

HOW TO DESIGN AN AWESOME NO RESULTS PAGE

A set of useful wireframes
and references



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CONFRONTING NO RESULTS

01
INTRO

No Results pages present a massive roadblock to any search journey. They cause frustration and, more often than not, they are the main reason a customer chooses to leave a site. But sometimes these pages are unavoidable, either because people are looking for products not present in the catalogue or because they are looking for a vacuum cleaner in a fashion store (yes, it happens).

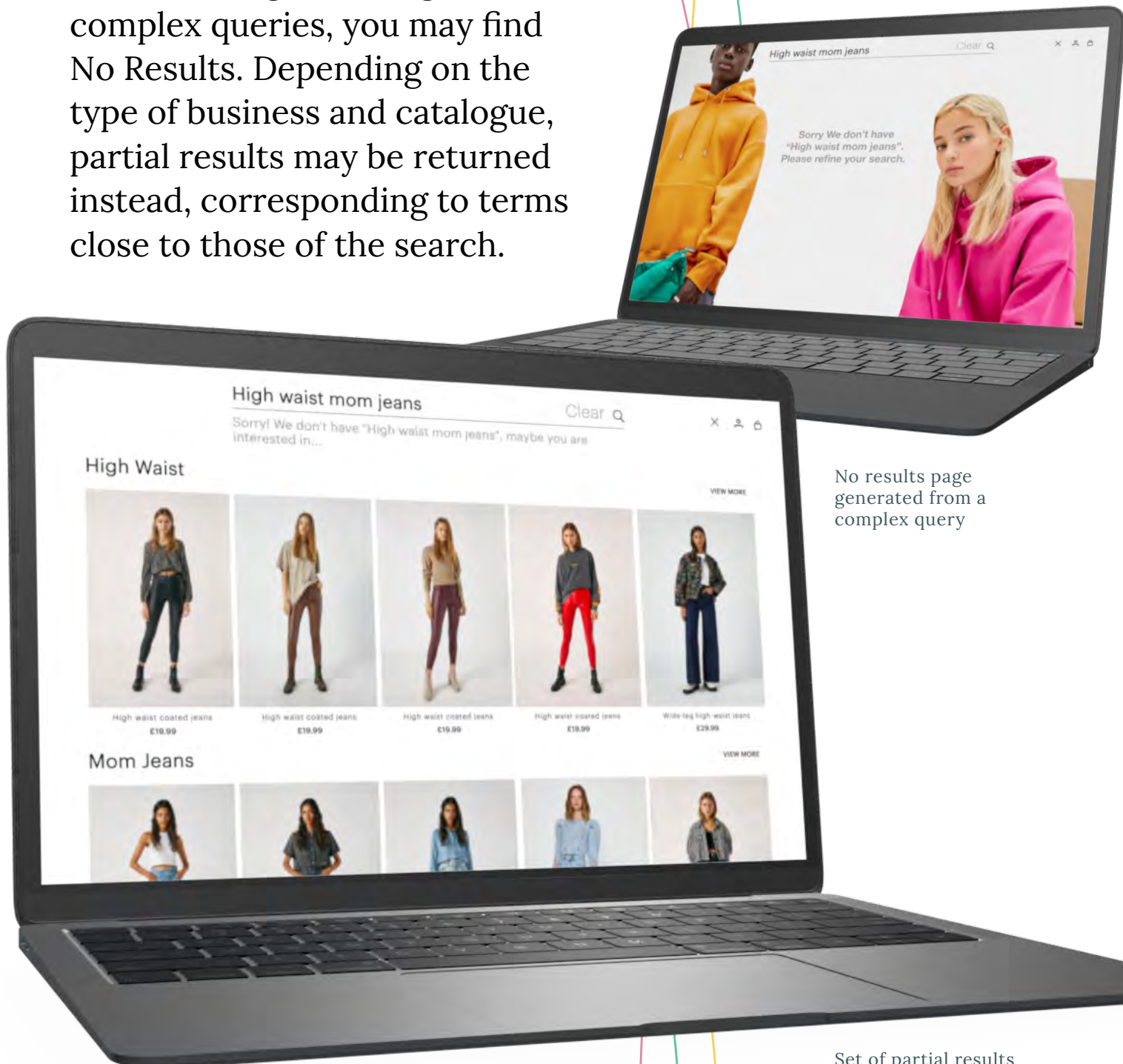
Thanks to Empathy technology, you can resolve many possible No Results scenarios, for example mistypes, synonymous and SKU searches; or you can just guide users through a successful search, for example with search suggestions. What's more, Empathy Playboard offers you a lot of configuration tools to avoid those dreaded pages.

