



# Interaction Design Proposal

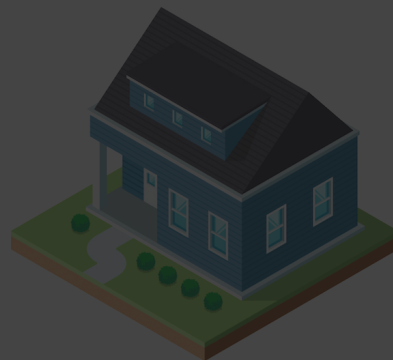
An interaction design case study  
collaboration between IAT 333 students &  
Cloverdale Paint during the Fall of 2021



## The magazine-worthy project of your dreams

In just a few clicks, we'll help you find all  
of the products you'll need for a  
successful painting project.

Start Planning



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## Intro

As part of an Interaction Design Methods course, five students from Simon Fraser University's School of Interactive Arts and Technology have teamed up with the goal of improving interactions within Cloverdale Paint.

***Analyze interactions within a group and design a technology solution to some area of process which could be improved***

*Task*

## Project Scope

For this 10 week project, we were tasked to study various interaction points within our partner organization (Cloverdale Paint) to determine how we could improve the user experience of one of these touchpoints.

*Design Focus*

**How can we support DIY  
customers through an online  
paint shopping experience  
to ensure project success?**



## Initial Research

Through interviews with Cloverdale Paint store employees, online research, and interviews with our primary contact at Cloverdale Paint, we learned that Cloverdale's customer base is almost exclusively contractors.



*Contractors*



*DIY Customers*

## Problem Statement

Currently, Cloverdale's customer base is mainly contractors, with only 5-10% of sales coming from DIY painters. Despite this low number, Cloverdale Paint is looking to expand their DIY customer base.

## Design Proposal

Our Product Selection Wizard “Plan Your Project” has been iteratively developed over the course of 12 weeks for a specific Cloverdale Paint customer: DIY painters.

The Product Selection Wizard is a digital experience that walks the user through the process of selecting the appropriate paint, primer, and tools for a specific project based on the space they will be working in, what type of surface they will be painting on, and which colour they have selected. The task of picking the colour is also improved with an explorative colour picker included as part of the experience.

*Design Solution*

**An interactive Product  
Selection Wizard that  
guides customers through  
online paint purchasing**

## Goals of Our Concept

- Support less experienced DIY customers with their online paint shopping
- Foster confidence in DIY customers that their project will turn out as they hoped
- Minimize the intimidation novice DIY customers feel when shopping at a paint retailer

### 01 What is it?

The overall goal of our Product Selection Wizard is to alleviate the anxiety that often comes with initiating a home improvement project —particularly one that involves paint— which often creates permanent results. The process of selecting a specific colour, a type of paint and primer, proper tools, and figuring out where to find such products can quickly become discouraging.

### 02 Why do we need it?

While only 5-10% of Cloverdale Paint's customer base currently consists of DIY customers, this segment can be grown by creating an accessible space for DIY customers to shop online. A beginner friendly experience can attract a greater number of DIY customers to Cloverdale Paint products and stores.



## Benefits of our Concept

While our Product Selection Wizard “Plan Your Project” aims to address the unique needs of the DIY customer base. This also benefits Cloverdale Paint as a paint retailer with an online shopping presence.

## For Cloverdale



Cloverdale Paint can benefit significantly from implementing a comprehensive Product Selection Wizard on their website, as it will work towards attracting a number of DIY customers to expand upon this user base altogether by supporting novice users through the paint purchasing process.

Based on our previous research for the development of our personas, in addition to the workshop we coordinated with eleven participants, DIY painters seek a comprehensive platform in which they know exactly what they will need in terms of amount, cost, etc. when it comes to completing the specific project they have in mind.



## For Customers

Through our Product Selection Wizard we strive to educate DIY customers on the different steps and paint products required for a DIY project. From the results of our workshop, we learned that most customers find a speciality paint store like Cloverdale Paint intimidating due to its large selection.



By guiding a DIY customer through our easy to use Product Selection Wizard where they will be provided with a list of everything they need, DIY customers can enter a Cloverdale Paint store more knowledgeable and less overwhelmed. We also learned from our workshop that DIY customers find selecting a colour to be the most important yet difficult step of the process.

Our colour selection step gives the user multiple options on how to select a colour with recommendations. Ultimately, DIY customers will experience a greater confidence with their colour choice due to having explored more options.

## Scenario

Our DIY painter persona Libby is looking to complete a paint project in her kitchen, after being inspired by reno's on Pinterest and "DIYer" TikTok.

