

Documentation

Jul 2018





THEME DEVELOPED BY

dyvelopment

PREFACE

Theme Invision is the ultimate Lightspeed theme with **unique features**, designed to bring your Lightspeed shop to the next level. Invision has special focus on **mobile first** design, **high page speeds**, **higher conversion rates** and **quality** which gets your shop the best of the best. The theme is designed to be a perfect fit for every kind of store, but we have made 4 default presets for you to give you a head start. Of course you can change the whole color scheme and change all the settings.

To name a few special features that offered by Invision:

- **Super fast** page speeds
- Advanced **Quick shop** and **Quick (live) cart** features
- Unique! A **Shop the Look** feature
- Unique! Ability to sell **bundles as a product**
- Unique! Set up daily **deal timers** per product
- Unique! Show variants and product option sets/matrices as **blocks** instead of dropdown menu's
- **Custom cart design** to boost your conversion
- Unique! Optional custom Lookbook category design for shop the look products
- Product **size chart** features
- **Highly customizable** to your own wishes
- A lot of features for **call-to-actions**
- A lot of features for **USP's** (Unique Selling Points)
- Support for Yotpo reviews and Loyalty Lion, and widgets like Kiyoh and The Feedbackcompany
- Support for Google Stars and Google Remarketing Tags

For help and support visit our support center at https://support.dyvelopment.com/.

Would you like to receive more information about Invision, its possibilities, or tailor made changes? Contact Dyvelopment!

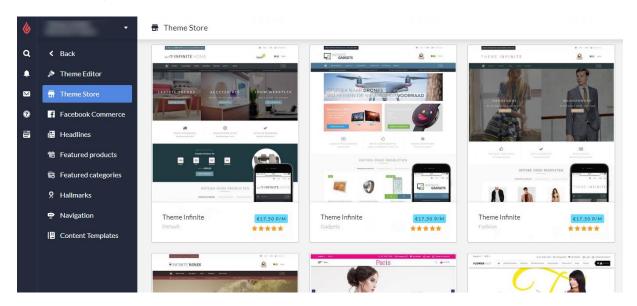
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1. INSTALLATION

To install Theme Invision browse to the Lightspeed Theme store. (**Backoffice > Design > Theme Store**). There you can select Theme Invision from the list..

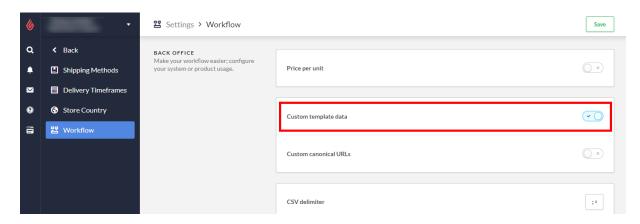


Here you can choose between 4 different preset settings called "Default" (Fashion), "Deals", "Sport & Bicycles" and "Home & Living". With these preset settings you can get the look & feel from our demo shops. Of course you can change the design with a few easy tweaks to your own liking.

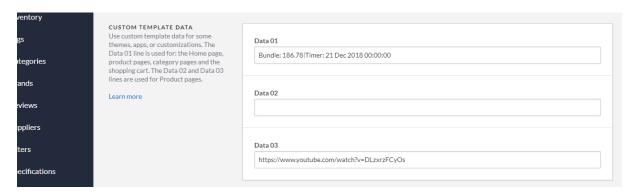
When you would like to install the Default preset, but also like to have a Deal banner like in the Deals preset? No problem, you can set this up later in your own shop within the design settings.

2. ENABLE EXTRA TEMPLATE DATA

Some features in Invision make use of the extra template data fields in backoffice products, called Data 01, Data 02 and Data 03. By default these fields are invisible in your backoffice. You can make this fields visible through **Settings** > **Workflow** > **Extra template data**.



After enabling this setting you can see three extra text fields at the bottom of the product page in the backoffice: Data 01, Data 02 and Data 03.



You can use these fields for your own product label, a countdown timer, a bundle as a product, a Youtube video or a size chart. These features will be explained in detail in chapter 4.

