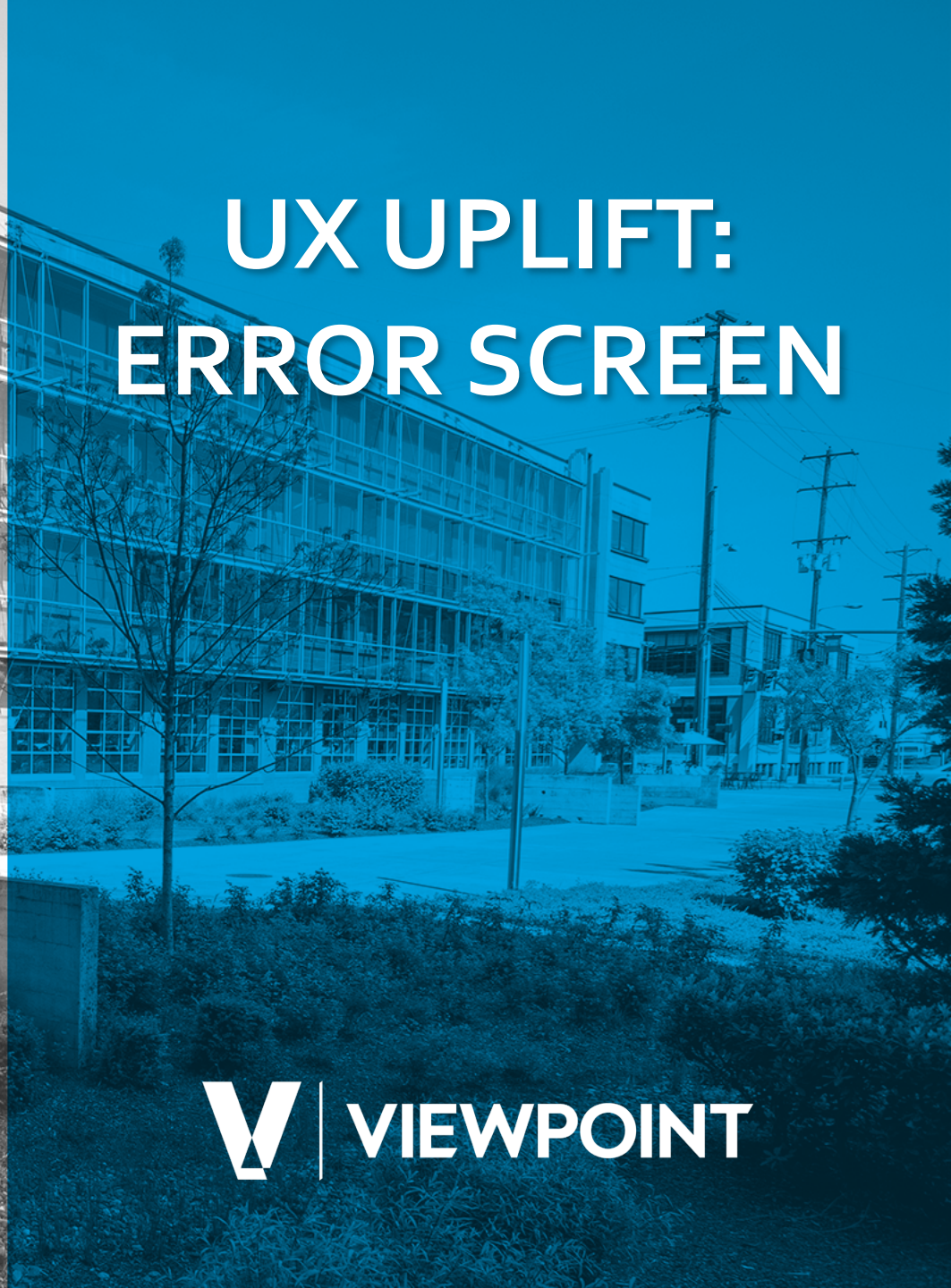




UX UPLIFT: ERROR SCREEN



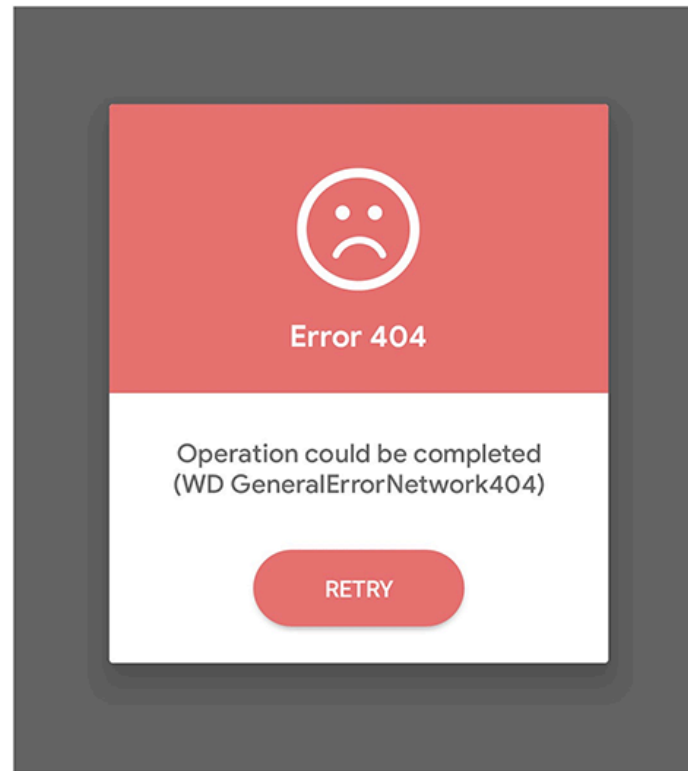
ERROR SCREEN LANGUAGE

EXPLANATIONS ARE KEY

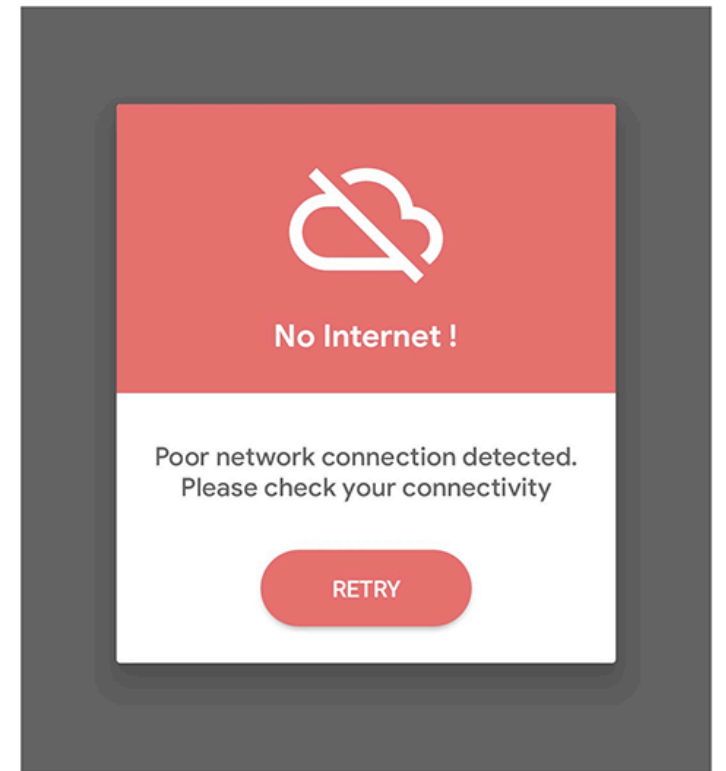
- **When encountering an error page it is important to explain to them what happened and if possible why it happened.**
 - Examples:
 - The page doesn't exist (What happened). You might have mistyped the address or the page has moved (Why it happened).
 - The page you're looking for (What) has been removed, renamed or unavailable (Why)
 - The file isn't here anymore (What). Someone might have deleted it (Why)
- **Speak to the user as a conversation.**

