

LEONARDO

# Lens Simulator: New Transitions Macro Category

# Table of Contents



## New Structure



## Experience Funnel



## Simulation Guide

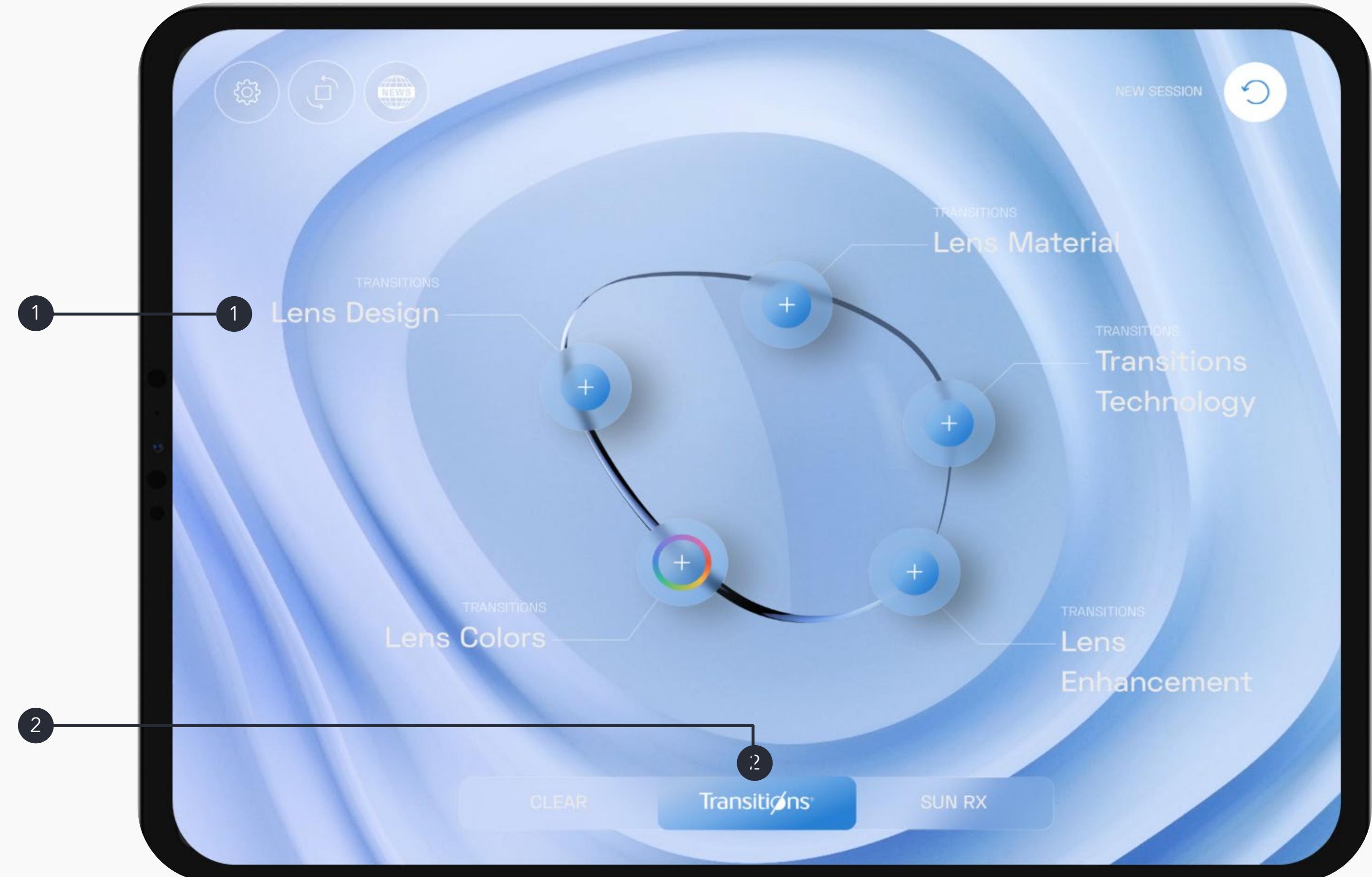
# Aims

- 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.

