

# UXRR

Royal Change



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## Client:

Royal Change  
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# TABLE OF CONTENTS

Product Overview & Research Goals 3

---

Participant Info 4

---

Findings 5

---

Appendix 7

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# PRODUCT OVERVIEW

Royal Change is a fitness company owned by Sydney Houdyshell and her husband, Dustin. The company offers a wide variety of fitness apparel, equipment, and a paid subscription to a private Facebook community called the Sydney Squad.

Our team partnered with Sydney and Dustin to design and develop a complete web-refresh to better serve the company, their users, and future needs. We created the site on WordPress to allow for more flexibility and functionality. The updated website houses a brand new members only portal for the Sydney Squad, which includes access to a digital calendar, merchandise discount codes, a macronutrient calculator, weekly challenges, and directions to join the Sydney Squad Facebook Group Forum.

## RESEARCH GOALS

01

### **Content Consumption:**

Determine the main reason(s) why audiences go to the Royal Change website, on what devices they use to do so, and how often.

02

### **Functionality:**

Highlight which functions users use the most on the site, how they use them, and why they use the specific functions. Determine which functions are not used and which functions might be absent from the site that users want incorporated.

03

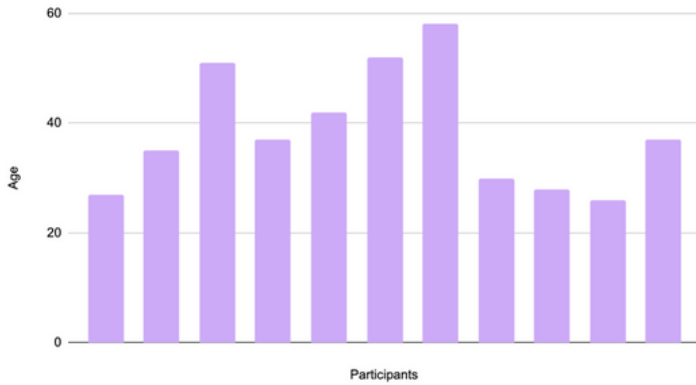
### **Navigability:**

Determine how users journey through the site and what navigation system(s) they find the most or least useful.

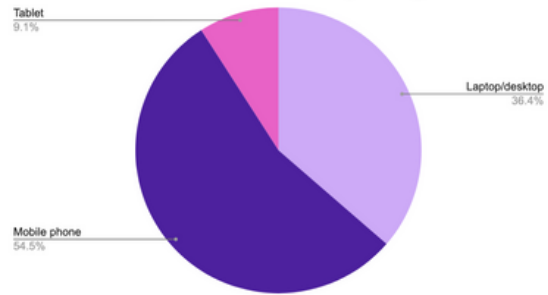


# PARTICIPANT INFO

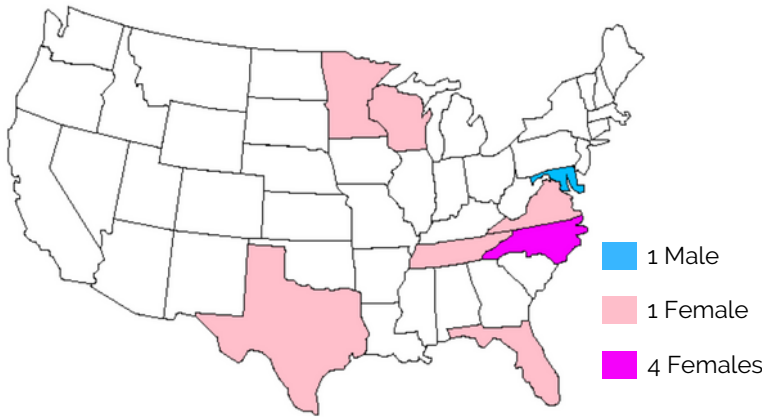
## PARTICIPANT AGES



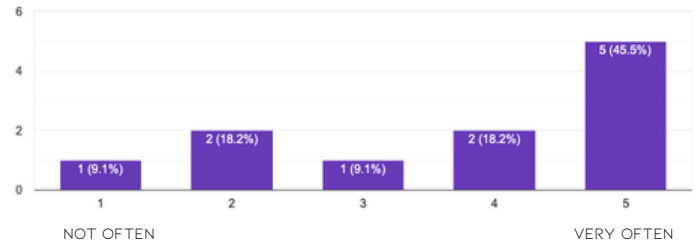
## HOW USERS MOST OFTEN ACCESS THE CURRENT ROYAL CHANGE WEBSITE