For all these scenarios where No Results pages must be shown, now you have a set of useful wireframes and references. The main goal is always encouraging shoppers to continue with their search experience and to discover surprising value in the e-shop catalogue.

PARTIAL RESULTS

02 PARTIAL RESULTS

When dealing with long or complex queries, you may find No Results. Depending on the type of business and catalogue, partial results may be returned instead, corresponding to terms close to those of the search.

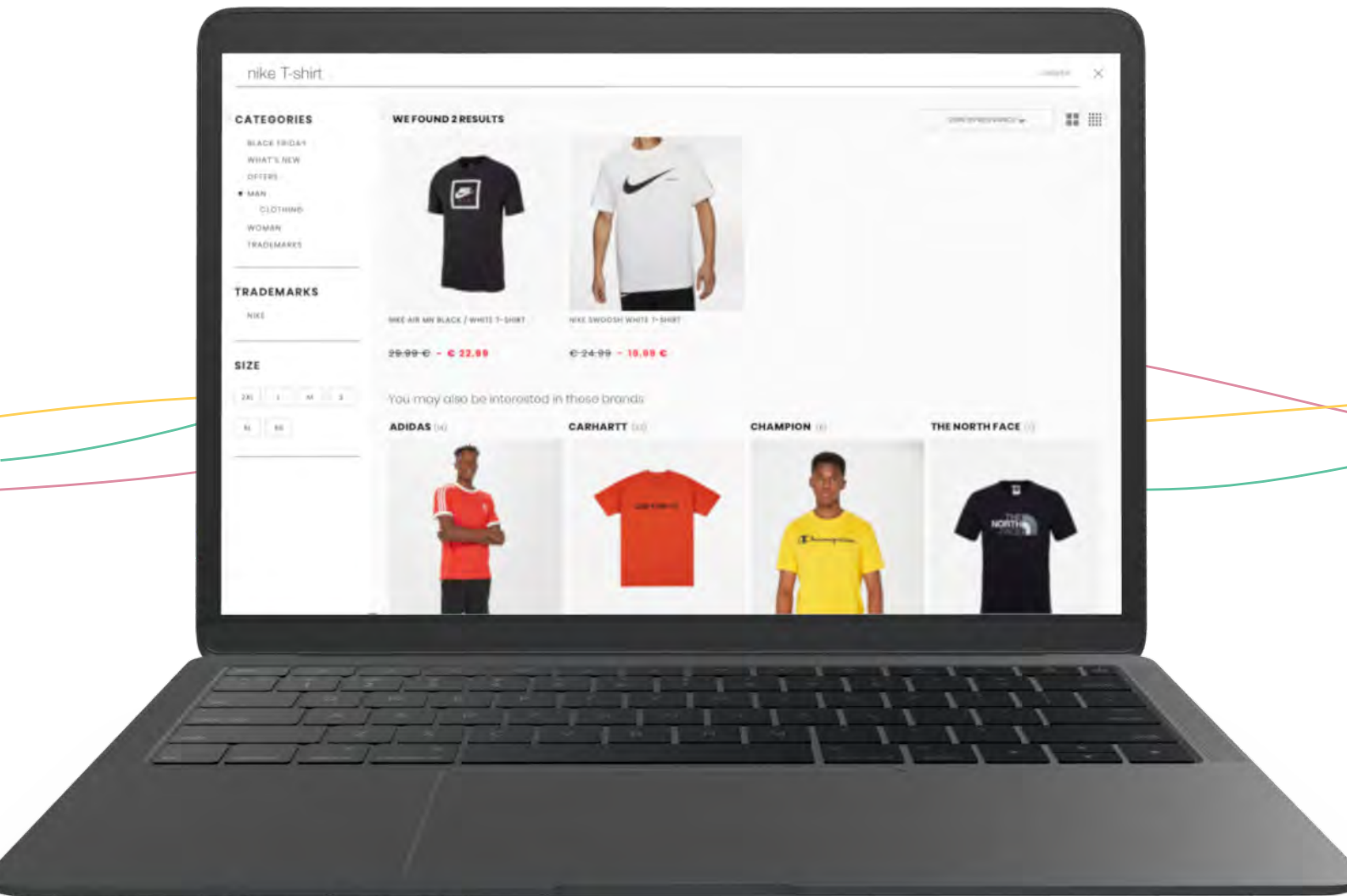


No results page generated from a complex query

Set of partial results that partially match the original query

QUERY CONTEXT

03
CONTEXTUALISED
QUERY



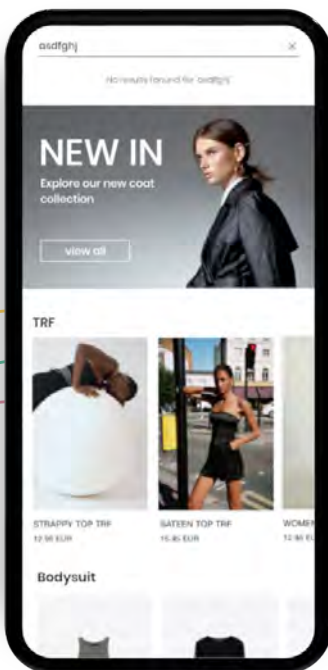
By inferring the query typology and the consumer's behaviour in past search session history, we can offer alternative results. This is a great approach when a shopper is looking for brands or models not present in the catalogue.

