



Module Name: Digital Skills for Personal and Professional Growth

Module Code: BMSW4008

Assignment Name: Evidence of Learning (E-Portfolio)

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AI Acknowledgement

I confirm that I have not presented any AI-generated materials as my own work. I confirm that I have copies of my drafts, notes, and other resources I used, which I may be asked to provide in evidence.

Contents

Task 1	4
Screenshots of the Website	7
Images of Marketing Materials of CANVA	10
Essay	12
Appendices	18
Task 2:	22
Introduction.....	23
Discussion	24
Conclusion	26
References	27
Task 3: Video	28
Task 4: Presentation	33

Task 1

1. What is your age group?

- 18-25
- 26-35
- 36-45
- 46-55

2. What is your occupation?

- Student
- Employed
- Self-employed
- Unemployed
- Retired

3. How would you best describe your primary health and fitness goal?

- Weight management (loss or gain)
- Building strength or muscle
- Improving overall wellness and energy
- Tracking specific health metrics

4. Which mode do you choose when shopping for fitness tracking products?

- Brand websites
- Social media shops
- Local stores
- E-commerce platforms (Amazon, Flipkart)

5. How often do you currently use any fitness or health tracking device?

- Daily
- A few times a week
- Occasionally
- I don't use one yet

6. Which type of wearable would you be most interested in purchasing?

- Smartwatch
- Smart ring
- Fitness wristband

- Other

7. What type of marketing material would you like to engage with?

- Blog content
- Video promotions
- Social media ads
- Email newsletters

8. What motivates you most to use a fitness or health tracker?

- To improve my fitness and performance
- To maintain a healthy lifestyle
- To monitor medical or health conditions
- To stay accountable and motivated

9. What are the features you prefer to be added to a website?

- Secure payment options
- Product recommendations
- Mobile optimisation
- Clear navigation

10. What health or fitness features matter most to you in a tracking device?

- Heart rate and sleep tracking
- Step and calorie counting
- Stress and recovery monitoring
- Personalised coaching and progress insights

Data Analysis: Major Insights and Implications of Business Strategy

1. Preferences towards wearable type

Nearly half (48%) of all respondents prefer fitness wristbands, indicating a clear need for uncomplicated, lightweight, and cheap devices. Smart rings (24%) and smartwatches (20%) also indicate increasing interest in compact, multifunctional wearables. For businesses, this provides an opportunity to commit to creating fitness wristbands that can be distinctively designed and/or programmable. Communication on websites and other promotional materials can be vibrantly directed towards practicalities and ease of use in daily life.

2. Motivation of the users to use a fitness tracker

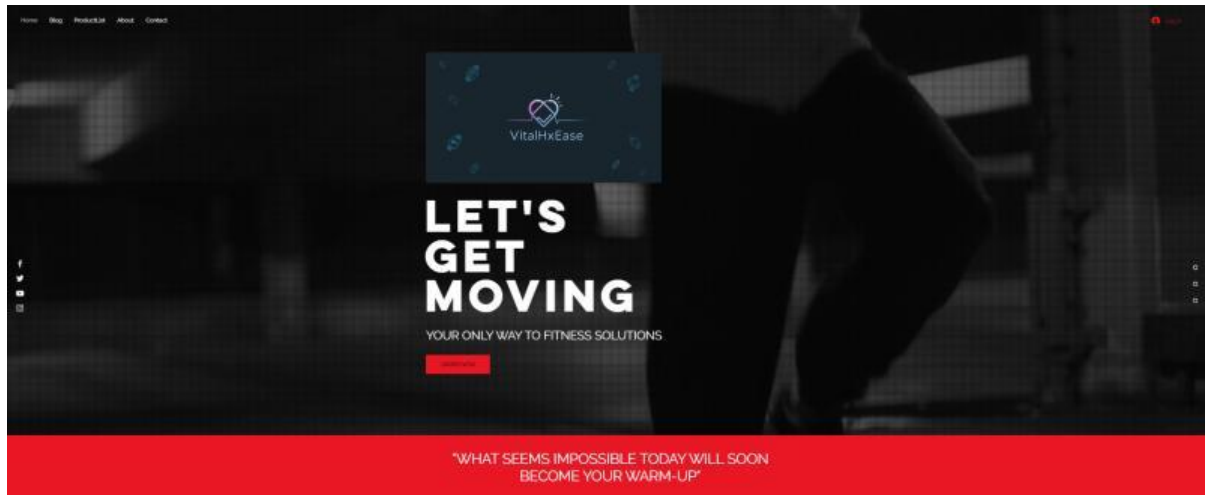
Most (36%) users work to continue a healthy lifestyle, and 32% use it to track their health conditions. This shows consumer behaviour motivated by health. Marketing material should centre around wellness, preventive and promotive care, and user empowerment. The themes of lifestyle, tracking progress and personal health recommendations should be shown on the website design, and will be attractive to, and help retention of, healthy, motivated users.

3. Most preferred feature in a health tracking device

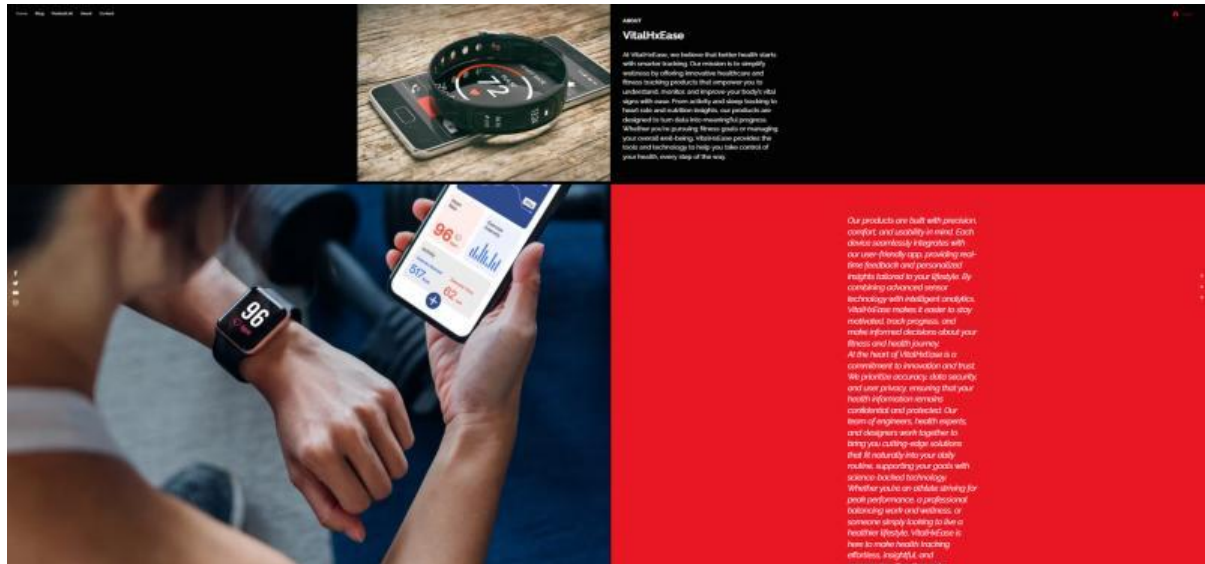
Almost half (48%) prefer user-driven step and calorie counting. This shows that a clear preference for users is measurable fitness results. Heart rate and sleep are also shown as significant, 20% and stress 16%. Clear Quality metrics for the fitness tracker should be featured on product pages and in marketing, especially in demonstrating their user-friendly design with functional accuracy that appeals to consumer decision, especially in relation to health-and-wellness or health-related data...Actions which create health and wellness will attract and retain this audience.

