

LEONARDO

Lens Simulator: New Transitions Macro Category

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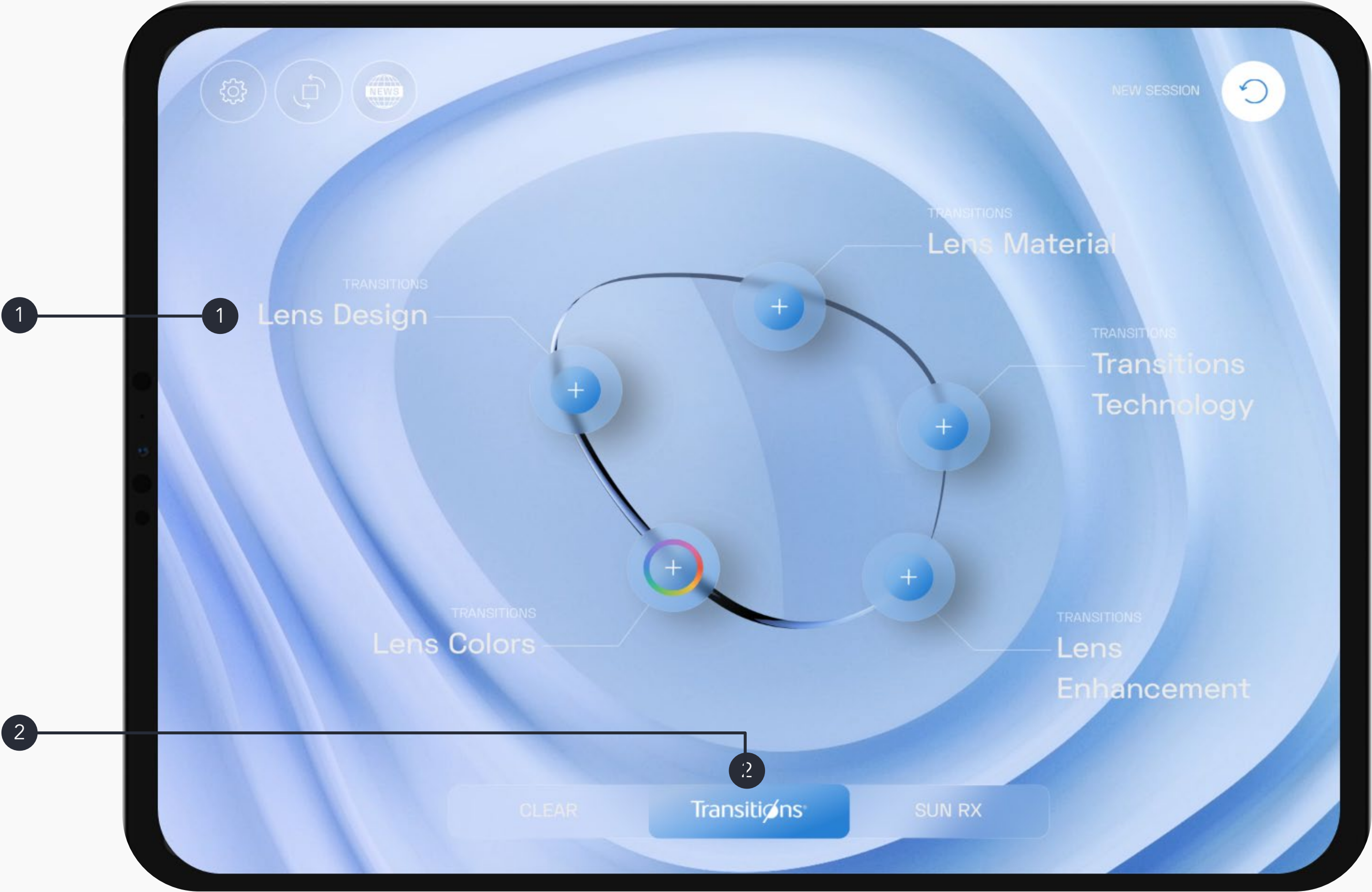
Aims

- End-to-end user guide to explain the latest Lens Simulator innovations
- This guide will provide an in-depth look at the new updates to the Transitions section and the associated simulations/features.

New Structure: Transitions Macro Category

The Transitions macro category contains different subsections, each with its own unique experience.

Lens Simulator features a new categorization, with Transitions as the main entry point.



Experience Funnel



Transitions Value Proposition

Effectively demonstrates the superiority of Transitions in comparison to a standard clear lens.