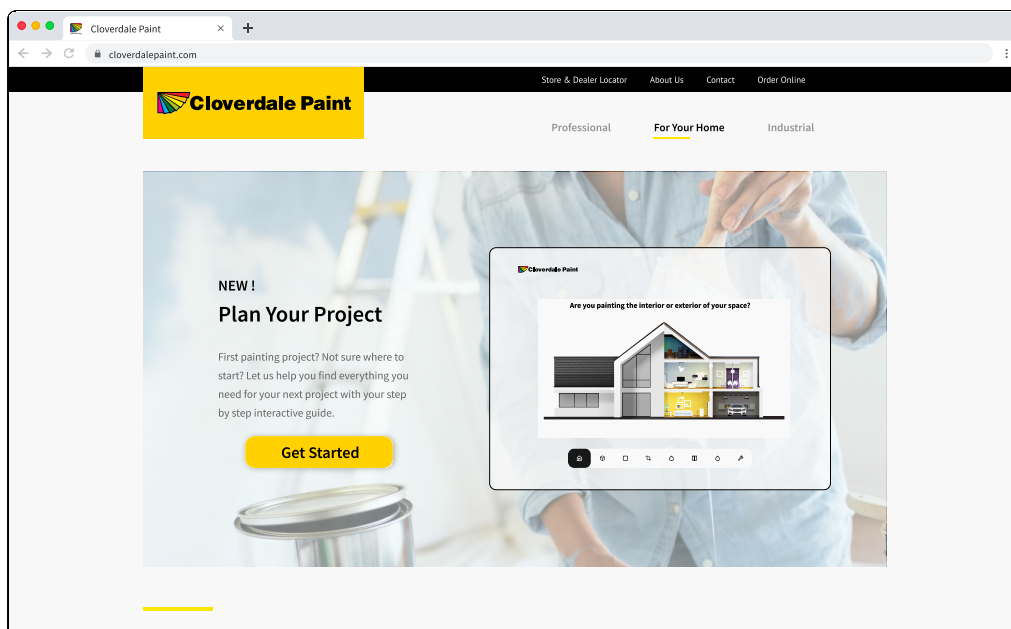


# I want my reno to look magazine worthy!



*Libby the DIY Painter User Persona*

After digging into paint resources on Google, she finds Cloverdale Paint's very own Product Selection Wizard "Plan Your Project".



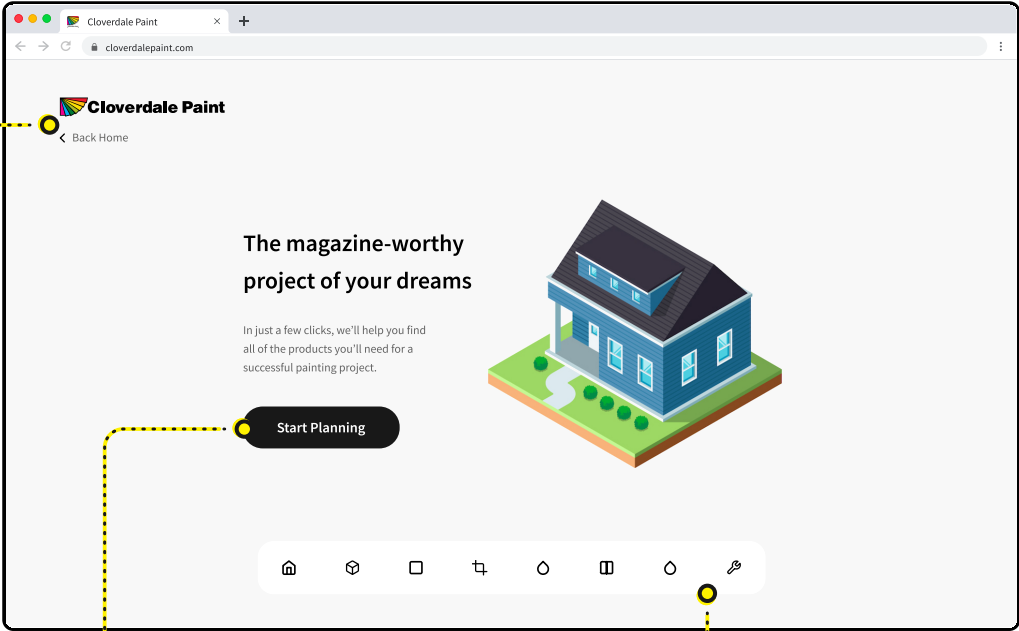
*"Plan Your Project" Banner mockup on Cloverdale Homepage*

# Getting Started

She learns that this tool can help plan the entirety of her project and find out the exact paint products and tools she'll need for the job!

