

# EMPTY STATES

Content strategy

# Things to think about when reading this deck

- Empty states are proactive, positive, opportunities for educating users and building brand ([MD guidelines](#))
  - Industry agrees! ([Invision](#), [Shopify](#), [TechCrunch](#))
- Providing paths forward on **no results pages** (query tips, suggestions, etc.) is crucial for engagement ([Baymard](#), [Nielson Norman](#))
- Users appreciate fun illustrations, but **notice when they don't match language** & CTAs ([Daydream](#), [Photos](#), [REACH](#))
- People tend to click buttons anyways, but do so with **more confidence** in a well designed empty state ([Search Ads](#))

# Why we fill up empty spaces

Empty states show up when content doesn't. Think lists without items, searches without results, and offline error screens.

As you might imagine, moments like these that inherently show nothing can feel disruptive or confusing. Encountering a truly empty empty state is like opening a door and finding a black hole. It's the opposite of progress.

**That's why we make empty spaces more than empty.** Designed right, they become pivotal moments that add education and delight to any user experience.

*+ retention*

*+ flow completion / engagement*

*+ feature adoption*

## INTRO

# Voice & tone

*Shopping shows its bright side on empty states – to empathise, guide, and convert confusion into delight.*

*Google voice*

Useful

Honest

Human

Optimistic

**Playful**

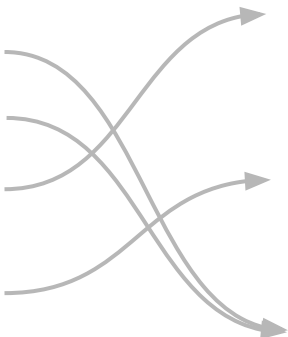
Fun and full of little surprises, like the new candy store on the block.

**Understanding**

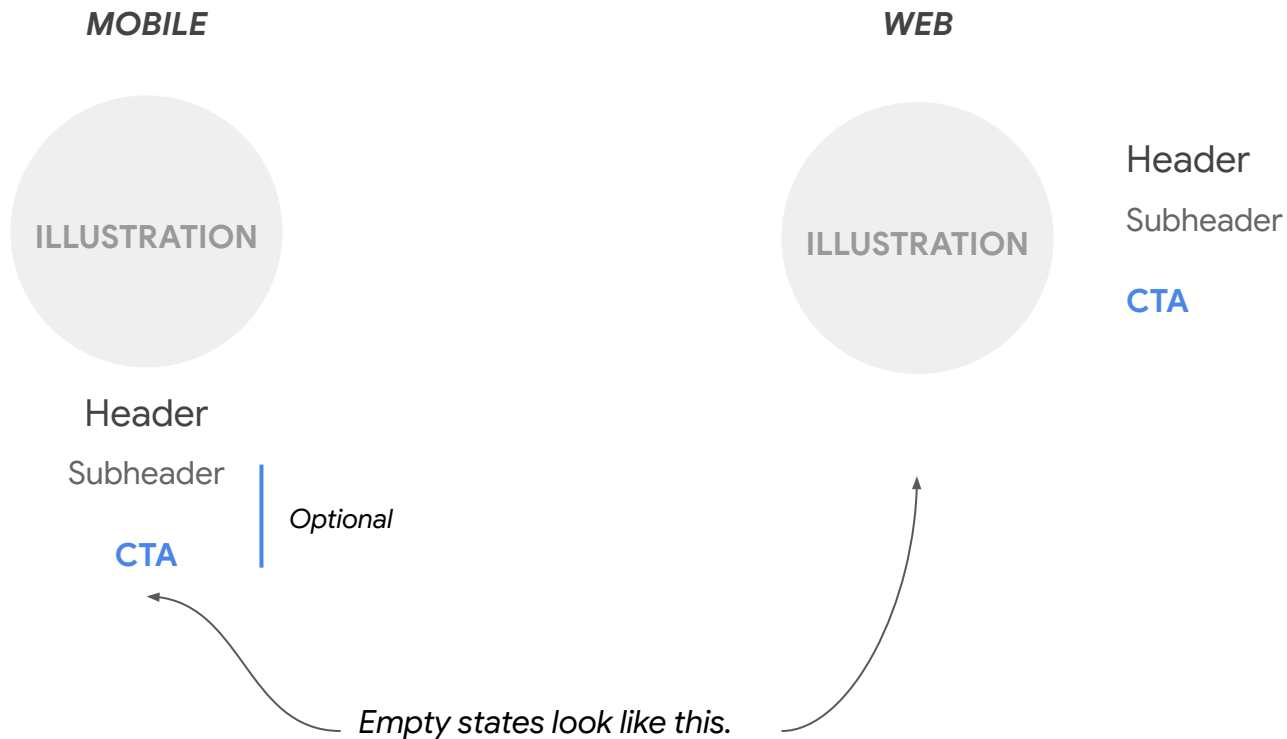
Inspiring without pressure.

**Proactive**

Never at a loss for ways to keep the shopping going.



# Pattern basics



# Best practices

Leverage positive, brand-infused headers and illustrations

Don't sacrifice clarity for conversationality

Match illustrations and content thematically and tonally. Users notice when you don't.

Make sure verbal/visual tone is appropriate for the emotional experience

Make empty states actionable and progress oriented, when possible

Build actionable paths, such as query tips and suggestion modules, on **no results pages**. This is crucial.  
([Baymard](#), [Nielsen Norman](#))

# Content redesigns

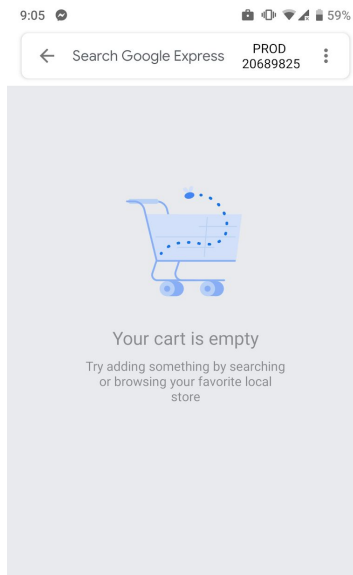
# Empty cart [DONE]

PLAYFUL

UNDERSTANDING

PROACTIVE

## Current screen



## Updated text

**Get your cart rolling**  
Add items to fill up your cart  
  
[Start shopping]

