**5 Tips for Creating a Good UX For Under Construction Pages**

Deciding what to do when your website is under construction and aren’t quite ready to launch is like a piece of puzzle. You want an ‘under construction’ page that gives your visitors hints about your upcoming website, keeps them engaged and excited about the pending launch, as well as retain potential customers while you work on getting your website ready for launch.

Yes, that’s exactly what an ‘under construction’ page with an exceptional user experience does to your business or website.

How then do you define a good user experience?

**User Experience (UX) Design**

The ultimate goal of user experience service design is to enable people make good use of products or services seamlessly without complications. It starts with studying the brand, potential customers and what they will need or how they will feel while using your product or service. A user experience designer makes sure your new or existing product or website meets the need of your business.

**Useful Tips for Designing UX for "under construction" pages**

It’s no doubt that an ‘under construction’ page with a good user experience can be a great marketing tool for a new product or service and can also help generate more leads for new website, app or product.

Here are some useful tips for building an ‘under construction’ page with a great user experience;

**#1: Keep it Simple**

Your ‘under construction’ page is just a preview of your new website or products, so you want to keep it simple, light and straightforward. No multiple pages, links or write-ups that’s likely to bore or confuse your visitors. Just a single page that engages and informs your visitors on what to expect.

**#2: Include Informing Designs**

While trying to create awareness about your products or websites, you also want to include information designs like a countdown timer or a pre-order form. This enables your visitors generate a lot of interest about your upcoming product/website and also anticipate when the full site will be launched. Just make sure that you launch on schedule when you plan to use a countdown timer.

**#3: Give Users an Idea of What to Expect**

When people visit your ‘under construction’ page, they want to know what your upcoming website will be all about and why they should come back when the full site is launched. Provide an overview of what’s coming, why it will benefit them and how they will be missing out on the next big thing if they don’t return.

**#4: Keep Visitors Updated**

A very good way of reminding your visitors about your website or product launch is through email. Your visitors are likely to forget about your website a few days after visiting, so you want to keep them updated about the progress of your upcoming website. Provide a ‘sign-up by email’ section which helps build an advance buzz when the website is launched and also improve your website’s credibility.

**#5: Responsive and Mobile Friendly Page**

Aside from creating an outstanding experience for your visitors, smartphones have been said to drive huge traffic to a lot of websites. An ‘under construction’ page spells out what your users should expect when the full website is launched, that’s why ignoring the responsiveness of your ‘under construction’ page can be a major mistake.

**Why Should I hire A Professional User Experience Designer?**

* You need a reliable UX agency that have experts capable of having actual conversations with your customers, understand what they need, what they expect, as well as help adjust your business goals to fit in to these needs.
* These UX professionals can help build prototypes that engages and drive customers even before the actual website or product launch.
* When your core staffs are handling other projects, you don’t want to get them distracted with your needs and design projects. Hence, hiring a standard UX agency is paramount when working on new or complex projects to improve productivity.

**Conclusion**

There is no doubt that creating a user-centric website is an effective web strategy that can really benefit your business. You need a proper user experience service that can help propel your business forward, that’s why a UX design agency is an excellent investment that’s effective for an outstanding project execution.