Mockup

A mockup is a static design of a web page or application that features many of its final design elements but is not functional . a mockup is not as polished as a live page and typically includes some placeholder data. A mockup suggests what the final design will look like , and is usually shared with clients and stakeholders between a wireframe and prototype. Wireframes are built and shared to communicate the structure and functional requirements of the design. Mockups are essentially wireframes with an added surface layer that communications the visual design (colours , images , typography)



Unlike a prototype, a mockup is static and doesn’t include any interactions.

In a nutshell:

* Wireframe : structure and functional requirements (static)
* Mockup : a wireframe , but with visual design(static)
* Prototype : a mockup, but with interactions(dynamic)

Mockups serve as a bridge between the early-stage sketch of the wireframe and the team’s work coding a prototype. In addition, this step gives the product team a low-cost opportunity to learn what stakeholders and potential users think of the product’s look and feel.

As a result, gaining feedback on planned visuals before the team begins development makes changes less costly. They also potentially avoid having to adjust the product after they’ve coded it. UI/UX designers, a mockup is a model of website or app, which can help designers visualize their design ideas and communicate with other designers, developers or stack holders. It is often static and showcase rich UI details.

A mockup typically includes additional visual details such as:

* Colors, styles, graphics, and typography
* Styled buttons and text
* Navigation graphics
* Component spacing

Mockups are useful tools for understanding and communicating what the final interface should look like and gives stakeholders a chance to preview design and style choices before committing to building the app in a functional prototype.

##### Benefits of mockups

###### **Mockups provide you with a snapshot of your final product**

Mockups are produced before development is started, and enable final iterations before coding the design.

**Mockups stimulate collaboration and communication**

When designers and developers gather to review mockups, they can discuss what is and isn’t working in the design, and propose final changes to the design before progressing the project into development.

###### **Mockup revisions can be done quickly and easily**

Before web development begins, it’s important to ensure all visual elements are properly placed and nothing is missed. Mockups are an easy way to illustrate this. Since mockups are typically from mid to high-fidelity designs, revisions can often be done relatively quickly without significant time and budget.

**How Mockups Differ from Wireframes and Prototypes**

Many companies treat these terms as synonyms—yet each has a unique role. One way to understand mockups meaning and where mockups fit in with these other concepts is that each represents a step in the early stages of the product development process.

**Stage 1: Wireframe**

For a digital product, the wireframe typically represents the design team’s first attempt to capture the app’s visual layout. Thus, wireframes are usually basic, black-and-white sketches of the product’s user interface and features.

Before they spend a lot of time on design or coding, the product team wants to gain feedback and approval from stakeholders. Those stakeholders could include other internal teams, the executive staff, and potential users.

**Stage 2: Mockup**

After gaining consensus on the product wireframe, the team’s next step will be to develop a mockup. The wireframe displayed only a rough sketch of features and content. In contrast, the mockup will show more visual detail and depict the app more realistically.

For example, the mockup will show the planned colors, icons, text fonts, and other visual elements as they would appear in the final product. Thus, if the design team creates a successful mockup, it will look like a “working” version of the app even though it won’t have any real functionality.

**Stage 3: Prototype**

Let’s now assume that after gaining feedback on the mockup, the product team earns stakeholder approval to move forward with the product. The next step is to build a prototype, which will include coding. The result will be a functional version of the product. Since the user can take actions in the app: click on buttons, move from page to page, etc.

 What distinguishes the prototype from the final product is that it will allow only basic user actions and won’t be connected to the backend.

For example, if a company is building a shopping app, the prototype might allow users to browse product detail pages and put an item in their shopping cart. However, because the prototype won’t connect to the company’s backend eCommerce solution—the user won’t be able to complete a purchase.