## Updated visual



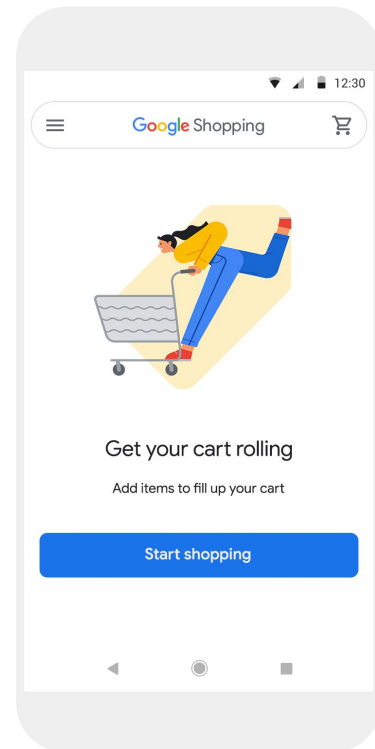
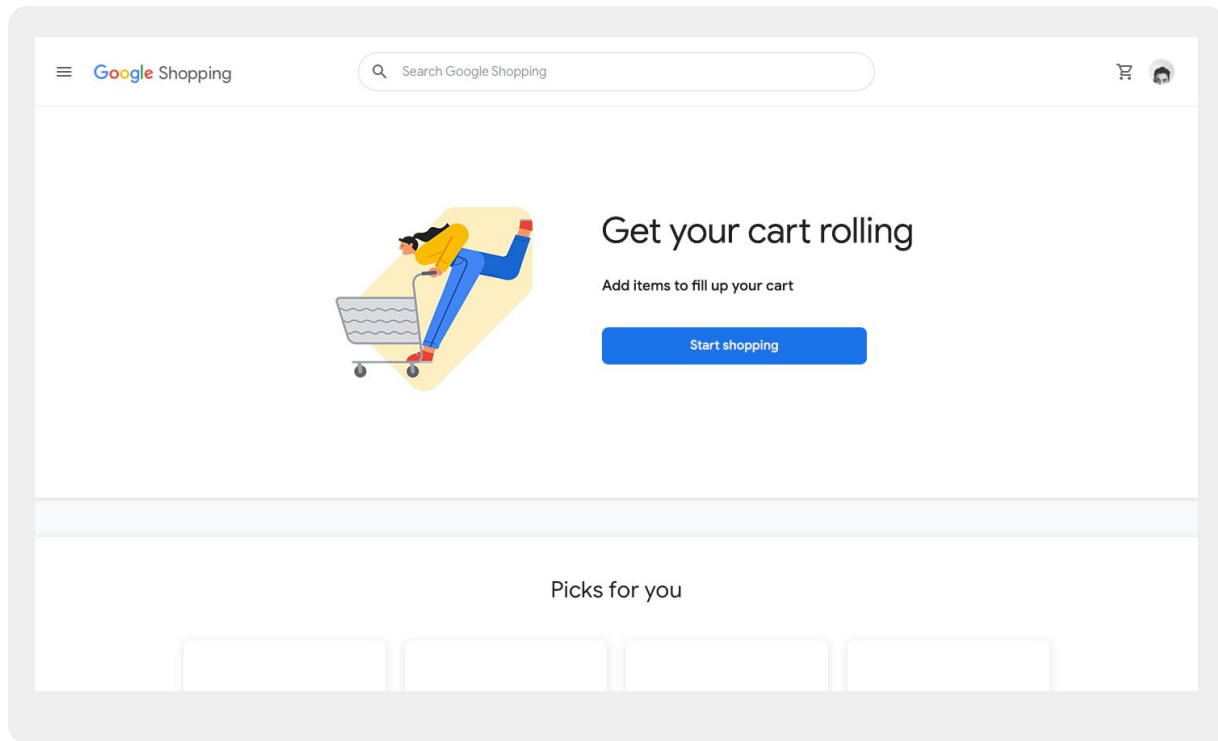


# Empty cart [DONE]

PLAYFUL

UNDERSTANDING

PROACTIVE



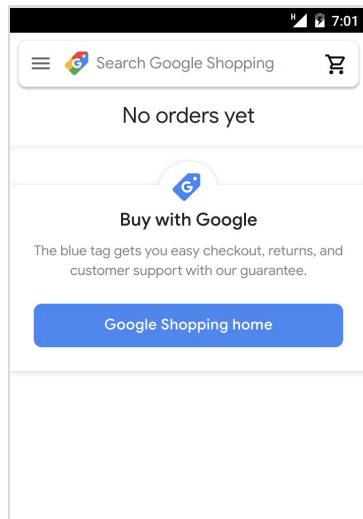
# Order history

PLAYFUL

UNDERSTANDING

PROACTIVE

## Current screen



## Updated text

**Keep track of orders**  
Start shopping and find  
your orders here

[Start shopping]

## Updated visual [WIP]



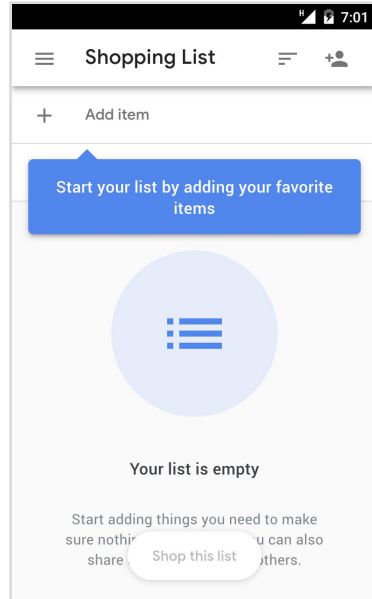
# Shopping list

PLAYFUL

UNDERSTANDING

PROACTIVE

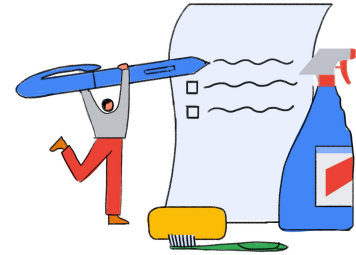
## Current screen



## Updated text

**Need it? List it.**  
Add items you need to build  
a shopping list you can also  
share

## Updated visual [WIP]



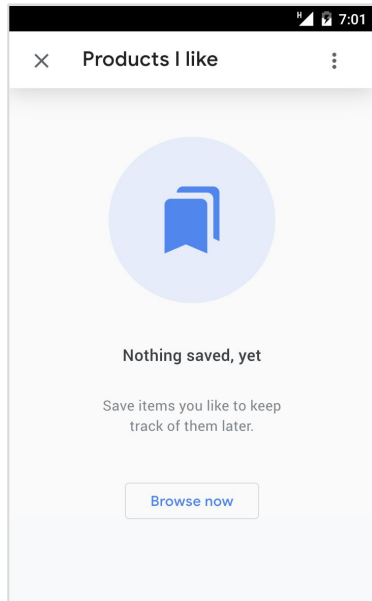
# Saves

PLAYFUL

UNDERSTANDING

PROACTIVE

## Current screen



## Updated text

**Save products you like**  
Keep track of discoveries  
here

[Shop]

## Updated visual [WIP]



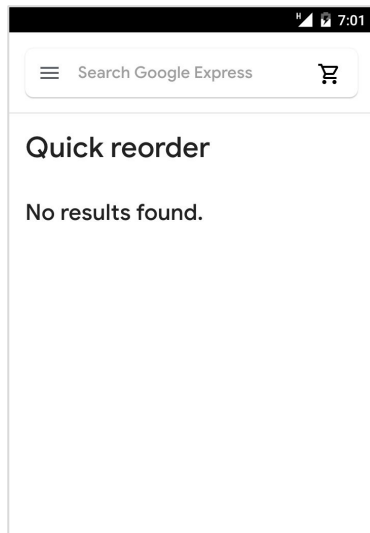
# Quick reorder

PLAYFUL

UNDERSTANDING

PROACTIVE

## Current screen



Navigation icon

## Updated text

**Buy it again**  
Suggestions for items to  
reorder show up here

[Shop]

## Updated visual [WIP]



# Notifications (new)

PLAYFUL

UNDERSTANDING

PROACTIVE

## Current screen

☰  Search Google Shopping 

### Notifications



#### Abandoned cart



Looks like you still have some items in your cart. Tap here to check out now!