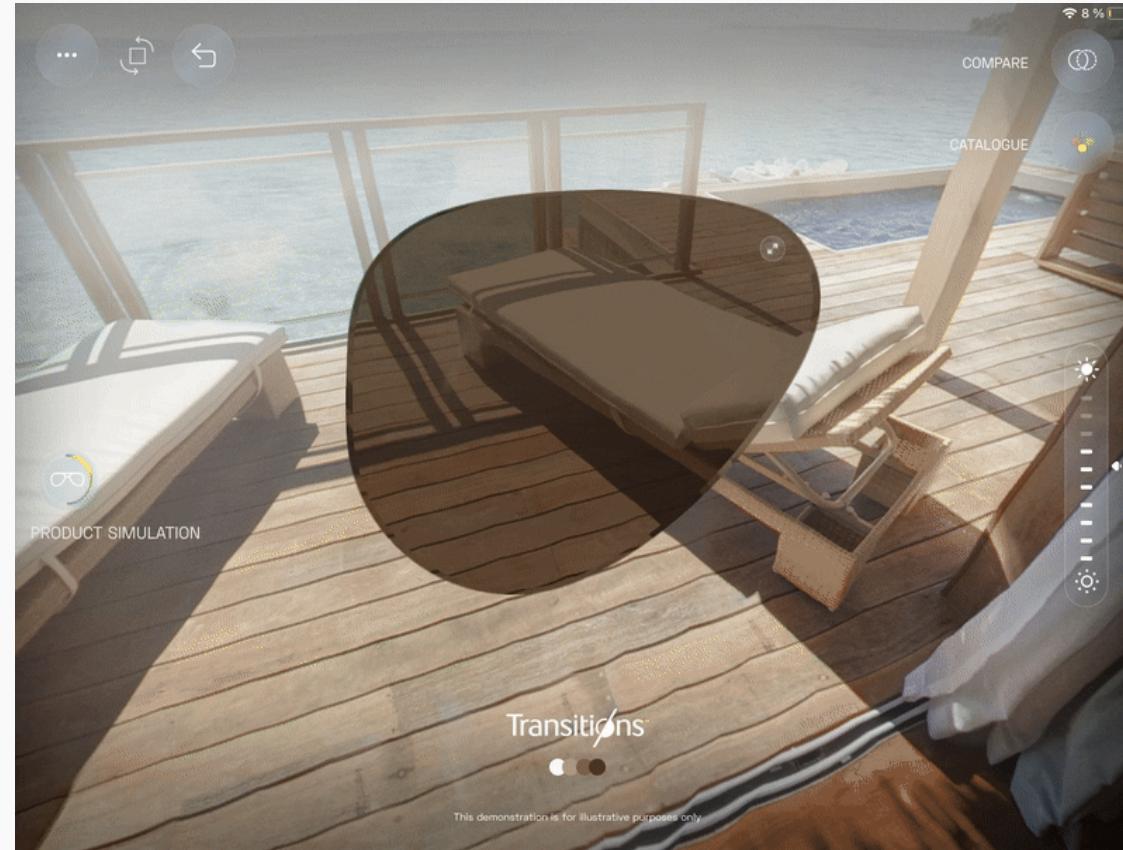
# New Structure: Transitions Macro Category

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.

