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

🆘 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.

🏅 Competitors

Thinkific question creation

🏅 **Competitors**

Teachable question creation

New Lecture   Preview   Publish

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
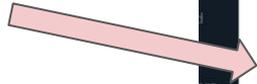
User Requests

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
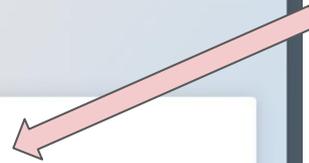
🏗️ The Fix

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

Edit Question

Answer Options

⁝ [+] e.g. Good 🗑️
☐ This is a correct answer

+ Add Answer Option

Wrong Answer Message ⊙
This message will appear when participants get a question wrong.

Right Answer Message ⊙
This message will appear when participants get a question right.

Question

Answer Option

Cancel   Save

📐 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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