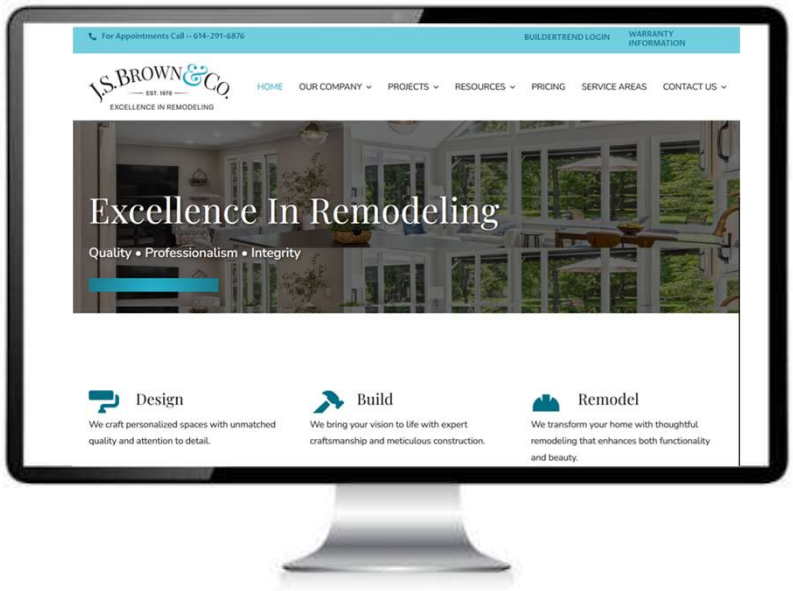
Can AI Build a Trustworthy Website?

An Expert Review of an AI Prototype and a Survey of Trust in a Real Remodeling Website

Presented by Theresa Wilkinson

Can AI Build a Trustworthy Website?



Agenda

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2. Summary of Survey Findings
3. Key Conclusions
4. Implications for UX Researchers
5. Limitations
6. Answers to Research Questions
7. Recommendations
8. Findings
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Executive Overview

- Surveyed 54 participants about their impressions of the main page of the non-AI-generated J.S. Brown & Co. website.
- Separately compared that page with the main page of the AI-generated Lovable prototype.
- The comparison used a website conversion perspective: whether each page provided the information and confidence prospective customers needed to contact the company.
- Survey ratings were positive: 85% reported high trust, 89% expressed confidence in qualifications and work quality, and 91% rated the company as very or extremely professional.
- 85% reported being very or extremely likely to contact the company; 83% reported being very or extremely likely to request a quote.

Executive Overview - Continued

- Exploratory statistical analyses linked higher trust with greater stated contact and quote-request likelihood. Previous contractor experience and future hiring plans were also associated with specific intention ratings after Holm adjustment.

- The expert review found that Lovable's service descriptions lacked specific information, credentials were not prominent, and contact options needed improvement.

Key Finding

Lovable generated a visually appealing page, but its content required substantial human editing before publication. It lacked specific service information and did not emphasize important credibility information. The survey measured impressions of J.S. Brown & Co.; actual conversions were not measured.

Summary of Survey Findings

54 participants evaluated J.S. Brown & Co.

- 85% expressed high trust in the company.
- 89% were very or extremely confident in its qualifications.
- 91% rated the company as very or extremely professional.
- 89% were very or extremely confident it would deliver quality work.
- 85% were very or extremely likely to contact the company.
- 83% were very or extremely likely to request a quote.

Key Finding

Participants' impressions of J.S. Brown & Co. were consistently positive, including their stated willingness to contact the company or request a quote.

Summary of Statistical Findings

- Higher trust was strongly associated with greater stated likelihood of contacting the company and requesting a quote.
- Participants who had hired a contractor reported greater likelihood of requesting a quote.
- Participants planning to hire a contractor reported greater contact likelihood than those who were unsure.

Key Finding

These findings remained statistically significant after Holm adjustment and reflect stated intentions, not actual inquiries.

Key Conclusions

- Participants rated J.S. Brown & Co. positively for trust, qualifications, professionalism, and expected work quality.
- Most participants reported being very or extremely likely to contact the company or request a quote.
- Higher trust was associated with greater stated likelihood of contacting the company and requesting a quote.
- Participants who had previously hired a contractor reported greater likelihood of requesting a quote.
- Participants planning to hire a contractor reported greater contact likelihood than those who were unsure.
- Credentials, visual presentation, and customer reviews were prominent themes in written responses.
- Lovable provided clear navigation and appealing photographs, but its vague service descriptions gave visitors little specific information about the work offered or reasons to choose the company.
- The page required substantial human editing before publication, including clearer service information, more prominent credentials, and stronger contact prompts.
- The survey evaluated J.S. Brown & Co. only. It does not establish which website would generate more inquiries.

