

PROJECT BRIEF

Royal Change



Group Members:

Jordan McGuire
Maya Giro
Katherine Crocker

Client:

Royal Change
Sydney Houdyshell
Dustin Houdyshell



TABLE OF CONTENTS

Project Pitch **3**

The Client **5**

About the Project: Purpose, Tech, and Features **7**

Problem & Solution **11**

Development Milestones **14**

Research **16**

Comprehensive Research **17**

Market Justification **19**

Consumer Research **20**

Personas **23**

Product Comparisons **25**

Competitor Research **26**





PROJECT PITCH

PROJECT PITCH

With 1.4 million subscribers on her YouTube channel and over 400k followers on Instagram, Sydney Houdyshell is taking over social media by storm. Sydney is a fitness influencer from Charlotte, NC. Since 2018, it has been her mission to provide individuals across the globe with free, high-quality fitness. Along with her large athletic influence, Sydney and her husband, Dustin, own Royal Change, a company that offers a wide variety of fitness products including a paid subscription to a private Facebook community called the Sydney Squad.

In the words of Sydney, **"it's not about perfection, it's about consistency."** While Royal Change owns their own domain, it runs on Weebly, an outdated web service provider.

The site lacks cohesive branding and an intuitive user experience due to missing functionalities and responsiveness. For example, there's no way for Sydney Squad members to easily access their paid member benefits. Members must locate all important information, such as discount codes and workout calendars, directly in the Facebook group. The problem is, Facebook is cluttered with member discussions and updates. When important content is posted by Sydney, it often becomes difficult for members to easily find it in their feed. It's time that Royal Change develops the consistency needed on their website to satisfy their expanding target audience.

With a fully functional WordPress site, Royal Change has the flexibility to cater towards their audience members' needs, specifically those a part of the Sydney Squad. WordPress offers a variety of plugins that allows Royal Change to create a login portal for Sydney Squad members. With this portal, users have direct access to all paid content that's listed in their member benefits, and Facebook can now remain as a community forum. Members can say goodbye to scrolling through hundreds of posts on Facebook to find information such as workout calendars posted by Sydney. Thanks to Royal Change's new website interface, Sydney and her husband can easily update the site to stay current with new trends in the fitness industry to not only benefit their company, but to provide a great experience for their users.

Now that's consistency.



THE CLIENT

THE CLIENT

SYDNEY CUMMINGS HOUDYSHELL

Sydney Cummings Houdyshell is a NASM Certified Personal Trainer and Fitness Nutrition Specialist from Charlotte, NC. While earning her second degree in nurse anesthetist, she decided to drop school and pursue her passion in fitness. She made it her mission to provide the world with free, high-quality fitness and, in 2018, created a fitness channel on Youtube. After just 8 months, her channel was approved for a Youtube partnership where she had the ability to monetize her content. Today, **Sydney is a growing fitness influencer with 1.4 million subscribers** on her channel and over a thousand workout videos uploaded and organized by program and muscle categories.

Sydney and her husband, Dustin Houdyshell, also run a company called Royal Change that was established back in 2017. Royal Change is an online fitness store that sells a wide variety of products such as clothing and workout equipment. With her YouTube channel success, Sydney has become the face of Royal Change and is a key driver of the company's sales. She often utilizes Royal Change products in her workout videos and posts about upcoming merchandise on her Instagram account that has over 400k followers.



Sydney has inspired thousands of men and women across the globe, empowering them to incorporate movement throughout their day and improve their overall wellbeing. While Sydney's workout videos are free to access, she also has a private, subscription based, **virtual community on Facebook called the Sydney Squad**. People can join the Sydney Squad through the Royal Change website. With this membership, individuals get access to Sydney Q&A sessions, recipes, guest speakers, and exclusive discounts.



ABOUT THE PROJECT

PURPOSE, TECH, AND FEATURES

PURPOSE STATEMENT

Our purpose is to **update and refresh** the current Royal Change Website aesthetically and dynamically to better serve the **needs** of Sydney and her users.