“Plan Your Project” Wizard Entry Screen

Exit button to return Home at any point

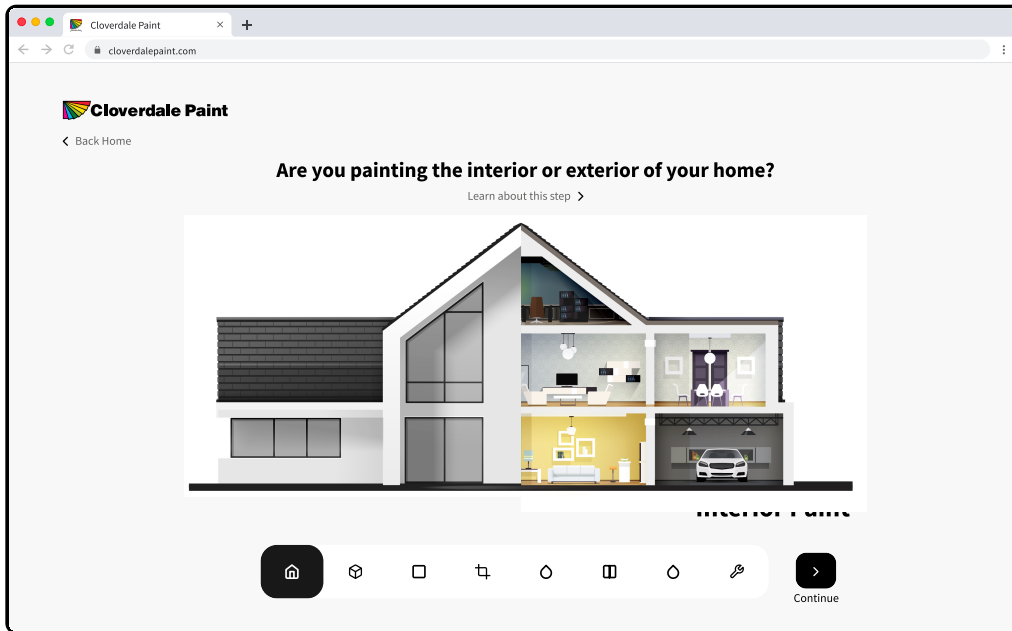


CTA to start the process

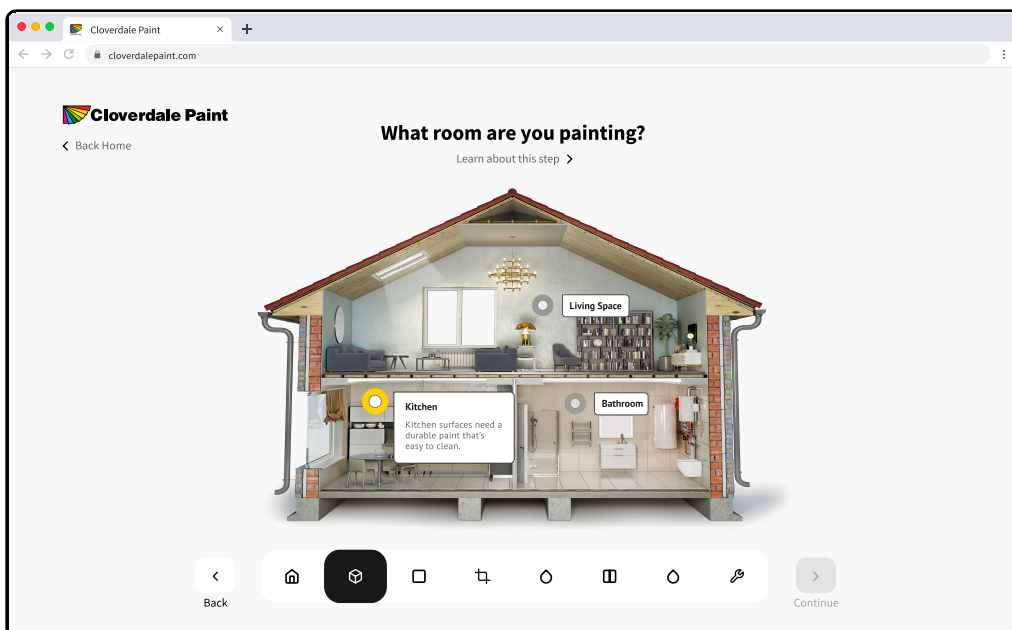
Main wizard nav menu

# Initial Steps

To begin, Libby is asked details about her project, where the room is, what surface in the room is being painted and the room size.



*User selects where there project will take place*

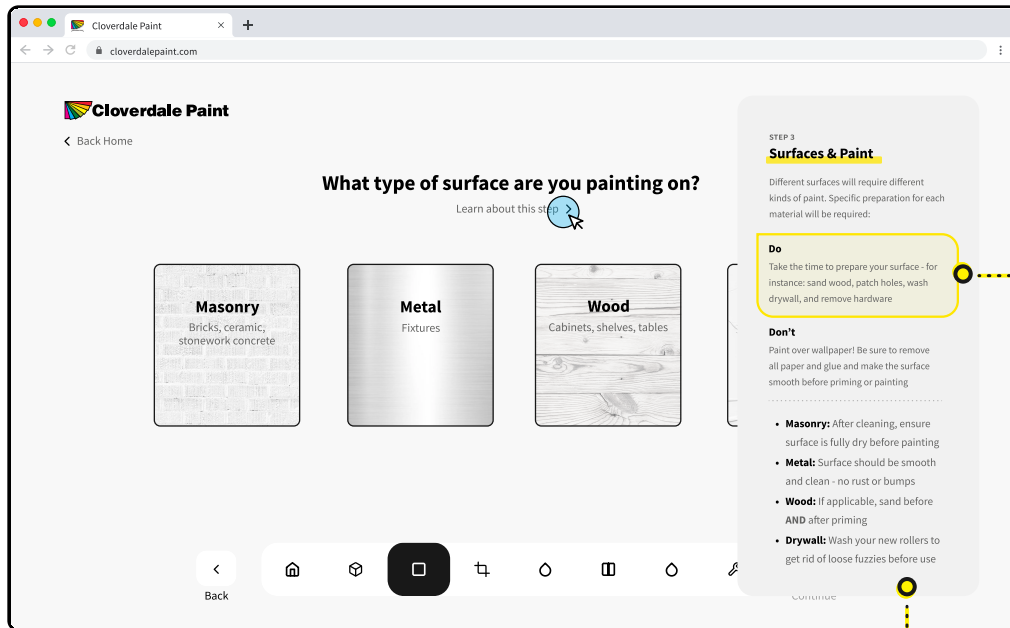


*Room selection screen*



If Libby is unsure about any of the steps, she can click on the ‘Learn about this step’ text to pop-up an information panel for extra assistance.

*Along with further explanation of the Wizard step, the info panel provides helpful tips*



