



# Design Challenge

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## Overview

1.	Problem Space	0.5h
2.	User Research	45 mins
3.	Competitive Analysis	0.5 h
4.	Ideation	0.5 h
5.	Wireframing and Mockups	1 h
6.	Test and Iteration	0.5 h
7.	Documentation	1.5 h
	In total	5 h 15 mins



## Problem Space

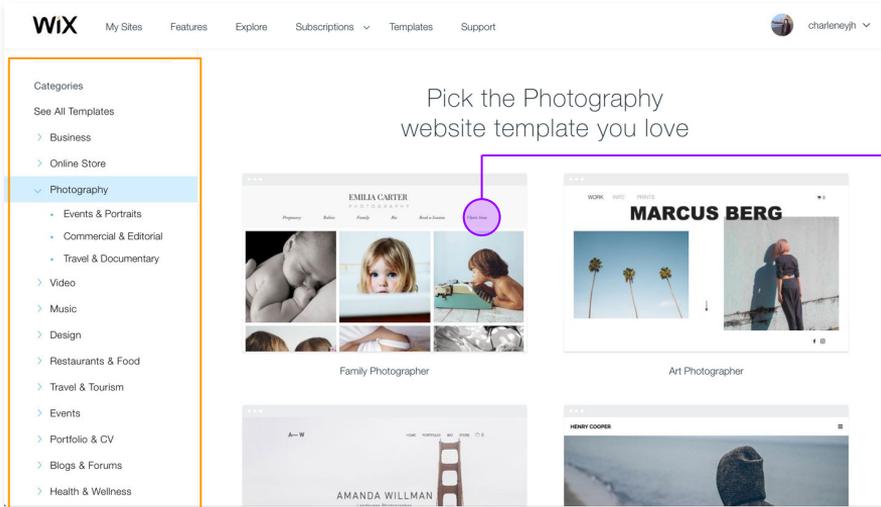
Wix is a cloud-based web development platform with intuitive drag-and-drop tools.

For this design challenge, I wanted to focus on redesigning Wix's **template picker experience**, because

- As a current user of Wix, I saw opportunities for improvement
- Given limited time, I have easy access to Wix users

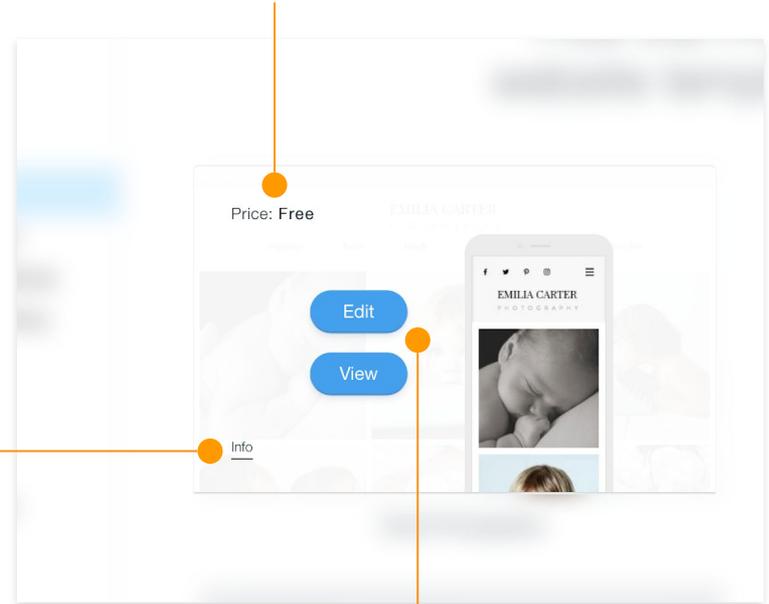
The logo for Wix.com, featuring the word 'wix' in a bold, lowercase, sans-serif font with a yellow dot above the 'i', followed by '.com' in a smaller, lowercase, sans-serif font.

