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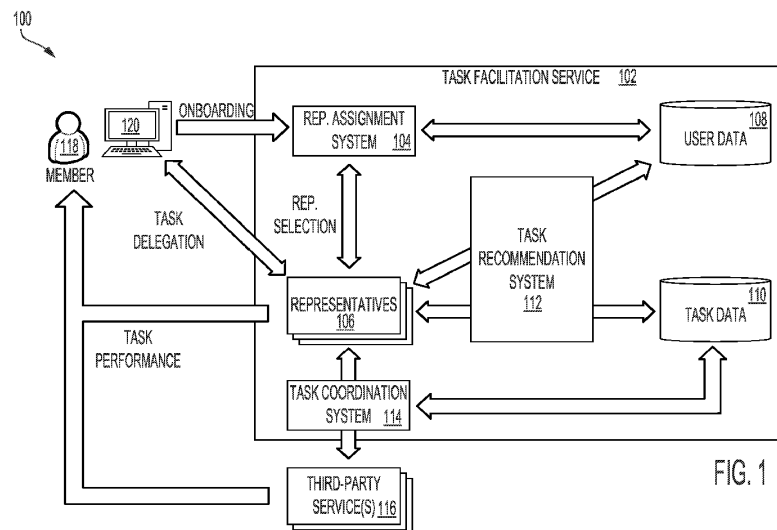


FIG. 1

(57) Abstract: Disclosed embodiments provide a framework to identify and recommend tasks that can be performed for the benefit of a member. Through this framework, a member is assigned with a representative that, over time, learns about the member's preferences and behavior, which can be used to recommend tasks that can be performed to reduce the member's cognitive load. Further, as the representative develops a relationship with the member over time, the representative can also curate experiences for the member and assist the member in achieving personal goals and ambitions.

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