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Information technology — User interface requirements and guidelines on avatars —

Part 1: General

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Foreword

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This document was prepared by Joint Technical Committee ISO/IEC JTC 1, *Information technology*, Subcommittee SC 35, *User interfaces*.

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Any feedback or questions on this document should be directed to the user's national standards body. A complete listing of these bodies can be found at www.iso.org/members.html and www.iec.ch/national-committees.

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Introduction

This document provides user interface guidelines on avatars, identification of avatars by categories of presentation and functions about avatar user interfaces. The purpose of this document is to improve accessibility and usability for both users and providers of contents using avatars by clarifying the terms and design considerations of features and functions. This document contributes to the respect for diversity and the prevention of human rights violations in the use of avatars. This document helps users appropriately express their own identity through avatars and prevents them from being forced to use an unpreferred avatar. This document helps prevent the problem of giving a negative image to avatars contrary to the creator's intention.

In this document, requirements and recommendations are addressed by the data and functions of an avatar itself, by the content using the avatar, or by the system or application that provides the content.

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Information technology — User interface requirements and guidelines on avatars —

Part 1: General

1 Scope

This document provides requirements and recommendations for creators, designers, producers, exhibitors and distributors of user interfaces using avatars in their systems, applications and contents.

This document defines the term “avatar” and provides a categorization of avatars based on their presentation and function.

This document also refers to considerations of ethical and usability aspects in the design, distribution and operation processes of avatars.

This document applies to all fields of information technology that use avatars in their content, including entertainment and business applications in virtual reality, augmented reality, mixed reality, cyber-physical systems, metaverse and interverse.

2 Normative references

There are no normative references in this document.

3 Terms and definitions

For the purposes of this document, the following terms and definitions apply.

ISO and IEC maintain terminology databases for use in standardization at the following addresses:

— ISO Online browsing platform: available at https://www.iso.org/obp

— IEC Electropedia: available at https://www.electropedia.org/

3.1
avatar
graphical object that represents a user

Note 1 to entry: An avatar does not necessarily resemble a human.

Note 2 to entry: An avatar may be based on a real-world object (e.g. tanks) or person (e.g. fictional superheroes).

Note 3 to entry: This definition excludes computer graphics characters that are automatically operated by computer programs, such as non-player characters.

4 Descriptions about the avatar

4.1 Use of unified attribute categories for avatar identification

Avatars shall be identified by a combination of the categories of attributes defined in Clause 5.

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