

MASTER

design principles & patterns for  
replication and scale

designing for specialisation –  
localisation – standardisation

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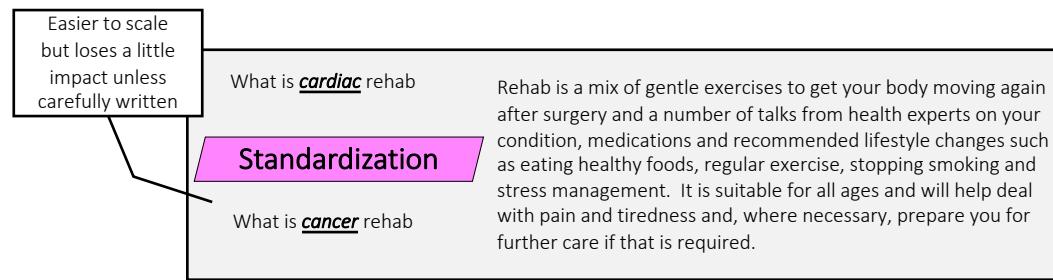
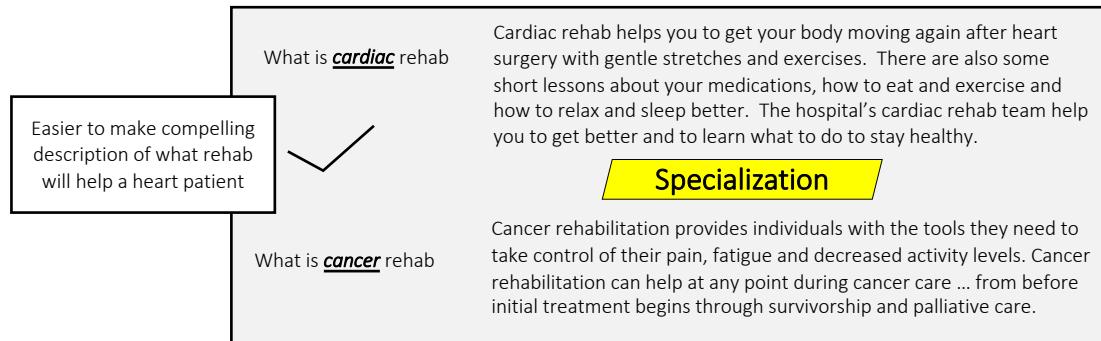
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# design principles & patterns for replication and scale

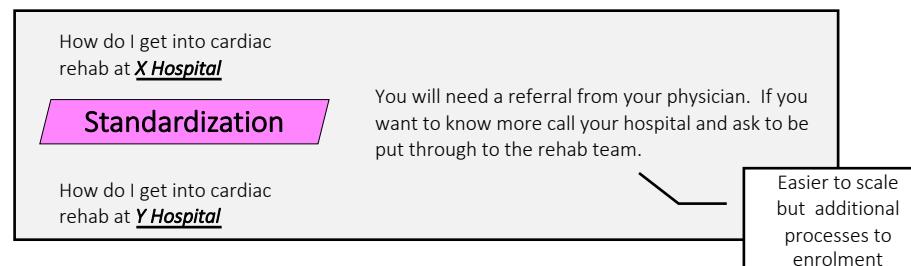
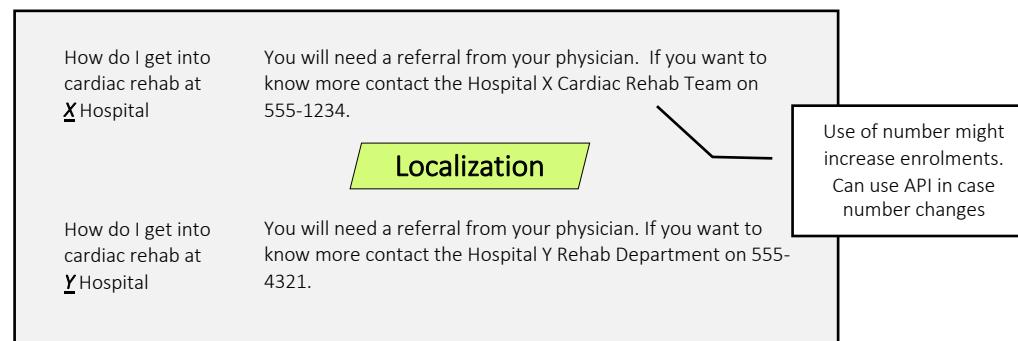
## designing for specialisation – localisation – standardisation



- **Specialization** is variations in intents and answers outside of the heart health domain but align in terms of Themes and Topics.
- Where possible, removing specialization in the digital human cardiac coach intents and answers will enable much faster and cheaper expansion to other chronic conditions.
- **Specialization** should not be removed if it downgrades the effectiveness of the digital human cardiac coach.

**Decisions required:**

1. What balance do we want between {standardization/scalability} and {specialization/localization/effectiveness}.
2. Can we develop some simple guidelines for future SMEs to use for balancing scalability and effectiveness when developing intents/questions/answers.
3. How do we embed content or use attached tags to facilitate searching and modifying the core SaaS where clients or use case requires specialization or localization.



- **Localization** is variations in intents and answers within the heart health domain that occur between organizations or regions.
- **Localization** can be:
  - administrative (e.g. will my insurance cover this, how much will it cost, who to contact etc.),
  - procedural (how long does it go for, what do we do in a session etc.),
  - terminology (physician vs doctor, physical therapist vs. physiotherapist etc.) and
  - cultural (language, types of foods etc.)
- Where possible, removing localization in the digital human cardiac coach intents and answers will better support replication.
- **Localization** should not be removed if it downgrades the effectiveness of the digital human cardiac coach