Can AI Build a Usable Website?











Presented by Theresa Wilkinson

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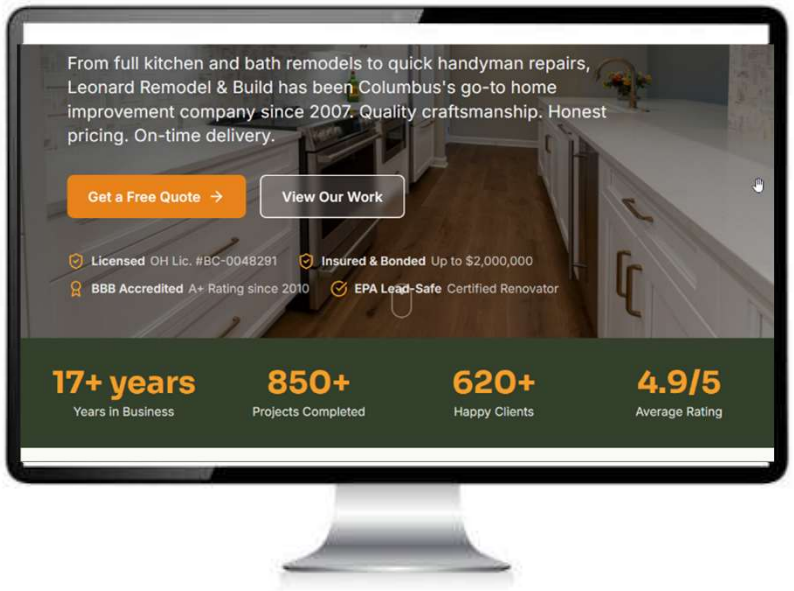


Agenda

1. Executive Overview
2. What Each AI Created and Did Not Create
3. Key Conclusions
4. Implications for UX Researchers
5. Limitations
6. Recommendations
7. Findings

Executive Overview

- Evaluated whether AI website builders could create a working prototype for usability testing.
- Google AI Studio and Wix did not provide a useful prototype for the planned test.
- Bolt created a viewable prototype inside its builder; published links remained inaccessible to me.
- Lovable produced a published, responsive prototype selected for unmoderated testing.
- My review identified useful features and weaknesses in content, layout, and color contrast.

Key Finding

Generating a website did not consistently produce a ready-to-test prototype. Participant testing is still needed to evaluate Lovable's usability.

What Each AI Created and Did Not Create

- **Google AI:** The output appeared to be a code project; the preview displayed "Waiting for content."
- **Figma Make:** No prototype was generated or evaluated. Prompt limits and a payment requirement prevented continuing the attempt.
- **Wix:** Created a site flow; completing the website, text, and images would have required human work.
- **Bolt**: Created a prototype with project photos and expandable details; published links did not open.
- **Lovable**: Created a published, responsive prototype; some content needed more detail.

These results reflect my experience creating and reviewing the prototypes. Participant usability testing has not yet been completed.

Key Findings

Creating website code or a design did not guarantee a working testing prototype.

Key Conclusions

- Creating website code or a design did not guarantee a working testing prototype.
- Access and setup difficulties prevented testing some outputs.
- Working prototypes still needed human verification of content, layout, and color contrast.
- Bolt offered useful portfolio details; Lovable was the most practical option for the planned test.
- Lovable's usability remains to be evaluated with participants.

Implications for UX Researchers

- Allow time to review and troubleshoot AI-generated prototypes.
- Verify that content and interactions support each testing task.
- Check participant access before distributing the test.
- Review accessibility even when the prompt requests compliance.

Limitations

- Findings reflect one researcher's experience with these tools.
- Prompts evolved and were not identical across all tools.
- Access difficulties limited evaluation of some outputs.
- Accessibility checks focused on selected color combinations.
- Participant usability testing has not yet been completed.

