

SKILLS FOR THE WORKPLACE  
DIGITAL SKILLS & RESEARCH METHODS  
BMSW4003

# MARKET RESEARCH & WEBSITE PROMEDIAFILM

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## Website login details

Email address: 2114799@student.uwtsd.ac.uk

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## 1.0 Introduction

In this report, we will discuss the following:

- ✓ Starting from the business idea of wedding video services, we implemented and created a questionnaire with the scope of finding information about potential customers, and asking them what are their preferences if they want to buy wedding video services. The questionnaire could be found here: <https://forms.office.com/r/X3SWku1iwM>
- ✓ Following the answers received on the questionnaire, we have made an analysis from which we have extracted the primary information for:
  - creating a profile of our customer (Qayum, 2021).
  - find out what are the trends of consumers interested in such services (Baglietto, 2022).
- ✓ How we managed to create a website from scratch, using the answers from the questionnaire, so that we could target potential customers who will help us sell our company's services.

## 2.0 Questionnaire design & analysis

**Primary research** is a subdiscipline of marketing research. It can be defined as appropriate to analyse and evaluate data collected through surveys, testing procedures, or existing data sources following current standards. (Primary Research Methods Explained - SmartSurvey, 2022)

### Why is primary research so important?

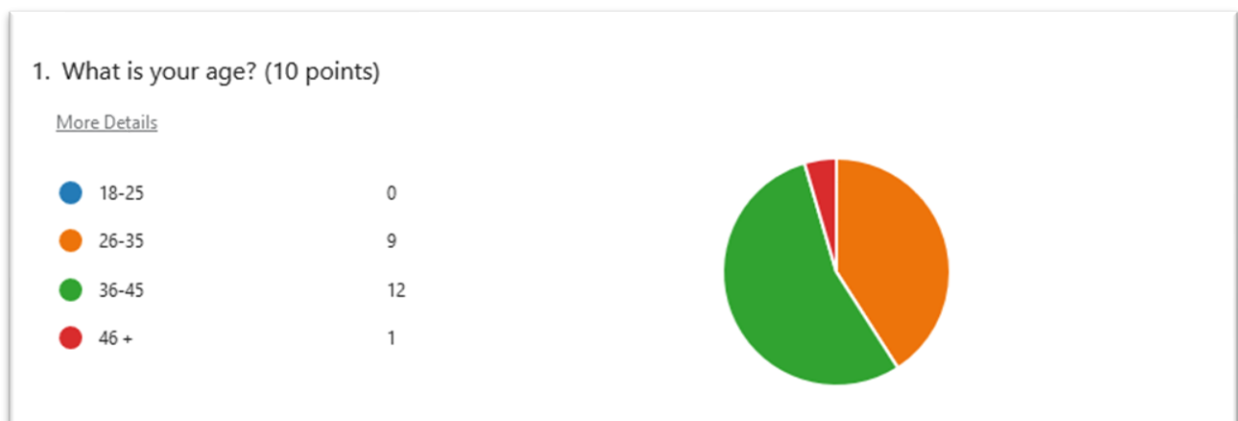
As markets are increasingly driven by close competition, it is essential for companies to know and understand their consumers' preferences and identify and analyse relevant target markets (Egan, 2019).

Primary research in the market can also achieve high levels of customer satisfaction, reduce customer consumption and grow the business (Primary Research: Everything You Need to Know | Qualtrics, 2022).

Primary research provides valuable information about markets, customers, and your products, and primary research helps determine what customers want and what they can expect.

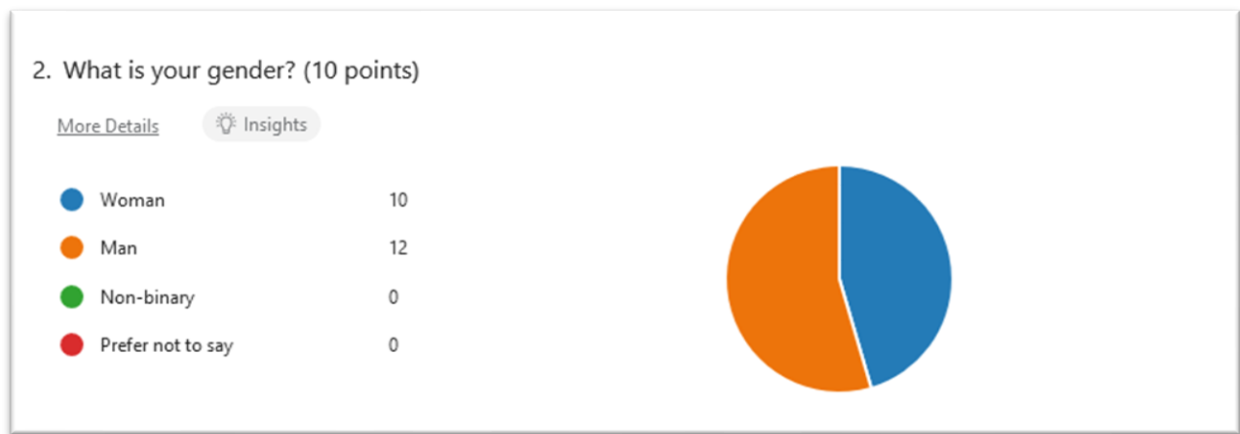
As primary research for our business, we have created a questionnaire where 22 people answered our questions regarding wedding video services.