1 hour ago



#### Stock up?



Care to reorder one of your recurring items?

2 hours ago



#### Price drop!



Intex · Floating Island · Pool Float · 2 person  
· For Kids

5 minutes ago



#### Delivered!



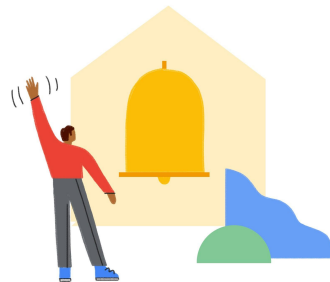
Your Best Buy order #42TK421C138 has been delivered.

1 day ago

## Updated text

**Your notifications live here**  
Keep track of order updates,  
promos, and more

## Updated visual [WIP]



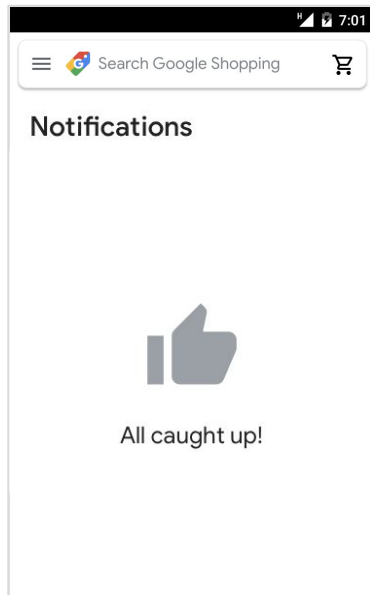
# Notifications (all dismissed)

PLAYFUL

UNDERSTANDING

PROACTIVE

## Current screen



## Updated text

You're all caught up

## Updated visual [WIP]



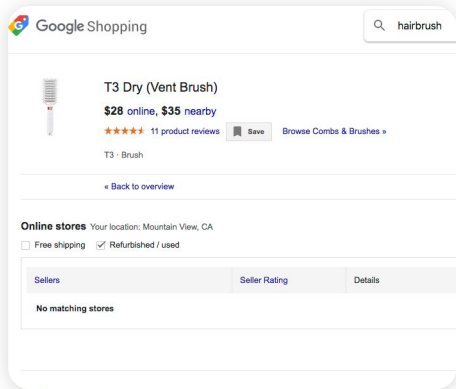
# No matching stores

PLAYFUL

UNDERSTANDING

PROACTIVE

## Current screen



## Updated text

**No matching stores**  
Try changing your location or filters

## Updated visual

This is an atypical case that might not accommodate the empty state pattern without a full redesign.

For now, text is sufficient.



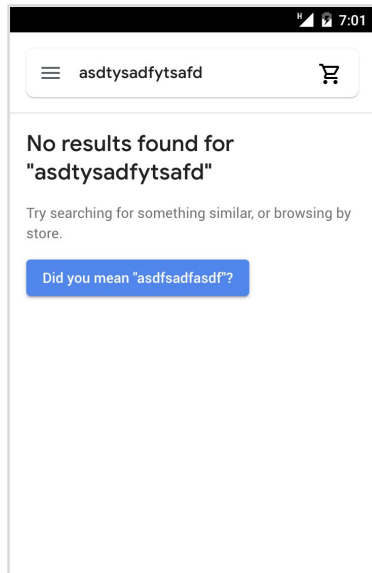
# No search results

PLAYFUL

UNDERSTANDING

PROACTIVE

## Current screen



## Updated text

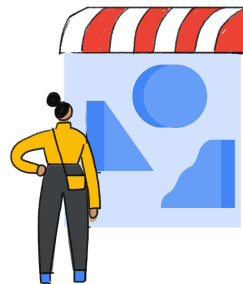
**No results for “<query>”**

[Suggested search module]

[Explore categories module]

^modules should appear  
below empty state  
components so it's clear that  
search failed.

## Updated visual [WIP]



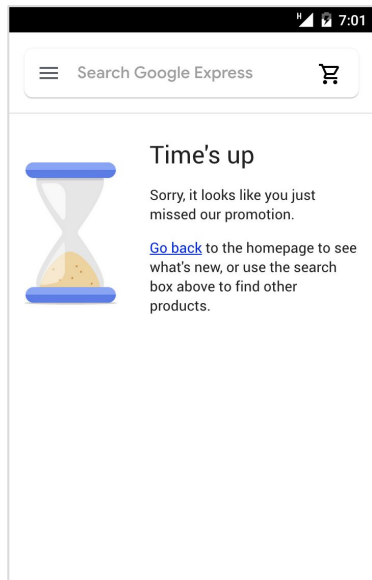
# Expired promo

PLAYFUL

UNDERSTANDING

PROACTIVE

## Current screen



## Updated text

**This promotion expired**  
But the next one is just  
around the corner.

[See latest promotion]

## Updated visual [WIP]



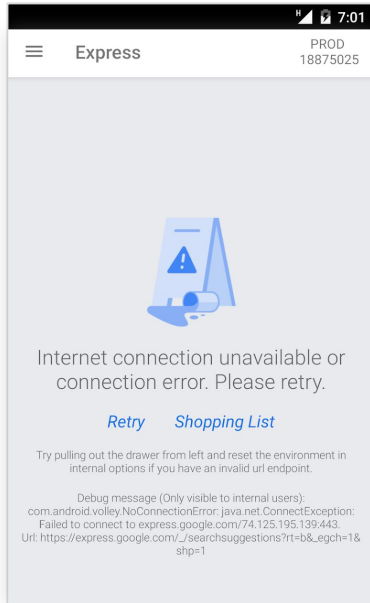
# No connection

PLAYFUL

UNDERSTANDING

PROACTIVE

## Current screen



## Updated text

**Can't reach the internet**  
Check your connection and  
try again

[Try again]

## Updated visual [WIP]



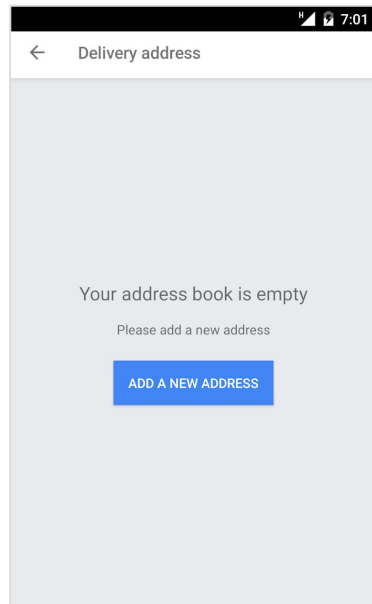
# No address

PLAYFUL

UNDERSTANDING

PROACTIVE

## Current screen



## Updated text

**Checkout faster**  
Add delivery addresses for a  
faster, more convenient  
checkout

[Add]

## Updated visual [WIP]



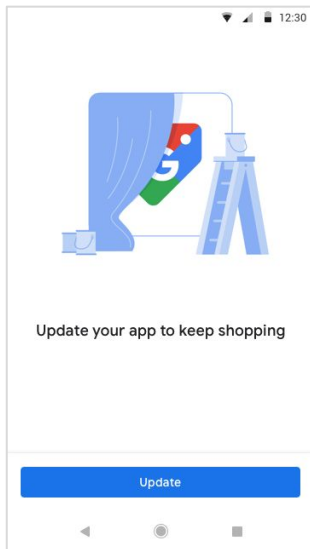
# Update app

PLAYFUL

UNDERSTANDING

PROACTIVE

## Current screen



## Updated text

**Google Express is now  
Google Shopping**

Update your app to keep  
shopping the stores you  
know

[Update]


## Updated visual

*Mock only needs copy  
update.*

AUDIT

**External: Amazon**

## Empty cart: Signed out



Get **\$10 Off Instantly** upon approval for the Amazon.com Store Card

[Apply now](#)

10 Instant Gift Card

### Your Shopping Cart is empty.

Your Shopping Cart lives to serve. Give it purpose — fill it with books, CDs, DVDs, toys, electronics, and more. If you already have an account, [Sign in](#) to see your Cart. Continue shopping on the [Amazon.com homepage](#), learn about [today's deals](#), or visit your [Wish List](#).

