

New clients

Social media
WOM

Referral from Therapist
Demo chair used to measure up client

Clients don't know what they want + like... so must be adjustable

Return clients

Measuring process is more streamlined
Must make a case for additions and changes to new chair

Frustrations

Time to get funding
Time to get chair built and delivered

COVID-19
Businesses rather than frustrated better to see client in their chairhouse
Hard to see dynamic movement of user online

Travel time to consults
Not enough time to check-in with client as much as he would like
Bad therapist - prior scripting/chair

Poor OTs = Poor chair

B2C Relationship

Relationship with clients is a close one built on trust and honesty
Paid common ground to make clients feel comfortable during scripting
Not a sales pitch

Reliability is important
Very personalised service

The Chair

\$6-12K + extra \$8-12 for power assist
Many spend 12-15 hrs a day in their day chair
On average 4-5 years of use for a day chair

Sports chair may be updated more frequently for upgrades and modifications
Sports chair 1-2 hrs a day
Serviced every 6 months on average

Critical to get 100%: Balance point & Minimising the width
Sports chairs require more measurements
Parts come from all over the world

Sports chair has more potential for errors

COVID-19

Initial consult over zoom
Still requires in person scripting
Less travel time

Delivery (online) slow down (shipping from 2-4 days to 1-6 weeks)
Clients now come into showroom
Manufacturing freight affected

Video footage not going to give you the best info about how someone moves

Competition

Kuschall
RGK
Ti-Life

The Process

Measurements down to the MM
Script on paper, then scanned in
CAD has helped to substantially reduce errors
Paper scripting preferred - easier to do a quick sketch
Very personalised experience
Sometimes may use a phone or tablet to script and sketch

Uses the imperial system (converts to metric)
48hrs to get the CAD drawing
Client normally does not see the script
CAD / Scale drawings
Client updates via phone, email or text.
Once chair is delivered and adjustments made, no further contact with client until servicing

Bryce does final measure up
Therapist must be involved if applying for funding
20+ measurements taken
Brings samples to meeting so clients can see, fit and feel
CAD drawing isn't always shared with client and OT
Good to share CAD = minimise risk of error

Efficiencies

Website: more details provided online
Website: more images etc. so users can visualise
Ability to "track your build"

Parallel applications from other industries
Telehealth opportunity

Goals

Helping provide flexibility
Assist those that wish to play sports
New thinking into industry standards

Assess clients reach their maximum independence in activities of daily living
Helping children

Considerations

Lifestyle
Posture
Skin integrity
Respiratory function

Mobility level
Comfort
Activity
Current tech

Info gathered by OT

Anatomical alignment
Postural control
Sitting balance

Skin
Vision
Cognition

Measurements
Speech
Neuromuscular
Post service - chair efficacy

USP

Experience
Sport expertise

"Lived it"

INSIGHTS FROM SURVEY

Gender

21 F (53%), 17 M (42%), 2 Others (5%)

Age

18-24 (15%), 25-34 (40%), 35-44 (28%), 45+ (32%)

Country of residence

Australia (55%), USA (25%), Other (20%)

Over 77% are either **very or extremely** comfortable purchasing products online

Over 17% purchase products online **at least once a week**
38% purchase products online **2-3 a month**

23% spend **more than an hour a day** online shopping

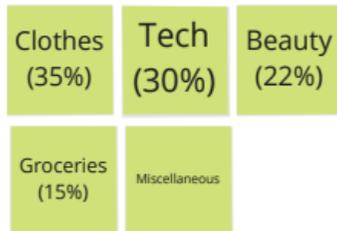
35% have **purchased made-to-order** products online

15% **have used virtual try-on (AR)** when purchasing online and from those, 70% said the **final product have met expectations**

What influences you to purchase product online?



Types of products purchase online



What deters you to purchase product online?



Virtual try-on



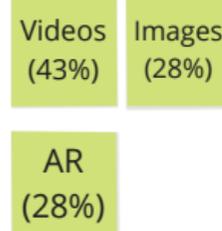
reasons in-person > online



I'm concerned about _ when purchasing MTO online



Helpful when purchasing MTO product online



Pro and cons of Made-to-order experience



One thing that improve online shopping experience