Analysing our questionnaire, we can see that on the first question “**What is your age?**”, 12 of the respondents, representing the majority, are between 36 years and 45 years (Picture 1). Using this information, we can suggest that our customer who is interested in our service is between that age.



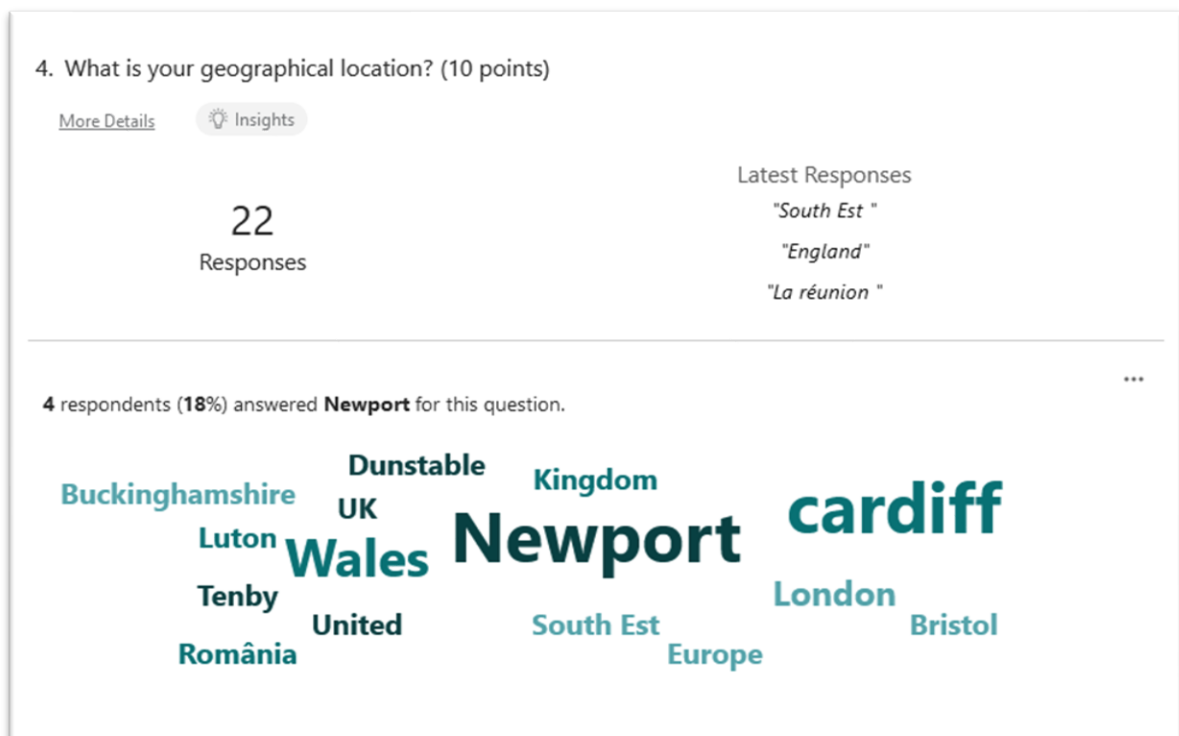
Picture 1

Another question that helps us to build the profile of our customer was “**What is your gender?**” where 12 of the respondents are men and 10 are a woman (Picture 2). Using this information, we can suggest that most of our customers will be men, but because of the small difference between respondents, we can say that women are interested as well. Analysing this situation, we will decide to use pictures with couples to promote our services.