# Current Experience Analysis



Hover

Price information is buried

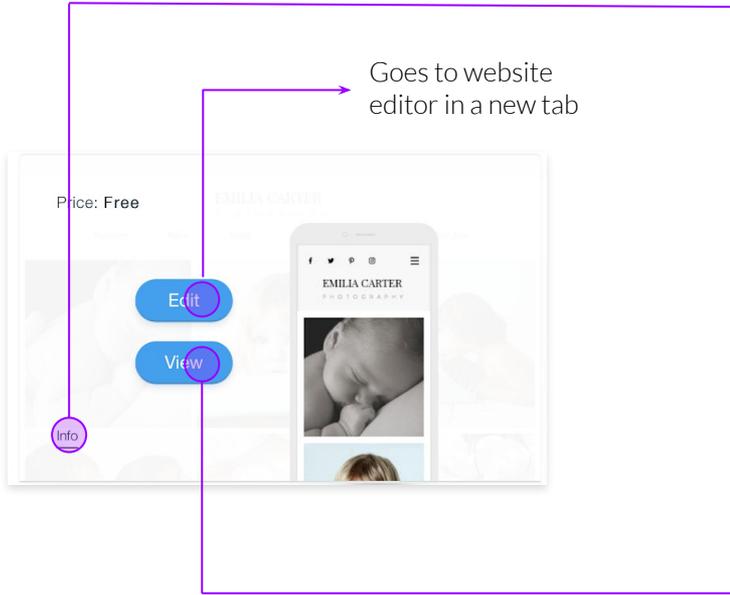


Tree-structured sidebar menu that's categorized by the content of the webpage

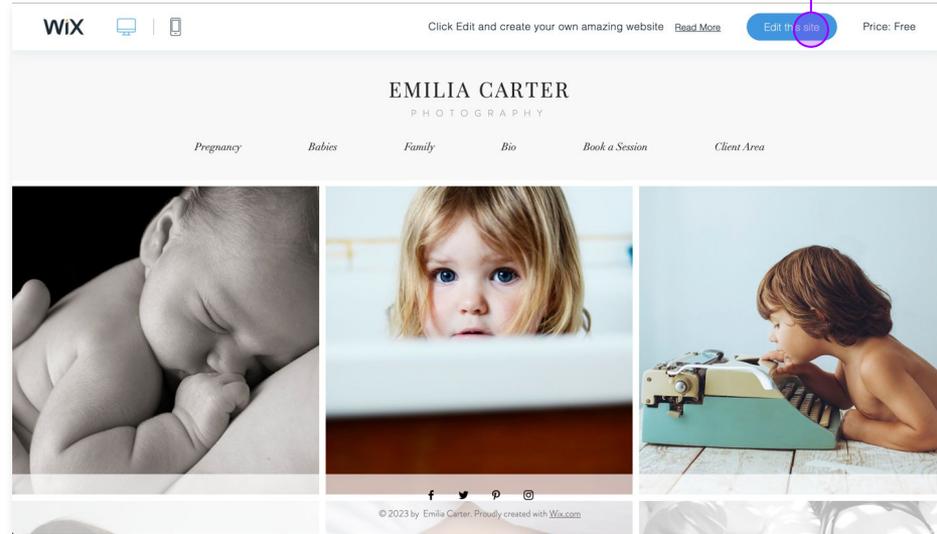
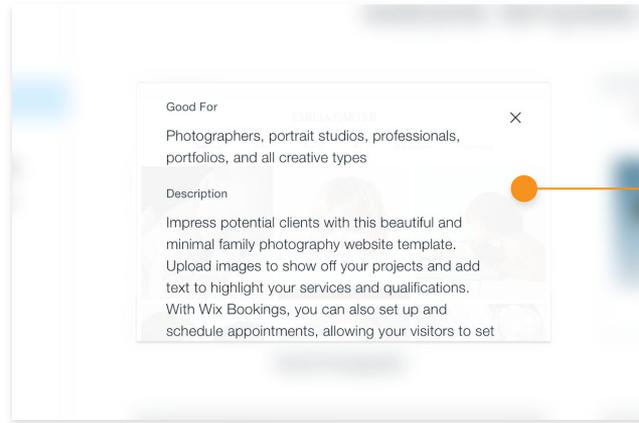
Click for the description about the template. Might be hard to find for the user

Two call-to-action buttons right next to each other

# Current Experience Analysis



Previews the template in a new tab



Goes to website editor in a new tab



## User Research

For this project, I decided to focus on users with relatively **high user sophistication in web design**.

For future research, I planned to exam the whole user spectrum: users with different sophistication, as well as in different sections: e-commerce, professional business, etc.

I interviewed 4 people who have used Wix or similar products to know more about their process and behavior of selecting templates and building their websites

P1, designer, a current user of Squarespace

P2, designer, a current user of Webflow

P3, artist, a former user of Wix, and a current user of Webflow

P4, photographer, a current user of Wix

\*Interview Script can be found [here](#)



# Research Insights

## Users look for specific features or elements within the template, regardless of their content categories

Wix has over 500 templates, yet users only look at templates that seem relevant to their category. Current categories defined by content may cause users to miss out on the features they are looking for.

“I really like the full-bleed banner with the special scrolling effect. It gives a dynamic look to the site. Although it’s tagged with ‘restaurant’, I used it for my portfolio site.”

-p1, designer

“I’ve researched a bunch of other designers sites before I started, so I already had a general feeling of what my site would look like. I really want one that has a left-right structure.”

-p2, designer

## **When using a template, key elements and features of the templates are more likely to be adopted**

Building a website is a highly creative process, and using a template is just a starting point

Current categories are mainly defined by the content of the stock images, which will likely be replaced by users' own images. Other key elements in the webpage, such as layout, color palette, and animation are the ones that users adopt.

“I don't have a specific vision of my website before I started. When I browse the templates, I envisioned putting my images in replace of the stock image”

-p3, artist

“I made a lot of changes to the template to make it work with my style. The only thing I kept is the banner with scrolling feature on the home page”

-p1, designer



## Competitor Analysis

Before jumping into ideation, I carefully chose the following website builders with good UX reputation, focusing on their template picker and preview experience

- Squarespace
- Webflow
- Shopify

\*Detailed competitor analysis can be found [here](#)





