Lens Simulator User Guide

LEONARDO

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Objectives and Content

Objectives and Content

Lens Simulator provides supporting information during the conversation with customers to present and explain the main benefits and features of sun and clear lenses.

The application design suggests a path to follow during the conversation, from the selection of a lens to all the features that enhance its performance. It can also be navigated autonomously, moving across modules according to your needs.

Objectives

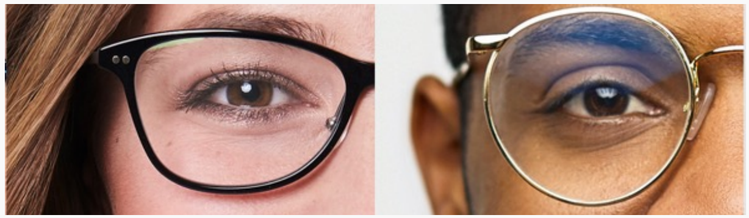
1. To visually explain lens technologies and treatments in an interactive and engaging way.

2. To show differences between lens characteristics in order to improve value perception and reduce returns.

3. To give access to branded applications from a single entry point to allow smooth transitions during the conversation.

App Structure and Content Overview

CLEAR



- **A LENS DESIGN**
  - Single Vision
  - Advanced Single Vision
  - Occupational
  - Lifestyle Progressive
- **B LENS MATERIAL**
- **C EYE PROTECTION**
  - Transitions
  - Blue-Violet Light
- **D LENS ENHANCEMENT**
  - Anti Reflective

SUN

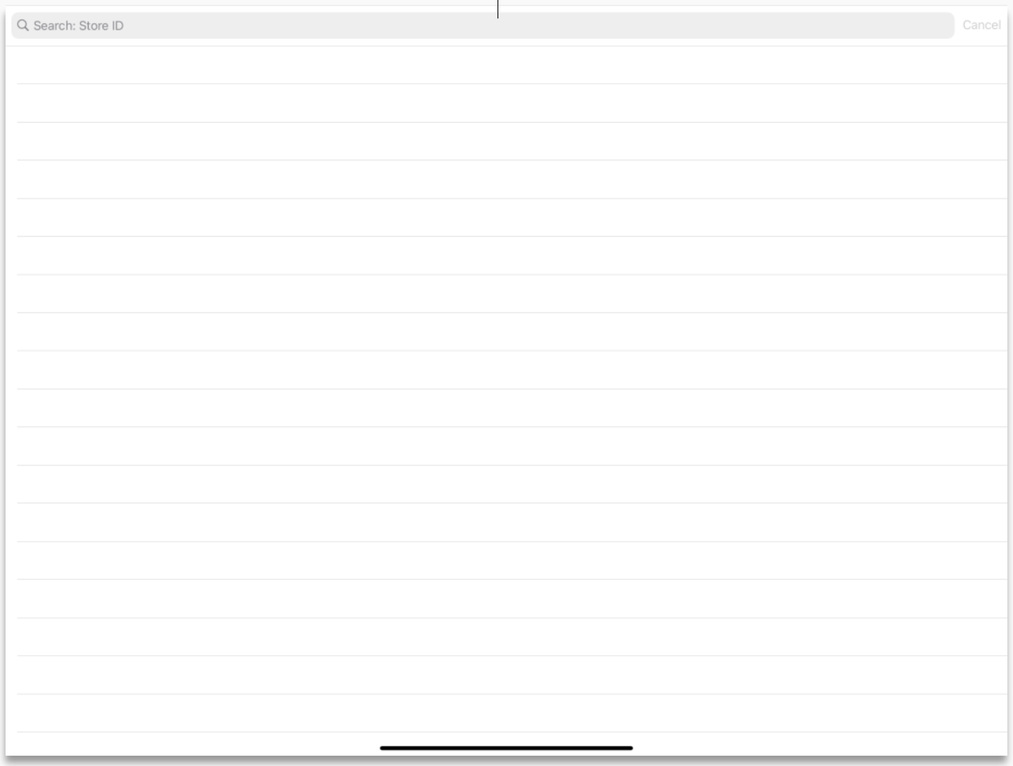
- **A LENS DESIGN**
  - Single Vision
  - Lifestyle Progressive
- **B LENS MATERIAL**
- **C EYE PROTECTION**
  - Polarized
- **D LENS ENHANCEMENT**
  - Anti Reflective
- **E LENS COLORS**

App Setup and Settings

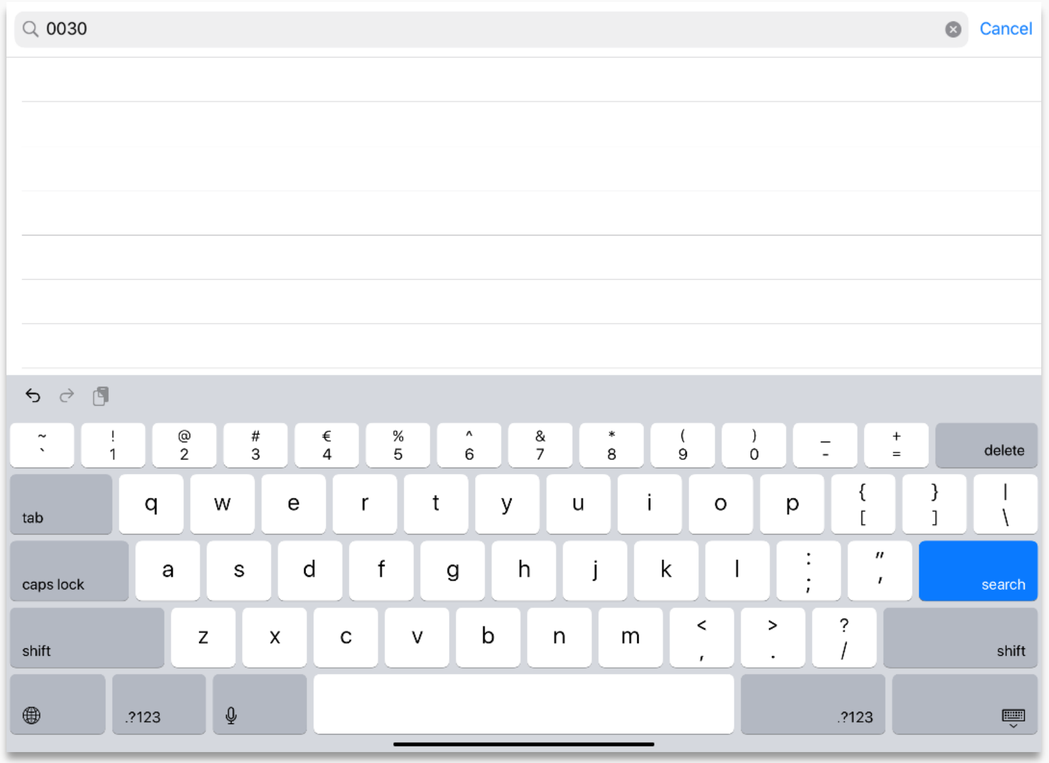
App Setup and Settings

First Access and Login
1. Click on the search bar

A search bar allows you to look for your store

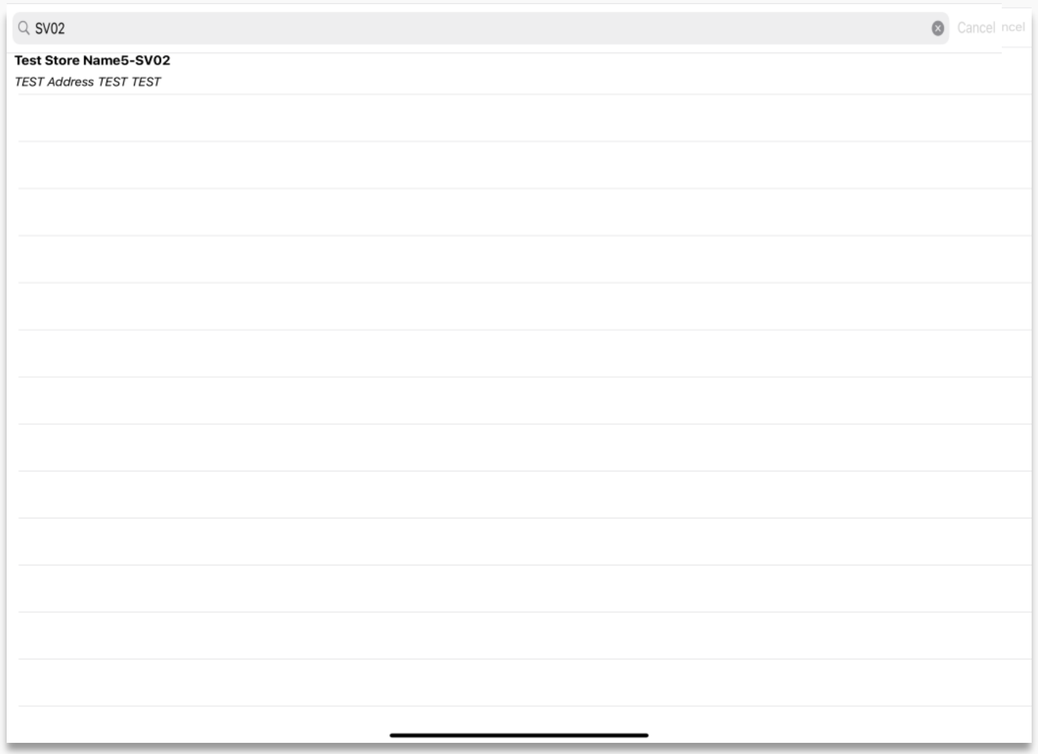


A blank page appears at first access after downloading and installing the application.

