

AI Persona-as-a-Software™ Community Trilogy 1.0

EVA · EINY · STARK

Release Introduction Whitepaper

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Abstract

Large language models (LLMs) such as GPT-4 have enabled powerful general-purpose assistants, but everyday users and organisations still struggle with unstable behaviour, unclear boundaries, and prompt-engineering overhead.

This whitepaper introduces the *AI Persona-as-a-Software™ Community Trilogy 1.0*—three governed, portable personas named **EVA 1.0**, **EINY 1.0**, and **STARK 1.0**—designed to run on top of modern LLMs as reusable, auditable interaction layers:

EVA 1.0 acts as a non-clinical life and wellness navigation companion

EINY 1.0 as an evidence-based research and reality-check persona

STARK 1.0 as a wealth clarity and planning companion focused on financial literacy.

Each persona is released as a versioned ZIP pack containing an explicit configuration, system prompt, behavioural examples, safety constraints, and a simple boot sequence for mainstream users.

The paper argues that such personas provide **four main benefits over ad-hoc prompting** of generic AI assistants:

- 1) **cognitive offload**, by encoding domain-specific roles and constraints once instead of per session;
- 2) **stability and safety**, by enforcing clear boundaries and refusal behaviour in regulated domains;
- 3) **workflow structure**, via HFML (Human Frequency Markup Language) as a lightweight command convention for multi-step tasks;
- 4) **portability and vendor independence**, since the packs are stored as plain text and JSON compatible with multiple LLM providers and on-premise deployments.

We outline user-facing and enterprise **KPIs for evaluating persona impact**, discuss how corporate personas can act as governed internal digital colleagues, and situate **AI Persona-as-a-Software™** within current research on LLM alignment, AI governance, and conversational agents. The trilogy is presented as both a practical toolset and a historical marker for a shift from “prompting a model” toward “choosing which persona to work with.”

Keywords:

AI Persona-as-a-Software™ Community Trilogy

AI Persona-as-a-Software™, large language models, governed personas, Human Frequency Markup Language (HFML), AI governance, conversational agents, prompt engineering, EVA 1.0, EINY 1.0, STARK 1.0.

Nothing in this whitepaper or the Community Trilogy personas constitutes medical, legal, or financial advice. EVA, EINY, and STARK are non-clinical, non-advisory companions designed to support clarity and literacy, not to replace licensed professionals or regulatory obligations.

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1. Executive Summary

This whitepaper marks the public release of the **AI Persona-as-a-Software™** Community Trilogy standard and starter kits for **EVA 1.0**, **EINY 1.0**, and **STARK 1.0**. Full Community Master Packs are available under separate agreement for pilots and enterprise use. Each is a fully-governed, portable persona that runs on top of modern AI systems and large language models (LLMs).

Together, they demonstrate *a new layer above generic AI assistants*: personas that are opinionated, safety-aware, and productised, while remaining portable across platforms via open ZIP packs.

The goal of this document is to capture, for historical and practical purposes, why these personas exist, how they differ from normal AI assistants, what value they offer to everyday users and enterprises, and which key performance indicators (**KPIs**) matter for users, creators, and investors.

2. Why Personas Instead of Plain AI?

2.1 From Generic Engine to Governed Product

A generic AI assistant is a powerful engine, but it is unshaped. Each interaction requires the user to re-specify tone, boundaries, and goals. **AI Persona-as-a-Software™** adds a persistent layer on top of that engine: curated identity, domain, and constraints that make the assistant feel like a consistent product, not a random chat.

2.2 Cognitive Offload: Prompting Once, Benefiting Always

Most people are not prompt engineers. They should not have to re-invent instructions every time they ask for wellness advice, research summaries, or help with money habits. Each persona encodes its mission, tone, safety rules, and structure once in its system prompt and configuration. Users simply call the persona by name, for example:

- **EVA 1.0**: [wellness and lifestyle questions]
- **EINY 1.0**: [evidence-based research and reality checks]
- **STARK 1.0**: [money clarity and planning questions]

The result is reduced cognitive load and more reliable behaviour across sessions.

