



The Digital Human Body of Knowledge

- Health Variant -

Strategy
Co-Design
Corpus
Operating Model

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MASTER

Capability Prioritization Tool

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use case capability prioritisation tool

Business Factors					
External Regulation	No guidelines or regulations	General industry guidelines or International Standards - not enforceable	General industry guidelines (e.g. ANSI) relevant to license to operate and mandatory	Single regulation such as FDA or HIPAA	Multiple regulations such as FDA and HIPAA
Internal Policy	No guidelines or policy	Advisory policy or procedures - discretionary	Advisory policy or procedures - mandatory	Policy approvals required separate from process	Policy approvals embedded in process actions
System/Process Commonality	Globally common with UN or other standard	Globally common with national standards	Globally common with variants within nations	Differs from country to country but with some common roots	Differs between countries and even regions with few or no common roots
Language Factors					
Spoken Language	Non-colloquial English - USA, UK, Australia, New Zealand, Canada	Colloquial English - USA, UK, Australia, New Zealand, Canada	European Union countries foreign language but strong English usage	Asian languages with little resemblance to English and population non-English speaking	Non-English with strong regional variations
Culture	Monoculture largely based on western values e.g. USA, Australia, UK, NZ, Canada	Large common non-western culture e.g. Chinese, Indian	Blended cultures with an indigenous element e.g. Malaysia	Indigenous culture common to most regions	Indigenous culture with distinct regional differences
Lexicon Complexity	Words and phrases in general use e.g. relating to lifestyle	Words and phrases used in a specific domain or use case but that have had wide exposure in the media	Words and phrases used in a specific domain or use case that would be understood by a minority of the general population	Words and phrases that are in general use but that have specific legal or policy meaning within a service delivery program	Complex words and phrases internal to an industry and seldom seen by the public
Domain & Use Case Factors					
Digital Human Role	Meet and greet in controlled environment	Assistant	Advisor	Coach	Influencer
Conversation Complexity	Prepared information in response to standard commands	FAQs and advice in response to anticipated questions	Chained conversations within use case	Ability to infer questions within use case	Free flowing conversation on multiple use cases within domain
Empathic Interaction	Common facial gestures based on content	Add contextual empathy	Add infer user mood from language	Add infer user mood from visuals	Add user specific empathy based on history
Consumer Persona Variability	Single user with mapped personality and level emotional state	Multiple users with similar personality and level emotional state	Multiple users with similar personalities but variable emotional states	Multiple users with different personalities but level emotional state	Wide range of personalities and emotional states
Technology Factors					
Technical Expansion	Conversation only	Added features and content such as text, images, video, maps	Add integration to email, messaging, schedules etc	Add bounded machine learning	Add digital human to digital human collaboration
Avatar to Ai Connectivity	Proven for digital humans	Integration exists but not for digital humans	Avatar and Ai components from same company	Avatar and AI components from different companies	Either or both components require R&D
Object Recognition	OCR of forms etc or recognition of simple objects	Simple objects combined with OCR (e.g. medicine labels and their containers)	Complex objects with/without OCR (e.g. clinical supplies and hospital equipment)	Facial recognition for security and emotional interpretation	Gesture analysis (e.g. reading signing from a patient)