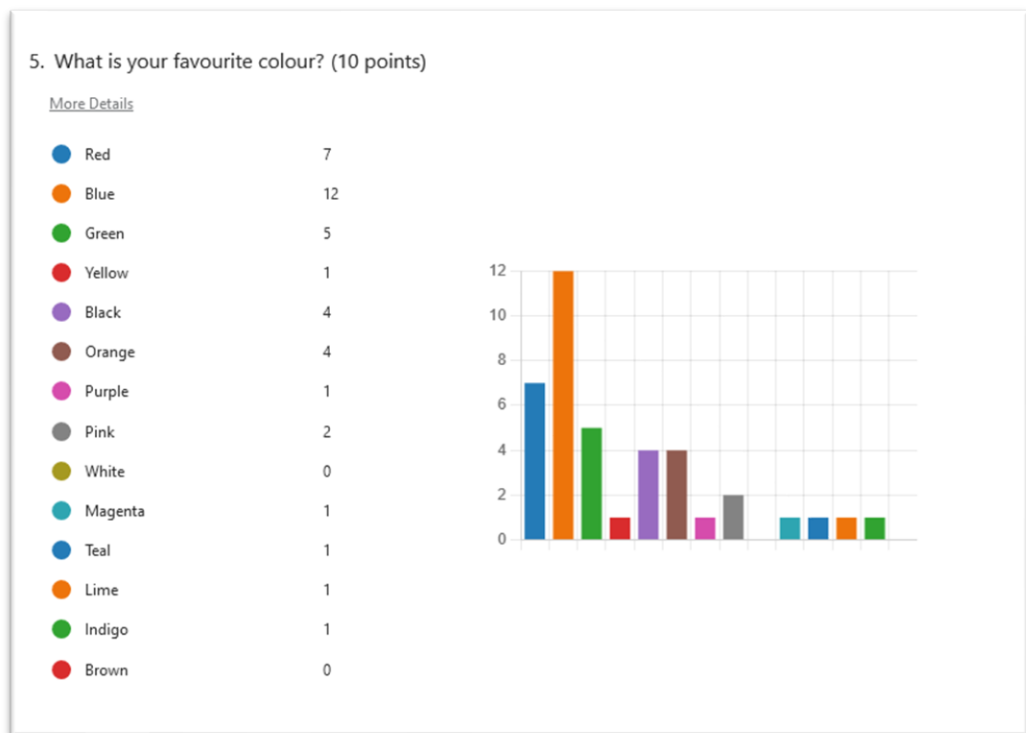
Picture 2

An important question from our questionnaire was “**What is your geographical location?**” where 18% of the respondents, representing the majority, are from Cardiff and Newport (Picture 3). Analysing this data, we will decide as a start-up of our business to promote our services in those cities.



Picture 3

We can say that an important question for us which will help us to create and design our website was “**What is your favourite colour?**” where 12 answers were blue, 7 were red and another 5 were green (Picture 4). Using this information will help us to build a proper website with the favourite colours of the customers.



Picture 4

Another important question from our questionnaire was **“In which month are you planning your wedding or when have you had one?”** where 6 respondents said July and 5 said September representing the majority (Picture 5). Analysing the answers, we can suggest that customers are interested to buy wedding video services in those months and we are going to plan our marketing to improve our sales in those months where is less demand.



Picture 5

With those pieces of information now we can target customers in our marketing strategy (Paljug, 2022).

### 3.0 Website design

Web design is a general term to describe an essential stage in developing a website or even the creation process itself (Kramer, 2018)

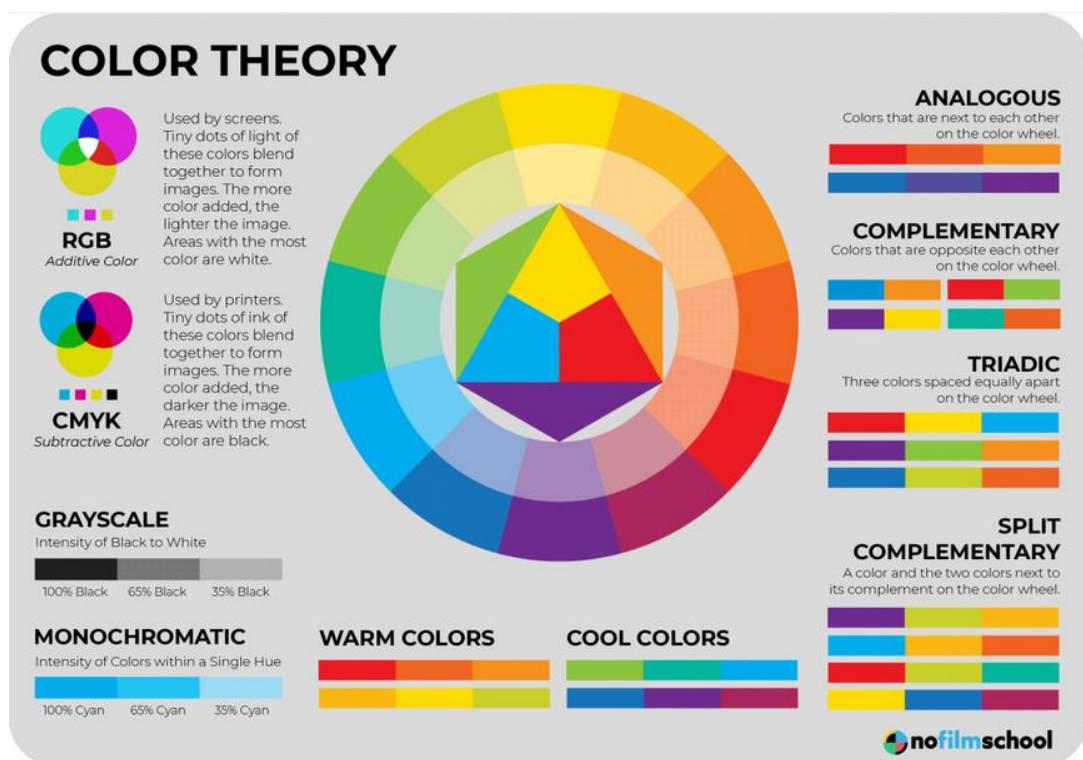
Web design includes creating web graphics, designing the user interface, drawing the user experience, and developing code and software for the site (Kramer, 2018).

Web design has a recent history but has become an integral part of everyday life. It may be related to other areas, such as graphic design, user experience and multimedia arts, but today it is viewed more technologically (Sharma, 2021).

It's hard to imagine the Internet without graphics, animations, font styles, videos and music.

