

CI6315 User-Experience Design Thinking
Usability Testing Session
Participant Booklet



**A CIF-Standard Usability
Evaluation of Wix® for First-Time
Users**

METHOD

CIF-standard usability test with
observation and SUS

SAMPLE

10 participants

DEVICE/PLATFORM TESTED

Desktop browser (Chrome)

Author: K2336620

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Appendix A: Consent Form

ASSIGNED PARTICIPANT ID:
6

Participant Information and Consent Form

CI6315 User Experience Design Thinking – Usability Testing Study

A CIF-Standard Usability Evaluation of Wix® for First-Time Users

Researcher: Nikola Delchev (Final-year BSc Computer Science Student, Kingston University)

You have been invited to take part in a short usability testing study that is conducted as part of a university project for the CI6315 User Experience Design Thinking module at Kingston University. The purpose of this session is to help evaluate and improve the usability and user experience of Wix®, an online drag-and-drop-based website building tool.

Please read the information below carefully before agreeing to participate.

A.1 The Session

You will be asked to complete a **set of tasks using Wix®** – the system subject to the current usability test. The session should take approximately **45 minutes** and will be conducted **in-person** using the researcher's device or **remotely** using Microsoft Teams, TeamViewer, or Zoom (as agreed in advance). It will be **audio and screen-recorded** to help analyze your experience. You are encouraged to **think aloud** as you work through the tasks. Before the session you will be asked to fill out an **anonymized Participant Profile Questionnaire (Appendix B)**.

The whole session will be moderated by Nikola Delchev, a final-year BSc Computer Science student at Kingston University.

A.2 Confidentiality and Your Rights

1. Your participation is **entirely voluntary**.
2. You may **withdraw** from the study **at any time**, without providing a reason.
3. **No judgments** will be made about your performance – we are testing the system, not you.
4. All collected data will be kept **anonymous** and used solely for academic purposes. Your **name and personal details will not be recorded** in any shared materials and in order to maintain anonymity, you will be referred to by participant ID instead (P1, P2, etc.). Only the researcher and the module leaders will have access to your raw audio recording and it will never be published without your permission.
5. Recordings will be securely stored and deleted once the project has been marked and the academic assessment cycle is complete. This will be no later than 30 September 2025.

A.3 Permission to Record and Use Audio Clips for the Purposes of This Study

I understand that an anonymized audio recording from the whole session will be made to be analyzed by the researcher conducting this study and may be made available to the module leaders and external examiners as supporting evidence for assessment purposes.

Please tick one:

- I give permission for an anonymized audio recording to be included in this study for the purposes set out above.
 I do not give permission an anonymized audio recording of the session to be made.

A.4 Consent and Signature

By signing below, I confirm that:

1. I have read and understood the information above (sections A.1 to A.3 inclusive).
2. I have had the opportunity to ask questions.
3. I voluntarily agree to take part in the study.

PARTICIPANT SIGN:

<<<GDPR>>>

DATE:

11-APR-2025
/DD-MMM-YYYY/

MODERATOR SIGN:

<<<GDPR>>>

DATE:

11-APR-2025
/DD-MMM-YYYY/

PARTICIPANT PRINT:

<<<GDPR>>>

MODERATOR PRINT:

<<<GDPR>>>

Appendix B: Participant Profile Questionnaire

B.0 Participant Information (to be filled by moderator)	
B.0.1 Participant ID: <u>6</u>	B.0.2 Session date: <u>11-APR-2025</u> /DD-MMM-YYYY/
B.1 Demographics	
1. Age: <input type="checkbox"/> Under 18 <input type="checkbox"/> 18–24 <input checked="" type="checkbox"/> 25–34 <input type="checkbox"/> 35–44 <input type="checkbox"/> 45–54 <input type="checkbox"/> 55+	
2. Gender: <input checked="" type="checkbox"/> Male <input type="checkbox"/> Female <input type="checkbox"/> Non-binary <input type="checkbox"/> Prefer not to say <input type="checkbox"/> Other: _____	
3. Occupation or study area: <u>MSc Data Science</u>	
4. Highest level of education completed: <input type="checkbox"/> Secondary school <input type="checkbox"/> College/Apprenticeship <input checked="" type="checkbox"/> Undergraduate degree <input type="checkbox"/> Postgraduate degree <input type="checkbox"/> Other: _____	
B.2 Technology use	
5. On average, how many hours per week do you use a computer or laptop? <input type="checkbox"/> Less than 5 hours <input type="checkbox"/> 5–10 hours <input checked="" type="checkbox"/> 11–20 hours <input type="checkbox"/> Over 20 hours	
6. How would you personally rate your overall computer proficiency? <input type="checkbox"/> Beginner <input type="checkbox"/> Intermediate <input checked="" type="checkbox"/> Advanced <input type="checkbox"/> Expert	
B.3 Familiarity With the System and Its Alternatives	
7. How often do you create websites? (e.g., for work or study) <input type="checkbox"/> Never <input checked="" type="checkbox"/> Rarely <input type="checkbox"/> Occasionally <input type="checkbox"/> Frequently <input type="checkbox"/> Very often	
8. Which of the following website-making tools have you used before? (Tick all that apply) <input checked="" type="checkbox"/> Wix <input type="checkbox"/> Weebly <input type="checkbox"/> Squarespace <input type="checkbox"/> Gatsby <input type="checkbox"/> Webflow <input type="checkbox"/> Other (please specify): _____	
9. If you have used Wix before, how frequently? <input type="checkbox"/> Never used it <input checked="" type="checkbox"/> Tried it once <input type="checkbox"/> Occasionally use <input type="checkbox"/> Use it regularly <input type="checkbox"/> Use it for every website I make	
10. Optional: When was the last time you used it? <u>5 years ago</u>	
11. Do you have any experience with other design tools (e.g., Figma, Canva, Photoshop)? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	
12. Optional: If the answer to 11. is Yes, could you list which ones and how confident you are using them? <u>Canva - not much</u>	
B.4 Usability Testing Context	
13. What device are you completing this test from? OS: <u>Windows 11</u> Brand and model: <u>MS Surface Pro 7+ 9</u>	14. Do you use assistive technologies? (e.g., screen readers, zoom tools, keyboard navigation) <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes – please specify: _____

