

UNIVERSITY OF WALES TRINITY SAINT DAVID

Name: Viktoriia Sashchenko

Student number: 2320920

Module: Digital Skills for Personal and Professional Growth

Assessment title: Task 1. 750 word questionnaire analysis

Module code: BMSW4008

Lecturer: Philippa Fitzgerald

Word count: 820

Contents:

November 2024

Questionnaire analysis

THE TIMELESS KITCHEN INTERIOR DESIGN COMPANY

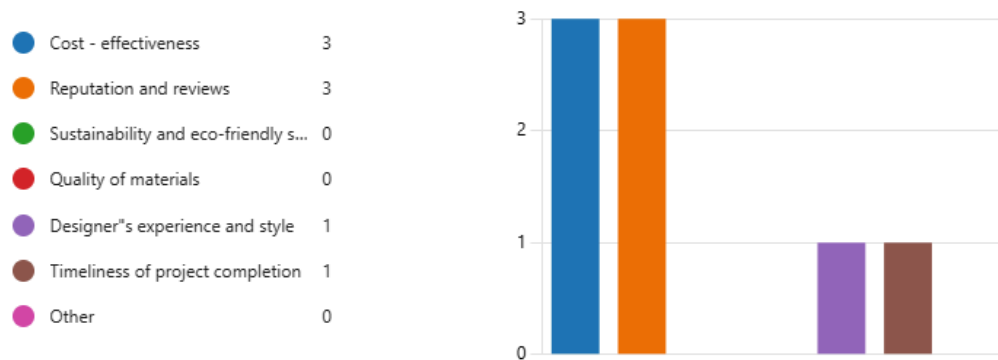
Introduction.

I have selected these three questions from my survey for analysis because they directly align with the key areas of focus in my research. Each question provides valuable data that will help me better understand the topic and answer the central research questions I am exploring.

1. This graph, created by my business research, shows the most important factors people consider when choosing a kitchen design company.

2. What are the most important factors you consider when choosing a kitchen design company?

[More Details](#)



Trends and patterns:

- **Cost-effectiveness** seems to be a leading consideration, receiving three responses, suggesting that budget or affordability is the most common concern when selecting a kitchen design company.
- **Reputation and reviews** are also important, receiving three responses. This indicates that people value the experience and satisfaction of previous customers when making a decision. Research shows that cost-effectiveness and reputation are often primary factors in consumer decision-making (Kotler & Keller, 2016).
- **Timeliness of project completion and designer's experience** have one response each, indicating that meeting deadlines and designer's experience are not much important considerations for my respondents compared to cost and reputation, though, according to Lovelock and Wirtz (2011) "Delays can impact overall customer satisfaction".

- **Sustainability, eco-friendliness and quality of materials**, surprisingly, have no responses, which might suggest that cost and reputation stand over the quality and eco-friendliness.

Insights:

- **Cost and reputation** are the primary driving forces for decision-making, showing affordability and customer feedback priority over other factors.
- **Timeliness and designer's experience** are not very significant concerns and not yet the leading factors.
- **Sustainability and eco-friendliness, quality of materials** are not priorities at all, possibly indicating that people trust that these will be managed adequately by the company.

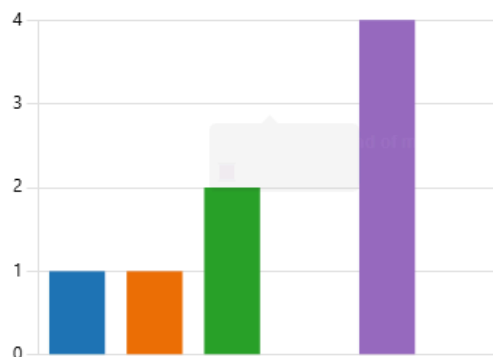
In summary, the key insight is that my questionnaire respondents are highly driven by the balance between affordability and reputation, with growing attention to timeliness of project completion and designer's experience and style.