Open Question

- What would it take to get these tools to consistently produce a good, usable prototype—more detailed prompts, more revisions, a paid plan, or a combination?
- This study does not establish whether paying would improve the results.

Recommendations

- Specify required pages, content, interactions, and prototype boundaries.
- Confirm that the shared link works outside the builder.
- Verify content, links, forms, and responsive behavior before testing.
- Document prompt changes and human effort.
- Test Lovable with participants to assess navigation, comprehension, and trust.

Findings

Comparison of AI Builder Outcomes

AI Builder	Outcomes
Google AI	Could not locate or open a working prototype; output unverified.
Figma Make	No prototype evaluated; prompt limits and payment requirement stopped the attempt.
Wix	Viewable website; I would have needed to write most of the text for testing.
Bolt	Viewable inside the builder; published links did not open for me. Content, contrast, and layout needed revisions.
Lovable	Published prototype accessible on desktop and phone; selected for usability testing.

Findings — Overall Takeaway

The tools varied in their ability to deliver a prototype that could used for usability testing.

- **Google AI:** The output appeared to be a code project; the preview displayed "Waiting for content."
- **Figma Make:** No prototype evaluated; the attempt stopped before generation.
- **Wix:** Created a site flow; completing the website, text, and images would have required human work.
- **Bolt:** Created a prototype viewable inside the builder; Published links did not open.
- **Lovable:** Produced a published prototype that could be used on desktop and mobile, selected for participant testing.

Google AI



What it created

- The output appeared to be a code project rather than a simple ready-to-open HTML prototype.
- The preview displayed “Waiting for content.”

What human work was needed

- Required technical setup and more technical knowledge than expected.
- Attempted to locate and access the output in Google AI Studio.

Figma Make



What it created

- No prototype was generated or evaluated.

What prevented testing

- Prompt limits and a payment requirement prevented continuing the attempt.

What human work was needed

- Shortened and revised the prompt to fit the tool's requirements.

Wix



What it created

- Created a site flow.

What prevented testing

- Did not produce something that could be tested.

What human work was needed

- Would have needed to create the entire website, all website text, and images.

Bolt



What it created

- A website prototype with project photos and expandable portfolio details, including client quotes.
- Status messages showing what the tool was doing during generation.
- The photos are exceptional.

What worked and what prevented testing

- Trust and credentials were presented in two prominent places on the website.
- I could view the prototype inside the builder, but neither published link opened.
- White text on the orange background failed the color-contrast check.
- Some text did not align correctly.
- Large sections and excessive spacing required substantial scrolling.
- Descriptive content needed more detail.

Bolt - Continued



What human work was needed

- Troubleshooting access to the published website and capturing screenshots inside the builder.
- Checking color contrast.
- Content, contrast, and layout revisions would have been needed.

Lovable



What it created

- A published website prototype with services, portfolio, process, company background, and contact information.
- A responsive layout I could view on desktop and mobile.

What worked and what needed improvement

- The published link worked, allowing selection of this prototype for usability testing.
- The footer was smaller than Bolt's.
- Descriptive content needed more detail.
- Trust and credentials, such as licenses, insurance, and accreditation, could be more prominent.
- Bolt's expandable project details and client quotes were preferred.

What human work was needed

- Checked access and responsive behavior.
- Identified content improvements for consideration.
- Participant testing is still needed to evaluate usability.

Prompts

Research Questions & Answers

Screenshots

Appendix

Prompts

Google AI

Build a complete clickable home remodeling website prototype for usability testing. Leonard Remodel & Build, Columbus OH. Include working navigation, clickable pages, buttons, and contact form (no real submissions). Include Services, Process, Portfolio, About Us, and Contact with realistic content, photos, reviews, team information, and responsive design.

Wix

Build a complete clickable home remodeling website prototype for usability testing. Leonard Remodel & Build, Columbus OH. Include working navigation, clickable pages, buttons, and contact form (no real submissions). Include Services, Process, Portfolio, About Us, and Contact with realistic content, photos, reviews, team information, and responsive design.