Screenshots of the Website

Home Page



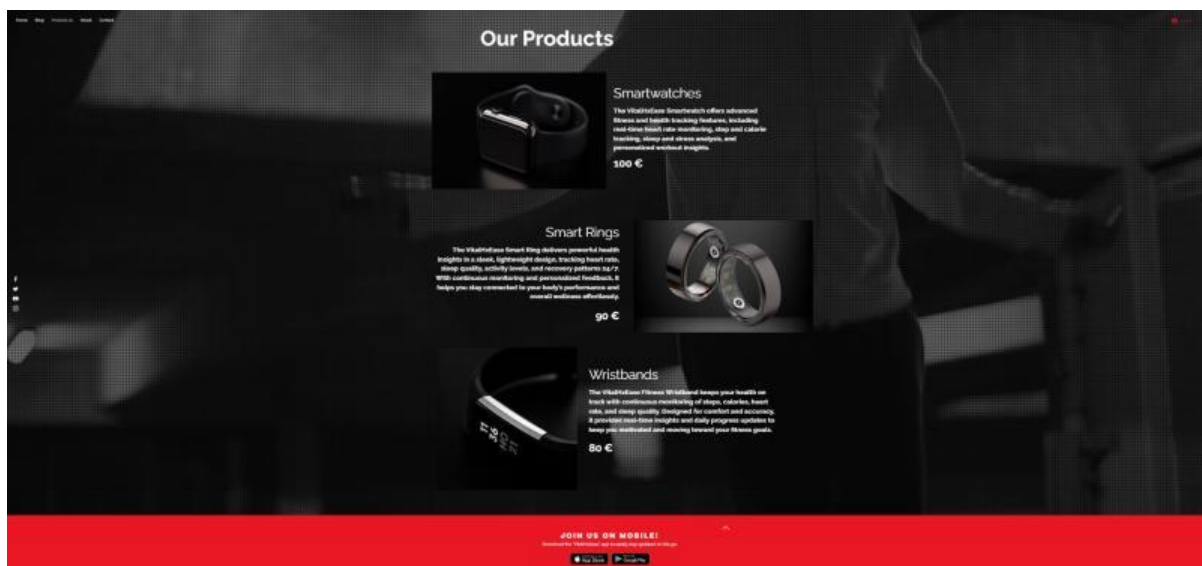
About Page



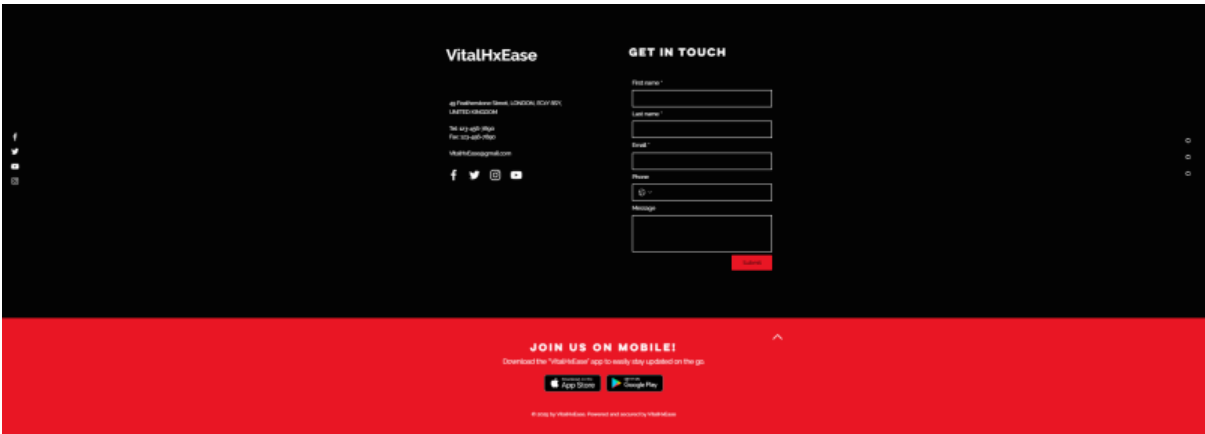
Blog Page



Product Page



Contact Page



Images of Marketing Materials of CANVA



The image displays a collection of marketing materials for VitalHxEase smart watches. At the top left, a dark rectangular banner features the VitalHxEase logo, which consists of a stylized heart with a pulse line, and the text "VitalHxEase" below it. To the right of this banner, the text "Discover a new era of healthcare tracking with VitalHxEase" is written in a light teal font. Below these elements is a large, light teal rectangular area. Inside this area, on the left, is a "20% off" discount tag. In the center, several smart watches with various face designs (digital, analog, and minimalist) are arranged on a white, stepped geometric display. To the right of the watches is a decorative graphic of a teal and white triangle pattern. Below the watch display, the headline "Empower Your Health Journey" is written in a large, elegant serif font. Underneath the headline, the sub-headline "Affordable Smart Watch" is in a bold sans-serif font, followed by the text "Accurate Tracking with our Wrist Brands & Rings." in a regular sans-serif font. At the bottom of the teal area, a line of text provides a link: "Know more here: <https://vitalhxease.wixsite.com/vitalhxease>".

Discover a new era of healthcare tracking with VitalHxEase

20% off

Empower Your Health Journey

Affordable Smart Watch
Accurate Tracking with our Wrist Brands & Rings.

Know more here: <https://vitalhxease.wixsite.com/vitalhxease>



VitalHxEase

VitalHxEase

Ethical Healthcare Tracking, Made Simple



The VitalHxEase Smartwatch offers advanced fitness and health tracking features

VitalHxEase Fitness Wristband rack with continuous monitoring of steps, calories, heart rate, and sleep quality.

Trust. Transparency. Accessibility.