2. The second image presents data on preferred kitchen design styles.

3. How would you describe your ideal kitchen design style?

[More Details](#)

● Modern	1
● Traditional	1
● Rustic	2
● Minimalist	0
● Transitional (Blend of modern a...	4
● Other	0



Trends and patterns:

- **Transitional** (the blend of modern and traditional) **style dominates** with four responses, suggesting that many respondents value a balance between classic and contemporary looks.
- **Moderate preference for Rustic**, two responses, indicates that people enjoy a more natural, cosy and earthy aesthetic in their kitchen, preferring wood and stone that gives a warm, rural charm.
- **Low preference for Modern and Traditional**, received only one vote each, showing that they are not the dominant style in this group. Modern design may be seen as too minimalistic or sleek for some, while traditional might seem outdated.

- **No preferences for Minimalist style**, which typically focuses on simplicity and functionality, suggesting that this group does not prioritise ultra-simplified or bare design in their kitchen spaces.

Insights:

- **Transitional design** preference shows that people are looking for both current trends and timeless features and flexibility in their designs.
- **Rustic** charm is the second most favoured style, proving significant interest in natural, earthy designs, warm and comfort lines.
- Low interest in **Modern and Traditional styles** indicates that while these styles have their fans, they may be considered too extreme or one-dimensional by the audience.
- The lack of votes for **Minimalist** style gives me an idea that people might find this style too stark for a functional and welcoming kitchen.

In summary, research on interior design preferences shows that while modern and traditional styles have their followers, transitional styles tend to have broader appeal in blending both approaches (Anderson, 2021).

3. This image represents data regarding the timeline respondents have in mind for their kitchen design projects.

7. What timeline do you have in mind for your kitchen design project?

[More Details](#)

● Immediately, 1-2 months	1
● 3-6 months	7
● 7-12 months	0
● more than a year	0



Trends and patterns:

- **Majority preference for 3-6 months:**
Seven people out of eight prefer to have their project done within 3-6 months, suggesting that they are planning ahead and not in a rush to start it immediately.
- **Immediate projects** are less common, one response. This shows that most are comfortable with a bit of planning time before commencing.
- **No interest in longer Timelines** suggests that people are motivated to see relatively quick results rather than postponing in very long-term plans.

Insights:

- The **3-6 months** timeline preference reflects a period of research, budgeting and securing the right constructor without rushing a decision-making process.

- The **1-2 months** timeline suggests a pressing need, such as an upcoming move or dissatisfaction with the current kitchen.
- The **7-12 months** or more timeline not preference means that people do not want to push off their kitchen renovations for a long time.

In conclusion, most people are preparing to undertake kitchen renovations within the next 3-6 months, showing the balance between planning and taking action, while few are ready to begin sooner. No one is delaying the project beyond six months, indicating that kitchen design projects are seen as relatively near-term goals.

My questionnaire findings offer data-driven insights that help me align my business idea more closely with market needs, optimise product development, adjust pricing and shape marketing strategies. It provides the foundation for building a customer-centric business, reducing risks and maximising chances for success of my company.

Reference list:

Anderson, J. (2021) *Modern vs. Traditional Design: Trends and Consumer Preferences*. New York: Design Press.

Bencsik, A. (2017) *Knowledge Management Initiatives and Strategies in Small and Medium Enterprises*. Available at: [https://www. \[PDF\] The sixth generation of knowledge management – the headway of artificial intelligence | Semantic Scholar](https://www.[PDF] The sixth generation of knowledge management – the headway of artificial intelligence | Semantic Scholar) (Accessed: 1 June 2021).

Burgess, J., Marwick, A. and Poell, T. (2018) *The SAGE Handbook of Social Media*. 1st edn. London: SAGE Publications Ltd.

