

Wix Usability Test

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Description

The description from the Wix website, “Wix.com is a leading cloud-based development platform with millions of users worldwide. We make it easy for everyone to create a beautiful, professional web presence” (wix.com) is the most direct explanation of Wix.

Genre of Tools

Wix is a non-coding, cloud based website creation tool. Two similar tools, WordPress and Weebly, were considered for the usability test but were decided against. WordPress was dismissed for two main reasons. It looked and felt more like a blogging site instead of a professionally crafted website, and it seemed to involve a lot more effort in matters of coding, designing and fundamental creation. Given that the usability test participants and one of the testers had little to no experience in website design, WordPress was determined to require too much training time to allow effective customization. The final discussion became Weebly vs Wix. They both hold similar features and functions, but the final decision came from the desire to experience and test a site to which neither member of the group had prior exposure.

Target Audience and Users

Wix was created to cater to the needs of adults with a limited understanding of web design and coding, who need a quick and easy way to get into the world of website designs, who have a high reading level, and who have a basic understanding of internet terminologies. Different template models can be used to specialize the website from a personal blog to a professional shopping site. This ability to personalize the site expands the target audience to online professionals, small businesses and peer-to-peer e-commerce. Since Wix affords the ability to assign roles and contribution responsibilities, it makes a great site for collaborative website creation.

Affordances

The features of Wix afford users quick and streamlined creation of websites. The features minimize the amount of time and work needed to create a functioning, optimized website. Wix automatically creates a mobile friendly version of each webpage as it is created. Some of the top promoted features are:

- Automatic optimization across multiple devices
- Drag and Drop Customization
- 500+ Templates

- Wix “ADI” – Artificial Design Intelligence
- Free Hosting
- Unlimited web pages
- Blog and Social Media connections
- HD video hosting
- Apps
- Webpage scroll effects
- Email Marketing
- Contact Gathering
- Multiple Contributors/Roles
- Mobile App

There are other features that can be used in more particular situations such as video and image editing capabilities, different forms of client interactivity and template specific design features.

Likely Tasks

Wix has many features that allow builders to customize the website to fit specific needs. New elements of the website can be added as pages that are customizable or links that transfer the visitor directly to an externally linked page. Five choices of page transitions are available in the free edition. Builders can choose from predetermined background colors and images, or upload their own images or videos. An assortment of add-ins and features can be included to customize pages to fit requirements. Text can be added in many fonts and styles. Images can be dragged and dropped to the optimal location. Social media links to the six most used sites are a pre-built choice. Wix also has an app market that will "allow you to add functions / features to your website" (Wong, 2016). Apps in the app market are added and updated regularly. Within each page of this “pure drag & drop website builder” (Wong, 2016), options are available to copy and paste, arrange, rotate, resize, and change font of any content. Wix allows the builder to preview both the desktop and the mobile versions of the site and features. It also offers a mobile editor that allows customization of the mobile version while the desktop experience remains unaffected (Wix, 2013).

Usability Test Methods

This usability test was conducted in two phases. The first phase was test planning and coordination. An instruction sheet (See Figure 1) was produced to provide the testers with the tasks to be executed. The testers had various levels of skills, so the sheet presented some basic website navigation instructions. Specific documents, images, and links were supplied to ensure the experience could be replicated for each tester.