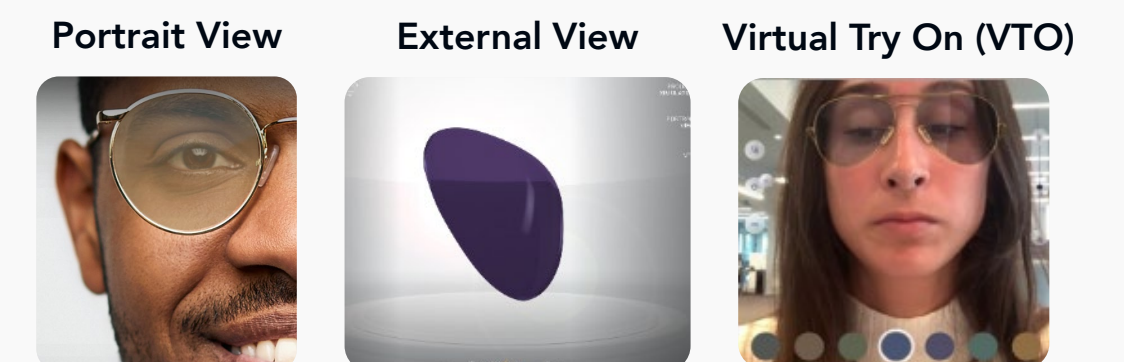
Product Selection and Simulation

Detailed product simulation that clearly shows the value proposition of each Transitions product.