Byrd, L. (2021) *Cultivating Entrepreneurial Changemakers Through Digital Media Education*. Available at: [http://www.Cultivating Entrepreneurial Changemakers Through Digital Media Education: 9781799858089: Education Books | IGI Global \(igi-global.com\)](http://www.Cultivating Entrepreneurial Changemakers Through Digital Media Education: 9781799858089: Education Books | IGI Global (igi-global.com)) (Accessed: January 2021).

Dadwal, S. (2020) *Handbook of Research on Innovations in Technology and Marketing for the Connected Consumer*. Available at: [http://www.Handbook of Research on Innovations in Technology and Marketing for the Connected Consumer: 9781799801313: Business & Management Books | IGI Global \(igi-global.com\)](http://www.Handbook of Research on Innovations in Technology and Marketing for the Connected Consumer: 9781799801313: Business & Management Books | IGI Global (igi-global.com)) (Accessed: November 2019).

Kotler, P. & Keller, K. (2016) *Marketing Management*. London: Pearson.

Lovelock, C. & Wirtz, J. (2016) *Services Marketing: People, Technology, Strategy*. 8th edn. London: World Scientific.

Paulus, P., & Nijstad, B. (2021) *Group Creativity: Innovation through Collaboration*. England: Oxford University Press.

Pinto, F., & Guarda, T. (2020) *Digital Marketing Strategies and Models for Competitive Business*. Available at: <http://www.Digital Marketing Strategies and Models for Competitive Business - Google Books> (Accessed: January 2020).

Sandhu, K. (2020) *Digital Transformation and Innovative Services for Business and Learning*. Available at: [http://www.Digital Transformation and Innovative Services for Business and Learning: 9781799851752: Business & Management Books | IGI Global \(igi-global.com\)](http://www.Digital Transformation and Innovative Services for Business and Learning: 9781799851752: Business & Management Books | IGI Global (igi-global.com)) (Accessed: June 2020).

Soltanifar, M., Hughes, M., Gocke, L., (2021) *Digital Entrepreneurship*. Available at: <http://www.Digital Entrepreneurship: Impact on Business and Society | SpringerLink> (Accessed: January 2021).

UNIVERSITY OF WALES TRINITY SAINT DAVID

Name: Viktoriia Sashchenko

Student number: 2320920

Module: Digital Skills for Personal and Professional Growth

Assessment title: Task 2. Write 1000 words on the design of the website and marketing materials.

Module code: BMSW4008

Lecturer: Philippa Fitzgerald

Word count: 1098

Contents:

November 2024



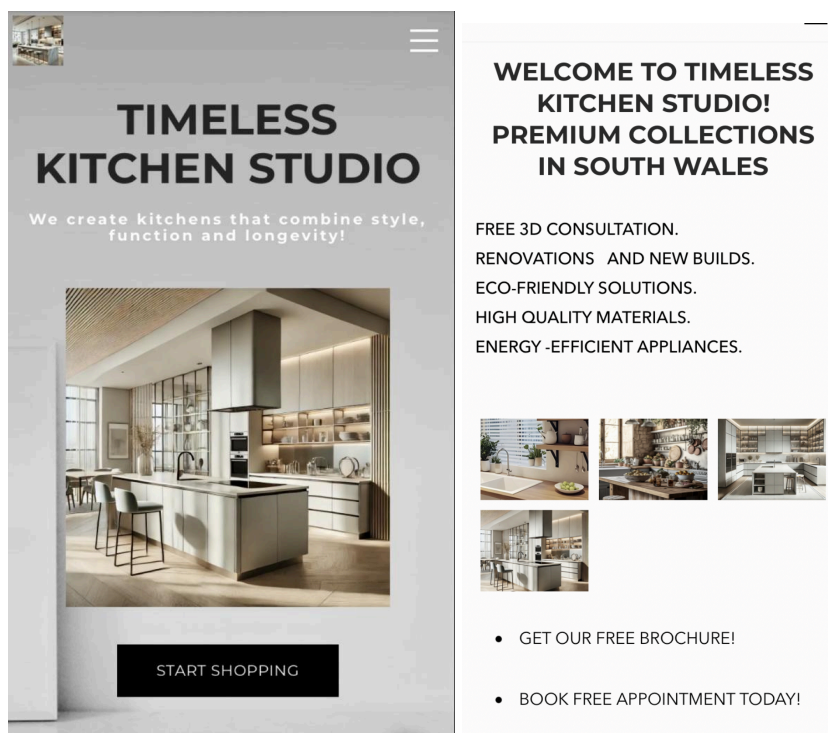
(Sashchenko, 2024)

