Examples of Features Tables and Mockups

Features Table Examples

When you are about to design a website, the first thing you should do is list the things you want your website to do, ideally in order of priority. Sometimes, particularly with commercial websites, you want to analyze your competitors, not only to identify opportunities, but also to find inspiration, in terms of design and / or content.

What follows are three examples of a features table.

Example One: A Features List

Category	Feature
Style	Conservative style featuring earth tones. Helvetica for the display font, Times New Roman for body text.
Content	Photos: Lightbox slideshow accessed from a categories grid. Video: Similar interface to photos. Videos are accessed from a categories grid and are displayed in a lightbox format, but there is no slideshow. Blog: sorted by time or filtered by category Work history: A one-column format based on the blog design, but with no filtering or categorization functionality.
Layout	1 column 960px layout for main stories (tablets, desktops and laptops) 2 column 460px layout with 20px gutter and 10px margins for secondary stories, content summaries and work history. 1 column liquid design for cellphones
Iconography	Icon based navigation system, with one distinct icon for each content type (blog, video, photos, work history)

Features Table Examples (continued)

Example Two: A text-based features comparison table*

	Competitors		
	Forrst.com	UFeedmeback.com	Turnitin.com
Targeted Users	An invitation only community. Users are designers, developers.	Clients with a website design that needs to be improved. Out of business.	Institutional license renewed annually; used for writing composition and editing.
Core Features	Posting designs. Discovering trends and designers from social networks. Giving feedback by adding visual notations (post-its). Promotional posts for Pro users. Measuring members' activity and engagement.	Adding visual notations to shared sites Choosing well-known or recommended designers	Grading tool for teachers Conducting peer reviews and providing visual feedback Detecting plagiarism and checking grammar Integrated with Blackboard

* Example based on work by Joanne Wang for her master's thesis.

Features Table Examples (continued)

Example Three: A More Graphical Features Comparison Table

A Features Comparison Between My Social Media News Website and its Competitors

	My site	Facebook	NY Times	Breitbart
User supplied content	✔	✔	✖	✖
Unlimited Access	✔	✔	$	✔
Paid-for content portrayed like news	✖	✔	?	?
Investigative Journalism	✔	✖	✔	✔
Social networking	✔	✔	✖	✖