3. DIMENSIONS

While filling the theme with your images, banners and product photo's it's good to know which image sizes to use for the best visual experience.

Below you'll find the recommended image sizes per feature (in pixels):

Please keep in mind that images in banners (like in sliders, highlights and video's) are set to fill up the <u>background</u> space. This means that because of the responsive view, some edges are cropped off because the lack of space. These images are meant for decoration and we don't recommend to put the text in the images themselves.

Homepage slider

You can choose the dimensions of the homepage slider yourself as long as the slider's minimum width is 1290 pixels in width. If you choose to enable the full width slider, we advise to use a width of 1600 pixels. In our demo store we use a slider image of 1600x600 pixels.

Homepage sub banners

We advise to use images with a size of 900x450 pixels.

Homepage video

You can also choose the video dimensions yourself. We advise to use a 1080p or 720p resolution video. The theme will fill the reserved video space in ratio until the edges are filled.

Homepage Highlights

For the vertical highlights (the first 2 or 3) we advise the size of 420x840 pixels. For the smaller highlights, or the compact highlights, we advise a size of 420x420 pixels.

Homepage Promo Banner

If you enable the full width promo banner we advise to use a size of 1600x500 pixels. If don't use the full width banner we advise to use a size of 1290x400 pixels.

Brand images

The theme uses images with a size of 280x180 pixels. We advise to keep a bit of white space around the brand in the image itself to prevent multiple brand images on a page from cluttering due to the lack of white space.

Category images

We advise a size of 750x450 pixels. You can choose yourself, but make the width a little bit larger than the height.

Product images

The theme can handle all kinds of product image dimensions, but for the best experience we recommend 1040x1200 pixels.

Logo

Our theme is really smart, so you can also choose the logo size yourself as well. We do recommend a maximum size of 400x100 pixels.

4. SPECIAL FEATURES

In this chapter we explain how certain features in the theme work. When we refer to the design settings, we refer to the settings under **Backoffice > Design > Customize theme**. We explain the other design settings in chapter 5.

CUSTOM SALE LABELS



You can enter a custom label on a product block by entering your label text in the product field "Data 01". For more information please see page 6.

If you want to use the Data 01 field for more than only a custom sale label? Like a countdown timer or a bundle as a product? You can simply separate these features with a | character. For more information see page 13.

YOUTUBE VIDEO'S

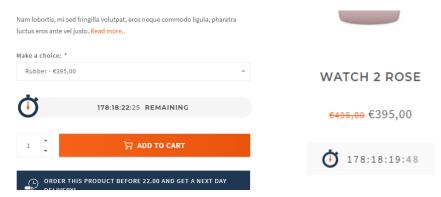
ifermentum. Nullam ut purus id lorem luctus n primis in faucibus orci luctus et ultrices itasse platea dictumst. Interdum et malesuada more...

To show a Youtube button on the product page, you can enter the full Youtube URL in the product field "Data 03". The video URL should look something like this:

https://www.youtube.com/watch?v=Ov4pYp60B18

If you don't see the Data 03 field please see page 6 for more information.

PRODUCT TIMERS



You can set a countdown timer per per product and hide the add to cart button when the timer has expired.

To activate the countdown timer open a product in the backoffice and scroll down to the custom Data 01 textfield. If you don't see this field please see page 6.

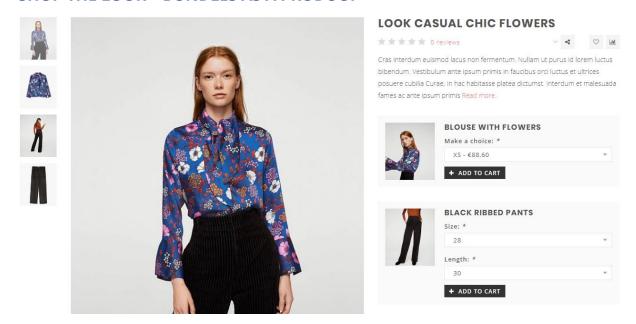
In this field you'll have to enter a piece of text starting with "Timer: ". After that you'll have to add an American date with shorthanded month names finished with a time notation in the format of hour:min:sec. An example of a correct timer would be **Timer: Jul 6 2017 15:00:00**.

