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Wix Usability Test
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Description of the Tool and Users

Wix is a free website building platform helping worldwide users to create their wanted websites. Users can use their email address, Google or Facebook account to sign up. Once users have created a Wix account, they get access to over 500 free designer-made templates, a free domain, a mobile-friendly version of the website and free hosting. For customizing the users' specific website, the editor allows users to drag and drop anything and add elements they want. Users can also choose to upgrade to Premium Plans to get more benefits and features.

Web authoring tools are tools for creating content that can be viewed and used on the Internet. Tools include word processing tools, desktop publishing programs, online website builders, and HTML editors. This time, we focused on online website builders—Google Sites and WordPress as options in addition with Wix. We were not familiar with web authoring tools, so we wanted to gain experience with Wix. We decided to focus our testing on Wix for multiple reasons. First, Wix is one of the builders used for the IT online portfolios. Generally, as the number of pages on a website increases, the screen's movement becomes slower. However, Wix works well if you don't aim to increase the number of pages, such as frequent blog updates. Wix also doesn't require users to set up a rental server yourself. Wix gives users the freedom to choose fonts, background colors, text color, and size types, and put text boxes and images. Intending to create the site we want, even for the first time, we decided to examine the usability of Wix through testing.

We discussed that the generalized target audience for this web-authoring tool might be someone having at least high-school reading level, with an age ranging from late teens up to 50s. By scanning the templates in the tool, we believe it's suitable for the first-time website developer, high school and university students, teachers and staff, small business owners for their online stores and bloggers. For our test, each of us chose a tester. Each tester chosen is familiar with using the internet and a laptop computer, but none of them have used Wix before. The first tester is a 15 years old, high school female student. She has experience of using Google Sites to create websites. The second tester is a 30's male postdoc in the chemical field from a non-English speaking country. He has no experience of web-authoring tools. The third tester is a 30's male in the business field. He has created multiple websites in his career.

Features of the Tool

Users can freely move the elements they want to add by dragging with the mouse operation, and they can create a free layout. When users enter characters, they simply click on the template where they want to type the characters. The area will become editable, so they can type and replace the text with their own words. Some of the most impressive features of Wix are as follows:

- Abundant templates: Templates are divided into categories according to industry and usage, so it is easy to understand what kind of design template should be selected for the website users plan to create.
- Advanced design features: Among the elements that can be added, there are sliders and image galleries, and users can make images look dynamic just by swapping images. Also,

depending on the element, they can set an "animation effect." When the page is displayed, users can show it with various movements.

- Mobile website: Wix allows creating and managing sites both in desktop and mobile modes due to its integrated mobile editor. Wix is supported so that it will be displayed in the optimum state on smartphones.
- Third-party apps: Wix allows users to incorporate apps into their website from the edit page's items. They can use many prepared apps for free, such as SNS linkage, online reservation, chat tool, and online shop. This feature is recommended if the purpose of the website is clear.
- SEO-friendly: User gets their website found on Google with a personalized SEO plan.
- Logo creating: Wix has introduced a high-end Logo Maker, which aids users in designing a unique logo.

Tasks and Methods

We created eight tasks for testers to complete on the given template:

1. Click on the following link to access the Wix template: https://www.wix.com/website-template/view/html/1737?siteId=a5916299-6418-4014-ab83-3ef65bb2b411&metaSiteId=66962198-20f9-42bf-9603-512d5170ce4e&originUrl=https%3A%2F%2Fwww.wix.com%2Fwebsite%2Ftemplates%2Fhtml%2Frestaurants-food%2Frestaurant&tpClick=view_button
2. Click on the "Edit this Site" button in the top right of the website.
3. Edit the font style of "Michael Bolano" to Dancing Script Regular and 37-point font.
4. Edit the text color of "Gourmet Chef At Your Dinner Table" to a color of your choice.
5. Change the Background image of the "Gourmet Chef At Your Dinner Table" section by searching through the Wix images for "restaurant." Choose your favorite image.
6. Add a new page called "Our Team" after the Menus page.
7. Add a Testimonials Strip at the bottom of the website.
8. Preview your website in both computer mode and mobile mode.

In order to execute the test, we gave our users approximately twenty minutes to complete the above eight tasks. These eight tasks were chosen due to the fact that they are tasks that most users would be expected to accomplish when creating a website through Wix. These tasks included accessing the Wix template given, editing font style and size, changing the color of text, editing a background image, adding a new page, adding a new strip, and previewing the website in both computer and mobile mode. Throughout the test we monitored the speed at which our users accomplished the tasks as well as if they had any questions. By doing so, we were able to test the usability of Wix from the perspective of our users, all of whom had never used the site before.

Furthermore, in order to capture the results of our test, we decided to use Zoom to record our users' sessions. We determined Zoom was the best option because it is currently offered free of charge to all University of Tennessee students and because using Zoom would allow us to record our users' actions and view them at a later date.