Surface selection screen with Info Panel

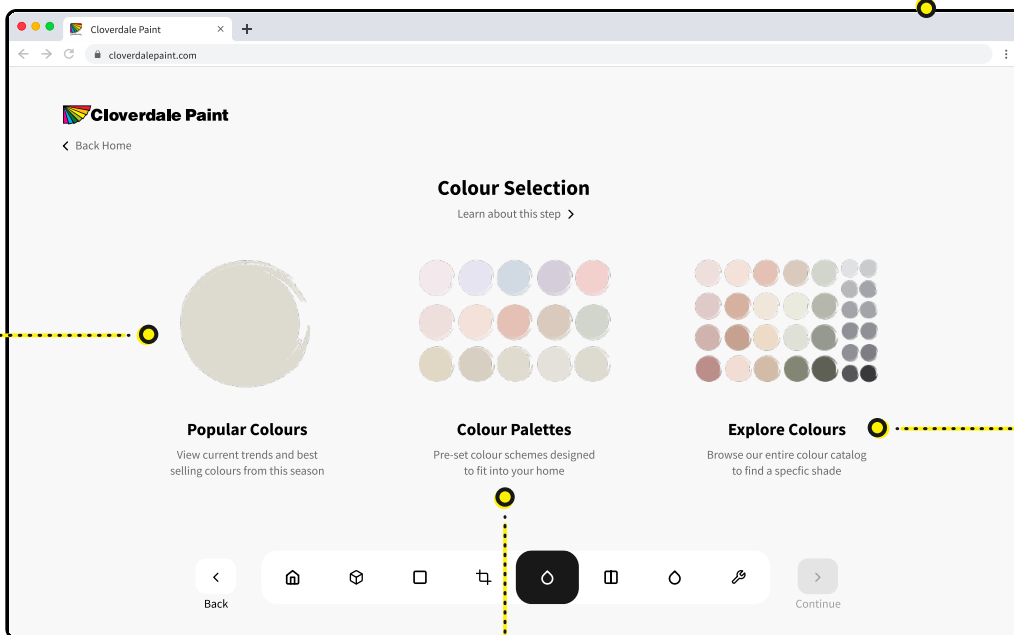
*Information panel is accessible for each step of the process if users would like additional clarity*

# Colour Selection

Next, Libby begins the colour selection process where she is given three options for viewing colours: popular colours categorized by room, curated colour palettes based on themes and exploring all colours.

*Users will have access to three categories of colour selection*

*1st option shows users the most popular colours categorized by spaces*



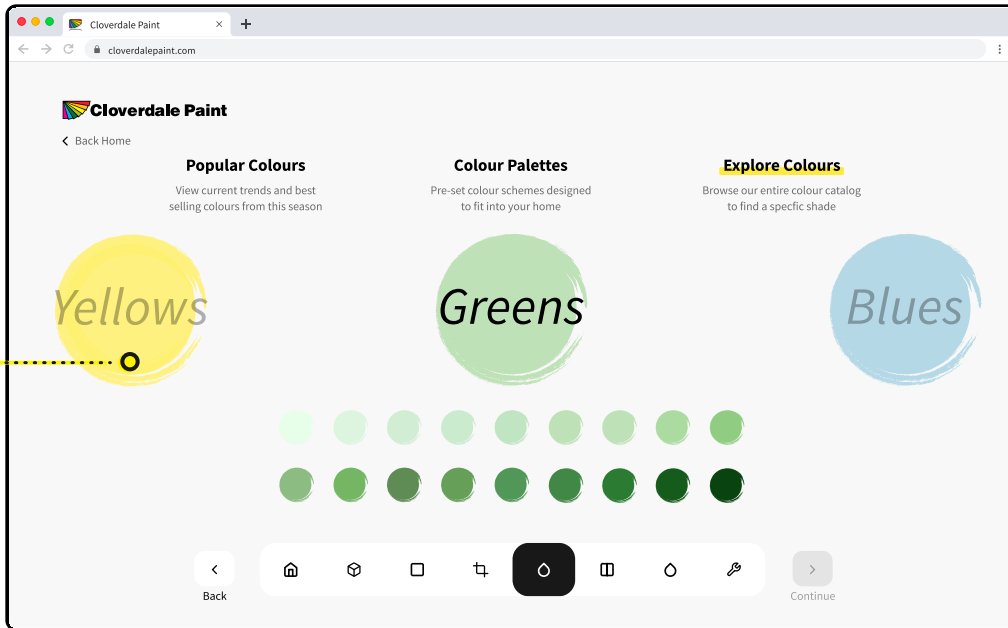
*Colour selection landing page*

*2nd option allows users to browse themed palettes*

*3rd option allows users to explore the full range of colours offered*

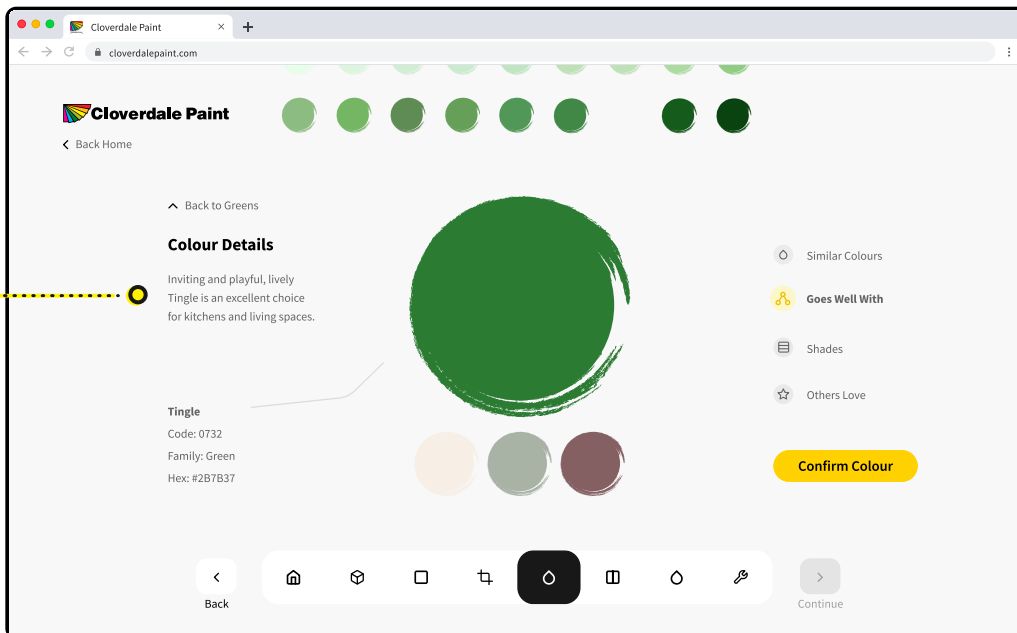
After selecting one of these options and deciding on the colour, Libby is shown a colour details page with complementary colours and other colour information.

