UX UPLIFT: ERROR SCREEN

VIEWPOINT

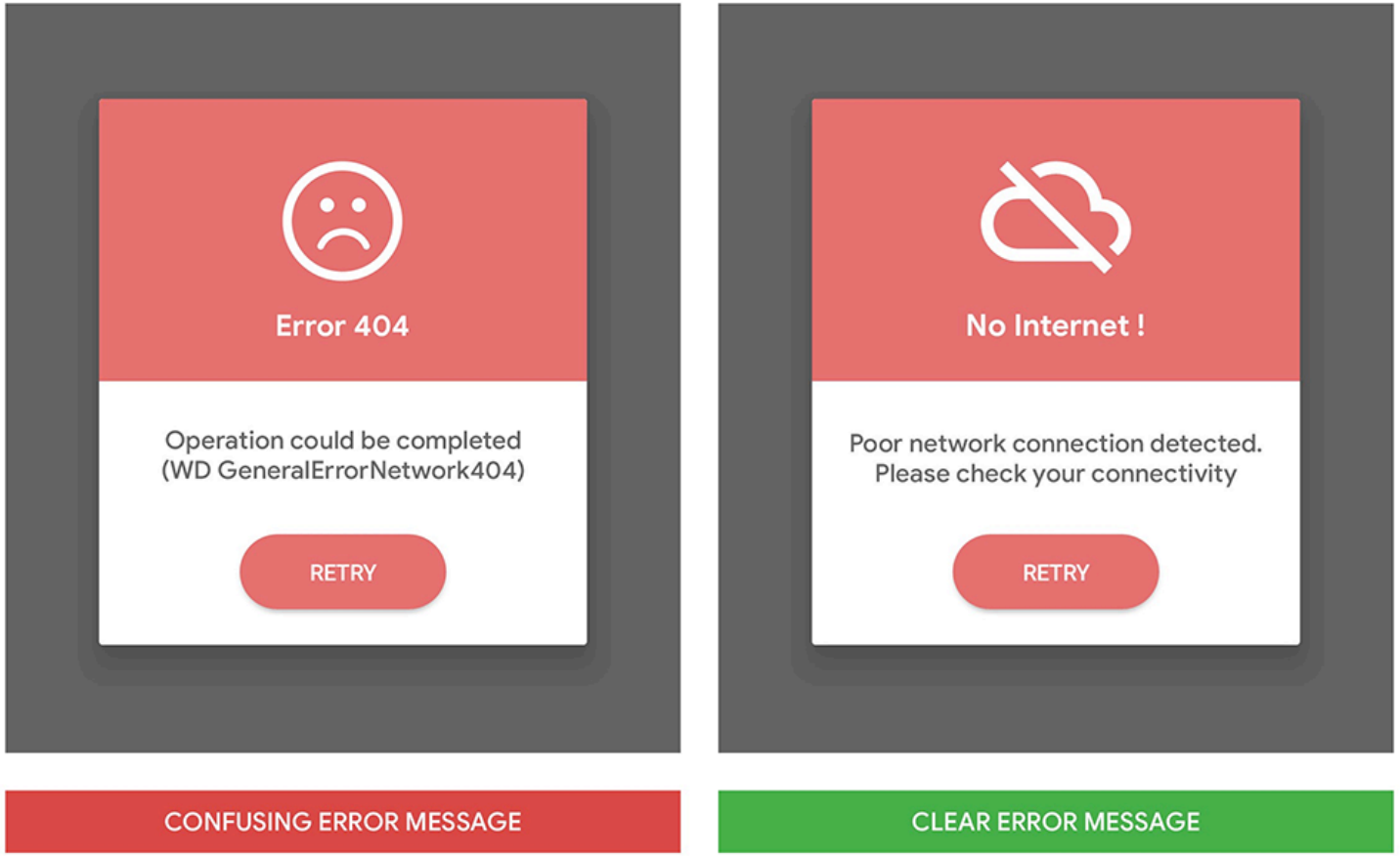
ERROR SCREEN LANGUAGE

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.**

