

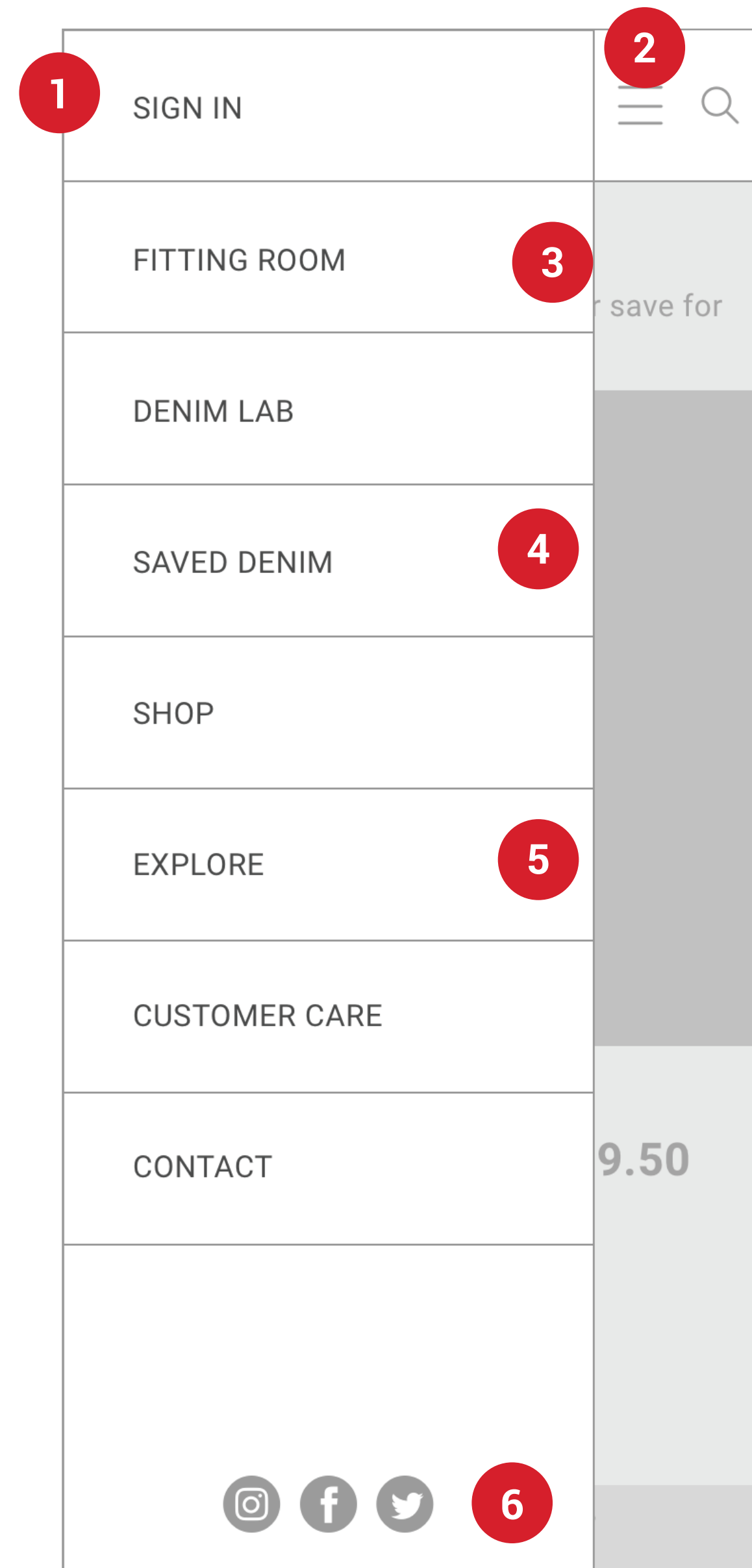
1 TOP MENU
Side menu, search, Levis logo (home), account, shopping bag