Following the information obtained from the questionnaire, we will start to create a website for our business.

To create a website, you need to know about **Colour theory** which is a set of basic rules that define all the fundamental aspects of colour in graphic design, art, photography or printing. It helps us understand the effect specific colours have, and he provides us invaluable information about how they are created and complements each other (Hampton-Smith, 2021).



(Picture Source: [https://www.reddit.com/r/videography/comments/cf6ozk/colour\\_theory\\_to\\_help\\_you\\_understand\\_colour\\_and/?utm\\_source=ifttt](https://www.reddit.com/r/videography/comments/cf6ozk/colour_theory_to_help_you_understand_colour_and/?utm_source=ifttt))

After creating the website, you have to implement **Search Engine Optimisation (SEO)** which is the process and efforts you make for your site to appear as high as possible in search engines (Muller, 2022).

It is a process that requires more work at the beginning. The results appear in time, but they are long-lasting, and in the medium and long term, they beat almost any method to increase your traffic on the site (Muller, 2022).

As a means of online promotion, SEO is one of the few free and accessible means for any business that owns a website. Its role is to bring you as close as possible to your potential customers without investing in large promotional budgets (Hardwick, 2022).

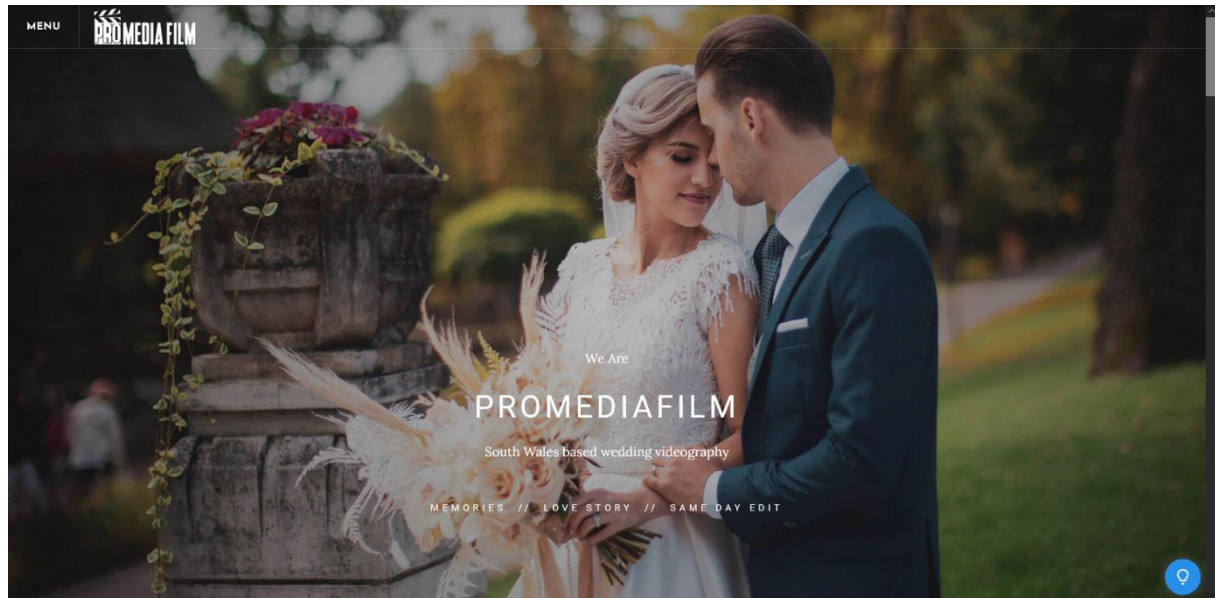


(Picture source: <https://www.reliablesoft.net/what-is-search-engine-optimization-and-why-is-it-important/>)

The fact that we managed to create a questionnaire will help us determine most of the aspects in which we will be able to develop the website so that it will please the customers. We will know that this will make them interact with each design, button, article, and information from the website.