**How might we provide more flexibility  
for advanced users to find the template  
that matches their needs?**



## Design Focus

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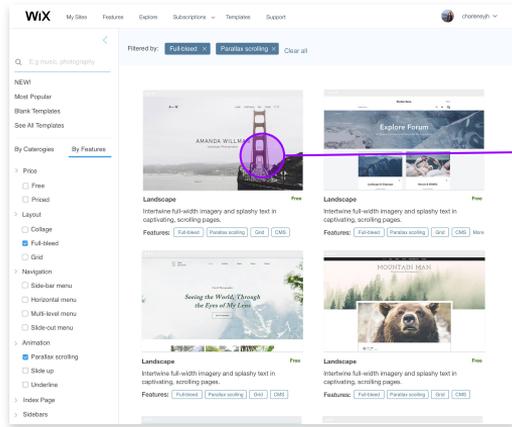
Surfaces important features of the templates, and supports advanced filtering multiple features



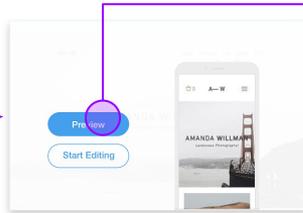
Inspires users by showing the same template used in different industries, highlighting its flexibility

# User Flow Overview

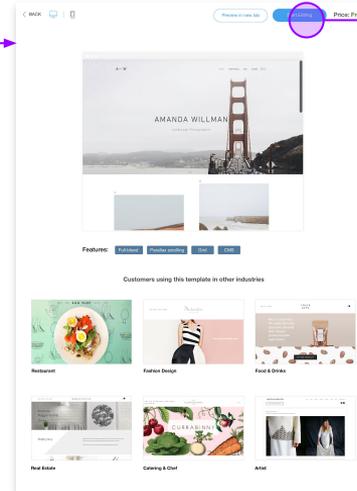
## Template Picker



## Hover



## Preview



Opens the  
template in  
Editor



Q E.g music, photography

NEW!

Most Popular

Blank Templates

See All Templates

By Categories

By Features

> Price

Free

Priced

> Layout

Collage

Full-bleed

Grid

> Navigation

Side-bar menu

Horizontal menu

Multi-level menu

Slide-out menu

> Animation

Parallax scrolling

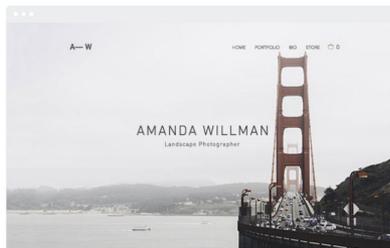
Slide up

Underline

> Index Page

> Sidebars

Filtered by: Full-bleed Parallax scrolling Clear all

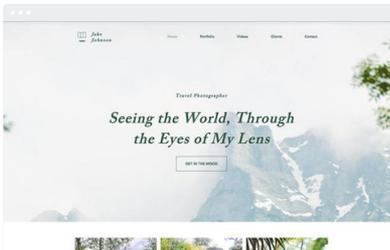


Landscape

Free

Intertwine full-width imagery and splashy text in captivating, scrolling pages.

Features: Full-bleed Parallax scrolling Grid CMS

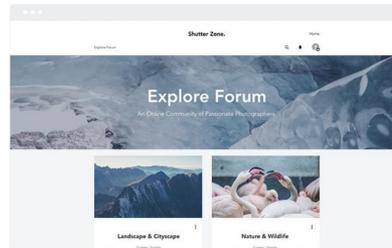


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Landscape

Free

Intertwine full-width imagery and splashy text in captivating, scrolling pages.

Features: Full-bleed Parallax scrolling Grid CMS More



Landscape

Free

Intertwine full-width imagery and splashy text in captivating, scrolling pages.

Features: Full-bleed Parallax scrolling Grid CMS

## Filter by Features

Besides selecting by categories, an advanced user can also filter templates by features by switching the tab in the sidebar menu

Features are further grouped by components in the webpage

WIX My Sites Features Explore Subscriptions Templates Support charleneyjh

Filtered by: Full-bleed Parallax scrolling Clear all

NEW!  
Most Popular  
Blank Templates  
See All Templates

By Categories By Features

- Price
  - Free
  - Priced
- Layout
  - Collage
  - Full-bleed
  - Grid
- Navigation
  - Side-bar menu
  - Horizontal menu
  - Multi-level menu
  - Slide-out menu
- Animation
  - Parallax scrolling
  - Slide up
  - Underline
- Index Page
- Sidebars

**Landscape** Free

Intertwine full-width imagery and splashy text in captivating, scrolling pages.

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**Landscape** Free

Intertwine full-width imagery and splashy text in captivating, scrolling pages.

Features: Full-bleed Parallax scrolling Grid CMS More

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**Landscape** Free

Intertwine full-width imagery and splashy text in captivating, scrolling pages.

Features: Full-bleed Parallax scrolling Grid CMS

## Filter Chips

Display all selected filters chips on top, with the option to clear all

Q E.g music, photography

NEW!

Most Popular

Blank Templates

See All Templates

By Categories

**By Features**

> Price

- Free
- Priced

> Layout

- Collage
- Full-bleed
- Grid

> Navigation

- Side-bar menu
- Horizontal menu
- Multi-level menu
- Slide-out menu

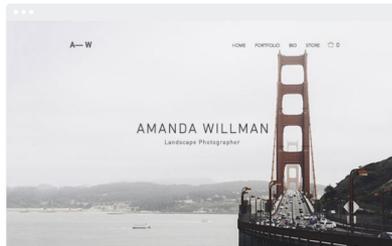
> Animation

- Parallax scrolling
- Slide up
- Underline

> Index Page

> Sidebars

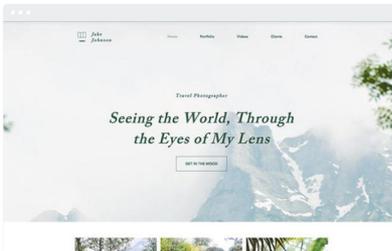
Filtered by: Full-bleed Parallax scrolling Clear all



**Landscape** Free

Intertwine full-width imagery and splashy text in captivating, scrolling pages.