2 DENIM LAB INTRODUCTION
Description of what the Denim Lab is, how to make selections, and how it finds results.

3 SELECT OPTIONS
User can choose to narrow down results by women's vs. men's jeans and new vs. vintage jeans.

4 VOICE OPTION
Icon to activate voice, user can make selections by voice instead of touch.

5 NEXT
User proceeds to next screen, previous choices are registered to narrow down results and proceeding options.



1 EXPANDED SIDE MENU
Expanded list of menu options, slides open from left.

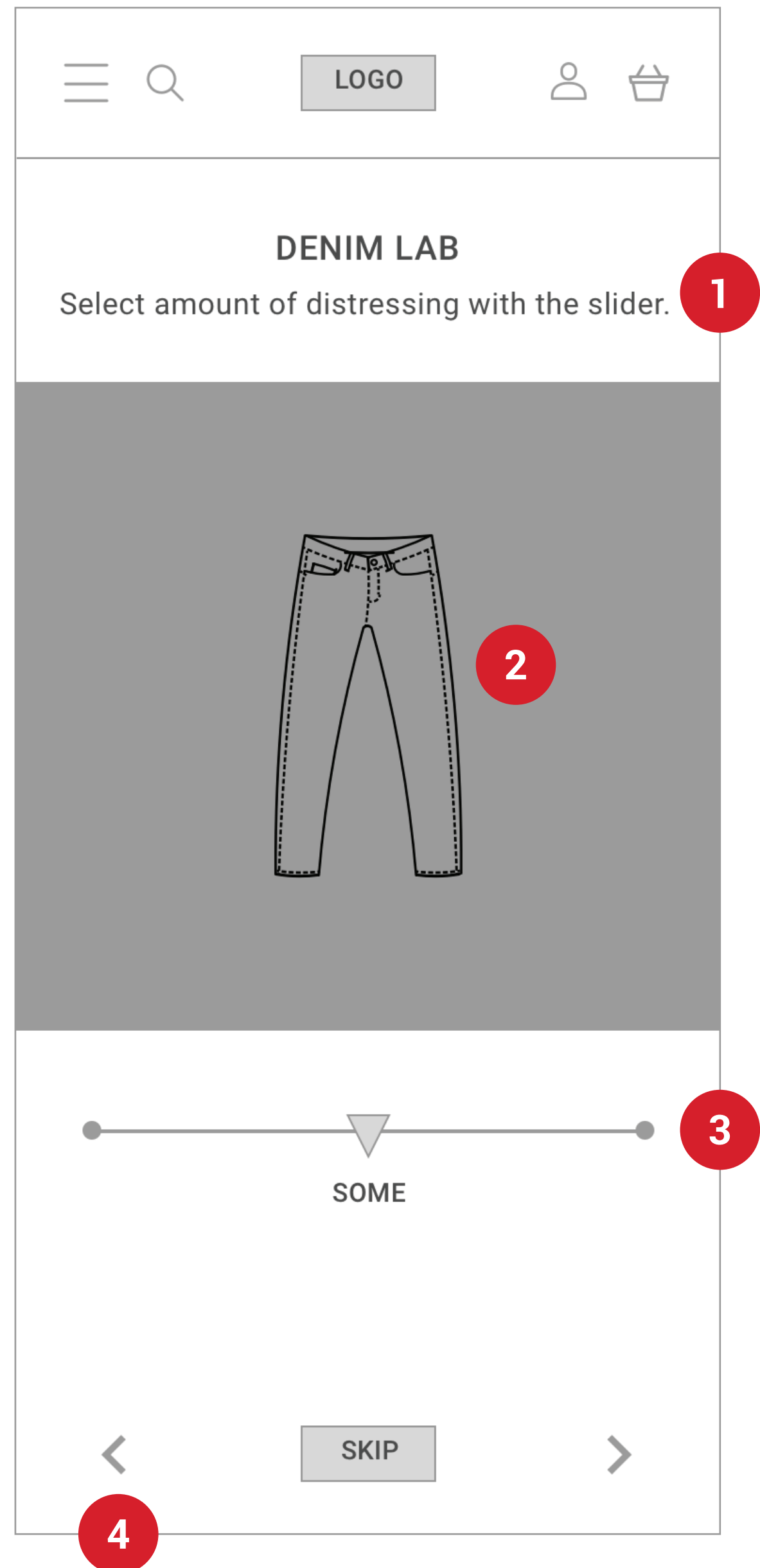
2 CLOSE MENU
Closes menu, slides left

3 FITTING ROOM
User's mobile fitting room, shows selected jeans. If in store, jeans will be sent to a physical fitting room.