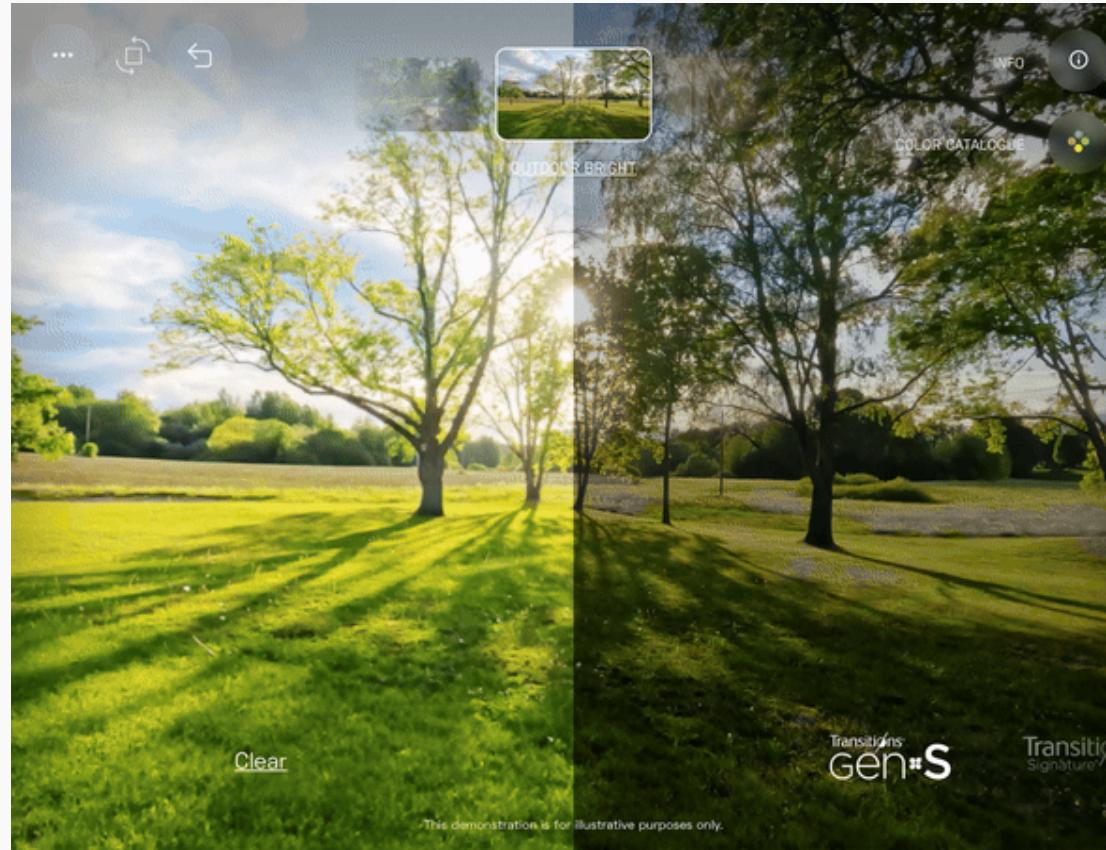


# Experience Funnel



## 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.

Portrait View



External View



Virtual Try On (VTO)