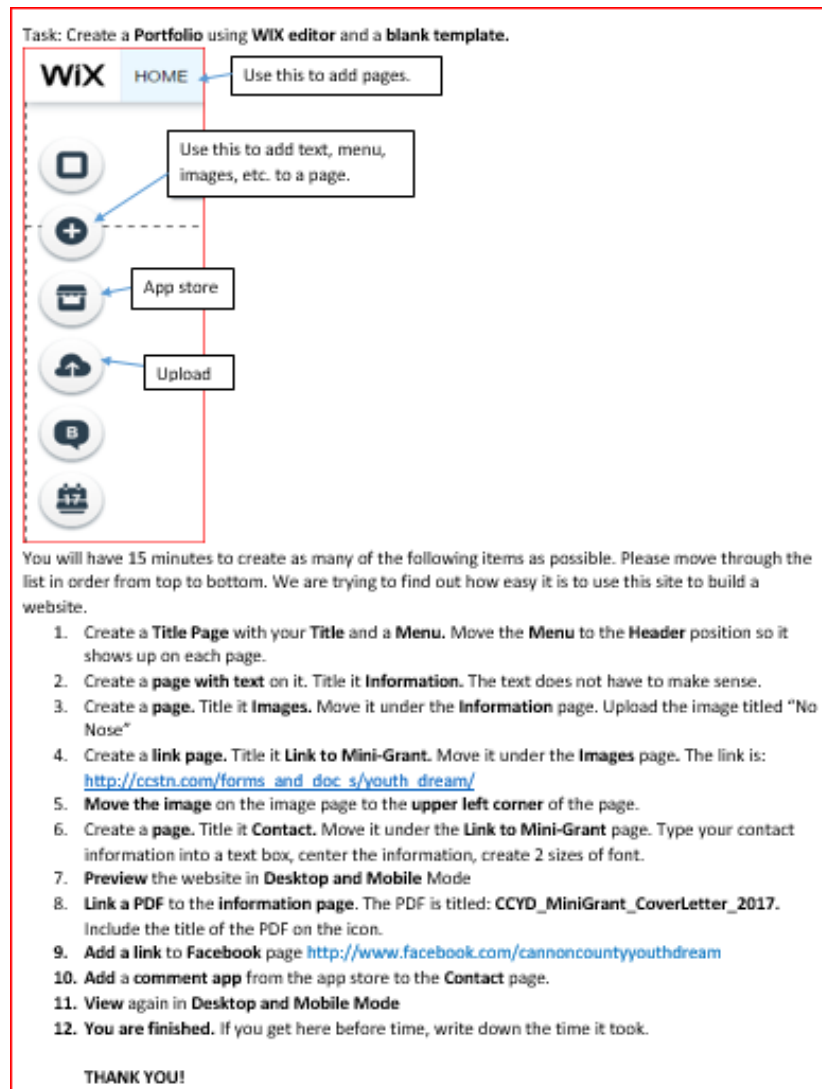


Figure 1: Instruction sheet given to users

A 15-minute time frame was chosen to reduce frustration for testers who had less skill in website building. The screen capture tool, Screencast-O-Matic, was chosen for ease of use. This tool has a 15-minute free use time limit which confirmed the need for a 15-minute time frame. Four testers were chosen at two locations with varying levels of experience and skill at website building.

The second phase was testing. Testers were presented with a Wix page and the step sheet. The Wix page had been pre-chosen using the "Blank Templates" and "Start from Scratch" edit options. The screen capture was started and the tester attempted to complete as many listed tasks as possible in the 15-minute time frame. The testers were not required to go in order. When the test time was finished, the screen capture video was saved for data retrieval.

Test Results

Each task was broken down into page creation data and page content data, and data was collected for number of clicks and elapsed time for each component per participant. As shown in Figures 2 and 3, various levels of completion were reached in the 15-minutes allowed. Only one participant, LPart2, completed all of the tasks; however, this tester did not preview the mobile option during the first preview. Of the other three, LPart1 completed all but one task, but only previewed the site once; NPart1 completed the first seven tasks in order; and NPart2 began with the second task and did not get Task 6 completed for a total of four tasks completed. The task that took the longest time and most clicks was *upload contact information*. On this particular task, NPart2 took over three and half more minutes and 43 more clicks than any other participant. These results may have skewed the data. When these outliers are removed, this task's time and click count is in line with the median of the other tasks. Considering this, the task *Upload the Link* took the most time and number of clicks. The task that took the least number of clicks was *Move the Image to the Upper Left Corner*. The task that took the least elapsed time was the second preview of the mobile platform. This was only completed by one participant. The next shortest elapsed time associated with a task was for *Upload the Link*.