Website goals: Sell remodeling services, connect with clients, drive project bookings, and increase brand awareness.

Prompts

Figma Make

Build a complete clickable home remodeling website prototype for usability testing. Leonard Remodel & Build, Columbus OH. Include working navigation, clickable pages, buttons, and contact form (no real submissions). Include Services, Process, Portfolio, About Us, and Contact with realistic content, photos, reviews, team information, and responsive design.

Create a fully functional website prototype (not just a visual design). The prototype should include all pages, all website text, working navigation, clickable buttons, and interactions needed for usability testing.

Prompts

Bolt and Lovable

Build a complete home-remodeling/handyman website that I can use as a working usability-testing prototype. Create the company, content, images, and design. Make the links and interactions work. Use fictional information. Simulate data so participants can complete tasks without real transactions.

Create a fully functional website prototype (not just a visual design). The prototype should include all pages, all website text, working navigation, clickable buttons, and interactions needed for usability testing.

Additional information:

Company name - Leonard Remodel & Build company, location: Columbus OH, remodel services: Design & Build, Small Projects & Handyman, Decorating

Website navigation – please use top navigation: Home, Services, Process, Portfolio, About Us, Contact

Usability testing tasks:

1. You've just moved into a new house, and the kitchen feels outdated. Where would you go on this website to see if this company does kitchen remodels?
2. You're curious about the kind of work they've done before. Where would you go to look at past projects or photos of their work?
3. You want to make sure you're working with a reputable company. Where would you go to find that information? What information would show you that this is a reputable company?

Prompts

Usability testing tasks:

4. You've decided you'd like to reach out. Where would you go to contact this company?
5. You're curious about how the company handles projects from start to finish. Where would you go to learn about their process?
6. Before moving forward, you'd like to know more about the company's experience and background. Where would you go to find that information?

After test questions:

On a scale of 1 to 5, how easy was it to complete the main tasks on this website? 1 = Very difficult; 5 = Very easy.

- What was the most frustrating part of navigating the site today? Text box
- Did you find the service descriptions or contact options clear and trustworthy? Text box
- Look at the project photos. Do these photos give you enough detail and confidence to trust them with your own home repair or remodel? **Yes/No**, with a Please explain text box.
- Did the website offer the communication method you prefer most, such as instant chat, phone calls, or online forms? **Yes/No**, with a Please explain text box.

Prompts

Additional information:

- Create Sample projects, reviews, team, background, and process.
- Use large project photos inspired by Nicholson **- https://www.nicholsonbuilders.com/**
- Visible top navigation, readable text, strong contrast.
- Responsive design
- Working links, buttons, and sample contact form; no real submissions.
- Editable HTML/CSS/JavaScript if supported, plus setup instructions.
- Please create realistic sample content.
- Contact methods: Phone, email, and a working sample form.
- Trust information: Sample reviews, experience, and team details.
- Screen size: Responsive
- Boundaries: No real submissions, payments, or login.
- Images: Include photos in the output, with no broken links.
- Ensure that the website is WCAG 2.1 compliant