4 SAVED DENIM
Save favorite jeans for later, to try on in store or buy online at another time.

5 EXPLORE
Levi's content: articles, videos, tutorials from the denim experts

6 SOCIAL LINKS

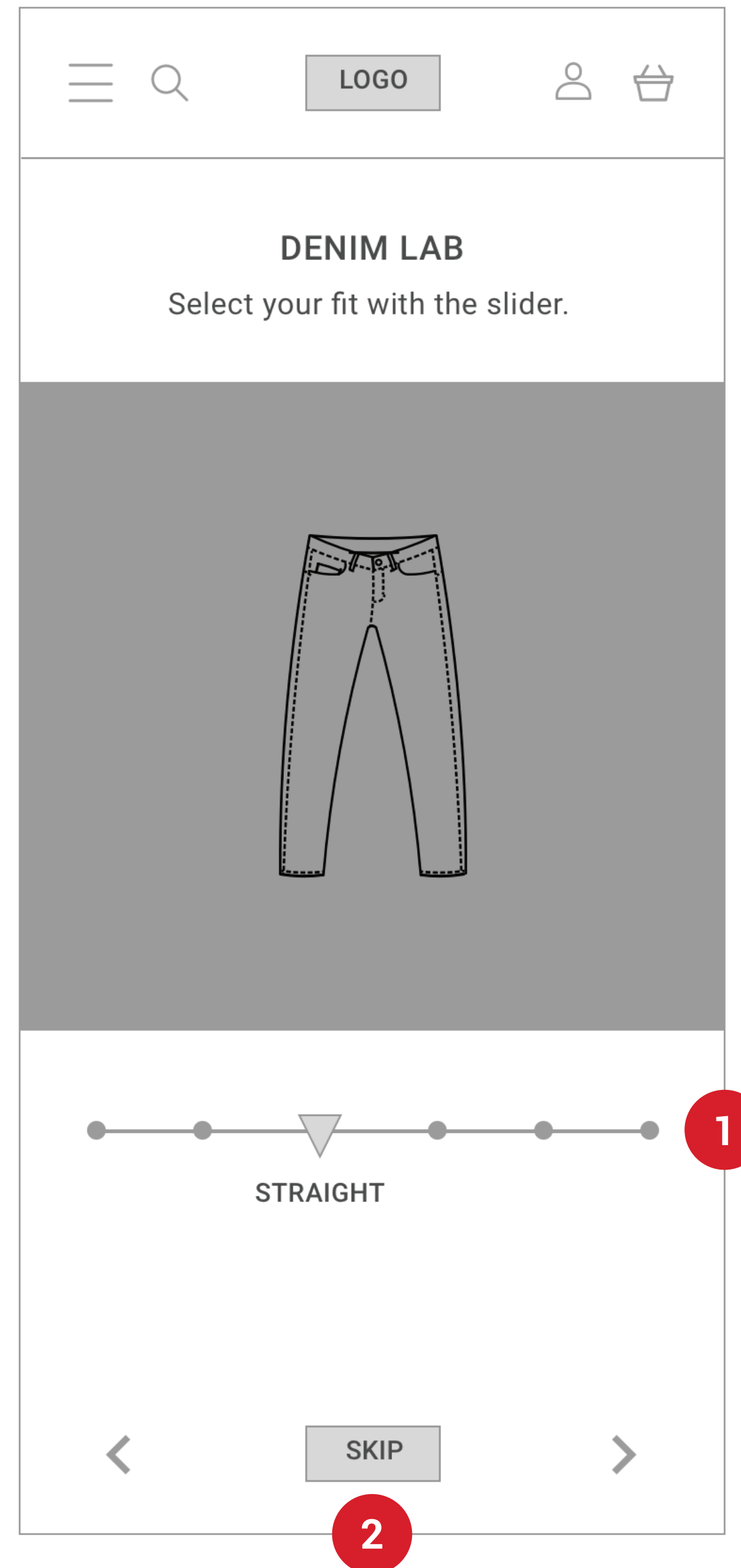


1 CATEGORY
Description of what feature or aspect of denim the user is choosing. Fit, rise, wash, and distressing.

2 PRODUCT IMAGE
Image of jeans on model, will change as selections change.

3 DISTRESSING SLIDER
User can scroll between options to select desired option, image will respond accordingly.

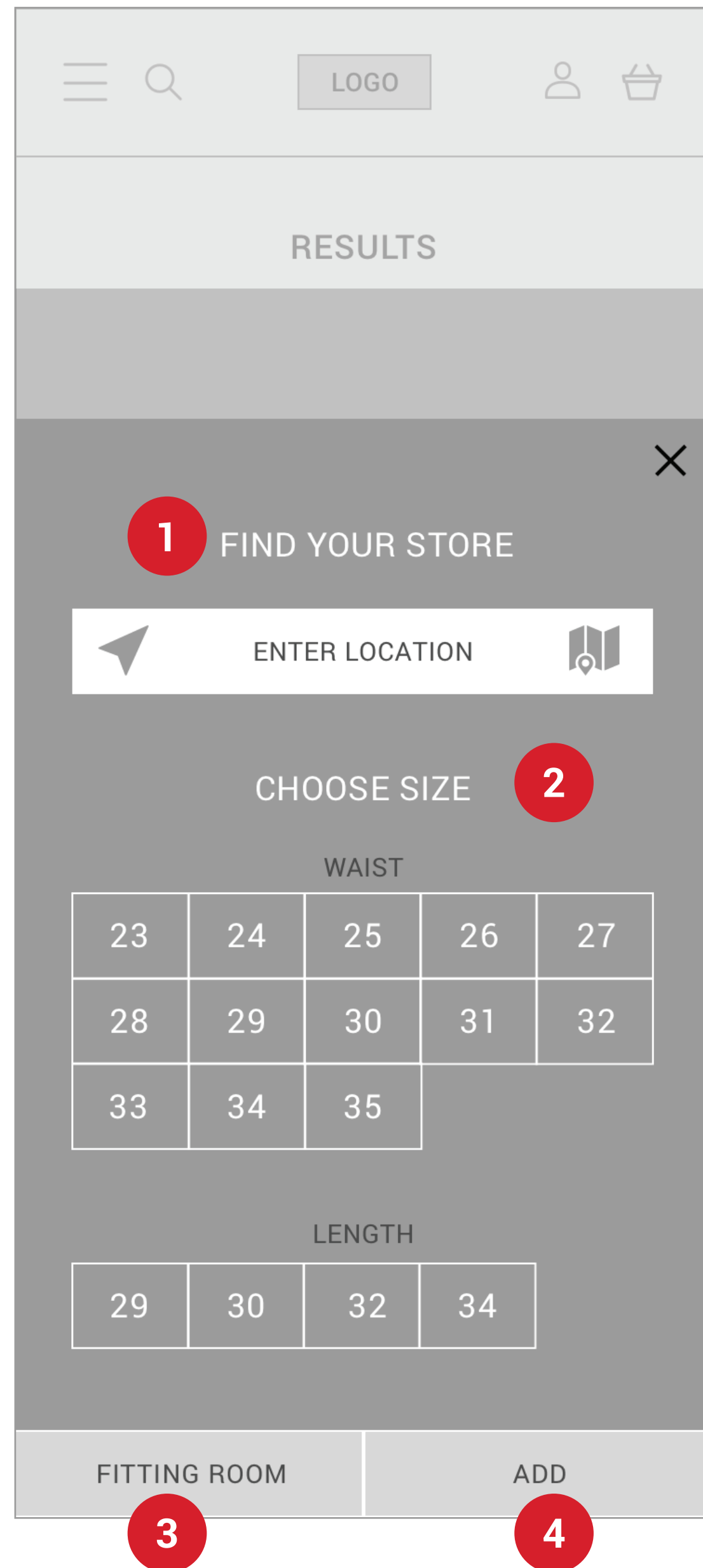
4 BACK
Go back to change a previous selection.



1 FIT SLIDER
Number of options will change depending on category and denim variations available.

2 SKIP
Choose skip to include all available options in that category in final results.

This would be used if the user didn't have a preference for type by fit, for example.