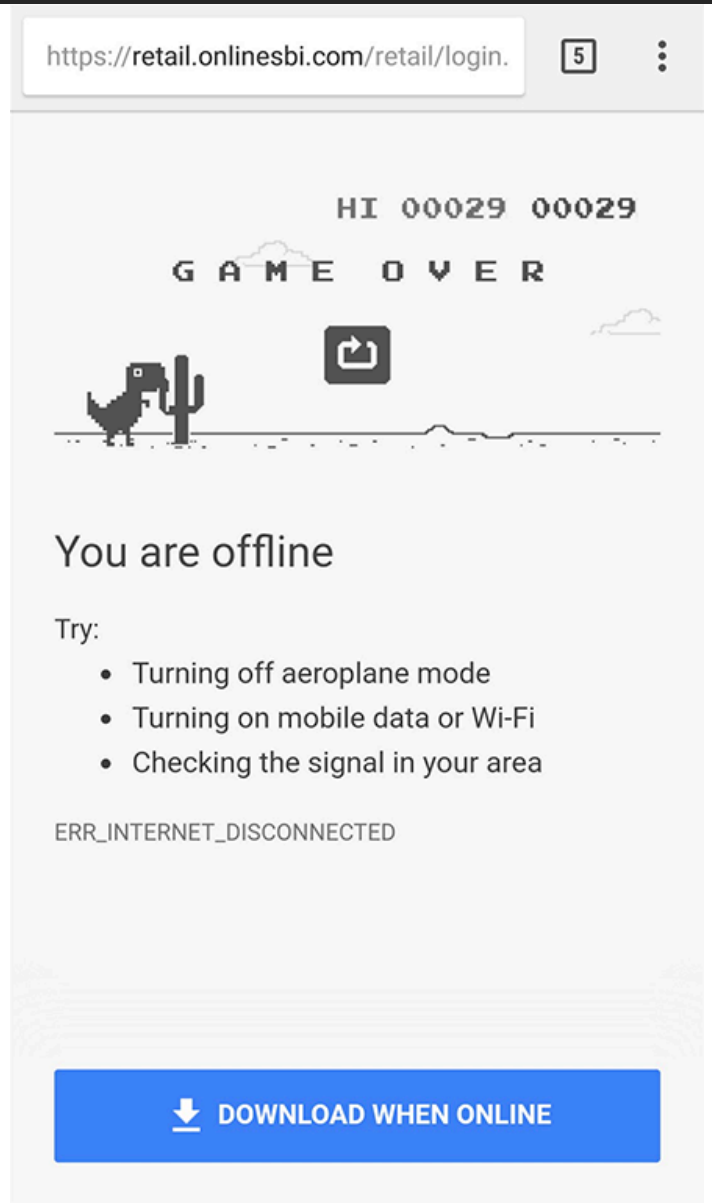
ERROR SCREEN LANGUAGE

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