C.0 Instructions

1. Attempt each task without help unless you get completely stuck.
2. Talk aloud while performing the tasks. Communicate your assumptions, expectations, thoughts and feelings.
3. There is no time limit, but if you want to move on you can speak up and let the moderator know.
4. Do not stress if you cannot figure something out! You are not the one being tested – we are evaluating the system.

C.1 Task 1 – Getting Started

Context:

You have considered and decided to start a simple blog for your website where you will tell the stories of your profession/studies.

What you need to do:

Access Wix. Create an account and begin creating your first manual (non-AI-generated) website on the topic you chose by making home page with a title and header with a menu for navigation.

From the templates you are only allowed to use the one in “Blank templates > Start From Scratch”.

C.2 Task 2 – “About me”

Context:

You want to introduce your site visitors to yourself so they know whose publications they're seeing.

What you need to do:

Add a simple “About me” page (blank template). Add a sample image (could be either yourself or a stock image of a person online) and some text about you – tell your story and what inspired you to start your day-job/studies in your field and your past experience (make it CV-style if you want).

C.3 Task 3 - Add a blog page

Context:

You have now set up most of the basic functionality of your website and are ready to make the main thing – the blog where you can write your articles.

What you need to do:

Set up the blog page that is going to list all the articles you write – change the layout and colours to your liking of both the articles list page and the individual article page.

C.4 Task 4 – Write three articles

Context:

You have now decided to populate your blog with some sample articles to see how it looks.

What you need to do:

Add three articles with sample text and images. You can get the images from Google. For convenience, you can use an LLM (ChatGPT, Gemini, Copilot, etc.) to generate the body of text for these three articles.

C.5 Task 5 – Finalise your home page

Context:

You have now decided to make your home page functional by adding some presentable snippets from your blog.

What you need to do:

Populate your homepage with some presentable elements from your blog and/or any text or images you wish to include, a short introduction and whatever else you would expect to see on a home page. Then publish your site.

Appendix D: Post-Test Questionnaire – SUS (System Usability Scale)

D.0 Participant Information (to be filled by moderator)

D.0.1 Participant ID:

6

D.0.2 Session date:

11-APR-2025

/DD-MMM-YYYY/

D.1 System Usability Scale¹

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1. I think that I would like to use this system frequently	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input checked="" type="checkbox"/> 4 <input type="checkbox"/> 5	Strongly disagree → 3
2. I found the system unnecessarily complex	<input type="checkbox"/> 1 <input checked="" type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5	→ 3
3. I thought the system was easy to use	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input checked="" type="checkbox"/> 4 <input type="checkbox"/> 5	→ 3
4. I think that I would need the support of a technical person to be able to use this system	<input checked="" type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5	→ 4
5. I found the various functions in this system were well integrated	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input checked="" type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5	→ 2
6. I thought there was too much inconsistency in this system	<input type="checkbox"/> 1 <input checked="" type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5	→ 3
7. I would imagine that most people would learn to use this system very quickly	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input checked="" type="checkbox"/> 4 <input type="checkbox"/> 5	→ 3
8. I found the system very cumbersome to use	<input checked="" type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5	→ 4
9. I felt very confident using the system	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input checked="" type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5	→ 2
10. I needed to learn a lot of things before I could get going with this system	<input type="checkbox"/> 1 <input checked="" type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5	→ 3

D.2 Total Score (to be filled by moderator)

30

D.3 SUS Score (to be filled by moderator)

$30 \times 2.5 = 75$

¹ Brooke, J. (1996) SUS: A quick and dirty usability scale. In: P.W. Jordan, B. Thomas, B.A. Weerdmeester, and I.L. McClelland (eds.) Usability Evaluation in Industry. London: Taylor & Francis, pp. 189–194. Available at: https://www.researchgate.net/publication/228593520_SUS_A_quick_and_dirty_usability_scale (Accessed: 03 April 2025).

Appendix E: Observation Sheet (to be filled by moderator)

E.0 Participant Information (to be filled by moderator)					
E.0.1 Participant ID: 6	E.0.2 Session date: 11-APR-2025 /DD-MMM-YYYY/				
E.1 Session timing (to be filled by moderator)					
1. Session Start Time: <u> :</u>			2. Session End Time: <u> :</u>		
E.2 Task Observations (to be filled by moderator)					
Task ID	Title	Start Time	End Time	Completion	Moderator Notes
F = Fully completed P = Partially completed N = Not completed					
T1	Getting Started	—	—	<input type="checkbox"/>	
T2	"About me"	—	—	<input type="checkbox"/>	PLEASE REFER TO EXTERNAL SHEET
T3	Add a blog page	—	—	<input type="checkbox"/>	
T4	Write three articles	—	—	<input type="checkbox"/>	
T5	Finalise your home page	—	—	<input type="checkbox"/>	
3. Further Notes: _____ _____ _____					
E.3 Observation Summary (to be filled by moderator)					
<u>■ (PLEASE REFER TO EXTERNAL SHEET)</u>					
4. Overall Usability Issues Identified: _____ _____ _____					
5. Positive Feedback: _____ _____ _____					
6. Improvement Recommendations: _____ _____ _____					

Thank you for taking the time to
do this usability testing session! 😊