User Research Report 2

INFO608-900

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Introduction

In the world of opportunities, the demand for beautiful website designs became a high demand. Competition with small businesses to retain their clients is growing exponentially. In order to standout, many businesses turn to a quick and easy customizable template on website building platforms such as WIX. WIX is one of the popular website builder platforms on the market and provides attractive packages from newbies to experts in website design. Thus, the purpose of this user research was to conduct a deeper study of the WIX users through a survey to gain in-depth insights into users' motivations, goals, challenges, and preferences when using WIX website building platform.

Methodology

For this user research, a survey method was used to collect more information on the WIX users' reasons for visiting WIX, users' achievements with WIX, any challenges they experience, and any improvement users would like to see within WIX platform. To create survey questions protocol, our group split into two teams and two of the team members worked together on creating the questionnaire to conduct a survey individually. Each question was meant to go deeper into understanding how the user uses the platform and how it helps each of them to accomplish their goals and needs by using WIX.

The design of the survey had 21 questions which were a mix of open-ended and multiple choice. Mostly the user could pick one answer, but at times we gave a user a chance to identify their own answer that was not listed as an option. Such structure gave us a way to capture data which was unique to the user. At the end we provided two questions which were open ended to capture all users' suggestions around improvement of the platform. The survey began with simple questions that related to how the user heard about the platform, how long and how often they've used the platform to meet their needs. We also asked questions to narrow down each user's type based on their use of WIX features and templates allowing us to connect to the user individually. We wanted to know their struggles and where they would like WIX to improve based on their needs. The design aimed to explore WIX users' satisfaction as well based on questioning the speed of their website and the resources that WIX offers as a helping hand. Overall, the design of the survey was structured from broad questions of the platform to capture users' attention and guiding them through a journey of questions about their WIX user experience. The ending of the survey allowed each user participant to voice their opinion about their platform challenges and suggestions in open form.

After the survey was created, my journey began to recruit and select the participants for my study. In order to have a wide selection of WIX participants, I reached out to some WIX Facebook groups and posted my survey URL with requests for WIX users to participate. I've reached out to a few Instagram freelancers individually with a request to participate in my study. It gave me a variety of WIX users who were freelancers, business owners and users who were using WIX for their personal needs. I also reached out to WIX company and requested help to gain more participants for my survey, but as they stated the privacy policy of their users did not allow them to post my survey on their Instagram social media platform. Therefore, I didn't focus on the quantity of participants but rather the quality of participants to gain a deeper understanding of how WIX meets the users' needs. I was curious to understand how WIX users, despite the high competition are loyal to the WIX brand, hence, I was searching for participants in the circles around the WIX website designers and loyal customers. In result, I have obtained five participants which fully completed the survey. Three of the participants were in

United states, one participant was from Nigeria, and one was from Bangladesh. Three of them were UX freelance designers, one was business and one of the participants was using WIX for personal branding.

Lastly, the surprising factor of the study was the challenge to obtain participants quickly. I thought that it would be a simple task to find individuals who are willing to participate in the study, but the skepticism left people viewing the survey or the post without taking action. I had to post multiple times and in different groups for individuals to notice my survey post. To my surprise, it seemed that individuals abroad were more friendly and willing to help in my journey. I received individual messages on Facebook asking how they can help and what steps they need to take to participate, which was very intriguing to me. I was also surprised to see a steakhouse business owner participate in my survey because if not for social media I believe I wouldn't have such a rich quality of participants for my study. I've learned that being personable and giving brief information of the study allowed participants to trust and be willing to help. In my opinion, recruitment is a very intimate activity that allows time to gain more people to participate, therefore, in the future I would start preparing ahead of time to recruit participants. Also, data analysis is another aspect that requires more thought and I've learned that the easier the survey, the easier it is to analyze the data after it's submitted. Overall, my user research journey was fascinating and eye opening that led me to uncover a deep interest in UX research as a career option in the future.

Survey Protocol

1. How did you find out about WIX?
a) Search engine
b) Social media
c) Word of mouth
d) Online advertisement
e) Other (please specify)

2. How often do you visit the WIX website?
   a. Daily
   b. Weekly
   c. Monthly
   d. Occasionally
   e. First-time visitor

3. What are the primary reasons you visit the WIX website? (Select all that apply)
   a. To create or manage my own website
   b. To explore pre-designed templates for website building
   c. To access support and documentation for using WIX
   d. To learn about new features and updates
   e. To seek inspiration and ideas for website design
   f. Other (please specify)

4. Which device do you primarily use to access and manage your WIX website?
a. Desktop computer
b. Laptop

c. Tablet
d. Smartphone

5. How long have you been using WIX to build and manage your website?
a. Less than 6 months
b. 6 months to 1 year
c. 1 year to 2 years
d. More than 2 years

6. What kind of website template or design theme do you typically prefer when starting a new project?
a) Minimalistic and clean
b) Bold and vibrant
c) Professional and corporate
d) Other (please specify)

7. What type of website did you create using WIX?
a. Personal blog
b. Business website
c. E-commerce store
d. Portfolio

8. Which features of WIX do you find most valuable for your website?
a. Drag-and-drop editor
b. Pre-designed templates
c. E-commerce functionality
d. Mobile responsiveness
e. App Market for additional features
f. SEO tools and features
g. Analytics and performance tracking
h. Customer support
i. Other (please specify)