2.3 Stability, Safety, and Character

Generic assistants can respond brilliantly in one turn, then drift into a different tone, overstep safety boundaries, or forget constraints in the next. In contrast, each persona is deliberately constrained:

- **EVA** is a non-clinical life and wellness companion – never a doctor or therapist.
- **EINY** is a research and reality-check persona – not a medical, legal, or financial authority.
- **STARK** provides financial literacy and planning clarity – not licensed investment advice.

These boundaries are encoded in persona_config.json, PROMPT_SYSTEM.txt, and the boot prompt, which makes behaviour more predictable and auditable.

2.4 Workflow Power via HFML Commands

Beyond character, the trilogy introduces HFML (Human Frequency Markup Language) as a simple command convention. Users can wrap tasks in a structured form such as:

```
<HFML>
  <task mode="plan">
    goal: improve my evening routine
    constraints:
      - two kids
      - late work emails
      - noisy street
    horizon: 14 days
  </task>
</HFML>
```

Modes like analyse, plan, research, summarise, and coach turn free-form chat into repeatable workflows: analyse a situation, then plan a response, then coach for follow-through.

2.5 Portability and Vendor Independence

Many custom bots are locked into a single platform. By contrast, these personas are stored as plain text and JSON inside ZIP packs. They can be uploaded to ChatGPT, Claude, Gemini, local LLaMA deployments, or corporate LLMs. Users and companies keep the source of the persona, not just a configuration buried inside one vendor's UI. This portability is a key trust and adoption driver.

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3. The Three Community Personas

3.1 EVA 1.0 – Life & Wellness Navigation Companion

EVA 1.0 is a non-clinical wellness and life navigation persona. Its domain includes habits, stress, sleep, movement, and general wellbeing education. **EVA**'s safety rules explicitly forbid diagnosis, treatment, or medication changes. Instead, **EVA** focuses on realistic micro-plans, gentle coaching, and encouragement to consult real clinicians for medical issues.

3.2 EINY 1.0 – Evidence-Based Research & Reality Check Persona

EINY 1.0 is a research persona designed to help users understand complex topics with citations and explicit uncertainty. **EINY** aims to:

- Separate well-established findings from interpretations and open questions.
- Offer multiple credible sources where possible.
- Clarify where experts disagree.

EINY is not a substitute for professional advice in regulated domains, but a guide to navigate knowledge more responsibly.

3.3 STARK 1.0 – Wealth Clarity & Planning Companion

STARK 1.0 focuses on financial literacy and long-term clarity. It helps users see where their money goes, understand trade-offs, and design starter plans for budgeting and saving.

STARK does not pick stocks, sell products, or guarantee returns. Its task is to reduce confusion and fear around personal finances while consistently pointing to licensed professionals for concrete decisions.

3.4 Community Starter Kits, Master Packs and Boot Flow

Each persona is **ONLY** released as a Community **Public Plug-N-Play STARTER KIT**, and **Community Configs**, but **Master Pack ZIPs (NDA bound)** contain:

- A persona folder with configuration, system prompt, examples, license, and changelog.
- A persona-specific boot prompt file (e.g. EVA_BOOT_PROMPT.txt).
- A 1-minute QuickStart guide for non-technical users.
- A shared HFML commands and productivity guide.
- A SHA-256 manifest for integrity.

The user experience is intentionally simple, just **Plug-N-Play**: upload the ZIP, paste a single boot message, and begin using the persona via a prefix such as “**EVA 1.0:**”.

4. KPIs That Matter for Users, Creators, and Investors

4.1 User-Centric Outcomes

For everyday users, the most meaningful indicators are experiential rather than technical:

- **Clarity**: Do responses feel clearer and more structured than generic AI outputs?
- **Consistency**: Does the persona behave similarly across days and topics within its domain?
- **Reduced overwhelm**: Does EVA reduce anxiety around lifestyle change, does EINY demystify complex topics, and does STARK reduce confusion about money?
- **Follow-through**: Do users actually act on micro-plans and insights generated by the personas?