Test Results
Usability test 1:

Task:	Time to Complete:	Difficulties/ Questions:	Additional Comments:
1.　　Click on the following link to access the Wix template: https://www.wix.com/website-template/view/html/1737?siteId=a5916299-6418-4014-ab83-3ef65bb2b411&metaSiteId=66962198-20f9-42bf-9603-512d5170ce4e&originUrl=https%3A%2F%2Fwww.wix.com%2Fwebsite%2Ftemplates%2Fhtml%2Frestaurants-food%2Frestaurant&tpClick=view_button	<30 seconds		
2. Click on the "Edit this Site" button in the top right of the website.	< 30 seconds		The tester could find the button in a short moment. It took about 30 seconds to load an editable screen.
3. Edit the font style of "Michael Bolano" to Dancing Script Regular and 37-point font.	< 30 seconds		The tester figured out smoothly.
4. Edit the text color of "Gourmet Chef At Your Dinner Table" to a color of your choice.	< 1 minute		The tester tried to figure out which color matches to a background image (picture).
5. Change the Background image of the "Gourmet Chef At Your Dinner Table" section by searching through the Wix images for "restaurant." Choose your favorite image.	< 1 minute		The tester tried to use a couple of pictures to find the best match for her image.
6. Add a new page called "Our Team" after the Menus page.	< 1 minute		The tester changed the page order smoothly and she felt entering text is smooth and spelling correct function works appropriately.
7. Add a Testimonials Strip at the bottom of the website.	< 2 minutes	The tester was not sure of the difference between page and strip and asked how to	Once the tester figured out what Strip is, she found

		add a strip. She wondered if the bottom of the page means right above of a footer.	Testimonials in a short moment.
8. Preview your website in both computer mode and mobile mode.	< 1 minute		The tester needed to remind that task includes reviewing mobile mode adding to computer mode.

Usability Test 2:

Task:	Time to Complete:	Difficulties/ Questions:	Additional Comments:
1. Click on the following link to access the Wix template: https://www.wix.com/website-template/view/html/1737?siteId=a5916299-6418-4014-ab83-3ef65bb2b411&metaSiteId=66962198-20f9-42bf-9603-512d5170ce4e&originUrl=https%3A%2F%2Fwww.wix.com%2Fwebsite%2Ftemplates%2Fhtml%2Frestaurants-food%2Frestaurant&tpClick=view_button	< 10 seconds		
2. Click on the "Edit this Site" button in the top right of the website.	< 30 seconds		
3. Edit the font style of "Michael Bolano" to Dancing Script Regular and 37-point font.	< 4 minutes	The tester spent some time to understand Dancing Script Regular since this is not a popular font style. Because of reading too fast, he misunderstood Dancing Script Regular is the text needed to change font style.	Because the tester searched the text "Michael Bolano" on this website, and he found two of it. One is at the top; another one is at the bottom. He suggested that we make it clear to change which one.
4. Edit the text color of "Gourmet Chef At Your Dinner Table" to a color of your choice.	< 2 minutes		After clicking the color icon, it appears several colors and an "EDIT" icon. The tester

Task:	Time to Complete:	Difficulties/ Questions:	Additional Comments:
			changed color choosing from the only several colors. Because the "EDIT" is small and not apparent to see, the tester didn't see it, he didn't find more colors. He said the choices of color are relatively less.
5. Change the Background image of the "Gourmet Chef At Your Dinner Table" section by searching through the Wix images for "restaurant." Choose your favorite image.	< 4 minutes	It took some time for the tester to notice the search box at the top of the picture template.	The tester spent more than 3 minutes on this task, just because he wanted to find a picture of steak, not because of the difficulty of this task.
6. Add a new page called "Our Team" after the Menus page.	<12 seconds		It's easy to do by just double clicking the Menus and adding the new page.
7. Add a Testimonials Strip at the bottom of the website.	< 2 minutes	It took a moment for the tester to find Strip.	
8. Preview your website in both computer mode and mobile mode.	< 5 minutes	Because by putting cursor on the preview button, it indicated users can preview both computer and mobile mode. The tester misunderstood that he only needed to click the preview button to complete this task.	To avoid misunderstanding, he suggested adding "by clicking different icons" at the end of this task description.

