



**ANDRÉS
GUERRERO**

UX Designer

UX/UI, Front-End

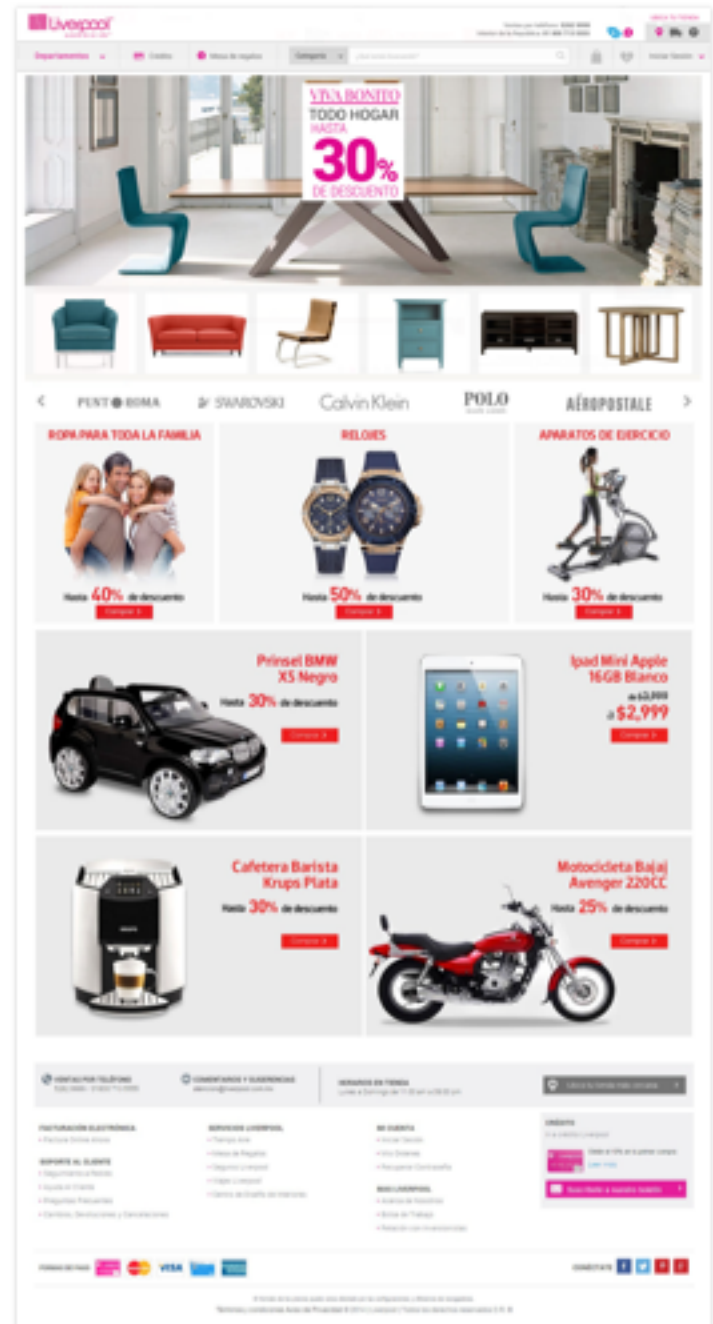
Liverpool eCommerce - Retail

Homepage

Before



After



UX/UI, Front-End

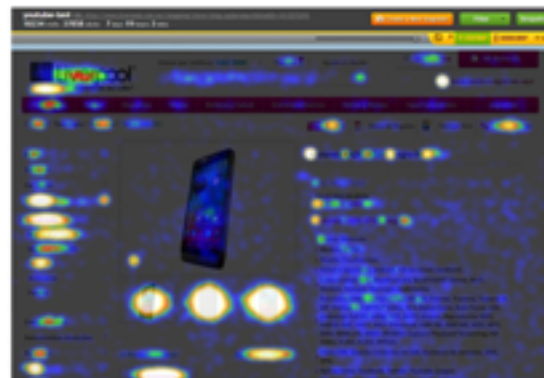
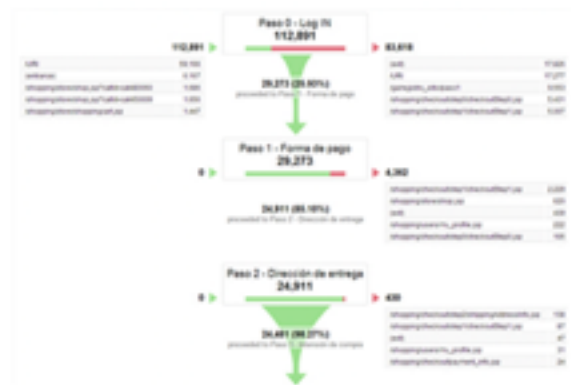
Liverpool eCommerce - Retail