9. How often do you update and maintain your website using the WIX platform?
a. Daily
b. Weekly
c. Monthly
d. Occasionally
e. Rarely

10. What improvements or new features would you like to see in WIX to enhance your website building experience?
a. More template options
b. Advanced customization options
c. Improved e-commerce tools
d. Better mobile responsiveness
e. Enhanced SEO features
f. Faster loading speed
g. Other (please specify)

11. How satisfied are you with the performance and loading speed of your website hosted on WIX?
a. Very dissatisfied
b. Dissatisfied
c. Neutral
d. Satisfied
e. Very satisfied

12. Have you explored the SEO tools and features provided by WIX to optimize your website for search engines?
a. Yes, extensively
b. Yes, to some extent
c. No, not yet

13. Do you feel that the WIX website meets your needs and expectations effectively?

a. Yes, completely

b. Mostly, with some room for improvement

c. Neutral

d. Not entirely, there are areas that need improvement

14. Have you used customer support or help resources provided by WIX?

a. Yes, frequently
b. Yes, occasionally
c. No, I haven't needed it yet

15. How do you primarily measure the success of your website built using WIX?
a. Number of visitors
b. Conversion rate
c. Revenue generated
d. User engagement metrics (time on site, bounce rate, etc.)
e. Other (please specify)

16. How would you rate the learning curve of using WIX for the first time?
a. Easy, I was able to navigate and use it without much assistance.
b. Moderate, I required some help and exploration.
c. Difficult, I struggled to understand how to use it effectively.

17. Would you be interested in more customization options for your website's design, even if it requires a steeper learning curve?
a. Yes, definitely
b. Maybe, if the options are valuable
c. No, I prefer simplicity over extensive customization

18. What factors influence your decision to upgrade to a premium/paid WIX plan? (Select all that apply)
a. Access to more advanced features

b. Removal of WIX ads
c. Increased storage space
d. Enhanced customer support
e. Ability to connect a custom domain
f. Other (please specify)

19. How does the site design of WIX affect your use of the platform?

a. It enhances my overall experience with clear navigation
b. It helps me find the tools and features I need easily
c. It is visually appealing and engaging
d. It is easy to understand and use the website building tools
e. It slows down my browsing experience
f. Other (please specify)

20. Are there any specific features or functionalities on the WIX website that you find confusing or challenging to use?

21. What additional features or improvements would you like to see on the WIX website that are currently not available?

Findings and Analysis

The participants surveyed were from United States, Nigeria, and Bangladesh. Their age group range was from 25 to 45 years of age. Half of the participants had a master's degree in computer science or user experience. Three out of the five participants were employed but use WIX for personal needs. The participants were individuals looking to build their personal brand, such as consultants, freelancers, and influencers, who use WIX to create a professional online presence. Their desire is to highlight their skills, achievements, and offerings. Three of the participants were designers and other creative professionals with entrepreneurial characteristics who use WIX to showcase their portfolio of work. They want a platform that allows them to display their creations in an aesthetically pleasing manner. They aim to create a visually appealing website that showcases their products or services, to help with branding, and attracts potential customers. Their goals involve sharing their expertise with the world and offering products that will better human life.

In summary, the data reflects that WIX users are looking for a user-friendly platform that allows them to easily create and manage websites using pre-designed templates and customization options. They value features that enhance their website's appearance and functionality. While many users are satisfied, there are areas for improvement, including customization options, removal of ads, and the addition of advanced features. Overall, users' needs revolve around user-friendly design, customization, and efficient management of their websites.

The collected data from the survey provides insights into the goals, needs, preferences, and problems of WIX users. Participants' primary goals and needs are to create and manage their websites and to explore pre-designed templates for website building through using WIX. They also seek support, learn about new features and updates, and gather inspiration for website design. The data suggests that

users are looking for a platform that allows them to easily build, customize, and manage their websites. Participants primarily use desktop version of WIX to access and manage their websites and the data shows a diverse range of experience with WIX, from less than 6 months to more than 2 years. When participants choose templates and design, they prefer to lean towards minimalistic and clean design themes when starting new projects. The common types of websites created by the participants were portfolios and business websites. Even though WIX survey participants rate the learning curve of using WIX as relatively easy, some users find WIX booking feature confusing or challenging to use, highlighting areas for improvement. Users express interest in advanced customization options, removal of ads, and the ability to connect custom domains. For example, most users when asked what influenced them to upgrade to premium WIX plan, 3 out 5 participants choose that removal of the ads as a main reason suggesting for WIX to explore the option of removal of ads for their users. Some users desire a tool for measuring distances between objects and enhanced storage space as well. Hence, users suggest that tools for alignment of elements, WIX studio, and more customization options be added to the list of WIX enhancements. Based on the findings and analysis users perceive WIX's site design as visually appealing and engaging, enhancing their overall experience.

The distinguishing insights of each participant provide a glimpse into users' acquisition sources, frequency of use, duration of usage, design preferences, valued features, satisfaction levels, learning curve perceptions, and desires for additional features.

User 1:

- Found out about WIX through online advertisements.
- Uses WIX occasionally and has been using it for more than 2 years.
- Prefers minimalistic and clean design themes for portfolio websites.
- Values advanced customization options and wants to connect a custom domain.
- Rates the learning curve as easy and desires more customization options for a specific tool.