Implications for UX Researchers

- Review whether AI-generated websites answer prospective customers' questions and provide reasons to contact the company.
- Assess how prominently the page presents credibility information, including credentials and customer reviews.
- Verify generated claims, testimonials, and project images before using them on a live company website.
- Consider whether contact options support visitors using different devices.
- Keep researcher assessments separate from participant findings.
- Distinguish stated willingness to contact a company from actual conversion behavior.

Limitations

- The survey included 54 self-selected participants who may not represent the company's prospective customers.
- Participants viewed a screenshot of J.S. Brown & Co.'s main page rather than navigating the website.
- Survey results reflect impressions of one company and cannot establish which page elements caused those impressions.
- Participants did not evaluate the Lovable prototype in the survey.
- The website comparison reflects one researcher's assessment of the two main pages.
- Personal visual preferences may have influenced the researcher's assessment.
- Stated willingness to contact the company or request a quote may differ from actual behavior. Actual conversions were not measured.
- Statistical analyses were exploratory. Holm adjustments reduced the risk of false-positive findings from multiple comparisons.
- Hiring-plan groups were small and unequal: Yes (n = 37), No (n = 6), and Not sure (n = 11), limiting the precision of group comparisons.

Answers to Research Questions

Does the website answer customers' questions, establish credibility, and give them enough confidence to contact the company?

J.S. Brown & Co. provided specific service information, project photographs, and prominent credentials. In the survey, 46 of 54 participants (85%) reported being very or extremely likely to contact the company. The expert review found that Lovable lacked specific service information and did not emphasize credentials sufficiently. Its content required substantial human editing before publication. Participants did not evaluate Lovable.

How trustworthy, qualified, and professional does the company appear?

For J.S. Brown & Co., 46 of 54 participants (85%) reported high trust, 48 of 54 (89%) were very or extremely confident in its qualifications, and 49 of 54 (91%) rated it as very or extremely professional.

How confident are participants that the company would deliver quality work?

48 of 54 participants (89%) were very or extremely confident that J.S. Brown & Co. would deliver quality work.

Answers to Research Questions - Continued

How likely are participants to contact the company or request a quote?

46 of 54 participants (85%) were very or extremely likely to contact J.S. Brown & Co., and 45 of 54 (83%) were very or extremely likely to request a quote. These were stated intentions; actual inquiries were not measured.

What information influences their impressions?

Written responses identified licensing, insurance, and credentials most frequently, followed by visual appearance and professionalism, then customer reviews and reputation. These themes describe what respondents mentioned; they do not establish what caused the ratings.

Are previous contractor experience and future hiring plans associated with ratings?

Previous contractor experience was associated with higher quote-request likelihood (Holm-adjusted $p = .027$). Future hiring plans were associated with contact-likelihood ratings (Holm-adjusted $p = .014$), with higher ratings among those planning to hire than those who were unsure (follow-up Holm-adjusted $p = .009$).

The other five ratings in each set of comparisons were not statistically significant after adjustment. These findings reflect stated intentions, not actual inquiries.

Recommendations

- Expand Lovable's service descriptions to explain the work offered and give prospective customers reasons to choose the company.
- Make credential information more prominent and easier to notice.
- Connect project photographs with descriptions of the work and relevant customer testimonials.
- Provide clear contact prompts throughout the page, with alternatives to calling.
- Verify AI-generated claims, credentials, testimonials, and images before using the website for a real business.
- Test the revised page with prospective customers to evaluate comprehension, credibility, and ease of contacting the company.
- Measure actual inquiries and quote requests to assess conversion performance.

Findings

Comparison of Website Main Pages

J.S. Brown & Co.



- Professional presentation with strong project photographs and descriptive text.
- Large headings and generous spacing make the content easier to scan.
- Recognition and accreditation logos attract attention and support credibility.

Comparison of Website Main Pages

Lovable

- Clear top navigation and appealing project photographs.
- Vague service descriptions provided little specific information about the work offered or reasons to choose the company.
- Credentials blended into the surrounding text instead of standing out.
- The long page did not use its available space to provide enough useful information about the services.



Key Finding

Lovable's visual presentation was stronger than its written content. The page needed substantial content editing and more prominent credentials before publication.

Comparison of Website Main Pages

Lovable

What worked

- Clear navigation at the top of the page.
- Appealing project photographs.
- Customer reviews and company credentials were present, although their accuracy would require verification before publication.

What needed improvement

- Brief service descriptions provide limited information to help visitors decide whether the company meets their needs.
- Credentials need greater visual emphasis to make them easier to notice.
- Customer quotes could be connected to photographs and details of the relevant projects.

Comparison of Website Main Pages

Lovable - Continued

What needed improvement

- Contact prompts need greater visibility farther down the long page, with clearly labeled alternatives to calling.

Key Finding

The page needed specific service information, more prominent credentials, and clearer contact prompts to better support prospective customers' decisions.

Comparison of Website Main Pages

J.S Brown & Co.