Overview: The new Royal Change website is equipped with identifiable branding thanks to an updated design system. The site itself emphasizes the relationship between Sydney and Royal Change through written content and imagery. The website also includes many new features such as populating Sydney's Youtube Feed so that users have direct access to Sydney's free workouts. In addition, the site has a built-in Sydney Squad portal that gives members easy access to all paid benefits. Accessible benefits include a digital workout calendar, merchandise discount codes, a macro calculator, and daily workout challenges created by Sydney.

TECHNOLOGY

OVERVIEW:

The updated Royal Change site is run on WordPress, a sophisticated and reliable web platform that allows users with little web development experience to create functional websites. This platform will allow Sydney and her husband, Dustin, to easily make future changes to the site without the need to hire professional help. Shopify will remain as the storefront to the Royal Change website as its commerce features remains easy and accessible to Royal Change customers.

WORDPRESS PLUGINS:

Many important WordPress plugins are active on the Royal Change website such as:

- **Elementor Pro** is the site's chosen theme so that all of the site's needs could be met cohesively with its excellent design services and abilities
- **Youtube Gallery** plugin creates a custom shortcode so that the site generates Sydney's most recently uploaded Youtube video directly on the "Home" and "Free Workouts" pages.
- **Embedpress** imports documents and various media throughout the site and the Sydney Squad portal where needed such as the "Squad Calendar".
- **Macro Tool for WordPress** is a paid plugin that implements a custom macronutrient calculator for Sydney Squad members
- **Smush** compresses media file sizes to improve the site's overall performance and boost SEO.
- The **Paid Memberships Pro** creates a series of pages meant for members to create and pay for a Sydney Squad membership that they can then log into.
- **Wordfence Security** checks for and halts brute force attacks on the site and allows admin to complete daily scans for weakened areas of the website. As Royal Change grows, so will the site's traffic, therefore a security plugin is essential for a site such as this.

FEATURES

The site includes pages such as Home, About, Free Workouts, a link to the merchandise shop, and a Sydney Squad page with a member portal. The overall website incorporates updated brand guidelines including a color palette, artwork, and brand specific logos.

In "Free Workouts", a Youtube feed of Sydney's account populates the web page so users can directly view her workouts on the Royal Change site. Also, on this page the workouts are organized to be less overwhelming for visitors and prospective members.

The Sydney Squad page and portal gives members access to a digital calendar, merchandise discount codes, a macronutrient calculator, and the ability to join the Sydney Squad Facebook Group. The member portal page gives a dashboard overview of their member benefits and a place for members to find important information and links to the Facebook group.



PROBLEM & SOLUTION

PROBLEM & SOLUTION

PROBLEM:

Royal Change's current website and Sydney Squad membership lacks the ability to adapt to the company's growing content and audience members.

When speaking with Dustin for the first time, our team had no idea what to expect, but he laid everything out to us quite clearly. He does not like the current look of the Royal Change website, and to put it in nicer terms than what he explained, it's simply "out-of-date." With their growing company, they can no longer rely on their web service provider, Weebly, and its poor structure. There even lacks a connection between Sydney and the brand, Royal Change. Therefore, members and site visitors are often confused with the two. In addition, Dustin described the Sydney Squad Facebook group as "messy and disorganized." He has a hard time scrolling to find important content he and Sydney posted, and he can only imagine how that pain point impacts their members. There's no easy way on Facebook to separate the information his members pay for and their group discussions.

SOLUTION:

We propose that the Royal Change site be relocated to a WordPress server so that there is more flexibility and functionality throughout the site. Following laws of UX principles, the site will be designed with brand consistency and an improved navigation system to limit the need for user decision making. Sydney will be emphasized as the face of the brand in order to maintain her association with Royal Change. Photos of Sydney with Royal Change merch will occupy the site to cement this relationship

In addition to a site-wide makeover, there will be an extension to the Royal Change site that Sydney Squad members can use to login and gain access to a private portal. This portal will house all content developed by Sydney and Dustin including workout calendars, discount codes, and much more. This allows the Facebook group to remain as a forum for members to communicate with one another without the worry of losing important information they paid access for.