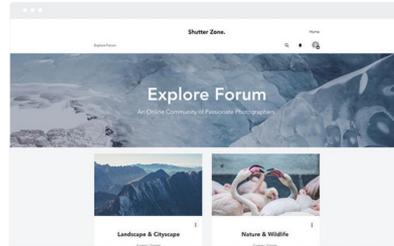
Features: Full-bleed Parallax scrolling Grid CMS



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**Landscape** Free

Intertwine full-width imagery and splashy text in captivating, scrolling pages.

Features: Full-bleed Parallax scrolling Grid CMS More



**Landscape** Free

Intertwine full-width imagery and splashy text in captivating, scrolling pages.

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**Surface price information**

Displays price under each template, and use green to indicate free ones for price-sensitive users

**Highlight features**

Highlights features of each template using chips. Only display one line of tags for visual consistency.



Q E.g music, photography

NEW!

Most Popular

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> Animation

Parallax scrolling

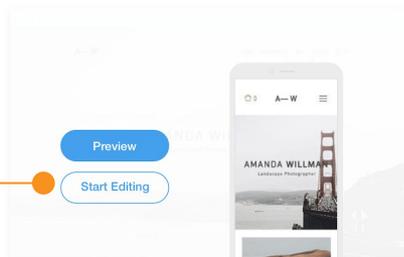
Slide up

Underline

> Index Page

> Sidebars

Filtered by: Full-bleed Parallax scrolling Clear all

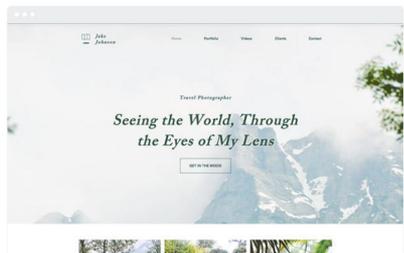


Landscape

Free

Intertwine full-width imagery and splashy text in captivating, scrolling pages.

Features: Full-bleed Parallax scrolling Grid CMS

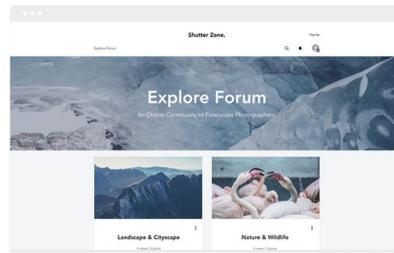


Landscape

Free

Intertwine full-width imagery and splashy text in captivating, scrolling pages.

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Landscape

Free

Intertwine full-width imagery and splashy text in captivating, scrolling pages.

Features: Full-bleed Parallax scrolling Grid CMS More



Landscape

Free

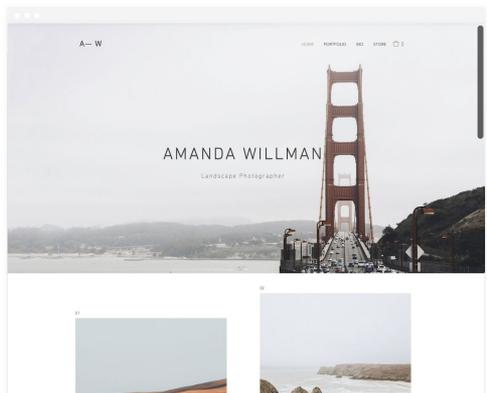
Intertwine full-width imagery and splashy text in captivating, scrolling pages.

Features: Full-bleed Parallax scrolling Grid CMS

## Hover Feature

Has on primary button and one secondary button upon hover, prioritizing previewing the template.

From interviews results, users usually preview and want more information before committing to the template

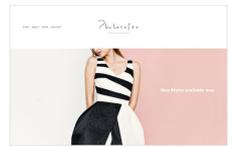


Features: Full-bleed Parallax scrolling Grid CMS

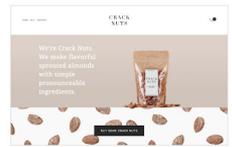
Customers using this template in other industries



Restaurant



Fashion Design



Food & Drinks



Real Estate



Catering & Chef



Artist

Preview in new tab Start Editing Price: Free

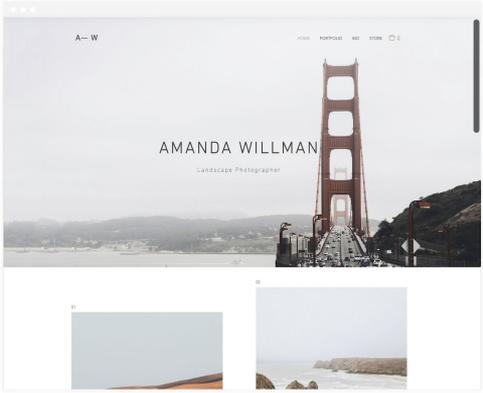
Use Template

Call-to-action button encourages users to use this template

Preview Template

Previews the template in a browser-looking window with full functionality. Users can also switch to the mobile breakpoint