Wireframe Examples

Before you begin to develop a site it is important to map out want components you wish to display, and how the display will change on different devices. Some sites show different content, depending on the device being used.
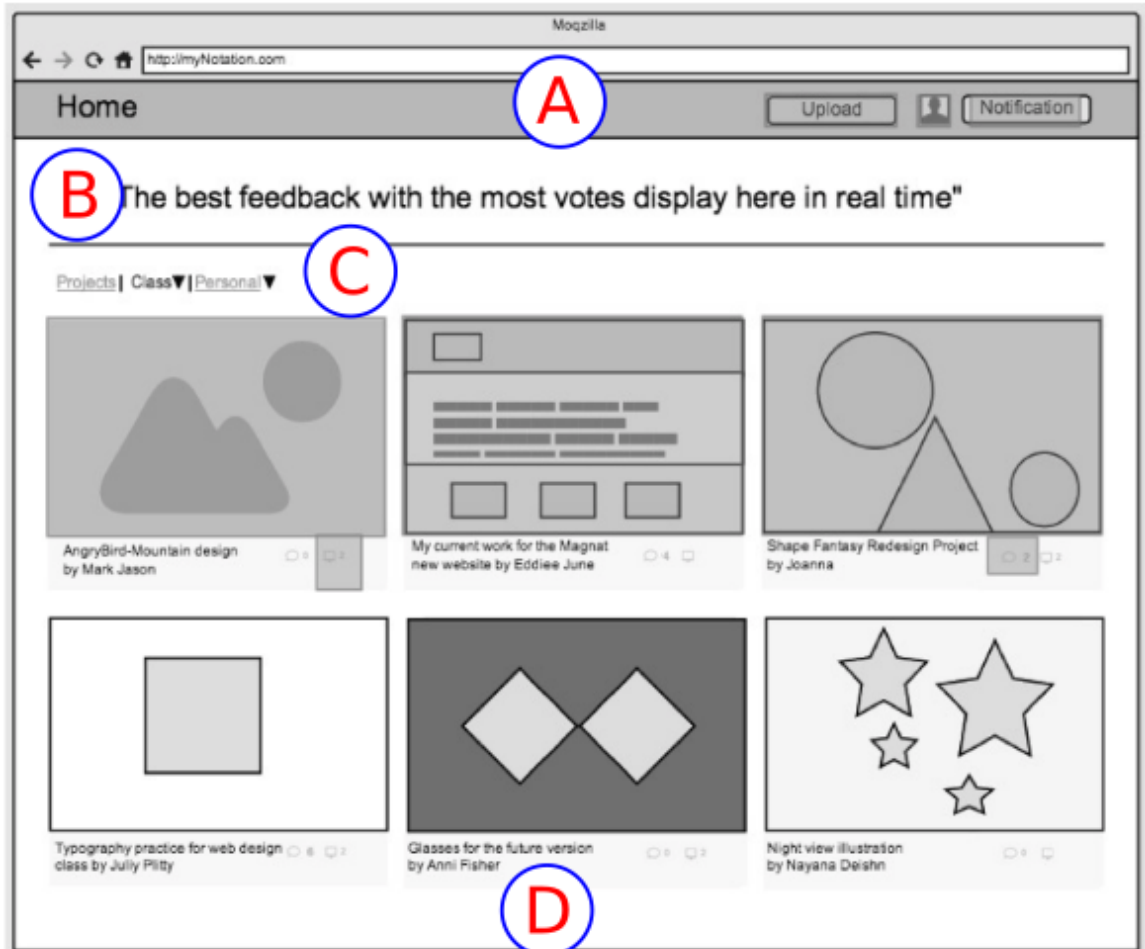
Example 1: A wireframe for a musician's homepage, laptop view
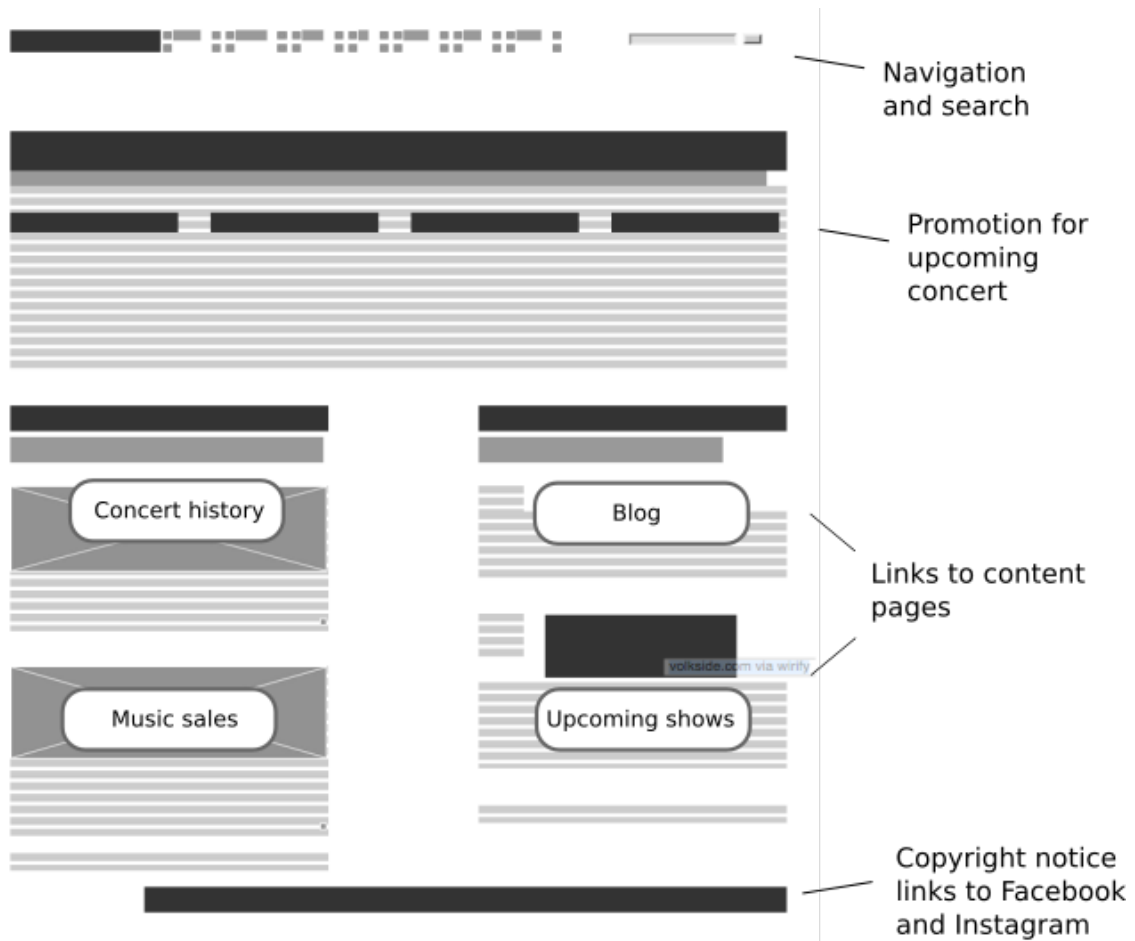
Note: The page is comprised of one main column that is 960px wide, and two 400px columns with a 160px gutter.

Wireframe Examples (Continued)

Example 2: A wireframe for a critique tools homepage

Legend

    A. Fixed navigation and tool bar
    B. Display of user votes on designs and prototypes
    C. Toggle between the Projects, Cases and Personal views
    D. Content Links

Notes: The page is 960px wide. The Content Links section is comprised of three 300px columns, with two 20px gutters and a 10px left and right margin.