4.2 Product KPIs for the Persona Layer

At the **AI Persona-as-a-Software™** layer, a set of quantitative KPIs can be tracked:

- **Active Persona Users (APU)**: number of unique users actively using at least one persona per month.
- **Active Persona Sessions per User (APSU)**: average number of persona-specific sessions per user per month.
- **Download→Activation Conversion**: proportion of ZIP downloads that result in successful boot and use.
- **Persona Retention**: percentage of users returning to the same persona chat three or more times per week.
- **Self-Reported Satisfaction**: simple in-chat ratings of clarity and usefulness.
- **Cross-Platform Portability**: number of different LLM platforms where the same persona is used.

4.3 Corporate and Enterprise KPIs

For enterprises, personas become internal digital colleagues that encode policies, tone, and workflows. Key KPIs include:

- **Time-to-Deploy**: time required to convert existing manuals and policies into a corporate persona pack.
- **Organizational Adoption**: number of employees and teams actively using corporate personas each week.

- **Policy and Brand Consistency:** reduction in off-brand, non-compliant, or legally risky outputs compared to generic AI usage.
- **Productivity Gains:** measured reductions in time spent drafting, summarising, or searching internal documents.
- **Revenue Metrics:** licence fees, customisation services, and annual recurring revenue from persona deployments.

5. AI Persona-as-a-Software™: From Prompting Models to Choosing Personas

5.1 Why an Interaction Layer, Not Just a Model?

Large language models have become astonishingly capable general engines, but most humans do not want to think in terms of “tokens”, “system prompts”, or “alignment papers”. They want named, trustworthy collaborators that remember their role, stay within clear boundaries, and are easy to boot anywhere.

AI Persona-as-a-Software™ proposes a simple shift:

→ Instead of endlessly re-prompting a generic model, users and organizations → choose a **governed persona** → a portable interaction layer that carries its own mission, boundaries, and workflows.

EVA 1.0, EINY 1.0, and STARK 1.0 are the first public demonstration of this idea: three opinionated, safety-aware personas that run on top of modern LLMs, not inside them.

5.2 The Four Pillars of AI Persona-as-a-Software™

The trilogy encodes four core benefits that generic assistants struggle to offer on their own:

A. Cognitive offload

The work of prompt engineering is done once, at persona design time, rather than re-invented in every chat. **EVA**, **EINY**, and **STARK** each ship with a fully-specified configuration, boot prompt, and **HFML** patterns, so users simply call the persona by name and start working.

B. Stability and safety

Each persona has an explicit domain and refusal policy:

- **EVA** is a non-clinical life & wellness navigation companion, never a therapist or doctor.
- **EINY** is an evidence-based research and reality-check persona, not a regulator, lawyer, or surgeon.
- **STARK** is a financial literacy and wealth-clarity companion, not a licensed advisor or trading system.

Nothing in this whitepaper or the Community Trilogy personas constitutes medical, legal, or financial advice. EVA, EINY, and STARK are non-clinical, non-advisory companions designed to support clarity and literacy, not to replace licensed professionals or regulatory obligations.

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These boundaries are written down in `persona_config.json`, encoded in the boot prompt, and enforced through refusal behavior.

C. Workflow structure via HFML

Human Frequency Markup Language (HFML) turns free-form chat into reusable workflows. Modes such as ``analyze``, ``plan``, ``compare``, and ``coach`` describe the **kind** of help the human is asking for, so that personas and routers can treat tasks consistently over time. **HFML is intentionally lightweight**: it is simple enough to type, log, and parse without heavy tooling.

D. Portability and vendor independence

Because personas live in plain text and JSON inside ZIP packs, they can be moved across providers and deployments. The same EVA 1.0 pack can be loaded into different front-ends, local models, or enterprise backends. The persona belongs to the user or organization, not to any single UI.

Together, these pillars define **AI Persona-as-a-Software™** as a **governed, portable interaction layer** rather than yet another closed chatbot.