ERROR SCREEN LANGUAGE

- Avoid using technical jargon
- Be Friendly
- Offer a clear call to action



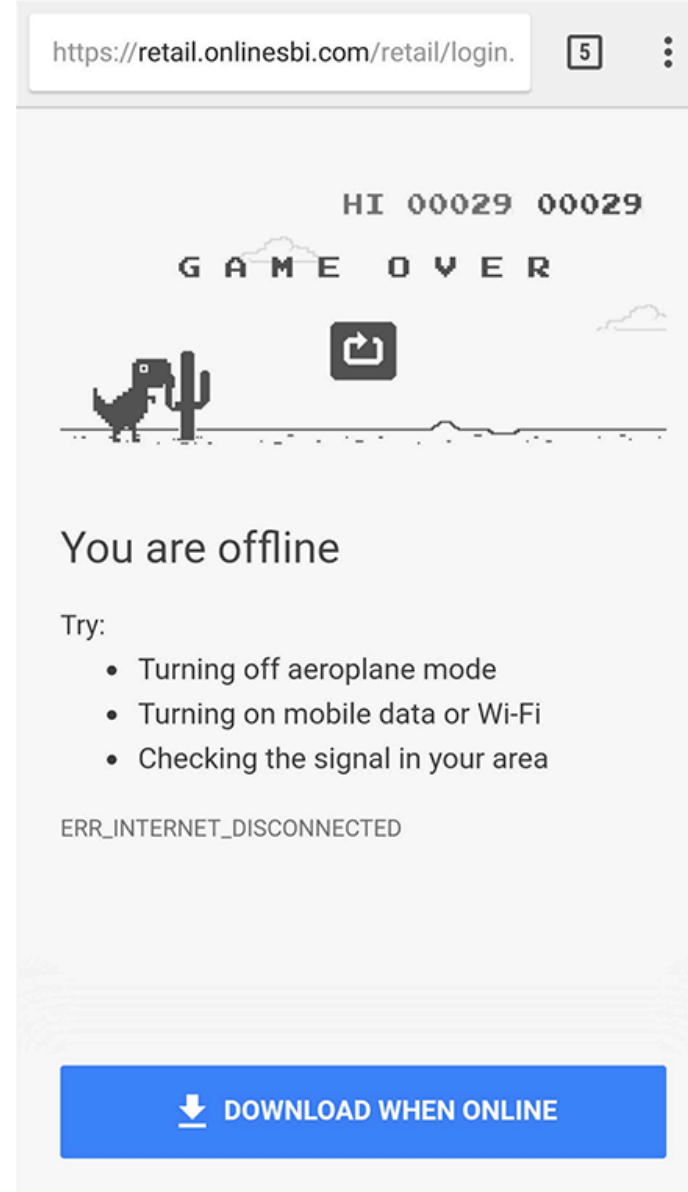
CONFUSING ERROR MESSAGE



CLEAR ERROR MESSAGE

ERROR SCREEN LANGUAGE

- Messaging should be short and to the point
- If possible it should include possible steps to take.



ERROR SCREEN LANGUAGE

- If possible provide a timeline when things will be fixed.
- Speak like a human being.



Sorry, we're down for maintenance

We'll be back up shortly. Check <http://status.github.com> or follow [@github](https://twitter.com/github) for updates

