



Content Design

CASE STUDY

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Nice to meet you

- ❑ UX Writer for Wix in Kyiv, Ukraine
- ❑ Lead writer for Wix Online Programs & Wix Groups
- ❑ Localization management, Figma, & A/B testing experience
- ❑ Oversaw product name change from Challenges → Online Programs



Wix Online Programs

Wix Online Programs was created as Wix Challenges and was catered towards health & fitness.

Turns out, our product was more often used to create **informal education programs**, from *Learning Russian in 30 days* to *Potty Training Your Pup* to *How to Become a Successful Business Owner*.

So, **Wix Online Programs** was born.



A CASE STUDY

SOS THE NEED

Our name change brought about even more changes and, of course, more needs.

Program users began requesting the ability to test participants on what they learned from the previous lesson.



Initial Design

Nestled within the step creation modal, users could attach a quiz, then add questions individually.

Issues

- Users had to make multiple decisions (3 toggles, a dropdown, etc.) for every question.
- Accessibility issues, including vital information stored only in tooltips.
- Placeholder text not appropriate for main use cases.

The screenshot shows a question creation interface. At the top, it says "Question" with a star icon and a count of "150". The question text is "How difficult was this step for you?". Below the question is a toggle switch labeled "Require participants to answer in order to complete this step." which is turned on. Underneath is the "Answer Type" section with a dropdown menu set to "Multiple Choice". Below that is another toggle switch labeled "Allow participants to choose more than one answer." which is turned off. The "Answer Options" section has a toggle switch labeled "This question has a correct answer." which is turned on. Below this, there is a list of answer options. The first option is "e.g. Good" and it is highlighted with a blue dashed border. A tooltip with the text "This is the correct answer" points to this option. Below the list is a button labeled "+ Add Answer Option". At the bottom left, there is a "Vision" button.



Competitors

Thinkific question
creation

☰ Question #1 DUPLICATE ⋮ ^

Question type

One correct answer ▼

- One correct answer
- One or more correct answers

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What is your question?



Competitors

Teachable question creation

[Back to lecture layout](#)

[New Lecture](#)

[Preview](#)

[Publish](#)

[Add File](#)

[Add Text](#)

[Add Quiz](#)

[Add Code Example](#)

[Add Custom Code](#)

[Add Upsell](#)

Quiz

Use the quiz creator to create a multiple choice quiz. You may only have 1 quiz per lecture.

This quiz will be graded

Type question here

Answer choice

[Add Question](#)

[Back to lecture editor](#)



User Requests

Main takeaways

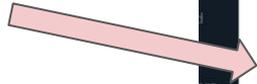
- Users used language such as quiz, checking progress, and right answer when talking about the feature.
- The main benefit was seen as helping the participant understand their progress, more so than the program owner.
- Users wanted to attach the quiz to specific steps.

User Requests → Competitor Research → Initial Designs & Wireframes → Content Revisions → Development → A/B Testing → Release



The Fix

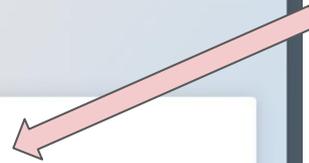
Clarified placeholder text



Labelled marker for correct answer



Added question preview





The Fix

Removed requirement to choose number of right answers, instead letting them mark any they want

Added ability to add wrong/right answer message to answers

The screenshot shows the 'Edit Question' interface. On the left, under 'Answer Options', there is a list of options. The first option is 'e.g. Good' with a checkbox labeled 'This is a correct answer'. Below this is a '+ Add Answer Option' button. On the right, there are two message settings: 'Wrong Answer Message' and 'Right Answer Message', each with a toggle switch. At the bottom right, there are 'Cancel' and 'Save' buttons. A red arrow points from the text 'Removed requirement to choose number of right answers...' to the 'This is a correct answer' checkbox. Another red arrow points from the text 'Added ability to add wrong/right answer message to answers' to the 'Wrong Answer Message' section.



The Results

We ran an AB test and found that the updated design & content won.

65% of programs now have quizzes added to steps.

This also led to an increase in **step completion rate**, one of our main KPIs.



Thank You

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