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 for updates

HAVE FUN WITH THE SCREENS

Etsy

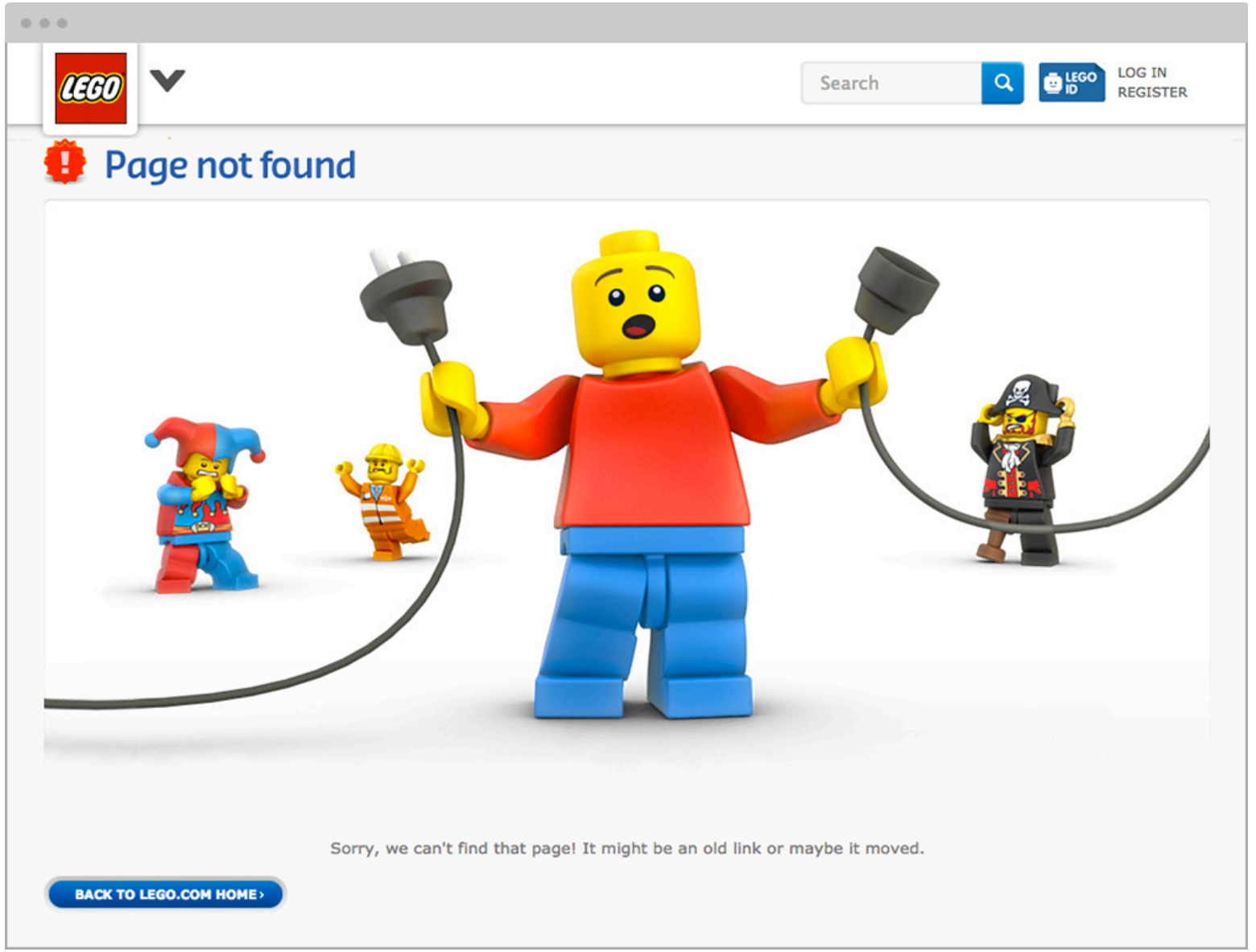
Uh oh!