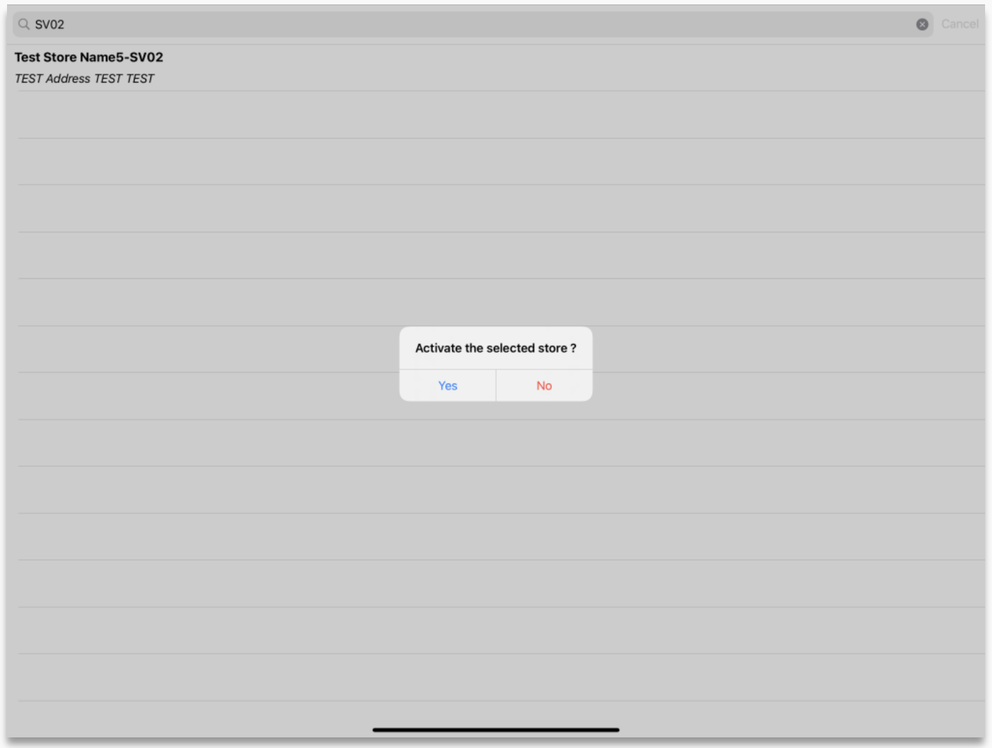


Clicking on the search bar will bring up a notepad.
Type your store code and then click on the search button to look for your store.

App Setup and Settings

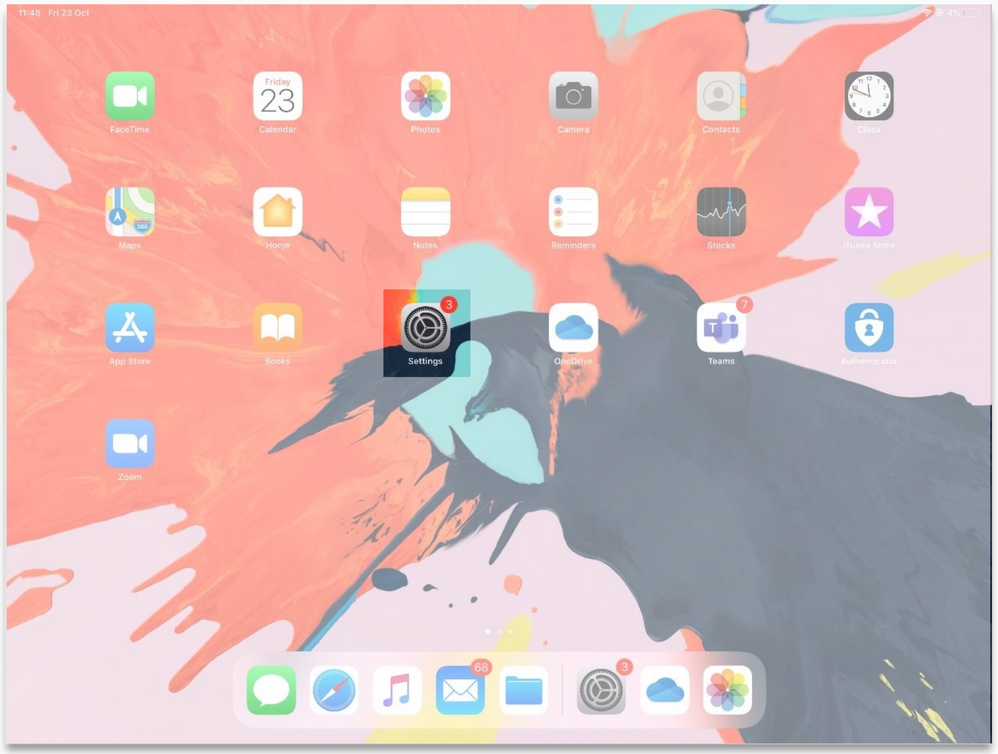


A drop menu appears showing the store associated with the specific store code.

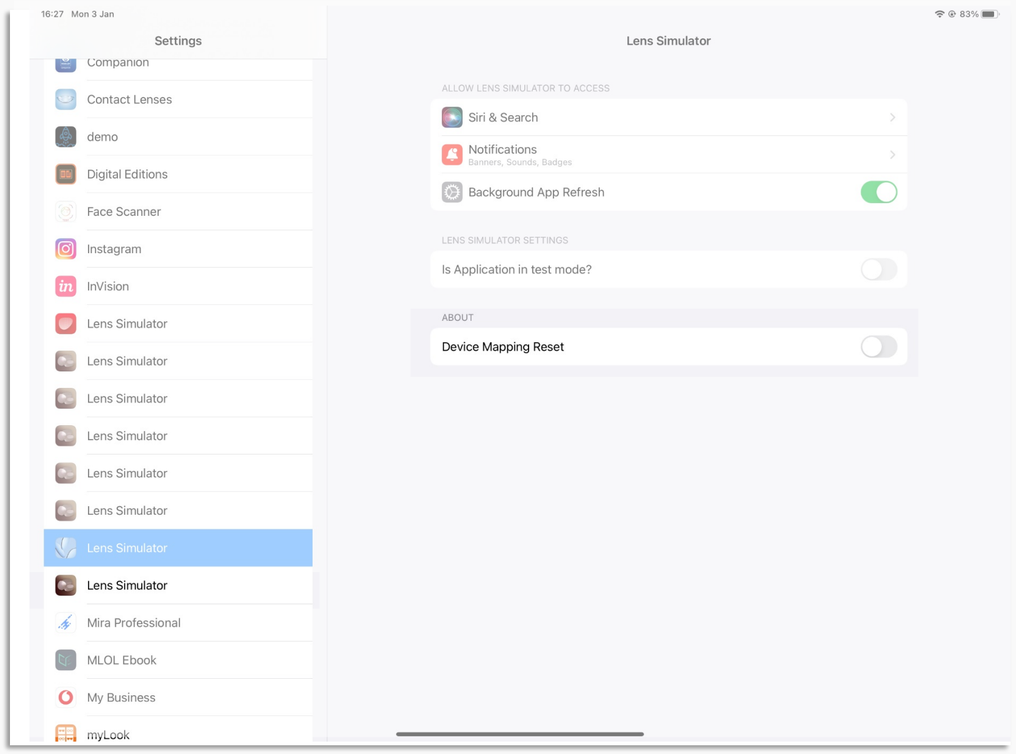


Choose your store from the drop-down menu by clicking on it. Then proceed with the confirmation to activate the store.

App Setup and Settings



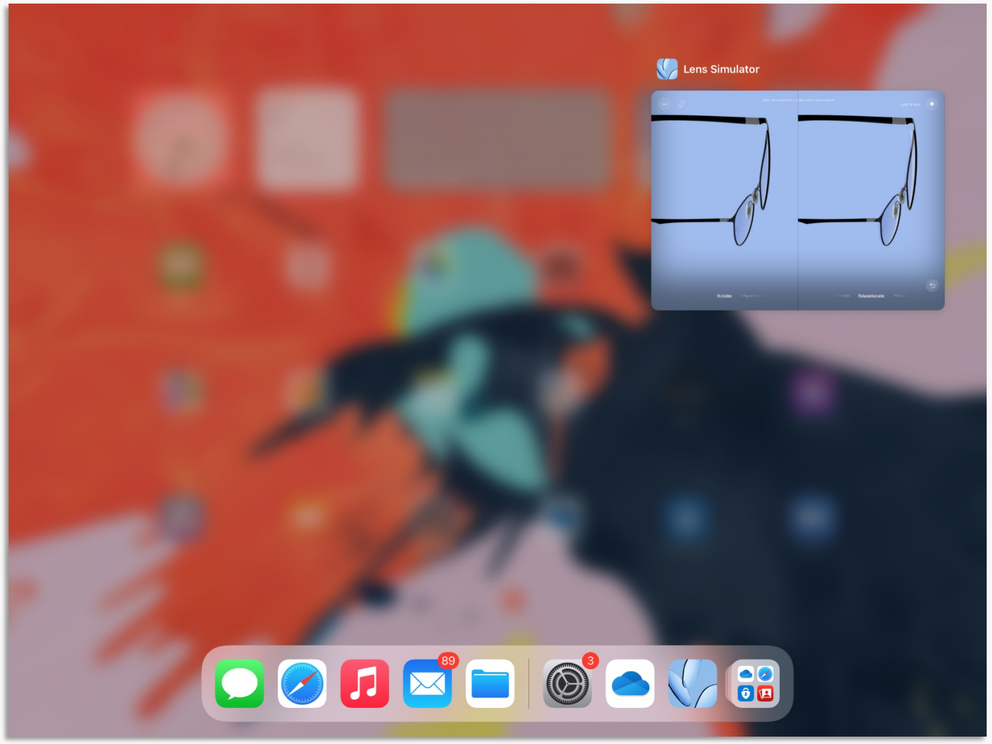
Open the iPad settings
by clicking on the icon in the homepage.