User 2:

- Discovered WIX through a friend's recommendation.
- Visits WIX daily and has been using it for more than 2 years.
- Prefers minimalistic and clean designs and often creates business websites.
- Highly values improved e-commerce tools and is very satisfied with website performance.
- Rates the learning curve as easy and shows interest in more customization options.

User 3:

- Learned about WIX through word of mouth.
- Uses WIX occasionally and has been using it for 1 to 2 years.
- Prefers professional and corporate design themes for portfolio websites.
- Values pre-designed templates and enhanced SEO features.
- Rates the learning curve as easy and is satisfied with website performance.

User 4:

- Discovered WIX through search engines.
- Visits WIX daily and has been using it for less than 6 months.

- Prefers bold and vibrant designs and often creates personal blogs.
- Values drag-and-drop editors and desires more template options.
- Rates the learning curve as moderate, is open to more customization, and values clear navigation.

User 5:

- Found out about WIX through search engines.
- Is a first-time visitor and has been using WIX for less than 6 months.
- Prefers minimalistic and clean design themes for portfolio websites.
- Values drag-and-drop editors and desires more template options.
- Rates the learning curve as easy, is interested in more advanced features, and emphasizes clear navigation.

In analyzing the data, several key similarities and differences emerged among the users in terms of their goals, needs, expectations, and challenges with using the WIX platform. A common objective for all users was to leverage WIX for website creation and management. Most users visited WIX to explore its pre-designed templates, emphasizing the significance of this feature. Additionally, the value of customization was evident, with users expressing a desire for advanced customization, more templates options and flexibility in design. Most users found WIX's learning curve to be manageable, indicating the platform's user-friendly nature.

Differences in users' experiences were also apparent. Their paths to discovering WIX varied, with sources ranging from online advertisements and friend recommendations to word of mouth and search engines. Usage patterns differed as well, with users reporting varying frequencies and durations of engagement with the platform. A divergence in design preferences emerged, with some users favoring minimalistic and clean aesthetics while others leaned towards bolder and more vibrant designs. The purposes of creating websites spanned personal blogs, portfolios, and business sites, reflecting a diverse range of intentions. Satisfaction levels exhibited discrepancy, with users having differing opinions on aspects such as website performance, loading speed, and whether WIX fulfilled their needs. Some users investigated WIX's SEO tools, whereas others had yet to explore these features. Decisions regarding upgrading to premium plans were shaped by factors like advanced features, ad removal, and domain connectivity. Moreover, users used distinct metrics to measure their websites' success, which included user engagement statistics and the ability to showcase their work effectively.

Among the challenges reported, users identified confusion about specific features and functionalities such as alignment of elements and WIX booking. Their suggestions for improvements confine diverse areas of the platform. These findings underscore the diversity of users' experiences, reflecting the wide spectrum of goals, preferences, and engagement levels with the WIX platform.

Based on the data analysis, user 1 can be characterized as a "Portfolio Enthusiast." This user has been using WIX for more than two years and visits the platform occasionally to create and manage their portfolio website. User 2 falls under the category of a "Business Innovator." They have been utilizing WIX for an extended period and frequently visit the platform to manage their business website. User 3 embodies the "New Explorer." They have been using WIX for a relatively shorter duration and primarily visit the platform to create a personal blog. This user is attracted to bold and vibrant design themes, reflecting a desire for creative expression. User 4 is best characterized as a "First-time Visionary." Having used WIX for less than six months, this user visits the platform occasionally to explore pre-designed templates for building a portfolio website. User 5 can be classified as a "Design Explorer." They visit WIX

daily with the intention to create or manage their own website, exploring pre-designed templates and seeking inspiration for website design. The user values the platform's drag-and-drop editor and improved e-commerce tools. The survey participants can be grouped into three categories, professional business users, new users, and personal blogger to showcase their work. Even though individuals can be identified to a particular group, they also stand out individually by their unique way of utilizing WIX. Lastly, the survey questionnaire limits the study to delve deeper into user personality type and to explore the behavioral aspects of participants that could influence their WIX user experience. The survey was designed mostly to evaluate and collect data to learn more about users' challenges and preferences in using a WIX platform, thus, exploring personal questions were not used in this study.

Conclusions, Implications, and Recommendations

In conclusion, the study conducted on WIX platform users yielded significant insights into their objectives, requirements, inclinations, and challenges. The ability to study the participants of the most popular website builder platform was fascinating, resulting in gaining insight data of WIX platform user experience worldwide. The collected data unveiled several notable findings. Users exhibited a wide spectrum of goals, spanning from developing personal portfolios to establishing business websites and blogs. A clear preference for design themes that resonated with their website's purpose emerged, with professionals favoring minimalistic and clean designs, while creative bloggers leaned towards bold and vibrant aesthetics. It was evident that users are seeking improvement on WIX templates selections and ability to gain more advanced customization options.