Users can toggle through the colour family carousel to browse



Explore colours page

On click of a colour, the user is brought to the bottom of the screen to show the selected colour's info

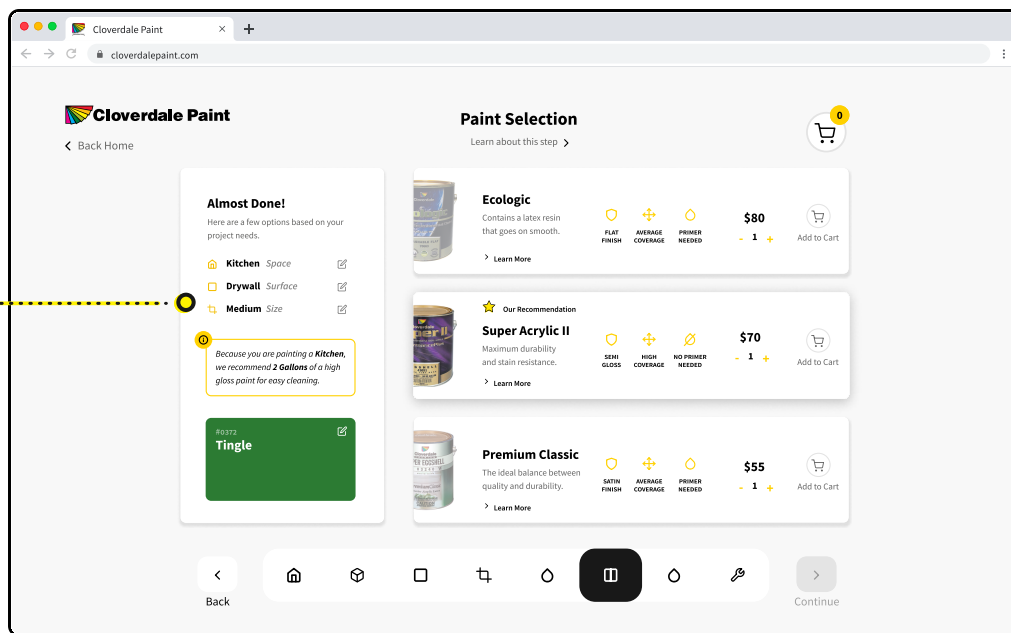


Colours details page

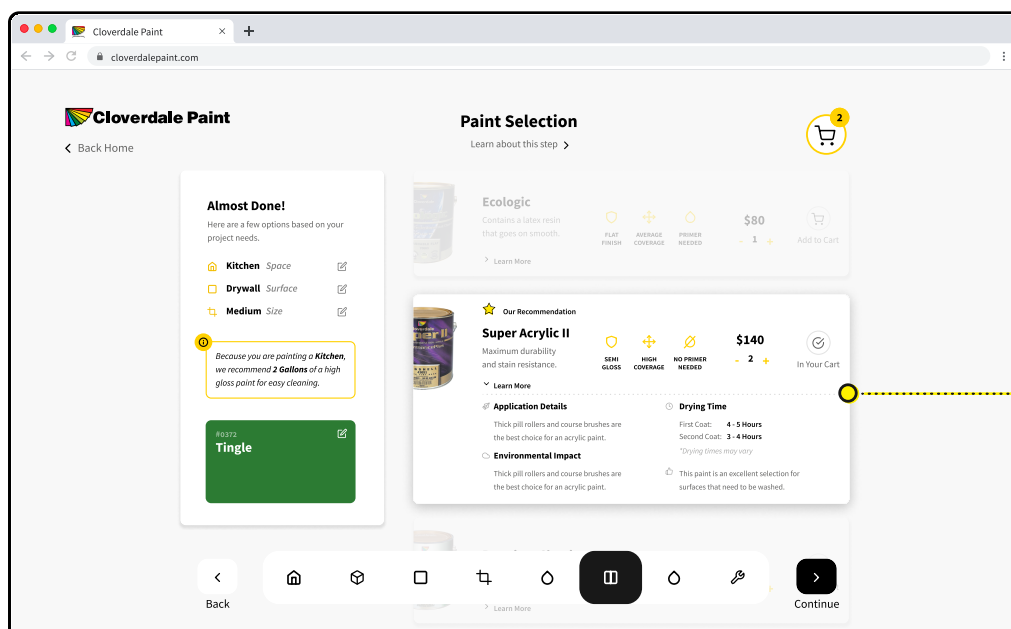
# Selecting Products

The Product Wizard offers suitable options based on previous answers, as well as the top recommendation. After reviewing the options, Libby adds the recommended paint to her cart. Each product has easy to read information to aid in the decision making.