If you enter the timer incorrectly it will possibly not work as it should.



Allowed month names	Example timers in Data 01
Jan	Timer: May 5 2019 00:00:00
Feb	Timer: Oct 29 2018 12:30:00
Mar	Timer: Feb 14 2018 21:45:00
Apr	
May	
Jun	
Jul	
Aug	
Sep	
Oct	
Nov	
Dec	

SHOP THE LOOK - BUNDLES AS A PRODUCT

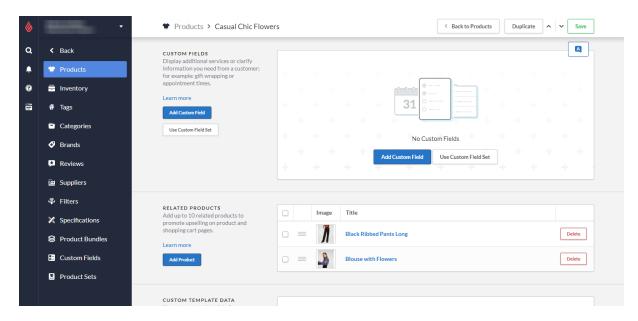


Theme Invision offers you a feature to sell multiple products 'as one'. For example to sell a product set or a Shop the Look product. With this feature your related products will be shown where normally the product variants would be shown.

Step 1:

Create the main product in the backoffice with a price of the combined products together and fill up the product as you would normally do with images and text.

Step 2:Scroll a bit down and add your related products.



Step 3:

Now the only thing left is telling the theme the main product should behave as a 'bundle as a product' page. To do so open the main product in the backoffice and scroll down to the Data 01 field. Here add the text "Bundle: " followed by the total price of the product bundle. Separate the decimals of the price with a dot.

An example Data 01 value is: **bundle:199.95** for bundle of €199,95.



COMBINE BUNDLES, TIMERS AND LABELS



Combine a deal timer with a custom label or bundle as a product?

That's also possible. We've explained before how to set up a custom label, deal timer or a bundle as a product with the Data 01 field. Every feature is separated easily with a | character in the Data 01 field.

See these examples:

1. Timer: Dec 12 2018 22:00:00 | Super Deal

2. Awesome Deal|Bundle: 179.00|Timer: Dec 25 2019 00:00:00

3. Bundle: 185.90 | Timer Jan 01 2019 14:00:00

WATCH 2 ROSE

€495,00 €395,00



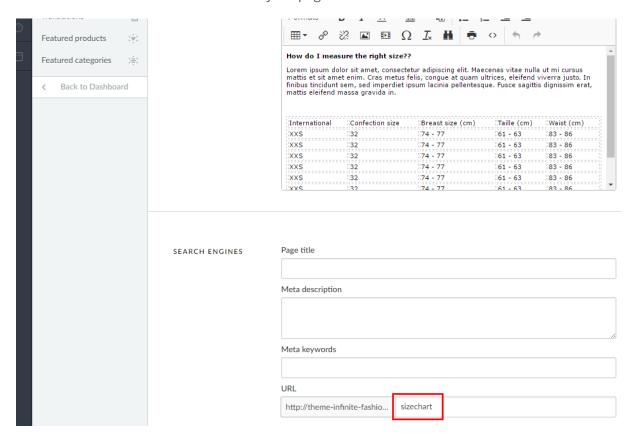
178:18:45:57

Custom template data for some themes, apps, or customizations. The Data 01 line is used for: the Home page, product pages, category pages and the shopping cart. The Data 02 and Data 03 lines are used for Product pages. Learn more Data 01 Bundle: 186.78|Timer: 21 Dec 2018 00:00:00|New collection Data 02 Data 03 https://www.youtube.com/watch?v=DLzxrzFCyOs

SIZECHART FEATURE

Step 1:

Create a custom text page under Backoffice > Content > Pages. You can name the page what you want, the important part is that the URL field is always filled with the word "sizechart". Without this URL the theme won't be able to retrieve your page content.



