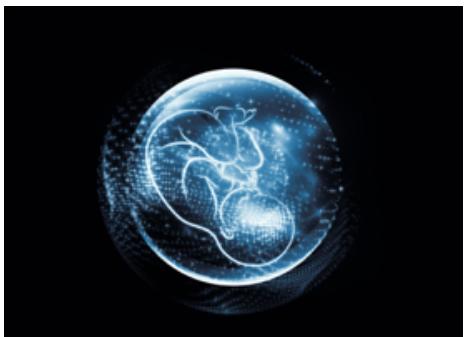
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# 4 co-design pathways to a digital human



**Creating (a digital human)**

**Explanation:**

This pathway represents the ab initio creation of a digital human, effectively co-designed from the ground up.

**Use Cases:**

Creation of a new brand, requirement for a new style of conversation, no suitable digital human for cloning or evolving (doesn't exist or unavailable)

**Comments:**

Will be default pathway (except for replicating a real person) until a number of digital humans exist.



**Cloning (a digital human)**

**Explanation:**

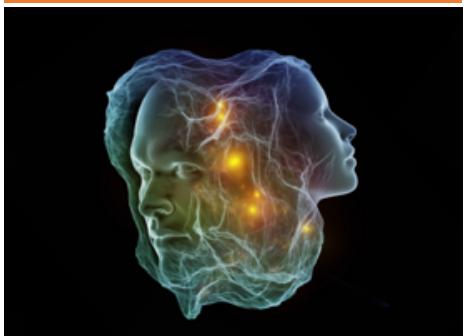
This pathway represents copying a digital human to a new conversation or brand.

Changes are likely to be made from name through to some facial features and mannerisms.

The new owning organisation would like adapt questions and answers, and features, in the corpus.

**Use Cases:**

Taking a digital human from a retail power organisation and cloning it for a retail power organisation in a non-competing market or for a similar utilities purpose such as retail water or retail gas.



**Copying (a real human)**

**Explanation:**

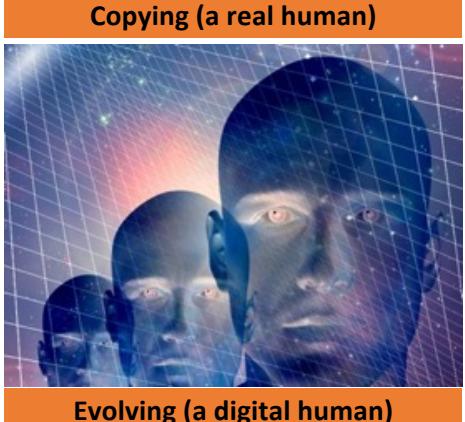
This pathway represents the ab initio creation of a digital human based on a real person, alive or deceased.

**Use Cases:**

Extending a human influencers brand, preserving human knowledge and capabilities, egotistic digital immortality.

**Comments:**

Might be used to create a digital human that is a composite of several digital humans (e.g. to preserve indigenous history)



**Evolving (a digital human)**

**Explanation:**

This pathway represents adding to the capabilities of a digital human within an existing organisation.

**Use Cases:**

Extending a retail power service management digital human to handle connections and billing.