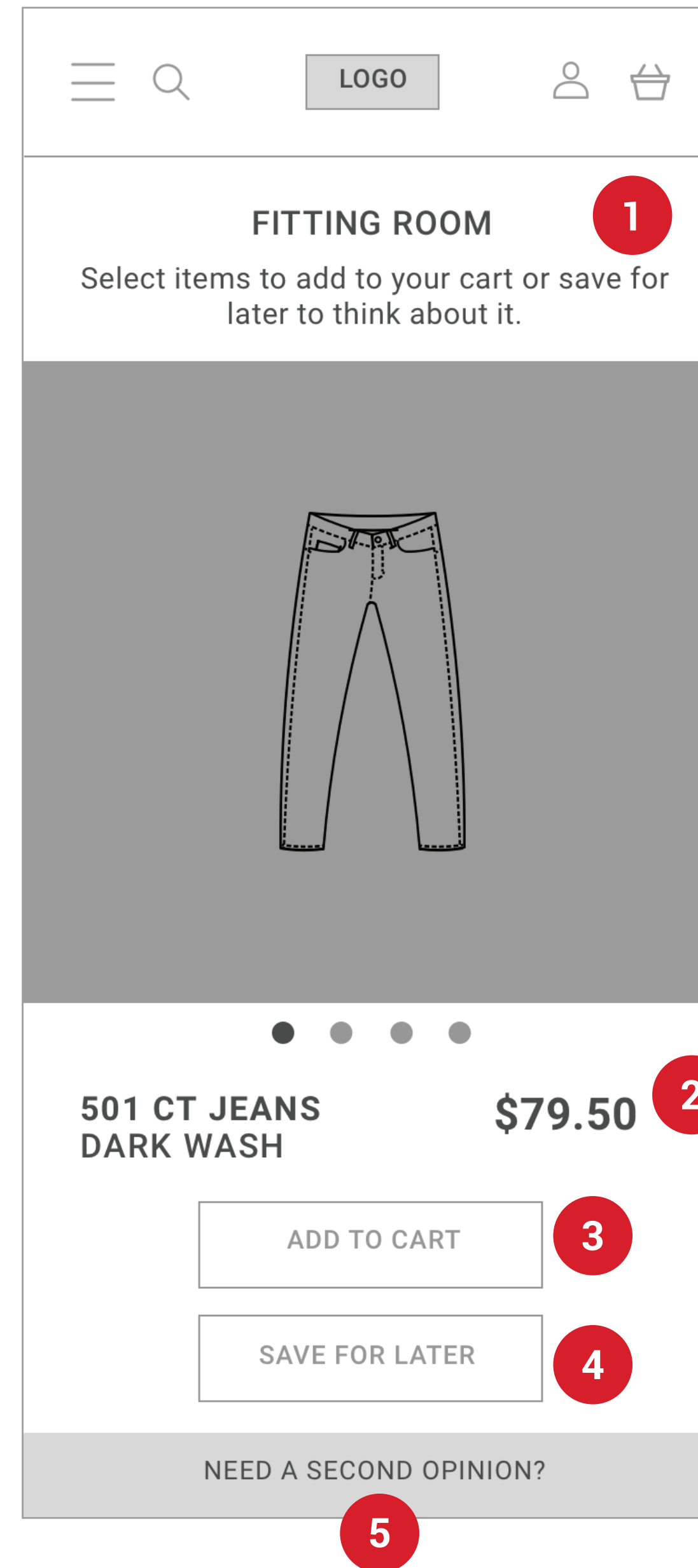


1 FIND STORE
Enter location to find select store to send items to fitting room.

2 SELECT SIZE
Choose waist and length, user can select multiple options

3 GO TO FITTING ROOM
See what jeans are already in fitting room

4 ADD TO FITTING ROOM
Sends item to fitting room, salesperson is notified.



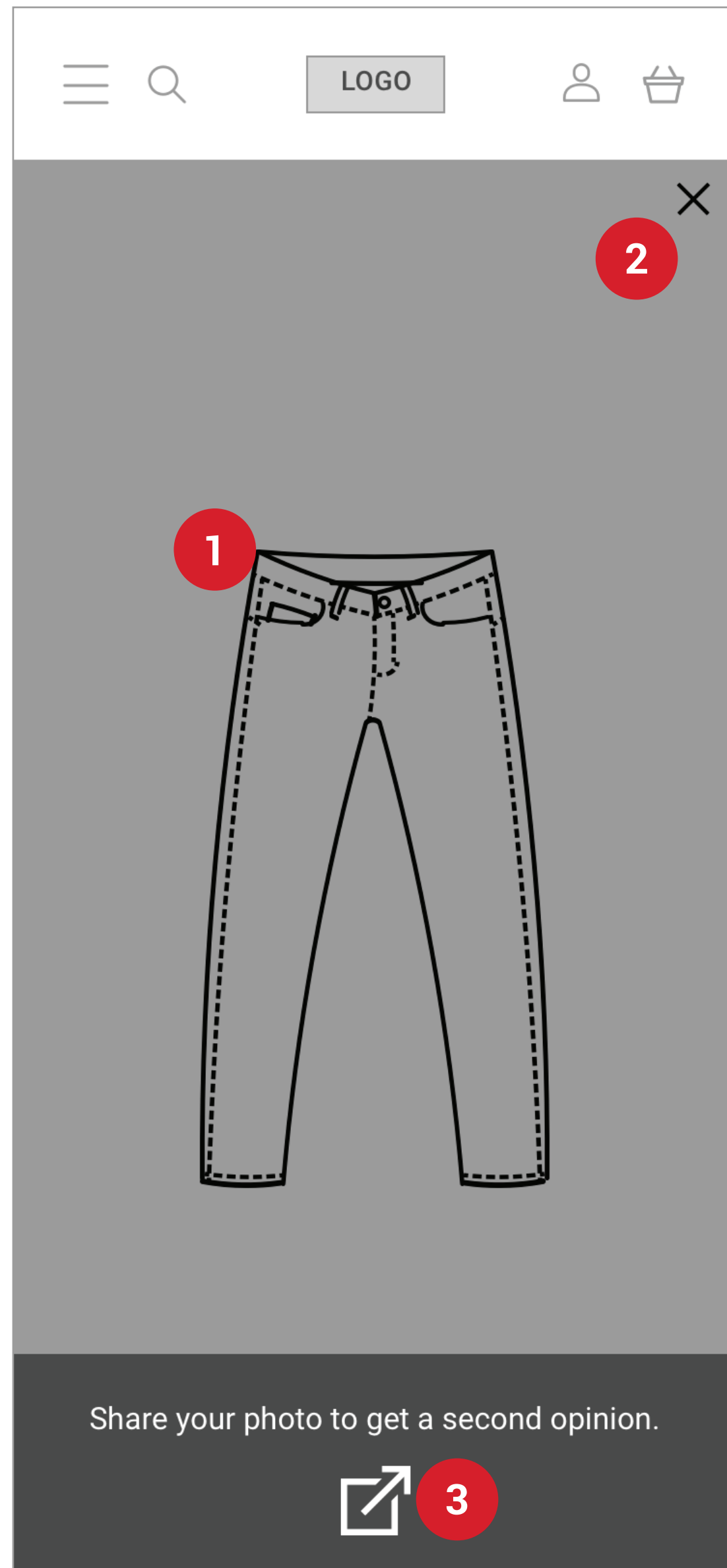
1 FITTING ROOM DESCRIPTION
How it works

2 PRODUCT INFO