PROBLEM & SOLUTION

QUOTES FROM OUR SYDNEY SQUAD SURVEY:

FACEBOOK IS OVERWHELMING:

- **"I find things are buried.** It might be better to have a website rather than a Facebook group. Maybe it's me, but it seems like there are a lot of layers and they are not intuitively laid out where they could be on a totally different platform."
- **"Using Facebook as the primary platform isn't very accessible.** A lot of Sydney's contributions get hidden or bogged down with so many other posts by other members of the Squad. I don't have time to sift through Facebook to find all of Sydney's content mixed in with everyone else's personal/group posts."
- "It's just impossible to find stuff in the squad half the time. Most of the content from Sydney that's listed in the featured or events tab will be from months and months ago. **It always requires a bit of legwork to find what I'm looking for.**"
- "Its not very clear how to access the content when you are new to the group. Also I understand the goal of having community but **the informational content gets diluted with all the selfies** and other questions from members. I am only interested on informative content but I cannot have one or the other."

LACK OF CONNECTION TO SYDNEY AND ROYAL CHANGE:

- "When I first accessed the site I felt confused about what Royal Change was vs Sydney Cummings. Would benefit from a direct connection"
- "I was new so **I didn't know Sydney Cummings = royal change.** I thought they were different at first but I learned"
- "There seems to be **no connection with Sydney** in the workouts **to the brand name Royal Change.** As a marketer, I feel they need to identify the brand better."



DEVELOPMENT MILESTONES

DEVELOPMENT MILESTONES

ALPHA

- Theme confirmed with Dustin by end of alpha
- Plugins confirmed with Dustin by end of alpha
- Skeleton/wireframe
- Receive branding material from RC by end of Alpha

BETA

- Incorporate all Royal Change content to confirmed theme and plugins
- Complete branding materials and integrate with site
- Continue building out site and design with branding in mind
- Creating virtual calendar and macro calculator for portal

1.0

- Make any User Testing or Client Feedback updates
- Finished product to use for testing
- Account login functionality
- Make site fully responsive
- Pass the site and all materials to the client



RESEARCH

COMPREHENSIVE RESEARCH

KAYLA ITSINES

Inspiration/Takeaways

- Highly organized website content and features
- Their "community" forum is organized and lives in the same site as e-commerce
- Can download programs from the site
- Advertises their app well

Cons

- Difficult to navigate back to home site from community mini site
- A lot of information to digest
- Can be overwhelming for first time users

VITALITY

Inspiration/Takeaways

- Really nicely organized e-commerce site
- Loyalty program is easy to understand and sign up for
- Uses loyalty to build brand authenticity
- Shopify site with Stripe

Cons

- Hard to compare the community aspect
- Lots of information to get lost in
- Doesn't show product reviews

COMPREHENSIVE RESEARCH

SLAY

Inspiration/Takeaways

- Uses a one page layout with key components
- Powered by GENFLOW
- Shows reviews and all their products

Cons

- Not the most recent branding standards
- Lacks the feeling of exclusivity
- Has responsiveness issues

GYMSHARK

Inspiration/Takeaways

- Really nicely organized e-commerce site
- Has a blog and newsletter secondary sites
- Uses Shopify

Cons

- Training app site feels unfinished
- Training app site is hard to find from their home site
- Focused solely on clothing

MARKET JUSTIFICATION

Our partnership with Royal Change has the purpose of **meeting the client's needs and demands** rather than the market itself. Sydney Cummings Houdyshell has over 400k followers on Instagram and 1 million+ subscribers on YouTube. While her brand, image, and overall business continue to grow, her website has started to fall behind.