Research Questions & Answers

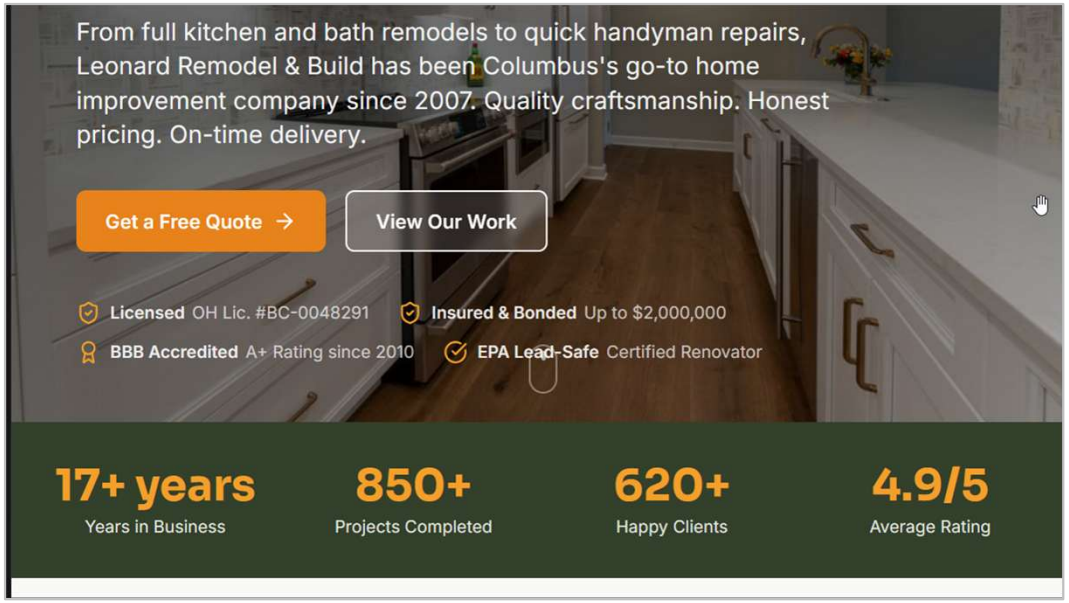
Figma Make and Google AI did not generate a website prototype that could be used for usability testing.

Question	Answer
Can AI website builders create a complete, working usability-testing prototype from the supplied prompt?	Lovable produced a workable prototype using the detailed prompt. Because the prompts evolved during the study, we cannot determine whether its success was due to the builder, the more detailed prompt, or both.
Can they generate realistic fictional content and appropriate images?	Wix, Bold and Lovable generated images. Wix and Bolt's images were particularly good. Wix, Lovable, and Bolt generated content, but it was very generic. Bolt also provided good licensing information and placed it appropriately within the prototype. Wix provided no licensing information.
How well do they follow navigation, interaction, and accessibility requirements?	The builders followed the navigation requirements. Accessibility results varied: Bolt had contrast problems; Lovable appeared generally acceptable, though some contrast may have been low; Wix had one accessibility error and used a classic black-and-white design.

Research Questions

Question	Answer
Can participants find the information needed to complete the usability tasks?	This has not yet been evaluated. Usability testing is needed to determine whether participants can find the information required to complete the tasks.
How much editing or technical setup is required before testing?	For the Lovable prototype, only the published URL is needed to set up usability testing.
Which builder produces the most complete, usable, and practical prototype?	**Lovable produced the most practical prototype for testing in this study.** It was published, accessible, and responsive. Usability has not yet been tested, and the evolving prompts limit direct comparisons between builders.