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

Search for items and shops | Search

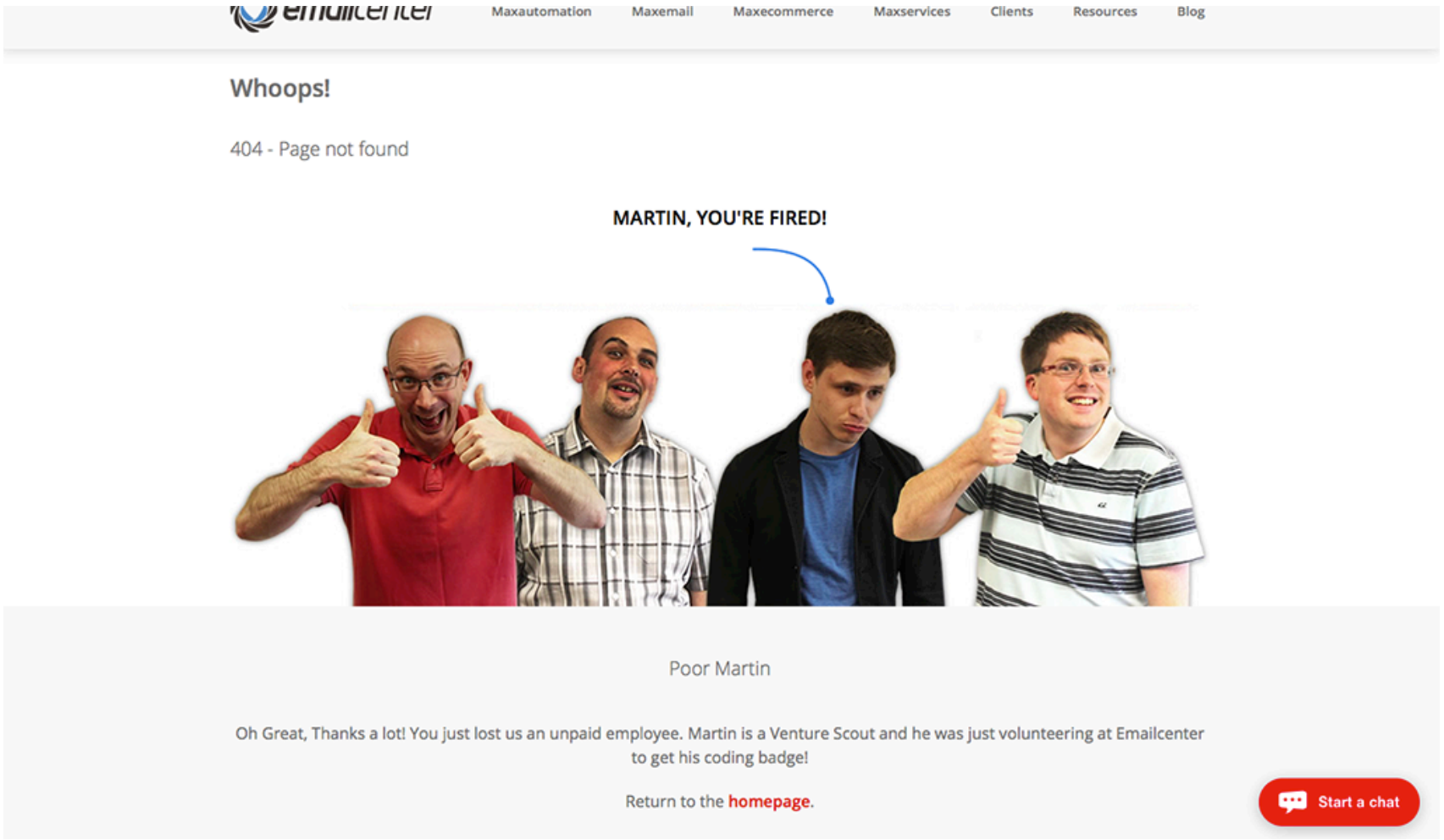
Go back to Etsy.com

HAVE FUN WITH THE SCREENS

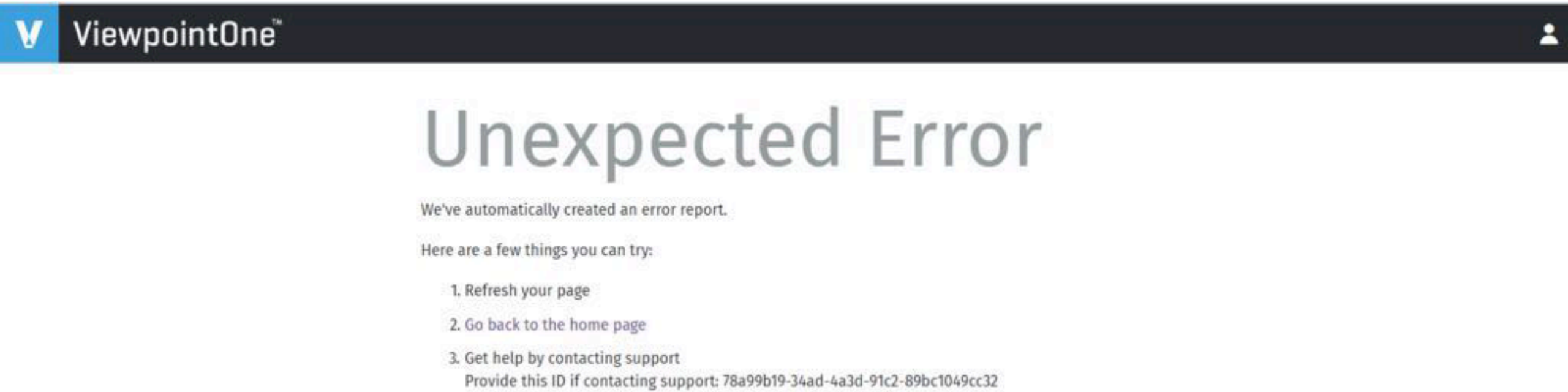


ACCEPT RESPONSIBILITY