HAVE FUN WITH THE SCREENS

Etsy

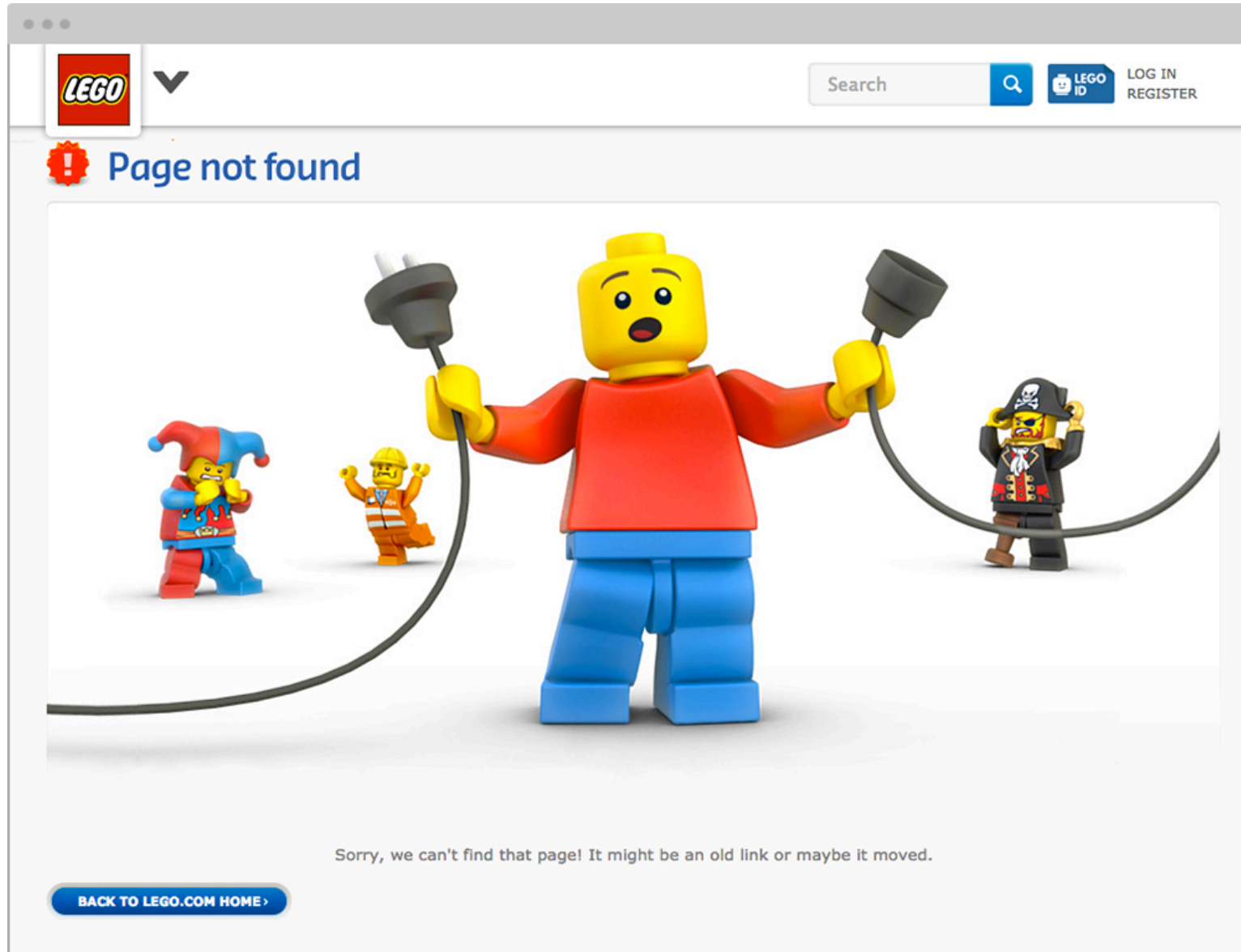
Uh oh!

Sorry, the page you were looking for was not found.

[Go back to Etsy.com](#)