Name, wash, price

3 ADD TO CART
Add to cart to check out online or in-store.

4 SAVE
Add jeans to Saved Denim

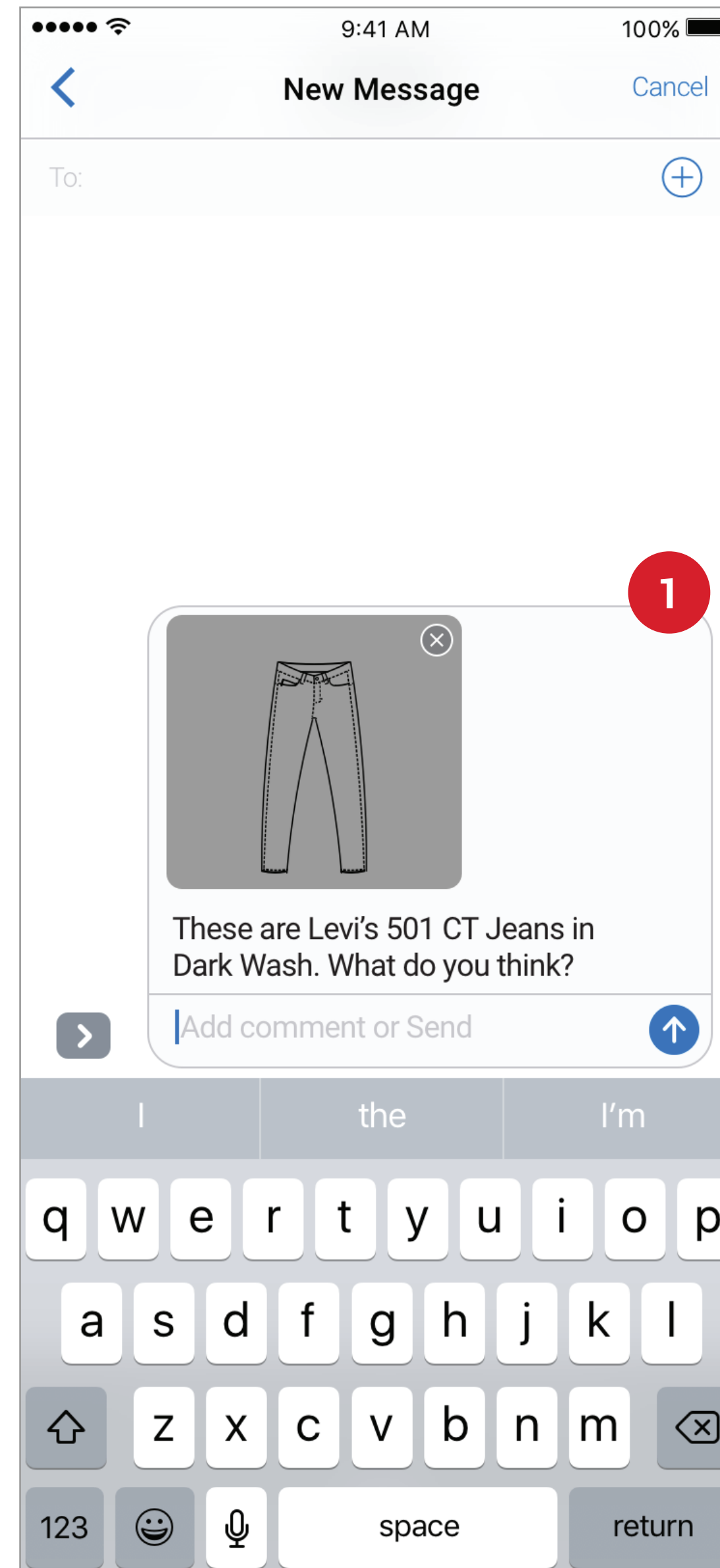
5 SECOND OPINION
Share a fitting room selfie or a photo of the jeans to a friend to get a second opinion. Photo will include product information.



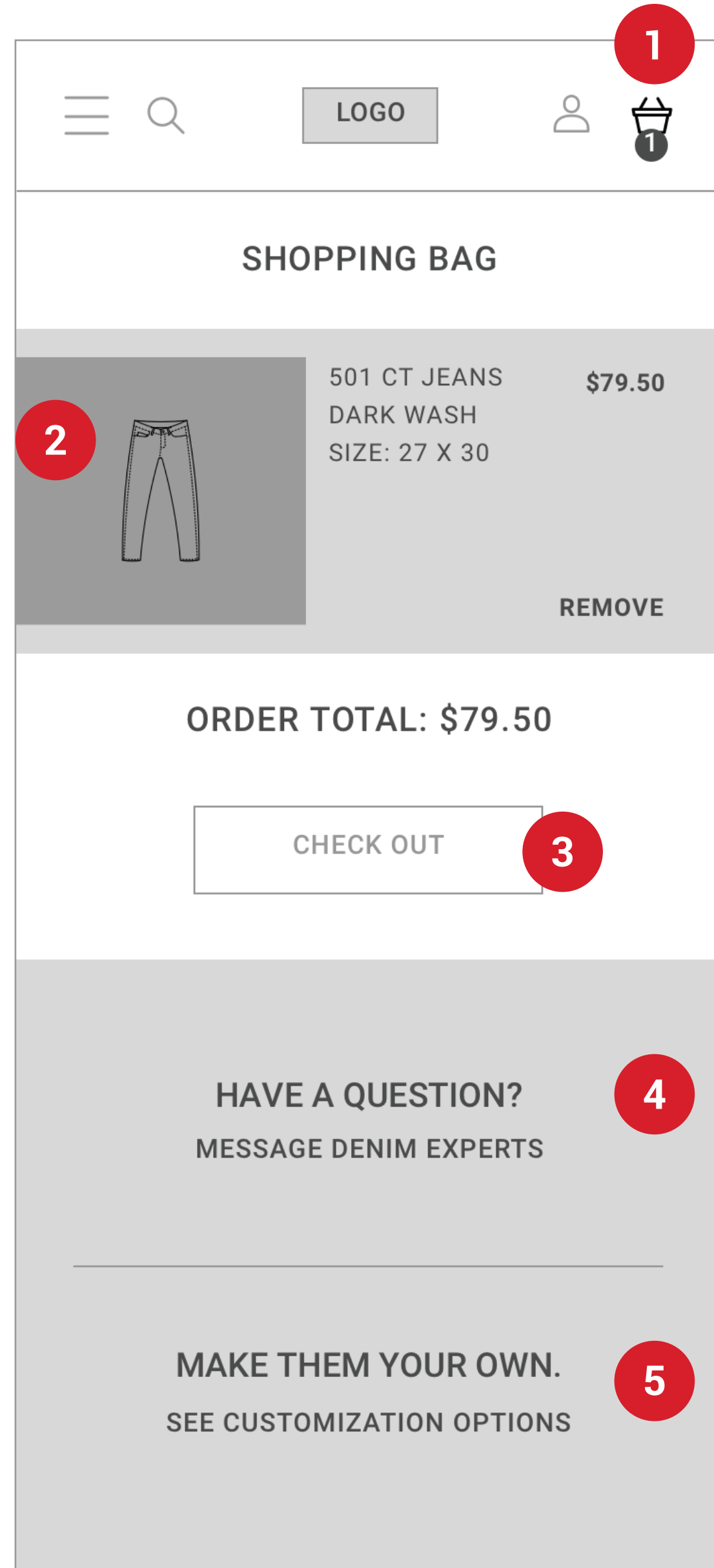
1 PRODUCT IMAGE
Having trouble deciding? Send a fitting room selfie or a picture of the jeans to a friend