The price and availability of items at Amazon.com are subject to change. The Cart is a temporary place to store a list of your items and reflects each item's most recent price. [Learn more](#)  
Do you have a gift card or promotional code? We'll ask you to enter your claim code when it's time to pay.

✗ Large chunks of skippable text with some links

## Empty cart: Signed in

### Shopping Cart

#### Your Shopping Cart is empty.

You have items saved to buy later. To buy one--or more--now, click Move to Cart next to the item.

**Saved for later (13 items)**

✗ Repeated “shopping cart” & no links

- Somewhat provides forward content (“Saved for later”)

## No results

Use fewer keywords or try these instead

No results for visvim saint laurent.

saint laurent [See over 2,000 results](#)



Lovely Saint Laurent Monogram YSL Small Chain Shoulder Bag

★★★★★ 1

More Buying Choices  
**\$104.00** [\(4 new offers\)](#)



Yves Saint Laurent - Women's Perfume EDP Yves Saint Laurent EDP

★★★★☆ 166

**\$70<sup>73</sup>** - **\$188<sup>00</sup>**

[prime](#)  
FREE Shipping on eligible orders

✗ Not immediately clear that search failed

✓ Provides modules for similar terms (though the labelling isn't great)



### Empty lists

Your Watchlist is currently empty

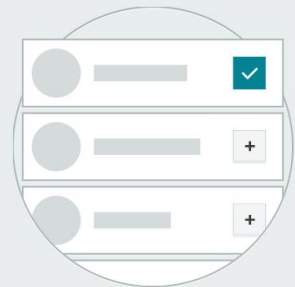
Add TV shows and Movies that you want to watch later by clicking Add to Watchlist.

- Lacks illustration
- Decent subheader

You haven't hearted any items yet.

EXPLORE NOW

✗ Doesn't explain feature (esp. b/c this is different than wish list)



**Your Fanshop is empty.**

Add your favorite teams to explore their latest gear.

Add teams

✓ Provides CTA & explanatory header + subheader

- Illustration doesn't convey anything about sports

**External: Ebay**

- Repetitive messaging in text & CTA, but otherwise OK

### Empty cart

You don't have any items in your cart. Let's get shopping!

Start shopping

### No results

All Listings

Accepts Offers

Auction

Buy It Now

Condition ▾

Delivery Options ▾

0 results



[Save this search](#)

#### No exact matches found

Save this search to receive email alerts and notifications when new items are available.



[Save this search](#)



Results matching fewer words



[Lootcrate Exclusive Mob Psycho 100 Medium Unisex T Shirt Never Worn Red Black](#)

- Appropriate header

✓ Provides 2 ways forward (“Save this search” and also alternative results module)

- CTA a little long



✗ Heart  $\neq$  "Watchlist"



### You have no items in your Watchlist.

Start adding items to your Watchlist today! Simply tap 'Add to watchlist' next to the item you want to keep a close eye on.



### You haven't viewed any items recently

For starters, shop around on our [Home Page](#) or check out our [Daily Deals](#)

- Text & illustration match

✓ Subheader complements header well, is actionable



### Your tasks will live here.

Once you start selling, you'll be able to see your to-do list where you can see the items you need to take action on.

- Text & illustration match

**External: Etsy**

✓ Subheader is actionable & reflects brand well

- Illustration would be nice here

### Empty cart

**Your cart is empty.**

[Discover something unique to fill it up](#)

🌱 Etsy offsets carbon emissions from every delivery

### No results

Showing results for **mob psycho**.

**saint mob laurent psycho** had no results.

Search instead: [psycho](#) [saint mob psycho](#)

All categories > "mob psycho" (312 Results)



Body Improvement Club - Mob Psyc...

nerdloveshop

★★★★★ (869)

\$14.95



T-Shirt Mob Psycho 100 Shigeo Kag...

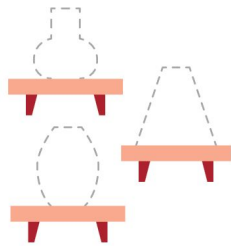
TManShop

\$17.54

✗ Not immediately clear that search failed

✓ Provides search results for a similar term and "Search instead" options

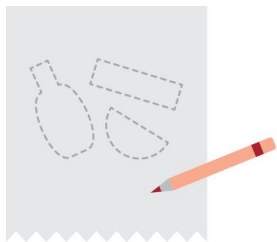
## Empty lists



You don't have any favorite shops yet! Explore Etsy and find a shop you'll love.



These are a few of your favorite things... or they will be, once you favorite something.



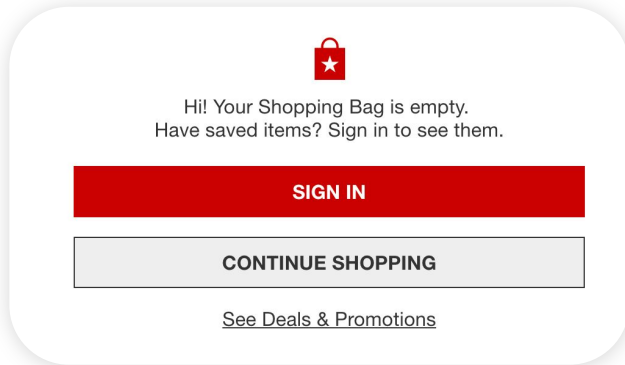
Create lists to organize your finds and share them with friends.  
Get inspired (or inspiring)!

- ✓ Great illustrations
- ✓ Text is informative, fun, and feels like Etsy
- ✓ Encouraging, optimistic tones