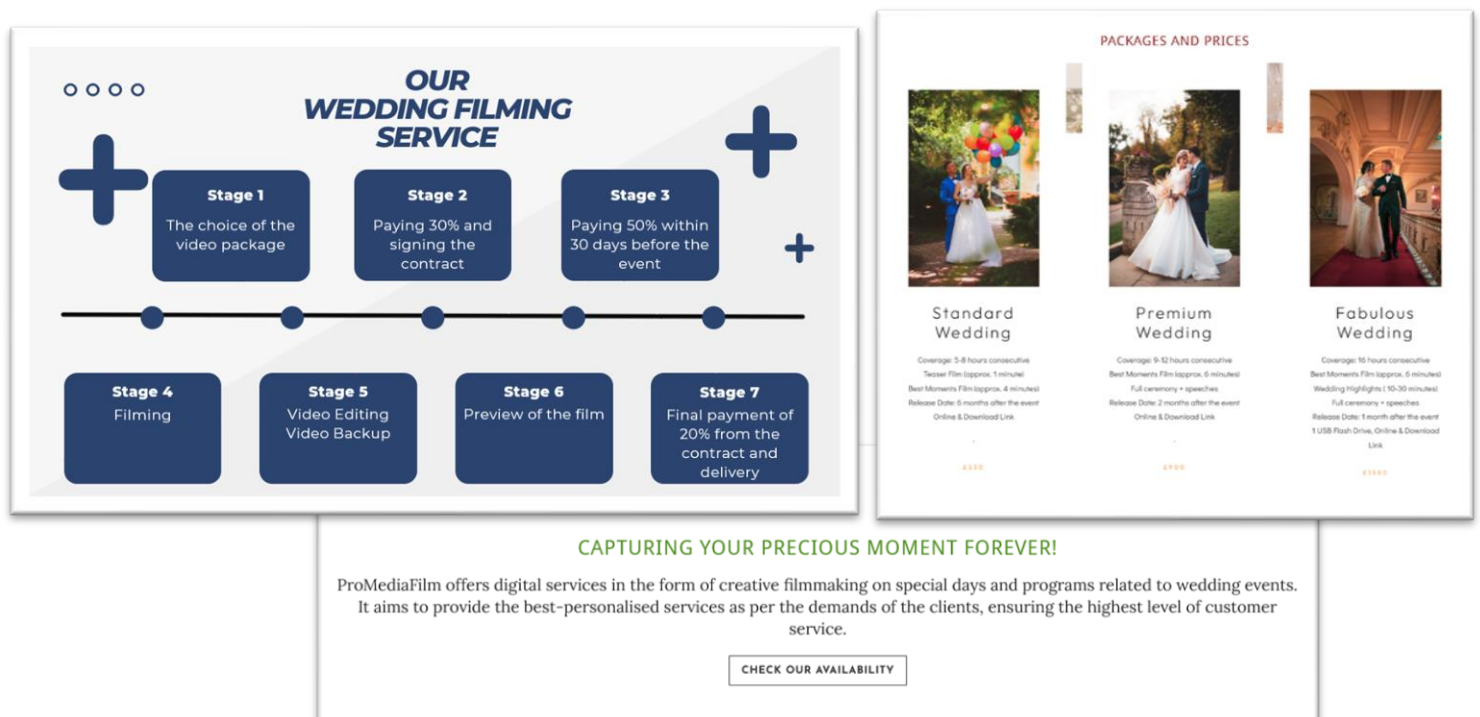
By analysing all the answers from the respondents, we will be able to:

- Design the website with pictures and colours according to their interests.
- We have put a picture of a couple from a wedding on the first page of our website according to the data collected from the questionnaire (Picture 6).



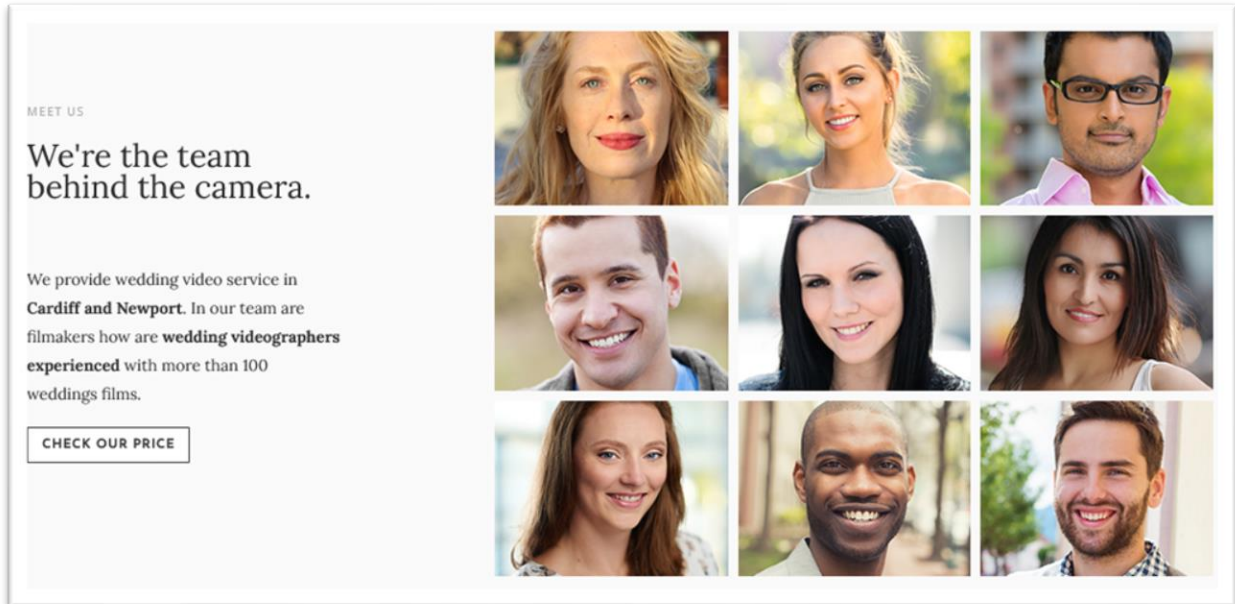
Picture 6

- We have used three colours: red, blue and green which are split complementary colours for buttons (I have tried to change the colour to red for the button “CHECK OUR AVAILABILITY” but it doesn’t work), text and figures as those are customers’ preferences. (Picture 7)



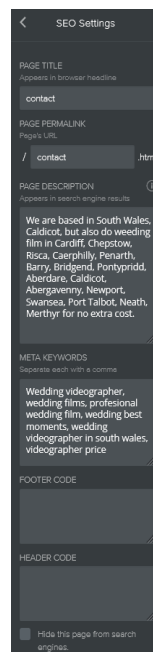
Picture 7

- Use the proper keywords for SEO according to the questions: **“What is the word that you are going to use on google when you are going to search for a wedding videographer?”** and **“What is your geographical location?”**.