2 CLOSE
Exit camera mode, go back to previous screen

3 SHARE
Share button creates message read to be sent to a friend.



1 MESSAGE
Message with image auto-populates with product info.



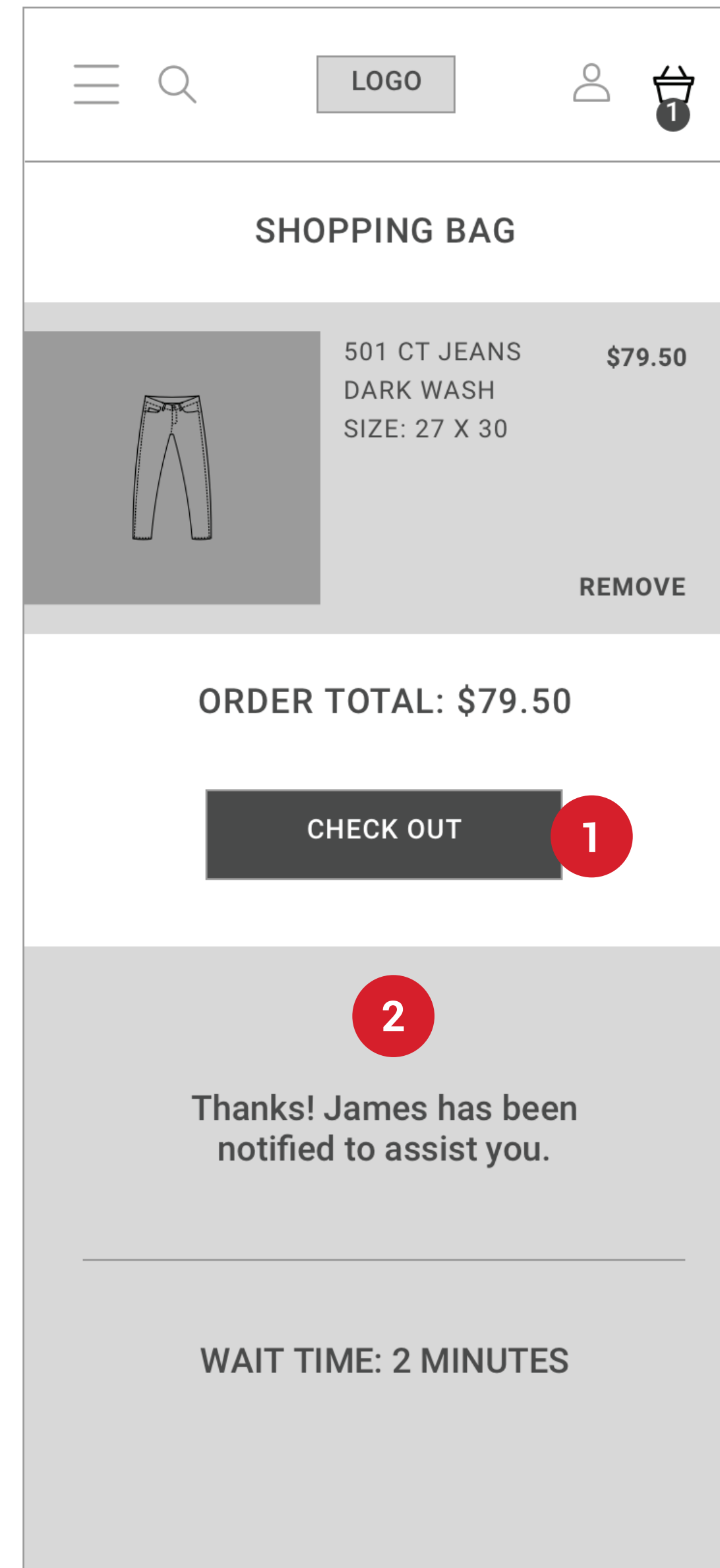
1 SHOPPING BAG
Once items are added to shopping bag, item count appears on icon.

2 PRODUCT INFO
List of items includes image, name, wash, selected size, and price.

3 CHECK OUT
Click to start check out process, will notify salesperson.

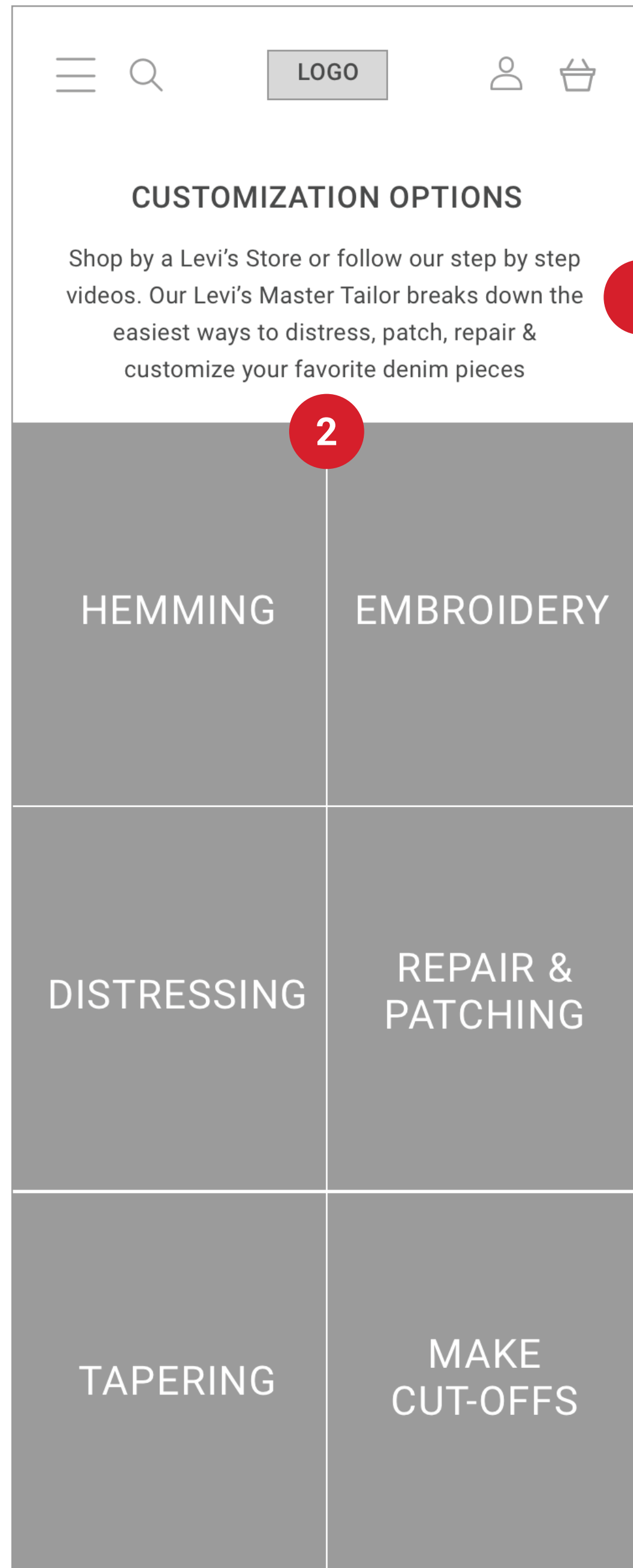
4 QUESTION
Message salespeople with a question or request.