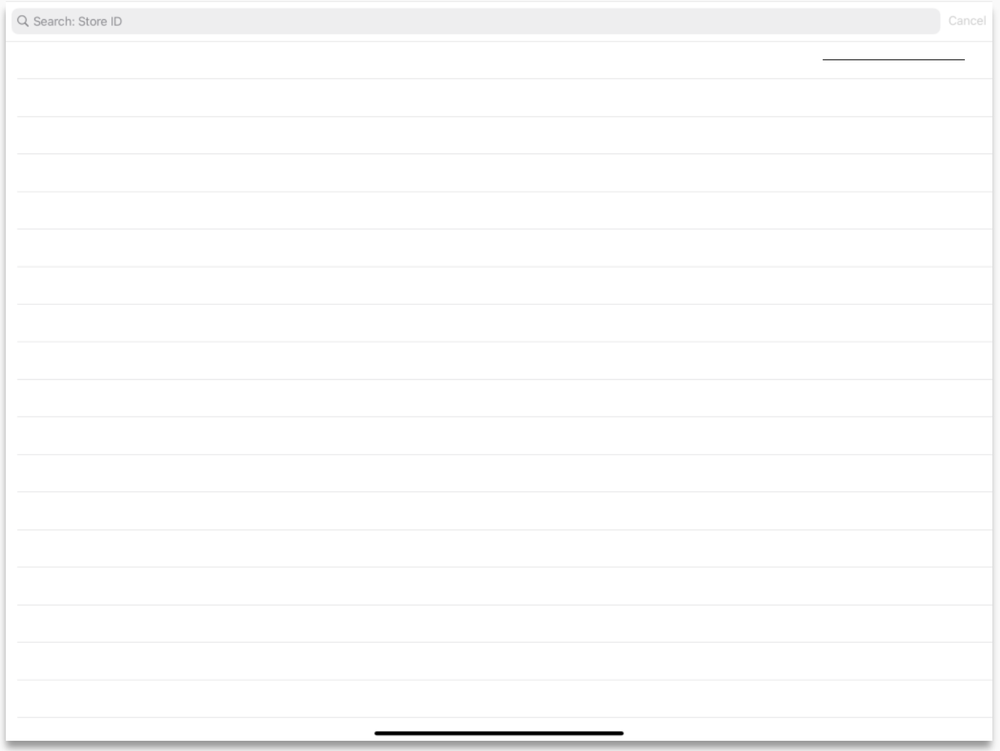
Select Lens Simulator from the list of applications available.
Then slide the Device Mapping Reset button to the right.

App Setup and Settings

Reset Store



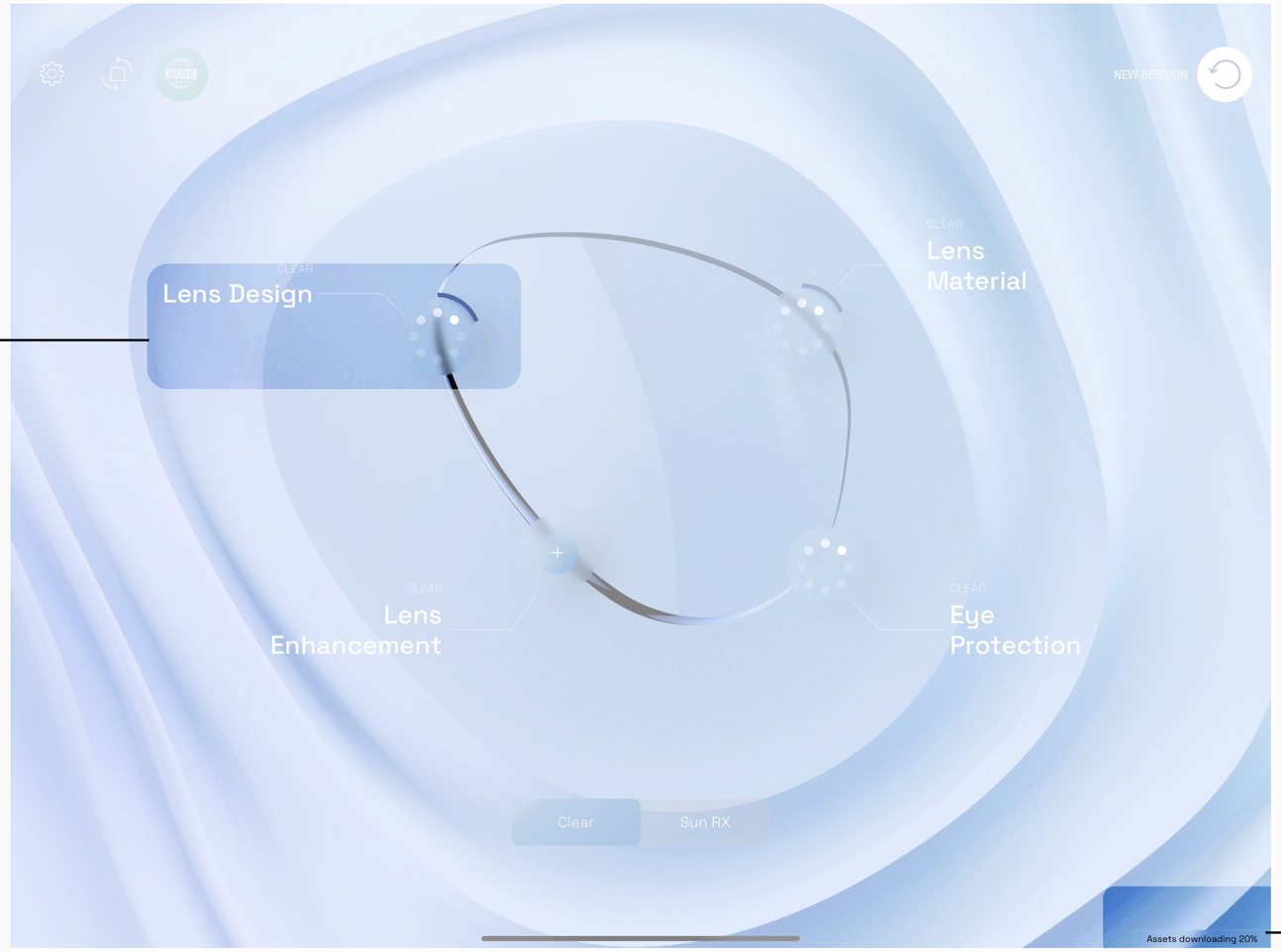
Swipe up from the bottom-left corner of the screen.
Close the app by swiping up on the app's preview.



Reopen the application
and proceed with a new login.

App Setup and Settings

Access these areas only when the download is complete



Check the progress of the content download here – when the progress bar reaches 100% or disappears, the download is complete

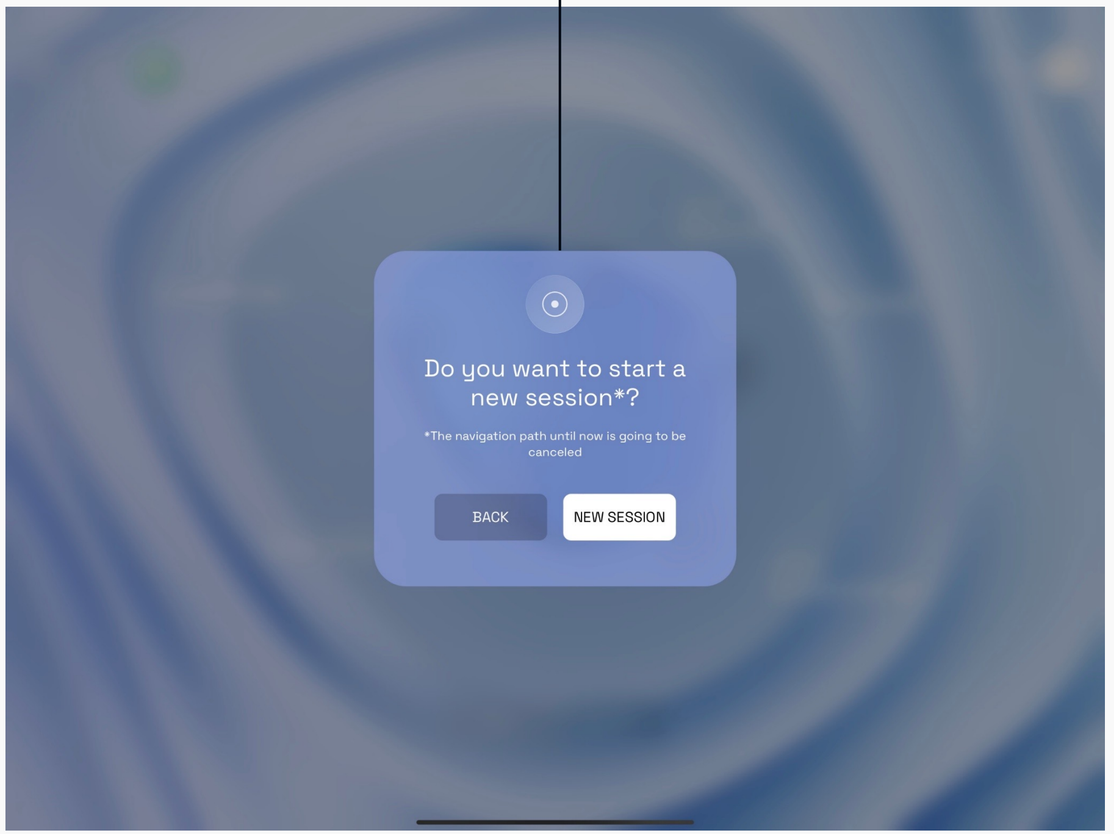
App Setup and Settings

Select language, access training materials, and force update

News carousel and screen rotation

Start new session and refresh navigation when moving to a new customer

Start a new session



App Setup and Settings

Consult the user guide

App Setup and Settings

Direct link to app area

Scroll to see updates on latest launches and app experiences

Clear

Clear

Select settings area, news carousel, and screen rotation

Start new session and refresh navigation

A navigation menu allows access to the main areas

Clear

The Lens Design section provides simulations of lens designs and shows their effect on vision.