What worked

- Professional presentation with strong project photographs.
- Descriptive text helps explain the company's services and experience.
- Large headings and generous spacing make information easier to scan.
- Recognition and accreditation logos stand out, including in the footer.

What needed improvement

- Contact visibility as visitors scroll warrants further review.

Key Finding

The main page combines descriptive content, project photographs, and prominent credentials to help prospective customers assess the company and consider contacting it.

Comparison of Website Main Pages: Credentials

J.S Brown & Co.

Credentials are listed higher on the page and reinforced with large, prominent logos in the footer. The logos make this information especially noticeable.

Lovable

Credential information looks like plain text and does not stand out from the surrounding content.

Recommended improvement

Give Lovable's credential information greater visual prominence so visitors can easily notice it.



Comparison of Website Main Pages: Service Content

J.S Brown & Co.

Descriptive text helps visitors understand the services offered and assess whether the company could meet their needs.

Lovable

Service descriptions are brief. The page has room for more specific information that explains the services and gives visitors reasons to choose the company.

Recommended improvement

Expand Lovable's service descriptions to explain the types of projects the company handles and how its services address prospective customers' needs.

The review compared the main page of the AI-generated Lovable prototype with the main page of the non-AI-generated J.S. Brown & Co. website.

Comparison of Website Main Pages: Project Photos

J.S Brown & Co.

Strong project photographs contribute to a professional presentation. The images appear specific to the company's work rather than generic stock photography.

Lovable

The project photographs are appealing. Connecting them to customer quotes and project descriptions could provide more information to support a visitor's decision.

Recommended improvement

For a live company website, pair verified project photographs with details of the work performed and genuine customer quotes used with permission.

Comparison of Website Main Pages: Contact Options

Lovable

The phone number is prominent in the upper-right corner, and the button provides a convenient way to call from a compatible device. Desktop visitors without calling software configured may need another contact option. Visitors scrolling through the long page may also overlook the contact button at the top.

Recommended improvement

Keep the phone number visible for manual dialing, provide a clearly labeled form or email option, and include contact prompts farther down the page.

Key Finding

Contact options should be easy to notice throughout the page and accommodate visitors using different devices.

Comparison of Website Main Pages: Layout & Use of Space

J.S Brown & Co.

Large headings and generous spacing help organize the page and make information easier to scan.

Lovable

The long page had space for useful information, but its vague service descriptions left important questions about the company's services unanswered.

Recommended improvement

Use the available space for informative content that answers prospective customers' questions. Organize it under clear headings so visitors can quickly find what matters to them.

Key Finding

Page length alone does not provide the information visitors need to decide whether to contact the company.

Overall Takeaway

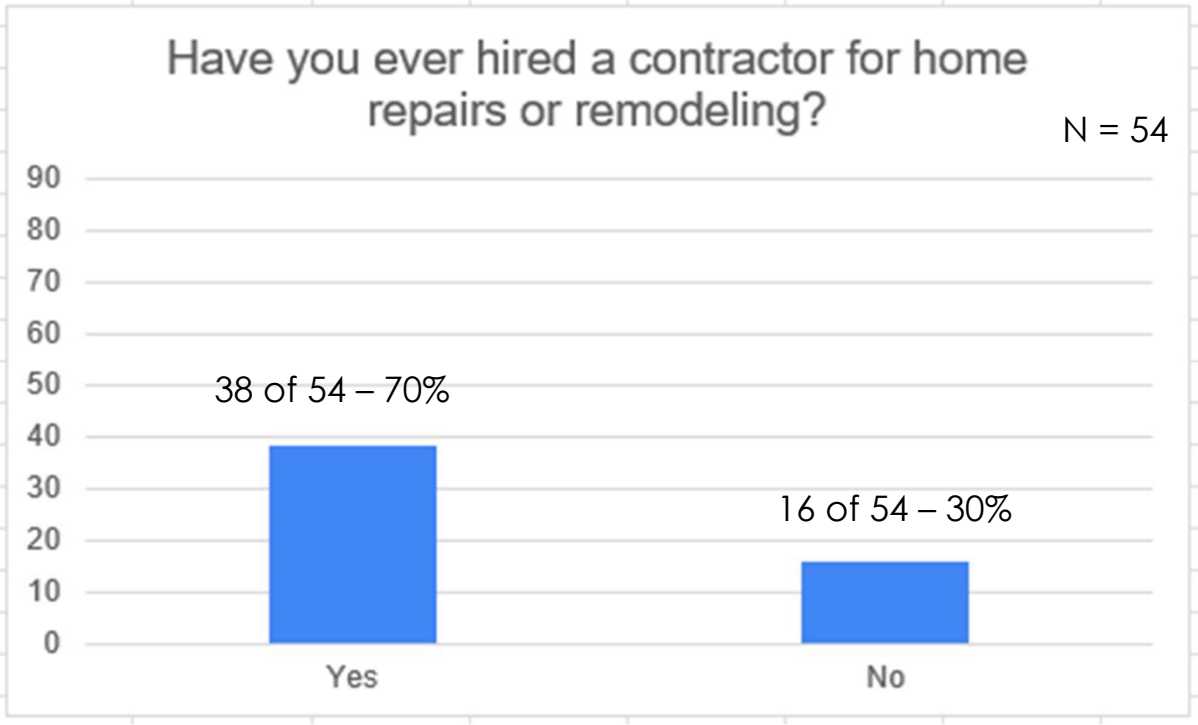
- J.S. Brown & Co. provided specific service information, project photographs, and prominent credentials to help visitors assess the company.
- Lovable provided clear navigation and appealing photographs, but its vague text gave visitors little specific information about the services or reasons to choose the company.
- Lovable needed more prominent credentials and clearer contact options throughout the page.