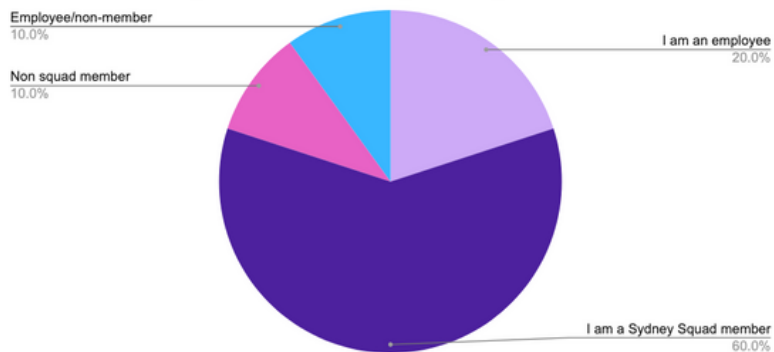
## PARTICIPANT GENDER AND LOCATION



## HOW OFTEN USERS ACCESS THE CURRENT ROYAL CHANGE WEBSITE



## PARTICIPANT AFFILIATION TO ROYAL CHANGE



Out of the 11 voluntary participants, one was male. This 10:1 ratio is representative of the Sydney Squad membership as a whole which is female dominated. Most users were in their 20s-30s with only 4 people above the age of 40, but under 60. Sydney is in her 30s and her audience is reflective of her personal demographics with the majority of participants residing in or around North Carolina like herself.

Mobile phone access is the most common way users currently visit the Royal Change website with a laptop/desktop following in as the second. Our participant pool was derived from Sydney Squad members, non-members, and Royal Change employees.

# FINDINGS

## OVERVIEW

After beginning the stages of user testing, our initial hypothesis was to determine the refreshed site's functionality, navigability, and how content is consumed. We conducted UX testing to gain further insights into what the consumers find useful on the site including what pages are included in the navigation bar, page content, and how the free workouts are displayed. We hypothesized that the new website increases the user connection between Sydney and her brand, Royal Change. We sectioned our user testing findings into three categories of positive findings, major issues, and minor issues.

### Average SUS Score



Anything over 68 is above average according to usability.gov

## POSITIVE FINDINGS

01

### Functionality

Participants commended the increase in functionality across the site.

“ will definitely be using the new website more with all of the **new features and capabilities** ”



02

### Aesthetics

An overwhelming applause of positive feedback on the updated branding of the site and the connection between Sydney and Royal Change.

03

### Navigability

Participants had success navigating throughout the site using the navigation bar, buttons, and menus across the site.



Users felt comfortable in navigating this website independently/without assistance.

# MAJOR ISSUES

01

## Responsiveness

Participants with laptop screens less than 14in noticed awkward stacking on the right side of the navbar

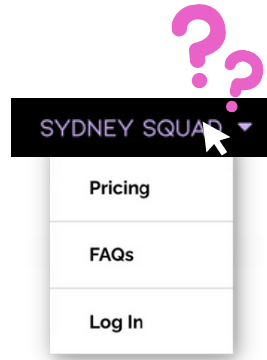


Other mobile errors were noted that we plan to troubleshoot

02

## Clickable Links

“ I was not sure if 'Sydney Squad' was clickable or if it just opened the dropdown ”



A few participants did not realize "Sydney Squad" was a page. To avoid confusion, we will unlink "Sydney Squad" and link its page to an item in the dropdown labeled "About"

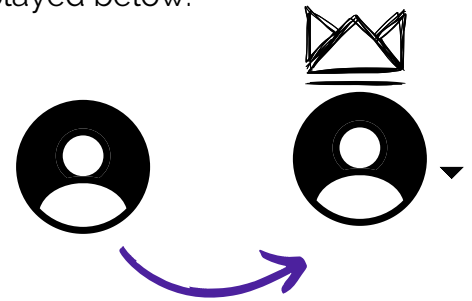
03

## Member Menu

More than half of our participants did not know they could interact with the member menu

**51s**  
AVG Time on Task

To improve time on task, our plan is to redesign the menu with conventional and branded features displayed below:



# MINOR ISSUES

## Free Workouts

Participants did not realize they could scroll and see the workout categories



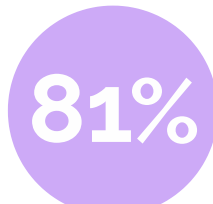
Success Rate

To improve direction, we will add buttons at the top of the page that will scroll users to muscle or time categories



## Squad Benefits

2 individuals went to the FAQ page to find the Squad benefits, but it is not included on that page



Success Rate

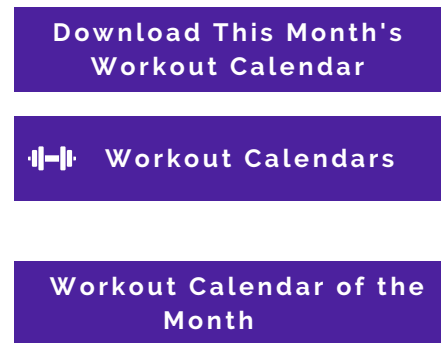
To ensure all users can find the Squad benefits and other pertinent information, we will update the FAQ page so that it lists the benefits and includes additional information based on participant feedback

## Workout Calendar

Many participants disliked having 2 buttons that both relate to the workout calendar

**31s**  
AVG Time on Task

Solution: we plan to combine content into one button



# APPENDIX

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Click the links below to view the items in our Appendix:

- [UX Research Script and Tasks](#)
- [Signed Consent Forms](#)
- [Participant Information Forms](#)
- [Pre-test Survey Responses](#)
- [User Testing Video Sessions](#)
- [User Testing Session Notes and Results](#)
- [Post-test Survey Responses](#)
- [System Usability Scale Responses](#)