[BACK](#)
Preview in new tab
Start Editing
Price: Free

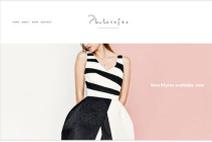


**Features:**
Full-bleed
Parallax scrolling
Grid
CMS

**Customers using this template in other industries**



**Restaurant**



**Fashion Design**



**Food & Drinks**



**Real Estate**



**Catering & Chef**



**Artist**

**Features:**

- Full-bleed
- Parallax scrolling
- Grid
- CMS

**Highlight features**

Highlights important features and functions of this template using chips

**Inspiration**

Shows this template used in different industries to provide inspiration for the user. This section shows the flexibility of each template and de-emphasizes the content in the template



## Limitations

- All the people I talked with are in the field of design/art/photography, which might bias the research result
- Users may need to get familiar with the name of the components to better utilize the filter function
- Compared to the current design, users need one more click to preview the template in full-scale



# Appendix



## User Interviews

Questions asked included:

- The experience of them choosing a template, focus on their process and how they make the decision
- What information they need in the process, focus on the requirements
- What changes do they make on the chosen template to make it work with their preference, focus on the result
- Talked about the features they enjoy in the process (not necessary within Wix), focus on design opportunities



# Competitor Analysis

# Webflow

The screenshot shows the 'Responsive Entertainment Website Templates' page on the Webflow website. At the top, there are navigation links for 'Features', 'Customers', 'Templates', and 'Resources', along with 'Log In' and 'Sign Up' buttons. The main heading is 'Responsive Entertainment Website Templates'. Below this, a paragraph explains that users can easily customize any of the provided templates using Webflow's code-free design tools. A search bar is present with the placeholder text 'Search all templates...'. A horizontal filter bar includes categories like 'Free', 'Premium', 'CMS', 'Ecommerce', 'Beauty', 'Business', 'Portfolio', 'Blog', 'Entertainment', 'Event', 'Personal', and 'Nonprofit'. The main content area displays a grid of template cards, each with a preview image, a title, and a price. The visible templates include: 'Cullen Food' (\$49), 'Press Blog' (\$49), 'Tech Magazine' (\$49), 'Eventmaster Event' (price not visible), 'Method Band' (Free), 'Marine Travel' (\$24), 'Walters Event' (\$24), and 'Dotted Musician' (\$24).

Template Picker Page

The screenshot shows the 'Olea - Ecommerce Website Template' preview page. At the top, it displays the template name and a 'Preview' button. A paragraph describes the template as a fully responsive, modern e-commerce design. Below this, a large image shows a desktop and mobile view of the template's homepage, featuring a woman in a shopping cart and the text 'Olea Collection on Sale Now'. A 'CMS Ready' badge is visible, indicating that the template includes CMS functionality. The page also has an 'Overview' section with links for 'License' and 'Support'. A list of features is provided, including: Content management, Animations, Responsive navigation, Responsive design, Beta ready, Forms, Web fonts, Content review, and SEO. A 'Template Features' section lists: E-commerce (Product listing, cart, order confirmation, and checkout pages), Product Page (with a built-in CMS for product data), Fully Responsive (works on all screen sizes), Mobile Navigation (hamburger menu), Clean Code (well-commented and easy to edit), Member Compatibility (integrates with various CMS and CRM systems), and Global Search (with a search bar and filters). A footer note states that the template is not for sale and is intended for personal use only.

Template Preview Page

# Webflow

## PROS

### Template Picker:

- Has a “free” tab for price-sensitive users to easily filter free templates
- Displays price information below each template
- Offers B&W templates emphasizing on layout and structure

### Preview Page:

- Using tags and checklist to highlight important features of this template

## CONS

### Template Picker:

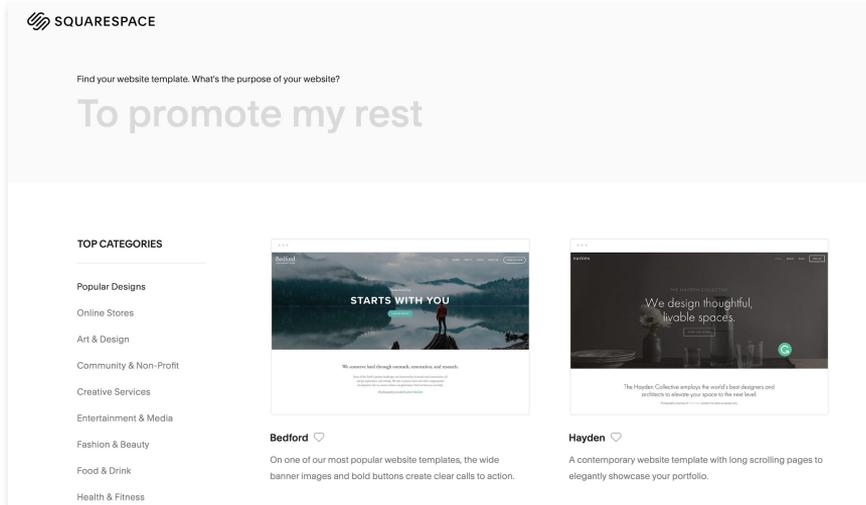
- Has to go through preview. Doesn't have a way to edit the template directly
- Can't select multiple tags
- Too many tags lack of categorization overwhelms users