Key Finding

The AI-generated page required substantial human review and editing before publication. Its appearance alone did not provide the information needed to support customer decisions and encourage inquiries. Actual conversions were not measured.

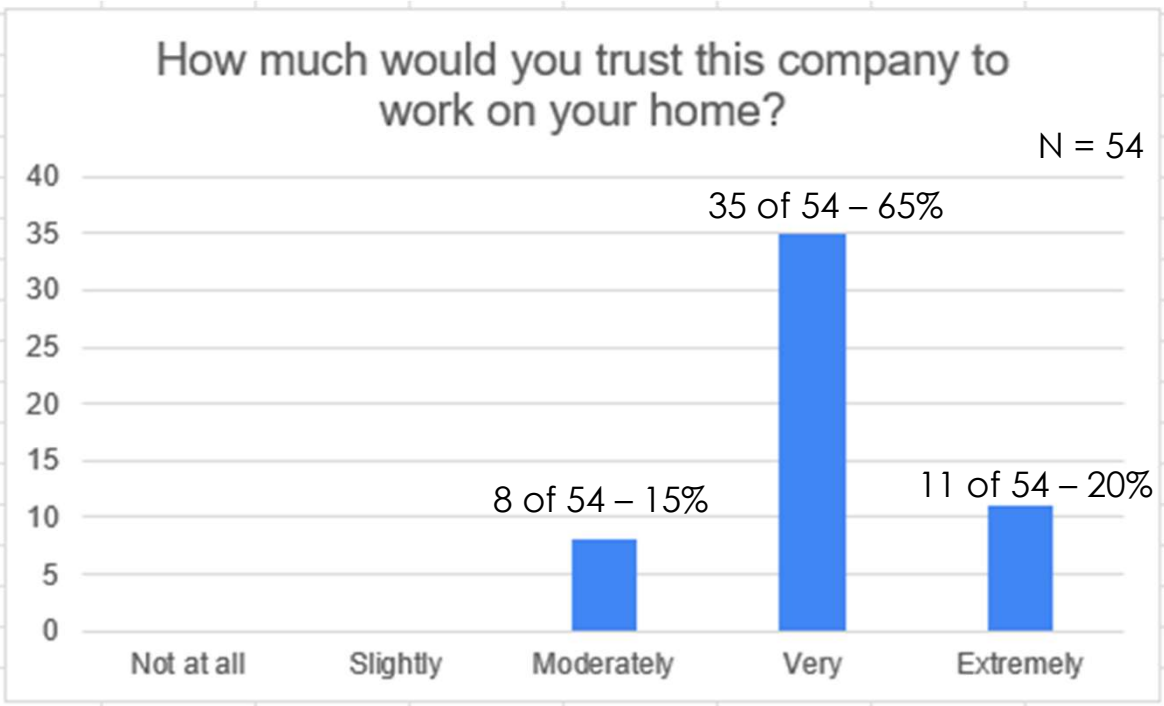
Findings

Question 1: Have you ever hired a contractor for home repairs or remodeling?



Key Finding: 38 of 54 participants (70%) had previously hired a contractor for home repairs or remodeling.

Question 2: How much would you trust this company to work on your home?