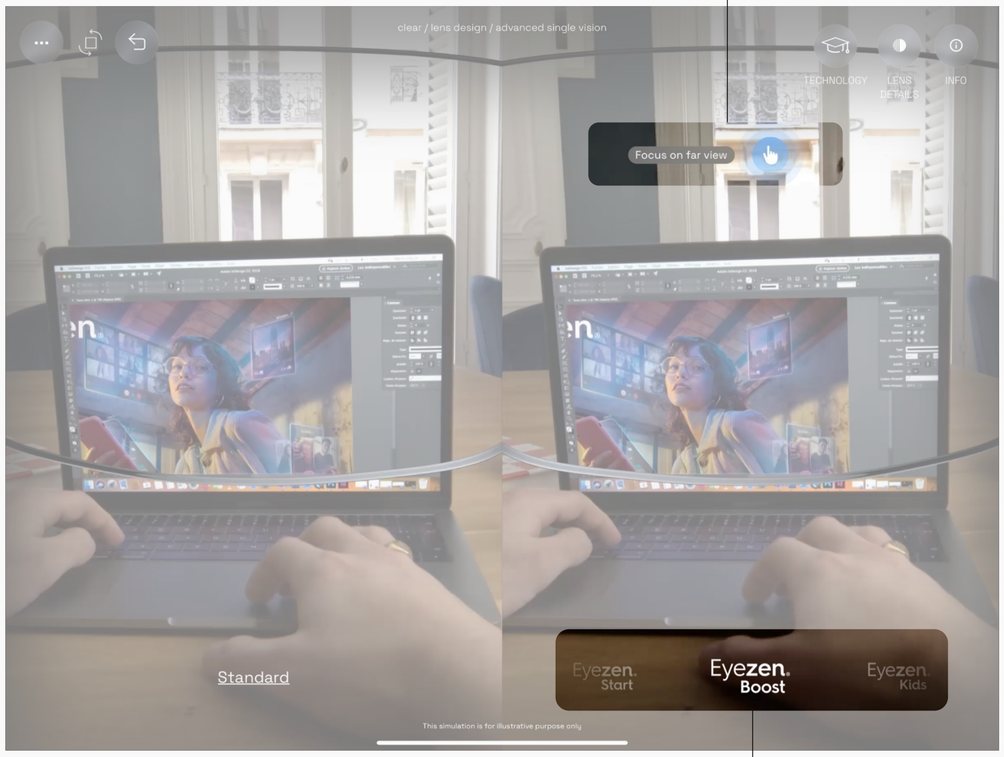
See lens detail and activate comparison

Swipe left/right
to choose design

Clear

The Lens Design section provides simulations of lens designs and shows their effect on vision.

Click on the indicators to start and continue with the simulation



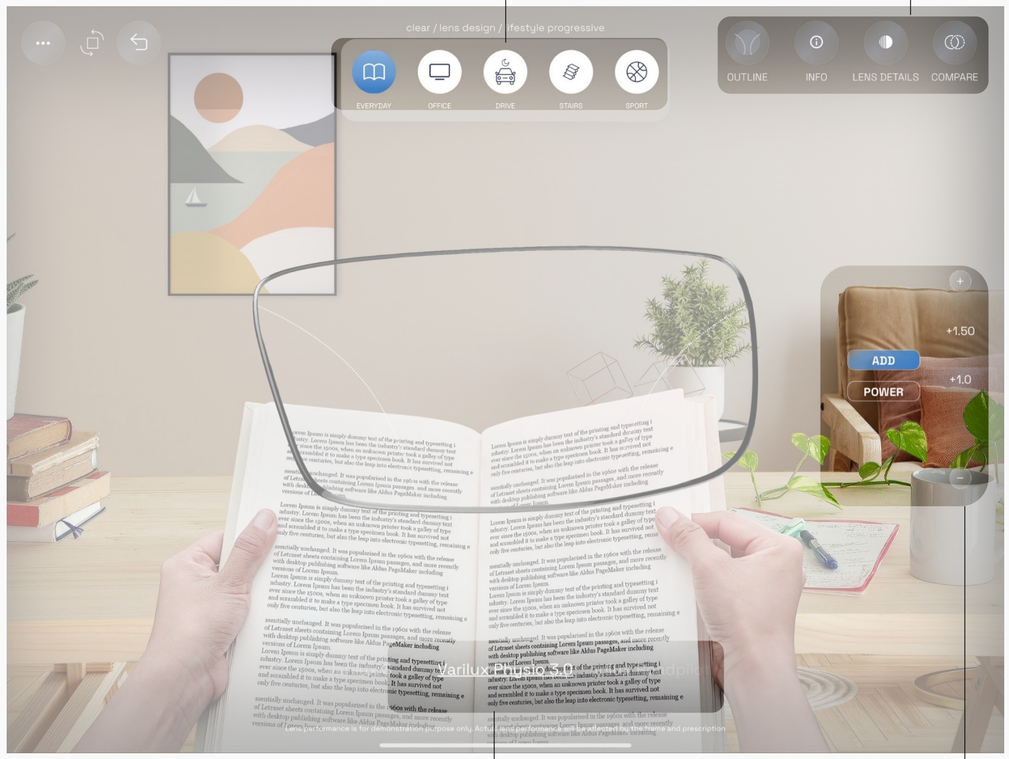
Select the product to simulate and compare with the standard single vision lens

Read the call-out for more information and close it to continue the simulation

Clear

Change scenery

See lens detail and activate comparison



Outline removal

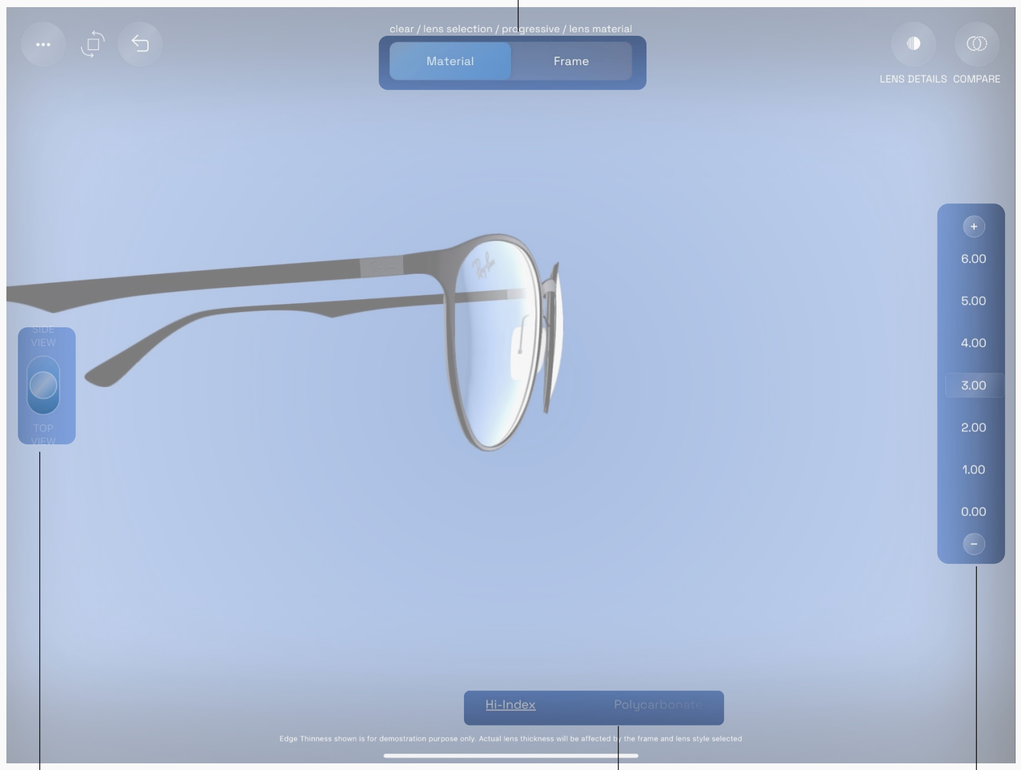
Swipe left/right to choose category and lens design

Select power and addition to adapt simulation

Clear

The Lens Materials section provides simulations of different lens materials mounted on frames.