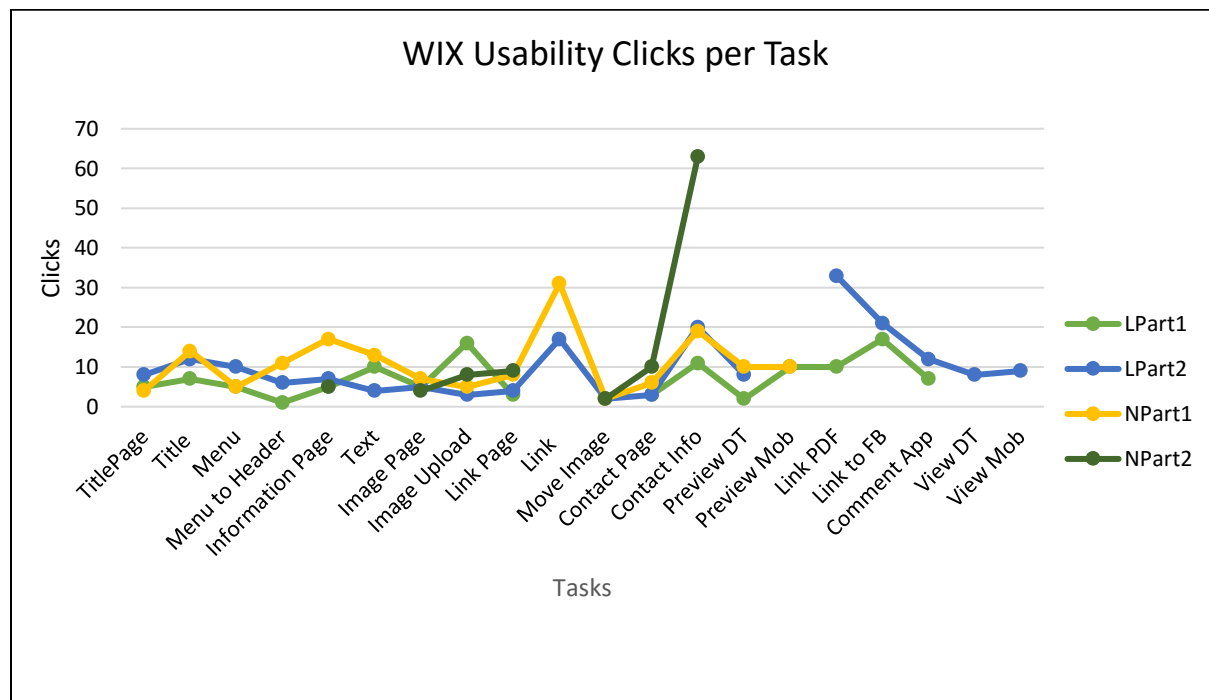


Figure 2: Line graph of the clicks used per task by each user.