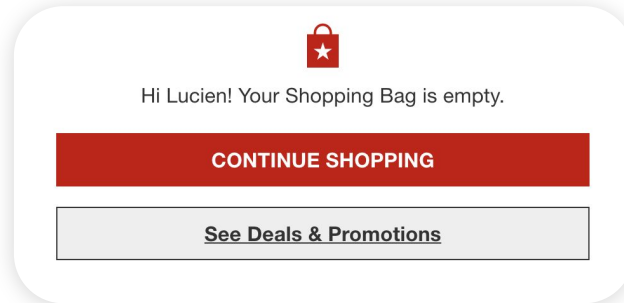
**External: Macy's**



### Empty cart: Signed out

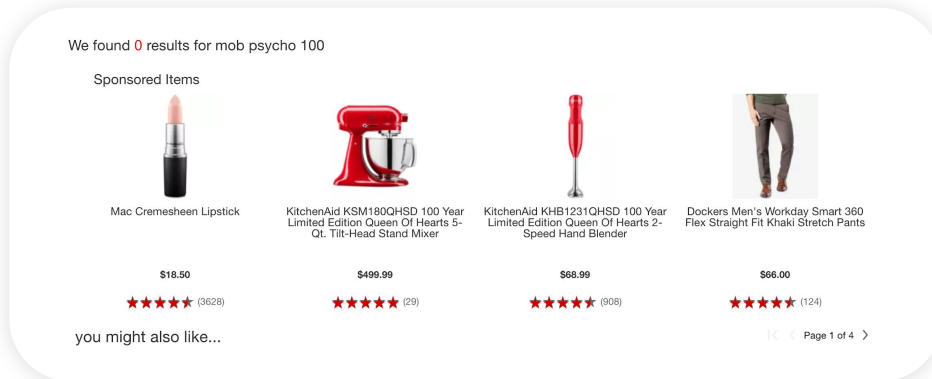


### Empty cart: Signed in



- Not much to note here
- CTAs adequate

### No results

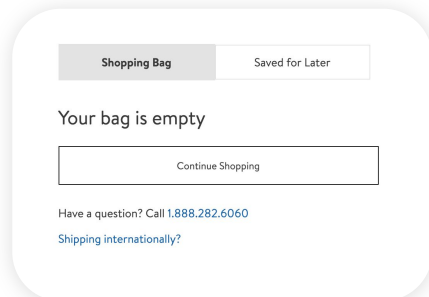


- Shows sponsored items module upon failed search

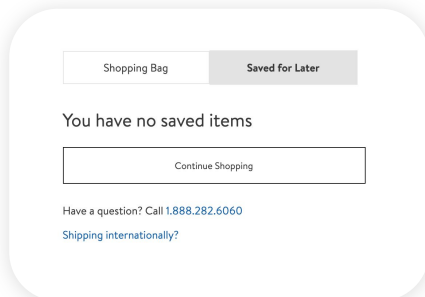
✗ Sponsored items don't really have anything to do with each other

**External: Nordstrom**

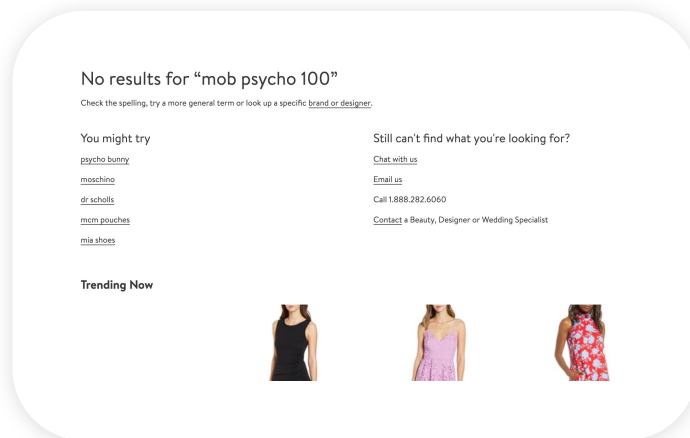
### Empty cart



### Empty list

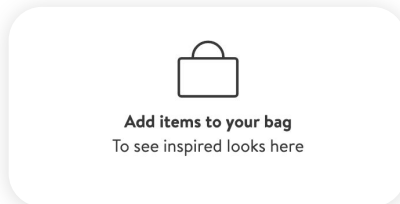
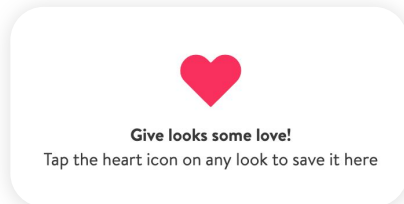


### No results



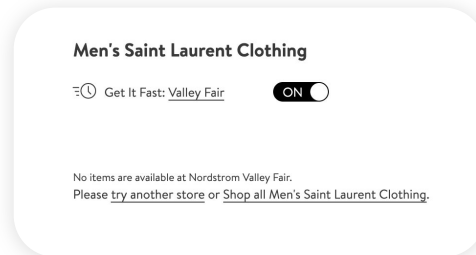
✓ Provides lots of options to keep shopping – “You might try,” “Still can’t find...” and “Trending” modules

### Personalized lists



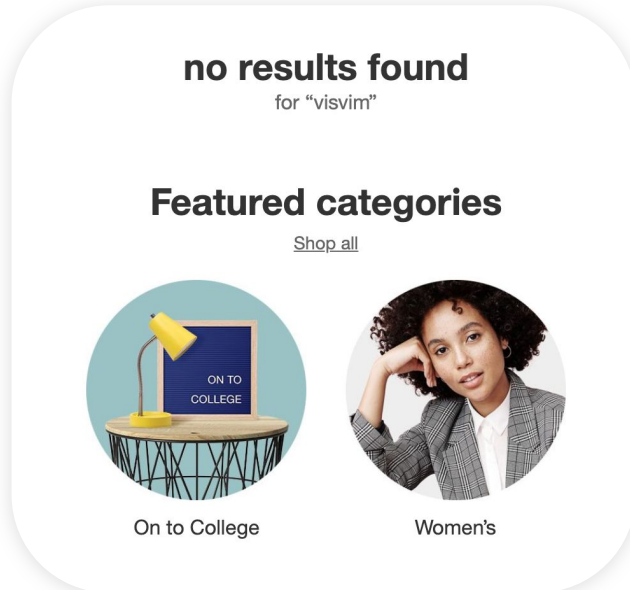
- Hidden weirdly deep in the interface, but look pretty nice

### No nearby stores



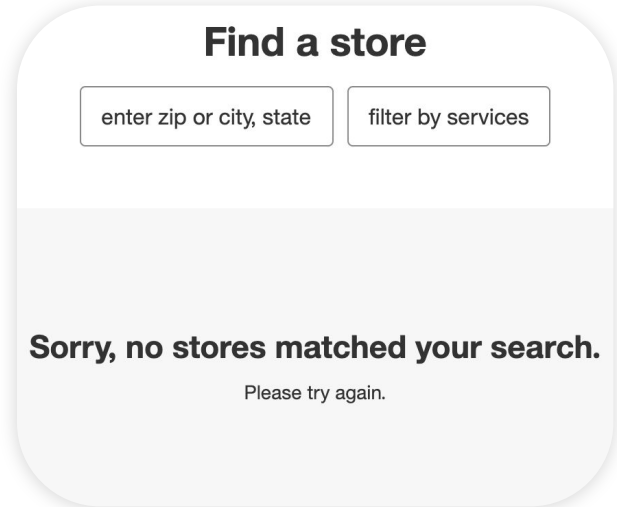
**External: Target**

No results



- Featured categories module (not very personalized, but an interesting choice)

No nearby stores



✗ inefficient information hierarchy

*Empty cart: Signed in*

## Your cart is empty

Check out what we're featuring now!

[Go to homepage](#)



*Empty cart: Signed out*

## Your cart is empty

have an account? sign in to see your cart

[Sign in](#)



✓ Great use of branding

- Proactive tone

✗ Capitalization lol

**External: Wayfair**

Empty cart: Signed in

## Your Shopping Cart Is Empty

Save big on our [Featured Sales](#) or get inspired by our [shoppable rooms](#).

[Continue Shopping](#)

✓ Nice language in subheader

✓ Super actionable

Empty cart: Signed out

## Something missing?

Sign in to see items you may have added or saved during a previous visit.

