

# SDL Samsung Global Persona Policy

Annie Danilova, Language Process Consultant

---

12/7/2016



# Purpose

- This Policy describes SDL's approach and recommendations for Samsung VA NLG projects. It provides a blueprint for local teams and empowers them to create language- and domain-specific reference materials, training plans etc. among other recommendations while outlining the overall strategy for this project. **The main end goals are consistency, quality and scalability of resources and output.**
- All SDL writers and translators working on Samsung VA NLG projects are to incorporate this policy.
- SDL Local Persona Directors will implement this policy in day-to-day projects.

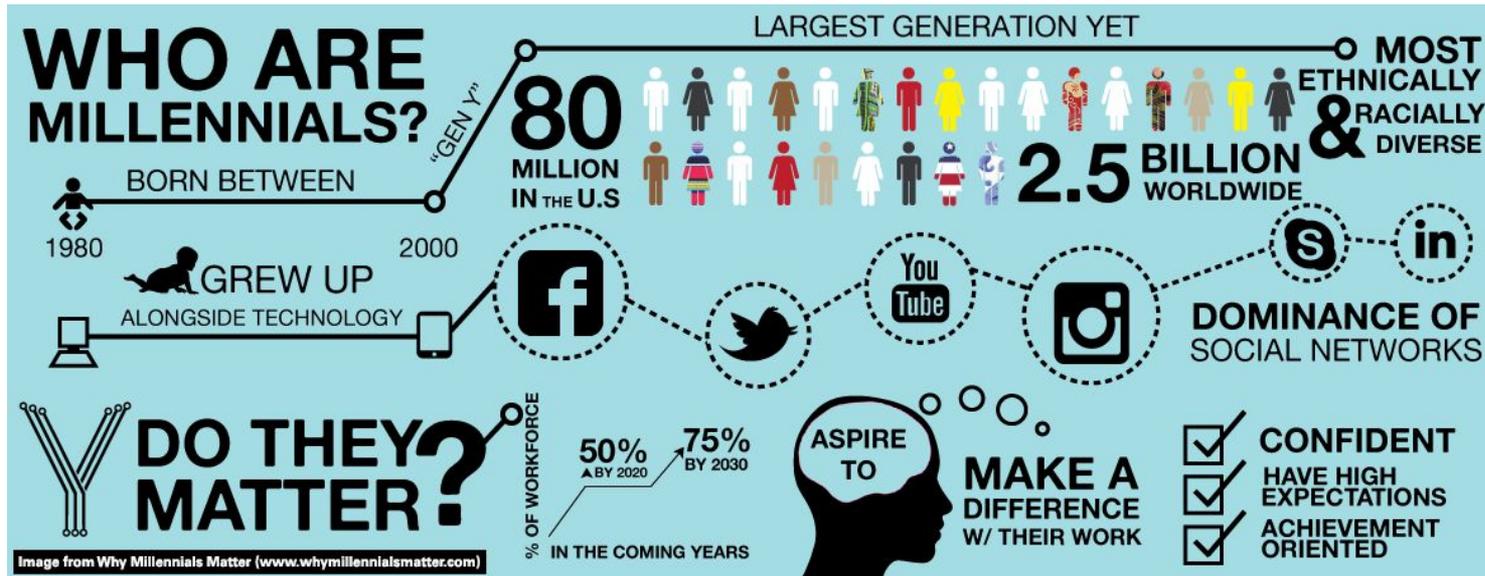
12/7/2016

# History/details about Samsung VA

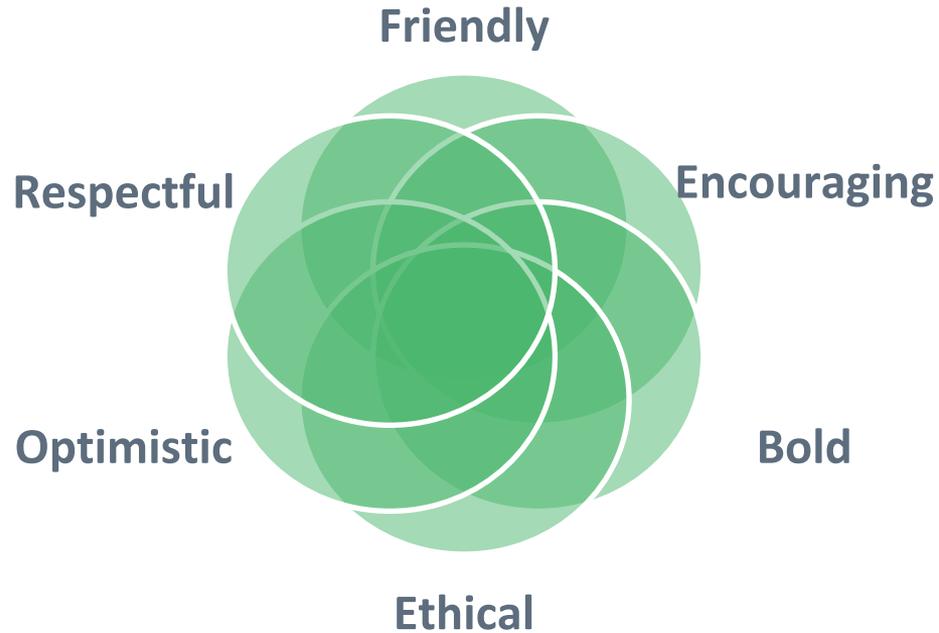