You can enter your own table through the Lightspeed text editor, but if you want you could also use this feature for other content than a size chart. Just make sure the URL is always filled with the word sizechart.

An example HTML code for the sizechart can be found on the next page. You can copy/paste this in the text editor with the code view button.



Step 2:

Enable the design setting "Show size chart button" under the "product features"

Show size chart button Do you want to use the size chart feature? If you choose 'per product' you have to enter the word 'sizechart' in the Data 02 field. See the theme documentation for more information

When you enable this setting there will appear a button on the product page to view the size chart in a popup/overlay. You can also choose to only show the size chart button on selected product pages. In that case you have to fill the product Data 02 field with the word "sizechart" to show the button for that product

Example HTML code size chart

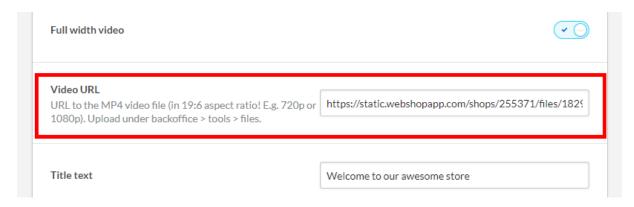
```
<strong>How do I measure the right size?</strong>
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas vitae nulla ut mi cursus
mattis et sit amet enim. Cras metus felis, conque at quam ultrices, eleifend viverra justo. In
finibus tincidunt sem, sed imperdiet ipsum lacinia pellentesque. Fusce sagittis dignissim
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International
Confection size
Breast size  (cm) 
Taille (cm) 
Waist  (cm) 
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XXS3274 - 7761 - 6383 - 86
XXS3274 - 776383 - 86
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```

HOMEPAGE VIDEO



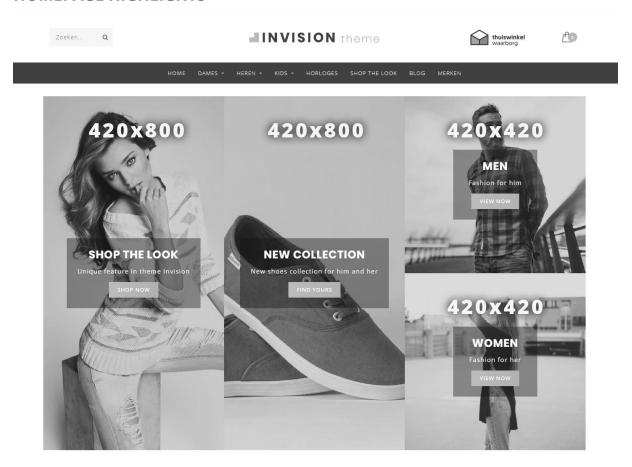
Settings can be found under Backoffice > Design > Customize theme > "Home video"

You can show your own MP4 video on the shop's homepage. You can upload this video yourself under **Backoffice > Tools > Files**. After uploading you'll see the URL of the file which you can copy and paste in the settings field for the homepage video URL.



We advise to use a 720p or 1080p video with a small file size (not too many megabytes) to prevent long loading times for your visitors.

HOMEPAGE HIGHLIGHTS

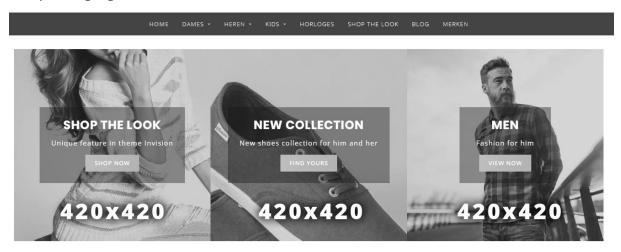


These settings can be found under Backoffice > Design > Customize theme > "Homepage Highlights"

Highlight Background Image URL's

The images for the highlights can be uploaded through **Backoffice > Tools > Files**. After uploading you can copy the URL and paste it in the highlight background image URL field.

Compact Highlights



FASHION INSPIRATION FOR YOU SHOP DE LOOK

With this setting you can make the highlights more compact. Be aware you can only use 3 highlights with this setting enabled instead of 4 highlights.

Slider in Highlights

If you've enabled the homepage slider, this setting places your slider in the first two highlights instead of a standalone slider. The first two highlight images will obviously not be shown anymore.

HOMEPAGE SLIDER



These settings can be found under Backoffice > Design > Customize theme > "Homepage Slider"

Slider type

We advise to set the slider images as a background image so you can enter your own text with the other settings. If you want to embed your own text In the images you can set the slider type to "only images without custom text". Then the images will shrink according to the screen size.

The setting "Only images without custom text" does not work when you choose to place the slider in the highlights.