Shop Now: <https://vitalhxease.wixsite.com/vitalhxease>

Essay

Introduction

The goal of this analysis is to understand key results for a consumer survey related to preferences, motivations, and desired features in wearables. The findings of the survey offer direction for features of product design, business concept, website, and marketing communications. Each of the three questions presented to respondents was analysed relative to the following: preferences towards wearable types, motivation to use fitness trackers, and preferred features in health tracking. Each represents an important component of consumer expectations and can help inform decision-making in product offerings, brand position, and digital strategy, including website experience and SEO.

Discussion

The survey outcomes from the questions related to the types of wearables used indicated that consumer preferences from the survey sample were indicated, with 48% preferring fitness wristbands, 24% preferring smart rings, and 20% preferring smartwatches for their health tracking. These results suggest significant consumer preference remains for more simplified and inexpensive wearables, focused on comfort and utility (Anderson et al., 2021).

Trend analysis also heavily supports that the typical consumer of fitness wristband wearables is more interested in devices that track simple health and fitness metrics without adding any additional complexity. Smartwatches will have functionality for messaging and other applications for connection, but wristbands keep the experience simple, and for the everyday user, longer battery life is a welcome feature (Thompson, 2022). The sample in this survey has demonstrated an increasing interest in the growing segment of the smart ring (24%) representing a small discreet wearable to track fitness/health metrics, which is also a potential growing market reaching consumers built from design complexities, ultimately possibly operating to provide the same functionality of design flexibility approaching a consumer purchasing/focus decision under the simplicity of design, usability and comfort.

The insights from the business implications have a positive influence on our business strategy as the core product can be designated as a fitness wrist band brand focusing on affordability, minimalistic design and health tracking functionalities that are important to consumers (Adisorn et al., 2021).

The user motivations data surrounding fitness trackers shows that 36% of users indicated they use fitness trackers to live a healthy lifestyle, 32% wanted to track medical or health conditions, and the remaining segments of 20% and 12% indicated influences of improving fitness and accountability, respectively. The remaining segments also have varied and overlapping motivations linked to health, wellness, or personal development (Kim and Park, 2023).

Trend Analysis regarding this category has shifted consumers beyond fitness motivations typically associated with activity-oriented tracking to a general health and wellness paradigm (Piippo et al., 2022). Consumers are accessing wearables to support health

and wellness management, not strictly to support exercise, with tracking for medical or health conditions presenting an early trend opportunity for health-tech convergence, which is already moving beyond steps as people monitor sleep, heart rate, and stress (Gilal et al., 2021).

The business implications of the data allude to a strategy centred on wellness empowerment. The business can position its wearable as a lifestyle companion where it supports everyday users, from people who want to be healthy or to lose weight or to de-stress or to track their vital signs. Advertisements should use motivational or encouraging language, focusing on balance and self-care and health empowerment, rather than athletic performance (Janssen et al., 2022).

The analysis of the most desired feature of a health tracking device shows again that almost one-half (48%) of participants identified step and calorie counting as the most preferred feature, next was heart rate and sleep monitoring (20%), personalized coaching (16%) and stress and recovery (16%), showing that users primarily desire easy-to-measure and clear metrics that are associated with activity levels.

Trend analysis shows that consumers are more engaged with metrics that provide evidence of something that was accomplished and give immediate feedback measures (e.g. steps taken, calories burned, or active minutes). This is consistent with the rise in gamified health tracking, where visuals of progress and rewards assist with motivation for consistency (Bracking and Leffel, 2021).

To be in sync with the trend, the business must prioritise providing accurate, real-time activity data, either as a dashboard or through an easy-to-use mobile app. Users will be more satisfied and likely to retain the service when they can see progress through visual indicators of progress and easy-to-read summaries of performance. The business could also consider providing optional features, advanced ones, such as stress tracking or coaching snippets for those users who are more premium and want deeper health analytics (Schouten et al., 2021).

From a marketing perspective, product pages and advertising should focus on three primary aspects: ease-of-use, accuracy, and motivation in being active, by seeing how the wearable device will help them achieve small, daily tasks; step counts, calories

burned, or progress bars. The imagery and metrics can be emotional, reinforcing a sense of achievement based on the habit of using the product (Hudders and Lou, 2023).

From the research and findings, the primary target audience is health-conscious adults who are 25-45, interested in maintaining a balanced life by tracking items, such as steps, sleep, or calorie counts. To achieve optimal visibility and reach, an effective SEO plan will focus on high-intent keywords around wearables as they relate to health tracking and fitness motivation. Some examples of such high-intent keywords include "best fitness wristband 2025," "affordable health tracker," and "wearable for healthy living."

Content marketing will include blogs, tutorials, and health tips that will be optimised with long-tail keywords for organic traffic. For example, blog articles that can be shared with titles like "5 Ways to Stay Fit with Your Wristband," or "How Counting Steps Can Improve Your Wellness daily," would help establish authority and trust.