Select frame and material



Toggle to select frame's fixed angles

Select the index

Set power according to customer's prescription

Clear

The Light Management section explains how Transitions® and Blue-Violet Light technology work and what their main benefits are through interactive simulations.

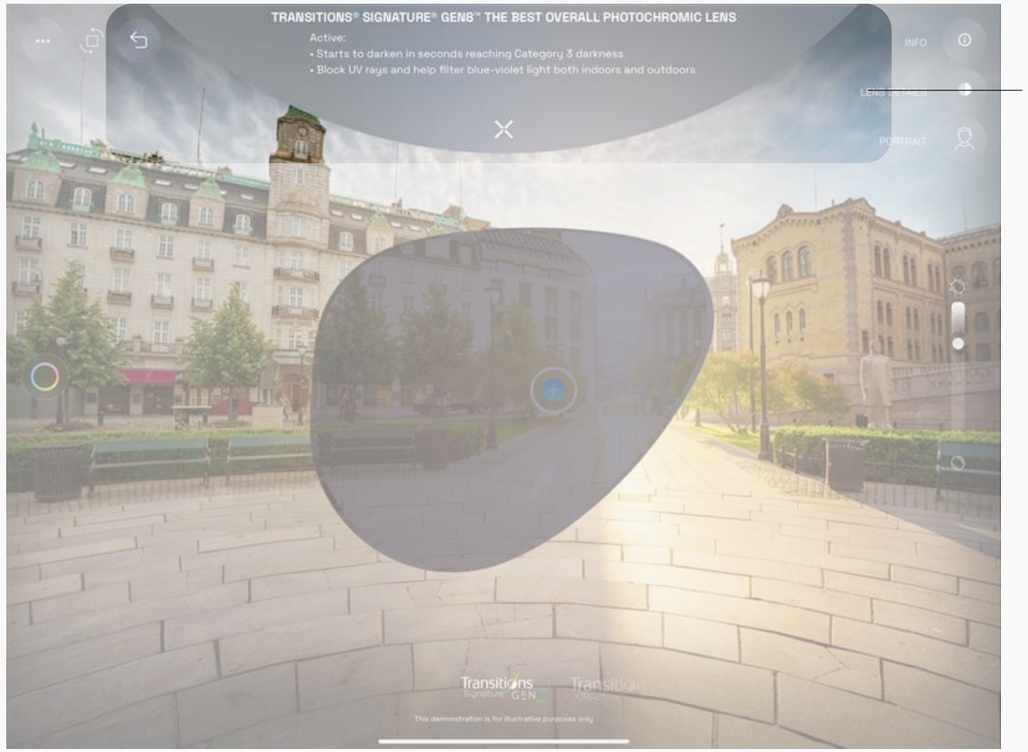
See lens detail and activate portrait view

Select lens color

Tap and move the lens to experience the effect

Swipe left/right to choose Transitions® technology

Lightness indicator



Interactive call-out explaining Transitions® technology

Clear

Close
portrait

Click the QR sign
to activate virtual try-on

Scan the QR on a mobile device
or open in browser

Clear

The Light Management section explains how Transitions® and Blue-Violet Light technology work and what their main benefits are through interactive simulations.

See lens detail, activate compare, educational videos, and see-through

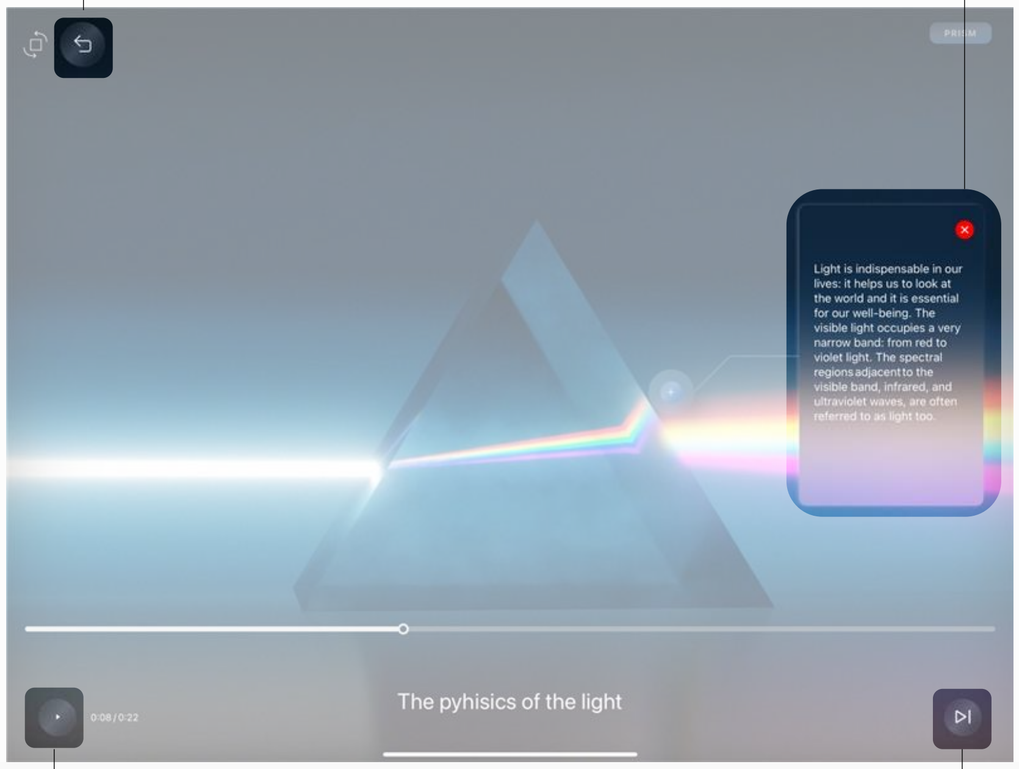
Swipe left/right

Swipe left/right
to choose products

Clear

Close video

Interactive call-outs explaining blue-violet light technology



Stop video

Go to next video

Load next video

Clear

The Lens Enhancement section provides interactive simulations of all the features and benefits comprised in AR packages.

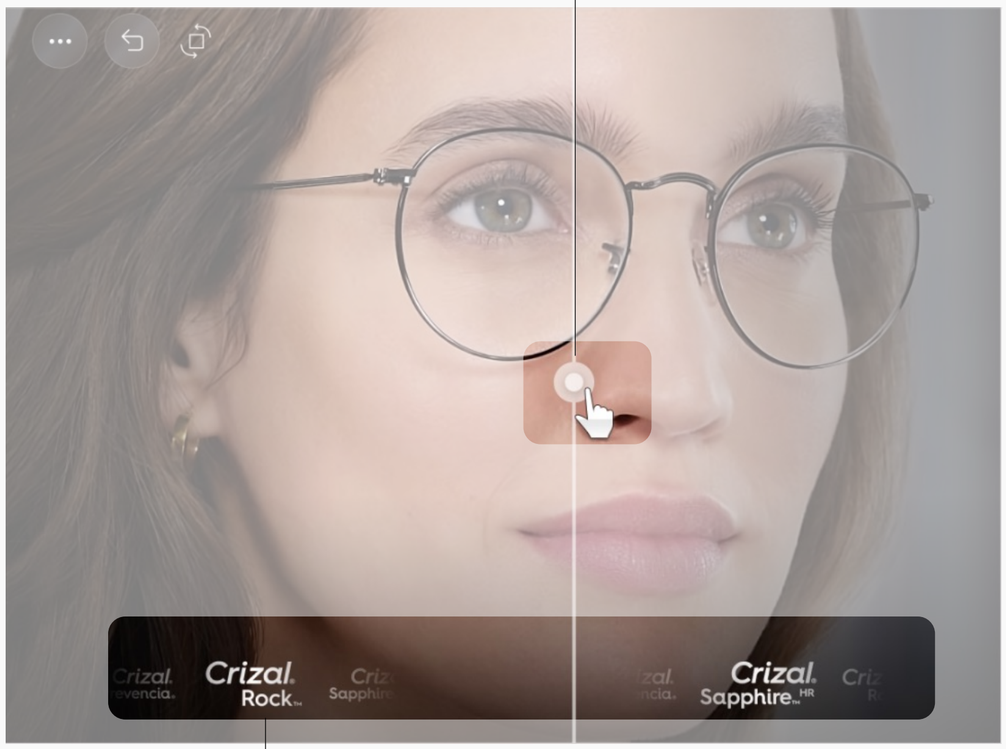
Tap and hold the lens to experience the effect