Slider image URL's

The images for the slider can be uploaded through **Backoffice > Tools > Files**. After uploading you can copy the URL and paste it in the slider image URL field.

SUB BANNERS

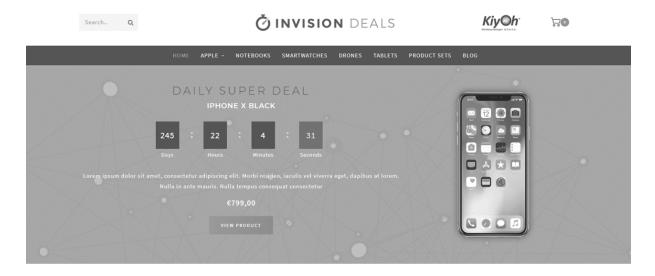


These settings can be found under Backoffice > Design > Customize theme > "Sub banners"

Banner image URL's

The images for the sub banners can be uploaded through **Backoffice** > **Tools** > **Files**. After uploading you can copy the URL and paste it in the banner image URL field.

HOMEPAGE DEAL



These settings can be found under Backoffice > Design > Customize theme > "Homedeal"

With the homepage deal you can put a product in the spotlights, combined with a countdown timer if you want.

Setting up the homedeal

Step 1:

Enable extra template data, see page 6.

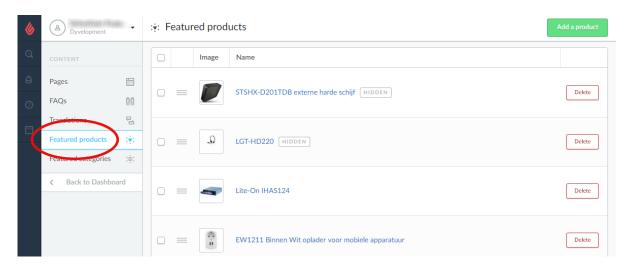
Step 2:

Enable the setting "homedeal enabled".

HOMEDEAL	Homedeal enabled Shows and puts the first featured product in the homepage deal timer		✓
	Enable full width	(→ (1)
	Homedeal title	Shop this look	

Step 3:

Add the product to **Backoffice > Design > Featured products** and make sure this product is placed on top of the list.



Step 4:

Add the timer to the product in the Data 01 field. See page 10 for more information.



Be aware: the homepage deal doesn't support The homepage Shop the Look (see next page). Make sure the homepage Shop the Look from page 23 is disabled.

HOMEPAGE SHOP THE LOOK

SHOP THE LOOK





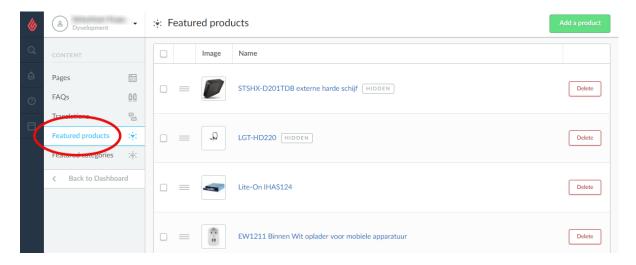
DISCOVER OUR PRODUCTS

FEATURED / NEW / POPULAR

These settings can be found under Backoffice > Design > Customize theme > "Shop the Look"

To add a Shop the Look product to the homepage first set up the bundle as a product as described on page 11.

After you've created this product, add it to **Backoffice > Design > Featured products** and make sure the product is placed on top of the list.

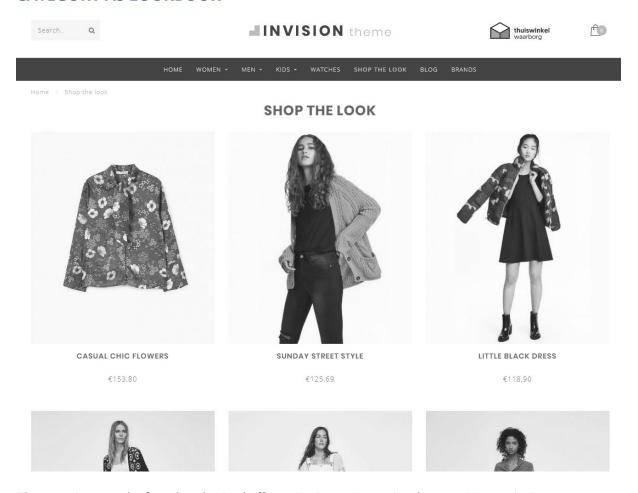


After you've added this product to the top of the featured products list, you can enable the design setting "Looks on the homepage"

SHOP THE LOOK	Looks on the homepage The amount (max. 2) of shop the looks on the homepage. Not compatible with the home deal enabled.	1Look v
	Title	Shop the look
	Subtitle	Fashion inspiration for you

Be aware: the homepage Shop the Look doesn't support also having a homedeal enabled. Please make sure the homedeal from page 21 is disabled.

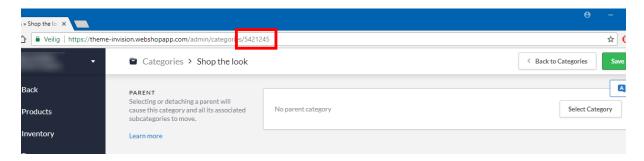
CATEGORY AS LOOKBOOK



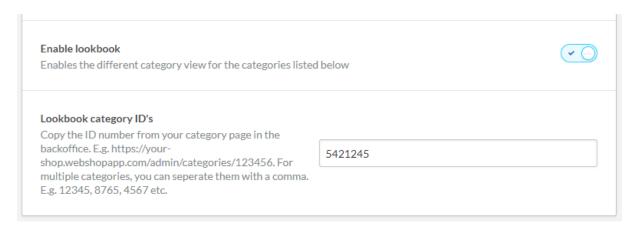
These settings can be found under Backoffice > Design > Customize theme > "Categories"

To set up a category as a lookbook, first create a shop category and fill it with products just as you're used to.

Next, open this category in the backoffice and search for the category ID number in the address bar of your web browser. This is the number at the end of the URL. For example 5421245.



Finally, browse to your design settings and scroll to the "Categories". Here you can enable the lookbook feature and enter the category ID you've copied from your browser's address bar. If you have multiple lookbook categories you can separate the ID's with a comma.



HOMEPAGE PROMO BANNER



These settings can be found under Backoffice > Design > Customize theme > "Homepage Promo Banner"

This theme provides a feature to place a custom banner below the products on your homepage. You can also place your own text with buttons on this banner.

Background image URL