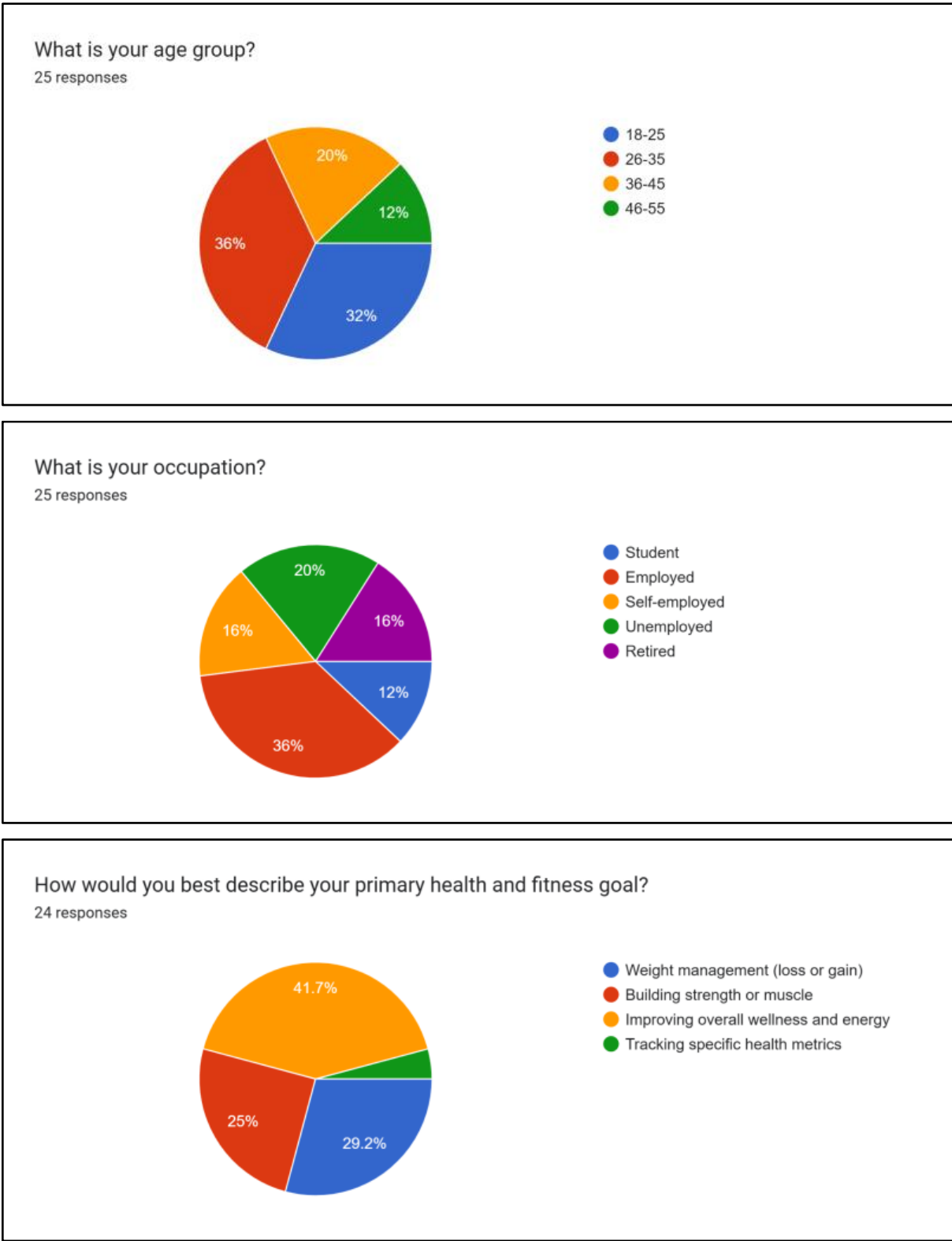
Conclusion

This analysis indicates a clear trend towards accessible wearables for health, with an emphasis on simplicity and value to the user. Fitness wristbands are ranked in the top preference, which tends to interest segments of the population motivated to stay active and healthy through an easier-to-use tracking device. The trends listed above provide a basis for a potential business model that focuses on affordable, easy-to-use products while promoting health and wellness to users.

References

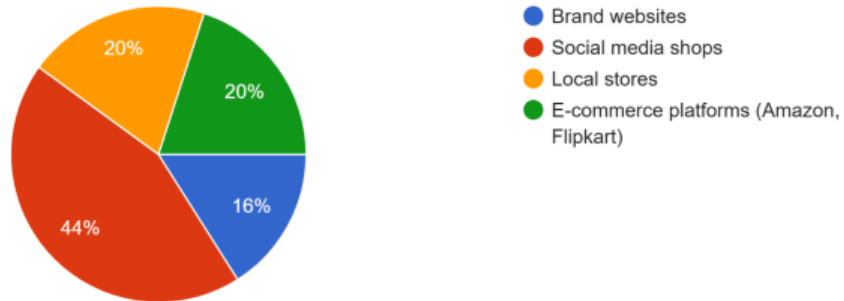
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Appendices



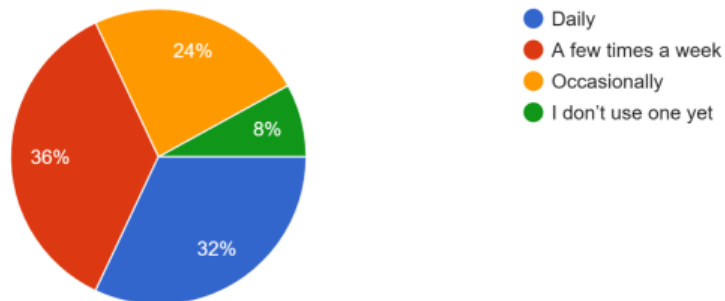
Which mode do you choose when shopping for fitness tracking products?

25 responses



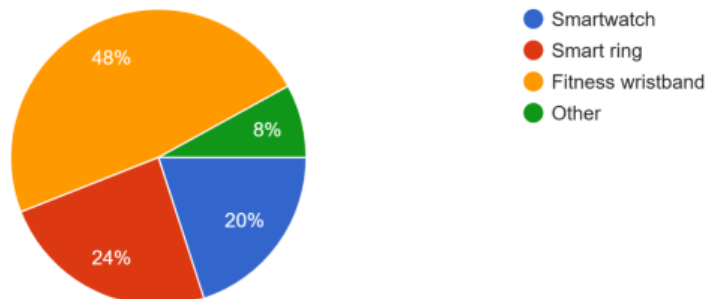
How often do you currently use any fitness or health tracking device?

25 responses



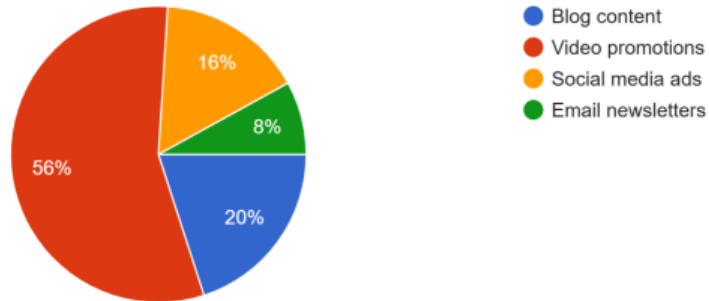
Which type of wearable would you be most interested in purchasing?

25 responses



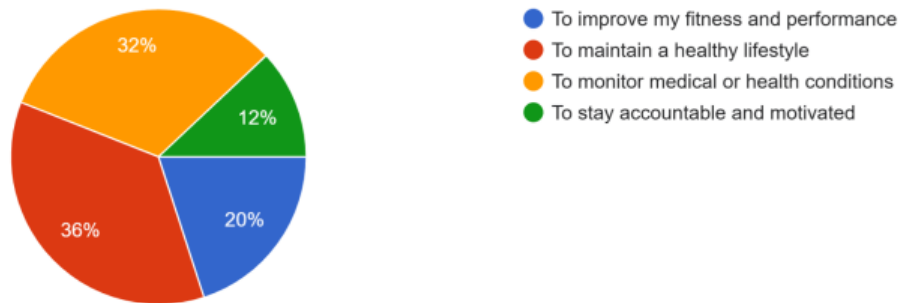
What type of marketing material would you like to engage with?

