

Appendix B: Participant Profile Questionnaire

B.0 Participant Information *(to be filled by moderator)*

B.0.1 Participant ID:

B.0.2 Session date:

/DD-MMM-YYYY/

B.1 Demographics

1. **Age:**

☐ Under 18 ☐ 18–24 ☐ 25–34 ☐ 35–44 ☐ 45–54 ☐ 55+

2. **Gender:**

☐ Male ☐ Female ☐ Non-binary ☐ Prefer not to say ☐ Other: _____

3. **Occupation or study area:**

4. **Highest level of education completed:**

☐ Secondary school ☐ College/Apprenticeship ☐ Undergraduate degree
☐ Postgraduate degree ☐ Other: _____

B.2 Technology use

5. **On average, how many hours per week do you use a computer or laptop?**

☐ Less than 5 hours ☐ 5–10 hours ☐ 11–20 hours ☐ Over 20 hours

6. **How would you personally rate your overall computer proficiency?**

☐ Beginner ☐ Intermediate ☐ Advanced ☐ Expert

B.3 Familiarity With the System and Its Alternatives

7. **How often do you create websites?** (e.g., for work or study)

☐ Never ☐ Rarely ☐ Occasionally ☐ Frequently ☐ Very often

8. **Which of the following website-making tools have you used before?** (Tick all that apply)

☐ Wix
☐ Weebly
☐ Squarespace
☐ Gatsby
☐ Webflow
☐ Other (please specify): _____

9. **If you have used Wix before, how frequently?**

☐ Never used it
☐ Tried it once
☐ Occasionally use
☐ Use it regularly
☐ Use it for every website I make

10. **Optional: When was the last time you used it?** _____

11. **Do you have any experience with other design tools (e.g., Figma, Canva, Photoshop)?**

☐ Yes ☐ No

12. **Optional: If the answer to 11. is Yes, could you list which ones and how confident you are using them:**

B.4 Usability Testing Context

13. **What device are you completing this test from?**

OS: _____

Brand and model: _____

14. **Do you use assistive technologies?**

(e.g., screen readers, zoom tools, keyboard navigation)

☐ No ☐ Yes – please specify: _____