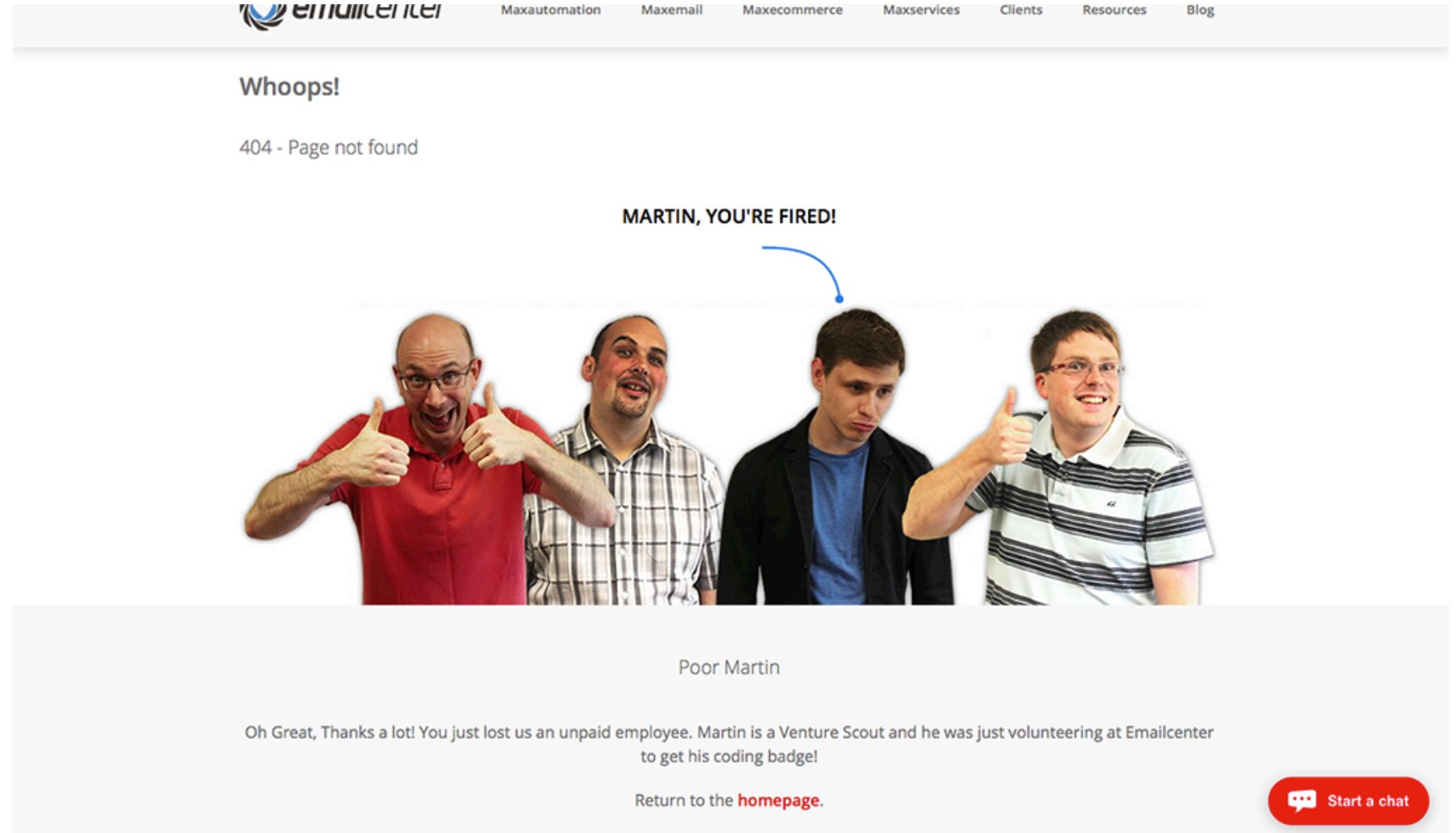
HAVE FUN WITH THE SCREENS



The image shows a screenshot of a web browser displaying a "Page not found" error on the LEGO website. The browser's address bar shows the LEGO logo and a dropdown arrow. The search bar contains the text "Search" and a magnifying glass icon. To the right of the search bar are buttons for "LEGO ID" and "LOG IN REGISTER". Below the browser header, a red gear icon with an exclamation mark is followed by the text "Page not found". The main content area features a large illustration of a yellow-headed LEGO minifigure with a surprised expression, wearing a red shirt and blue pants. He is holding a black power cord with a two-prong electrical plug in his right hand and a black power cord with a different plug in his left hand. To his left are two smaller minifigures: one in a red and blue jester outfit and another in an orange construction worker outfit. To his right is a minifigure dressed as a pirate. Below the illustration, the text reads: "Sorry, we can't find that page! It might be an old link or maybe it moved." At the bottom left of the error message area is a blue button with the text "BACK TO LEGO.COM HOME >".