25 responses



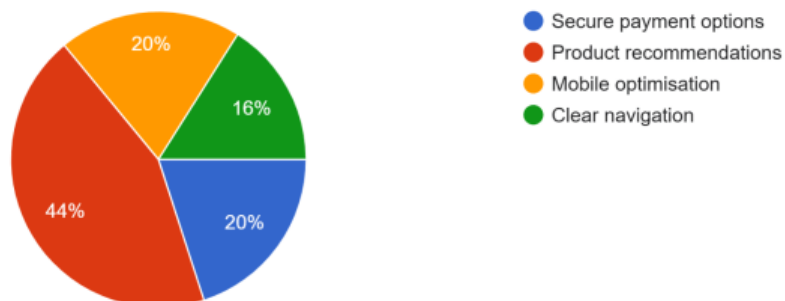
What motivates you most to use a fitness or health tracker?

25 responses



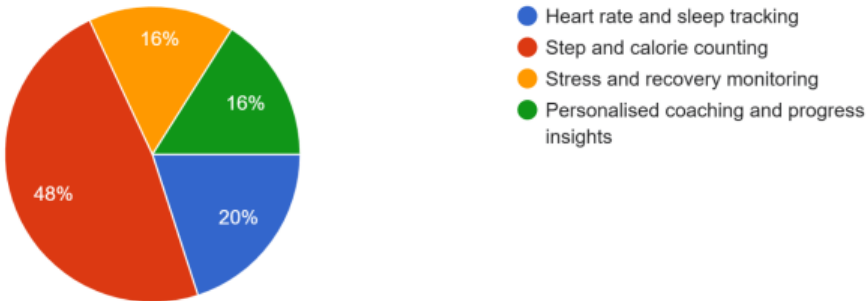
What are the features you prefer to be added to a website?

25 responses



What health or fitness features matter most to you in a tracking device?

25 responses

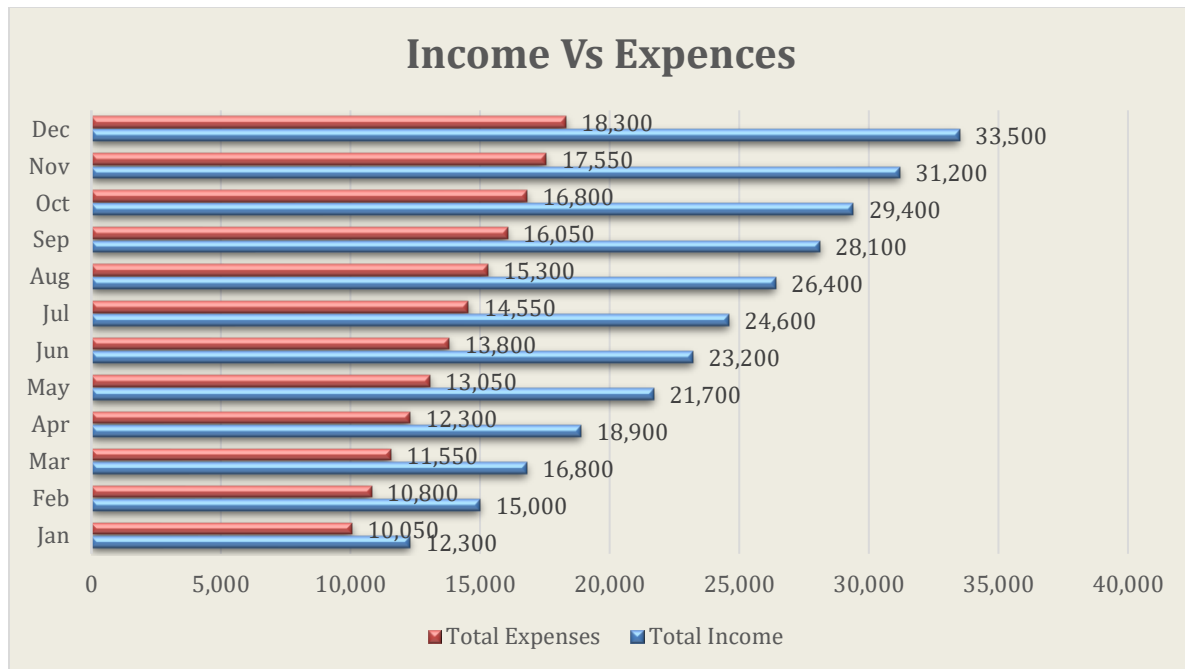


Task 2:**Financial Projection of “VitalHxEase”:**

VitalHxEase Monthly Financial Statement (One Year) (€)												
Category	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Sales Revenue	10,500	12,800	14,200	16,000	18,500	19,800	21,000	22,500	24,000	25,000	26,500	28,500
Partnership Income	1,800	2,200	2,600	2,900	3,200	3,400	3,600	3,900	4,100	4,400	4,700	5,000
Total Income	12,300	15,000	16,800	18,900	21,700	23,200	24,600	26,400	28,100	29,400	31,200	33,500
Marketing Costs	2,800	3,000	3,200	3,400	3,600	3,800	4,000	4,200	4,400	4,600	4,800	5,000
Operational Costs	3,800	4,000	4,200	4,400	4,600	4,800	5,000	5,200	5,400	5,600	5,800	6,000
Product Sourcing	1,800	2,000	2,200	2,400	2,600	2,800	3,000	3,200	3,400	3,600	3,800	4,000
Shipping	900	1,000	1,100	1,200	1,300	1,400	1,500	1,600	1,700	1,800	1,900	2,000
Website Maintenance	750	800	850	900	950	1,000	1,050	1,100	1,150	1,200	1,250	1,300
Total Expenses	10,050	10,800	11,550	12,300	13,050	13,800	14,550	15,300	16,050	16,800	17,550	18,300
Profit/Loss	2,250	4,200	5,250	6,600	8,650	9,400	10,050	11,100	12,050	12,600	13,650	15,200

Formula View:

VitalHxEase Monthly Financial Statement (One Year) (€)												
Category	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Sales Revenue	10500	12800	14200	16000	18500	19800	21000	22500	24000	25000	26500	28500
Partnership Income	1800	2200	2600	2900	3200	3400	3600	3900	4100	4400	4700	5000
Total Income	=SUM(D12:D13)	=SUM(E12:E13)	=SUM(F12:F13)	=SUM(G12:G13)	=SUM(H12:H13)	=SUM(I12:I13)	=SUM(J12:J13)	=SUM(K12:K13)	=SUM(L12:L13)	=SUM(M12:M13)	=SUM(N12:N13)	=SUM(O12:O13)
Marketing Costs	2800	3000	3200	3400	3600	3800	4000	4200	4400	4600	4800	5000
Operational Costs	3800	4000	4200	4400	4600	4800	5000	5200	5400	5600	5800	6000
Product Sourcing	1800	2000	2200	2400	2600	2800	3000	3200	3400	3600	3800	4000
Shipping	900	1000	1100	1200	1300	1400	1500	1600	1700	1800	1900	2000
Website Maintenance	750	800	850	900	950	1000	1050	1100	1150	1200	1250	1300
Total Expenses	=SUM(D15:D19)	=SUM(E15:E19)	=SUM(F15:F19)	=SUM(G15:G19)	=SUM(H15:H19)	=SUM(I15:I19)	=SUM(J15:J19)	=SUM(K15:K19)	=SUM(L15:L19)	=SUM(M15:M19)	=SUM(N15:N19)	=SUM(O15:O19)
Profit/Loss	=D14-D20	=E14-E20	=F14-F20	=G14-G20	=H14-H20	=I14-I20	=J14-J20	=K14-K20	=L14-L20	=M14-M20	=N14-N20	=O14-O20