“TIMELESS KITCHEN STUDIO”

Based on the questionnaire data [THE TIMELESS KITCHEN INTERIOR DESIGN COMPANY \(office.com\)](https://www.the-timeless-kitchen-interior-design-company.com), I can identify various types of clients preferences, such as: budget range, timeline for the project, the most important function of the kitchen, a preferable design style and others. This helps significantly create a proper website layout for customers. Due to the questionnaire, I can structure the website to reflect clients’ interests. For example, suggest categories for “Traditional Kitchens” or “Budget-Friendly Designs”, run targeted social media ads about eco-friendly materials and sustainable kitchen solutions, and promote discounts or financing options.

When creating flyers, for example, the survey data can guide me on which aspects of my service to emphasise.

By integrating this questionnaire data into my website and marketing materials, I can create more client-oriented content as according to Beaird (2020), “A beautiful website is not just visually pleasing; it needs to function well and guide the user to their goal with minimal friction”. It ensures that my design and marketing are not only aesthetic but also functional and responsive to the insights I have gathered, improving my ability to attract and convert leads into clients.



(Sashchenko, 2024)

Website design and Content:

Based on the responses from my questionnaire, I have divided my audience into different segments, depending on factors such as:

- **Demographics:** age and level of income. For example, people aged 45-54 years old are more likely to spend £11000-25000 for a kitchen design project. It means that middle-age people are our main target audience. They know exactly what they want and can afford to invest significant money in kitchen renovation or build.
- **Design preferences:** according to my survey, the respondents prefer Transitional (blend of modern and traditional) kitchen design. It gives an idea what kitchen style photos to include in ad materials.
- **The most important criteria when choosing a kitchen design company:** in my case, it is cost-effectiveness and company reputation. We suggest to our clients a variety of materials, lay-outs that will be functional, beautiful, long-lasting and affordable. Besides, all our projects, prices, materials build up a good reputation for the company.

Marketing materials:

“The more accessible and clear the message, the more effective the communication” (Miller, 2014).

- **Segmentations for ads:** questionnaire responses help me segment my marketing campaign. Some people in my audience are interested in eco-friendly and sustainable kitchen solutions. It means that I can run targeted social media ads and generate handouts that highlight these elements:



We create eco-friendly and sustainable kitchen solutions!

TIMELESS KITCHEN STUDIO

CARDIFF, CATHENRAL ROAD,
CF119HB. +4407464557777

(Sashchenko, 2024)

- **Print materials:** when creating flyers, billboards and brochures, the survey data guide me on which aspects of the service to emphasise. For example, my respondents value a 3-6 months timeline for a kitchen design project. So, my print materials can include this information as well:



(Sashchenko, 2024)

- **Personalised email campaigns:** our email marketing can be also segmented, based on the data collected. People, who indicated they were most interested in rustic kitchen designs, would receive content that highlights relevant project portfolios. Meanwhile, those focused on sustainability, could get emails showing energy-efficient appliances and eco-materials.
- **Social media targeting:** through Instagram and Facebook, we can create highly targeted ads. For terraced house owners, for example, where small kitchens are common, clever storage solutions and space-efficient designs are appropriate:



(Clark, 2018)

- **Income-based offers:** for clients with high income, we can offer premium kitchen services and for cost-sensitive segments - discounted packages (up to 20%) with affordable yet stylish options.
- **Different promotions:** suggest a discount of 15% on new kitchen design packages for first-time homebuyers and 20% off when you bring a new client.
- **Social media content:** create blog posts and videos on the topics our audience is interested in. We can also publish "happy clients" stories, collaborate with Jamie Oliver, English celebrity chef to cook and attract customers.
- **Client-designer communication channels:** the questionnaire data demonstrates that high-end clients prefer direct, personalised consultations with the designer, otherwise, the younger audience is more responsive to social media content.