[Sign In](#)

[Continue Shopping](#)

✓ Nice language in subheader

✓ Super actionable

≈

No results

## We're Sorry!

We can't seem to find any products that match your search for visvim

Need assistance?

[Contact Us](#)

### Shop by Department



- Revolves around apology → “We’re sorry!”  
to “Contact us”

No orders / Empty list

My Account / My Orders

## My Orders

Search by keyword or order #

[Search](#)

[Orders](#)

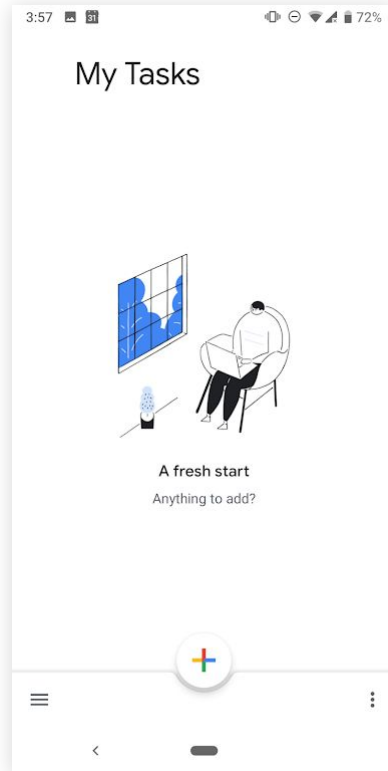
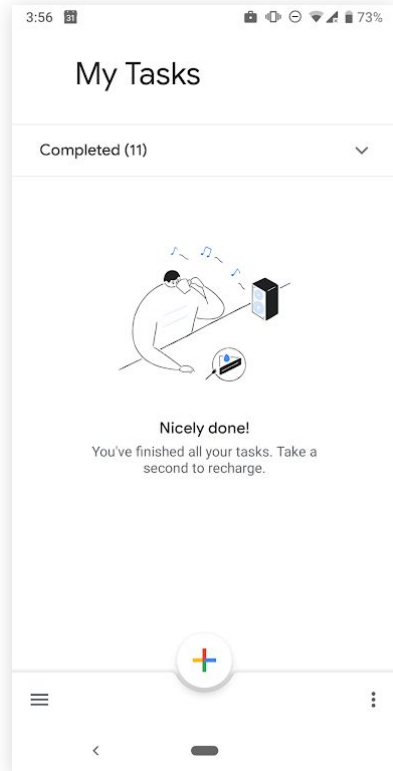
No orders have been placed with this account. [Click here for help.](#)

[Start Shopping](#)

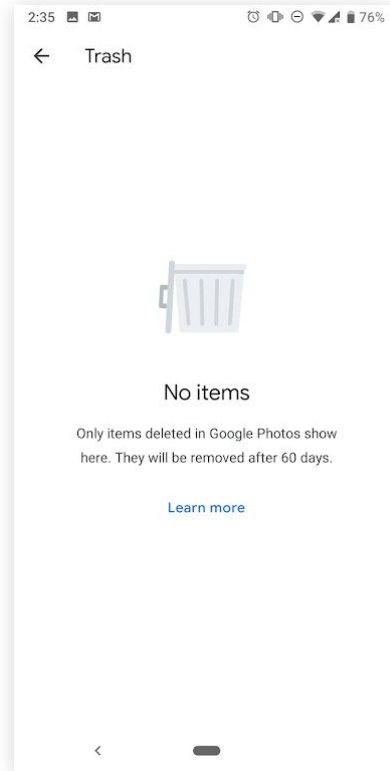


**Internal: Google apps**

## Tasks

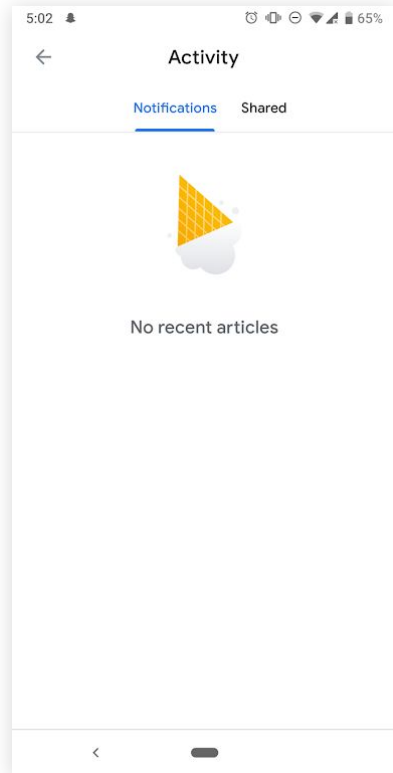


## Keep

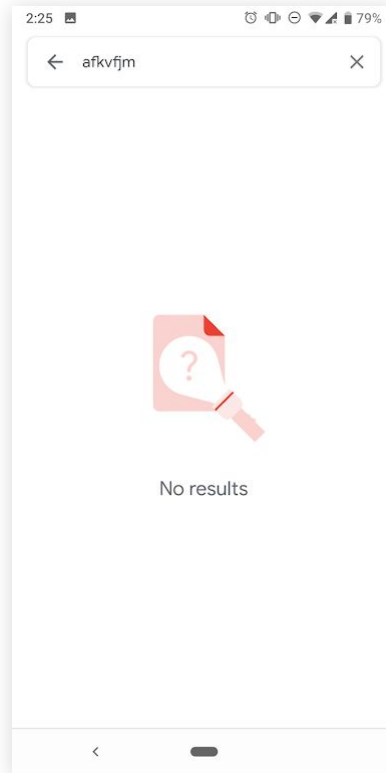


**Thing to note:** Tasks uses different empty states for the same screen depending on whether you've checked off everything (left) or are making a new list (right).

