

# Site Builder Research & Impressions

WRIT5662: Team Red

Attributes	WordPress	Wix	Squarespace
Theme	YES	YES	YES
Preview before Publishing	YES	YES	YES
Guidance While Composing	YES	YES	YES
Calendar Availability	YES	YES	YES
Photo Gallery	YES	YES	YES
Import Images	YES	YES	YES
Site Analytics	YES	YES	YES
Blog	YES	YES	YES
Accessibility	Available	Easiest to Understand	Available
Import Established Domain	YES	YES	YES
Ease of Use for People > 50yo [Scale 1 (Difficult) - 10 (Easy)]	7	9	5

## Researcher: Deborah Merton

### My Impressions as an older user:

- There is an overwhelming amount of information out there for anyone who wants to design a website.
- Some websites are better than others in terms of ease of use. **My opinion is that the Wix platform was the easiest of the 3 I explored.**

#### WordPress:

- WordPress has a 5 step process for building a website.
  - It has a lot of tutorials available. It has both written guides and YouTube guides, which was important to me, as I don't learn as well with the YouTube guides as I do written material.
  - WordPress offers Webmaster tools.
  - It also has a good reference page for making your website accessible to all.

#### Wix:

- Wix was interesting, as it offered two different ways for a person to design a website. Option A was "Let Wix ADI Create a Website for You" and Option B was "Create Your Website with the Editor".
  - If you go with the second option, you can have a completely blank template that you design yourself.
  - If you go with Option A, you are constrained quite a bit. They give you a lot of options for what types of templates they offer. However, if your choice isn't there, I'm not sure what you do.
  - I wanted to find something that was a little more geared towards a club like the Austin-Healey Club, but the closest thing I found was a non-profit organization template.
  - One thing that is a little frustrating on the pre-made templates is that they come with text. As an older user, I would find it difficult to make sure that I took out all the prepared text on all the pages.
  - Wix gives you the option to have more than one contributor for building your website.
  - All Wix sites are static. However, you can add pages that are dynamic.
  - Wix offers built-in accessibility tools. It follows the World Content Accessibility Guidelines.

#### Squarespace:

- Squarespace was the most challenging to navigate for me. Their homepage is very dark, and I think that threw me off right from the beginning.
  - They offer many templates. Again, though, I had a hard time finding something that would fit a non-profit organization.
  - You can have multiple people contribute to building your website.
  - I got the impression that SquareSpace was geared more towards people who wanted to build businesses than anything else.

### Additional Thoughts & Remarks:

- I wasn't able to try and bring Brian's wireframe over to see how well it would fit into a template because I have no idea how to do that!
- I did come across one thing that I'd like to have clarification on, and that is: what is the difference between "connecting" a third-party domain and "transferring" a third party domain?
- All of these platforms offered a variety of plans for what type of website you wanted to design. The more options you wanted, the more expensive the plan.