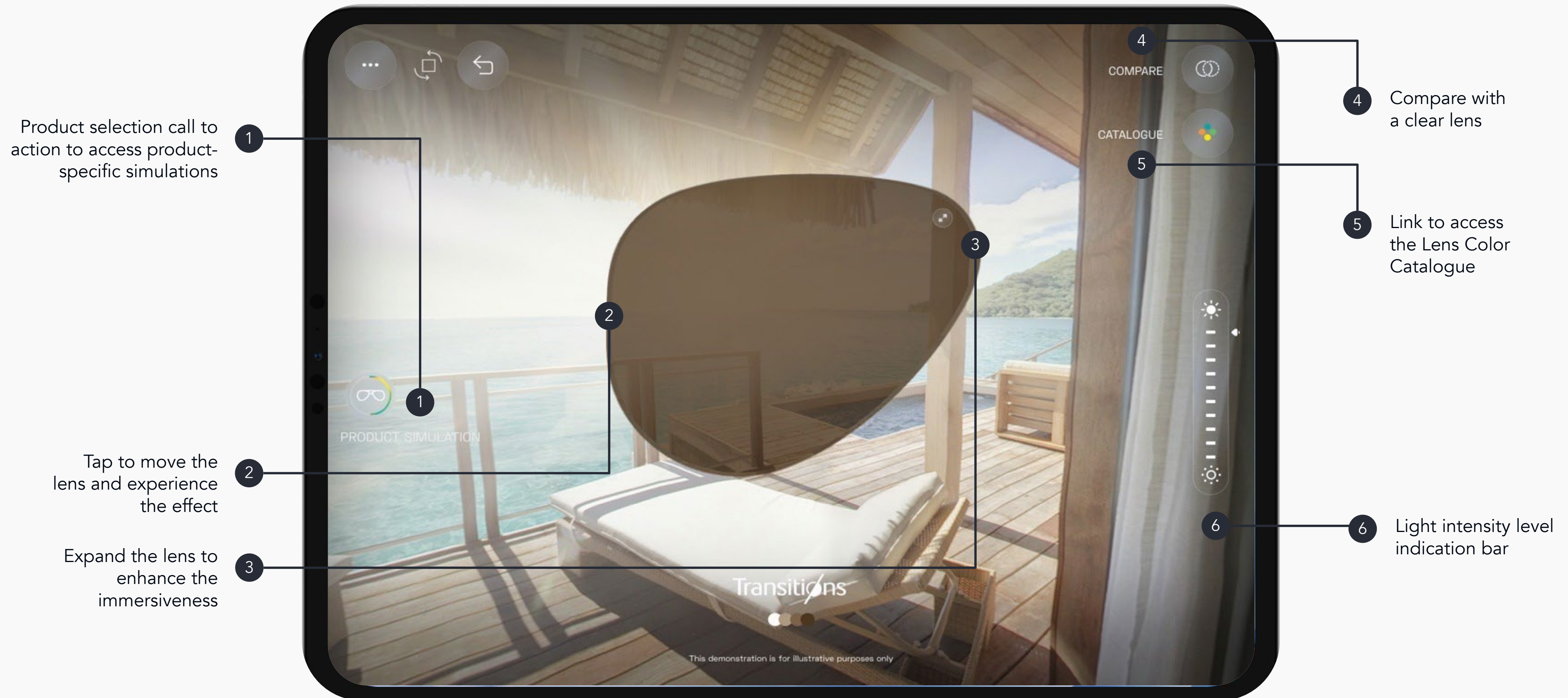


Color Selection

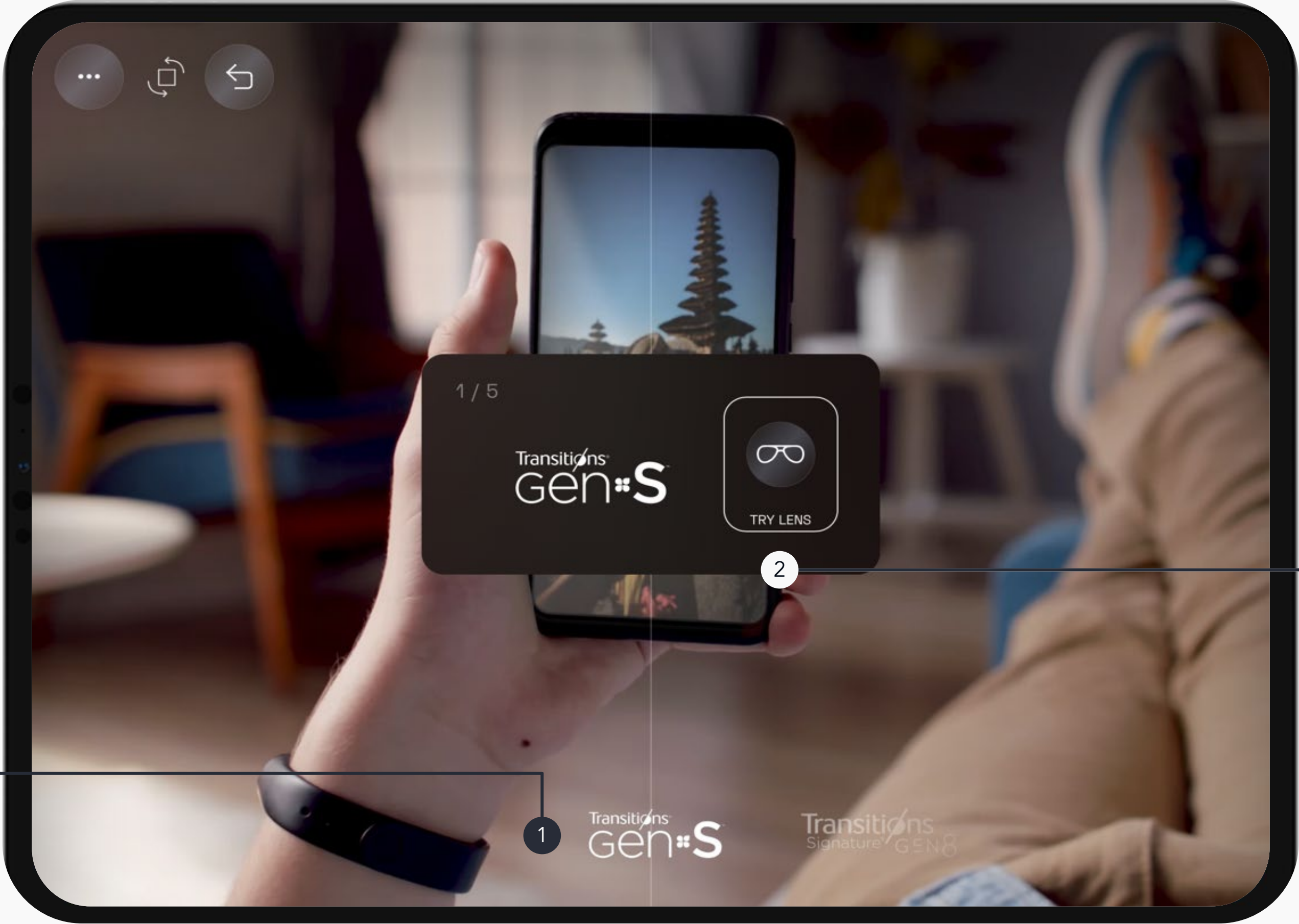
Appealing display of colors to assist with the color selection phase, with multiple perspectives.