In relation to the previous finding through conducting interviews in my previous study, the data shows that both studies of participants are referring to the same improvement suggestions and struggles with alignment of elements. It was interesting to find at least one participant from both studies mentioned struggling with ecommerce features such as WIX booking. Also, the similarity of both studies was that each user upgraded to the premium WIX package to obtain the luxury of ads removal and unlimited data storage. The difference in both studies, interviews versus survey, was the ability to dive deeper while interviewing from the question asked, hence, more valuable information was retrieved from the WIX user. I've learned that in each study it's important to pivot when required, for example, during the interview to be easy going with a participant if it's not going according to plan. Also, I've learned to be creative and open with people to gain a positive response to the request of participating in the survey from strangers. As a result, I've learned that WIX is a user-friendly platform that users enjoy using and the flexibility of having pre-designed templates allowed my participants to create a professional website within a short period of time.

The study also shed light on valuable implications for the design and development of the WIX platform. Firstly, the diversity in user goals and preferences emphasizes the importance of offering a wide array of design templates that cater to various website purposes, from personal portfolios to business websites. This calls for a continuous expansion and refinement of the template library to ensure that users can find a suitable design for their specific needs. Additionally, the demand for more advanced customization options underscores the necessity of striking a balance between simplicity and flexibility. Incorporating additional customization features while maintaining an intuitive interface will be crucial to ensure that users can achieve the desired level of personalization without feeling overwhelmed. The positive feedback regarding website performance and loading speed should be sustained and even

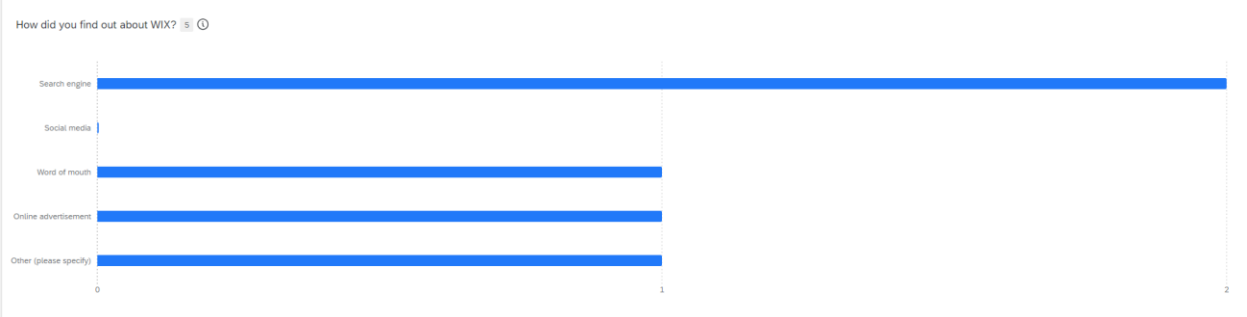
enhanced to ensure optimal user experience. Regular monitoring of site performance and addressing any potential issues promptly will be essential. The exploration of SEO tools by users suggests a growing interest in enhancing online visibility. This indicates the need for offering comprehensive and user-friendly SEO features, along with educational resources to guide users on effective utilization. To address confusion and challenges encountered by some users, refining the user interface, and providing clearer instructions for complex features will enhance user satisfaction. Regular user testing and feedback allowed will help identify pain points and enable iterative improvements. Ultimately, understanding these implications calls for a continuous commitment to user-centric design, with regular updates, enhancements, and new features aligning with the ever-evolving goals and expectations of WIX users.

Appendix

Appendix A: Group Analysis Data

Wix_users_data_analysis_report.pdf

Question 1



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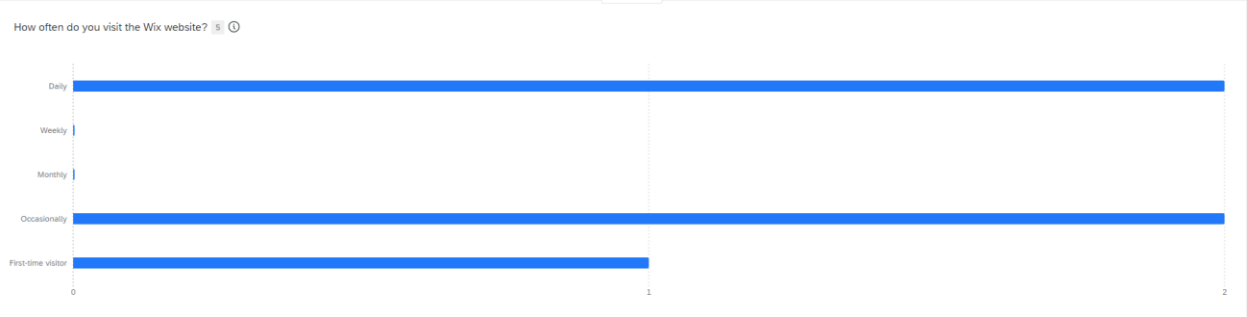

