# Artificial Intelligence Assessment Report

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<h1 style="text-align: center">Executive Summary</h1>

This report documents my evaluation of Wix Studio's AI tools and their practicality for use across parish websites within the Archdiocese of Denver. The goal of this assessment was not to evaluate Wix AI from a marketing standpoint, but rather from the perspective of day-to-day parish operations and developer workflows.

Overall, Wix Studio AI shows promise as a support tool for content drafting, routine updates, and communication tasks. However, hands-on testing revealed consistent issues related to speed, reliability, and accuracy that currently limit its usefulness for full-site creation or large-scale migration projects.

*Key Takeaways*
- Useful as an assistive tool, not a replacement for developers or content owners.
- Slow and unreliable when generating full sites from scratch.
- Requires significant manual correction and review.
- Not currently suitable for WordPress-to-Wix site migration.

# 1. Background and Context

Parish websites serve as one of the primary communication channels between parishes and their greater communities. They provide information such as Mass times, contact details, sacrament preparation, and events. Because many parishes operate with limited administrative staff and volunteer support, maintaining these sites can be time-consuming and inconsistent.

There has been growing interest in whether AI-powered website tools could help reduce this workload. This assessment explores whether Wix Studio AI can realistically meet those needs without introducing new technical or operational risks.

# 2. Research Objectives

1. Evaluate the practical capabilities of Wix Studio AI.
2. Identify limitations encountered during real use.
3. Determine appropriate use cases for parish and Archdiocesan staff.

# 3. Methodology Overview

This evaluation is based on hands-on testing performed during active test site creation and editing in Wix Studio, as well as comparison against existing parish WordPress sites. I also reviewed Wix documentation and other external resources to understand the intended behavior of the AI tools and where gaps exist between expectations and actual outcomes.

# 4. Wix Studio AI Capabilities

*4.1 AI Website Builder*
The AI Website Builder is designed to generate a complete website from a series of prompts. In practice, site generation is often slow and requires a large amount of user input. Even with

detailed prompts, the resulting layouts frequently did not align with expectations and required substantial manual adjustment.

*4.2 Responsive Design AI*
Responsive design tools within Wix Studio help adapt layouts across desktop, tablet, and mobile breakpoints. These tools were more reliable than the site generator and did provide time savings during maintenance tasks. However, manual review was still required to ensure usability on smaller screens.

*4.3 Content, SEO, and Marketing AI*
Content generation tools were effective for drafting basic text such as event descriptions and ministry summaries. SEO and email tools provided a useful starting point, but outputs consistently required editing for tone, clarity, and accuracy before publication.

## 5. Observed Metrics from Internal Testing
The following metrics are based on hands-on testing and observation.
- Time to first AI-generated site draft: approximately 5–15 minutes per attempt
- Number of AI regeneration attempts typically required: 2–5
- Estimated portion of AI-generated layouts and content requiring manual correction: 40–70%
- AI-generated content usable without edits: approximately 30–60%, depending on page type
- WordPress-to-Wix AI migration success: inconsistent; manual rebuilds were often faster
- Stability: crashes or interruptions observed during AI site generation sessions

## 6. Parish Staff Usability
From a usability perspective, parish office staff could reasonably use Wix Studio AI for limited tasks once a site is already built. Expecting non-technical staff to build or redesign sites independently would likely lead to frustration and inconsistent results.

*Appropriate Uses*
- Editing existing content and images
- Drafting emails and announcements using AI assistance

*Inappropriate Uses*
- Building sites from scratch
- Major layout or design changes

## 7. WordPress to Wix Studio Migration Analysis
A major consideration for the Archdiocese is whether existing parish websites could be migrated from WordPress to Wix Studio using AI. Based on testing, this is not currently a reliable or efficient approach.

Wix Studio AI does not ingest or recreate existing WordPress layouts. Instead, it rebuilds sites from written descriptions, which leads to inconsistent results and requires multiple attempts to

approximate an existing design. From a developer perspective, attempting to duplicate an existing site using AI often took longer than manually rebuilding the site using standard Wix Studio tools and existing templates

## 8. Risks, Governance, and Oversight

AI-generated content and layouts introduce risks related to accuracy, consistency, and accountability. While Wix Studio provides enterprise governance features, internal guidelines would be required to ensure responsible use across parishes.

*Identified Risks*
- Publishing incorrect or outdated information
- Layout issues introduced by untrained users
- Over reliance on unstable AI features

## 9. Recommendations

1. Use Wix Studio AI only as a support tool, not a replacement.
2. Avoid AI-driven WordPress migrations.
3. Maintain manual review and approval workflows.
4. Reassess adoption after platform improvements.

## 10. Conclusion

Wix Studio AI can provide real efficiency gains when used appropriately, particularly for drafting and maintenance tasks. At its current level of maturity, it should be viewed as an assistive layer rather than a core foundation for parish websites or migration projects. WIX Studio AI has potential to great things for both the Archdiocese and it's parishes once it is further developed, however at the moment it is advised to continue manual site migrations.