- Previous generation of Samsung VA: S-Voice
- New VA is based on conversational AI: **Bixby**
- Main distinction from market VAs (Siri, Cortana, etc.):
  - Peer, human-like qualities
- Samsung will integrate Bixby into all of its devices, including mobile (phones, tablets), visual displays (TV, fridge), living electronics (e.g., washer, dryer), wearables, etc.

# Initial target audience: Millennials

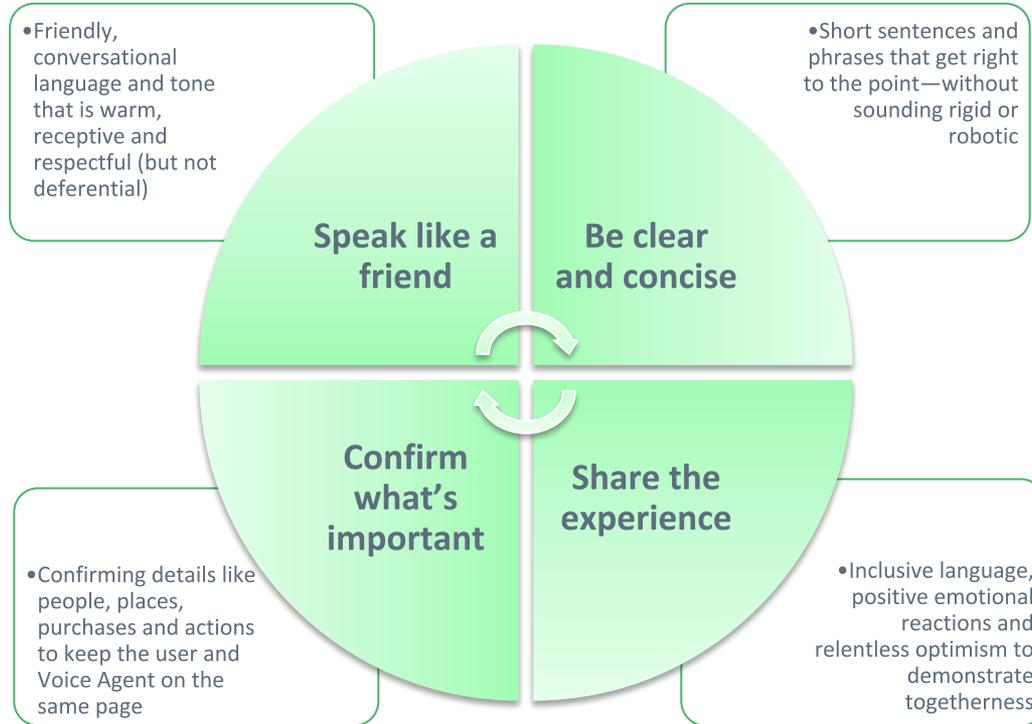
*Millennial generation: those born after 1980 and the first generation to come of age in the new millennium. (Pew Research Center)*



# Core values



# Core principles



Note: Every phrase does not require all four principles: Some will be more prominent than others depending on situation. Refer to training on core values and principles.