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



VIEWPOINT'S ERROR PAGE



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

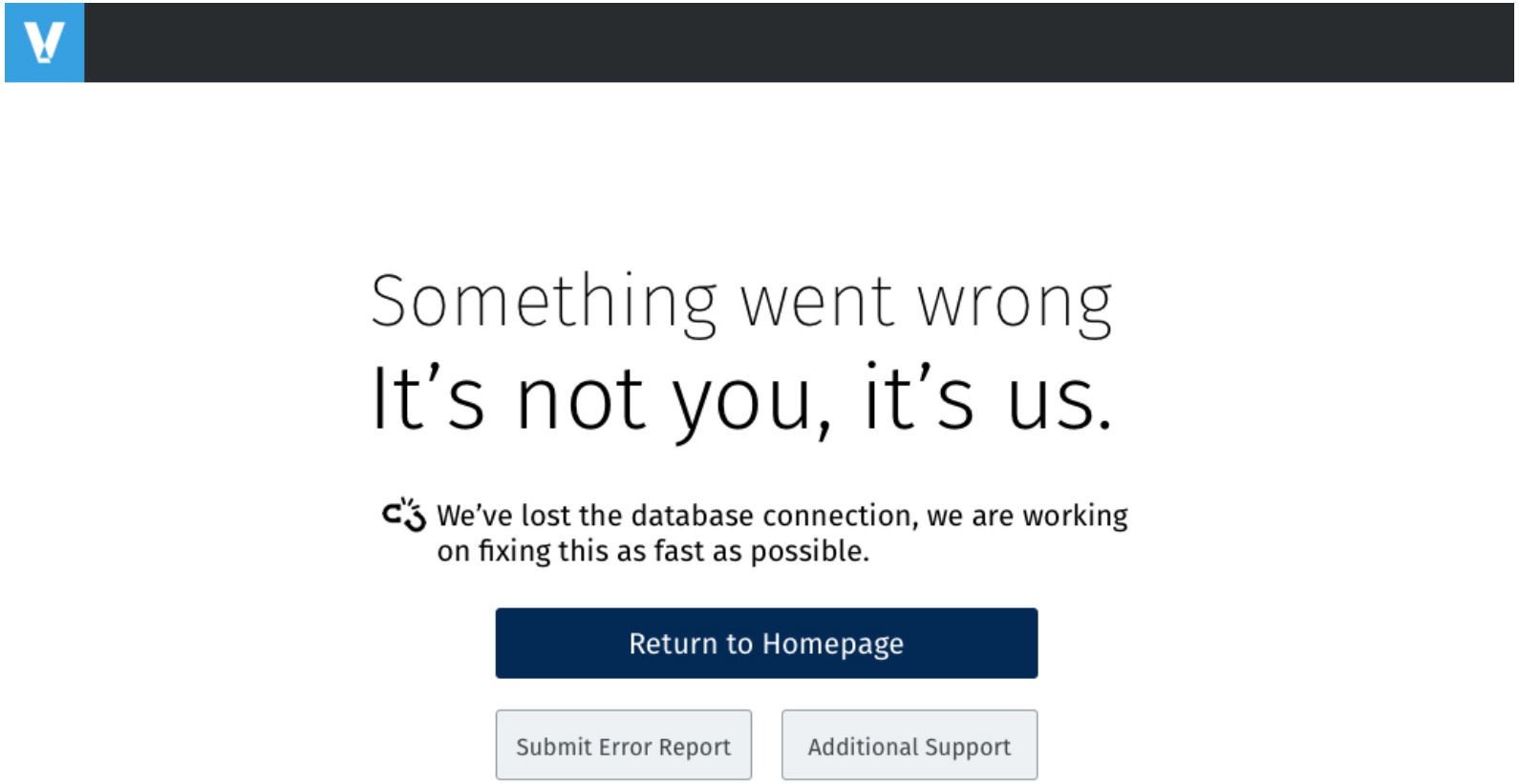
Submit Error Report

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