### Preview Page:

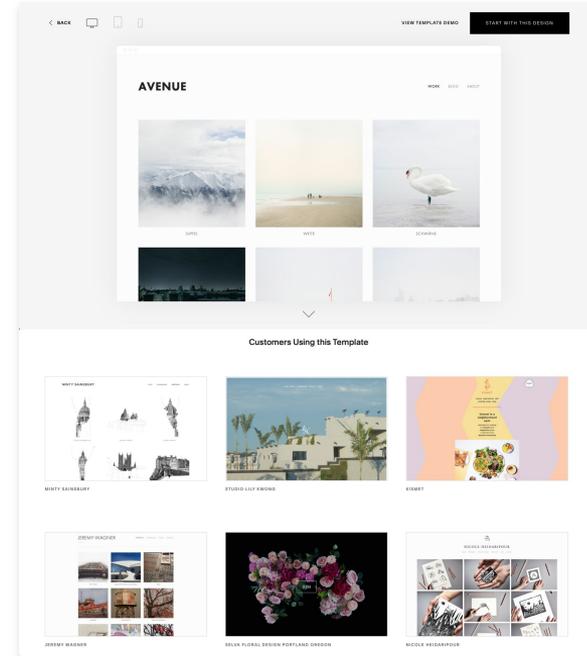
- Slideshow feature doesn't give a full image of the template
- Repetitive information, not space efficient



# Squarespace



Template Picker Page



Template Preview Page



# Squarespace

## PROS

### Template Picker:

- Intuitive and dynamic search bar
- “Favor” a template for further comparison
- Surfacing important features of the templates in the description

### Preview Page:

- Showcases other customers using the same template to provide inspiration
- Preview the template in a smaller window with 3 breakpoints

## CONS

### Template Picker:

- The name of the templates could be more intuitive

### Preview Page:

- None





# Shopify

## PROS

### Template Picker:

- Break down the common components of the e-commerce websites for filter selection
- Supports selecting multiple filters
- Sorting feature

### Preview Page:

- Showcases other websites using the same theme to provide inspiration
- Highlights important features of the theme
- Provides customer reviews of the theme
- Includes multiple styles (color pattern) of the same theme

## CONS

### Template Picker:

- Search seems like a global search instead of searching within the themes.

### Preview Page:

- Doesn't provide a full-image preview of the website, needs to go to a new tab
- Customer reviews may be random and not useful for potential user



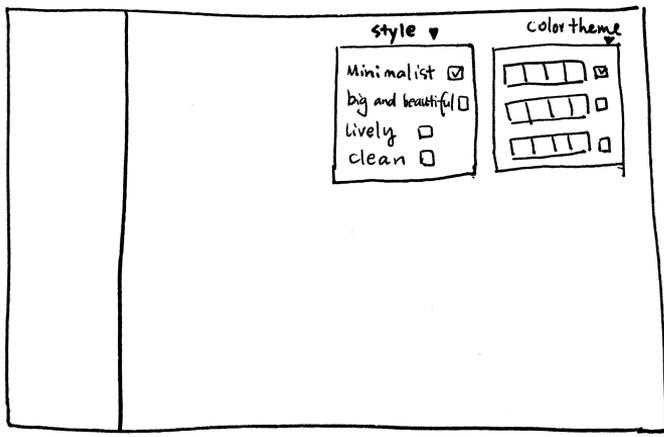


# Idea Exploration



# Idea Exploration

## Template Picker Page



High-level style and color themes filter at the top

### PROS:

- Allows users to narrow down the high-level styling and color themes

### CONS:

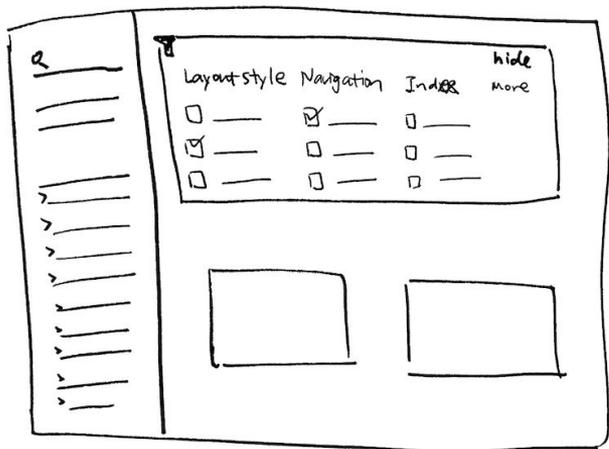
- May not be useful for advanced users with more specific needs