Research activities

Usability testing



BI data analysis



Heuristic analysis

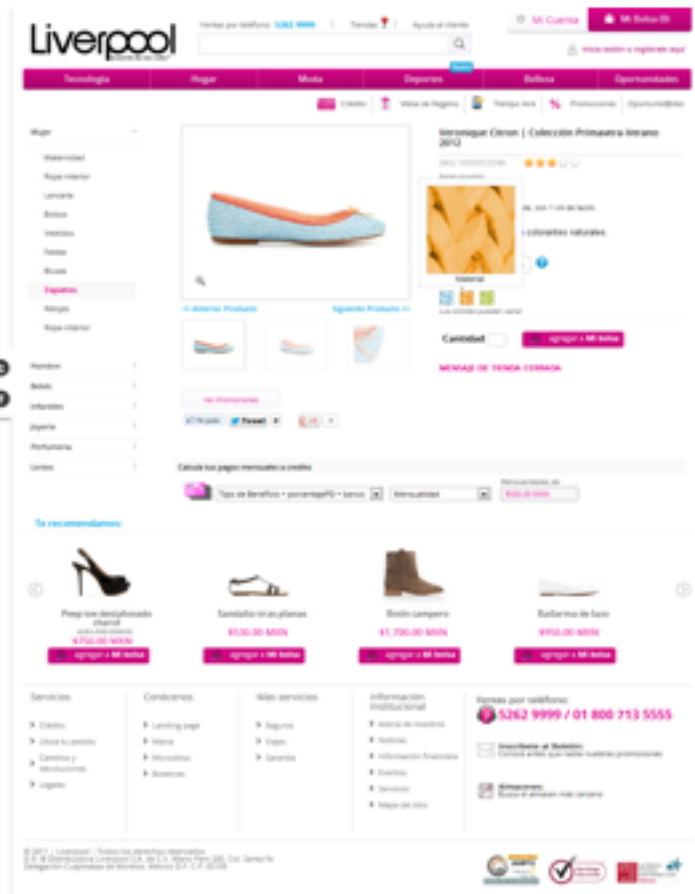


UX/UI, Front-End

Liverpool eCommerce - Retail

Product detail page

Before



After



UX/UI, Front-End

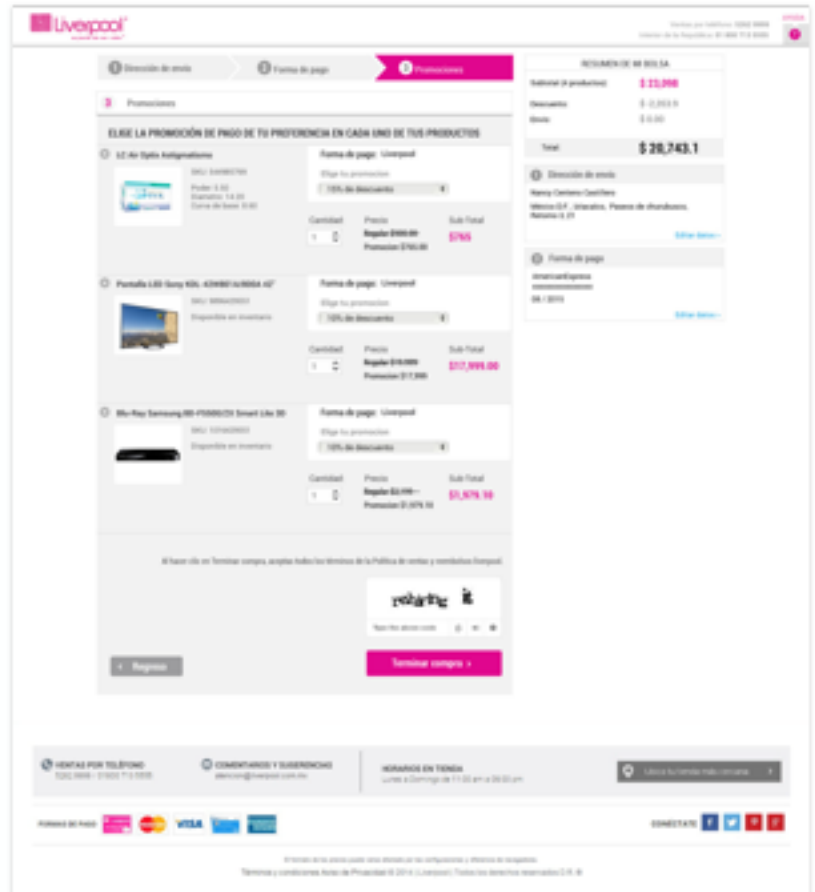
Liverpool eCommerce - Retail

Checkout

Before



After

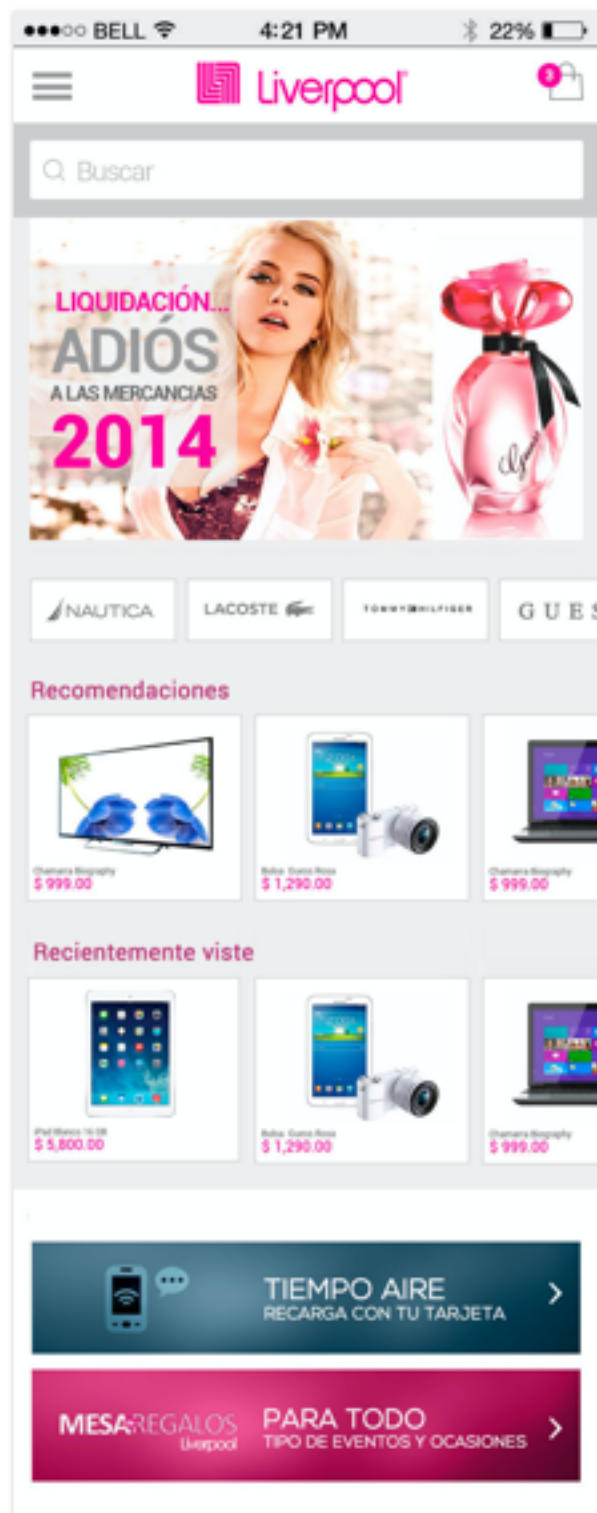


Homepage - Mobile

Before

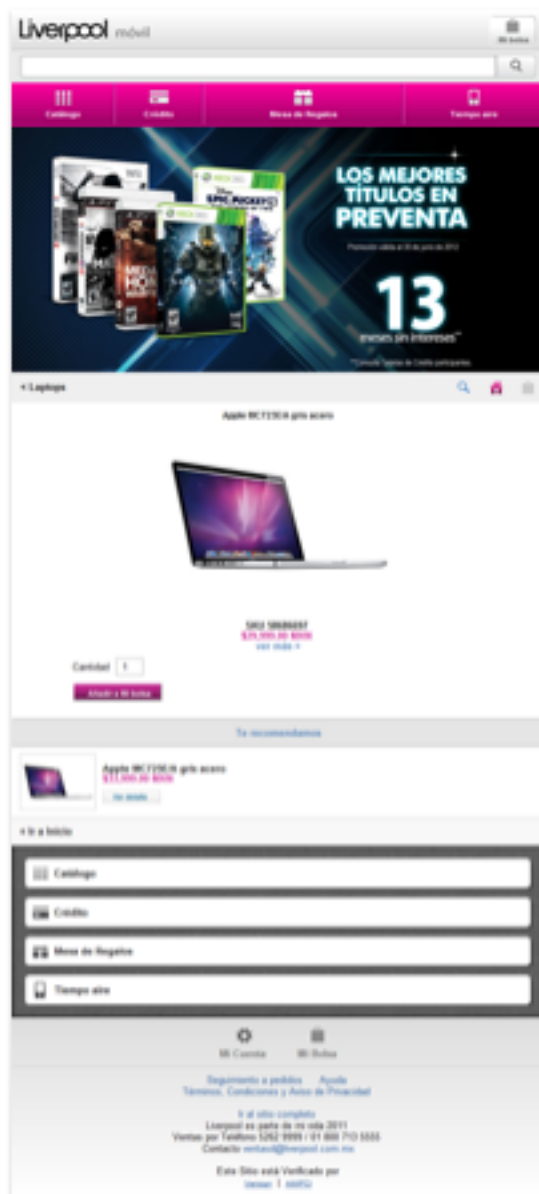


After

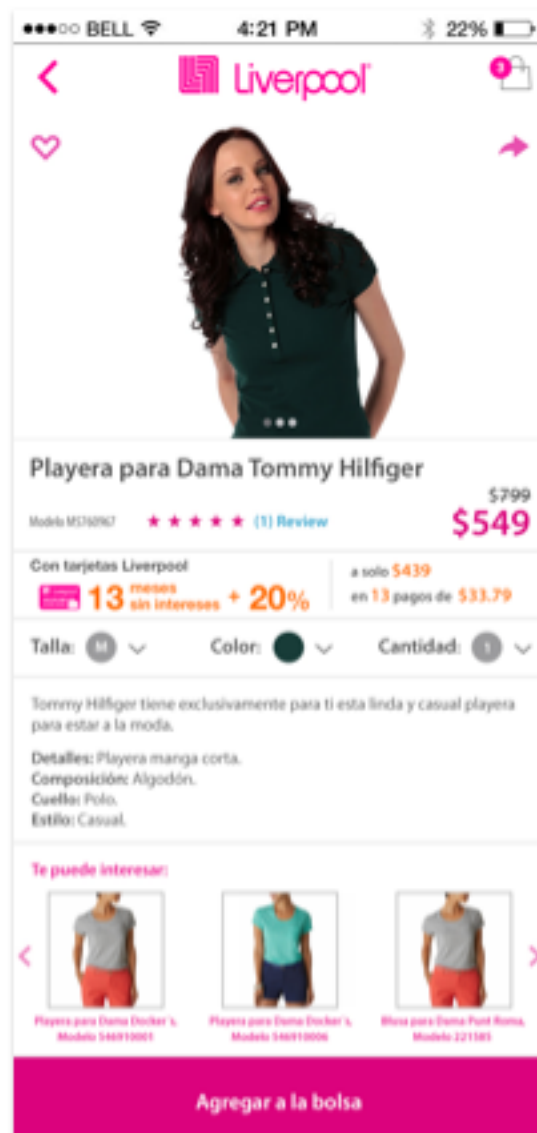


Product detail page - Mobile

Before



After

