**CLAIMS**

1. A system for dynamically evolving content associated with non-player characters in a game environment, comprising at least one processor that operates interfaced modules that include

a memory module that manages content for each non-player character by assigning content associated to them, which at least includes their traits and relationships, and facilitating storage of the content as their memory;

an activity module that allows non-player characters to conduct one or more actions, based on their traits and relationships;

an interacting module that allows at least one interaction between non-player characters, or further, at least one interaction between non-player characters and one or more player characters, and/or at least one interaction between the non-player characters and items in the game environment;

a map module to provide at least one map comprising one or more locations within the game environment;

a computing module that analyses relationships between the non-player characters in a continuous manner, and computes one or more modifications to be made to the content associated with the non-player characters based on the interactions;

an update module that informs the memory module to modify the content associated with the non-player characters for updating them; and

a trait module, that manages the traits of the non-player characters and their actions to be performed based on their locations within the game environment;

wherein the activity module further allows the non-player characters to move between one or more locations based on their associated content, in which they interact with other non-player characters, which includes them interacting by random chance in a map of the same, for the computing module to determine outcomes that relate to traits and relationships of the non-player characters to be updated in a future state of the game environment from the computed modifications, in which the computed modifications are to be selectively applied upon content associated with the non-player characters by the update module based on the outcomes for the non-player characters to create or avoid interactions with the other non-player characters.

2. The system according to claim 1, wherein the interactions between non-player characters and player characters, and/or between the non-player characters and the items, are based on locations of the non-player characters.

3. The system according to claim 1 or 2, wherein the traits each include a first part that relates to an encoded concept in which the non-player character adheres thereto to carry out actions in the game environment, in which the encoded concept is provided in the form of word embeddings, which enables non-player characters to interact with other non-player characters by similarity comparison of the encoded concepts; and a second part that relates to quantitative information associated with the trait.

4. The system according to any one of the preceding claims, wherein the modules further include a commitment module, interfaced with the update module and activity module, to manage and update the actions to be performed by non-player characters based on a scheduled timeline and/or specific conditions within the game environment.

5. The system according to any one of the preceding claims, wherein the modules further include a priority module, interfaced with the update module and activity module, to manage and update prioritisation of the actions to be performed by the non-player characters.

6. The system according to any one of the preceding claims, wherein the interacting module includes a relationship module, interfaced with the update module and activity module, to manage and update information related to the interactions between the non-player characters and between the non-player characters and the player characters.

7. The system according to any one of the preceding claims, wherein the modules further include an analysing module that analyses the one or more modifications based on the content of each non-player character.

8. The system according to any one of the preceding claims, wherein the outcomes of the one or more modifications determined by the computing module includes any one or a combination of positive outcomes or negative outcomes.

9. The system according to claim 7, wherein the activity module allows each non-player character to be implemented with the modifications related to the positive outcomes for them to tend towards the positive outcomes in the future state of the game environment, and/or to be implemented with the modifications related to the negative outcomes for them to tend away from the negative outcomes in the future state of the game environment.

10. A method for dynamically evolving content associated with non-player characters in a game environment through interfaced modules, comprising the steps of

managing content for each non-player character assigning content associated to them, which at least includes their traits and relationships, and facilitating storage of the content as their memory, by a memory module;

allowing the non-player characters to conduct one or more actions, based on their traits and relationships, by an activity module;

allowing at least one interaction between non-player characters, or further, at least one interaction between non-player characters and one or more player characters and/or at least one interaction between the non-player characters and items in the game environment, by an interacting module;

providing at least one map comprising one or more locations within the game environment, by a map module;

analysing relationships between the non-player characters in a continuous manner, by the computing module;

computing one or more modifications to be made to the content associated with the non-player characters based on the interactions, by the computing module;

informing the memory module to modify the content associated with the non-player characters, by an update module; and

managing the traits of the non-player characters and their actions to be performed based on their locations within the game environment, by a trait module;

wherein the activity module further allows the non-player characters to move between one or more locations based on their associated content, in which they interact with other non-player characters, which includes them interacting by random chance in a map of the same, for the computing module to determine outcomes that relate to traits and relationships of the non-player characters to be updated in a future state of the game environment from the computed modifications, in which the computed modifications are to be selectively applied upon content associated with the non-player characters by the update

module based on the outcomes for the non-player characters to create or avoid interactions with the other non-player characters.

11. The method according to claim 10, wherein the interactions between non-player characters and player characters, and/or between the non-player characters and the items, are based on locations of the non-player characters.

12. The method according to claims 10 or 11, wherein the traits each include a first part that relates to an encoded concept in which the non-player character adheres thereto to carry out actions in the game environment, in which the encoded concept is provided in the form of word embeddings, which enables non-player characters to interact with other non-player characters by similarity comparison of the encoded concepts; and a second part that relates to quantitative information associated with the trait.

13. The method according to any one of claims 10 or 12, further comprising the step of managing and updating, via a commitment module, which is interfaced with the update module and activity module, actions that are to be performed by non-player characters based on a scheduled timeline and/or specific conditions within the game environment.

14. The method according to any one of claims 10 to 13, further comprising the step of managing and updating, via a priority module, which is interfaced with the update module and activity module, prioritisations of the actions to be performed by the non-player characters.

15. The method according to any one of claims 10 to 14, further comprising the step of managing and updating, via a relationship module of the interacting module, which is interfaced with the update module and activity module, the content of the non-player characters based on information related to the interactions between the non-player characters, and interactions between the non-player characters and the player characters.

16. The method according to any one of claims 10 to 15, further comprising the step of analysing, via an analysing module, the one or more modifications based on the content of the non-player characters, wherein the one or more changes are analysed via a comparison of tags of the content.

17. The method according to any one of claims 10 to 16, wherein the outcomes of the one or more modifications determined by the computing module includes any one or a combination of positive outcomes or negative outcomes.

18. The method according to claim 17, further comprising the step of allowing, by the activity module, each non-player character to be implemented with the modifications related to the positive outcomes for them to tend towards the positive outcomes in a future state of the game environment, and/or to be implemented with the modifications related to the negative outcomes for them to tend away from the negative outcomes in the future state of the game environment.