5 CUSTOMIZE
Link to Customization Options page to see tutorials and examples.



1 CHECK OUT
Selected state

2 WAIT TIME
Salesperson receives request for check out, user sees who will be helping them and an estimated wait time.

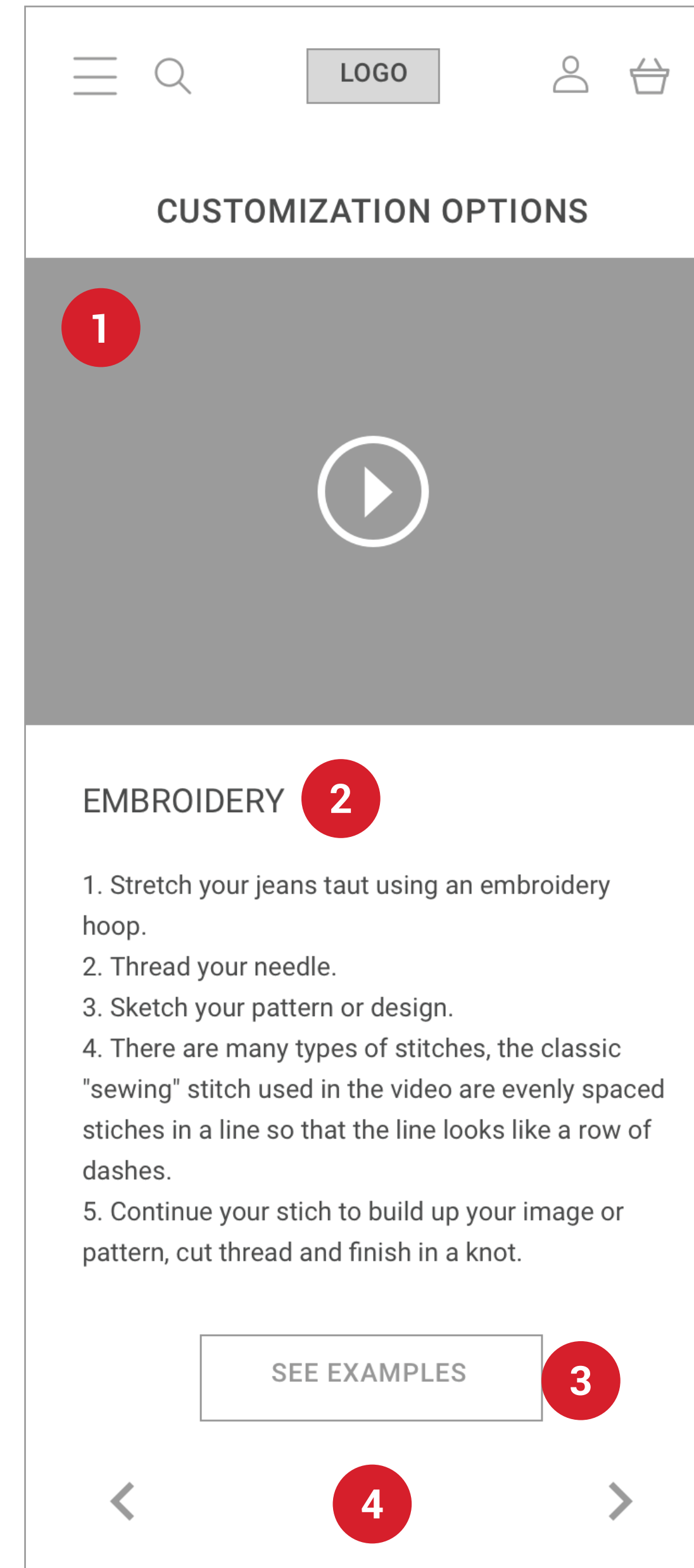


1 CUSTOMIZATION INTRO

Explains customization options, users can bring denim to the store to tailor or use the tutorials to DIY.

2 OPTIONS

Cards with images showing different ways people can customize their denim.



1 VIDEO TUTORIAL

Video of Levi's tailor working.