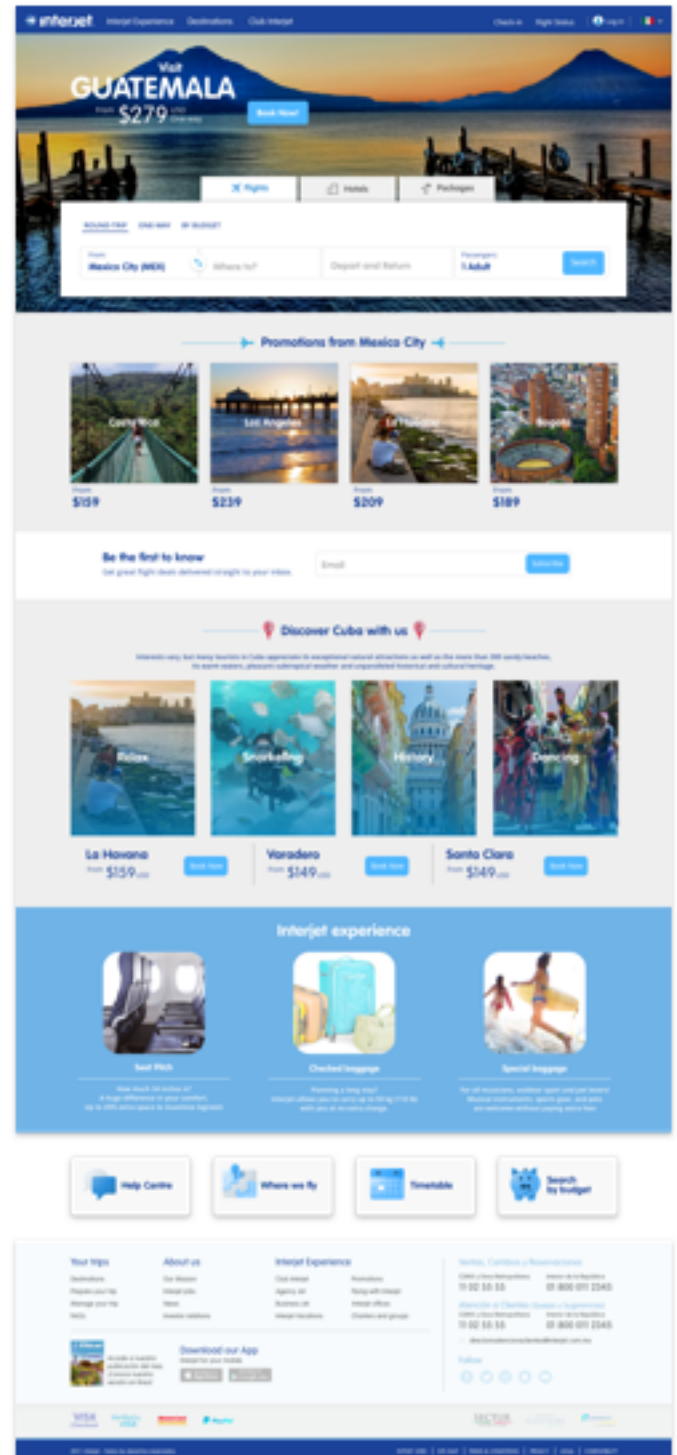


Homepage

Before



After



Documenting Customer Journey - Experience



Home page details

The screenshot shows the flight search interface with the following details:

- Navigation:** Flights (selected), Hotels, Packages.
- Trip Type:** ROUND-TRIP, ONE-WAY, BY BUDGET.
- From:** Mexico City (MEX)
- To:** Miami (MIA)
- Dates:** Jan 13 - Feb 9
- Passengers:** 1 Adult
- Search Button:** Search
- Passenger Selection:**
 - Adult: 1 (selected)
 - Children: 0
 - Infant: 0
- Price Range:** From \$159 to \$189.

Number of passengers

Flight dates selection

The screenshot shows the flight search interface with a calendar for date selection:

- Navigation:** Flights (selected), Hotels, Packages.
- Trip Type:** ROUND-TRIP, ONE-WAY, BY BUDGET.
- From:** Mexico City (MEX)
- To:** Miami (MIA)
- Dates:** Jan 13 - Feb 9
- Passengers:** 1 Adult
- Search Button:** Search
- Calendar:**
 - January 2016:** Days 1-31 are visible. The 13th is highlighted in blue.
 - February 2016:** Days 1-28 are visible. The 9th is highlighted in blue.
- Price Range:** From \$159 to \$189.