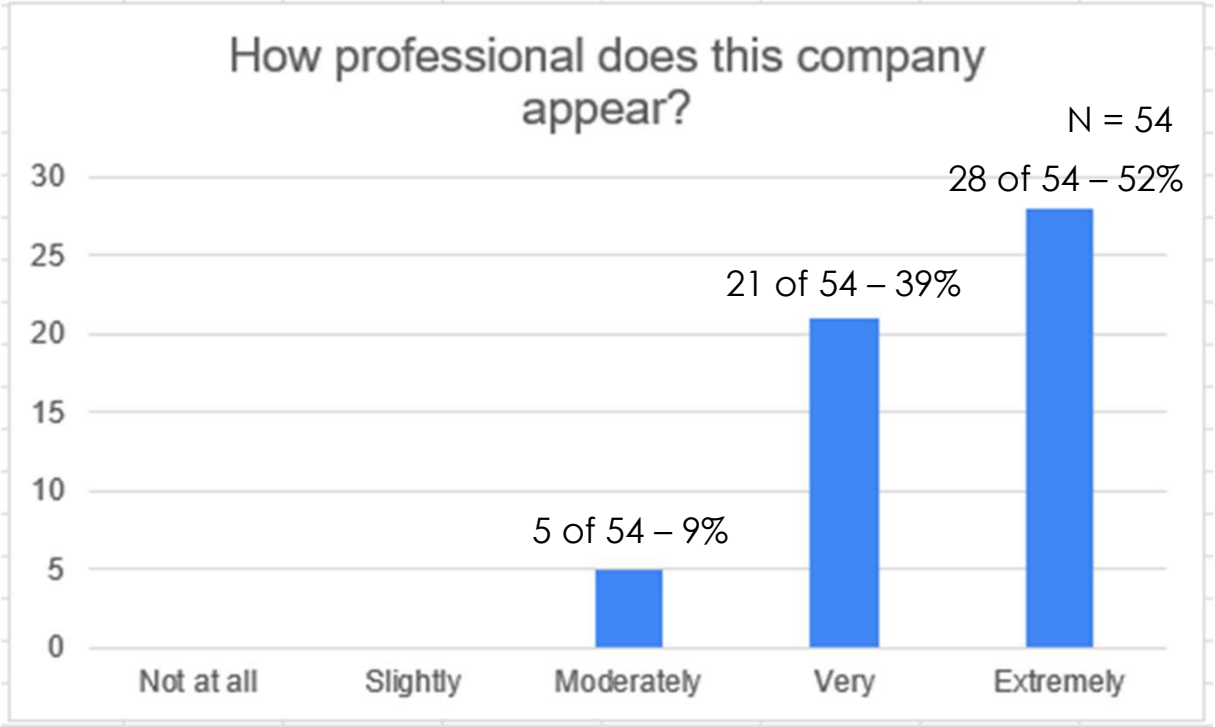
Key Finding: 46 of 54 participants (85%) selected "Very" or "Extremely," indicating a high level of trust in the company to work on their home.

Question 3: How confident are you that this company is qualified to do the work?



Key Finding: 48 of 54 participants (89%) were very or extremely confident that the company was qualified to do the work.

Question 4: How professional does this company appear?



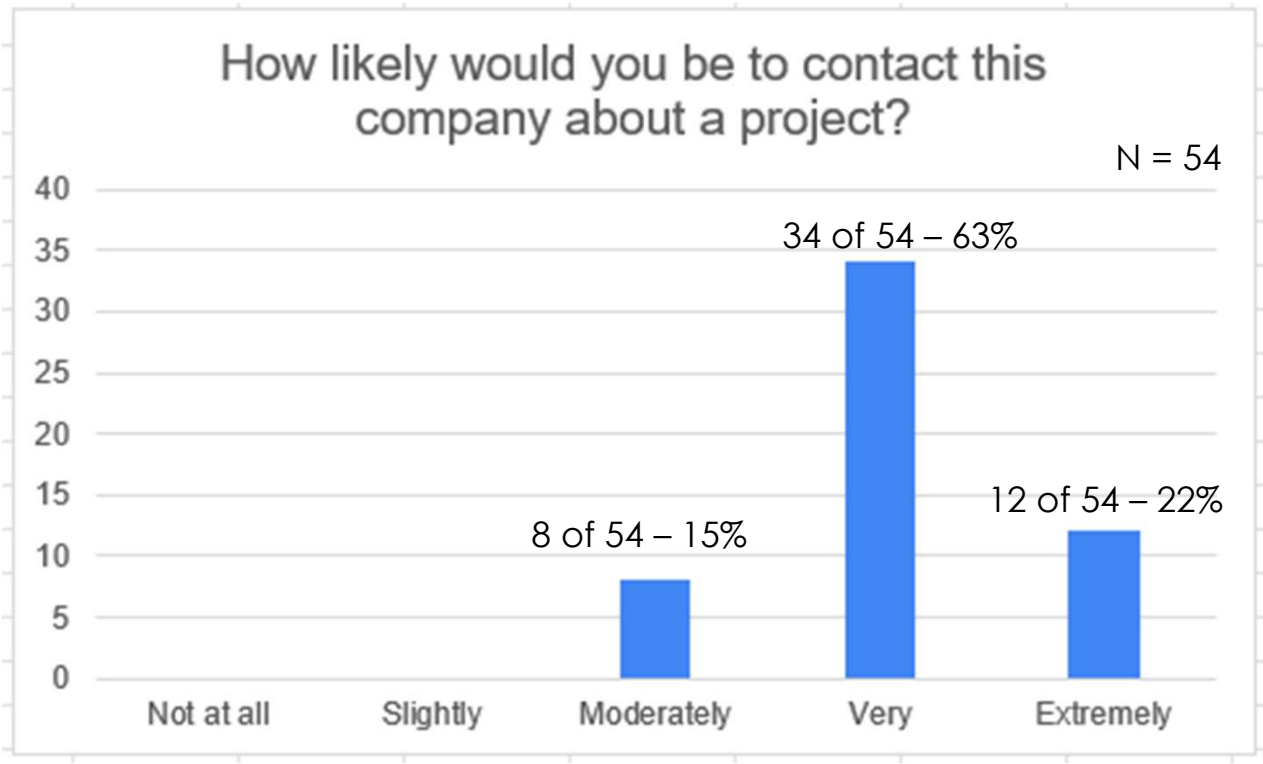
Key Finding: 49 of 54 participants (91%) rated the company as very or extremely professional.

