

SHOPIFY CUSTOMER JOURNEYS

Start with what the customer wants to do.

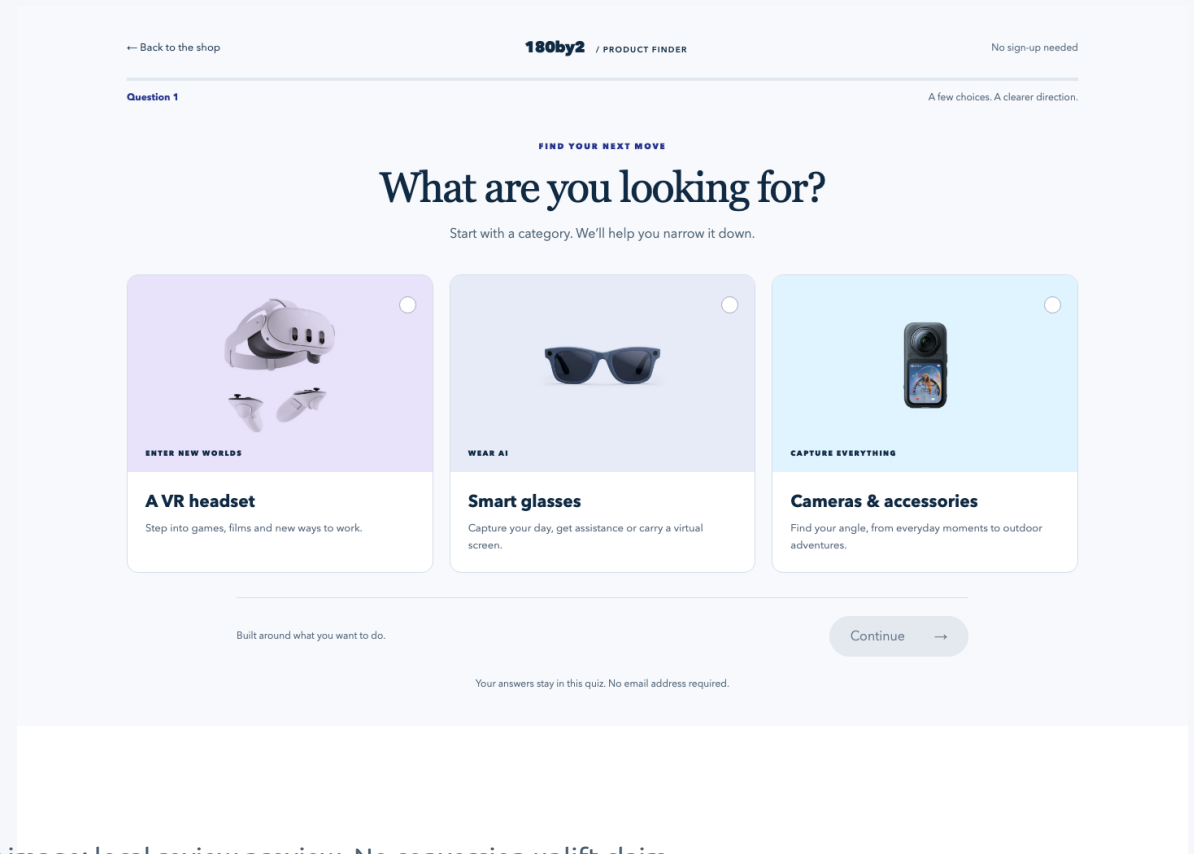
Product discovery, landing-page messaging and responsive buying guidance.

THE CUSTOMER PROBLEM

AI glasses, VR headsets and creator cameras can be hard to compare. Useful discovery begins with a goal and narrows the options before presenting products.

MY CONTRIBUTION

Content hierarchy, question wording, buying logic, AI-assisted prototyping and implementation, and responsive review.