*(Source: Self-Created, Excel)***Bar graph:***(Source: Self-Created, Excel)*

Introduction

This task illustrated the importance of Microsoft Excel in this generation to be able to properly analyse the financial aspects of an organisation. Even in the wake of advanced analytical platforms, Excel remains a requirement of all disciplines because it is relatively low-cost, flexible and has features not offered in other applications. Excel simply connects the dots of raw numbers to actionable information across multiple industries, such as finance, retail, strategic planning and many more (Winsto, 2021). For a growing retail organisation in the UK, not only does Excel provide operational efficiencies to its operations, but it also provides strategic forecasting, budget tracking, and performance measurement, which all occupy the space of modern daily business intelligence (Hoggett et al., 2021).

Discussion

Excel can be used for tasks as easy as basic data entry to more complex financial modelling needs, and it has become a language used by analysts, accountants, marketers, and managers. One of its greatest strengths is Excel's ability to identify and build structured data (Thottoli., 2021). The program offers functionality, such as tables, filters and conditional formatting, mathematical functions that allow a user almost instant sorting of content, types of data, or highlighting of the respective component data. This is valuable in the example of retail finance, where accounting statements, sales data trends or costs of goods sold must be analysed on a monthly basis (Tint et al., 2025). For example, taking the approach as in the VitalHxEase financial statement, this tool can monitor and compile the monthly revenues and expenses with Excel to provide transparent monitoring of profit margins and sales performance relative to seasonality. Another area of strength for Excel is its ability to visualise an outcome. The charts, line, bar, pie and many more easily interpret the numbers into a story. Dashboards, including slicers or sparkline visualisations, become interactive views for stakeholders (Liew et al., 2022).

VitalHxEase's financial performance shows consistent improvement in both income and expenses over the duration of the year. Total income, defined as sales revenue and income received via its partnerships, grew from €15,000 in January to €33,500 in December. It indicates a growth of more than twice the amount of total income over the course of the 12 months. This increase provides direct evidence of the volume of sales and of increased income from partnerships, both of which contributed to this growth trajectory. Business-related expenses also grew over the course of the year, from €10,050 in January to €18,300 in December. Drivers of these expenses included operational expenses, marketing, and product expenses. There has been an increase in expenses, but income has continued to be larger than expenses every month. This means that the organisation is operating at a profit. Also, it indicates that profit margins are effectively increasing each month during the twelve months of operation, with December's margin being the highest at €15,200. The largest month-to-month gain occurred between April and May, when there was an improvement of €2,800. Monthly expenses associated

with operating the business are indexed less month to month, which further contributes to a cost-effective organisation that is managing expenses effectively (Lindquist and Sulewsk, 2024).

Financial indicators highlight growth and sustainability risks in the VitalHxEase business model, which is responsible, funded and scalable. This is in line with the professional expectation of the financial growth of the organisation, which, in a chart, shows that income bars extend longer than expense bars, signalling that the organisation is operating profitably (Remenyi et al., 2022). This expense and revenue data provides information to assist with strategy and review and expense decision making, but also sits alongside prudent marketing, sourcing/investment through operational costs to protect margins (geeksforgeeks.org, 2025). The platform also has extensive collaboration, security and social media features.

Conclusion

Microsoft Excel is a robust platform utilised by organisations and businesses, particularly in finance and retail. Excel comprises software applications that allow professional users to conduct data analysis, create trend assessments, design charts, and automate processes. Excel gives professional users more than Excel software, but it is still an actuary as a solid business partner for Financial Analysts in decision making. Throughout its use, the Excel program captures financial performance, prepares recommendations for the future, explores opportunities for improvements and possible cost savings, and recommends strategic alignment and communication and/or coordination with other departments and teams. Excel is still a physical tool that allows professionals to work with large and complicated data sets. Many organisations are contemplating software alternatives for performance analysis and strategic decision-making. Excel continues to innovatively improve with new, sometimes better functionalities and greater software connection capabilities. It serves as a foundation for maintaining competitiveness in a fast-moving world.

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Task 3: Video



Empowering Health Through Innovation



(Ojonugwa et al., 2022)

Introducing VitalHxEase

Our Mission and Values

VitalHxEase is dedicated to empowering health through innovative tracking solutions, focusing on accuracy, usability, and integration, aligning our founding vision with patient-centric values that shape healthcare technology.



(Muley et al., 2021)



Addressing Key Challenges

Solutions for Better Tracking

VitalHxEase focuses on overcoming challenges in healthcare tracking, such as *fragmented data* and lack of real-time monitoring, ensuring that both patients and providers can achieve *enhanced engagement and efficiency*.

(Goodsell, 2023)

VitalHxEase Product Portfolio



(Kirkby et al., 2024)

Wearable Technology

Our wearables provide **real-time health tracking** for improved patient outcomes.



(Goodsell, 2023)

Mobile Applications

Our apps enhance **user engagement** through intuitive health management tools.

VitalHxEase Product Portfolio



(Kirkby et al., 2024)

Real-Time Monitoring

VitalHxEase products enable **real-time tracking** of vital signs for users.



(Ghorbanzadeh and Rahegh, 2021)

Seamless Integration

Our solutions ensure **smooth integration** with existing healthcare systems and Innovation.

Delivering Value

Enhancing User Experiences



30%

↑ Reduction in hospital visits
(Goodsell, 2023)

85%

↑ Improved patient compliance rates
(Enright, 2021)

(Muley et al., 2021)



Improved Health Awareness

VitalHxEase empowers patients by providing real-time access to their health data, enabling them to monitor vital signs effectively and make informed decisions about their health journey.

Better Patient Management

Healthcare providers benefit from accurate, timely data that enhances patient management, allowing for tailored treatment plans and efficient monitoring of patient progress during care engagements.

Seamless Integration

Our products integrate smoothly with existing healthcare systems, ensuring that data flows effortlessly between devices and electronic health records, enhancing overall usability and interoperability in patient care.