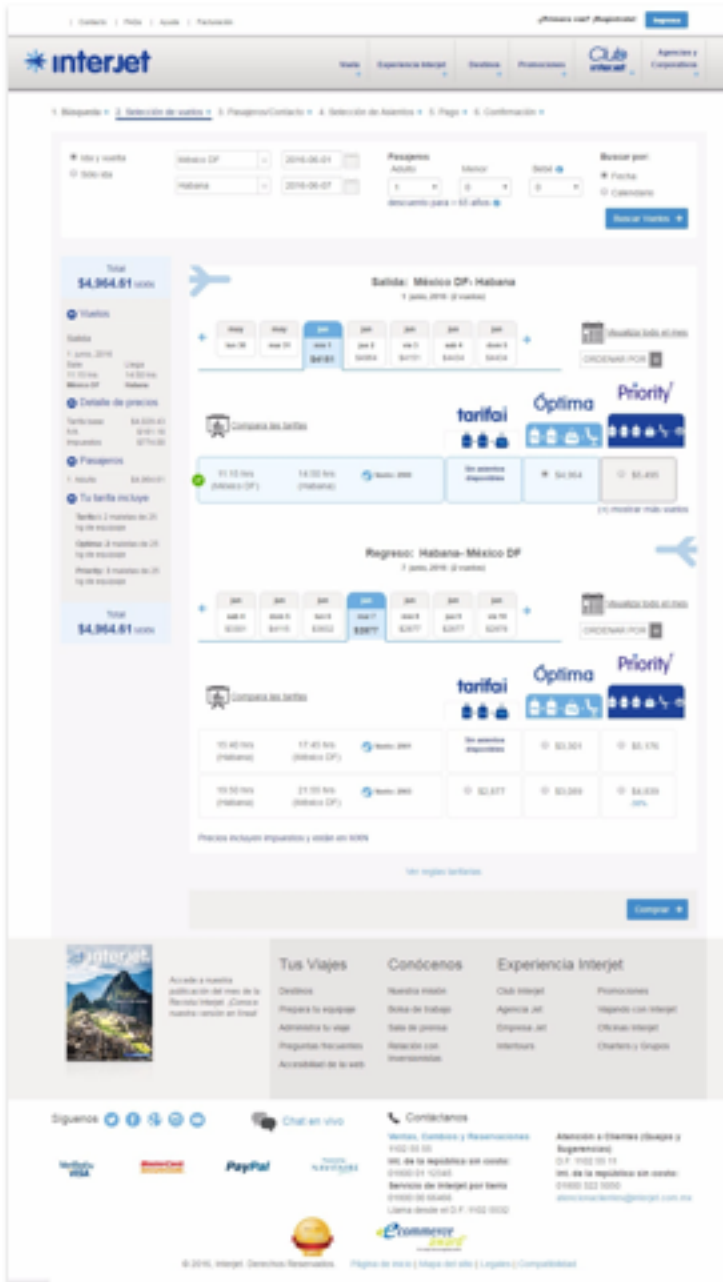
The screenshot shows the Interjet home page with the following details:

- Search Bar:** From: Mexico City (MEX), Where to?, Depart and Return, Passengers: 1 Adult, Search.
- Summer is coming:** A banner with a sun icon.
- Destination Cards:**
 - Costa Rica:** JUL \$146, AUG \$132, 5 seats left.
 - Los Angeles:** JUL \$215, AUG \$195, 3 seats left.
 - Los Angeles:** JUL \$126, AUG \$102, 4 seats left.
 - Bogotá:** JUL \$215, AUG \$195, 3 seats left.
- Be the first to know:** A newsletter sign-up form with an email field and a subscribe button.

Clear future price information and scarcity strategy to influence early purchase

Flight selection

Before



After



Passenger information

Before

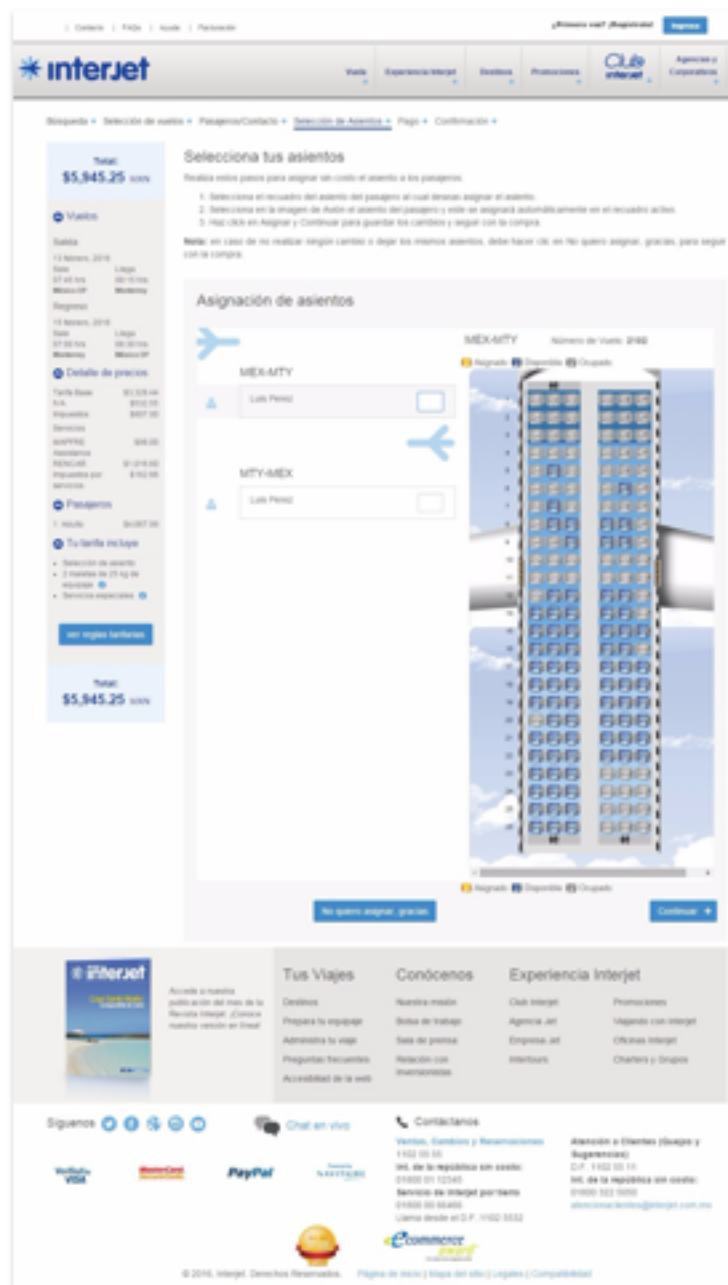
The 'Before' screenshot shows a complex and cluttered form layout. It features a sidebar on the left with a total price of \$4,887.50. The main form area is divided into several sections: 'Pasajero(s)' for 'Adulto 1' with fields for name, ID, and contact information; 'Comprador contacto' for the purchaser's details; and sections for 'Asistencia' and 'Transportación Terrestre'. The form is visually busy with many small text labels and checkboxes. The footer includes logos for Visa, Mastercard, and PayPal, and a copyright notice for 2015 Interjet.