Question 5: How confident are you that this company would deliver quality work?



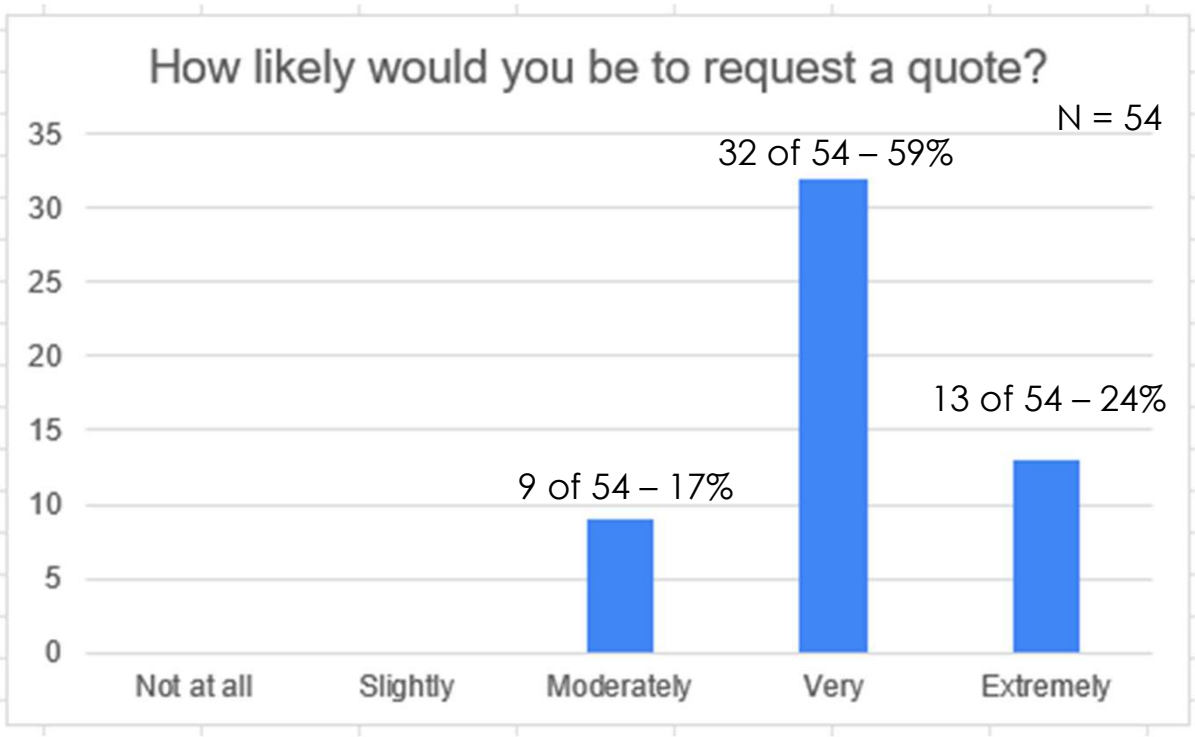
Key Finding: 48 of 54 participants (89%) were very or extremely confident that the company would deliver quality work.

Question 6: How likely would you be to contact this company about a project?



Key Finding: 46 of 54 participants (85%) reported being very or extremely likely to contact the company about a project.

Question 7: How likely would you be to request a quote?



Key Finding: 45 of 54 participants (83%) reported being very or extremely likely to request a quote.

Question 8: Do you expect to hire a contractor within the next 12 months?



Key Finding: 37 of 54 participants (69%) expected to hire a contractor within the next 12 months.

Question 9: Which company would you trust more and why?



Key Finding: Licensing, insurance, and credentials were the most frequently mentioned theme, followed by visual appearance and professionalism, then customer reviews and reputation.

Previous Contractor Experience and Quote Requests

- Among participants who had hired a contractor, **35 of 38 (92.1%)** were very or extremely likely to request a quote.
- Among those who had not, **10 of 16 (62.5%)** were very or extremely likely to request a quote.
- Quote-request ratings were higher among participants with previous contractor experience: **Wilcoxon rank-sum W = 171.5, Holm-adjusted p = .027**.
- This was the only statistically significant result across the six contractor-experience comparisons after adjustment.

