SPANISH REVIEW TRANSLATION [(link)](link)

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Karen wants to give the first step towards virtual intelligence as in "Her".

Karen is an application, which is being developed for the British enterprise (they call BT enterprise) Blast Theory, and through it, we will be able to interact with a virtual intelligence which will get to know us through asking about ourselves and it will react in different ways depending on our mood. Irremediable, it will remind us the movie "Her", by Spike Jones.

The goal to achieve is to make the application able to develop a psychological profile of the user in order to help in her daily life problems using games and questions. It is a life coach that will be evolving as much we open up to her.

The idea behind create such application born out of the fascination of her makers for Big Data and the way governments and social networks, as FB, end by knowing us getting information about us without our approval. Karen grew out of the need of changing this concept: making us be the ones to give freely the information that we wish, and to go one step ahead than the current virtual assistants as Siri and Google Now.

How does it work?
With games and narrative integrated in the design, our virtual friend will begin wanting to know our perspective of the world, after that, she will be able to make more precise questions until knowing us good enough to give us personal advise to our daily life problems.

Karen will be shown using interactive videos in HD and in full screen, and we will interact with her tipping the answers or choosing one out of several options touching the screen. The experience will be totally personalized, in a way that when we are passing through a bad day Karen will answer different than she would do while having a good day.

The questions through which the app will be creating our profile will not be random; actually, they are taken from a popular questionnaire from psychological profiling as Mood Repair. The members of BT assure us that Karen will get to know so much that she will be able to guess things about ourselves that we did not even tell to her.

The campaign.
In spite of receiving subsidies from public organizations as the British Council, BT has decided to make use of the crowdfunding system, in concrete using Kickstarter, in order to keep getting economic support for the develop o the application, the filming and even hiring a professional actress to play Karen.

The enterprise has established as goal the small amount of £15000, which it what they consider enough to launch the iOS life coach. Even so, they assure that the future plans include an Android version; though they did not want to add this cost to the campaign to avoid asking more than the backers will be willing to give.

The campaign will be live for two more weeks, and if you are interested in participating, you will be able to choose from £10 to £1500.

If it goes well, Karen may become one of the first steps of a long path until virtual coaches become a complete virtual intelligence as we could see in movies like "Her".