Connect with VitalHxEase Today

For more information, visit our website at reallygreatsite.com or contact us via email at <https://vitalhxease.wixsite.com/vitalhxease>



Task 3 - Video.mp4

Link:

https://uowtsd-my.sharepoint.com/:v:/g/personal/2421723_student_uwtsd_ac_uk/IQCZ5WDnAymvRgYN66s61ngRAWEYY72wjs55SlhQatasT1Y?e=hFYjfr

Task 4: Presentation

Introduction

- The proposed VitalHxEase is a brand offering assistance with health tracking.
- This project included conducting market research, creating a financial plan, and producing video-based advertisements.
- The goal of this project was to demonstrate how digital skills support personal and business growth.



(Ojonugwa et al., 2022)

Slide Notes

- The proposed VitalHxEase is a brand offering assistance with health tracking.
- This project included conducting market research, creating a financial plan, and producing video-based advertisements.
- The goal of this project was to demonstrate how digital skills support personal and business growth.

Speaker Notes

This presentation highlights the development of the VitalHxEase brand with respect to an e-commerce marketplace that facilitates sales of medical tracking devices. A total of three related tasks were performed to support the successful evaluation of the brand's digital presence: market research, financial forecasting, and multimedia advertising. These three tasks were combined to show how businesses use digital tools to support strategic decision-making (Ojonugwa et al., 2022).

Market Research

- Collected data using Google Forms.
- The survey had 10 questions about online behaviour, preferences, and website features.
- It included multiple formats (Likert scales and multiple choice)

An illustration within a circular frame showing a magnifying glass over a smartphone screen. The screen displays a bar chart and a line graph. In the background, there are stylized human figures and more charts, suggesting a focus on data analysis and user behavior.

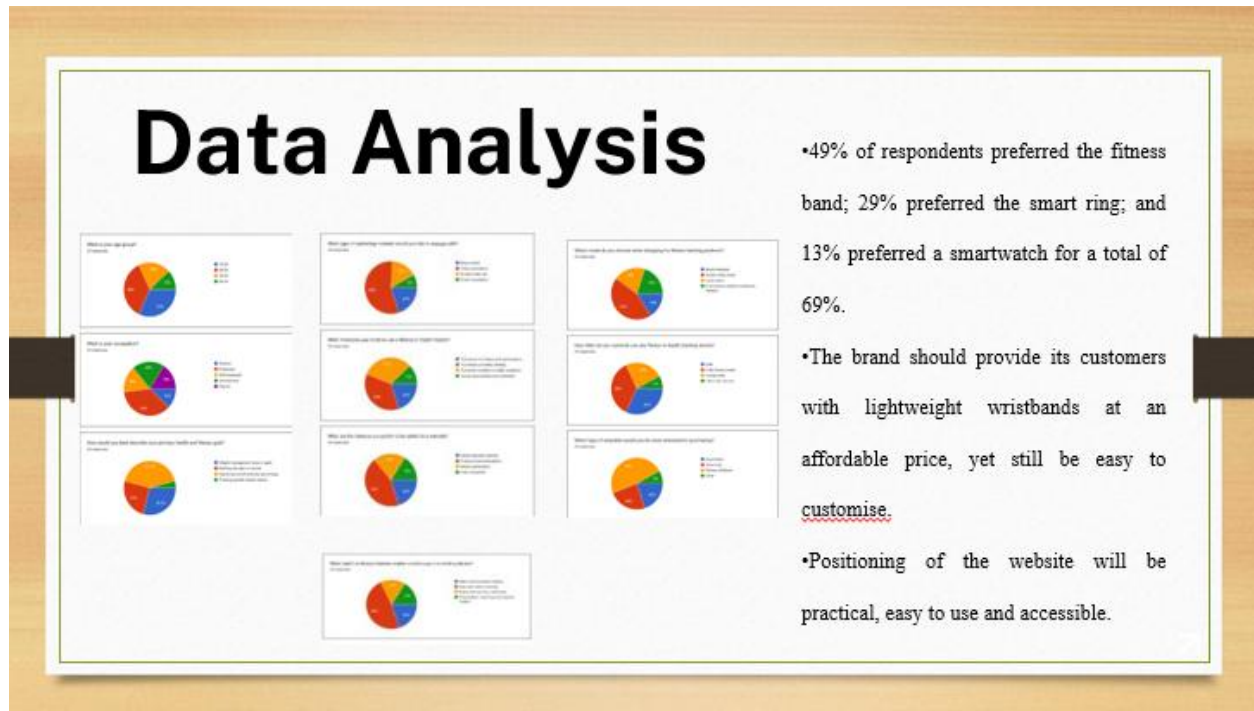
(Muley et al., 2021)

Slide Notes:

- Collected data using Google Forms.
- The survey had 10 questions about online behaviour, preferences, and website features.
- It included multiple formats (Likert scales and multiple choice)

Speaker Notes:

The consumer survey was the first phase of research and consisted of 10 questions concerning purchasing habits (online), sustainability and health-related topics. Responses will allow for structured and valid data collection, but the critical insight from the results will be the understanding of why consumers are purchasing products (Muley et al., 2021).



Slide Notes:

- 49% of respondents preferred the fitness band; 29% preferred the smart ring; and 13% preferred a smartwatch for a total of 69%.
- The brand should provide its customers with lightweight wristbands at an affordable price, yet still be easy to customise.
- Positioning of the website will be practical, easy to use and accessible.

Speaker Notes:

According to the survey results, the most preferred device option was the fitness band (49%). In addition, the consumers indicated that they would like to know product quality and product credibility before making a purchasing decision and that the reviews will have the greatest influence over their final decision to buy a device. Furthermore, mobile methods of usability and utilising social media marketing were influencing factors for each of the respondents. These factors assisted in determining the brand positioning of VitalHxEase. VitalHxEase should be practical, reliable, user friendly (Himeur et al., 2023).

Business Concept



- Individual consumers are targeted by VitalHxEase
- Applies the BRAND MODE related to Consumer.
- Focus on long-term health-oriented products.
- Values focused on loyalty, transparency and accessibility.

Slide Notes:

- Individual consumers are targeted by VitalHxEase
- Applies the BRAND MODE related to Consumer.
- Focus on long-term health-oriented products.
- Values focused on loyalty, transparency and accessibility.

Speaker Notes:

VitalHxEase was founded as a digital marketplace leveraging health products and maintaining ethical sources. However, the concept is generated based on sustainability and transparency, as well as sheds light on consumer preferences in a business context by integrating their values. At the same time, it emphasises authentic sourcing, honesty, and accessibility. The brand prioritises enhancing loyalty and trust (Enright, 2021).



Slide Notes:

- Design through the Wix platform.
- The first page has trust signals, products, and a call-to-action.
- The second page focuses on secure checkout, a blog for SEO, mobile-friendly design.