2 STEP BY STEP

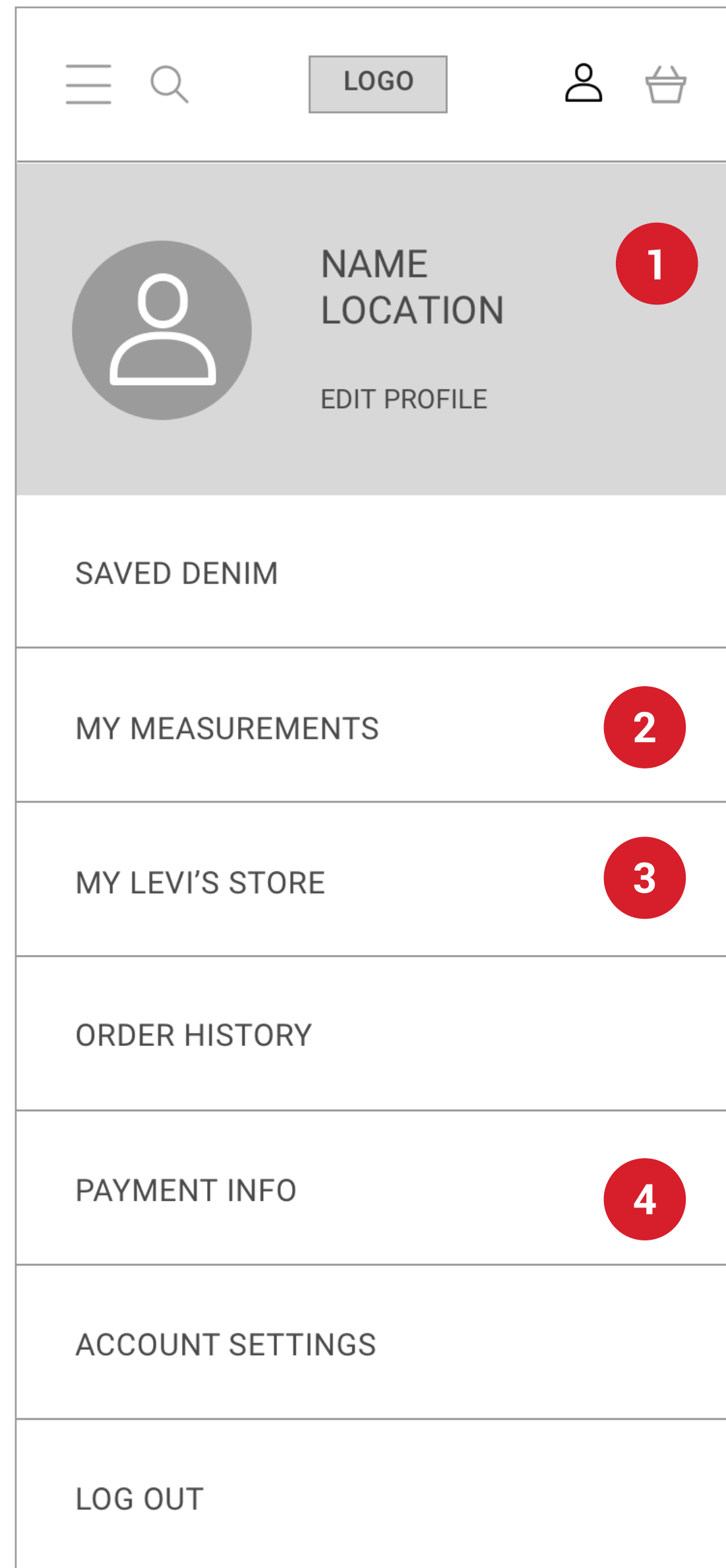
Step by step instructions from the tutorial.

3 EXAMPLES

Finished examples from the Levi's tailor and other users for inspiration.

4 BROWSE

Browse left and right for other customization tutorials.

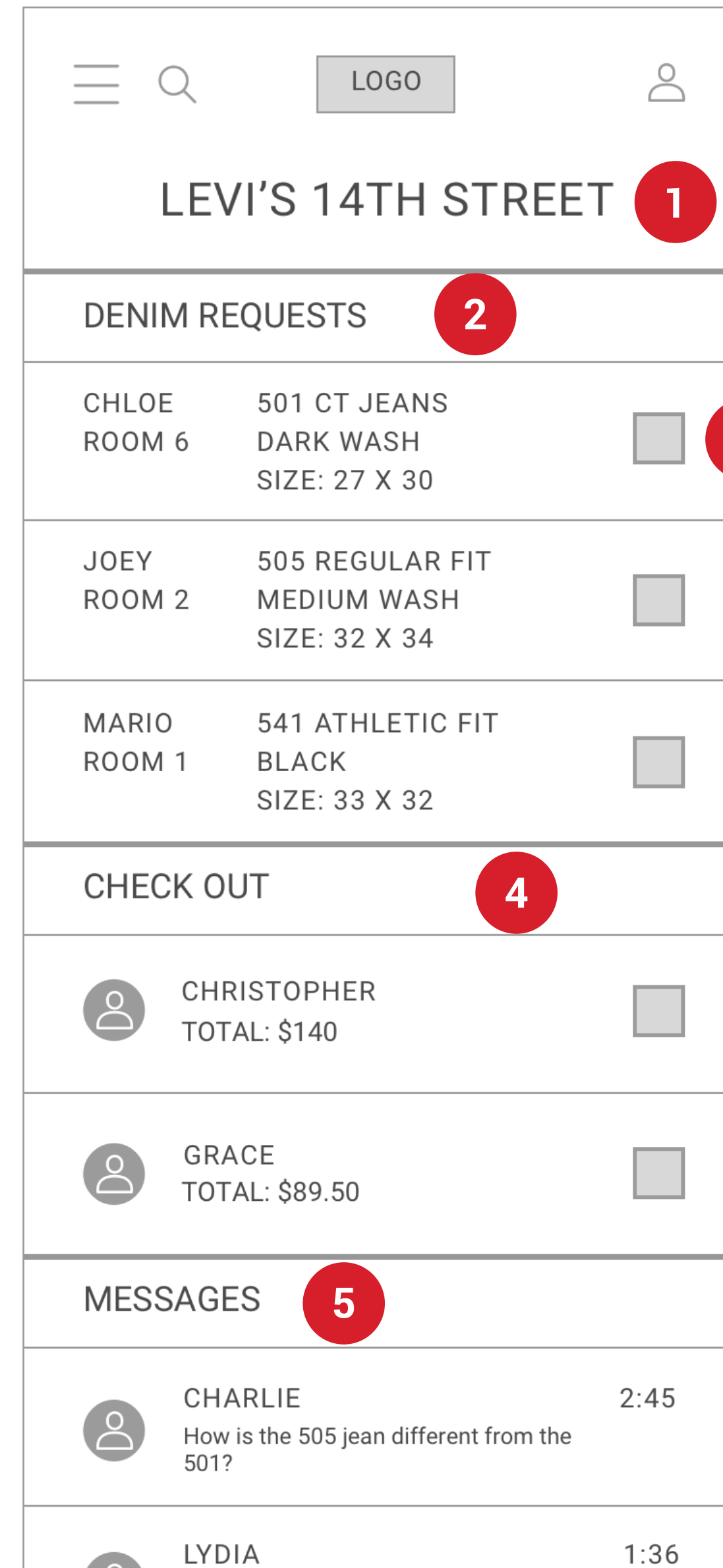


1 USER PROFILE
User's image, name, location

2 MY MEASUREMENTS
Save sizes and measurements for personalized denim results

3 MY STORE
Save local Levi's store to easily send items to fitting room.

4 PAYMENT
Save payment info for a faster check out.



1 LEVI'S STORE LOCATION
Levi's employee dashboard: logged in view for a salesperson, all salespeople can view customer requests and messages.

2 FITTING ROOM REQUESTS
Employee sees name and location of customer and their request.

3 CHECK BOX
Check when request is complete.

4 CHECK OUT REQUESTS
List of customers waiting to check out, employee will meet them and use mobile check out.

5 CUSTOMER MESSAGES
Questions from customers, any salesperson can answer, shows time the message was sent.