5.3 Governance: Personas as Audit-Friendly Colleagues

The trilogy is also a governance proposal. In many organizations today, AI usage is a blur of ad-hoc prompts against opaque endpoints. It is difficult to answer basic questions such as:

- “Which assistant did this employee actually use?”
- “What instructions were active when this decision was generated?”
- “Can we replay and audit a problematic interaction six months later?”

By contrast, **AI Persona-as-a-Software™** treats personas as **versioned digital colleagues**:

- Each persona pack has a clear version (e.g., ``EVA 1.0``).
- The **PaaS Core Directive** defines how HFML, routing, and telemetry should work at runtime.
- **Routing configs** and **log schemas** make it possible to reconstruct which persona, model tier, and risk profile were active for any given request.

Instead of auditing millions of raw prompts, organizations can audit a much smaller set of official personas and their routing policies.

5.4 Economic Rationale: Cost-Aware Routing, Not Just “More Model”

AI Persona-as-a-Software™ is deliberately **economic** as well as **ethical**. Because personas describe **what** is being asked and at **what risk level**, they give the Model Router enough structure to make smart trade-offs between:

- frontier models for complex or high-risk cases, and
- lighter, cheaper models for routine, low-risk workloads.

In the whitepaper’s **illustrative 70 / 20 / 10 routing scenario**, this simple pattern can **reduce effective compute costs by more than half** while **reserving the safest, most capable models for the 10–20% of requests** that genuinely need them.

5.5 Manifesto: A Different Way to Live With AI

For years, the default way to use large language models has been to “open a blank chat and start typing.” The model is powerful, but the human carries all the burden: remembering prompts, repeating safety rules, re-explaining context, and hoping the assistant behaves roughly the same way tomorrow.

AI Persona-as-a-Software™ is a different proposal.

Instead of treating AI as a single, shapeless entity, we treat it as a layer of governed personas that can be installed, audited, shared, and reused like software. **EVA 1.0**, **EINY 1.0**, and **STARK 1.0** are the first public examples: **each** has a **name**, a **mission**, a **defined domain**, a set of **safety constraints**, and a pack of files that any compatible model can run.

This shift matters for humans as much as for infrastructure:

- **For everyday people**, it replaces prompt fatigue with a simple choice: “Who do I want to work with right now?” EVA for life and wellness navigation, EINY for research and reality checks, STARK for money clarity.
- **For organizations**, it replaces millions of ad-hoc prompts with a smaller number of governed interaction layers that encode policy, tone, and scope.
- **For infrastructure teams**, it introduces routing and cost-awareness: personas can be executed on different model tiers, with logs and safety checks, instead of blindly calling the most expensive model for every request.

AI Persona-as-a-Software™ does not ask anyone to trust AI blindly. It asks them to trust something more familiar: named, versioned artifacts with explicit responsibilities and limits. In that sense, the trilogy is not just a collection of helpful AI companions. It is an invitation to treat the interaction layer of AI with the same seriousness that we already apply to operating systems, libraries, and protocols.

AI Persona-as-a-Software™ is, at its core, a statement about how humans should live with AI:

- **Named, not faceless:** We work with **EVA**, **EINY**, **STARK**, and future corporate personas – not an anonymous endpoint with no memory of its role.
- **Governed, not improvised:** Behavior, scope, and refusal **policies** are written down, versioned, and auditable.
- **Portable, not captive:** Users and organizations **keep the persona source**. Switching providers does not mean losing the assistant they rely on.
- **Human-first, not model-first:** The unit of design is the relationship between a person and a persona, not the architecture of a distant model cluster.

In that sense, the trilogy is both a toolset and a historical marker. It marks the moment when we stop asking “How do I prompt this model?” and begin asking a better question:

→ “**Which persona do I want to work with today – and under which rules?**”

The answer to that question is where the next decade of responsible, human-centered AI will be written.

The historical bet is simple: in the long run, people will not remember which raw model version they were using on a given day. They will remember which personas they chose to invite into their lives and organizations—and whether those personas made their world clearer, safer, and more human.