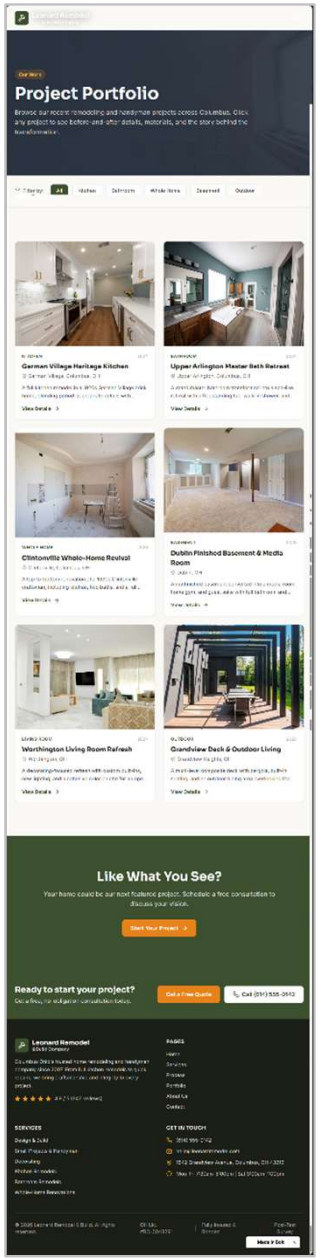
Screen Shots - Bolt



Home page



About Us

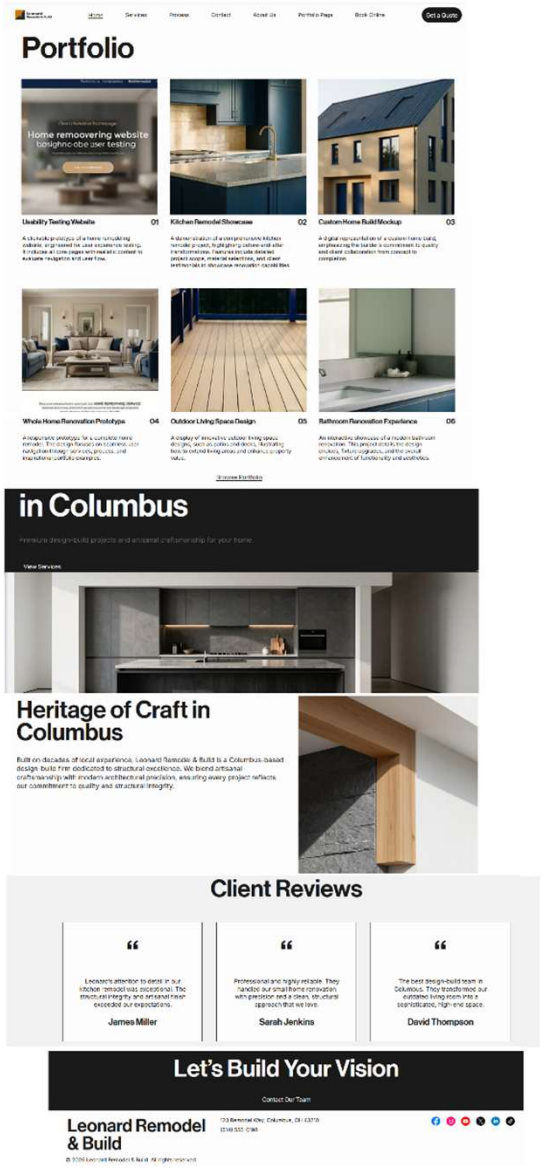


Portfolio