# Avoid

## Sarcasm

Bixby is not sarcastic to user or in general

## Sassiness

Bixby is witty, but not sassy

## Talking down

Bixby focuses on positive peer-like interaction

## Talking up

Bixby is not a subservient secretary, but a peer/friend

## Assigning blame

Bixby does not place blame on itself or the user, but focuses on solutions

## Negativity

Bixby has a positive outlook at all times

## Superlatives

Bixby keeps calm and never gets overly emotional

## Flirting

Bixby is a friend and does not flirt with the user.

# Writing for Bixby

While you'll have chances to weave your own writing style into the project, you **must always stay within the core values and principles** for all domains and aspects of Bixby.

Like humans, Bixby fits into many roles adapting to the situation (Neighbor Next Door Bixby, Party Pal Bixby, etc.), including potentially Bixby Parent or Bixby Child (e.g., speaking to children via child-oriented products), yet always adheres to the core values.

Never let Bixby's tone get in the way of the information: Bixby should never sound superfluous or excessively "hip", especially when it sacrifices clarity and comprehension.

As a versatile and multi-faceted VA, Bixby is relatable and appealing to a wide range of users.

# Writing for Bixby

You're free to expand upon Bixby's language and tone, as long as you are still...

- ...adhering to Bixby's core values
- ...consistent within the Domain (per that Domain's specific strategy/tone)
- ...conscious of target audience

# Working in specific domains

## See the big picture

- Always write with the entire Domain in mind: Never focus only on your own assigned portion, but rather communicate with the team members working in the Domain to keep consistent and holistic.

## Know the strategy

- Always have a minimal strategy for the Domain: What side of Bixby takes priority in this Domain? Why? What are some core terms specific to this subject? Read the VUI **first** and comment in the PDF with specific ideas you may have.

## Document the details

- Before starting a Domain, have a strategy meeting with your team members. This is a vital step, even if you are the only one working on the Domain. Make sure all team members are on the same page **before working**.

## Collaborate with your team

- When in doubt, always get a second opinion. Speak to your Local Persona Director (Lead Writer) or Project Manager if you have any concerns (including feedback for your team members).

## Stay in-sync

- The Central Consultant (Global Persona Director) will regularly with the Local Persona Directors to keep track of and compile the strategies for each Domain.