So, by leveraging the survey data for segmentation, we can improve our marketing approach, ensuring that each customer feels like we are speaking directly to their needs and preferences. This method of personalization helps to build better relationships with our clients, improves engagement and increases each audience group satisfaction.

Optimising my website and marketing materials for search engines based on insights from the questionnaire is a smart approach to align my content with what potential clients are actively searching for:

1. **Keyword research based on customer language:** I have gathered insights into the exact terms and phrases my respondents used to describe their kitchen design needs. For example, many of them referred to "eco-friendly kitchen materials". So, I optimised my website and marketing content around these specific keywords, ensuring that the content matches my customer's language.
2. **Website individual pages:** I designed individual landing pages for the audience who are looking for "luxury kitchen designs" and "budget-friendly kitchen renovations", focusing on these particular themes. "Users expect websites to load within two seconds - performance is a design choice as much as an engineering one" (Souders, 2007).

3. **Improving the site visibility through Meta Tags:** most of my respondents prefer the transitional kitchen designs. I incorporated these keywords into meta tags to improve my site's visibility on search engines when users search for these terms.
4. **On-page SEO adjustment using internal linking:** according to the insights from the questionnaire, I can guide users through different sections of my website, using internal links. For example, if the user is on a page about “small kitchen designs”, it can link to blog posts, galleries and case studies about “space-saving solutions”. It improves SEO by creating a network of relevant content.
5. **Mobile optimization:** according to my survey, most of the audience prefers browsing via mobile devices. So, my website is fully optimised for mobile SEO.
6. **Local SEO strategies:** I created location-based content, such as “Best Kitchen Designers in Cardiff” and “Top Trends for The Rhondda Kitchens”. Using these keywords help rank the site higher for users searching for services in their areas.
7. **SEO-optimised brochures:** as many of the respondents showed interest in the “open-concept kitchen layouts”, I created a downloadable guide that is optimised for these keywords.

By using the questionnaire data, I am able to create highly relevant content that aligns with the exact language and preference of my audience. This alignment improved my search engine optimization efforts by ensuring that my website and marketing materials are optimised for the specific keywords, search queries and concerns that matter the most to my potential clients. This targeted approach improves the ranking and attracts the right kind of traffic to increase the number of customers.

Reference list:

Beaird, J., Walker, A., George, G. (2020) *The Principles of Beautiful Web Design*. Publisher: SitePoin

Bencsik, A. (2017) *Knowledge Management Initiatives and Strategies in Small and Medium Enterprises*. Available at: [https://www. \[PDF\] The sixth generation of knowledge management – the headway of artificial intelligence | Semantic Scholar](https://www.[PDF] The sixth generation of knowledge management – the headway of artificial intelligence | Semantic Scholar) (Accessed: 1 June 2021).

Burgess, J., Marwick, A. and Poell, T. (2018) *The SAGE Handbook of Social Media*. 1st edn. London: SAGE Publications Ltd.

Byrd, L. (2021) *Cultivating Entrepreneurial Changemakers Through Digital Media Education*. Available at: [http://www.Cultivating Entrepreneurial Changemakers Through Digital Media Education: 9781799858089: Education Books | IGI Global \(igi-global.com\)](http://www.Cultivating Entrepreneurial Changemakers Through Digital Media Education: 9781799858089: Education Books | IGI Global (igi-global.com)) (Accessed: January 2021).

Clark, A. (2018) *A Kitchen project*. Available at: <http://www.houzz.75 Kitchen Ideas You'll Love - November, 2024 | Houzz> (Accessed: January 2018).