Picture 8

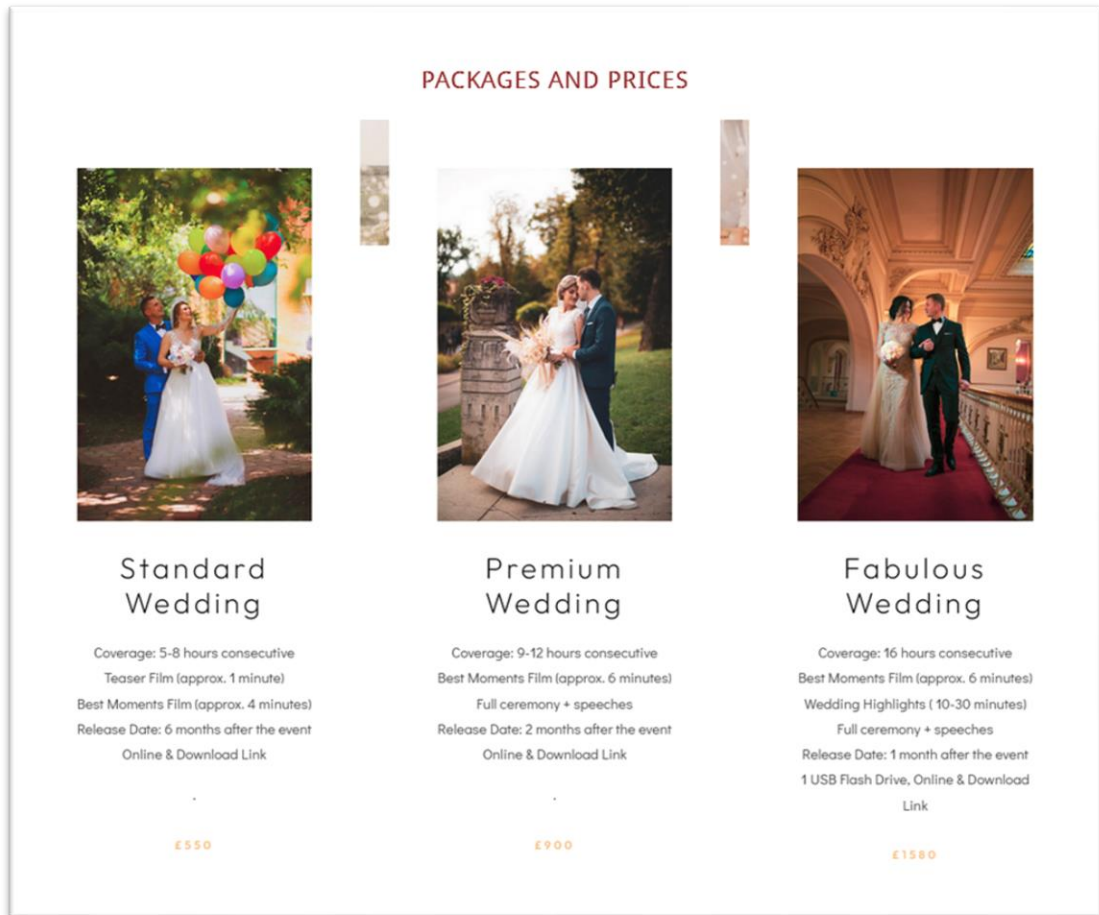
- We write our location and where we are available to film in the SEO Settings on the Contact page and we also used META KEYWORDS (Picture 9)



Picture 9

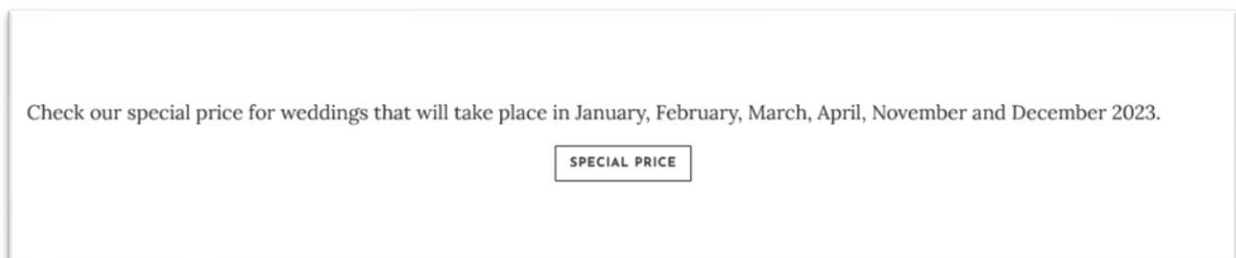
➤ Offering the price which is interesting to pay for.