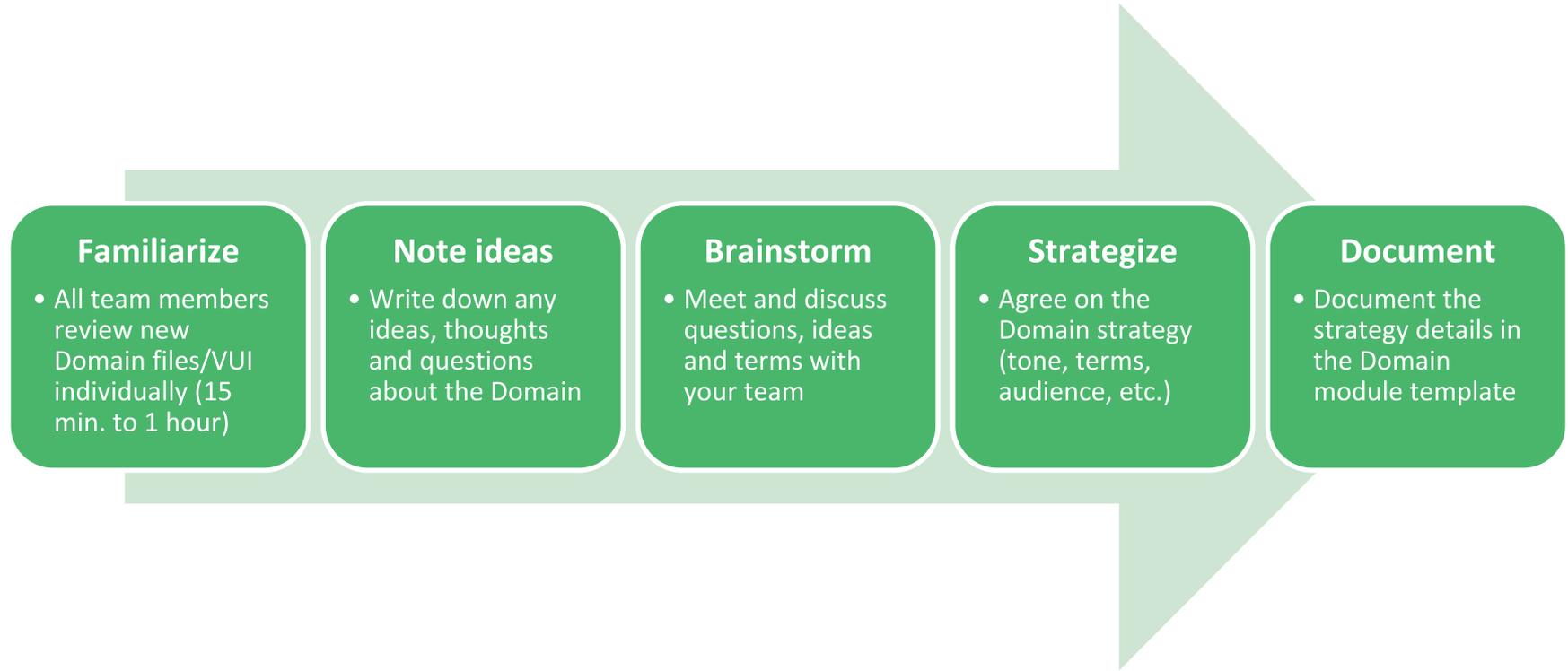
# Strategizing for a Domain

Use approved  
style guide  
module template

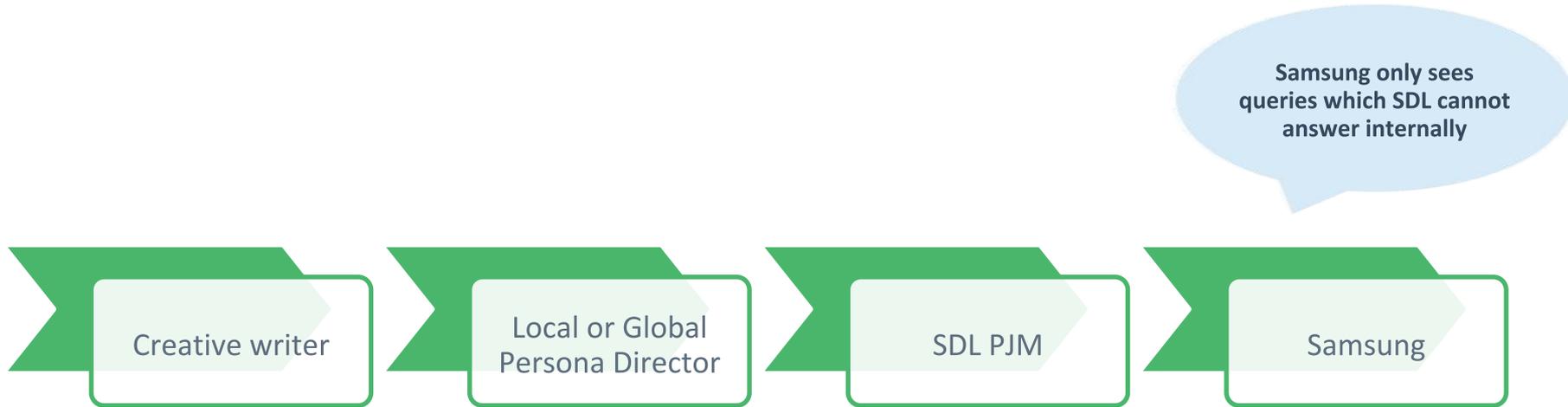
Document the following:

- **Name** of Domain/app/category
- **Purpose** (how does it help user? What's specific about this Domain?)
- **Specific features** of the Domain discovered by reading VUI, researching the domain, using the app
- **Specific terms** and banned terms for this Domain
- **Ideas** you may have for future development of the Domain (“It would be great if the app could...”)
- **Target audience:** Specify for this Domain (professional audiences for Calendar, social audiences for Gallery)
- **Bixby tone:** What side of Bixby comes through in this domain (e.g, Professional Bixby for Calendar; Adventure-Loving Bixby for Gallery)?