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

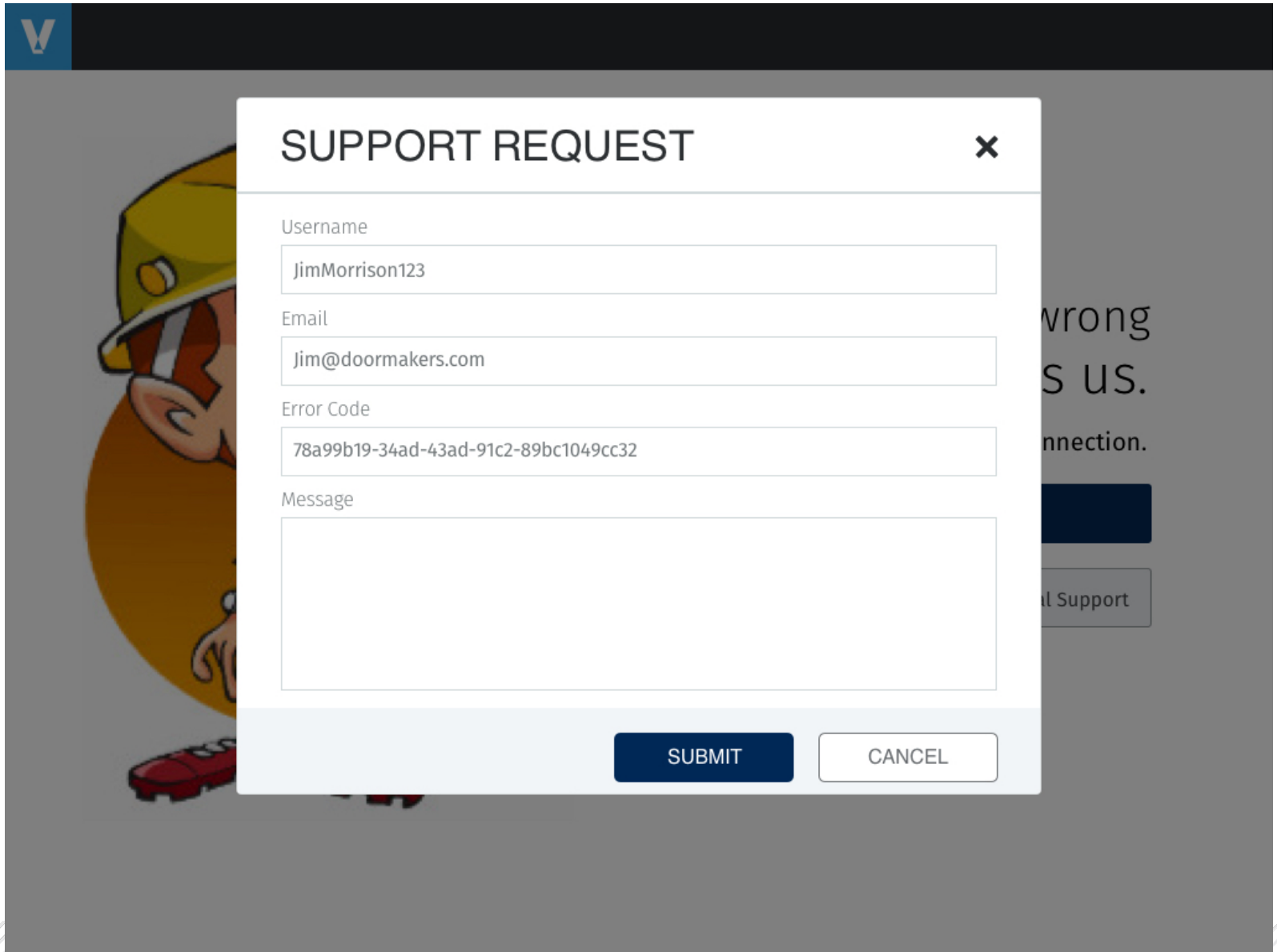
Submit Error Report

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



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.