

AI Personas

A character with a personality of its own, living in your product and growing with it.

Sound familiar?

- A character for our app.
- An expert digital twin.
- A practice simulator for our sales team.

First stage

The persona passport, a first version on the agreed scenarios, checks against the metrics and launch in one channel.

What you receive

- A persona passport: role, character, manner, boundaries, metrics.
- A working persona in the agreed channel.
- Voice and appearance per the concept.
- A set of scenarios and metrics.
- Instructions and access.

Ongoing support

Conversation reviews, behavior improvements, new capabilities.

System on the shared core

Data	Agents	Connections	Control	Interfaces
Persona passport: role, character, manner, boundaries, metrics	The persona, with memory	Website, app, messaging apps	Boundaries and AI disclosure	Chat and voice

Experience

I have created private projects for the Brazilian market, including personal assistants, conversation partners and characters with a humorous personality.