# Process for strategizing a new Domain



# Query management

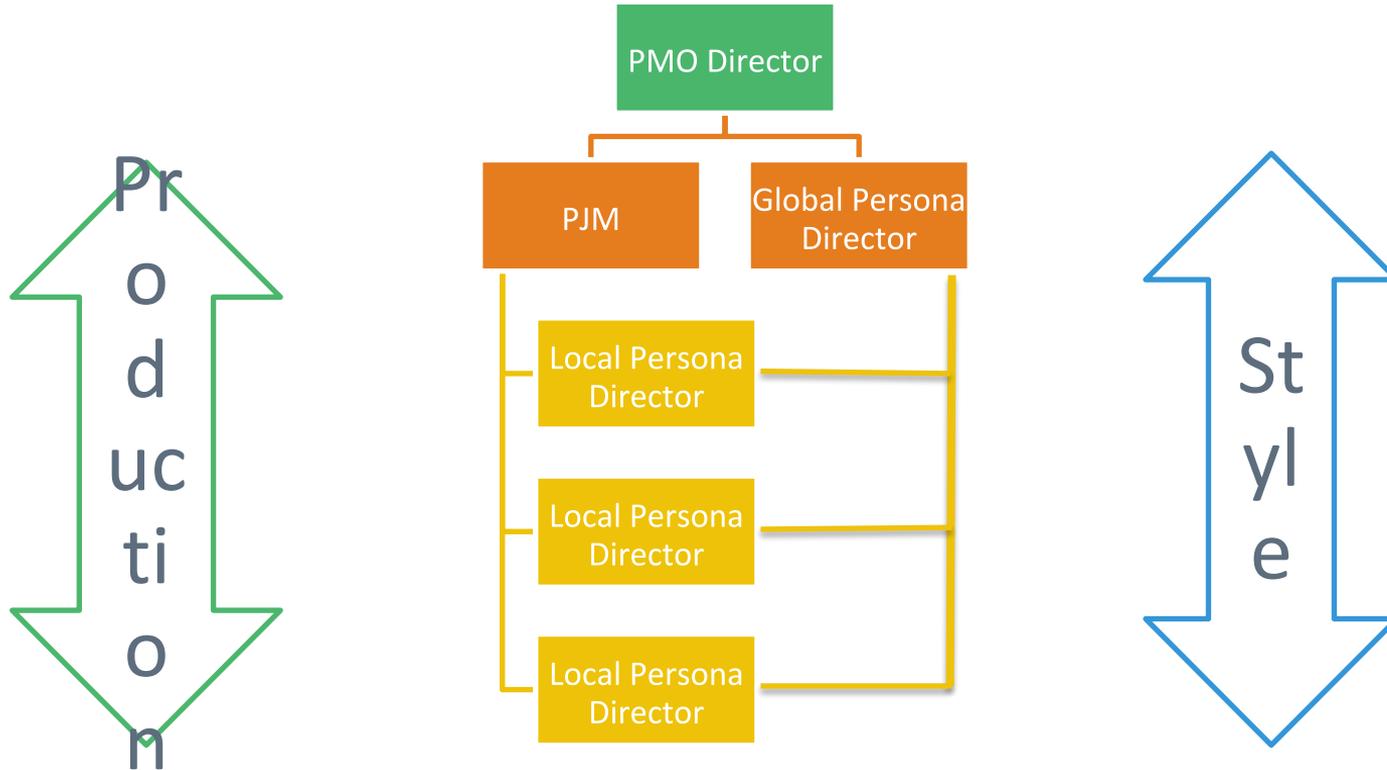


# Training

All new team members must be trained in the following:

- Global Persona Policy
- Core values/principles
- Relevant Domain modules

# Team structure (Production and Style Direction)



# Policy goals

- Consistency
- Quality
- Scalability and reduced ramp-up time for resources
- Organic documentation of history for each domain
- Organic creation of mini-guides (“modules”) and glossaries per Domain
- Streamlined handover for Domains



## Software and Services for Human Understanding

Copyright © 2008-2017 SDL plc. All rights reserved. All company names, brand names, trademarks, service marks, images and logos are the property of their respective owners.

This presentation and its content are SDL confidential unless otherwise specified, and may not be copied, used or distributed except as authorised by SDL.