# Idea Exploration

## Template Picker Page



Filter option at the top

### PROS:

- Won't collide with the current sidebar menu

### CONS:

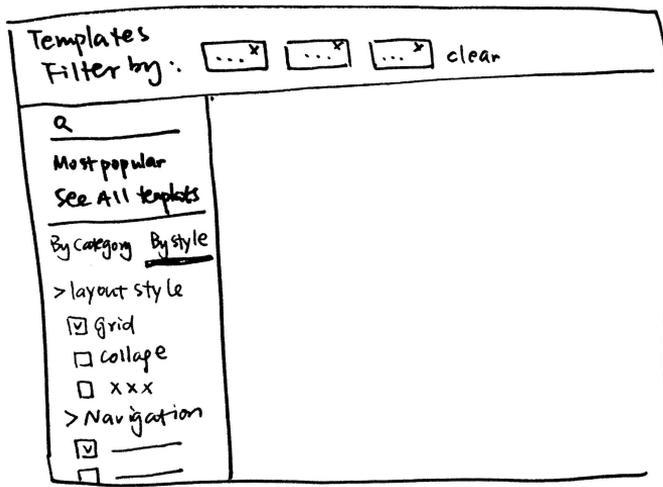
- Not space efficient
- May create technical difficulty because users can select categories (current design feature) and use filters at the same time





# Idea Exploration

## Template Picker Page



Add a new filter tab at the sidebar menu

### PROS:

- Blend into the current UI that users are familiar with
- Provides more flexibility

### CONS:

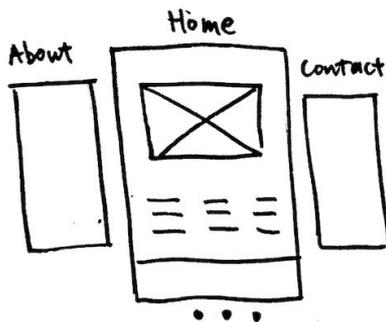
- May be hard to find





# Idea Exploration

## Preview Page



Slideshow showing full-image of the templates, each slide represent one tab on the menu

### PROS:

- Display the full image of the templates
- Gives an overview of the menu and scale of the site

### CONS:

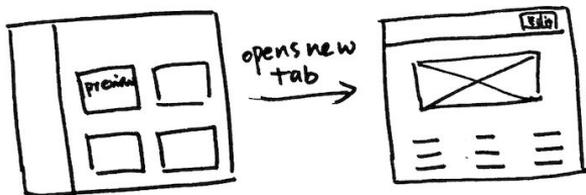
- Doesn't truly represent the transition between pages
- Only offers a snapshot of the webpages. If users are interested in animation effects, they have to preview it full-scale in a new tab





# Idea Exploration

## Preview Page



Preview templates full-scale in a new tab

### PROS:

- Convenient, previews in one click

### CONS:

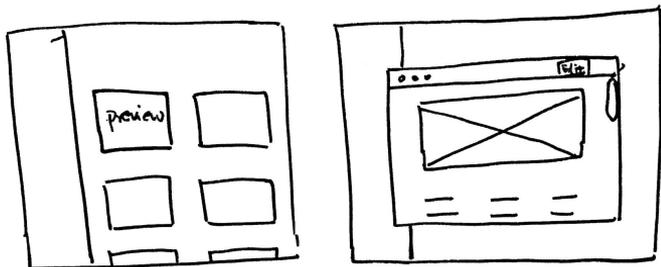
- May be laggy and takes longer to load
- More information could be displayed to help users make a decision





## Idea Exploration

### Preview Page



Preview templates in a browser-looking pop-up window in the template picker page

#### PROS:

- Keep the animation effects in the browser window

#### CONS:

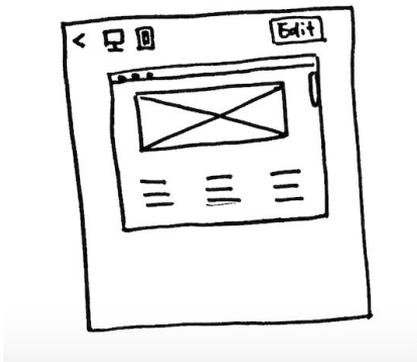
- Users may see a pop-up as an interruption
- More information could have been conveyed in the preview window





## Idea Exploration

### Preview Page



Preview templates in a browser-looking window

#### PROS:

- Leaves room for more information on the preview page
- Offers preview in 2 breakpoints
- Keep the animation effects in the browser window