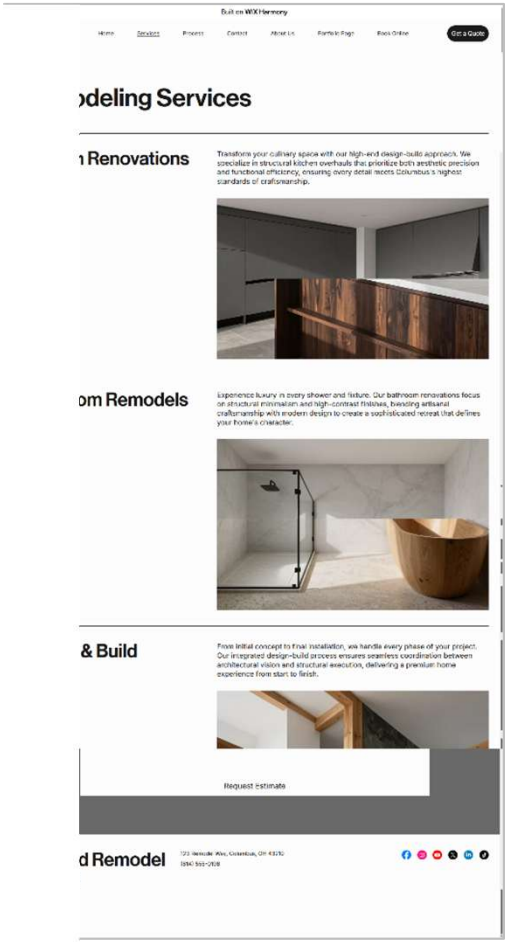


Process

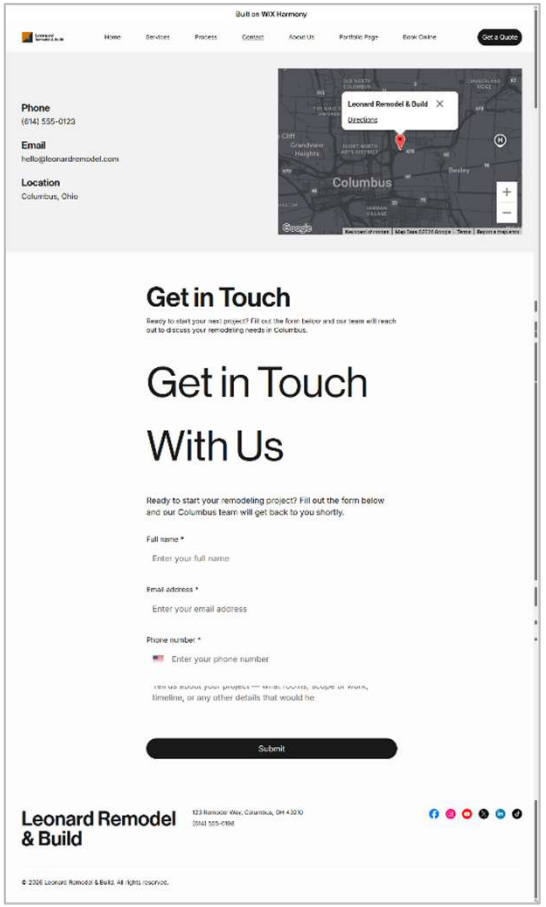
Screen Shots - Wix



Home page

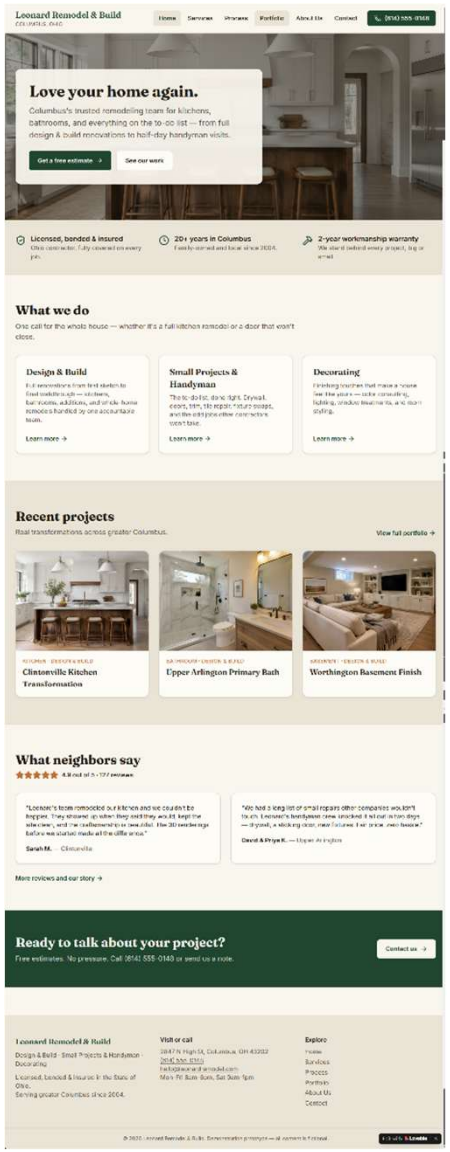