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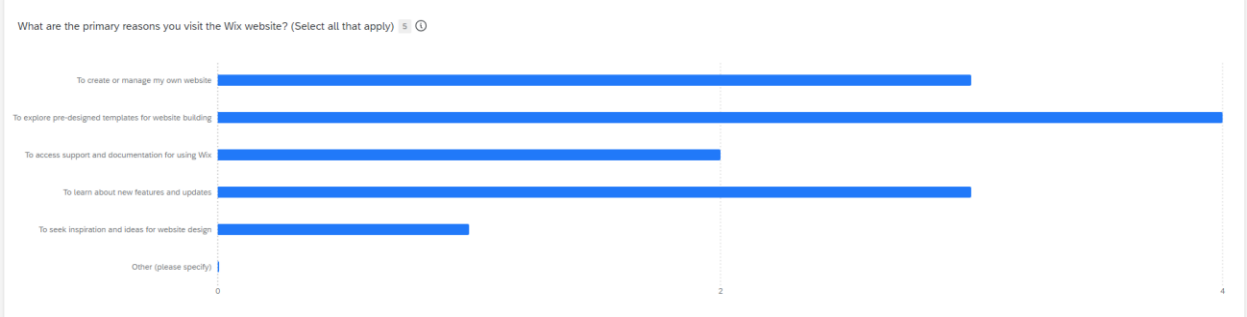

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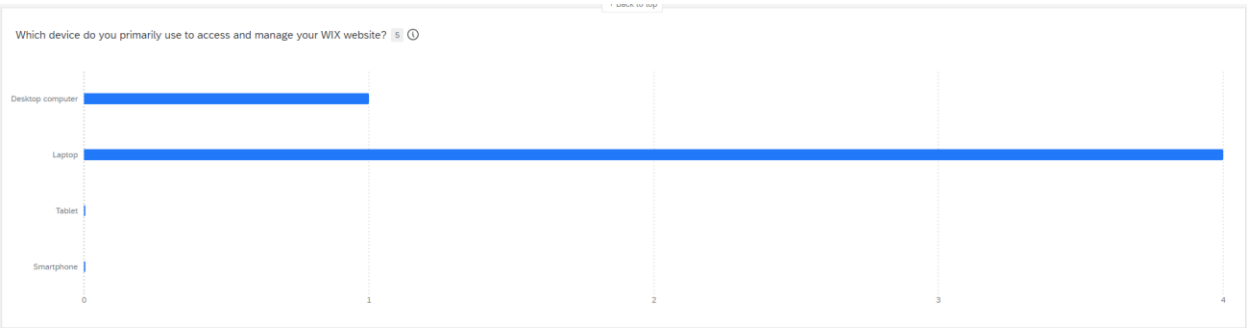

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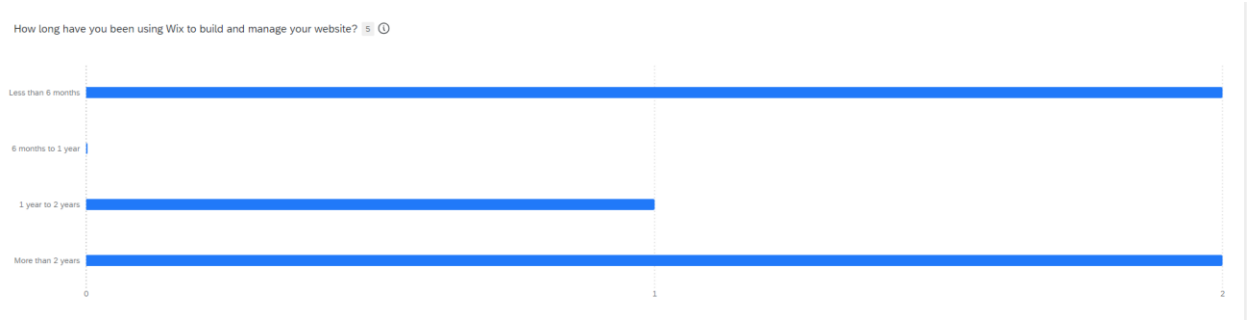

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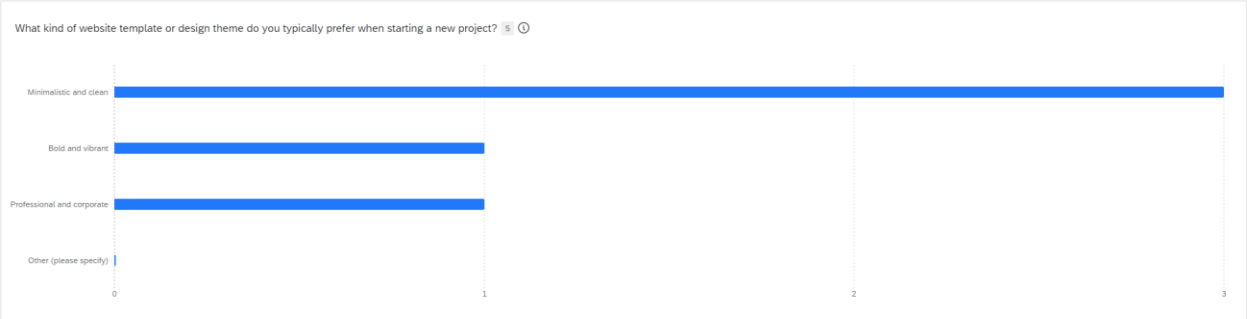