Dadwal, S. (2020) *Handbook of Research on Innovations in Technology and Marketing for the Connected Consumer*. Available at: [http://www.Handbook of Research on Innovations in Technology and Marketing for the Connected Consumer: 9781799801313: Business & Management Books | IGI Global \(igi-global.com\)](http://www.Handbook of Research on Innovations in Technology and Marketing for the Connected Consumer: 9781799801313: Business & Management Books | IGI Global (igi-global.com)) (Accessed: November 2019).

Miller, B. (2014) *Above the Fold*. The USA: Adams Media Corporation

Paulus, P., & Nijstad, B. (2021) *Group Creativity: Innovation through Collaboration*. England: Oxford University Press.

Pinto, F., & Guarda, T. (2020) *Digital Marketing Strategies and Models for Competitive Business*. Available at: <http://www.Digital Marketing Strategies and Models for Competitive Business - Google Books> (Accessed: January 2020).

Sandhu, K. (2020) *Digital Transformation and Innovative Services for Business and Learning*. Available at: [http://www.Digital Transformation and Innovative Services for Business and Learning: 9781799851752: Business & Management Books | IGI Global \(igi-global.com\)](http://www.Digital Transformation and Innovative Services for Business and Learning: 9781799851752: Business & Management Books | IGI Global (igi-global.com)) (Accessed: June 2020).

Sashchenko, V. (2024) *Kitchen Logo, Flyers Design*. Unpublished.

Soltanifar, M., Hughes, M., Gocke, L., (2021) *Digital Entrepreneurship*. Available at: <http://www.Digital Entrepreneurship: Impact on Business and Society | SpringerLink> (Accessed: January 2021).

Souders, S. (2007) *High Performance Web Sites: Essential Knowledge for Front-End Engineers*. 1st edn. The USA: O'Reilly Media.

UNIVERSITY OF WALES TRINITY SAINT DAVID

Name: Viktoriia Sashchenko

Student number: 2320920

Module: Digital Skills for Personal and Professional Growth

Assessment title: Task 3. Write 750 words on the importance of Excel in the digital era.

Module code: BMSW4008

Lecturer: Philippa Fitzgerald

Word count: 734

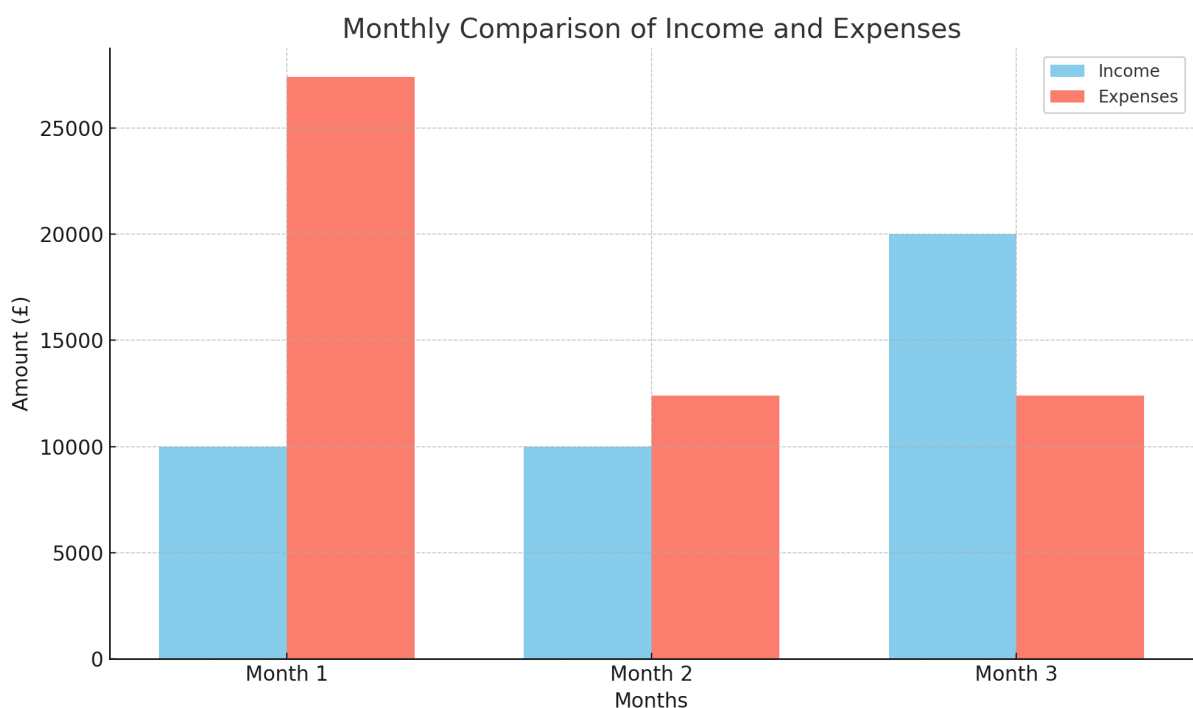
Contents:

November 2024



“TIMELESS KITCHEN STUDIO”

Three - Month Period Spreadsheet of my Business1



The importance of Excel in the Digital Era.

In today's fast-speed digital era, businesses and individuals are relying on technology to handle data, streamline processes and enhance productivity. “ Many modellers spend days or weeks on the calculations and functionality, but fail to spend just a few minutes or hours on charts, formatting, and layout at the end of the process...” (Fairhurst, 2022).

Excel has become a useful tool that plays a crucial role in various sectors. Its importance lies not only in its ability to organise and process data but also in how it empowers users to make informed decisions, optimise workflows and adapt to the rapidly changing demands of the digital age.

- **Data Management and Organisation:**

According to Alexander (2022) "Excel has become a universal language for data management".

The ability to store and manage vast amounts of data in an organised manner is one of the key strengths of Excel. It provides a structured environment where data is systematically arranged in rows and columns in customer databases, financial records and project timelines. The structure makes it easier for users to input, retrieve and update information efficiently.

In a digital world, where data is constantly growing, the ability to organise and categorise it is crucial for effective decision-making. We can sort, filter and group data, according to specific criteria due to Excel's options. For example, as an entrepreneur, I can use Excel to categorise sales data by service/product line, region or time period, providing valuable insights into performance trends and customer behaviour.

- **Data Analysis and Visualisation:**

"Excel goes beyond spreadsheets to become a foundational tool for data analysis and business intelligence" (Girvin, 2021).

Except for data storage, Excel includes analytical capabilities with built-in functions and formulas for complex calculations, from arithmetic calculations to advanced financial modelling and statistical analysis. This ability makes excel an essential tool for data analysis.

Another significant aspect of Excel is flexibility. Users can create custom formulas to solve specific problems, calculating profit margins, forecasting future sales and analysing market trends. For example, this flexibility allows me to tailor my questionnaire analysis to meet its unique needs, which are crucial in a data-driven decision-making world.

In the digital era, where presentations and reports are increasingly shared online, the ability to visually represent data is invaluable.

- **Automation and Time Efficiency:**

Excel helps users save time and reduce the risk of human error. By using macros, a sequence of commands that can be recorded and repeated, formatting data, generating reports and performing calculations can be automated. For example, my business, which processes weekly sales reports or inventory updates, can use macros to automate the entire process, while the employees can focus on more strategic tasks.

Furthermore, Excel's ability to integrate several spreadsheets and workbooks enables users to generate dynamic reports that update automatically as data changes, increasing productivity.

- **Accessibility and Universality:**

“Excel”s widespread availability and intuitive interface make it an essential skill in the digital era” (Harvey, 2018).

Excel is part of Microsoft Office, one of the most widely used software suites in the world. It means that users with varying levels of expertise can leverage its basic functionalities. It also offers advanced features for advanced users, making it suitable for both beginners and experts. Excel can import and export data to and from databases, web applications and analytical platforms.