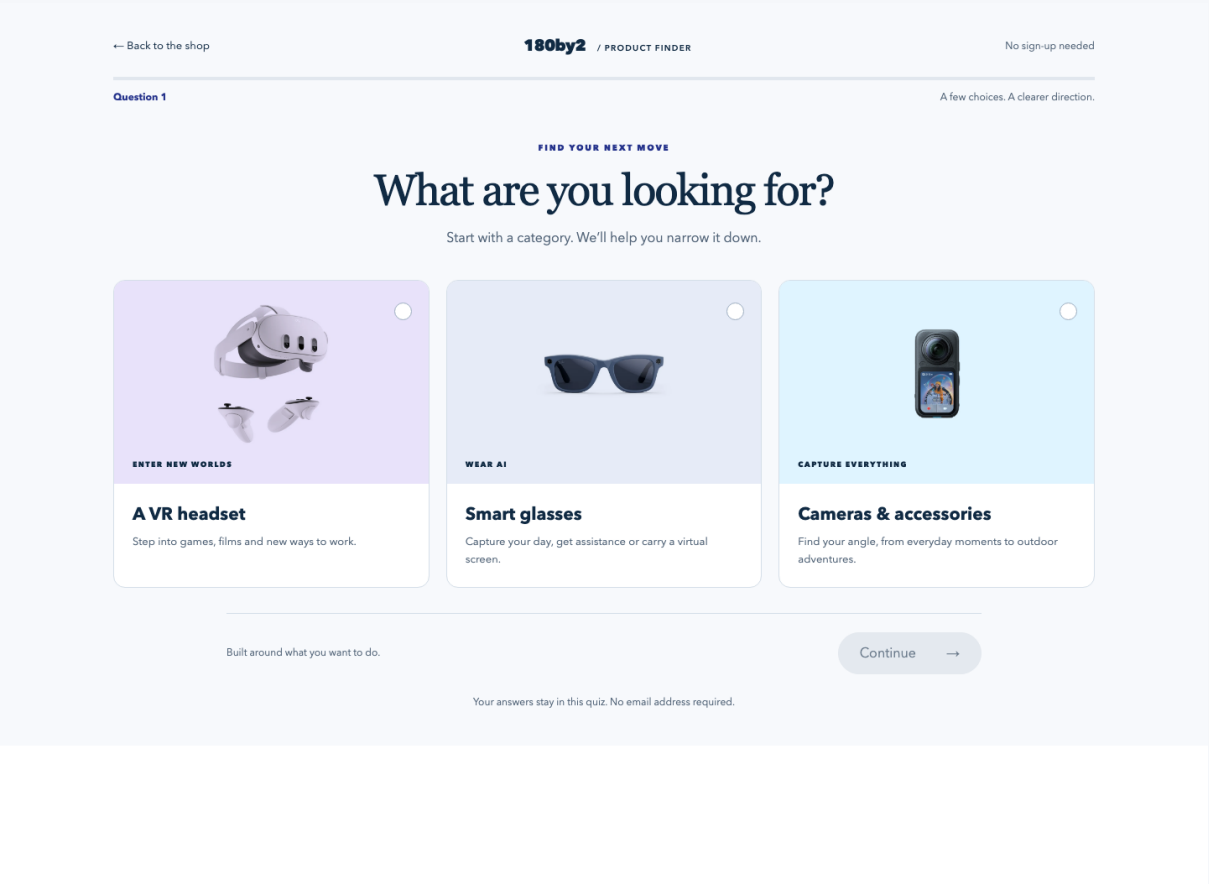


Quiz image: local review preview. No conversion uplift claim.

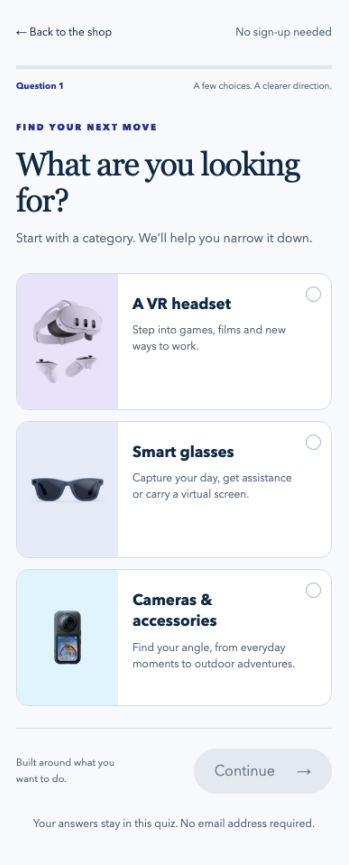
RESPONSIVE EXPERIENCE

The same decision, adapted to the screen.

Category-first entry with clear language and no email gate.