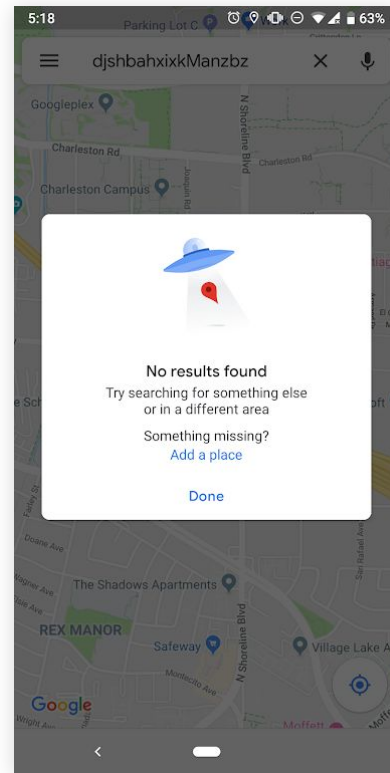
## News



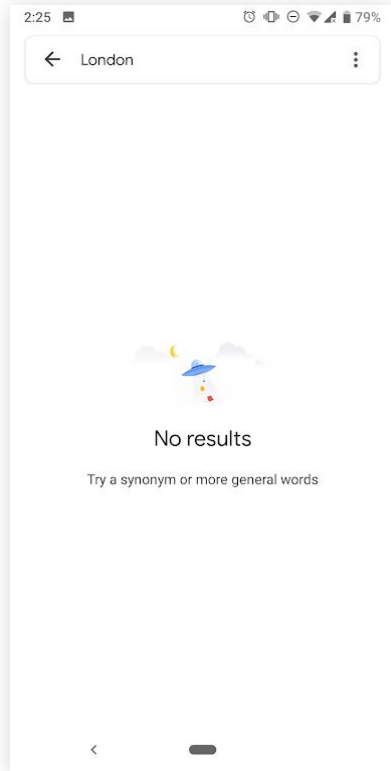
## Gmail



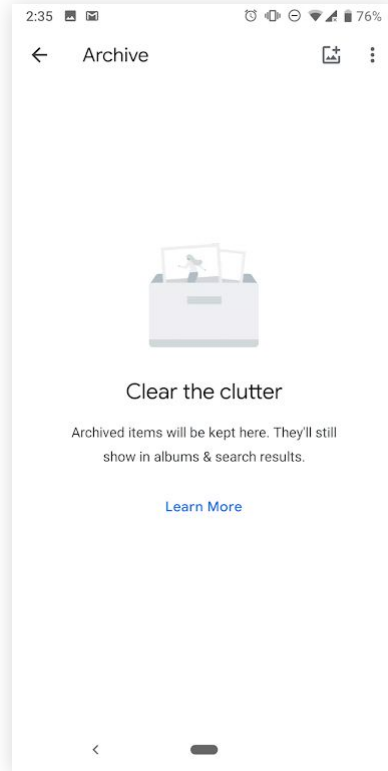
## Maps



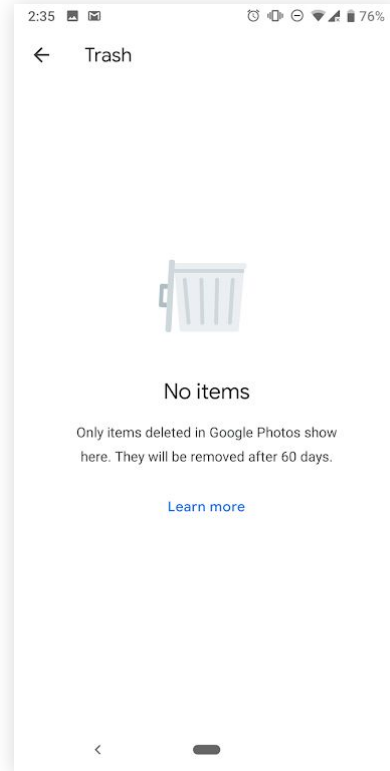
## Photos



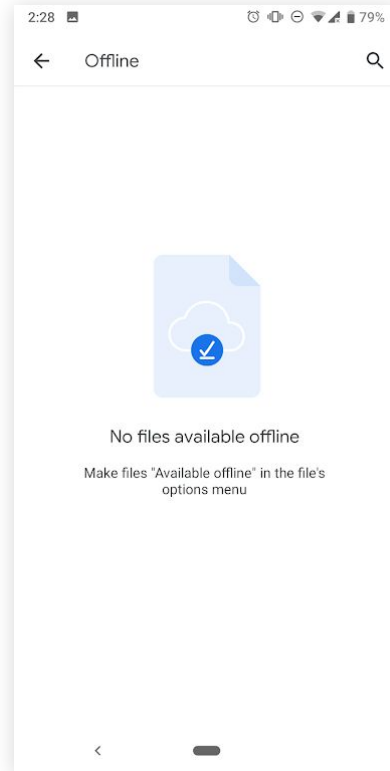
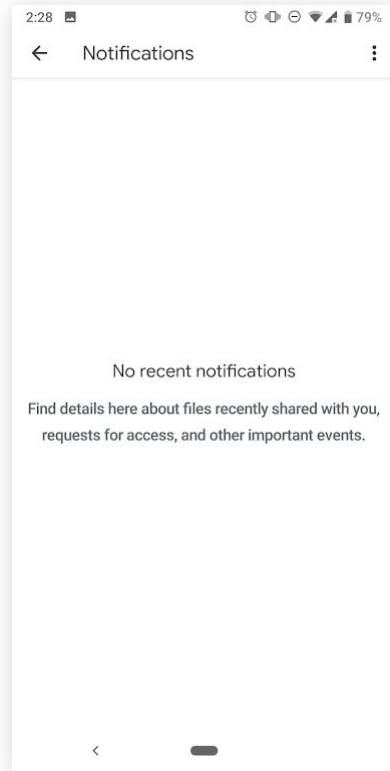
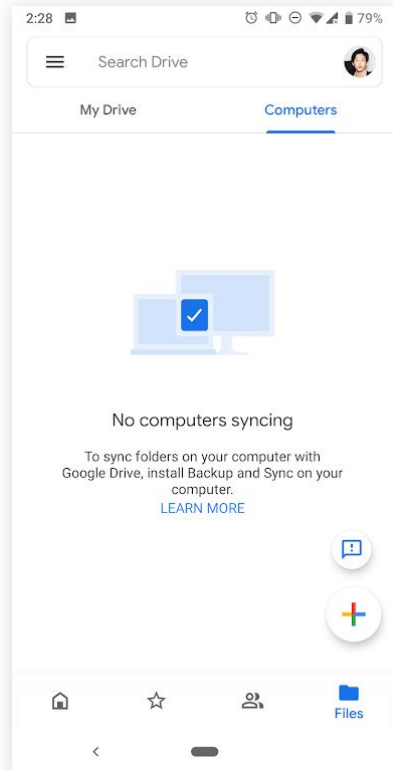
Fun “No results” illustration.



“Clear the clutter” is nice.

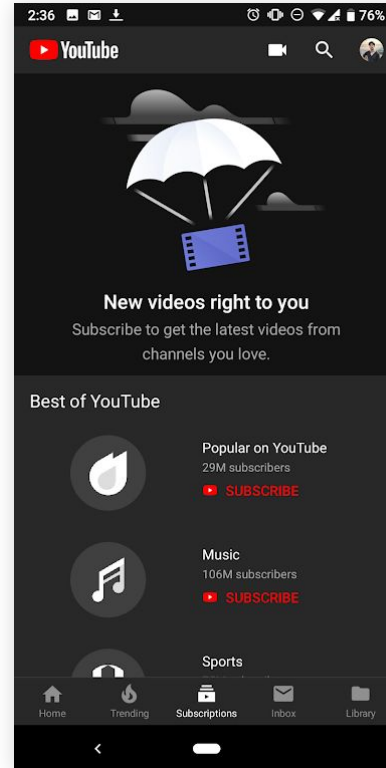
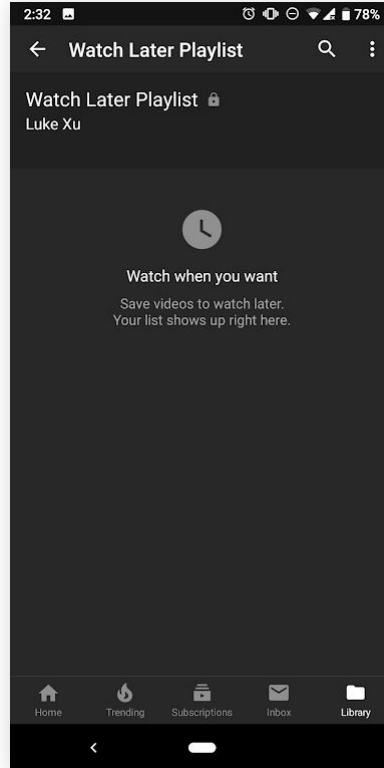
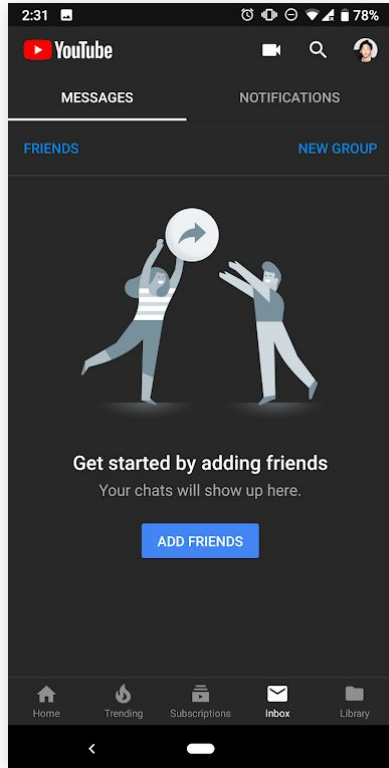