- We have put the package price on the home page and that's how they will interact also we are informing them about our price. (Picture 10).



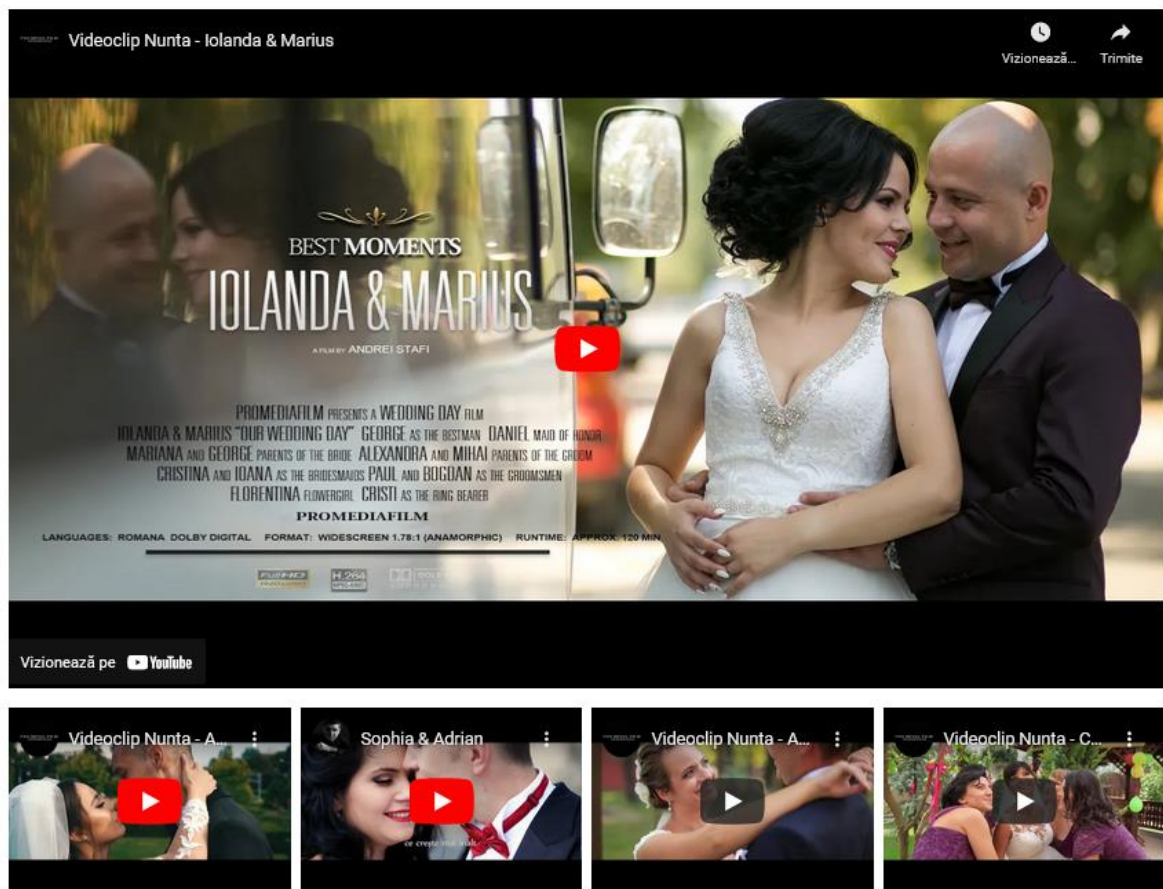
Picture 10

➤ Make a special price for the potential customers that they will have their wedding in those months where is less demand according to the data from the questionnaire (Picture 11).



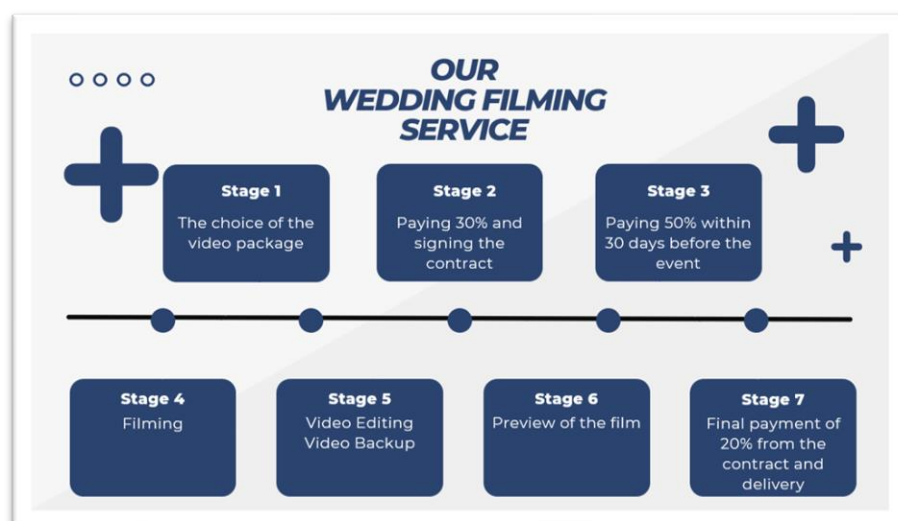
Picture 11

- Show them a portfolio with our projects representing their interest according to the information from the questionnaire (Picture 12).