ACCEPT RESPONSIBILITY

- **NEVER** blame the user, it is rarely their fault your system crashed or generated an error.



The screenshot shows the Emailcenter website's 404 error page. At the top, the Emailcenter logo is on the left, and navigation links for Maxautomation, Maxemail, Maxecommerce, Maxservices, Clients, Resources, and Blog are on the right. Below the navigation, the text reads "Whoops!" followed by "404 - Page not found". The main content area features a photograph of four men. The man in the center is looking down with a sad expression, while the other three men are giving thumbs up. Above the man in the center, the text "MARTIN, YOU'RE FIRED!" is written in all caps, with a blue arrow pointing to him. Below the photo, the text says "Poor Martin". Further down, it reads "Oh Great, Thanks a lot! You just lost us an unpaid employee. Martin is a Venture Scout and he was just volunteering at Emailcenter to get his coding badge!". At the bottom, there is a link "Return to the [homepage](#)." and a red "Start a chat" button.

VIEWPOINT'S ERROR PAGE



Unexpected Error

We've automatically created an error report.

Here are a few things you can try:

1. Refresh your page
2. Go back to the home page
3. Get help by contacting support
Provide this ID if contacting support: 78a99b19-34ad-4a3d-91c2-89bc1049cc32

VIEWPOINT'S ERROR PAGE


WHY IT'S BAD; REALLY, REALLY BAD

- **There is no call to action**
- **No explanation as to what went wrong**
- **The page requests the user contact support, but supplies no link and requires the user to enter a LONG incident number.**
- **The language shows a lack of empathy.**
- **No attempt to explain the error, nor any acceptance of responsibility.**

SUGGESTED ERROR PAGE VERSION 1



Something went wrong
It's not you, it's us.

 We've lost the database connection.

[Return to Homepage](#)

[Submit Error Report](#)

[Additional Support](#)




SUGGESTED ERROR PAGE VERSION 1

- **We used a fun placeholder image to convey a personality.**
- **This design does not place any blame on the user.**
- **There is a possible explanation about what happened. In this case we went with a database error as a possible issue.**
- **It offers a chance for the user to submit an error report.**
- **The user can send additional information if they choose.**

SUGGESTED ERROR PAGE VERSION 2



Something went wrong
It's not you, it's us.

 We've lost the database connection, we are working on fixing this as fast as possible.

[Return to Homepage](#)

[Submit Error Report](#)

[Additional Support](#)



SUGGESTED ERROR PAGE VERSION 2

- I removed the image because it could become distracting.
- It emphasizes the text.

SUBMIT ERROR REPORT THANK YOU



Thank you for submitting an error report. We are looking into what went wrong.

[Return to Homepage](#)

[Submit Error Report](#)