## Drive



Headlines very status oriented.

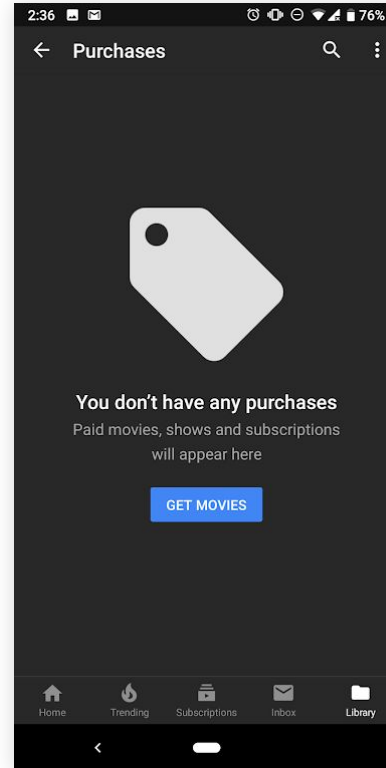
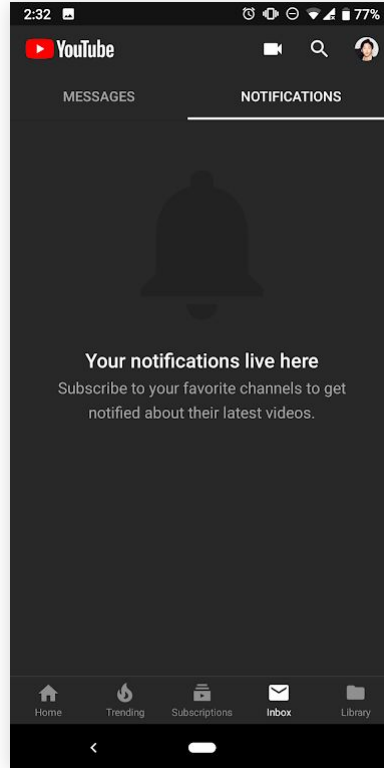
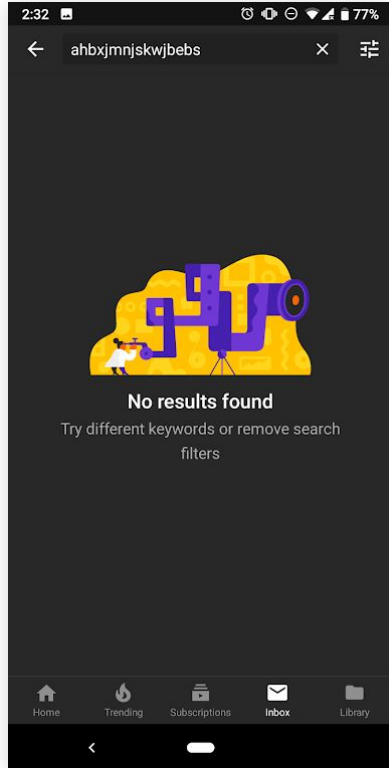
## Youtube



Headlines benefit oriented. (Makes sense for features.)

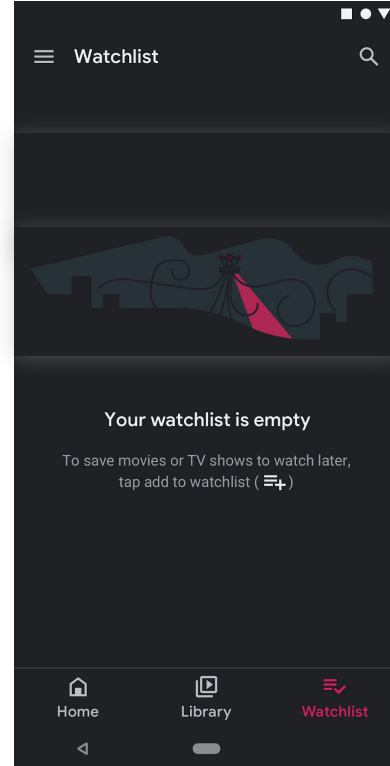
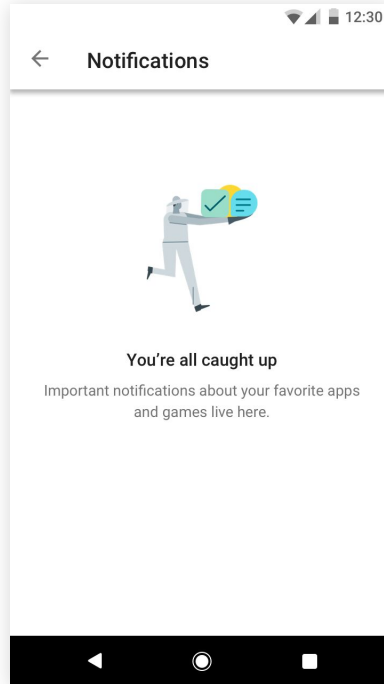
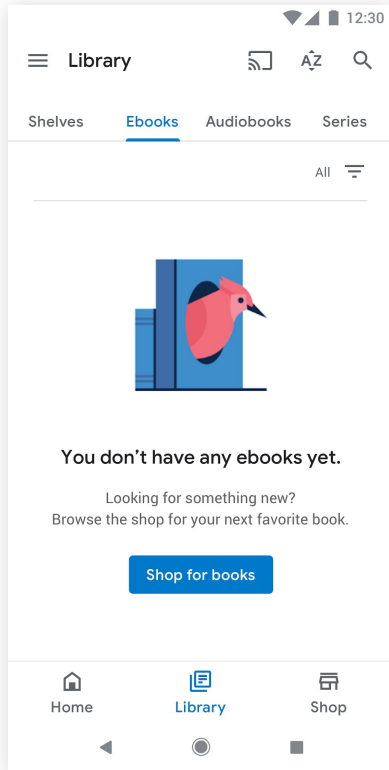
Illustration styles a little inconsistent.

## Youtube



Headlines more status oriented. (Makes sense for search results/feeds/records.)

Play



Concept mocks for redesigns. More inspiring illustration explorations from [Movies](#), [Books](#), and [Store](#).

(Note: copy doesn't seem to be finalized.)





