Python backend for WordPress:

* Set up Python-based web server using web framework (e.g. Flask, Django, FastAPI etc)
* Create API endpoints in Python to receive requests from WordPress
* Use these requests to make HTTP requests to chatbot API
* Process data received from API (filtering, manipulating responses to fit user experience)
* Use JavaScript/PHP to interact with Python backend to send requests from client-side to Python

Python backend for Wix:

* Host Python server on web hosting platform/cloud server (e.g. AWS)
* Define API endpoints on Python server using Flask to handle incoming requests
* Make API calls to chatbot service
* Process data depending on requirements
* Handle Cross-Origin Resource Sharing (CORS) so Wix can communicate with server
* Connect to Wix using JavaScript to send HTTP requests to Python backend

Key Differences between Wix and Wordpress:

* Wix is more user-friendly to build website compared to WordPress
* Wix provides simple customisation (good for small to medium-sized websites) however WordPress is highly customisable and offers more complex/unique designs
* Wordpress requires finding your own hosting provider but can offer more control whereas Wix provides hosting as part of service and handles security, maintenance
* Wix uses JavaScript to interact with backend, WordPress can use JavaScript/PHP
* Using Python with WordPress can be more complex as it requires additional configuration