



The Digital Human Body of Knowledge

- Health Variant -

Strategy
Co-Design
Corpus
Operating Model

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MASTER

co-design

context and embodiment

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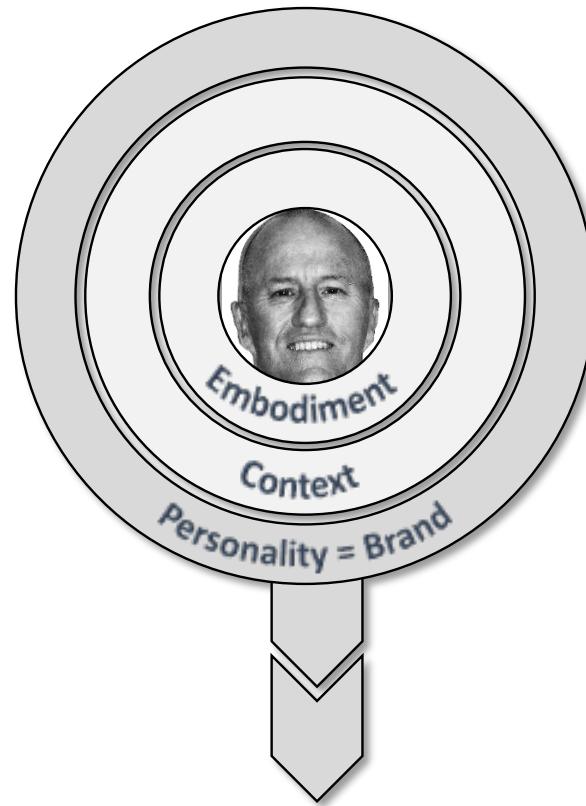
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layers of embodiment

LAYERS OF EMBODIMENT		CO-DESIGNING AND CREATING EMBODIMENT
Element	Description	Process
Personality	Friendly; conservative; authoritarian; vivacious; warm; understanding.	What is the personality of the brand? The personality of the digital human should reflect the personality of the brand. Co-design workshops with brand mgt; psychologists; customers. Ongoing iteration with performance feedback via operating model. Personality matures – not a once off process – care needs to be taken that personality and brand do not drift out of alignment.
Face	Male; female; age; cartoon character; ethnicity; actual real person; celebrity; augmented characteristics and colouring.	Face influenced by personality, brand and purpose. Co-design workshops with brand mgt; psychologists; customers. Becomes the face of the brand / organisation.
Voice	Accent; male; female; computer generated.	Voice influenced by personality, brand and purpose. Co-design for attributes of voice. Source voice via: voice library; computer generated; specific recording by talent.
Hands	Sign language; hands used for modelling; instruction.	Use of hands determined by personality, brand and purpose. Co-design to determine when hands are introduced and for what purpose – eg hand modelling different complexity to sign language.
Gestures & Mannerisms	The movement of the eyes, eyebrows, face and head; pauses; frowns; expressions; eye contact.	Gestures & mannerisms determined by personality, brand, purpose, psychological and cultural factors. Co-design workshops and feedback necessary, and may involve ethnographic input.
Appearance	Lip colour; eye colour; hair style; glasses; makeup; clothes.	Appearance influenced by personality, brand, purpose, cultural and psychological factors. Co-design for attributes of appearance eg bright lip colour could be important for a cosmetic brand, equally could assist with accessibility via lip reading.
Corpus	Body of knowledge about a specific topic and/or general knowledge.	General domain specific Q&A: call centre scripts; webinars; customer workshops; survey; letters; observation. Maintained ongoing via operating model. Add domain knowledge for specific contexts.
Interaction Model	An interaction model is a pattern of questions; statements; clarifications; pauses and tempo; length of responses; handoffs; escalations; taxonomy; topics; related topics; intents; chit chat. Interaction models can be common across industries.	Co-design to build on common conversation patterns such as escalation pattern and handoffs; pauses, tempo and amount of chit-chat to align with personality. An interaction model can be re-used almost completely across similar industries and geographies: for example different utility organisations in different geographies could re-use the interaction model for "how do I". Other interaction models could be built upon through co-design. Confidence levels and learning progress refined and tested via operating model.
Language Model	Domain specific words, phrases; cultural specific slang or references.	Identified via workshops with customers and practitioners eg industries such as utilities have words with particular meaning; different gov programs have specific phrases; celebrity code words; all to be understood by customers. Industry language models are progressively built up over time, establishing AI industry insight.
Language	English; other spoken/written language; sign language; domain/culture specific sign language.	Co-design with psychologists and ethnographers will influence how English can be applied in different cultural settings - certain multilingual phrases could be included to align with personality and purpose. Sign language is not a literal translation. A straight forward Babbel translation cannot simply be inserted without reference to personality and co-design.