Access portait view and product areas

Select treatment to simulate and check the level

Select the coating to simulate

Drag the bar to compare coating's effect



Select the coating to compare

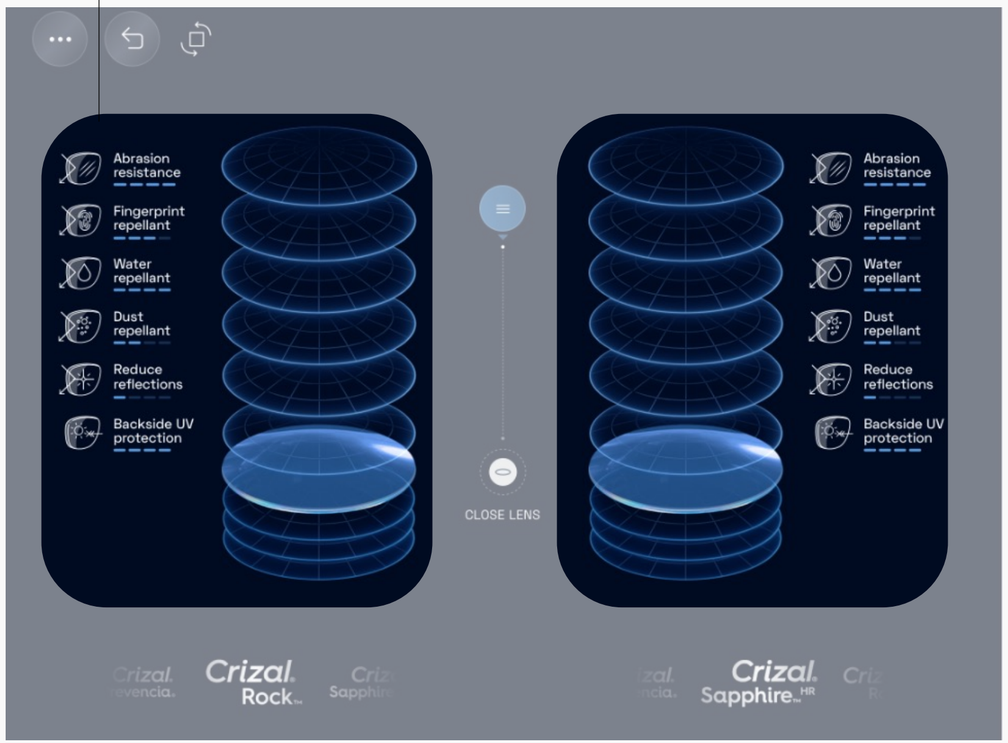
Clear

The Lens Enhancement section provides interactive simulations of all the features and benefits comprised in AR packages.

Swipe to expand the lens and activate the simulation

Select the coating to compare

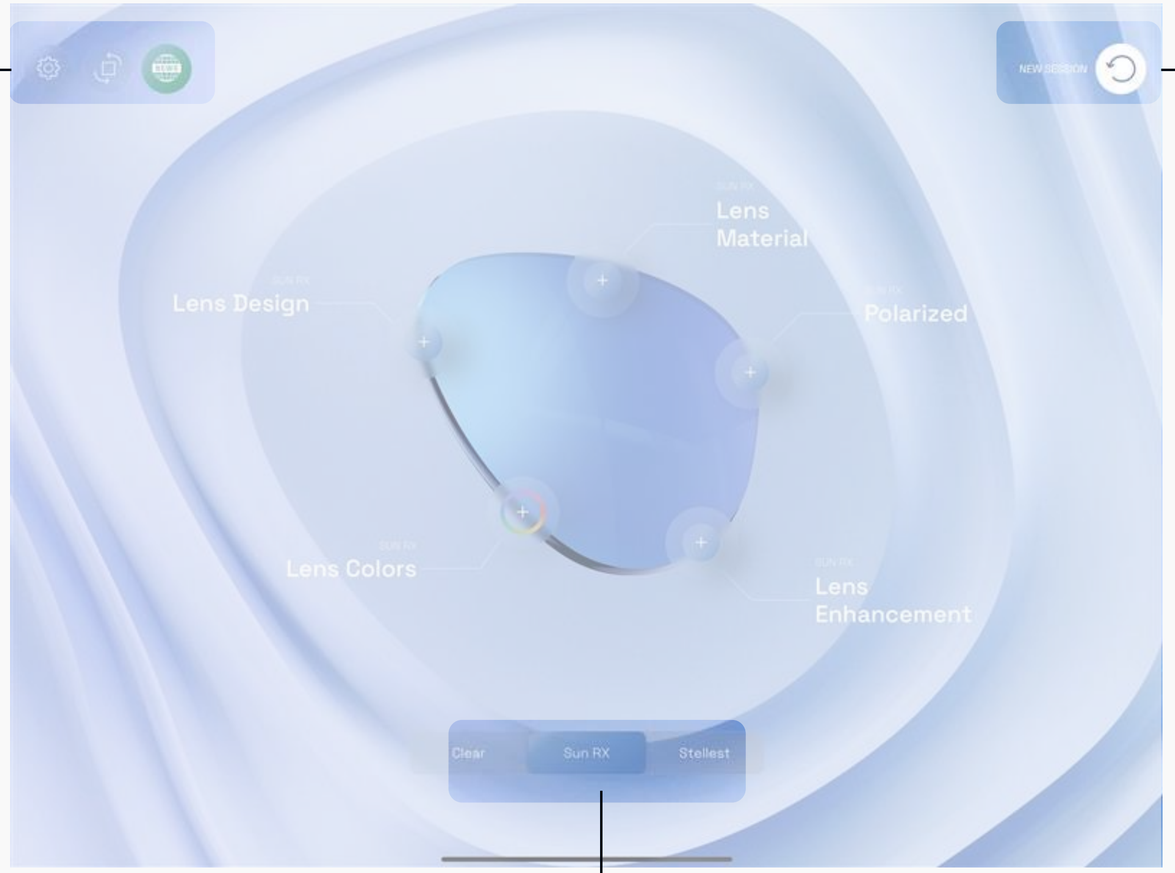
Check the list of treatments and relative levels to compare coating



Sun RX

Sun RX

Select settings area, news carousel, and screen rotation



Start new session and refresh navigation

A navigation menu allows access to the main areas

Sun RX

The Lens Design section provides simulations of lens designs and shows their effect on vision.

See lens detail and activate comparison

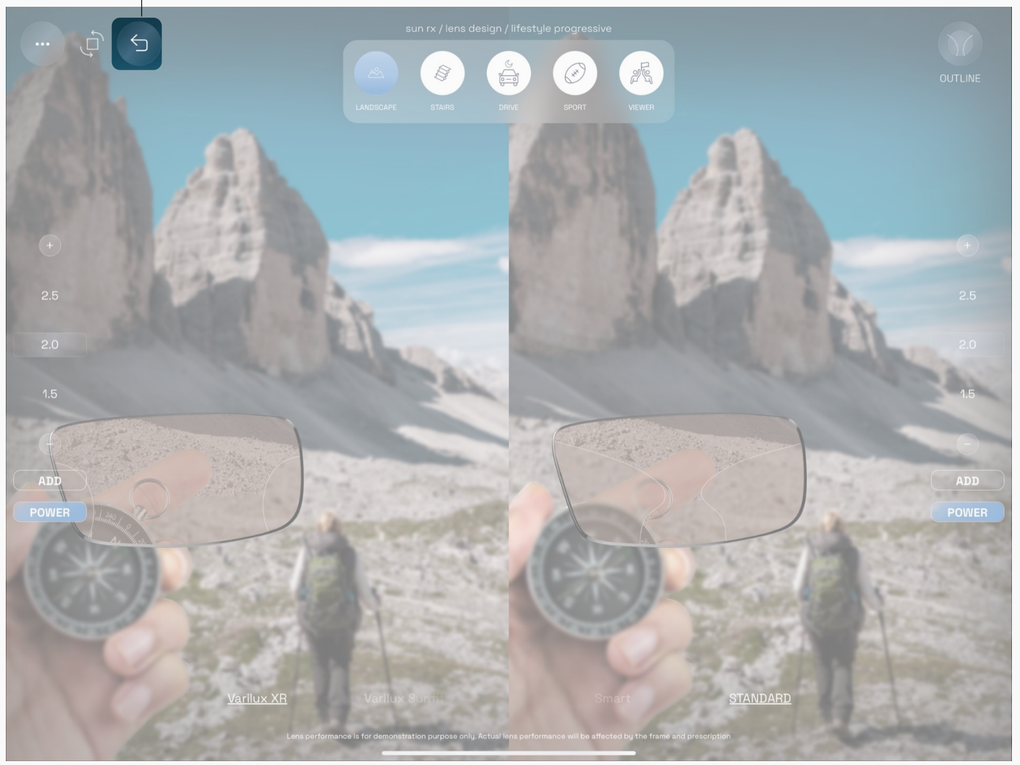
Swipe left/right to choose design

Sun RX

Change scenery

See lens detail and activate comparison

Close compare mode



Swipe left/right to choose design

Select power and addition to adapt simulation

Sun RX

The Lens Materials section provides simulations of different lens materials mounted on frames.

Select frame and material

Toggle to select frame's fixed angles

Select the index

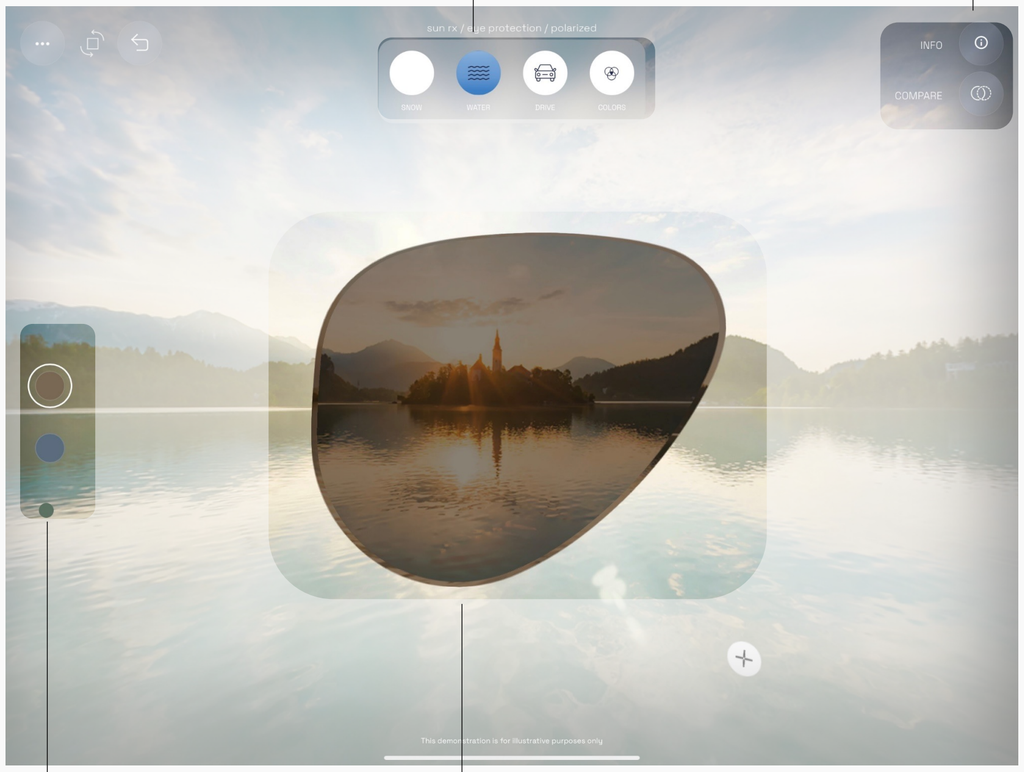
Set power according to customer's prescription

Sun RX

The Light Management section explains how Polar technology works and its main benefits through interactive simulations.