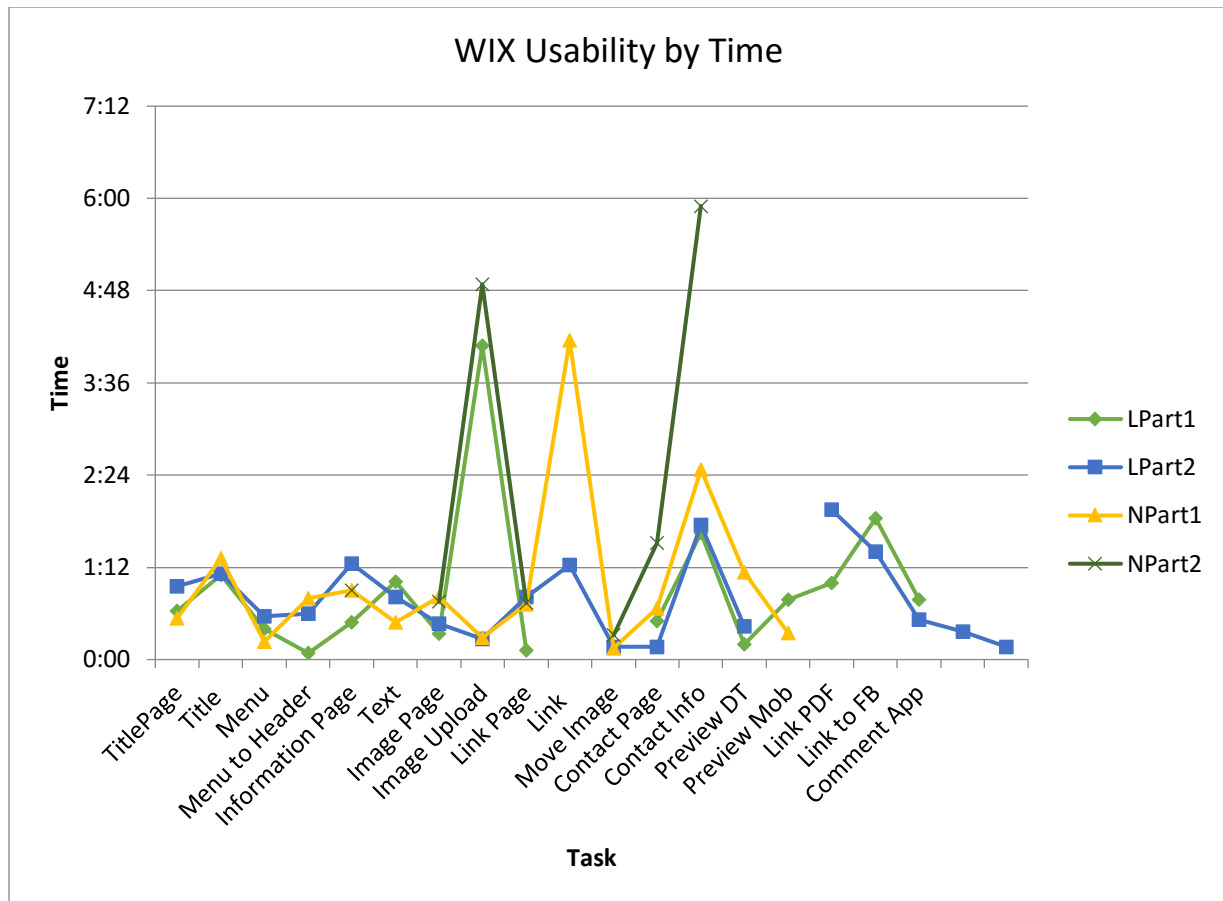


Figure 3: Line graph of the time per task for each user.

Table 1: Data for the Wix usability test.

WIX Usability Tester Data

Task	Click s	Time (seconds)		Click s	Time (seconds)		Click s	Time (seconds)		Click s	Time (seconds)		Total Click s	Total time on task	Participant s	Averag e Clicks	Averag e Time
	LPart1			LPart2			NPart1			NPart2							
TitlePage	5	0:38		8	0:57		4	0:32					17	2:07	3	6	0:42
Title	7	1:06		12	1:07		14	1:19					33	3:32	3	11	1:10
Menu	5	0:24		10	0:34		5	0:14					20	1:12	3	7	0:24
Menu to Header	1	0:05		6	0:36		11	0:48					18	1:29	3	6	0:29
Information Page	5	0:29		7	1:15		17	0:54		5	0:54		34	3:32	4	9	0:53
Text	10	1:01		4	0:49		13	0:29					27	2:19	3	9	0:46
Image Page	5	0:20		5	0:28		7	0:49		4	0:45		21	2:22	4	5	0:35
Image Upload	16	4:05		3	0:16		5	0:17		8	4:53		32	9:31	4	8	2:22
Link Page	3	0:07		4	0:49		8	0:43		9	0:44		24	2:23	4	6	0:35
Link				17	1:14		31	4:09					48	5:23	2	24	2:41
Move Image				2	0:10		2	0:09		2	0:19		6	0:38	3	2	0:12
Contact Page	3	0:30		3	0:10		6	0:40		10	1:31		22	2:51	4	6	0:42
Contact Info	11	1:39		20	1:45		19	2:28		63	5:54		113	11:46	4	28	2:56
Preview DT	2	0:12		8	0:26		10	1:08					20	1:46	3	7	0:35
Preview Mob	10	0:47					10	0:21					20	1:08	2	10	0:34
Link PDF	10	1:00		33	1:57								43	2:57	2	22	1:28
Link to FB	17	1:50		21	1:24								38	3:14	2	19	1:37
Comment App	7	0:47		12	0:31								19	1:18	2	10	0:39
View DT				8	0:22								8	0:22	1	8	0:22
View Mob				9	0:10								9	0:10	1	9	0:10

Conclusions

Overall, testers were able to move through the tasks fairly smoothly especially after the first few tasks were completed. The testers quickly learned how to add pages, but creating and uploading the content that went on the pages was more difficult and took more time to master. One participant, NPart2, became frustrated, as evidenced by the data (See Table 1) for the tasks *Contact Page* and *Contact Info*. This participant requested more detailed directions to create a less frustrating experience. Taking all this data into consideration, it was determined that this would be a great tool for someone who had some experience in website design or was willing to invest 30-60 minutes to become adept at using Wix.

Tool Use Recommendations

It is important to choose a template carefully prior to beginning to build the site because the user cannot switch templates without completely rebuilding the site. Using the preview feature of the templates is a great tool to aid in this selection. When beginning the design process, it is important to become familiar with the tools and terminology of the website before delving into the designing steps. By taking the time to explore the options, menus, and editing suite, the user is able to move more quickly and with confidence instead of stopping at each new task and learn terminology. Once a template is selected, knowing that all the elements are changeable is an advantage.

Future Design Recommendations

Wix could improve its tool by allowing the builder to switch templates with minimal content rebuilding. Another improvement could come from having an optional interactive guide that could help beginning designers understand the process. Some examples are a descriptive text box that appears when hovered over by the cursor, or an information button that would explain the difference between a social media bar and an app that connects to social media. Within the features, another helpful addition would be a pop up menu that explains each function using common terminology. An automatic save feature would be a valuable addition as well. Creating a smoother process for changing out the preset images and formats in a template could increase the goodwill to the designers (Krug, 2006).

References

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