Simulation Guide | Transitions Technology



Simulation Guide | Product Selection Carousel

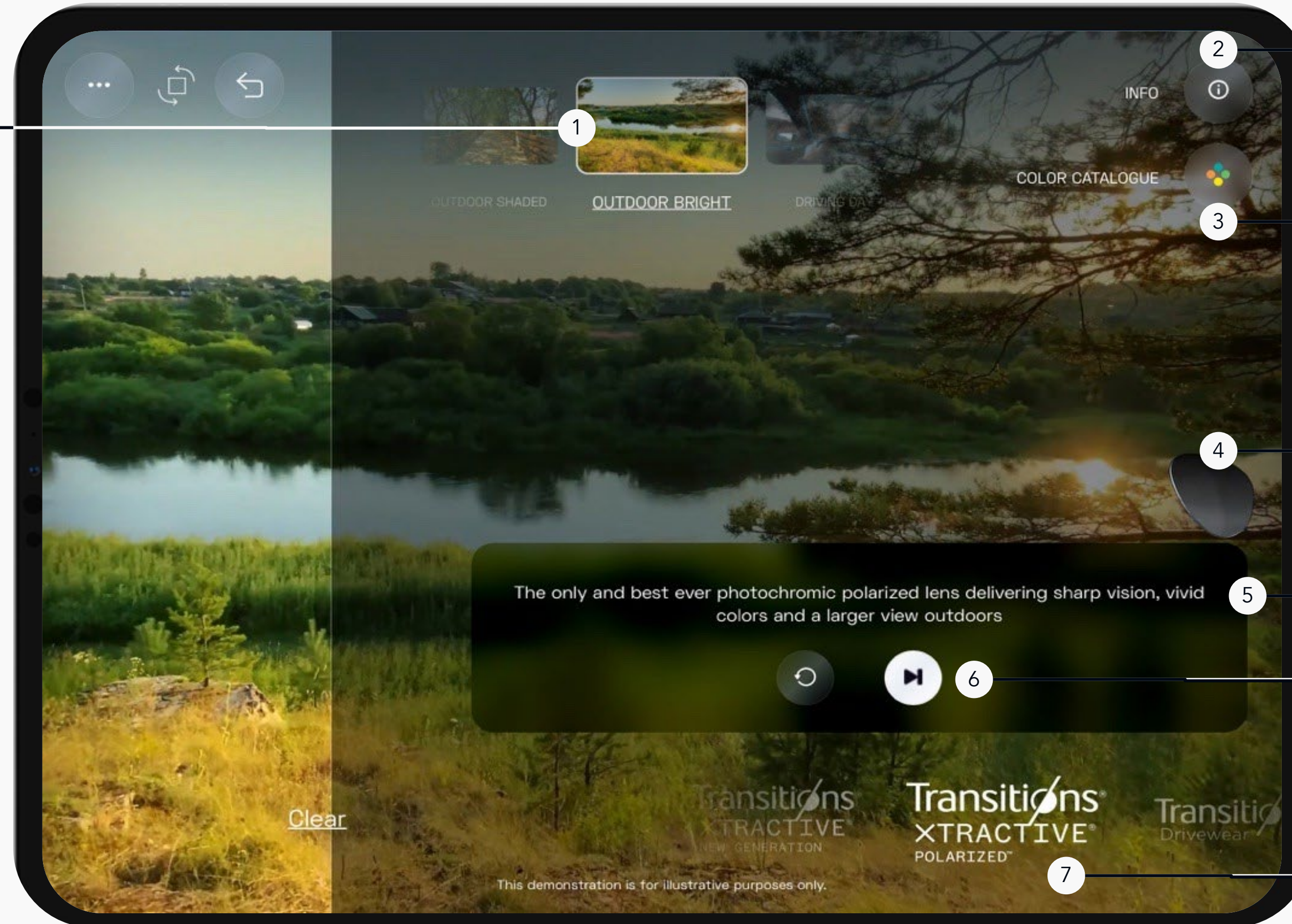


Product selection bar:
Drag to select the
relevant Transitions
product.

2 Click on "TRY LENS" to
start the product simulation.

Simulation Guide | Product Simulation

Setting carousel:
Swipe to select the
desired setting.



2 Product description

3 Entry point to the Lens Color Catalogue for the specific product

4 External view of the lens, showing the color

5 Value proposition for the selected setting

6 Replay and next buttons to interact with the simulations

7 Product selection bar

Simulation Guide | Lens Colors

Select color preferences.

1

2

3

4

5

6

7

Entry point: External View

Entry point: Internal View

Entry point: Portrait View

Entry point: VTO

Color Catalogue: Interact with colors to see the external view.

Product selection bar

Transitions Gen S

Transitions Signature GEN8

Some colors might not be available in store

Simulation Guide | External View



Simulation Guide | Internal View



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