Change scenery

Activate comparison

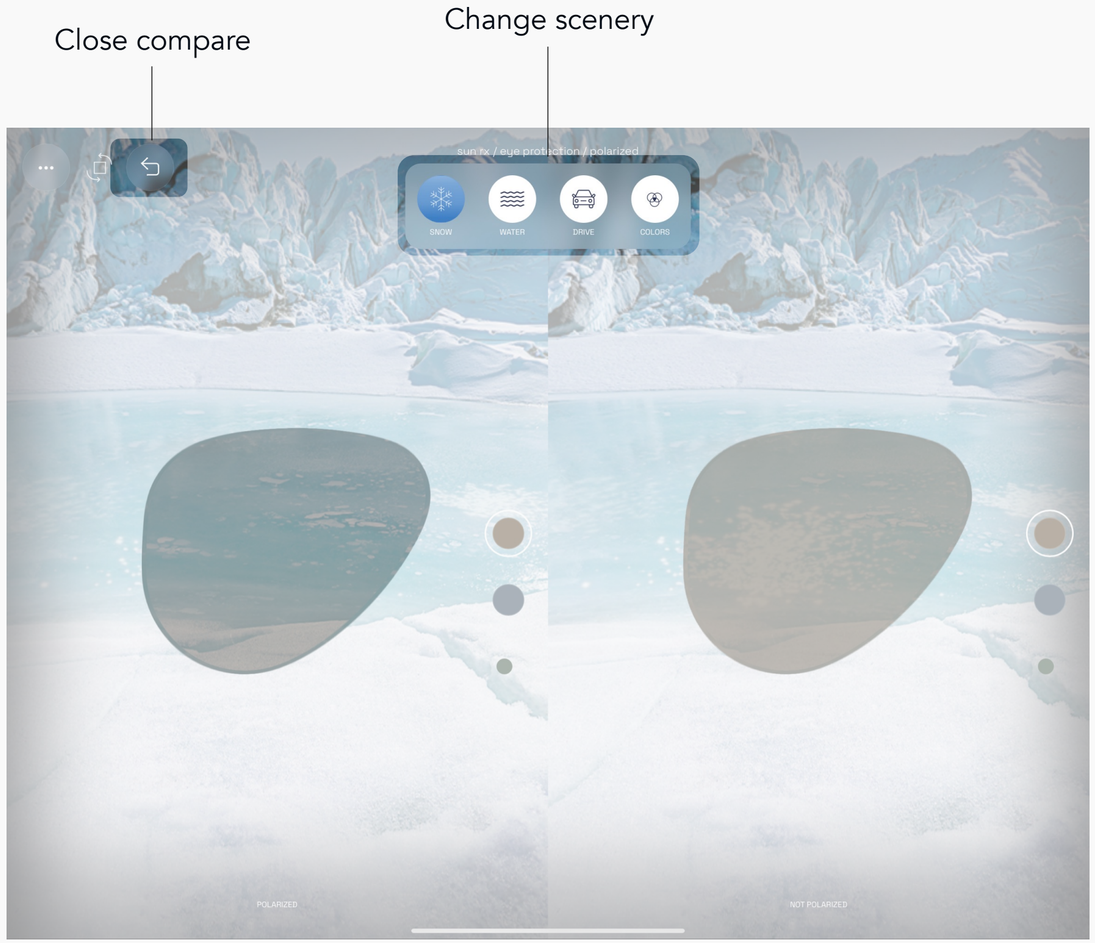


Color selection

Tap and move the lens to experience the effect

Interactive call-out explaining polar technology

Sun RX


Close compare
Change scenery
sun rx / eye protection / polarized
SNOW
WATER
DRIVE
COLORS
POLARIZED
NOT POLARIZED

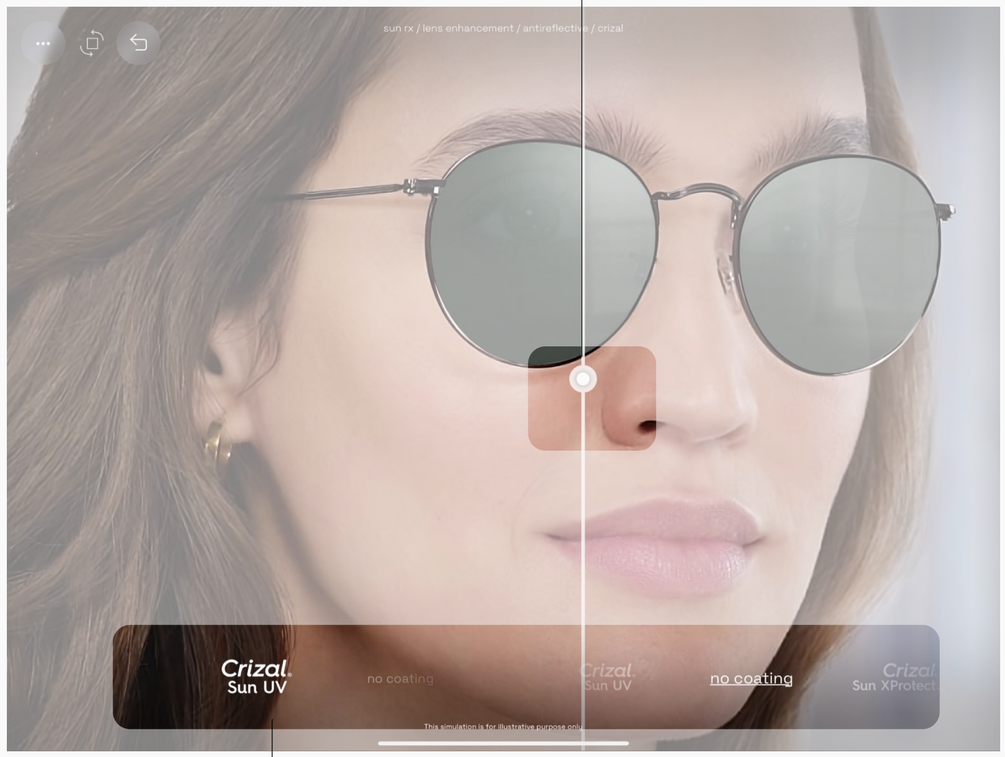
Sun RX

The Lens Enhancement section provides interactive simulations of all the features and benefits comprised in AR packages.

Tap and hold the lens
to experience the effect

Access portait view
and product areas

Drag the bar to compare coating's effect



Select treatment to simulate
and check the level

Select the coating
to simulate

Select the coating
to compare

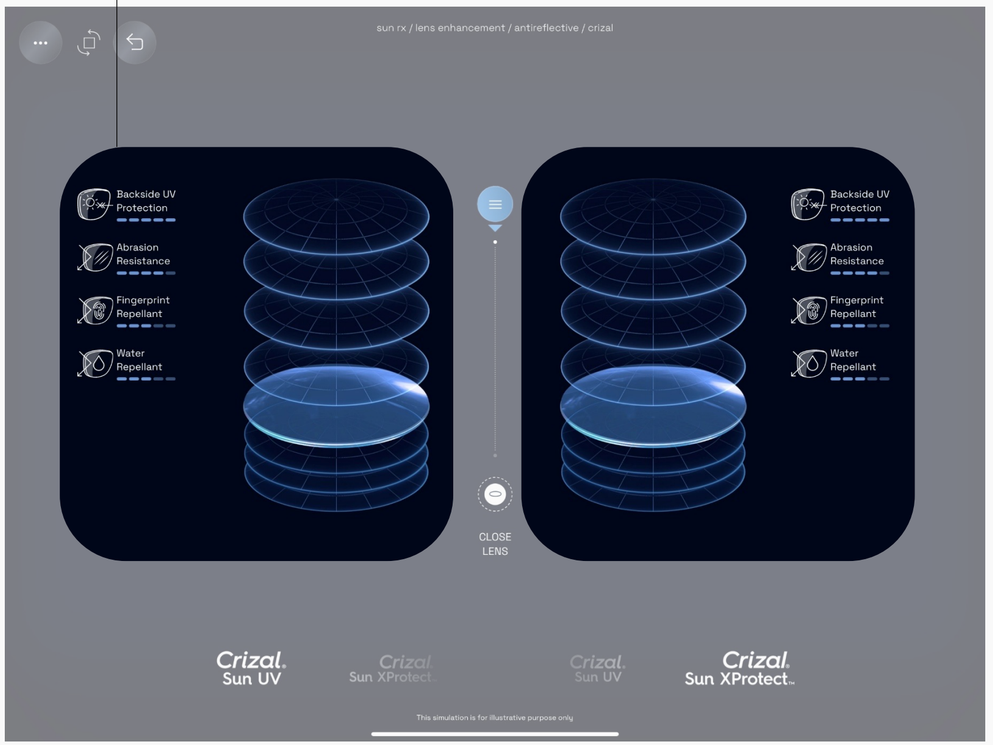
Sun RX

The Lens Enhancement section provides interactive simulations of all the features and benefits comprised in AR packages.