Key Finding: Participants who had previously hired a contractor reported greater willingness to request a quote from J.S. Brown & Co. These ratings reflect stated intentions, not actual quote requests.

Future Hiring Plans and Contact Likelihood

- **Planning to hire:** 35 of 37 (94.6%) were very or extremely likely to contact the company.
- **Not planning to hire:** 4 of 6 (66.7%) were very or extremely likely to contact the company.
- **Not sure:** 7 of 11 (63.6%) were very or extremely likely to contact the company.
- Contact ratings differed across the groups: **Kruskal–Wallis H(2) = 12.067, Holm-adjusted p = .014**.
- Follow-up comparisons showed higher ratings for **Yes versus Not sure** (Holm-adjusted p = .009). The other pairwise comparisons were not statistically significant.

Key Finding: Participants planning to hire a contractor within 12 months reported greater likelihood of contacting J.S. Brown & Co. than those who were unsure. These ratings reflect stated intentions, not actual inquiries.

Trust and Likelihood of Contacting the Company

- Higher trust ratings were strongly associated with greater stated likelihood of **contacting the company**: Spearman's **ρ = .712**.
- Higher trust ratings were also strongly associated with greater stated likelihood of **requesting a quote**: Spearman's **ρ = .678**.
- Both associations remained statistically significant after Holm adjustment for the two correlations (**adjusted p < .001; N = 54**).

Key Finding: Participants who expressed greater trust in J.S. Brown & Co. also reported greater willingness to contact the company and request a quote. These associations do not establish causation or measure actual inquiries.

Statistical Analysis Methods

Previous Contractor Experience: Full Statistical Results

Future Hiring Plans: Full Statistical Results

Future Hiring Plans: Follow-up Comparisons

Trust and Contact Intentions: Full Statistical Results

Contractor Experience and Future Hiring Plans

Survey questions and response options

Survey invitation

Expert review criteria

Screenshots

Appendix

Statistical Analysis Methods

- **Wilcoxon rank-sum tests:** Compared each of the six ratings between participants who had hired a contractor (n = 38) and those who had not (n = 16).
- **Kruskal–Wallis tests:** Compared each rating across future hiring plans: Yes (n = 37), No (n = 6), and Not sure (n = 11).
- **Follow-up Wilcoxon comparisons:** Identified which hiring-plan groups differed in contact-likelihood ratings.
- **Spearman correlations:** Examined whether higher trust was associated with greater likelihood of contacting the company or requesting a quote.
- **Fisher's exact test:** Examined whether previous contractor experience was associated with future hiring plans.

Analysis Note: These exploratory analyses used 54 participants' responses. Holm adjustments were applied separately to the six contractor-experience tests, six hiring-plan tests, three follow-up comparisons, and two correlations. Statistical significance was assessed at .05.

Previous Contractor Experience: Full Statistical Results

Compared participants who had hired a contractor (**n = 38**) with those who had not (**n = 16**).

Rating	Wilcoxon W	Unadjusted p	Holm-adjusted p
Trust	217	.0528	.1372
Qualifications	195.5	.0204	.1020
Professionalism	215	.0611	.1372
Quality work	201	.0264	.1056
Contact likelihood	213	.0457	.1372
Quote-request likelihood	171.5	.0045	**.0268**

Interpretation: Only quote-request likelihood remained statistically significant after adjustment for six comparisons. Participants who had hired a contractor gave higher ratings. The other results do not establish that the groups were identical.

Method: Two-sided Wilcoxon rank-sum tests with continuity correction. Tests used the full rating responses; percentages selecting Very or Extremely are descriptive summaries.

Future Hiring Plans: Full Statistical Results

Compared participants answering **Yes (n = 37), No (n = 6), and Not sure (n = 11)** about hiring a contractor within 12 months.

Rating	Kruskal–Wallis H	Unadjusted p	Holm-adjusted p
Trust	4.448	.1082	.1741
Qualifications	6.235	.0443	.1328
Professionalism	4.882	.0871	.1741
Quality work	7.912	.0191	.0957
Contact likelihood	12.067	.0024	**.0144**
Quote-request likelihood	6.962	.0308	.1231

Interpretation: Only contact-likelihood ratings remained statistically significant after adjustment for six comparisons. Follow-up tests examined which groups differed.

Method: Kruskal–Wallis tests using the full rating responses; df = 2 for every test. Small, unequal groups limit the precision of these exploratory findings.

Future Hiring Plans: Follow-up Comparisons

Compared contact-likelihood ratings between each pair of hiring-plan groups.

Comparison	Holm-adjusted p	Statistically significant?
Yes vs. Not sure	**.0086**	**Yes**
Yes vs. No	.0508	No
No vs. Not sure	.9517	No

Interpretation: Participants planning to hire a contractor reported higher contact-likelihood ratings than those who were unsure. The other comparisons were not statistically significant.