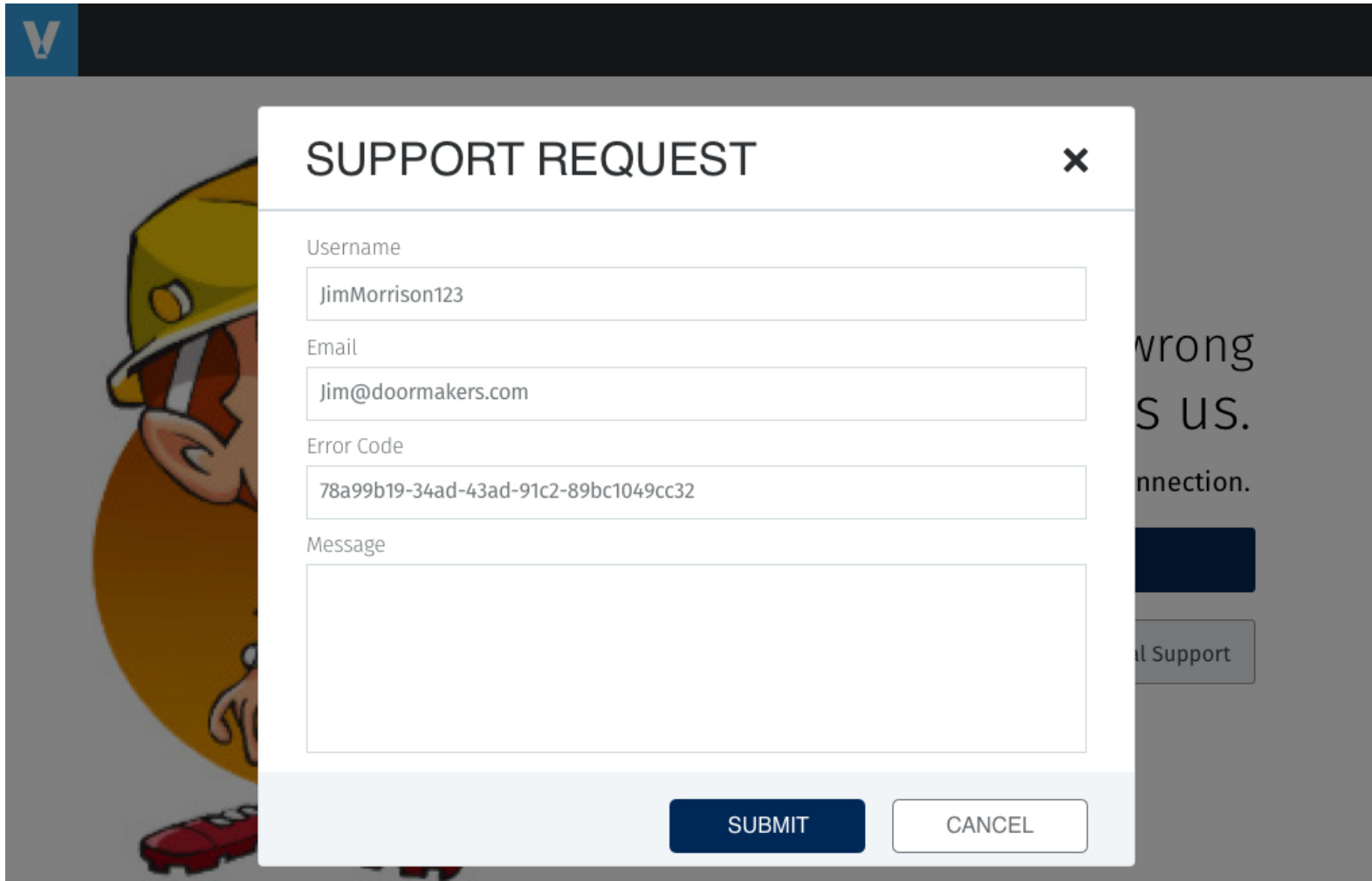
[Additional Support](#)



SUBMIT ERROR REPORT THANK YOU

- **Thanking the user for taking the time to click the “Submit Error Report” button is important as it creates an impression we care about them.**
- **This follows the same crash report concepts that Adobe, Apple, Microsoft use.**

ADDITIONAL SUPPORT REQUEST FORM



SUPPORT REQUEST ✕

Username

Email

Error Code

Message

SUBMIT

Wrong
S US.
nnection.
Support

ADDITIONAL SUPPORT REQUEST FORM

- **The form is pre-filled with the username and email address.**
- **It has a message where the user can give additional details describing what happened.**
- **In the meeting it was suggested to make this more about the user offering us information and to move away from customer support as many users will not have access to support.**

ADDITIONAL SUPPORT THANK YOU



Thank you for your support submission, we will look into your issue.

[Return to Homepage](#)

[Submit Error Report](#)

[Additional Support](#)




ADDITIONAL SUPPORT THANK YOU

- **Simple thank you message to let the user know we appreciate their time supplying us with additional information.**

SUGGESTED ERROR PAGE VERSION 3



Something went wrong
It's not you, it's us.

 We've lost the database connection.
We have submitted an error report on your behalf.

[Return to Homepage](#)

[Additional Support](#)



SUGGESTED ERROR PAGE VERSION 3

- This version assumes the system can automatically send a “crash report” without user engagement.
- There is one fewer button which makes it a little cleaner.
- The messaging and automatic crash submission conveys a message that we care about the user.