

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.

Renovating her new home.

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 convicing 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 knowledgable on paint so shes 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.



The DIY Painter, renovating her newly purchased home.

Design focus.

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

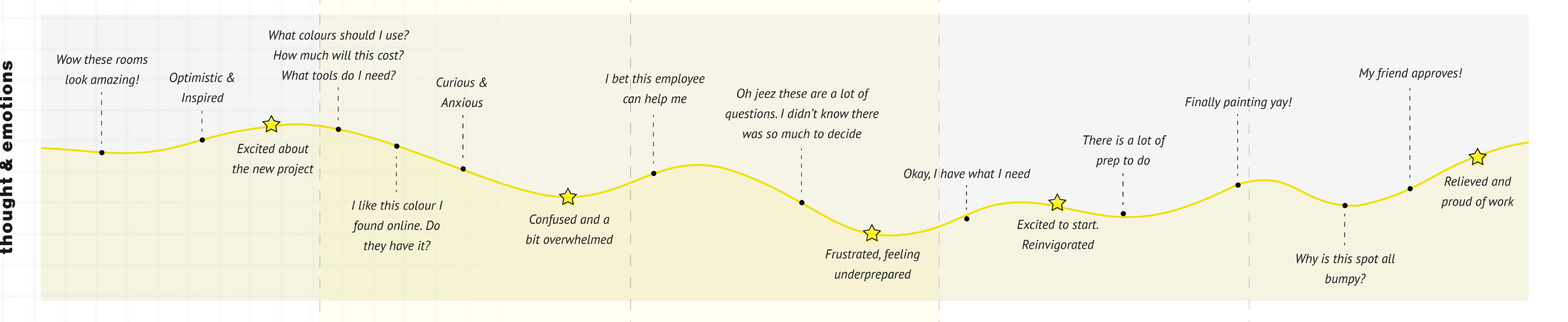
Employee asks what finish she wants, if she needs oil or water base paint, how many gallons she needs, and what tools she plans to use.

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.



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.

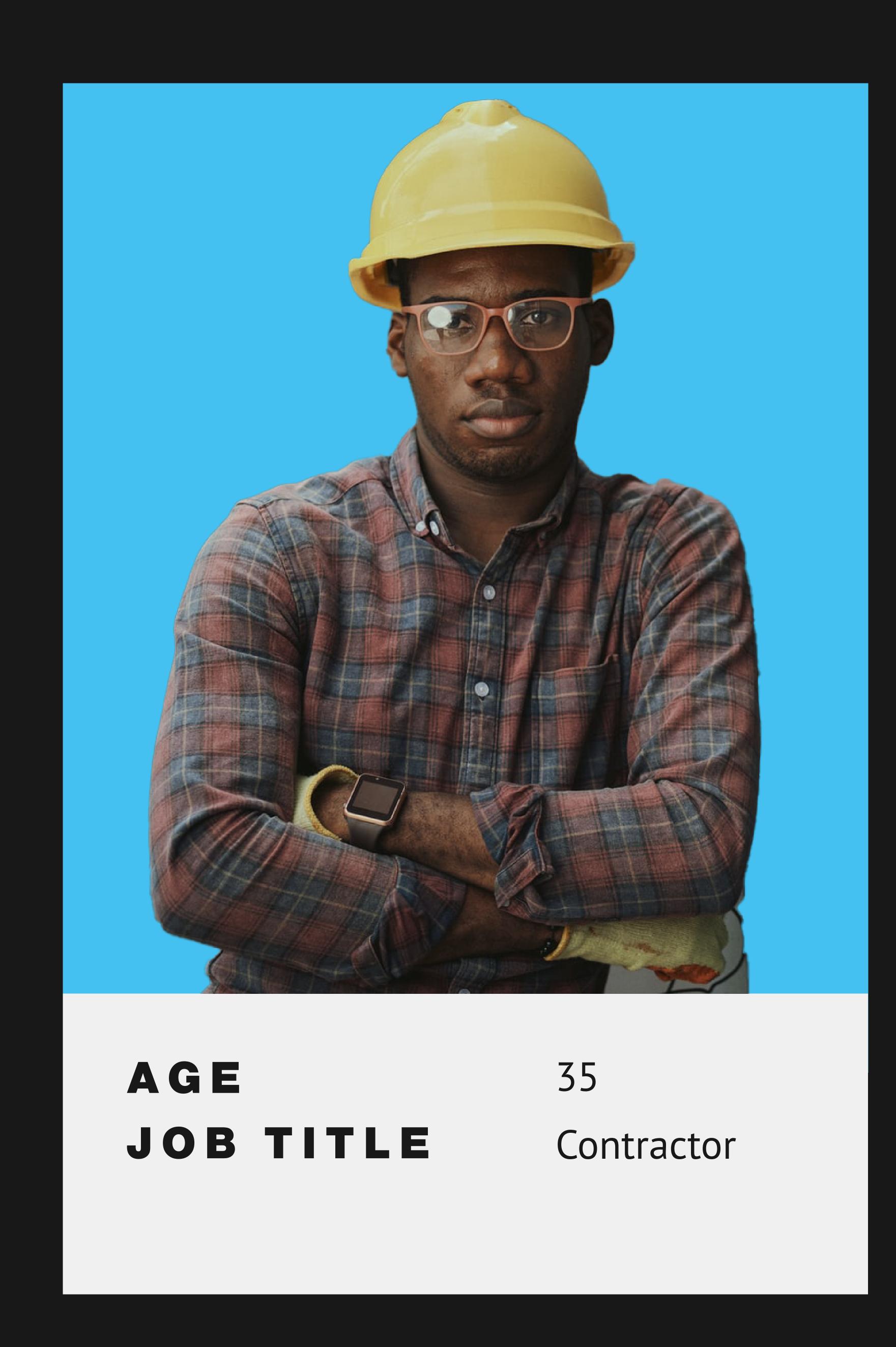
Allow customers to upload a screenshot of their space to simulate what colour schemes would potentially look like.