After

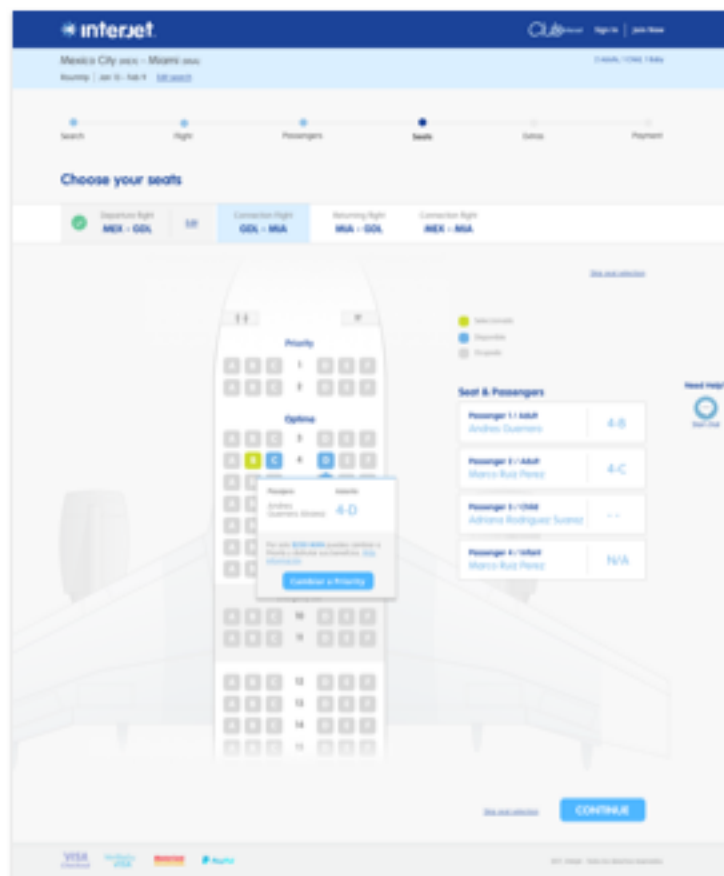
The 'After' screenshot shows a clean and modern form layout. It features a clear progression of steps: Search, Flight, Passenger, Seat, Extras, and Payment. The 'Passenger' section is titled 'Travelers' and includes fields for 'Primary Passenger' and 'Passenger 2', with sections for 'Personal information' and 'Contact information'. The form is visually clean with a clear progression of steps and a 'Next step' button on the right. The footer includes logos for Visa, Mastercard, and PayPal, and a copyright notice for 2015 Interjet.

Seat selection

Before



After



[ROUND-TRIP](#)
[ONE-WAY](#)

Passengers
1 Adult

From
Mexico (MEX)

Where to?

Search

Already have a booking?

 Check-in
 Flight Status

Summer is coming

Los Angeles

From
\$239

La Habana

From
\$209



Homepage Mobile

Checked baggage

Planning a long stay?
Interjet allows you to carry up to 50 kg (110 lb) with you at no extra charge.

Seat Pitch

How much 34 inches is?
A huge difference in your comfort,
Up to 20% extra space to maximize legroom

Call us
1-866-2858-407

LIVE CHAT

Follow

Download our App

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Passengers and Destination selection

interjet.

Flights

Hotels

Packages

ROUND-TRIP

ONE-WAY

Passengers

1 Adult

From

Mexico (MEX)

Where to?

Search

Already have a booking?

Check-in

Flight Status

Summer is coming

Los Angeles

From \$239

La Habana

From \$209

Interjet experience

interjet.

Flights

Hotels

Packages

ROUND-TRIP

ONE-WAY

Passengers

1 Adult

1 Adult

> 12 years

-

+

0 Children

2-11 years

-

+

0 Infant

< 2 years

-

+

Discount for > 65 years old

Already have a booking?

