

CASE STUDY REPORT · YOUTH FITNESS & WELLNESS

A program built for girls was running on infrastructure built for no one.

*A structural rebuild of the digital front door for a small-group strength
and confidence-coaching program for girls ages 11–18.*

ENGAGEMENT OVERVIEW

Rebuilding Around Trust, Not Just Design

A coach running small-group strength training for girls ages 11–18 — paired with confidence coaching and community events — had a self-built website that couldn't do any of the things a parent actually needed before enrolling their daughter. The assumption was the site needed to look more polished. The real constraint was trust and logistics: parents had no way to see the program clearly, book a consultation, or pay, without a manual back-and-forth first.

The Challenge

The existing site was self-built on a general-purpose website builder, with the youth program, the confidence/mindset component, and community events all underexplained and no integrated way to schedule a consultation or enroll. For a program built around parents trusting a coach with their daughter, that gap mattered more than it would for an ordinary fitness business — there was no structured way to build that trust before the first conversation.

The Research

Norbelin examined what a parent actually needs before enrolling a minor in a recurring program: clarity on who's coaching, what a session looks like, safety and logistics, and a low-pressure first step. The existing site addressed almost none of it — it read as a general fitness offer rather than what it actually was: a structured, small-group program for girls that treats confidence and belonging as part of the training, not an add-on.

The Strategy

Rebuild the site around what actually drives enrollment decisions for a youth program — parent trust and a frictionless first step — rather than just a visual refresh. That meant separating the two real audiences (parents enrolling daughters vs. adults booking 1-on-1 training), giving the confidence-coaching and community elements real space instead of burying them as bullet points, and removing every point of friction between "interested" and "booked."

The Execution

A complete rebuild built around three things: a program structure that treats strength training, mindset coaching, and community events (like group outings and volunteer days) as three equal pillars, not fitness-with-extras; a parent-facing trust section covering safety, location, and communication before enrollment is even asked for; and two integrations doing the real conversion work — live consultation booking embedded directly on the program pages, and direct payment links for every program tier, so a parent can go from "learning about it" to "enrolled" without waiting on a reply.

The Outcome

The engagement is pre-launch, so enrollment and revenue metrics aren't available yet — but the structural gap is closed. A program that's fundamentally about trust and belonging now has a site that actually earns that trust before the first conversation, with booking and payment that no longer depend on the coach being personally available to close the loop.

Status: Pre-Launch. This report will be updated with enrollment and booking figures once the site is live and initial data is available.

Engagement Summary

INDUSTRY	Youth Fitness & Wellness
CLIENT	Confidential — small-group youth strength & confidence coaching program
SCOPE	Full website rebuild, consultation booking integration, payment infrastructure
DISCIPLINES	Brand Strategy, Digital Advisory, Systems & Operations