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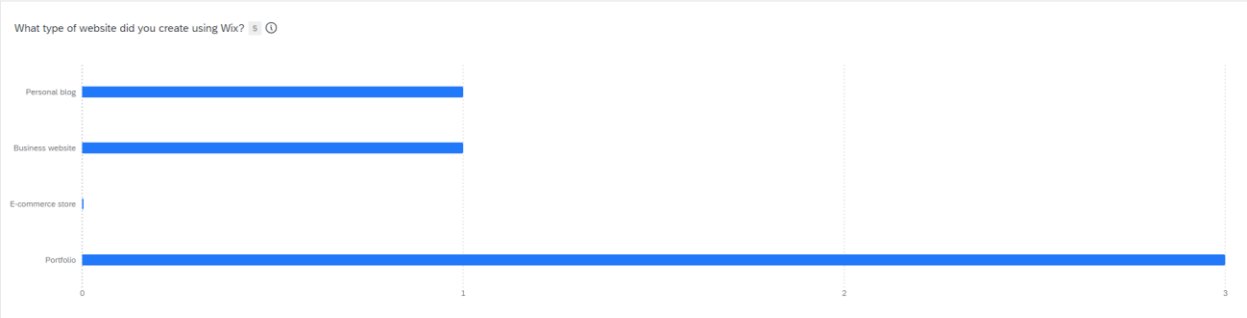

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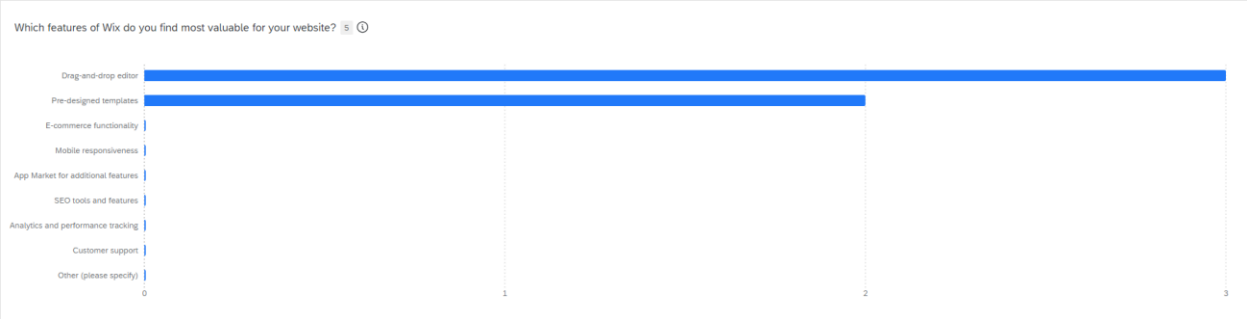

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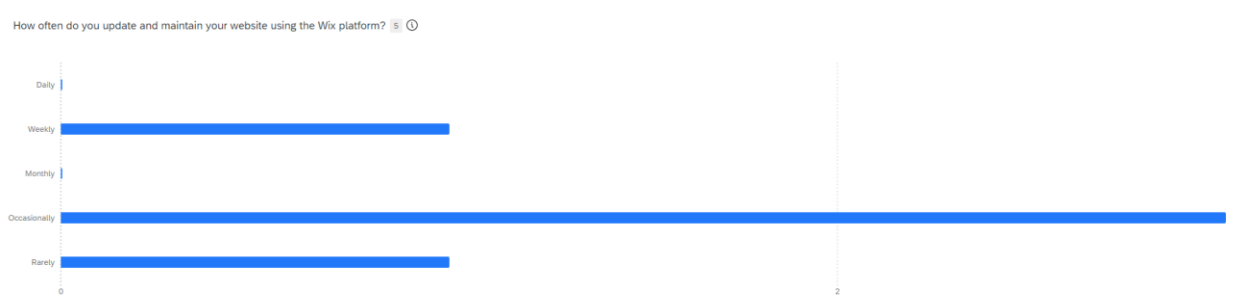

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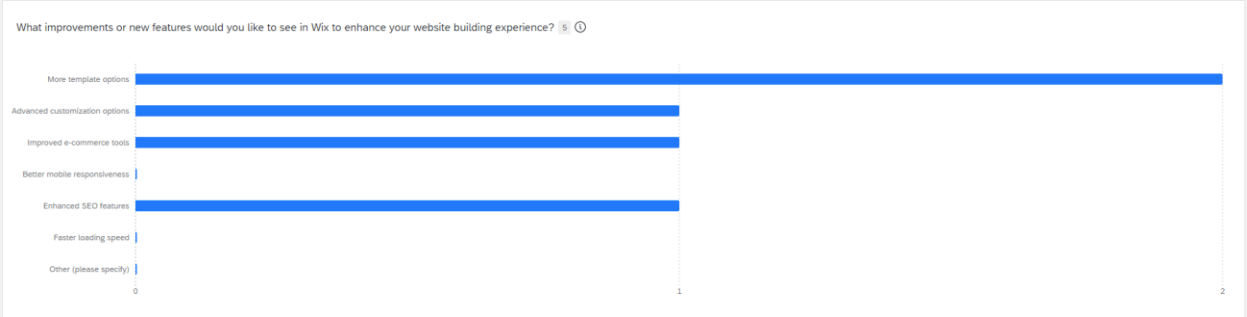
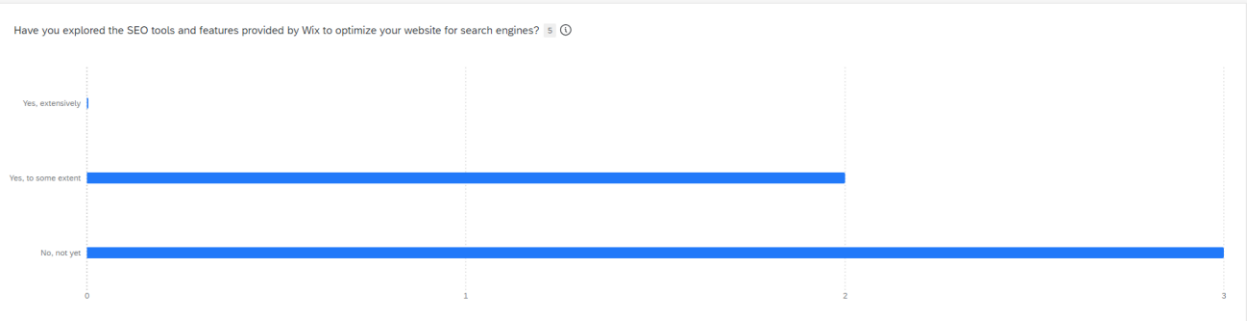