The image for the promo banner can be uploaded through **Backoffice** > **Tools** > **Files**. After uploading you can copy the URL and paste it in the banner image URL field.

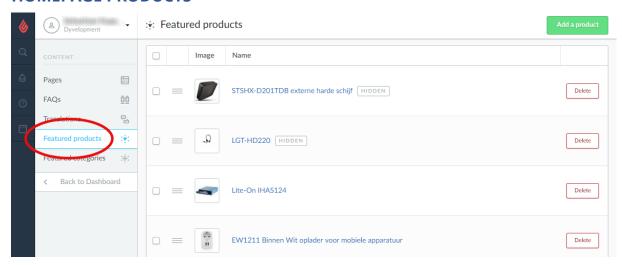
HOMEPAGE BRANDS SLIDER



To add the brand slider to the homepage activate the design setting "Homepage brands". After that upload your brand images in Lightspeed under Products > Brands. Be aware that the slider duplicates brand images if there are too few.

With the design setting "brands homepage" under "Features" you can enable or disable the brands on the homepage.

HOMEPAGE PRODUCTS



On the homepage you have the ability to show up to 8 custom featured products. The newest and popular products on the homepage are generated by Lightspeed and cannot be customized.

To set the featured products on the homepage navigate to **Backoffice > Design > Featured products**. Here you can select and sort your products.

HOMEPAGE CATEGORIES

The categories on the homepage are selected the same way as the homepage products by browsing to **Backoffice > Design > Featured categories**.

5. SETTINGS

In this chapter you'll find a more detailed explanation on the different design settings. You can find these settings under **Backoffice > Design > Customize theme**.

TYPOGRAPHY

Titles

Choose the font to use for titles and headings/

Body

Choose the font to use for all other text.

Body font style

Choose the font weight of the body text.

Button font style

Choose the font weight for button text.

GENERAL COLORS

Highlight colors

This color is used as a highlight tint throughout the theme

Color body

Color of the text in your store

Button color

The background color of buttons

Small button color

This is the background color used for smaller and secondary buttons. Also the background color for the active variant block when variant blocks are enabled.

NOTIFICATION BAR

You can show a special notification bar to you visitors on top of the page. For example if you have a special sale event going on.

Notification name

This is the internal system name for your notification, the user wont see this. It's used to keep track of when a user has clicked away a notification.

TOPBAR

This is the top bar in your Webshop containing your USP's and the buttons for the language, currencies and the user's account.

Show topbar bottom border

With this setting you can enable a light grey border below the topbar.

HEADER

Background color

This sets a background color to the header bar containing your logo.

Logo

This is the place to upload your logo.

Logo mobile

Here you can upload a (smaller) logo which is shown on mobile devices. We advise a max width of 250px or less.

Hallmark image

Here you can upload a hallmark image or any other image of your liking. You can choose your own image dimensions but we advise not to exceed a height of 70 pixels.

Hallmark URL

Here you can enter the URL to make your hallmark image clickable.

NAVBAR

This is the category to set up your navigation / menu bar.

Background

Choose the background color of the main navigation bar.

Text color

Choose the text color of the main menu items

Sub navigation background

Choose the background color of the sub navigation flyout menu.

Sub navigation text color

Choose the background color of the sub navigation items.

Enable borders

Shows a border below and above the navbar.

Border color

Choose the color of the borders.

Navbar type

You can choose between:

- Mega menu: Shows a wide large submenu with space for a lot of items