Check-in

Flight Status

Flights

Hotels

Packages

ROUND-TRIP

ONE-WAY

Passengers

1 Adult

From

Mexico (MEX)

Where to?

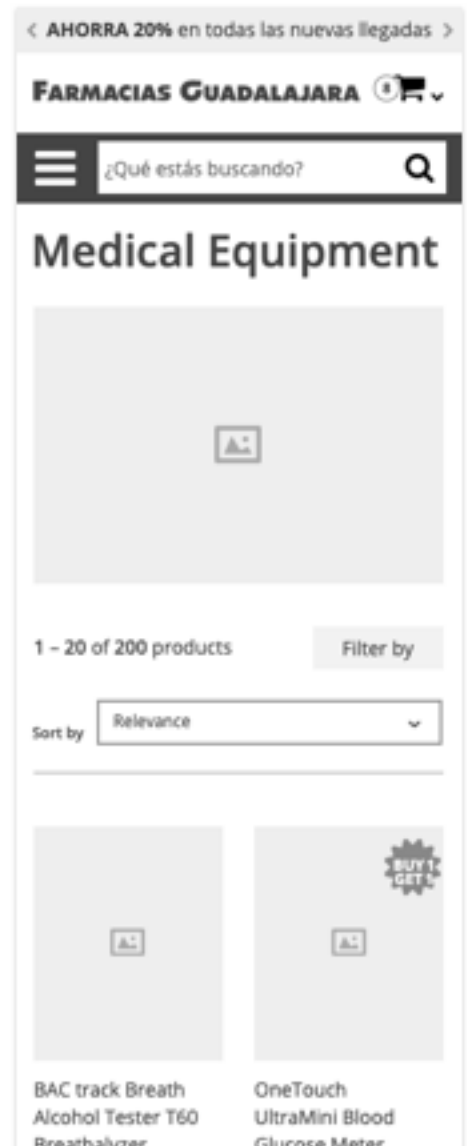
Mi

Miami, USA


Minatitlan, Mexico

Milan, Italy

Mobile subnavegation design



Passengers Information and Seat selection


Travelers \$340.00 


MEX
Mexico City

 →

MIA
Mexico City

 | Roundtrip
Jan 28 - Feb 5 | [Edit search](#)

 **Primary Passenger** [Edit](#)
Alex Trujó

 **Passenger 2** Adult 2

Personal Information

First name

Ana

Middle name (optional)

Last Name

Gender

☒ Male ☐ Female

Date of birth

MM

▼

 DD

▼

 YY

▼

Contact information

Phone type


☒ Home ☐ Office ☐ Mobile

Phone number

Mexico

▼

Email

Seats \$340.00 

Flight 1

Passengers

MEX → MIA

▼

Alex

▼

Next flight

Priority

A B C

 1

D E F

A B C

 2

D E F

Optima

A B C

 3

D E F

A B C

 4

D E F

A B C

 5

D E F

A B C

 6

D E F

A B C

 7

D E F

A B C

 8

D E F

A B C

 9

D E F

Emergency exit

A B C

 10

D E F

A B C

 11

D E F

A B C

 12

D E F

A B B C

 13

D E F

A B C

 14

D E F

A B C

 15

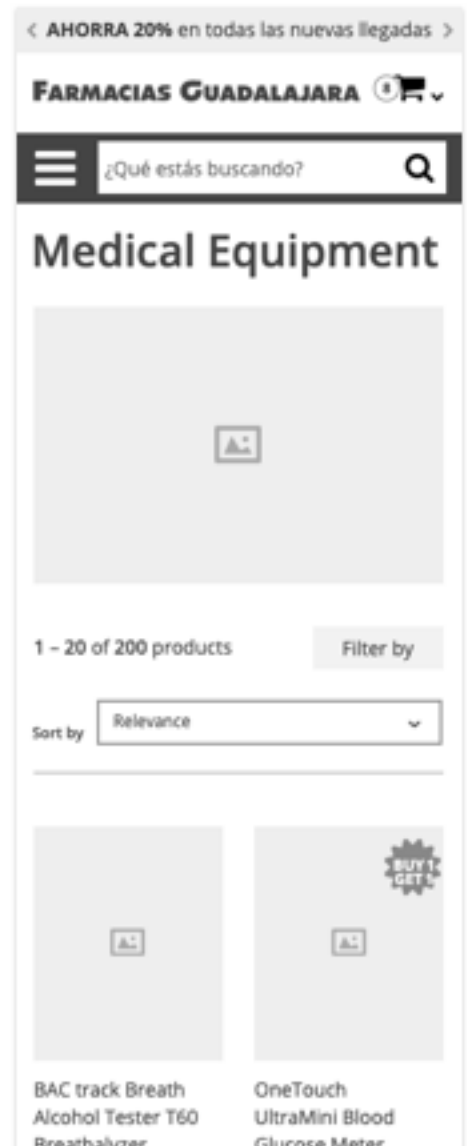
D E F

A B C

 16

D E F

Mobile subnavegation design



Checkout process - Shipping options

FARMACIAS GUADALAJARA

CHECKOUT

Need assistance? Call +52-33 3669-3333

Your Items (3 items)

\$280.00 ▼

1

Shipping
Information

2

Payment
Information

3

Order
ReviewShipping
Information

Instruct the shopper to input their shipping address and shipping method preference.

* Required field.