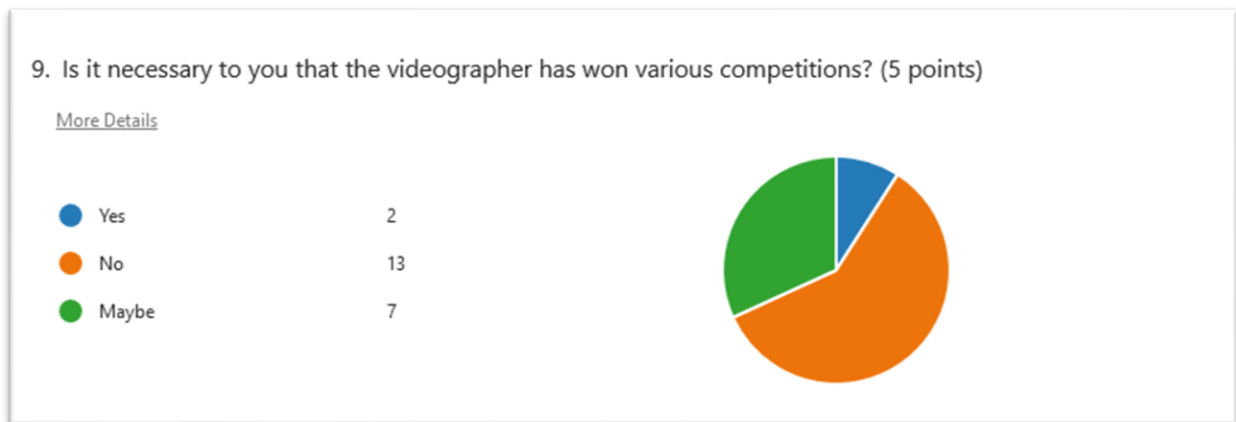
Picture 12

- Explain the process of our work to make them understand our service and to show them our professionalism (Picture 13).



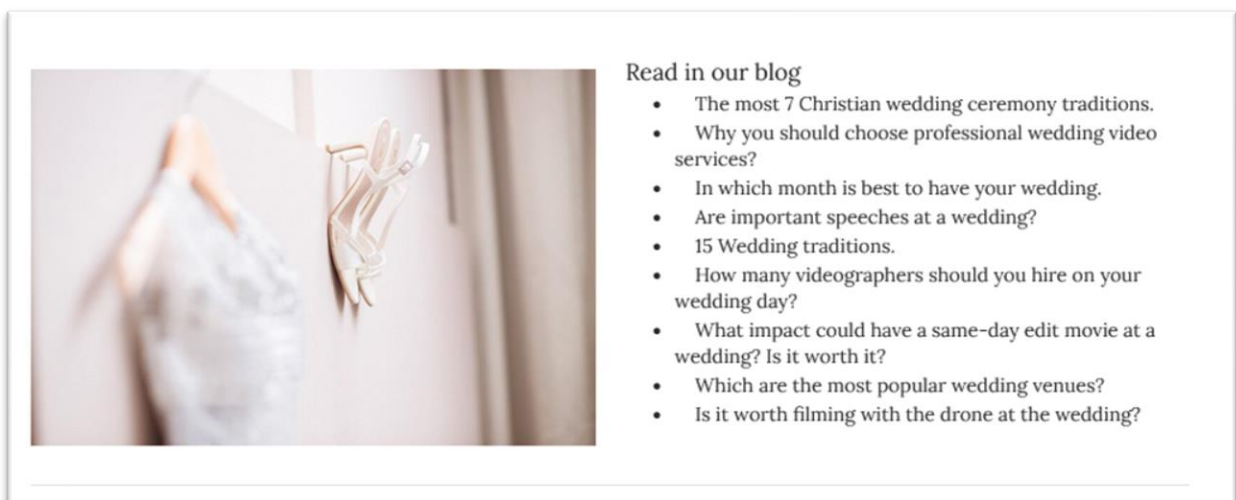
Picture 13

- We will be able to not act or design the website like the other business in the same industry, to show to the customers what competition we have won according to the answers from the respondents where the majority said that they are not interested (Picture 14).



Picture 14

- We will inform customers about Christian wedding ceremony traditions according to the majority of the respondents where their religion is Christian (Picture 15).



Picture 15

- How they could get in contact with us and use the words **“Check our availability”** as a button to make them call-to-action by accessing our contact page from the home page.
  - We have used a google location map strategy to show them the clarity and transparency that we have (Picture 16)
  - We have put the social media logos where they could access to find more about us. (Picture 16)



CONTACT US BELOW FOR ALL ENQUIRIES

Name \*

First

Last

Email \*

Message \*

SUBMIT



Picture 16

## 4.0 Conclusion

In conclusion, we can say that it is essential for a company that wants to be successful to apply the strategy of a questionnaire to collect information for creating and planning a website that could succeed in sales.

A website must work correctly and achieve the scope of what has been made. It has to be easy to read, easy to find buttons or information, easy to navigate through pages, to be consistent in layout and design and probably most importantly to be quick to download.

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