



The Digital Human Body of Knowledge

- Health Variant -

Strategy
Co-Design
Corpus
Operating Model

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MASTER

Operating Model

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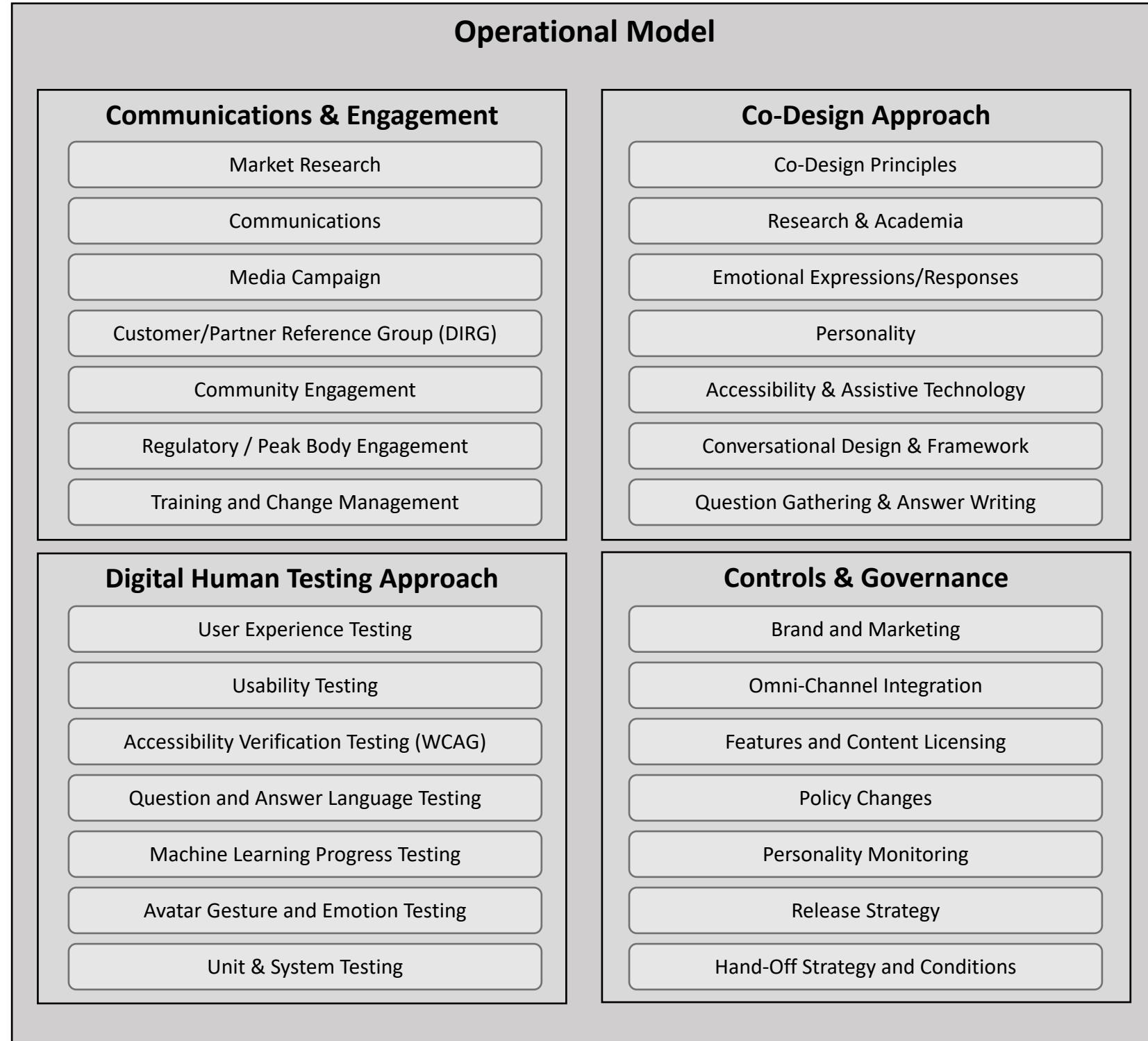
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operational model for the creation and sustainment of a digital human