- **Small menu**: Shows a standard small menu with items below each other and sub items on a mouse over

Show brands in sub navigation

Choose to show your shop brands (max. 10) in the sub navigation. These aren't category specific and are the same for all sub navigations.

Font style

Choose between a light, normal or bold font for the main navigation.

Letter spacing

The white space between characters in the menu items. We advise 1 pixel.

Enable compact sub navigation

Hides all other sub navigation items, only shows the first level of sub navigation items.

HOME VIDEO

See page 16 for more information.

HOMEPAGE HIGHLIGHTS

See page 17 for more information.

HOMEPAGE SLIDER

See page 19 for more information.

SUB BANNERS

See page 20 for more information.

HOMEDEAL

See page 21 for more information.

SHOP THE LOOK

See page 22 for more information.

HOMEPAGE PROMO BANNER

See page 26 for more information.

HOMEPAGE TEXT

Here you can set the titles displayed above the homepage blogs and homepage categories.

CATEGORIES

Collection text position

Choose the text position on collection pages. These are the category pages with an overview of products.

Catalog text position

Choose the text position on catalog pages. These are the category pages with an overview of sub categories instead of products.

Show catalog image and short description

Shows the short description in a grey field and the category image on top of the collection page.

Products next to each other

Choose how many products you want to show next to each other per row on category pages.

Filters in sidebar

By default the product filters are shown above the products with dropdown menu's. With this setting enabled you can show the filters in the sidebar instead of above the products. On mobile devices the filters are always shown above the products.

Enable lookbook

Choose to enable the Lookbook view for selected categories.

Lookbook category ID's

Here you can enter the category ID's for the categories you want to apply the lookbook view on. See page 24 for more information.

LARGE USP'S

These are the unique selling points of your shop and are displayed on product pages and the category sidebar.

You have space for 4 USP's with an icon, title and subtitle per USP. You choose an icon from a list on the following website: https://fontawesome.com/v4.7.0/icons/.

There you can look for an icon that fits with your USP. You can copy the name and enter this in de USP icon field. For example "heart-o" of "truck".

SHORT USP'S

These are the USP's displayed in the top bar, the quick view and the on the custom shopping cart page. The icons being used are the one you enter in the Large USP's. Instead of a title and sub text you only have room for one line of text.

CONTACT DETAILS

Here you can enter your shop details which are displayed in the footer.

Description

This is a short description displayed right below your shop name.

FOOTER

Logo

Here you can choose to show a custom logo in the footer instead of a company name in text.

Payment icons style

Choose the tint of the payment icons. Either light icons for a dark footer, or dark icons for a light footer.

Darker newsletter bar

Enable when your footer is really light, so you newsletter bar wont be invisible against the footer background.

PRODUCT TIMER

Here you can choose the color of your timer icons.

CART FEATURES

Enable free shipping notice

You can show your customers a notification in the cart, telling them for how much more they have to order to receive free shipping.