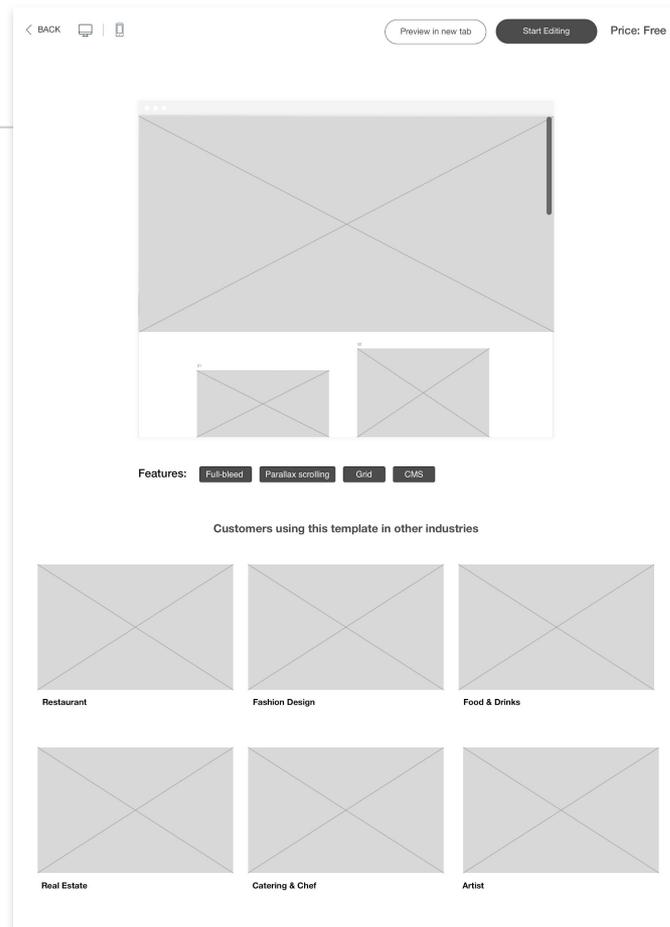
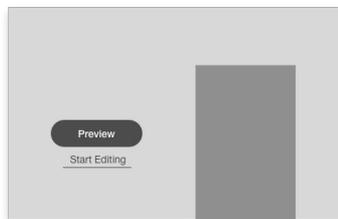
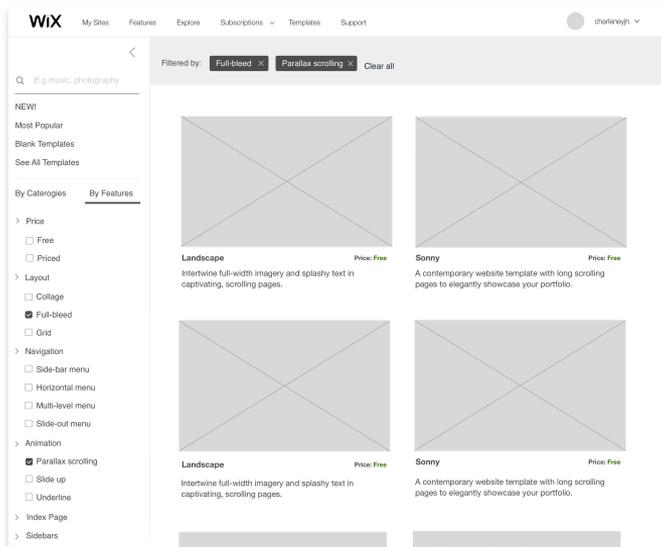
#### CONS:

- Takes one more click to preview the template full-scale





# Initial Wireframes





# Usability Testing and Iteration

I performed usability testing with one user from the interview. I observed how she browsed the template library and found a template that suits her needs, and followed up with a short interview. She gave positive feedback in general, and pointed out some areas for improvement.

## Feedback

- User associated underline text with a link in a paragraph
- User still thought the description under each template doesn't provide much information. She would like to see the features being highlighted before she previews the template

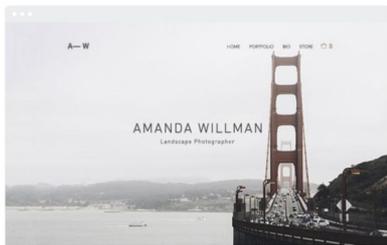
## Iteration

- On the hover stage, changed the underlined "start editing" to a secondary button style
- On the template picker page, added important features using tags under each template



# UI Iteration

## Different styling for feature tags

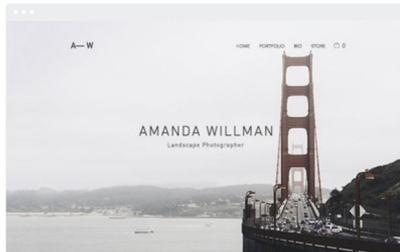


Landscape Price: Free

Intertwine full-width imagery and splashy text in captivating, scrolling pages.

Features: Full-bleed, Parallax Scrolling, Grid, CMS:

CONS: Blends with the description; Looks like links

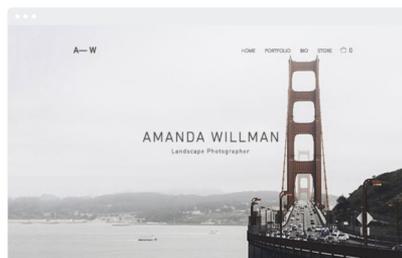


Landscape Price: Free

Intertwine full-width imagery and splashy text in captivating, scrolling pages.

Features: [Full-bleed](#) [Parallax scrolling](#) [Grid](#) [CMS](#)

CONS: Draws too much attention to the tags

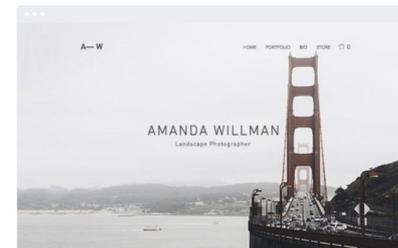


Landscape Free

Intertwine full-width imagery and splashy text in captivating, scrolling pages.

Features: [Full-bleed](#) [Parallax scrolling](#) [Grid](#) [CMS](#)

CONS: Looks like disabled buttons



Landscape Free

Intertwine full-width imagery and splashy text in captivating, scrolling pages.

Features: [Full-bleed](#) [Parallax scrolling](#) [Grid](#) [CMS](#)





**Thanks!**