

DESIGN BRIEF

PROJECT TITLE
Emirates 404 Web Page

DESIGNER
Vanessa

DATE
09.11.2015

VERSION
3

PROBLEM TO SOLVE

When a page cannot be found on the website server it doesn't display a 404 error page but redirects the user immediately to the website home page. This doesn't make clear that the user have reached an incorrect page and might be confusing for them.

SCOPE

404 Web Page

DESIGN GOAL

Visual design will solve this problem by creating a 404 Web Page showing the user they are in the correct website, but in the wrong page.

The design must be clear, simple, elegant and nicely blended in with the look and feel of the rest of the site.

CONSTRAINTS

Follow the branding

Keep some links on the page, so the user can return to a specific area on the website quickly.

Deadline 01st December 2015

ASSUMPTIONS TO TEST

Test with people if this is a recognizable 404 error page, if they think they are still on the same website and if they have the options in order to continue navigating.

TO DO LIST

- Brief
- 404 design examples
- Research (branding, target audience...)
- Text, imagery, illustrations to include
- Design PS
- Intern test
- Spec
- Presentation

NOTES