According to her husband and business partner, Dustin Houdyshell, the website has not been updated in approximately three years and counting. Currently, the site is housed on Weebly and uses Shopify for the e-commerce portion. Weebly does not possess the functionality and tools to perform the tasks the client is seeking. In addition to addressing all of the immediate needs of the site, **we plan to take Royal Change's online presence to the next level** by creating a portal specifically for her paid members. This portal will be an extension of the public website offering exclusive content and functions while also connecting members to the private Sydney Squad Facebook group if they choose.

CONSUMER RESEARCH

SYDNEY SQUAD MEMBER SURVEY

TOTAL RESPONSES: 613

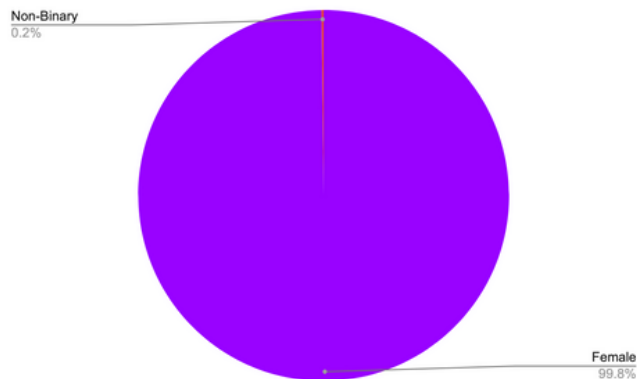
Sydney directs her content to those looking for sustainable workout, health, and fitness routines. During our user research, we collected demographics and feedback from current Sydney Squad members who pay for a monthly membership to access special benefits.

We gathered 613 responses from those members regarding various aspects of the subscription, Royal Change brand, and technologies involved which include some of the data displayed below:

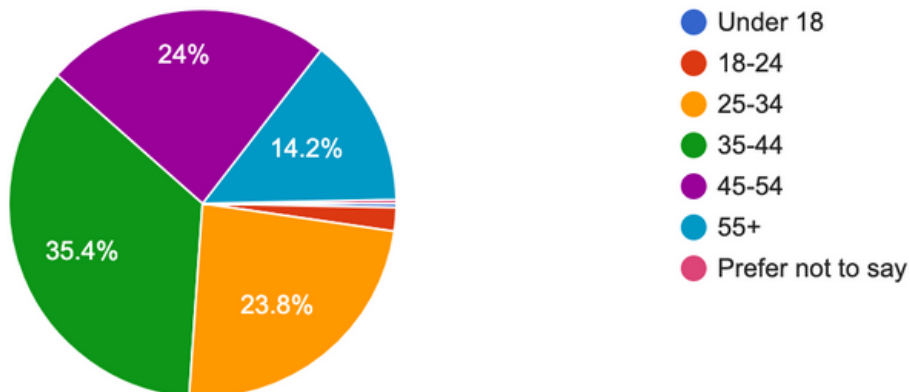
TOP 5 OCCUPATIONS

1. Teacher
2. Manager
3. Homemaker
4. Nurse
5. Accountant

GENDER

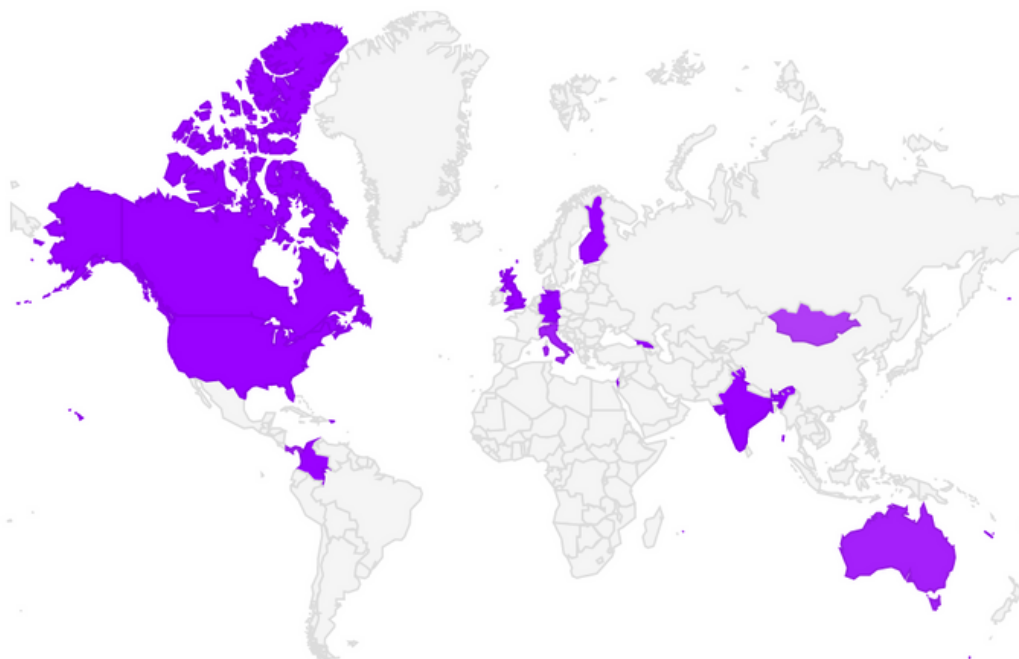


AGE

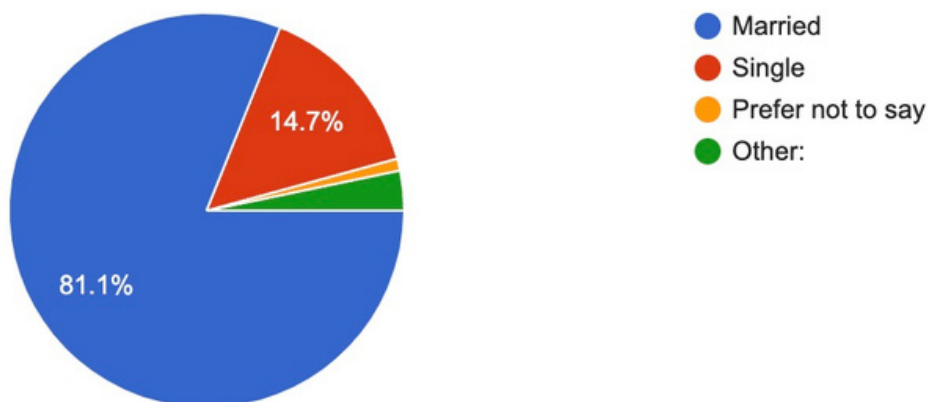


CONSUMER RESEARCH

LOCATION



MARITAL STATUS



EXPECTATIONS

- To have a virtual trainer who motivates and supports her from the comfort of her home
- To easily access pre-made workouts
- To receive guidance on how to make healthy yet tasteful meal preps

FRUSTRATIONS:

- Struggles with consistency on her own
- Is tired and less motivated after work
- Does not live close to a fitness center

FREQUENTLY USED APPS



BEHAVIORS

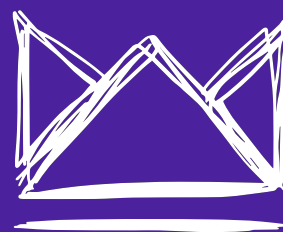
- Social butterfly
- Go-getter
- People-pleaser/caring

GOALS:

- To workout daily despite her occasional 12 hour shifts at the hospital
- To calculate and record her daily macros
- To meal prep every Sunday

QUOTE

"I don't want working out to feel like a chore. I want to find happiness through fitness!"



PERSONA #1

NAME	Fiona Fitness	OCCUPATION:	Nurse
AGE:	24 years old	LOCATION:	Atlanta, GA

USER DESCRIPTION:

Fiona is a young, female adult who works a full-time job in the pediatrics wing of the hospital. Working 12+ hour shifts and having a sporadic sleep schedule, Fiona finds keeping up her physical well-being difficult and it's affecting her mood. She is seeking an affordable, virtual workout membership with planned weekly workouts, meal preps, and other tools to help her succeed. Her current place of residence is not located near a gym, so she hopes to find a virtual, professional trainer who is actively available online to support her.



