



Friendly, conversational and polite opening line

Page title informs of main issue. Option to return to main app / previous page

Concise explanation of issue

Simple, actionable troubleshooting options in plain English / no jargon

Play on 'news' element of the app, followed by instruction / CTA

Final clickable CTA in case none of the troubleshooting points work. Gives user the option to ask for professional help as a last resort.