Question 11

Question 12



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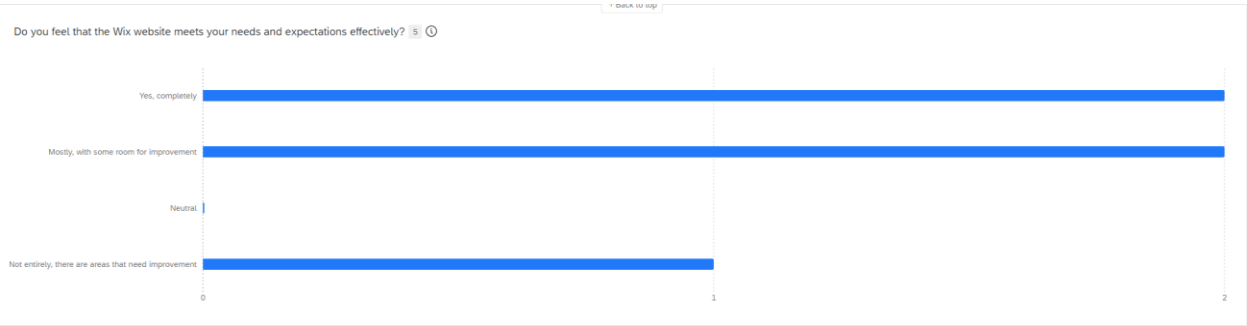

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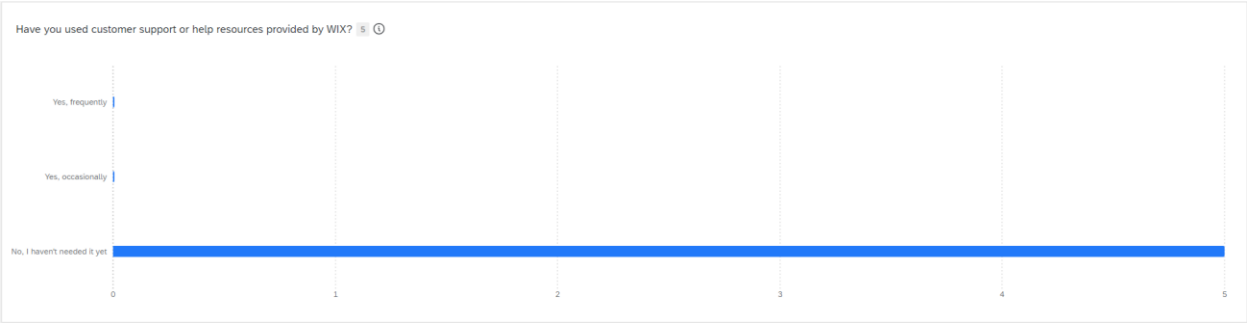
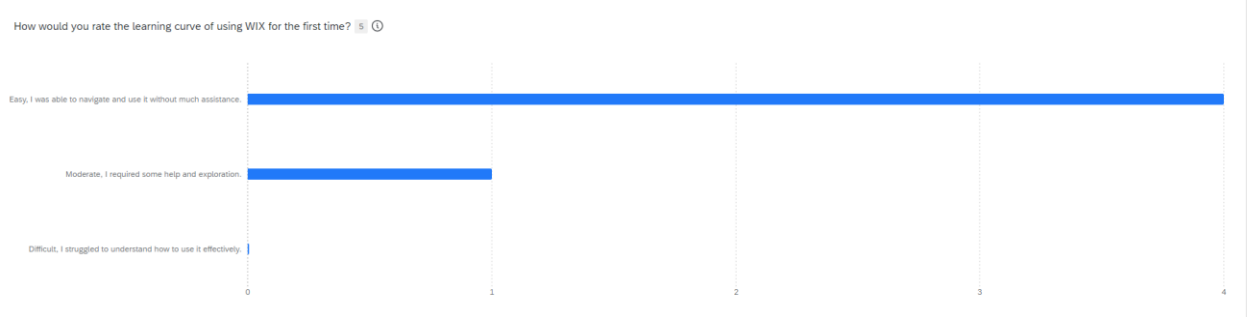