Swipe to expand the lens and activate the simulation

Select the coating to compare

Check the list of treatments and relative levels to compare coating



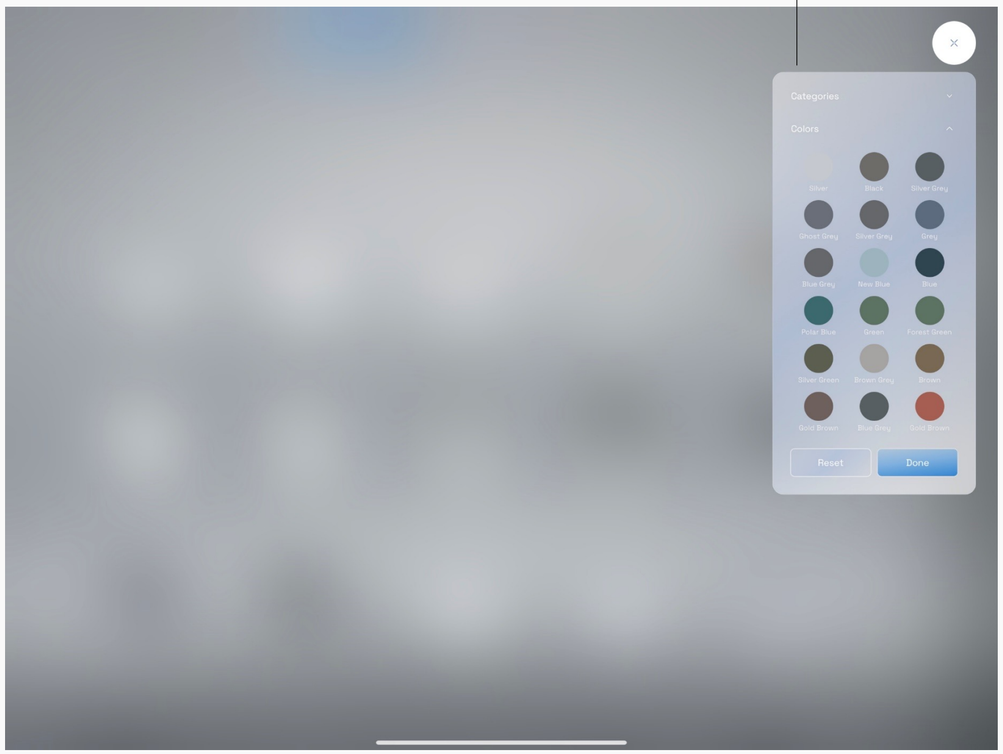
Sun RX

The Lens Colors section provides digital samples to showcase available lens bases and see-through simulations for each color.

Select color preferences

Try the experience: internal and external view

Insert filters to personalize navigation



Shortcut color selection

Sun RX

The Lens Colors section provides digital samples to showcase available lens bases and see-through simulations for each color.

Select
lens color

Activate external view
and compare

Select
category

Tap and move the lens
to experience the effect

Back to internal view
and compare

Tap and flip the lens

Selling Tips

Selling Tips

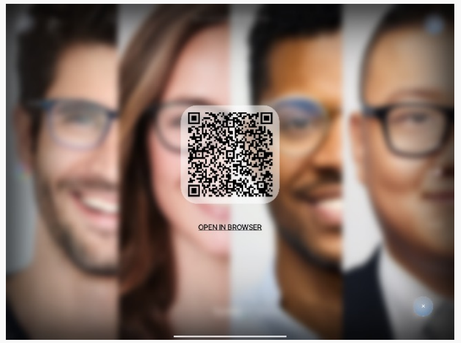
IN STORE
A CUSTOMER ASKS...

I think Transitions® lenses would be perfect for my lifestyle, but I'd like to know what they look like when worn! What's their color in half-light conditions?

I can show you the whole gradient of shades. Here's a simulation of how they would look moving from dark to bright conditions!

You can also experience the effect by scanning the QR code and virtually trying on the lenses!

IN APP



Selling Tips

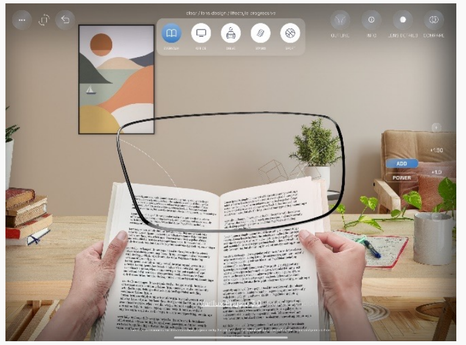
IN STORE
A CUSTOMER ASKS...

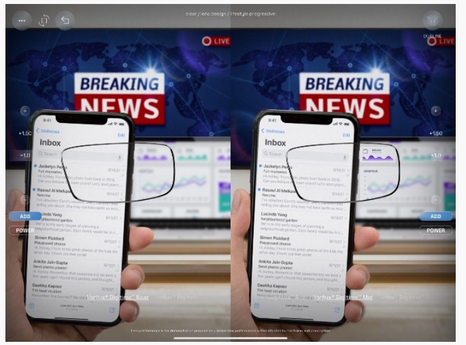
I have started to having difficulties seeing up close, but changing glasses is too inconvenient for me.
A friend of mine swears by progressive lenses, and I'd like to know more!

That's exactly what you need! PG lenses allow you to have the best vision experience at different distances by only wearing a pair of glasses.

Look, let me show you how they work!
You'll never have to switch glasses and carry multiple pairs.

IN APP





Selling Tips

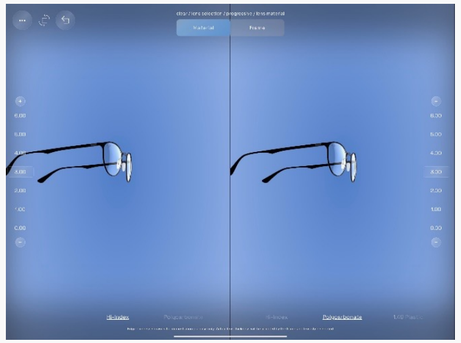
IN STORE
A CUSTOMER ASKS...

I love this style, but I'm concerned about how my glasses will look because I have a strong prescription.

I understand your concern; we have a variety of lens materials that can support your prescription and guarantee the best final look!

Here I can simulate what your glasses would look like! You can also compare different lens options.

IN APP



Selling Tips

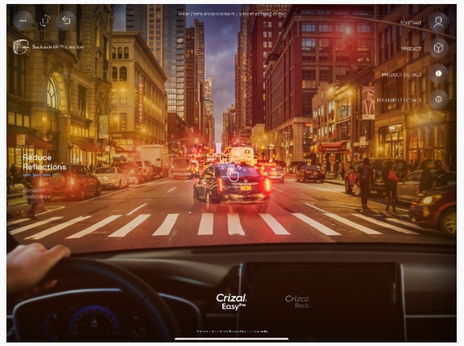
IN STORE
A CUSTOMER ASKS...

My glasses tend to get dirty and it's hard to clean them. Is there anything that can help me keep them clean?

That can be so tiresome! The most effective solution is adding an antireflective coating with oil-repellent and antistatic treatments.

These specific treatments limit the buildup of residue on the lens surface while still allowing for simple and long-lasting cleaning. You'll see the difference!

IN APP



Q&A

Q&A

1. **What does Lens Simulator do?**
   The Lens Simulator app aims at supporting storytelling about all the features and benefits of prescription lenses through dynamic and interactive content.

2. **What can the app be leveraged for?**
   Improved storytelling to drive conversion and trigger up-selling.

3. **When should I use this app in the purchasing process?**
   During the Lens selection phase for complete pairs and when selecting frames for sun purchases.

4. **Should the experience with Lens Simulator be assisted?**
   Yes, the app should only be used with the sales associate guiding the consumer journey.

5. **What is the simulation reliability of the app?**
   Simulations aim at closely mirroring reality, but they are for demonstrative purposes. They might differ from final results due to technological constraints.

6. **Does Lens Simulator suggest specific products to be purchased by the consumer?**
   No, the aim of the app is just to educate about lenses, not to give specific product suggestions.

7. **How am I supposed to end the experience with Ray-Ban App?**
   You could show some examples of physical products featuring the specific lens technology (sun experience) or configure lenses leveraging the knowledge acquired during the experience (complete pair).

Q&A

1. **What version of iOS is needed for the iPad to be eligible for the app?**
   The minimum version is iOS 11.4.

2. **What iPad version is needed for the iPad to be eligible for the app?**
   It's recommended to use the app on 2nd generation devices.

3. **Can the app be accessed via desktop or smartphone?**
   No, the application is available only for iPads.

4. **Is the internet connectivity needed for the app to work?**
   It’s required only when downloading the app for the first time.

5. **Are there any analytics installed in the app?**
   Yes, only to register # of sessions and most viewed pages.

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