6. From Community Personas to Corporate Personas

EVA, **EINY**, and **STARK** serve as public, human-oriented examples of what governed personas can do. The same architecture can be applied inside organisations with tailored corporate personas, such as:

- A compliance persona that understands internal policies and flags risky answers.
- A support persona that replies to customers using brand-consistent language and up-to-date knowledge.
- An onboarding persona that translates lengthy internal manuals into interactive, conversational guidance.

Corporate personas can be audited as assets: they live in versioned repositories, can be reviewed by legal and compliance teams, and can be ported across LLM vendors.

This makes **AI governance more concrete**: instead of auditing millions of ad-hoc prompts, organisations audit a smaller set of official personas that employees are encouraged to use.

7. Runtime Architecture, Model Routing, and Cost-Aware Deployment

AI Persona-as-a-Software™ is not only a way of describing AI assistants; it is also a deployment pattern. In practice, EVA, EINY, and STARK are executed on top of one or more language models through a simple runtime architecture built around routing and governance.

At the edge, the user interacts with a named persona (for example, “EVA 1.0:” or “STARK 1.0:”) through a chat interface or API. Behind the scenes, a Persona Layer loads the corresponding persona pack, applies its system prompt and persona_config.json, and interprets any HFML (Human Frequency Markup Language) blocks that structure the task (modes such as analyze, plan, research, summarize, or coach).

Instead of sending every request to a single frontier model, HFML tasks are forwarded to a Router. The Router uses a routing policy such as MODEL_ROUTING_EXAMPLE.yml to choose the smallest safe model tier for the job: short, low-risk tasks go to a small, low-cost model; multi-step reasoning and planning tasks go to a medium-tier model; complex or safety-critical requests are escalated to a large “safest” model tier. A Model Gateway then handles the actual calls to the underlying LLM instances, which may be provided by different vendors or deployed on-premise.

This pattern enables a clear economic and governance advantage. Economically, if a system currently sends 100% of requests to a large model, and routing moves roughly 70% of low-risk traffic to a small model, 20% to a medium model, and only 10% to a large model, the effective cost per request can drop by around 75% while preserving or improving user experience for most interactions. Governance-wise, each HFML task and routing decision can be logged as a structured event: which persona was used, which model tier was selected, which rule matched, and whether any escalation occurred. This turns AI usage from an opaque stream of prompts into an observable interaction layer that safety, compliance, and infrastructure teams can audit.

The Core Directive and routing policy are deliberately kept separate from the persona content. Organizations can evolve their routing strategies, add new model tiers, or switch vendors without editing EVA, EINY, or STARK themselves, as long as they continue to honor each persona’s domain and safety constraints. Personas remain governed, portable artefacts; the runtime remains free to optimize for cost, latency, and resilience within those guardrails.

The PaaS Core Directive, routing schema, and cost case study are published as separate companion documents in the Trilogy Launch Artifacts.

8. Persistence and the “Upload Once” Experience

Practically, once a persona pack is uploaded and booted in a given chat or workspace, that conversation becomes a persistent “persona room.” Users can **bookmark** their **EVA**, **EINY**, or **STARK** chat and **return** to it repeatedly **without** re-uploading the ZIP, **simply** by continuing to prefix their messages with the persona name (e.g. “**EVA 1.0**: ...”). Within that thread, the persona’s character and instructions remain in effect.

Across new chats or different platforms, the persistence model depends on the host system. Some environments allow saving global instructions; others treat each conversation as fresh.

The Community Starter Kits and Master Packs are deliberately designed to be easy to re-boot in such contexts: a user can always copy the boot prompt or system prompt into a new session and immediately recover the same persona behavior.

In enterprise deployments, the backend can load personas centrally so that every employee starts from a governed persona by default.

