



# 9 Tips for Creating a Website Mockup

## 1 - Take advantage of **Shapes** & **Shape Layers**



Much in the same way a wireframe provides the basic outline for a mockup, shapes and shape layers are a good starting point for your PS mockup.

## 2 - Use **crisp antialiasing** for **fonts** (when possible)

This prepares your mockup for browser rendering. But it may not work for all fonts, so when in doubt, check with your developer.

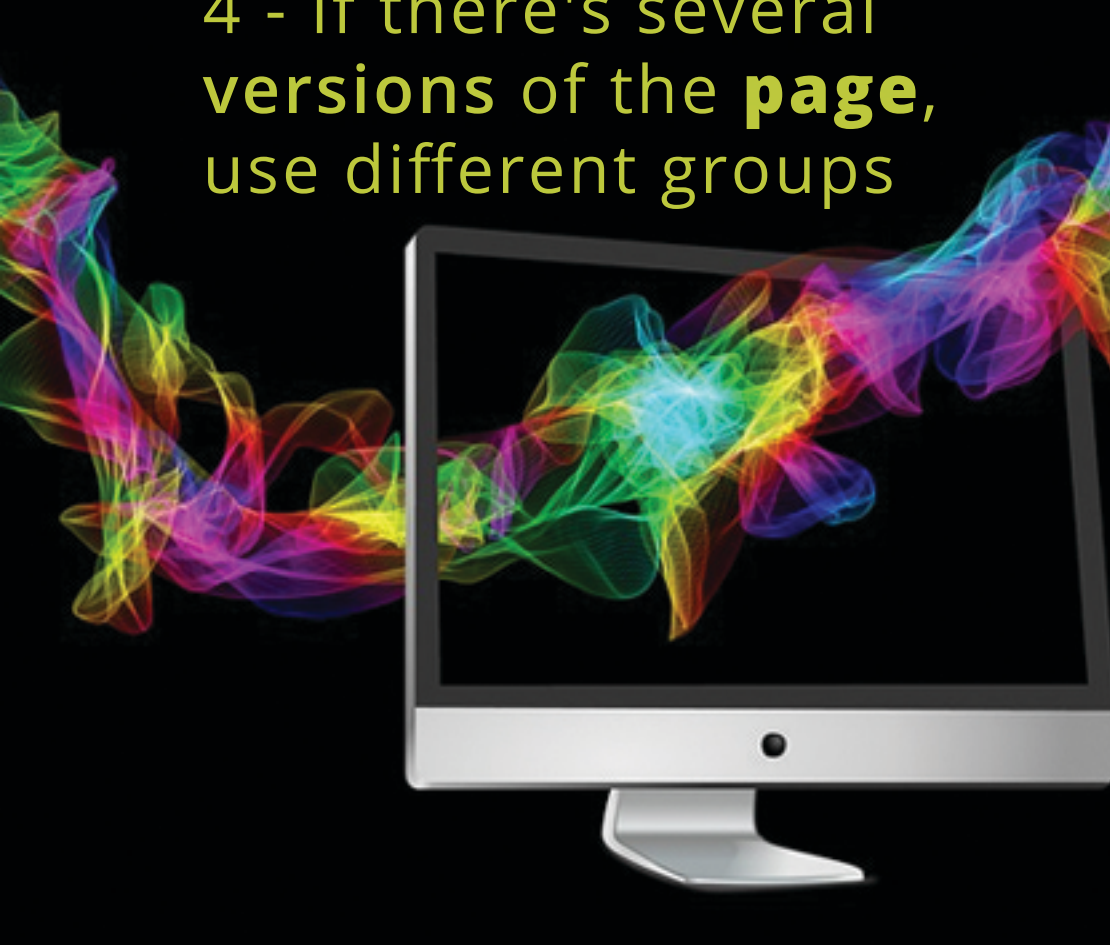


## 3 - Choose **web-safe fonts** as a backup

It won't matter how great your font looks if it's not compatible with CSS/HTML. Browser text, on the other hand, can be indexed by search engines, used by screen readers (for the visually impaired), and make for easier translations. It's best to start out using them (aside Comic Sans or Papyrus, obviously).



## 4 - If there's several **versions** of the **page**, use different groups



If you're doing multiple versions of a mockup, usually you'll just be modifying the main content. The header, footer, and sidebar probably won't be touched. To speed things up and help you stay organized, you can create folders like:

- *content - homepage*
- *content - feature photo*
- *content - call to action*

## 5 - Use existing **resources**

Premade toolkits full of UI design elements can save a lot of time designing new graphics and in transitioning to the prototyping phase. These downloadable kits come with premade buttons, controls, navigation, UI design patterns, and other UI elements to simplify the process. The right combination of UI kits, templates, fonts, and other elements will give you the right materials to tweak as needed.

## 6 - The Definition of **Prototype Fidelity**

Starting with pen and paper for working on some first scribbles and sketches is a clear win. These sketches will be pretty generic and low-fi. Only go pro and use tools like Photoshop (or similar software) when you're working high fidelity sketches.



## 7 - Identify **problems**

While working on sketches and wireframes we easily tend to think about solutions, before we tackle the "real problem".

The customer request: "make the logo bigger" isn't identifying any problem.

It's a proposed solution, though you're not given information about the problem for that solution. Asking a lot of "Why" questions can help in such situations.



## 8 - Use **realistic assets**

Images and copy won't be on your priority list while working on a new mockup. Though they should be. Really.

The right asset in your mockup can not only ruin your whole wireframe, but it can also bring it to the next design level, the high fidelity design.

Besides the sketching and mockup stage, you (and your colleagues & clients) should be working on the visual language of your new web app or website as well.



## 9 - **Fail fast** and **fix things faster**

Keeping your mockup and prototyping workflow static can be a great waste of time. In most cases it's way more efficient to keep it lean and simple. When concluding on the first sketches and wireframes you can iterate more quickly by little baby steps and a close feedback process.



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