Services

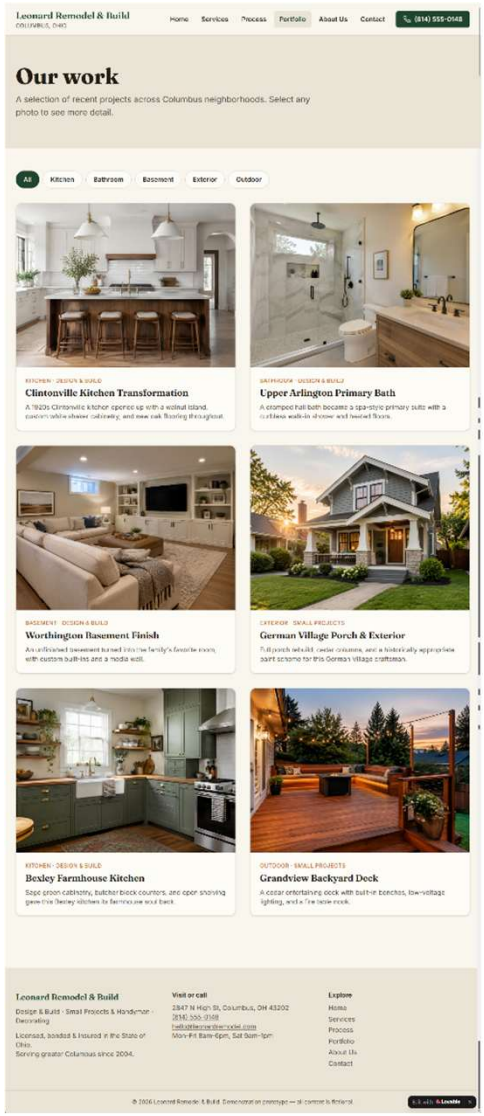


Contact

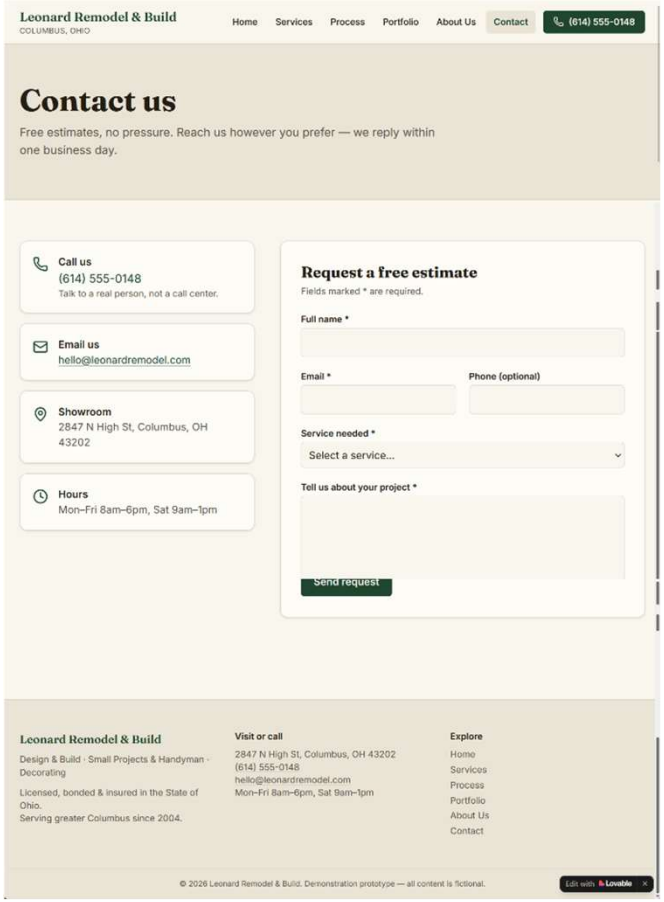
Screen Shots - Lovable



Home page



Portfolio



Contact