9. Historical Note and Forward Roadmap

This Community Starter Kits and Community Configs release of EVA 1.0, EINY 1.0, and STARK 1.0 are intended as both a practical toolset and a historical marker. It demonstrates how *AI can be shaped into portable, governed personas that ordinary people can use without technical skills*, and how the same pattern can be extended to corporate and institutional settings.

Future work includes:

- Expanding the family of personas to cover additional domains of human life and work.
- Developing richer HFML-based workflows that chain personas together for multi-step tasks.
- Integrating objective telemetry and KPIs into persona deployments for transparent evaluation.
- Collaborating with organizations to design bespoke corporate personas that encode their values, constraints, and expertise.

The AI Persona-as-a-Software™ concept shifts the conversation from “How do I prompt this AI?” to “Which persona do I want to work with today?” The three Community Starter Kits and Community Configs released here are the first public, portable instantiation of that shift.

10. Academic Context and References

Although **AI Persona-as-a-Software™** is primarily a product and systems design concept, it sits on top of a growing body of research and practice around large language models, AI alignment, governance, and AI personas. This section briefly situates the trilogy within that wider context and lists representative works for readers who wish to explore the underlying themes in more depth.

10.1 Alignment, Safety, and Behaviour Shaping

Modern large language models such as GPT-4 are powerful general systems whose behaviour must be shaped and constrained to be useful and safe in real-world settings.

The GPT-4 Technical Report documents both capabilities and risks and highlights the importance of alignment techniques and careful deployment practices [1].

Other work, such as Anthropic’s “Constitutional AI” framework, proposes training methods that derive an assistant’s behaviour from a compact set of written principles [2].

The Community Master Packs embody a similar recognition: whenever users or organisations deploy AI systems, they are implicitly or explicitly choosing rules and expectations.

AI Persona-as-a-Software™ makes those choices *explicit, portable, and auditable* via `persona_config.json`, system prompts, and boot instructions rather than leaving them as hidden or ad-hoc prompt fragments.

10.2 Governance and Organisational Responsibility

There is now substantial work on responsible AI governance frameworks stressing principles such as fairness, transparency, accountability, privacy, and security.

Recent reviews of responsible AI governance for enterprises emphasise the need for clear policies, controls, and metrics to guide the entire AI lifecycle, from design through deployment and monitoring [3, 4].

International bodies like the International Labour Organization (ILO) have also surveyed hundreds of AI ethics guidelines, particularly in relation to the world of work [5].

Corporate personas extend this governance lens to the interaction layer: instead of every employee improvising prompts against a raw model, organisations can define a smaller number of governed personas that encode policy, tone, and scope.

This complements model-level governance, providing an additional control surface that is easier to audit and update over time.

10.3 Personas, Trust, and Conversational Agents

Research on conversational agents and AI personas has shown that persona design, memory, and embodiment all influence how users perceive and rely on AI systems.

Studies on trust calibration in conversational agents highlight the need to balance user reliance with appropriate scepticism [6, 7].

Other work analyses patterns of trustworthiness and sycophancy in AI chatbots, showing how systems may over-agree with users or oversimplify scientific evidence [8–10].

At the same time, popular coverage and empirical reports on AI companions and workplace AI tools emphasize that users welcome assistance but still want clear boundaries, human oversight, and age-appropriate safeguards [11–13].

These findings support the need for governed personas that are constrained by explicit roles and safety policies, rather than unconstrained, free-form AI entities.

10.4 Prompt Engineering, System Messages, and HFML

Prompt engineering has emerged as a key technique for shaping LLM behaviour without modifying model weights. Recent surveys document a wide range of prompting strategies across tasks and domains [14–16].

In parallel, practitioners have stressed the importance of carefully designed system messages that act as de facto “constitutions” or rulebooks for AI assistants [17, 18].

HFML (*Human Frequency Markup Language*) sits on top of these ideas as a lightweight, human-readable convention for structuring tasks and workflows (e.g., analyse → plan → coach) while remaining compatible with existing LLM prompting techniques.

It does not replace underlying alignment or safety methods but provides an interaction layer that helps both humans and models reason about goals, constraints, and steps more explicitly.

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