Users can easily view previous decisions



Paint selection page

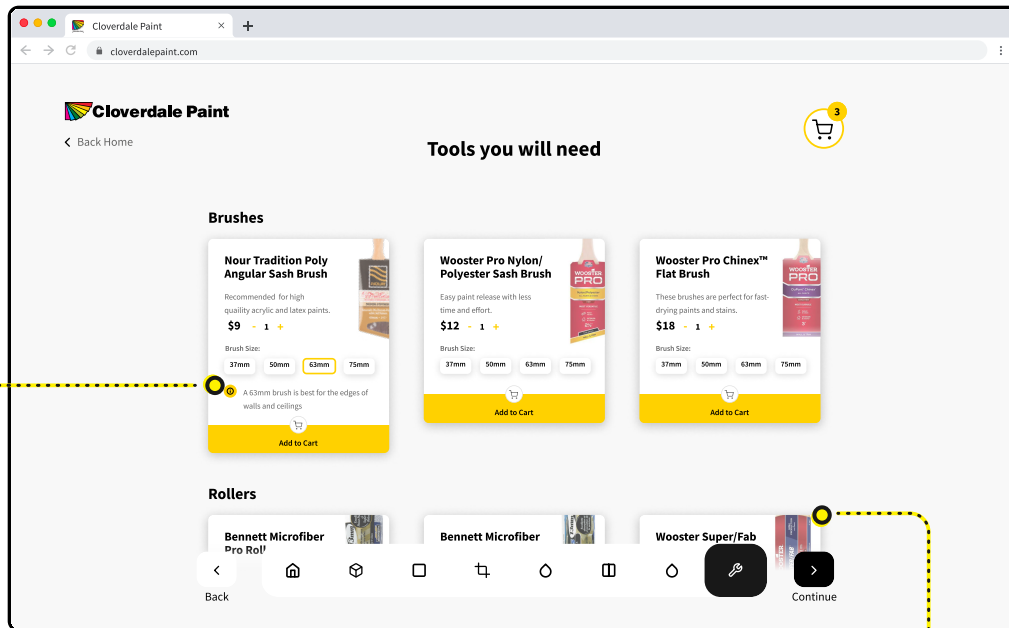


Users can select 'Learn More' to view extra product details



Once Libby has selected a paint and a primer (if needed), she is recommended a list of tools needed to complete the job. Under each tool, multiple product options are available for Libby to decide on. If Libby does not need any tools, she can press ‘Continue’ to proceed.

When the user selects a tool size, a pop-up explains its recommended use



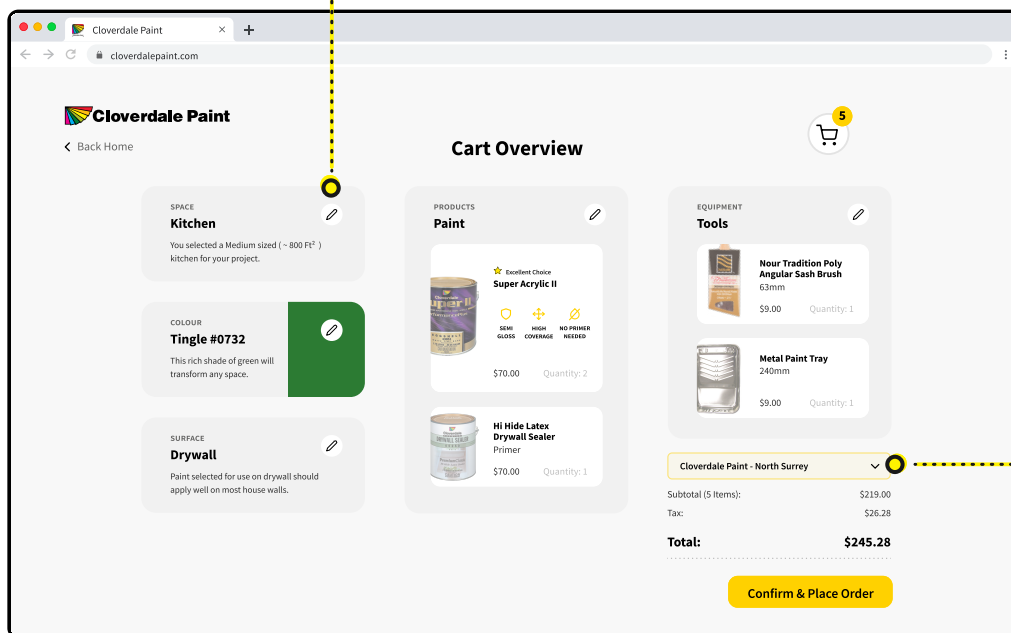
Tool selection screen

Since there are many tools involved in a project, users can scroll to view other tool categories

# Overview

Libby has made it to her cart overview. This lists everything Libby has added to her cart throughout the Product Selection Wizard. If she has changed her mind about anything, she is able to go back and change the items in her cart.

*Users can go back and edit any options they previously selected*

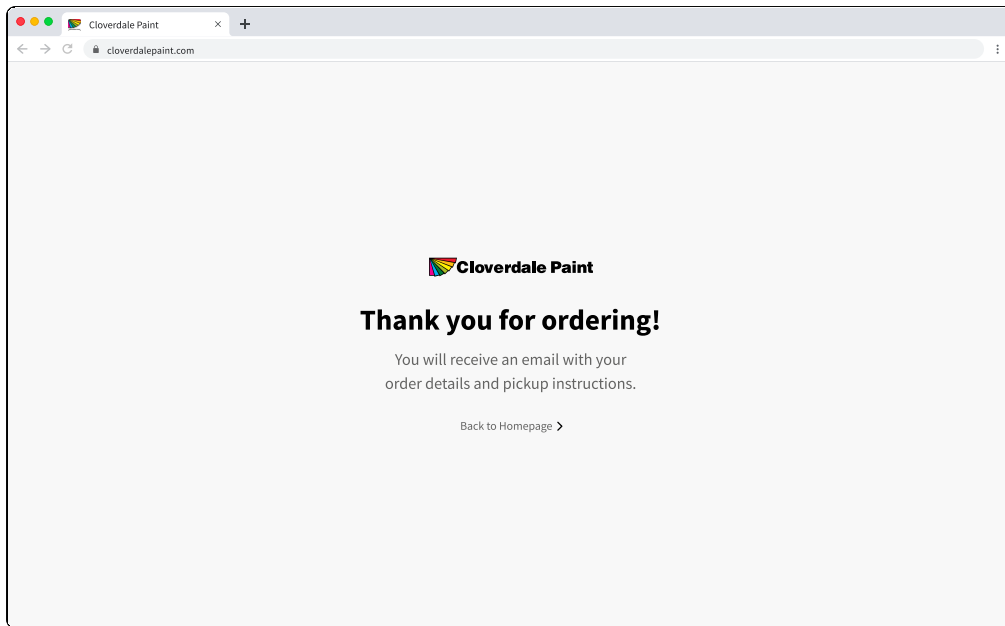


*Cart overview & confirm screen*

*Users can select the Cloverdale Paint retail location they would like to pick up their order at, for their own convenience*

## Confirmation

After completing the Product Selection Wizard and placing her order, Libby is confident in her purchase and therefore her project. She will receive an email about the details of her pickup.