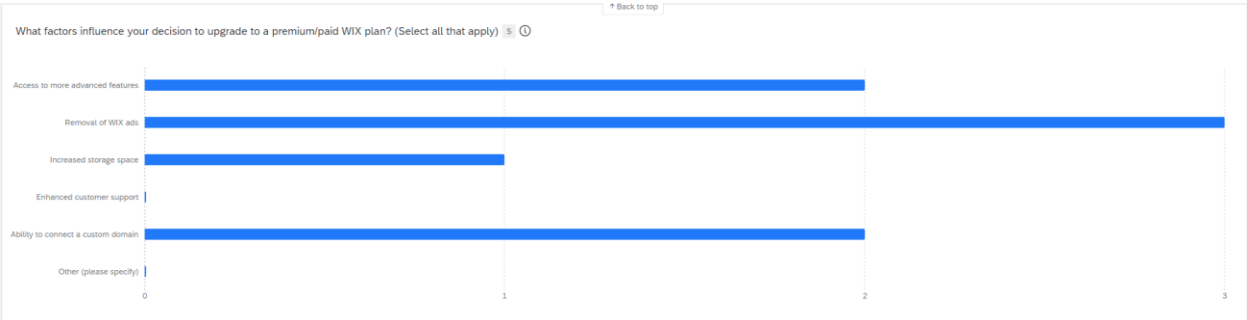
Question 15

Question 16



Question 17

Question 18



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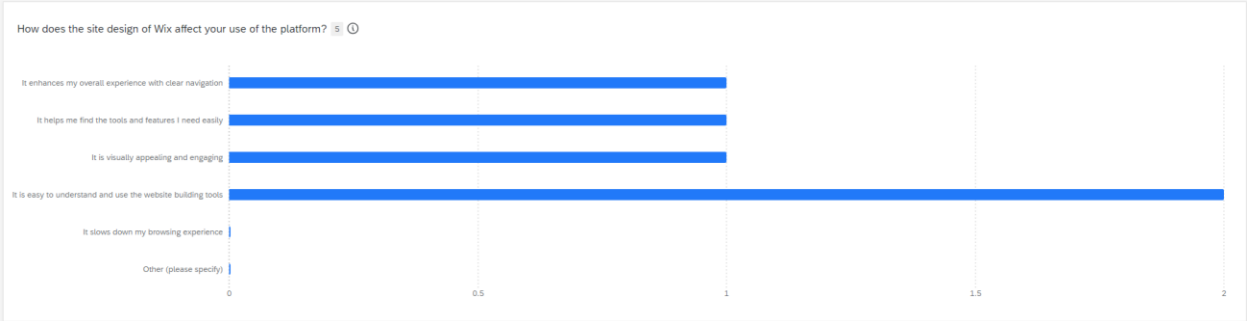

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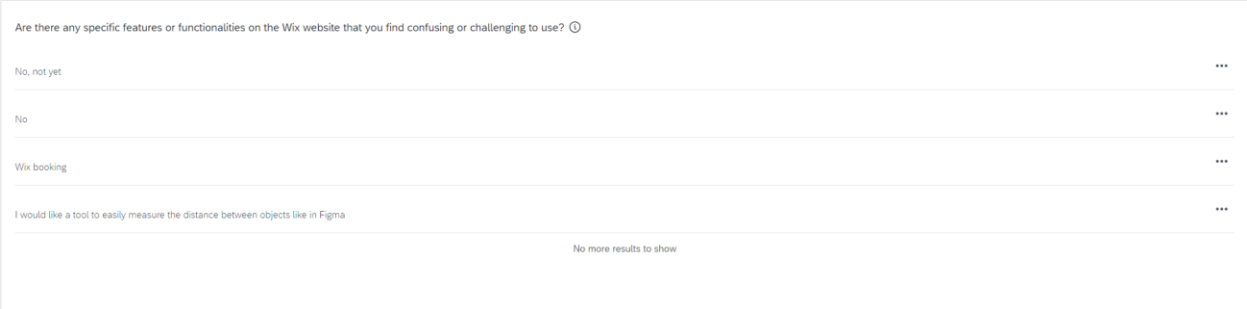

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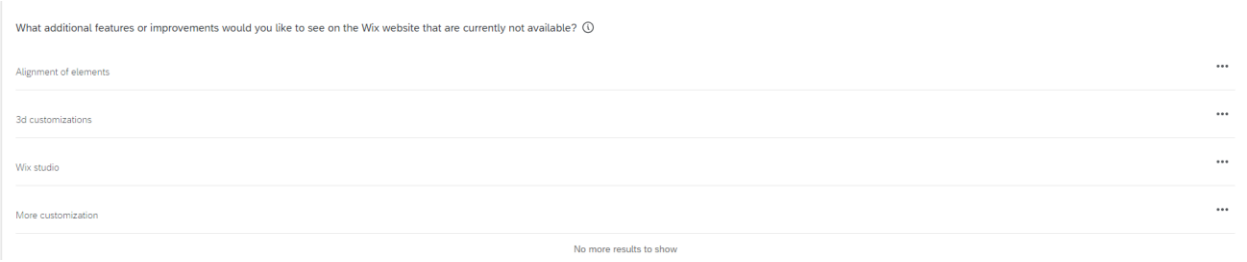

Appendix B: User 1 Data

User1_data.pdf

Appendix C: User 2 Data

User2_data.pdf

Appendix D: User 3 Data

User3_data.pdf

Appendix E: User 4 Data

User4_data.pdf

Appendix F: User 5 Data

User5_data.pdf