PERSONA #2

NAME	Winona Workout	OCCUPATION:	Etsy Store Owner
AGE:	57 years old	LOCATION:	Charlotte, NC

USER DESCRIPTION:

Winona may be into her late 50's but she doesn't let that slow her down. Now that her children are all grown up, she's looking for a change. She's always gotten caught up in trying the next fad diet, but nothing has seemed to make her truly feel good. She wants to focus less on weight loss and more on overall wellbeing, both mentally and physically. To help her on this new pathway, she hopes to find a fitness community of like-minded individuals led by a trainer who sees potential in everyone no matter their age. She expects all content from the community to be inclusive and adaptable for all.

EXPECTATIONS

- Workout plans must be adaptable
- Fitness improves her overall mood
- A fitness membership focuses on more than just weight loss

FRUSTRATIONS:

- Has had knee surgery
- Feeling like she does not belong at a gym due to her age difference
- Unhappy with dieting outcomes

FREQUENTLY USED APPS



BEHAVIORS

- Struggles with change
- Procrastinates important tasks
- Extremely friendly

GOALS:

- To feel happy, healthy, and strong
- To find the right fitness community for her needs and aspirations
- To incorporate more movement in her life

QUOTE

"I cant wait to be able to keep up with my future grandkids!"

PRODUCT COMPARISON

According to our client, their biggest competition include, but are not limited to the following brands: Balance Athletica (Vitality), Gymshark, Alphalete. These are all fitness apparel companies and while Royal Change does have their own apparel line, Sydney also creates workouts on YouTube and Instagram like many other fitness influencers on these platforms. From our user research, we have collected the following people and brands as competitors, as well: Madeline Moves, Amanda Treas, ToneltUp, Beachbody (coaches), Blogilates, Popsugar Fitness, Peloton, @chaysembyrd (TikTok), @pay10falash (TikTok), @maciegann (TikTok), MadFit, MarilleWellyn, Hustl Pilates, and the list continues. The market is extremely saturated with fitness influencers and coaches. Each of these competitors listed above have a similar level of following as Royal Change. The majority, however, only create workouts/nutritional advice or sell product, very few tackle both routes, like Sydney, which makes her stand out above. She also has the option to follow for free or pay to subscribe for exclusive perks and content unlike her competition who typically only do one or the other. Our site redesign for Royal Change aims to highlight all of the aspects that make her **different from the other fitness brands and influencers currently in the market.**

COMPETITOR RESEARCH

KAYLA ITSINES




VITALITY




Due to the nature of this particular client, product, and field, the products that are currently on the market run hand-in-hand with the competitors themselves. The top two that seem to run in similar demographics as Sydney are Kayla Itsines (co-founder of Sweat) and Vitality.