Method: Two-sided Wilcoxon rank-sum tests with continuity correction. Holm adjustment covered the three pairwise comparisons. Tests used the full rating responses.

Trust and Contact Intentions: Full Statistical Results

Relationship	Spearman's ρ	Unadjusted p	Holm-adjusted p
Trust and contact likelihood	.712	1.627×10^{-9}	3.254×10^{-9}
Trust and quote-request likelihood	.678	1.752×10^{-8}	1.752×10^{-8}

Interpretation: Higher trust ratings were strongly associated with greater stated likelihood of contacting the company and requesting a quote. Both relationships remained statistically significant after adjustment.

Method: Two-sided Spearman correlations using all 54 participants' ratings, with approximate p-values accounting for tied ratings. Holm adjustment covered the two correlations.

Limitation: These associations do not establish causation or measure actual inquiries.

Contractor Experience and Future Hiring Plans

Previously hired a contractor	No plans to hire	Not sure	Plans to hire	Total
No	2	3	11	16
Yes	4	8	26	38
Total	**6**	**11**	**37**	**54**

Result: Fisher's exact test found no statistically significant association between previous contractor experience and plans to hire within 12 months (**two-sided p = 1.00**).

Interpretation: Similar proportions expected to hire a contractor: 26 of 38 (68.4%) with previous experience and 11 of 16 (68.8%) without it.

Method: Fisher's exact test assessed the full table, including Yes, No, and Not sure responses. This result does not prove the variables are unrelated.

Research Questions

Question 1: Have you ever hired a contractor for home repairs or remodeling? Yes/No

Question 2: How much would you trust this company to work on your home? Not at all, Slightly, Moderately, Very, Extremely

Question 3: How confident are you that this company is qualified to do the work? Not at all, Slightly, Moderately, Very, Extremely

Question 4: How professional does this company appear? Not at all, Slightly, Moderately, Very, Extremely

Question 5: How confident are you that this company would deliver quality work? Not at all, Slightly, Moderately, Very, Extremely

Question 6: How likely would you be to contact this company about a project? Not at all, Slightly, Moderately, Very, Extremely

Question 7: How likely would you be to request a quote? Not at all, Slightly, Moderately, Very, Extremely

Question 8: Do you expect to hire a contractor within the next 12 months? Yes/No/Not Sure

Question 9: Which company would you trust more and why?

Survey Invitation

What information shapes people's trust in a company

I'm conducting a short UX research survey about impressions of a remodeling company's website. You'll review a screenshot and answer a few questions. You don't need experience hiring a contractor to participate.

Please take the survey here:
https://docs.google.com/forms/d/e/1FAIpQLSehT0ZK12tnlYx_sYwaI1l0QPAIVZtsHSJf_gZtb7RLhNfO3A/viewform?usp=publish-editor

Expert Review Criteria

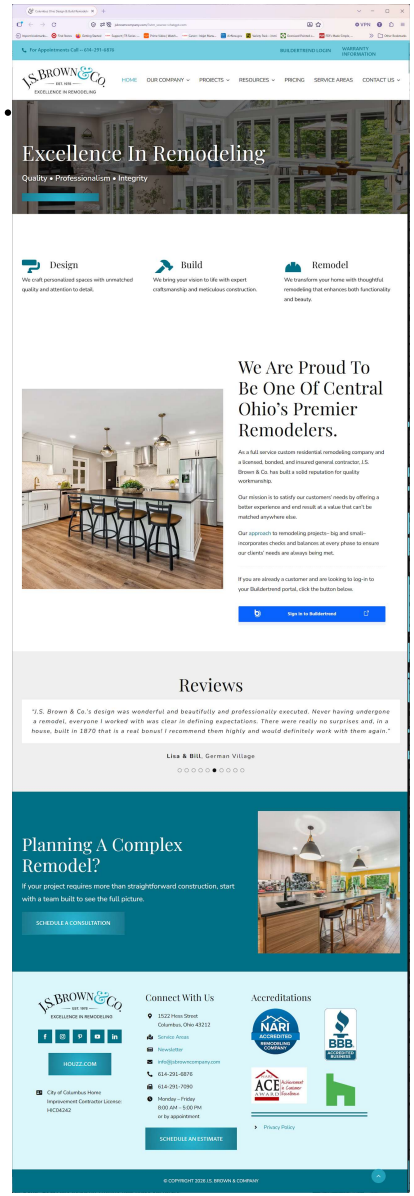
The expert review assessed whether each main page:

- Provided specific information about the company's services.
- Gave prospective customers reasons to choose the company.
- Made licensing, insurance, and credentials noticeable.
- Used project photographs and customer reviews to support credibility.
- Made contact options easy to find and use.
- Used headings and page space to present useful information clearly.

Screen Shot – JS Brown & Company

https://jsbrowncompany.com/

Home page



Screen Shot - Lovable

Home page