Speaker

Notes:

The website has designed by applying Wix, selected for its mobile-friendly features and ease of use. The first page focuses on showcasing your products, testimonials, and trust signals. The second page of the site supports SEO through blog posts. The entire design is a balance between simplicity and functionality, allowing consumers who may have little or no technical knowledge to have access for company.

Marketing Materials

- The Canva tools can be used to generate better ads and infographics.
- The sustainability theme can effectively gain the attraction of eco-consiouc customer segment.



Slide Note:

- The Canva tools can be used to generate better ads and infographics.
- The sustainability theme can effectively gain the attraction of eco-consiouc customer segment.

Speaker Notes:

The marketing materials were designed using Canva, based on the feedback from the surveys on style and content. The infographics and social media content were designed to promote the sustainable and health-oriented brand. The use of phrases such as “shop with impact” and “certified eco-friendly” was employed to build consumer trust and promote the ethical aspects (Goodsell, 2022).

Video Ad - Storytelling in Action

- Brand launch with health messaging.
- VitalHxEase is the solution.
- Tagline: “Come to and Shop wisely.”



(Ghorbanzadeh and Rahehagh, 2021)

Slide Notes:

- Brand launch with health messaging.
- VitalHxEase is the solution.
- Tagline: “Come to and Shop wisely.”

Speaker Notes:

The video advertisement was used to launch the brand through storytelling, which included product shots, testimonials, and health messages. Emotional engagement was key in developing brand loyalty, with a short and memorable message that made VitalHxEase a trusted solution (Ghorbanzadeh and Rahehagh, 2021).

Financial Projection

- The Excel model is used to forecast one-year revenue and expenses.
- Revenue sources include partnership activities, product sales, and advertising.
- Expense includes sourcing, marketing, and operations.



Diagram illustrating the Main Parts of Financial Projections:

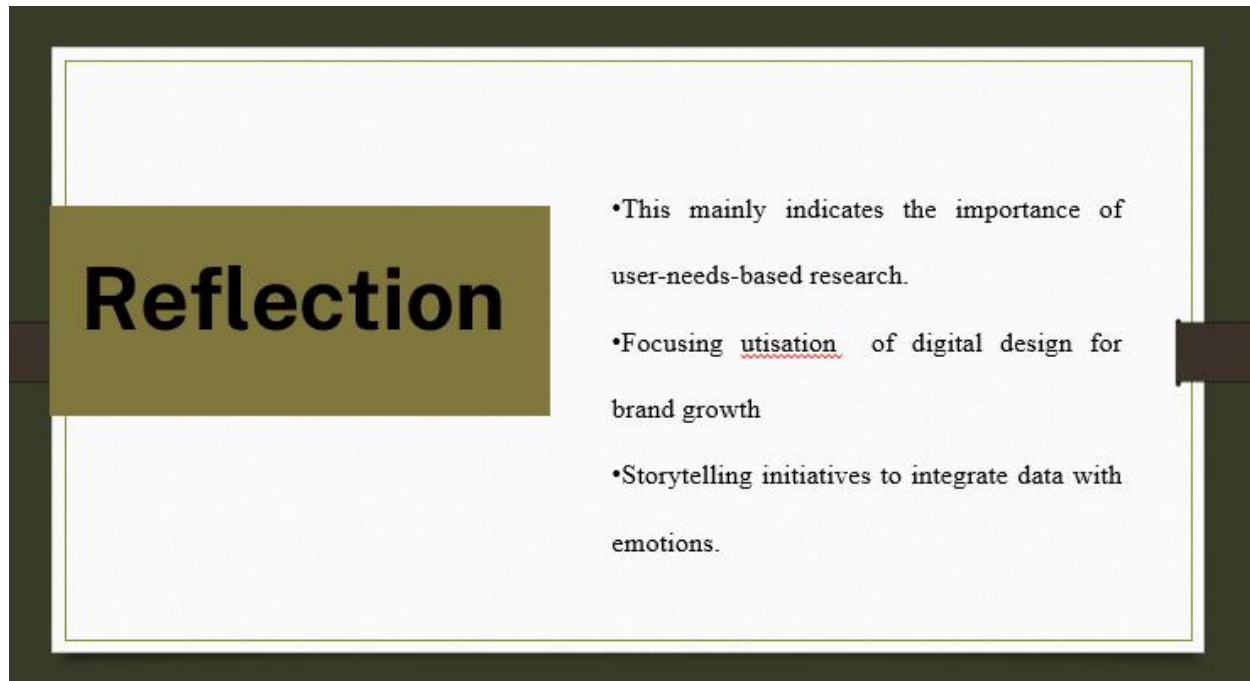
- SALES FORECAST
- EXPENSES BUDGET
- CASH FLOW STATEMENT
- INCOME PROJECTION STATEMENT
- BALANCE SHEET
- BREAK EVEN PROJECTION

Slide Notes:

- The Excel model is used to forecast one-year revenue and expenses.
- Revenue sources include partnership activities, product sales, and advertising.
- Expense includes sourcing, marketing, and operations.

Speaker Notes:

Financial forecasting was carried out using the Excel model for a period of 12 months. The expenses were divided into four categories, which included sourcing expenses, shipping expenses, operational expenses, and marketing expenses. The sources of revenue were sales and collaborations. The researchers used automatic formulas together with graphs to understand the data and analysis of existing trends (Kirkby et al., 2024).



Slide Notes:

- This mainly indicates the importance of user-needs-based research.
- Focusing utilisation of digital design for brand growth
- Storytelling initiatives to integrate data with emotions.

Speaker Notes:

The key focus of the project is establishing a strong connection between developing the brand and base research about the users; using powerful storytelling techniques to connect the data with the emotional response from the users, making the data relatable to users in the real-world and evoking an emotional response. A challenge faced with this project will be to maintain a consistent voice and reputation of the brand with a balance between a structured design and authenticity.

SKILLS DEVELOPED



- Integrated website development and learned an SEO technique.
- Obtained knowledge by integrating the survey method and processing data analysis.
- Focused on practising the scripting and editing of video

Slide Notes:

- Integrated website development and learned an SEO technique.
- Obtained knowledge by integrating the survey method and processing data analysis.
- Focused on practising the scripting and editing of video

Speaker Notes:

Throughout this project, I have gained key skills regarding digital storytelling, survey design, data interpretation, and multichannel marketing. I have also gained real-life experience with SEO, website development, and video production. Furthermore, I intend to stretch my knowledge in logistics, fulfilment, and targeted advertising tactics (Roumeliotis & Tselikas, 2022).

Task 3: Video



Task 3 - Video.mp4

Video:

Link: https://uowtsd-my.sharepoint.com/:v:/g/personal/2421723_student_uwtsd_ac_uk/IQCZ5WDnAymvRqYN66s61ngRAWEYY72wjs55SlhQatasT1Y?e=hFYjfr

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