



FROM SELLING CAR REPAIRS TO MOTIVATING AN ACTIVE RECOVERY IN PHYSIOTHERAPY

Personal video is defined as a video recorded by one person to be received and watched by one specific other person. Personal sales- and aftersales video is currently applied in the automotive market. Within this domain qualitative research was conducted to find locate benefits of personal video. These benefits will later ground the search for new market opportunities.

The automotive domain provided many benefits and several disadvantages, which can be categorized into the categories below. Through a creative approach and an extensive selection process, physiotherapy was located as a profitable new market application. It's grounding in the values is also shown below (the filling of bars indicate the raw number of grounded benefits).

Core benefits:

Image creation 

Emotion 

Trust building 

Consumability 

Added benefits:

Presentation 

Documentation 

Core disadvantage:

Interaction 

Added disadvantage:

Time 

Embarrassment 



To achieve a full and speedy recovery in physiotherapy, patients should engage in an actively. Many patients however, tend to portay passive behaviour.

With the application of video, a physiotherapist can evoke active behaviour. A video may influence three factors triggering an active recovery:

- By receiving a video, a patient is provided an opportunity for recovery.
- By means of a summary of the treatment, the patient can review the information. The complaint and cause become more tangible. Consequently the necessity of an active recovery is stressed and a patient will be more motivated to recover.
- By means of homework videos; the patient is enabled to engage in an active recovery.

By means of video, patients are expected to engage in active revalidation. Speeding up recovery speed and making a physiotherapists job easier.

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Exploring opportunities for personalized sales- and aftersales video

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Strategic Product Design

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