layers of context

LAYERS OF CONTEXT		FINDING CONTEXT
Element	Description	Process
Brand	The brand of the organisation, product, service or celebrity. The brand is the promise of an experience.	If the brand is not known nor explicitly stated – eg gov – or a new brand, co-design involving workshops, survey, research is necessary to identify or propose key brand attributes that are then reflected in the personality of the digital human. Without this, there could be incompatibility between the brand, the behaviour of the digital human and the customer experience.
Community	The community that the digital human will serve, be part of or represent. This can be local or global.	Examples of community include: disability community; Indigenous community; cycling community; football community. Definition of the community is essential, for focused and effective co-design.
Culture	Ethnographic, psychographic, or organisational.	Co-design to include consideration of culture as influence on personality and other embodiment elements.
Industry	Specific industries, sector clusters of industries, or emerging industries.	A digital human for a beauty brand, would have different personality attributes to a digital human for a utilities industry. With this industry context comes knowledge about the industry the digital human would need to have: sourced via co-design workshops; industry journals – see “Other Information Assets”. Given industries evolve, this element of context is maintained via operating model.
Domain	Domains are groups of like interaction models from which conversations can be constructed for specific industries.	Examples of domains include general information; specific information; advice; coaching; assistance; and influencing. The process of co-design will identify opportunities for the re-use or extension of domains from one industry to another. In the domain “general information”, there would be common patterns of interaction across a number of industries – for example “how do I?”
Policy	Policy settings of government or an organisation which could accelerate or limit the introduction of digital humans.	Digital humans potentially touch all policy settings: accessibility; workplace relations; privacy; security. Conduct inventory of policy settings, including organisation specific policies, and map digital human scenarios to position and anticipate reactions; prepare messaging. This element of context is maintained via operating model.
Other Information Assets / Features	Features are elements such as maps, graphics, video, sounds, recordings. Features can be combined through co-design to achieve an experience. Sourced via pre-existing assets or specifically commissioned.	Depending on industry and domain, the corpus could be augmented by maps, videos, images, sounds or recordings. Sourced via pre-existing assets or specifically commissioned. Maintained via operating model.
Internal	Digital human operating internal to an organisation.	The internal model could be a progression to the external model, or a specific use case in its own right. Maintained via operating model.
External	Digital human in external customer service, mass market influencer, or controlled therapeutic/coaching setting.	Each of these external applications is different. External customer service: digital human is part of customer service front line working together with human employees, and across channels. Mass market influencer: could be a celebrity; or new face of a brand or trend. Therapeutic/coaching: in a controlled environment such as a reading coach; or debriefing first responders, returning service personnel.
Personal	Digital human as a personal assistant, or digital replication of an individual or celebrity.	Digital human as a consumer product purchased/licensed from library: consumer “teaches” the digital human – operates on mobile devices. Digital human as a replica of the individual: digital replication service purchased; consumer or celebrity records/uploads experiences; operates on mobile device; commercial model for celebrity. “Other Information Assets” can be procured to enhance personalisation.
Expertise	Digital human as an expert; trainee; opinion setter/influencer.	Digital human could be deployed as a trainee (internal or external) with co-design to determine roadmap/progression to expert. In scenario of mass market influencer, expertise is differentiated from opinion setter.
Followship	Mass market or social media followship. Different to but related to community.	Digital human with followship could influence the market or community. This is an important contextual element, as a digital human followship could be a precursor to and/or trigger broader consumer demand for digital humans, and could influence policy as it would be ahead of the demand/adoption curve.



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Culture	Ethnographic, psychographic, or organisational.	Co-design to include consideration of culture as influence on personality and other embodiment elements.
Industry	Specific industries, sector clusters of industries, or emerging industries.	A digital human for a beauty brand, would have different personality attributes to a digital human for a utilities industry. With this industry context comes knowledge about the industry the digital human would need to have: sourced via co-design workshops; industry journals – see “Other Information Assets”. Given industries evolve, this element of context is maintained via operating model.
Domain	Specific domain compliance frameworks such as legal, accountancy, consumer protection, OH&S.	These domains are common across industries, with specific compliance domains applying in specific industries – eg TGA/FDA for health related industries. The domain element could apply in two ways: (1) where a digital human becomes expert in that domain, and (2) the digital human is subject to the domain compliance frameworks in same way as a human eg consumer protection.
Policy	Policy settings of government or an organisation which could accelerate or limit the introduction of digital humans.	Digital humans potentially touch all policy settings: accessibility; workplace relations; privacy; security. Conduct inventory of policy settings, including organisation specific policies, and map digital human scenarios to position and anticipate reactions; prepare messaging. This element of context is maintained via operating model.
Interaction Features	Maps, videos, images, sounds, recordings.	Depending on industry. Sourced via pre-existing embodiment models.
Internal	Digital human operating internal to an organisation.	The internal model of the digital human operating model.
External	Digital human in external customer service, mass market influencer, or controlled therapeutic/coaching setting.	Each of these lines working to define the face of a brand, responders, influencers.
Personal	Digital human as a personal assistant, or digital replication of an individual or celebrity.	Digital human on mobile devices, celebrity replication, “Other Information Assets” can be used.
Expertise	Digital human as an expert; trainee; opinion setter/influencer.	Digital human as an expert. Influencer.
Fellowship	Mass market or social media fellowship. Different to but related to	Digital human as a member of a group.
Element	Description	Process
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