*Final end of Wizard screen*



## The End!



***Special shoutout to Kevin Skelly  
for working with us so closely  
throughout the entire term,  
thanks again Kevin!***

*- Sarah, Marina, Tyler, Yara, Sevena*

**IAT 333 Fall 2021**

Marina Martin

Sarah Daniels

Sevena Sandhu

Tyler Barlow

Yara Assaf

# Appendix: Design Artifacts

High fidelity prototype of the “Plan Your Project” Wizard in addition to other supporting design deliverables.



# Plan Your Project Prototype



Take our prototype for a test drive by  
scanning the QR code below!





**AGE** 32  
**JOB TITLE** DIY Painter

## BACKGROUND

Libby puts a great deal of thought into decisions to get the details just right. Everything in her house is picked out with care and she takes great pride in completing projects. Libby is the type of person who enjoys the process as much as the final result. She always has a project on mind.

# Libby

Renovating her new home.

## GOALS

Libby has just moved in to her new house with her partner. She is crafty and excited to renovate to make this home her own. She has put pressure on herself to make the right choice after convincing her partner to let her pick out colours and paint each room. She prioritizes high quality paint.

- Create welcoming spaces that feel like home.
- Prove to herself she can paint just as well as the pros.



**The big stores are more approachable & familiar for a DIY customer.**



## MOTIVATIONS

Libby's main motivator is the accomplishment she feels from doing it herself. She believes she has good taste, proving that and seeing her vision come to life gives her pride.

## CONCERNS & FRUSTRATIONS

Libby is not knowledgeable on paint so she's not sure which type of paint to use or what color to use.

Libby has not painted entire rooms before so she is unsure how to pick out paint. She has a general idea of what colour she wants, but needs to see a variety of options before deciding.

She did some research online, but is worried when she goes to the store they won't have the same brand. Due to this, she is planning to go to the largest store for the best chance at them having the brand she learned about.



# Persona - Libby



**AGE** 35  
**JOB TITLE** Contractor

## BACKGROUND

Hank has been working as a contractor for 12 years, specializing in kitchen and bathroom renovations. He has a loyalty contract with Cloverdale Paint to ensure he gets the best deal on projects. Hank strives for efficiency in his work as he has a family to support, so getting paint quickly and for a good price is important to him.

## Hank

Finding affordable paints for his projects.

## GOALS

Hank wants to pay the least amount of money for the best quality paint he can find. Hank also wants to get his projects finished quickly in order to move on to the next one.

- Making sure he has the best priced paint products for his projects.
- Having all the paint for his project in stock and/or ordered

## CONCERNS & FRUSTRATIONS

If the paint Hank needs is not in stock, he will have to delay his project or find a more expensive alternative.

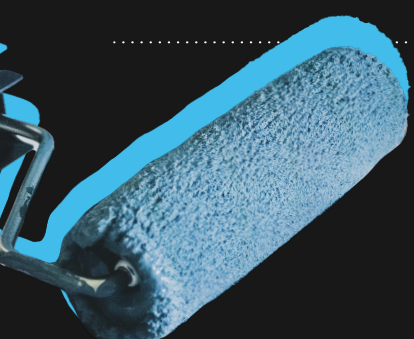
When Hank spends too much time shopping around for paint products, he loses that time he could've spent on the job site.

## MOTIVATIONS

For Hank, using quality paint gives him a good reputation with clients and if he can get it for cheap, that means more money for him to take home. Quicker finishing time for projects also means he will be making more money.



**My job depends on buying the right paint, when I need it, for the lowest price.**



# Persona - Hank

## Libby's Journey Map

The DIY Painter, renovating her newly purchased home.

*Design focus.*

# I want my reno to look magazine worthy!

### DISCOVERY

Browsing Pinterest & other social media platforms. Seeing influencer sponsorship ads, and Googling 'How to Paint a Bathroom':

### BROWSING

Browses the Cloverdale Paint swatch wall for a colour she found on Pinterest. Libby ends up showing the post to a retail employee.

### BUYING

Employee asks what finish she wants, if she needs oil or water base paint, how many gallons she needs, and what tools she plans to use.

### PAINTING

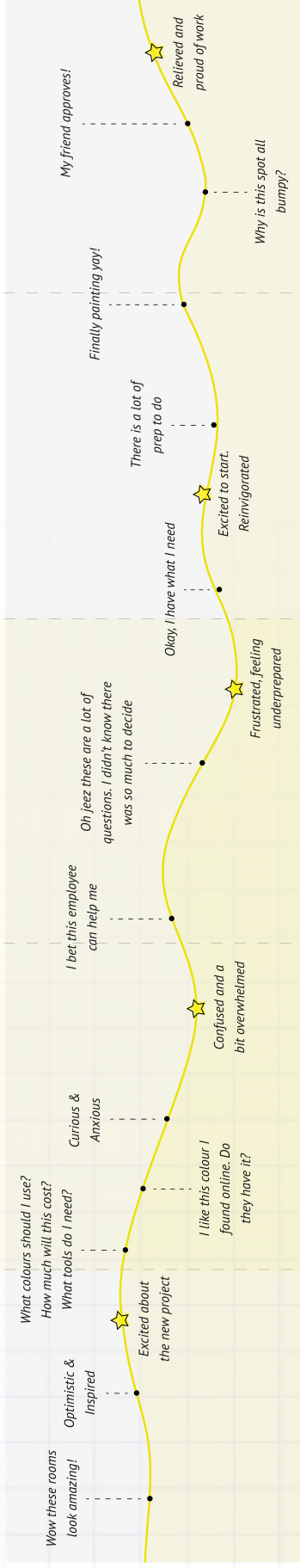
Libby preps her space and begins to paint. After finishing she notices a bumpy spot on the wall and realizes she should have washed the wall.