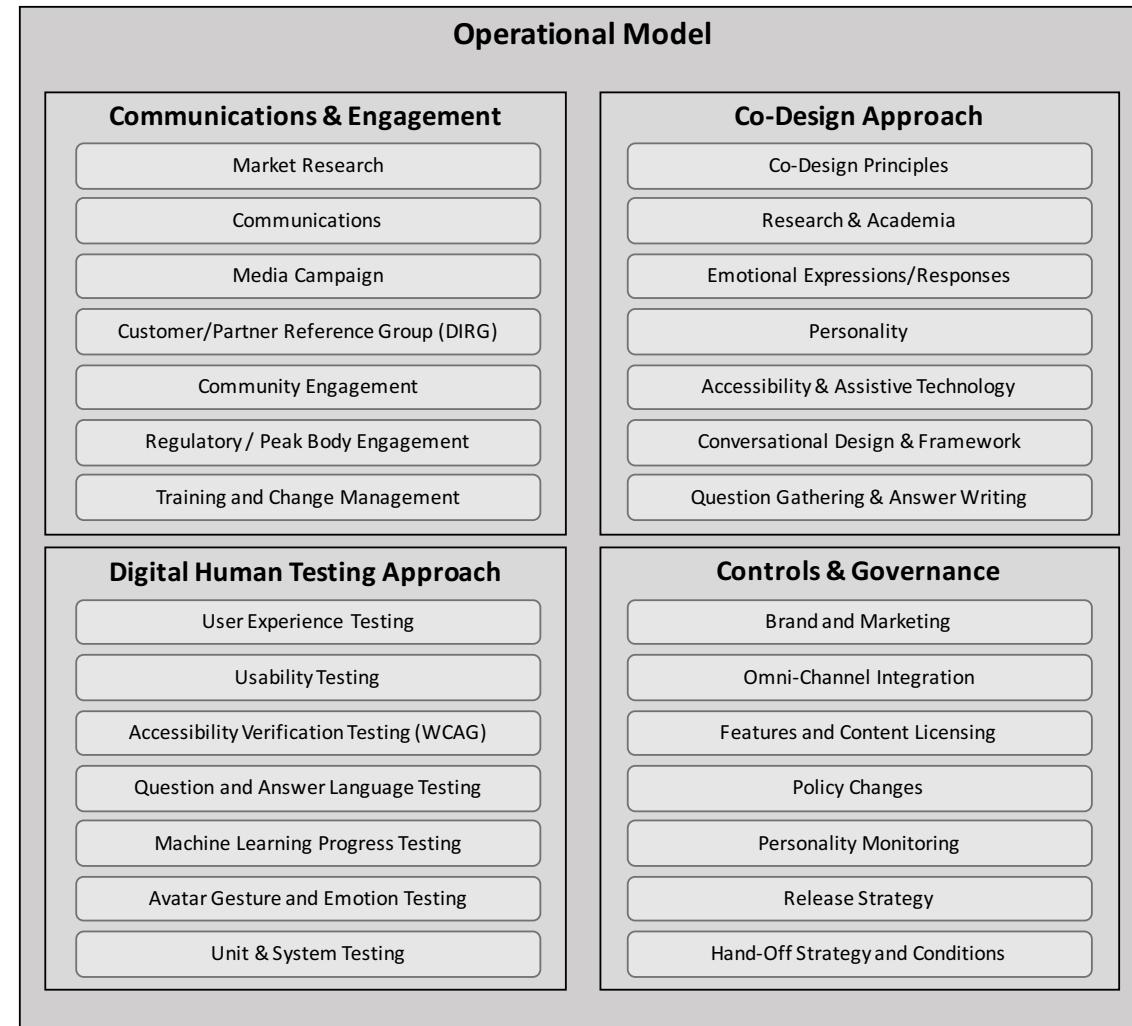


operational model for the creation and sustainment of a digital human

The strategic purpose for the digital human must be clear – even as a proof of concept – as this will shape the operational model.

An OpModel will be needed, even for a PoC, as this will affect the success or otherwise of the digital human initiative.

Importantly, without upfront consideration of the OpModel, brand could be affected.



The OpModel should be owned and operated by a dedicated multi-disciplinary strategic unit embedded in the brand / communications/marketing area.

The OpModel is not an IT function.

There should not be a cutoff “handover” of the evolving OpModel from the start-up team to a sustainment team.

Rather, there should be the progressive buildout of the team to ensure continuity of knowledge and purpose of the OpModel. This is essential to support a development roadmap of evolution and innovation.

The OpModel describes the various types of activities necessary for the co-creation and sustainment of a digital human.

The OpModel is the orchestration of activities across the functional areas, to achieve the layers of embodiment and context that define the unique attributes of personality and brand.