Desktop preview

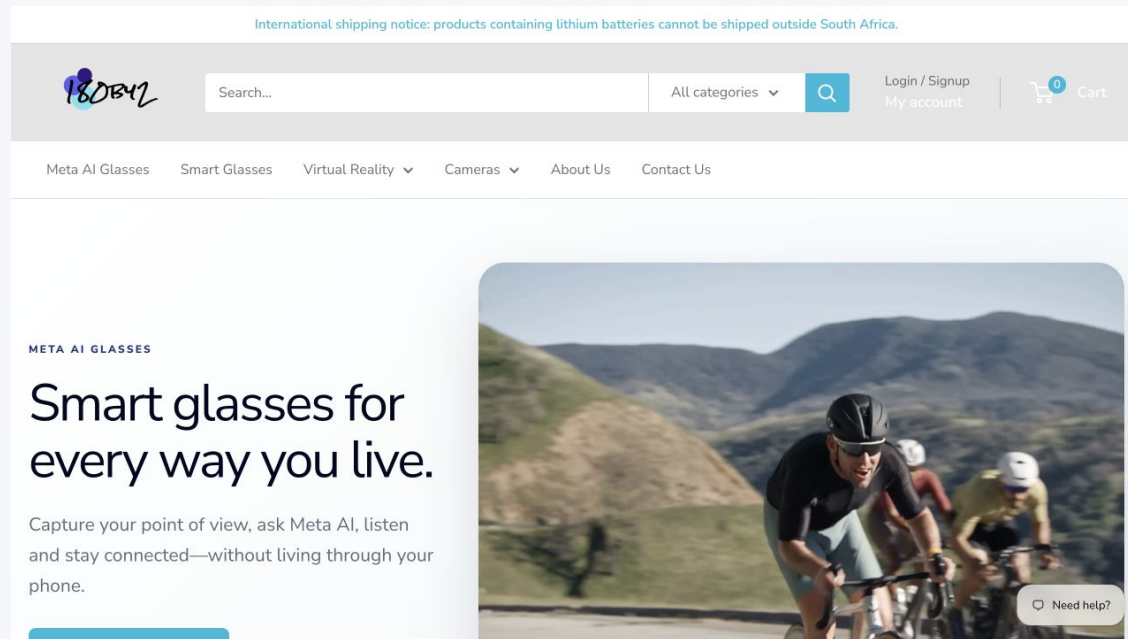


Mobile preview

LANDING-PAGE MESSAGING

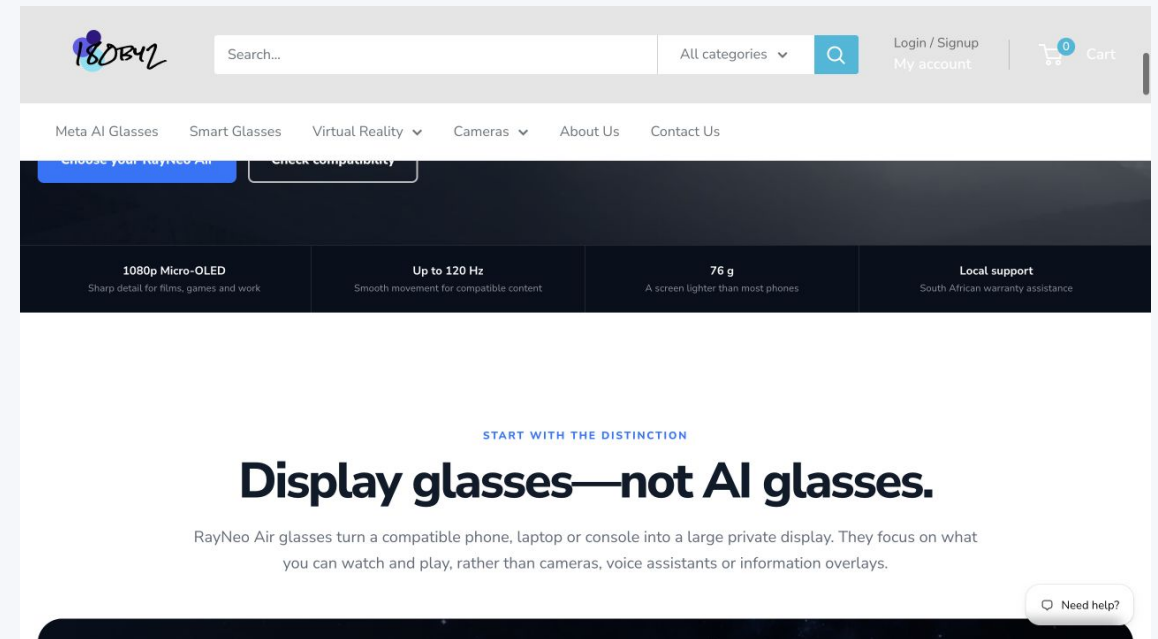
Explain the category before selling the model.

Selected archived screenshots from the existing portfolio.



Meta AI Glasses

Product-led narrative connecting capabilities with everyday use.



RayNeo Air

Category clarification: display glasses versus AI glasses. Comparison and compatibility guidance.

DELIVERY

Editorial thinking carried through to the interface.

A documented workflow spanning copy, product mapping and implementation.

01 / Shape the decision

Identify the use case, the uncertainty and the next useful question.

02 / Map the products

Use relevant products and variants; distinguish preorder from immediate availability.

03 / Review the experience

Check responsive layouts, wording, links and practical limitations.

04 / Keep status accurate

Show review-theme work as a preview. Measure outcomes before claiming conversion improvements.

The accompanying images are archived evidence and local review renders. They do not establish the store's current appearance, product prices or stock. No customer records or credentials are included.