- **Cost- Effectiveness:**

Excel is cost-effective and remains affordable and familiar to most users, providing an entry point to data analysis for professionals and beginners too. Educational institutions, businesses and non-profit organisations benefit from Excel”s capabilities without having to invest in complex, high-cost software solutions. This accessibility contributes to Excel”s prevalence across various industries and roles, making it a go-to tool in data management and analysis.

Conclusion:

In the digital era, Excel remains important for its ability to handle diverse data needs, adapt to multiple use cases and empower users through automation and visualisation. Its versatility across industries, combined with its accessibility, makes it a vital tool for professionals and organisations aiming to leverage data to stay competitive. As data continues to grow in volume and complexity, Excel”s tools for organising, analysing and visualising information provide a bridge for users at all skill levels, ensuring that data-driven decision-making is within reach for everyone. The digital age may have brought new software solutions, but Excel”s enduring presence is a testament to its unmatched utility and relevance.

Reference list:

Alexander, M. (2016) *Excel Dashboards and Reports for Dummies*. England: John Wiley & Sons INC International Concepts.

Alexander, M. (2022) *Microsoft Excel 365 Bible*. The USA: Wiley.

Fairhurst, D. (2022) *Using Excel for Business and Financial Modelling: A practical guide*. England: Packt Publishing

Girvin, M. (2021) *Microsoft 365 Excel: The Only App That Matters: Calculations, Analytics, Modeling, Data Analysis and Dashboard Reporting for the New Era of Dynamic Data Driven Decision Making & Insight*. The USA: Holy Macro! Books.

Harvey, G. (2018) *Excel 2019 All-in-one for Dummies*. England: John Wiley & Sons INC International Concepts.

Lamont, I, (2020) *Excel Basics In 30 Minutes: The beginner's guide to Microsoft Excel, Excel Online, and Google Sheets*. The USA: In 30 Minutes Guides.

Oluwa, S. (2022) *Hands-On Financial Modeling with Excel for Microsoft 365*. 2nd edn. England: Packt Publishing.

Webb, L. (2023) *Excel: The Easiest Way to Master Microsoft Excel in 7 Days*. Publisher: Independently published.

UNIVERSITY OF WALES TRINITY SAINT DAVID

Name: Viktoriia Sashchenko

Student number: 2320920

Module: Digital Skills for Personal and Professional Growth

Assessment title: Task 4. Create a short 3 minute video advertising your chosen brand including a 200 word paragraph explaining how these techniques have been used within the video.

Module code: BMSW4008

Lecturer: Philippa Fitzgerald

Word count: 207

Contents:

November 2024



“TIMELESS KITCHEN STUDIO”

<https://youtu.be/Db5J3vzRenl4> (All images in this video are adapted from the internet).

Video Project 1.mp4

In the video, created for **Timeless Kitchen Studio**, several cinematic and storytelling techniques are used to capture the essence of a dream kitchen transformation. The opening shot, showcasing myself, the company’s owner, welcoming all watchers where I introduce a new company in the Kitchen Interior Design market. The next follows the main website page with the company’s name on it. Bright, sophisticated kitchen images immediately set a tone of elegance and luxury, drawing viewers into the space. Close-up shots of the designer sketching layouts and choosing materials and colours offer a personal glimpse into the creative process, emphasising attention to detail and craftsmanship. By transitioning between scenes of client consultations and installation, the video highlights the studio’s personalised approach, demonstrating their commitment to understanding and executing each client’s vision. Soft, ambient music plays in the background, enhancing the inviting atmosphere and aligning with the studio’s timeless brand identity. In the final scene, the company’s business card is suggested to the attention, including the address of the studio and a telephone number. Each of these techniques works together to present Timeless Kitchen Design Studio as both a luxury brand and a trusted partner in the creation and installation of unique, enduring kitchens.