Usability Test 3:

Task:	Time to Complete:	Difficulties/ Questions:	Additional Comments:
1. Click on the following link to access the Wix template: https://www.wix.com/website-template/view/html/1737?siteId=a5916299-6418-4014-ab83-	< 10 seconds		

[3ef65bb2b411&metaSiteId=66962198-20f9-42bf-9603-512d5170ce4e&originUrl=https%3A%2F%2Fwww.wix.com%2Fwebsite%2Ftemplates%2Fhtml%2Frestaurants-food%2Frestaurant&tpClick=view_button](#)			
2. Click on the "Edit this Site" button in the top right of the website.	< 5 seconds		
3. Edit the font style of "Michael Bolano" to Dancing Script Regular and 37-point font.	< 30 seconds		
4. Edit the text color of "Gourmet Chef At Your Dinner Table" to a color of your choice.	30 seconds		
5. Change the Background image of the "Gourmet Chef At Your Dinner Table" section by searching through the Wix images for "restaurant." Choose your favorite image.	40 seconds	This was the first part that gave the user pause. He wasn't immediately sure where to adjust the background, and so it took time for him to click and locate his desired task.	
6. Add a new page called "Our Team" after the Menus page.	< 1.5 minutes	For this one, the user had to search for the way to accomplish the task. He ended up clicking on almost every element in the site before finding the pages option.	
7. Add a Testimonials Strip at the bottom of the website.	< 1.5 minutes		This task was accomplished easier than I (Rachel) expected. After talking with the user, I determined it was because he had found the "strip" section when completing previous tasks.

	1 minute		He got a little confused about the difference between editing the mobile and desktop sites vs. viewing them in preview mode. I had to clarify the difference as he believed he had accomplished this task sooner than he actually had.
8. Preview your website in both computer mode and mobile mode.			

Conclusions

All three testers completed all the tasks themselves and did not ask many questions throughout the test. However, when we looked at the results in detail for each job, we found the following insights.

There was no difference in the time it took to reach the test website and discover the button to edit for all three users. In test task #3 and #4, there was a difference in the time it took to complete the task between users. The terminology used to create the website was not familiar to User 2. Therefore, it took a long time for him to recognize the term Dancing Script Regular as the font's name. It was also hard for User 2 to find the color option in Wix when choosing a text color. In test task #5, the user selected an image and replaced it with an existing image. User 3 results show that on pages with overlapping design layers, even users accustomed to working with authoring tools to select a background image can be confused. When the idea of the image that the user wanted to choose came to mind first, the test user utilized the search function. When the users added a new page, they needed to find a button in the horizontal taskbar at the top of the page. They used the toolbar on the left used in tasks 3-5. We thought that editing page designs could be different for each authoring tool from the results of this task. Because both, user 1 and 2 who are unfamiliar with Wix searched for the button looking all contents from the top of the page, this is like the eye movements I make when visiting a new website. Wix uses strips to put content on the page. User 3 said he tried clicking almost every button when inserting a new page in the previous task, so he quickly knew what the strip meant in this task. In other words, it would take some time for all three users to understand what the term strip means within Wix. In previewing the edited site, it was difficult for users to find a way to switch to what it looks like on the mobile site. There are only desktop and mobile image icons at the top of the page, so it does not seem easy for test users to understand. Also, editing in Wix is only done in desktop view. We found out about this function by looking at Wix's capabilities to write this report. Therefore, test users who are new to the site may have been confused about understanding the mobile view in preview mode.

From conversations with users, the most challenging part of the testing was understanding Wix's overall layout and the placement of design options. However, now that users understand how to edit a site, they all feel that they can use Wix to create websites efficiently in the future.

Recommendations for Potential Users

In the tasks we prepared, if the meaning of the instruction was accurately conveyed to the tester, the task's execution did not bother the tester. Therefore, this tool allows users to interact with features without learning in advance in the tutorial. With the extra test time, we let one tester freely create the content on the page. It took some time for her to figure out how to crop and place the image the way she wanted. When faced with uncertainties, it's a good idea to consider accessing the help features available on the Wix.com site. This site details tips for editing each content. When users create layouts on blank pages without using templates, we recommend that they familiarize themselves with advanced features in the tutorial in advance.

Layout terms like strip, item terms like testimonies, font names like Dancing Script may be unfamiliar to non-native English speakers. To help many users experience Wix's ease of use, we encourage them to take advantage of Wix's capabilities in 17 languages.

Future Design Improvements

For design improvement, we need to make each task as specific as possible to avoid ambiguity. For the third task of changing font, as suggested by the second tester, we need to add "at the top of this website" behind "Michael Bolano". Because when the testers can't find the targeted text, they might search the text in this website and then they will find two "Michael Bolano". One is at the top and there is another one at the bottom. But for the task, they only need to change the font for the top one. Additionally, for the eighth task, we might add "by clicking different icons" at the end of the task description. For future design, it's better for us to get familiar with the chosen template and consider carefully and comprehensively before designing tasks.

Overall, we believe that our usability test was executed successfully. Our users understood their tasks and accomplished them well. Furthermore, we believe that the tasks that we included in the test were appropriately chosen and were a good indicator of the usability of the site. The one improvement that would have aided our users was to give an overview of the website menu and tools prior to the start of the test. One of the harder parts of Wix is determining the location of the editing tools. Within Wix, the tools are icons, rather than words, and so it makes it more difficult to determine where certain tools are located simply based on the icon used. Therefore, had we given our users an overview of the tools and menu layout, we believe that our users would have been quicker at accomplishing the tasks, and they would have been able to accomplish more tasks during the allotted time.