

# AI Avatar Planning Checklist — Basic

## Questions to resolve before avatar production begins

An AI avatar can be a simple production tool or a reusable digital representation of a person or organisation. This checklist helps identify the decisions that should be clear before production starts.

**Organisation:** \_\_\_\_\_

**Project / video:** \_\_\_\_\_

**Responsible person:** \_\_\_\_\_

**Languages planned:** \_\_\_\_\_

**Publication channels:** \_\_\_\_\_

**Date reviewed:** \_\_\_\_\_

### How to use

Work through each question before production begins.

Tick the box when the answer is clear.

Use Notes / decisions to record anything the team needs to remember.

## 01 Purpose

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- ☐ What should people understand or do after watching this video?
- ☐ Who is the audience, and where are they most likely to watch it?
- ☐ Why is an AI avatar appropriate for this message rather than a real presenter, screen recording, animation or text?
- ☐ How will the organisation know that the video has done its job, beyond the number of views?

**Notes / decisions**

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## 02 Identity and representation

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- ☐ What type of avatar will be used: library avatar, fictional character or digital likeness of a real person?
- ☐ Whose perspective does the avatar represent: the organisation, a team or a named individual?
- ☐ Could the avatar create a false impression about someone's role, expertise, experience or personal involvement?

**Notes / decisions**

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## 03 Permission and control

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- ☐ If a real person's face or voice is used, is permission documented for the intended channels, languages and period of use?
- ☐ Who is allowed to create and approve new videos using this avatar?
- ☐ What happens if the person changes role, leaves the organisation or asks for the use of their likeness to stop?

**Notes / decisions**

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## 04 Content and languages

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- ☐ Who provides and approves the factual information in the master script?
- ☐ Which languages are required now, and which may be required later?
- ☐ Who will review meaning, terminology and pronunciation in each published language?

**Notes / decisions**

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## 05 Publication and accessibility

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- ☐ Have applicable AI disclosure requirements, platform rules and relevant client or funding requirements been checked?
- ☐ Will captions, transcripts and any other required accessibility elements be reviewed before publication?

**Notes / decisions**

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## 06 Ownership and continuity

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- ☐ Who controls the platform account, finished videos, scripts, captions and other project materials?
- ☐ What can the organisation retain or transfer if it changes platform or production partner?
- ☐ Who is responsible for updating, replacing or retiring the video when information changes?

**Notes / decisions**

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# Before production begins

## Look again at every unanswered question.

A single unanswered question does not necessarily stop production. Several unanswered questions around identity, permission, approval or future control usually indicate that the organisation is producing the asset before it has decided how the asset will be used.

This checklist is a practical planning tool. It is not legal advice or a compliance certificate. Projects involving a real person's digital likeness, personal-data processing or specific regulatory requirements may need additional legal, contractual or data-protection review.

### THE BASIC TEST

Before creating the avatar, the organisation should be able to explain:

**why it needs it, who it represents, who controls it, who checks what it says, and what happens when something changes.**

## Plan the system, not just the first video.

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