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.



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.

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.



Myjob depends on buying the right paint, when I need it, for the lowest price.



Hank's Journey Map

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

How can I complete projects as efficiently as possible?

Design focus.

HIRED

Hank receives a phone call from an interior decorator with a job proposition.

MEETING

He meets the decorator to go over the project plan. He concludes with an evaluation for cost.

ORDER

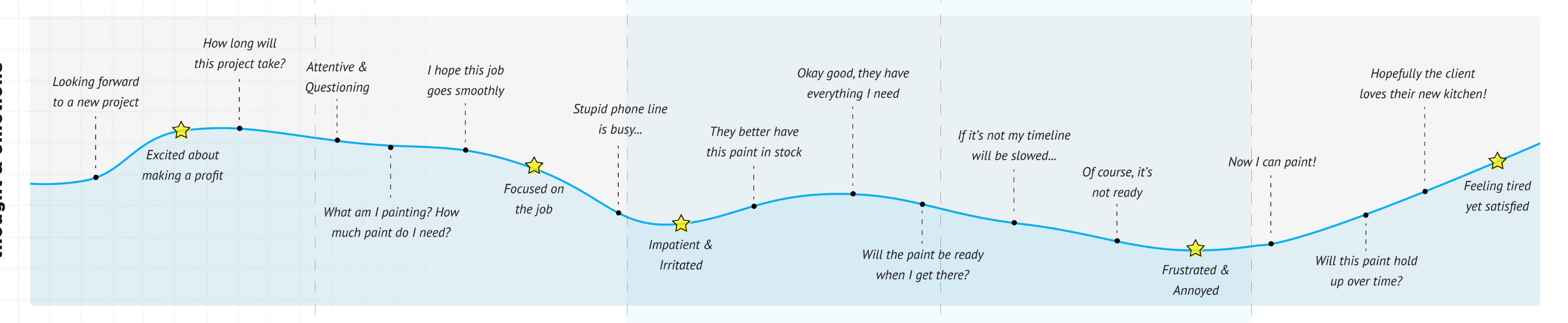
Hank calls Cloverdale Paint to place an order. The employee gives an estimated pick up time.

PICK-UP

Hank goes to pick up the order but it's not ready so he must wait at the store. He also tries to last minute haggle for a better deal.

COMPLETION

He recieves the paint and travels to the job site to complete the project.



He is hoping to maximize profit and efficiency and worries if the client is indecisive this will not happen.

Hank has to estimate the price of the paint needed.

A massive queue on phone line and the client's colours having to be matched alters the project schedule and wastes Hank's time.

Needs paint in stock and on time so project is not delayed, ensuring expected payout.

The paint is not an exact match to the colour the decorator wanted for the client.

Cloverdale Paint price comparison to other stores to communicate to customers that Cloverdale Paint has the best prices.

Online inventory status so contractors can plan their order accordingly without unnecessarily lengthy meetings.

If Cloverdale Paint colours were used there would be no need to colour-match. An app would prevent having to wait on a phone line for extended periods of time.

With an online order system, the status of the order can be checked before arriving at the store. This would also cut down on haggling as the order is placed with self-service.

Typically after a contractor has completed a job, they shouldn't experience any problems with the paint.