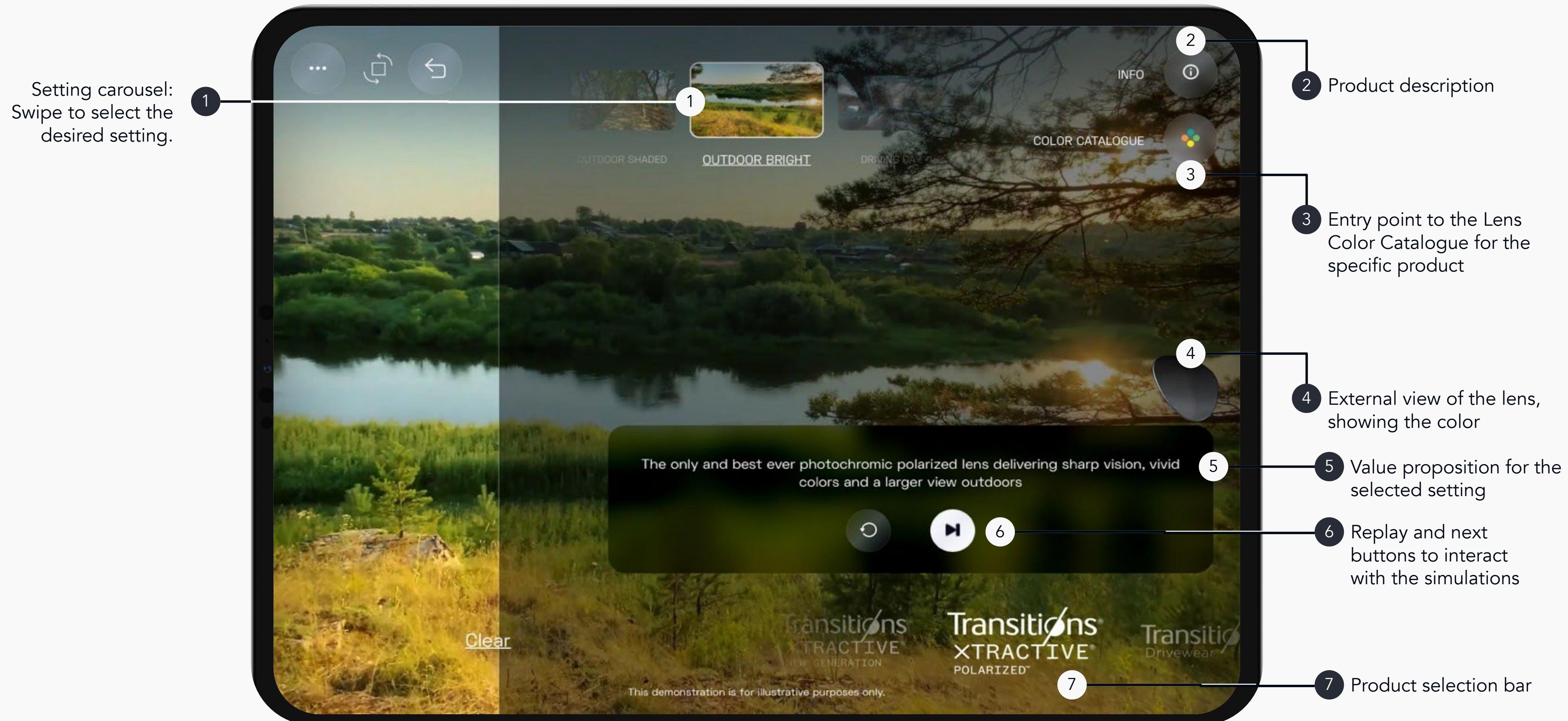


Product selection call to action to access product-specific simulations

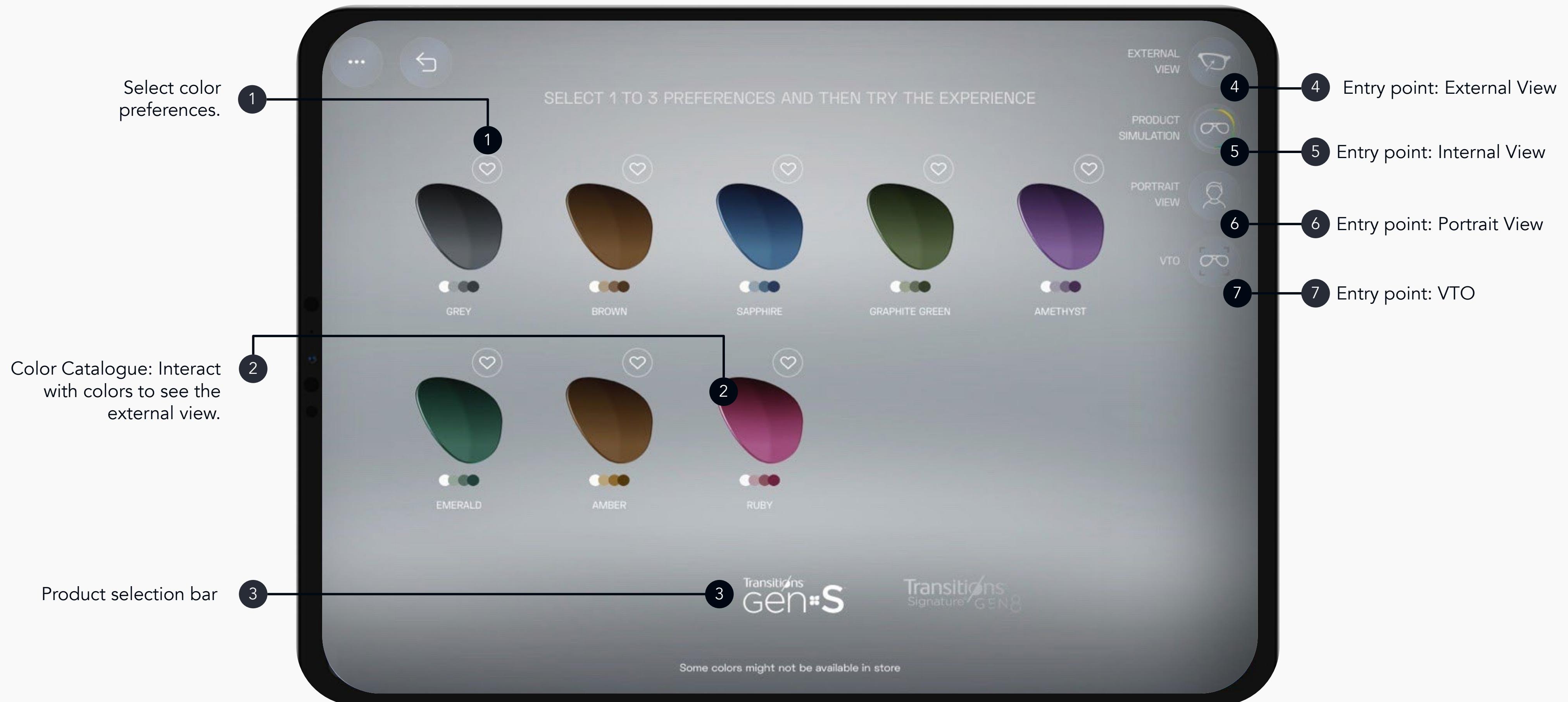




# Simulation Guide | Product Simulation

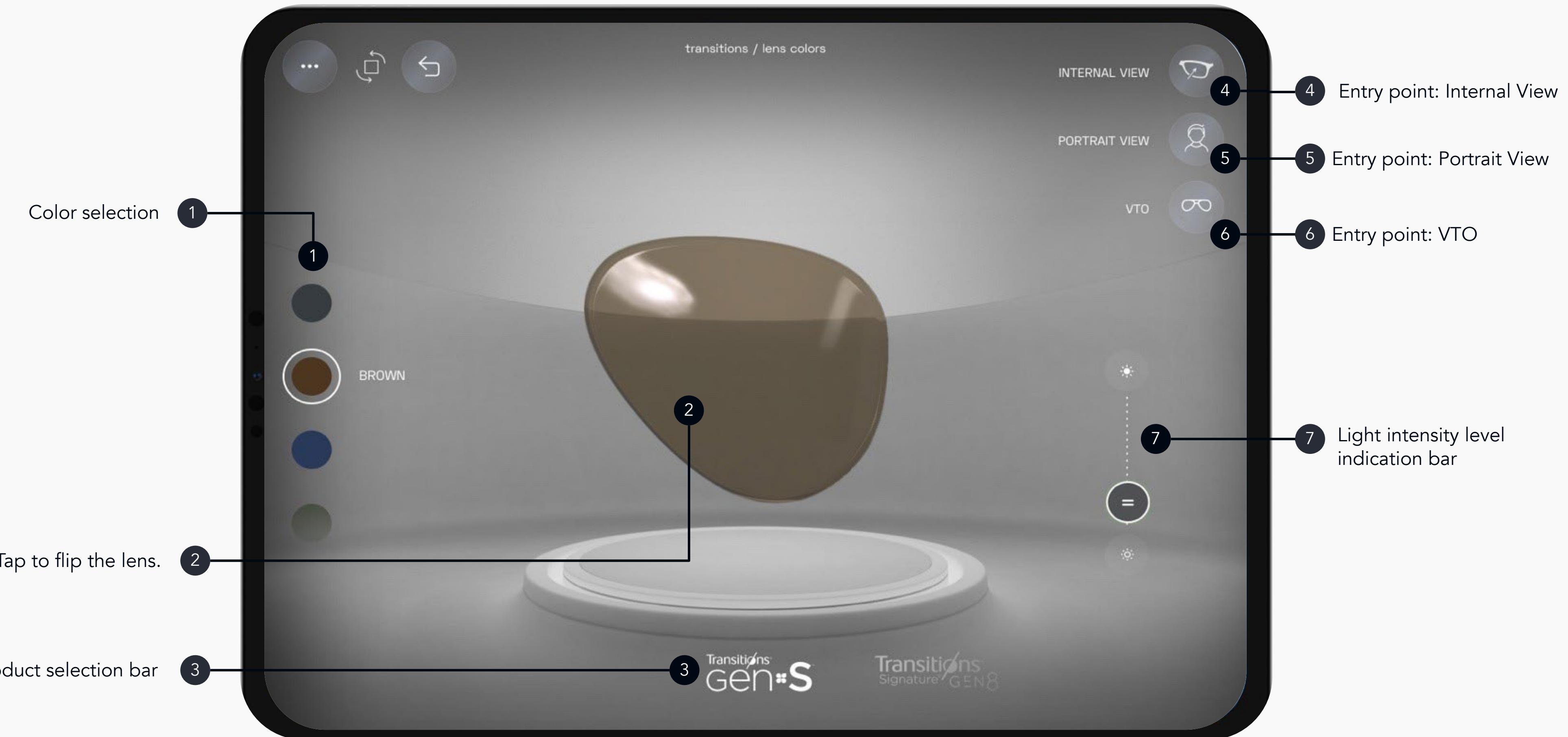


# Simulation Guide | Lens Colors



# Simulation Guide

## External View



# Simulation Guide | Internal View



© 2024 EssilorLuxottica Group. All images and text in this tool are protected by copyright laws and are for internal use only. They may not be used or reproduced in any form or manner without the prior written permission of EssilorLuxottica Group, or in the case of third-party materials, the owner of that content.