Free shipping notice

Here you can set the text to display to the customer when the order will be shipped for free.

Amount to free shipping

Here you can set the amount that a customer has to spend before the free shipping notification is displayed.

PRODUCT FEATURES

Here you can enable or disable multiple product features.

Show delivery time

Here you can choose how you want to show the delivery times on the product page. You can either set a custom text visible in all products, or choose to show the delivery time connected to a product in the backoffice.

Delivery time custom text

This is the text being displayed when you choose to show the custom delivery text on all product pages.

Enable quick order

Shows an add to cart button and quantity field below product blocks, so customers can order really quickly.

Show variants as blocks

This setting changes variant dropdown menu's on product pages to every variant in its own block.

Show out of stock variant blocks as disabled

Shows the variant block as disabled when the variant is out of stock. Only works for variants, not product option sets.

Bundle as a produt: allow individual sale

On bundle as a product pages, this setting shows a small add to cart button next to each bundle product.

Show size chart button

See page 14 for more information.

Show stock status

Shows whether a product is in stock or not.

Show stock level

Shows the amount of stock of the product on the product page, when the setting show stock status is enabled and product stock stracking is enabled.

Enable reviews

Enables or disables the product review feature.

Show full title

Shows the full product titles prefixed with the brand name.

Show product brands

Show the product brand on the product page,

Show sale labels

When you give discount to a product, this shows a label with the word "Sale" in it.

FEATURES

Enable custom cart

Shows a custom, renewed cart design with your USP's and payment method. Calculating shipping costs are hidden with this setting enabled.

Brands homepage

Enables or disables the brands slider on the homepage. See page 26 for more information.

Sidebar on text pages

Shows the sidebar with categories and USP's also on text pages

Kiyoh widget

Here you can paste you full Kiyoh widget HTML code to show the widget below in the footer.

The Feedbackcompany widget

Here you can enter the URL of your Feedback company widget file. This will end with the .js file extension. The url could be for example:

https://beoordelingen.feedbackcompany.nl/widget/123456.js

Yotpo ID

Are you using Yotpo reviews? Enter your Yotpo ID here.

IMAGES

Here you can choose if your images should be resized to always fir, or that they should be cut off if they don't fit perfectly. You can also choose which ratio you product images have.

GOOGLE SHOP REVIEW STARS

Our template supports (shop) review stars in the organic search results of Google. In these settings you'll have to fill in what your score is, the maximum reachable score, the amount of reviews and the amount of reviews.

LOYALTY LION

Here you can easily enable Loyalty Lion if you make use of that. Just enter your Token and Secret to activate, or leave blank to disable.

CONTACT

Any questions or suggestions? Or looking for some custom design or technical work? Please feel free to contact us at https://support.dyvelopment.com/ to see what we can do for you.

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