### COMPLETION

Libby's friend comes over and compliments her on the bathroom makeover.

actions

thought & emotions



pain points

Libby is overwhelmed by the amount of content online - she does not know where to start.

She found a colour on Pinterest she likes but is struggling to find a match in-store.

Libby is new to painting and does not have answers to any of the employee's questions.

She did not anticipate how time consuming the prep work was. The mistake she made is unfixable now that she is done.

She will always be hyper-aware of the bump on the wall every time she enters the bathroom.

opportunities

Allow customers to upload a screenshot of their space to simulate what colour schemes would potentially look like.

Online Product Selection Wizard that guides customer, enabling them to choose the right products based on their project goals.

Education on the painting process and a shopping list for tools, primers, and paints required for a specific project.

Guideline for when, why, and how to prepare for and use the products she purchased.

Online forum for painting tips to help other DIY painters avoid first-timer mistakes.

# Journey Map - Libby

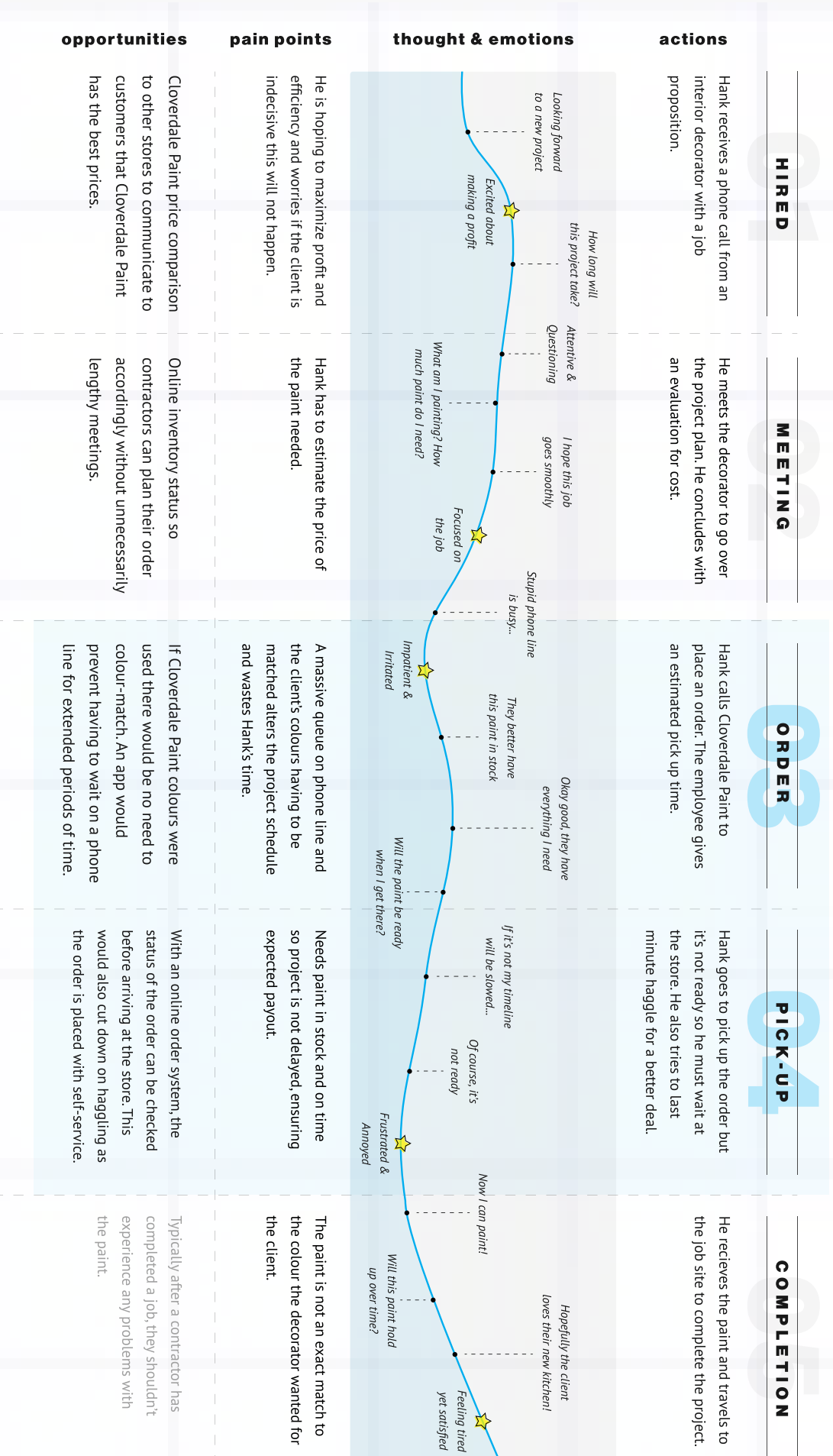


# Hank's Journey Map

The Hank Contractor, hired to redo a client's kitchen.

*Design focus:*

## How can I complete projects as efficiently as possible?



# Journey Map - Hank

December 2 2021

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Marina Martin Sarah Daniels Sevena Sandhu Tyler Barlow Yara Assaf