KAYLA ITSINES

<p>DESCRIPTION</p> <ul style="list-style-type: none"> • Co-founder of Sweat • Co-creator of High Impact with Kayla (formerly Bikini Body Guides, or BBG) • Personal trainer since 2008 • Signature 28-minute workouts • Does not sell merchandise, only workout and nutrition plans 	
<p>TARGET MARKET</p> <ul style="list-style-type: none"> • Females seeking to become "fitter, stronger and more confident" • Women who are pregnant • Women who have recently given birth 	<p>MARKETING STRATEGIES</p> <ul style="list-style-type: none"> • Uses the hashtag #SweatwithKayla on all social media platforms to build community with her brand • Can be found on facebook, Instagram, TikTok, Youtube, and LinkedIn • Does her own marketing by posting content to the above accounts
<p>PRODUCER/DISTRIBUTOR</p> <ul style="list-style-type: none"> • All sales go through join.sweat.com built on Shopify with payment through Stripe 	<p>POPULARITY</p> <ul style="list-style-type: none"> • 15 million Instagram followers • 80.8 thousand TikTok followers • 412 thousand YouTube subscribers
<p>PRODUCT PRICE</p> <ul style="list-style-type: none"> • \$19.99 Monthly Sweat Subscription 	<p>RECENT SPECIALS OR DISCOUNTS</p> <ul style="list-style-type: none"> • 7-day free trial • \$9.99 per month billed annually (\$119.94)
<p>CURRENT REPORTED REVENUE</p> <ul style="list-style-type: none"> • As of March 2021, Sweat "generates annual sales of about \$100 million with 1 million active users per month" 	<p>KEYWORDS/SEARCH TERMS</p> <ul style="list-style-type: none"> • BBG, Kayla Fitness, Kayla Itsines, Sweat, Sweat by Kayla, Sweat with Kayla, Pregnant-safe workouts, High Impact
<p>APPEARANCE</p> <ul style="list-style-type: none"> • Sans serif fonts • Script name logo • Droplet red outlined logo • Soft/round edges 	<p>DESIGN</p> 

VITALITY

<p>DESCRIPTION</p> <ul style="list-style-type: none"> • Athletic apparel and athleisure brand • Denver-based • "Designed for everybody" • Brand Mission: "Inspired athleisure designed for everybody in their pursuit of a purposeful existence" • Founded by: Chloe Chamberlain, Taylor Chamberlain Dilk, and her husband Stephen Dilk 	
<p>TARGET MARKET</p> <ul style="list-style-type: none"> • Active, adult females and males • Instagram feed mainly posts images of women in the Vitality gear • Sizes XXS-XXXXL 	<p>MARKETING STRATEGIES</p> <ul style="list-style-type: none"> • Hires influencers to share the products on their personal accounts • Side by side product comparisons on different body types with measurements displayed/Variety of model types • TikTok/Reels trends • Pop -Up shops
<p>PRODUCER/DISTRIBUTOR</p> <ul style="list-style-type: none"> • Shopify 	<p>POPULARITY</p> <ul style="list-style-type: none"> • 483 thousand Instagram followers • 24.1 thousand TikTok followers • 2.26 thousand YouTube subscribers
<p>PRODUCT PRICE</p> <ul style="list-style-type: none"> • \$9.00 - \$88.00 	<p>RECENT SPECIALS OR DISCOUNTS</p> <ul style="list-style-type: none"> • Pop-up Shops • "We made too many" sale page on shop website • Rewards program • Survey 10% off code • Free shipping on orders over \$150.00
<p>CURRENT REPORTED REVENUE</p> <ul style="list-style-type: none"> • Estimated annual revenue is currently \$12.1M per year as of 2021 	<p>KEYWORDS/SEARCH TERMS</p> <ul style="list-style-type: none"> • Vitality • Balance Athletica • Real Bodies • Skye Collection
<p>APPEARANCE</p> <ul style="list-style-type: none"> • Modern/clean • Straight lines, geometric shapes • Triangle instead of an "A" in their name 	<p>DESIGN</p> 

REFERENCES

- <https://www.shape.com/celebrities/interviews/sydney-cummings-youtube>
- <https://www.youtube.com/c/SydneyCummings/featured>
- <https://www.royalchange.fit/>
- <https://www.kaylaitsines.com/>
- https://join.sweat.com/en/signup/new_v3/kayla.p
- <https://www.facebook.com/Sweat/>
- <https://www.instagram.com/sweat/>
- <https://www.youtube.com/channel/UCFoAa0v280gPKU2KicYYleQ>
- <https://www.linkedin.com/company/sweatco/?originalSubdomain=au>
- https://www.tiktok.com/@kayla_itsines?lang=en
- <https://digital.hbs.edu/platform-digit/submission/adding-value-through-sweatthe-fitness-app-that-keeps-you-working-out/>
- <https://shopvitality.com/pages/rebrand-faqs>
- https://growjo.com/company/Balance_Athletica