Shipping Address

Select saved addresses

My Home Address

Ramon Aparicio

Paseo Prolongación Conchas
China 143, Suite Horizon 205
Conchas Chinas, Puerto Vallarta
Jalisco 48399 Mexico

ramon.aparicio@email.com

FARMACIAS GUADALAJARA

CHECKOUT

Need assistance? Call +52-33 3669-3333

Your Items (3 items)

\$280.00 ▼

1

Store
Selection

2

Payment
Method

3

Order
Review

Store Selection

Display a short introductory or instructional information here to allow the user to understand concisely the goal of the page.

☐ Pick-up at this store

Farmacia Guadalajara
Av. Enrique Díaz de León
261 Nte.
Col. Villaseñor
Guadalajara, Jalisco, México
C.P. 44600

1.1 kilometers



Hours

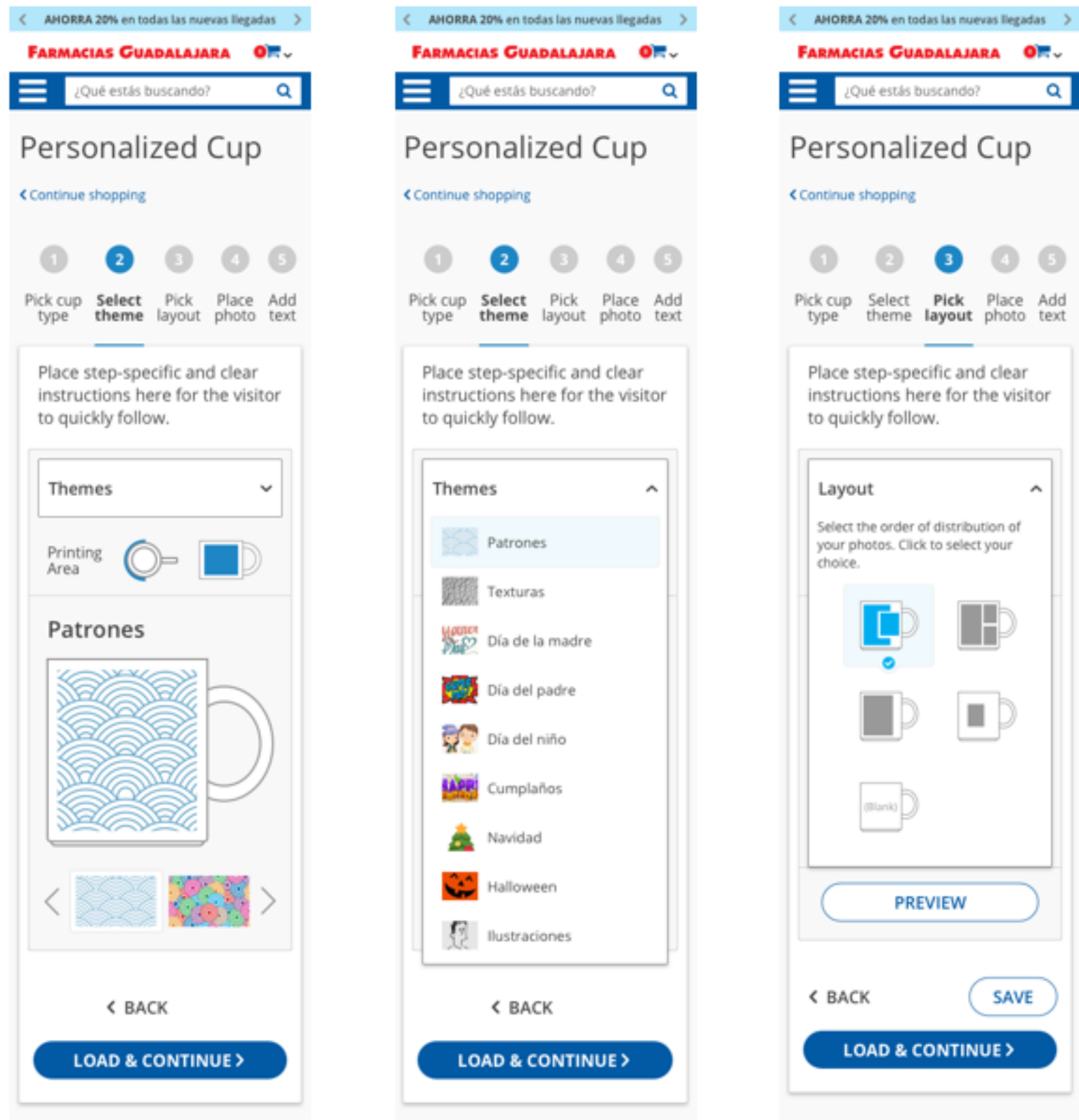
Mon-Fri: 10am - 9pm
Sat: 9am - 7pm
Sun: 11am - 6pm

Availability

☒ In-Stock

✕ Remove

Segment of Printing service flow



Checkout process - Shipping options

FARMACIAS GUADALAJARA

CHECKOUT

Need assistance? Call +52-33 3669-3333

Your Items (3 items)

\$280.00 ▼

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Information

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Information

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ramon.aparicio@email.com

FARMACIAS GUADALAJARA

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Col. Villaseñor
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C.P. 44600

1.1 kilometers



Hours

Mon-Fri: 10am - 9pm
Sat: 9am - 7pm
Sun: 11am - 6pm

Availability

☒ In-Stock

✕ Remove

Printing service process