Low number of results from user's query enhanced with alternate products available from similar brands in the category.

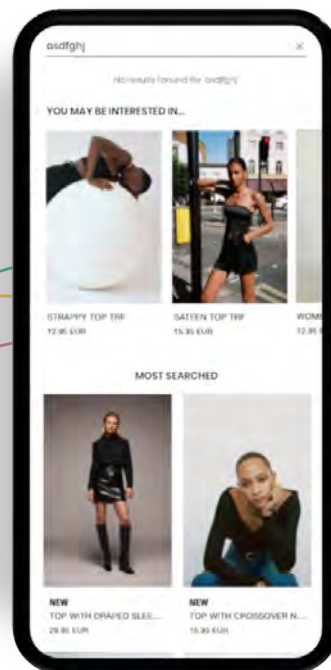
TAILOR-MADE PAGES

04 TAYLOR MADE RESULTS

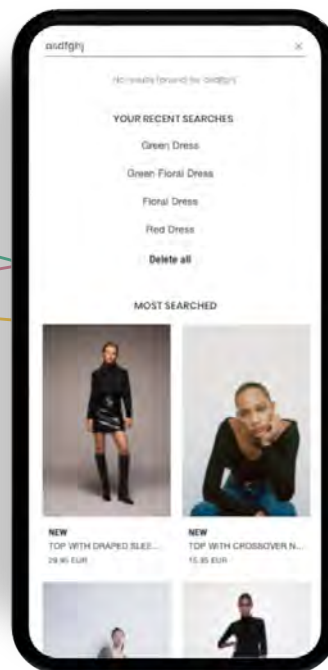
Tailored to the kind of business, No Results pages may be customized so that the site avoids serving a blank page to shoppers. The site still informs users that no results were found but the No Results page smoothly guides them through other searches or categories. The No Results page may deploy:



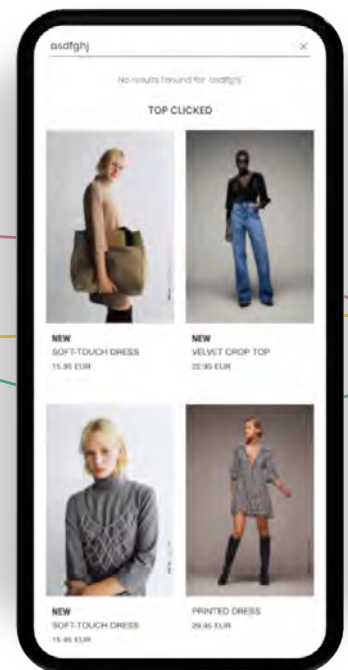
Promotional banner and popular results



Promoted links and popular results.

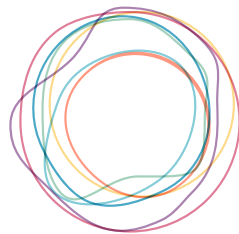


The user's search history



Top clicked items

Paying attention to your No Results queries is critical to decide what actions need to be taken on your search and design the best Search and Discovery experiences; making them expressive and sensitive. Of course, keep in mind that you can always contact us to help you.



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