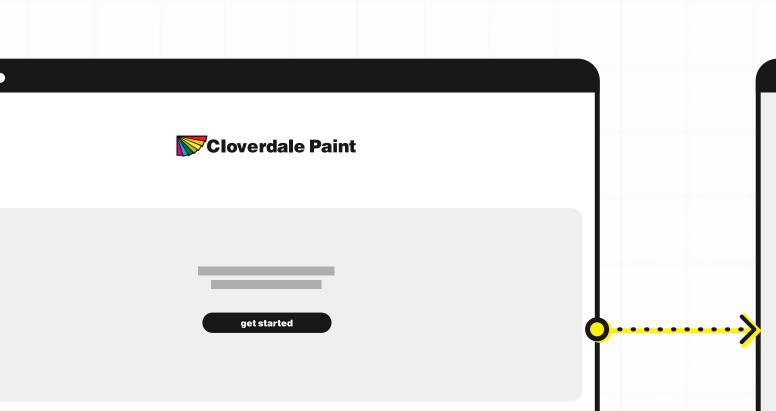
CONCEPT 1

Plan Your Project ,

A successful painting project requires more than just picking the right colours. DIY customers can be unsure of the correct type of paint, proper tools for the job, and more.

Cloverdale Paint can improve the shopping experience by offering a product selection wizard to guide customers through this process.

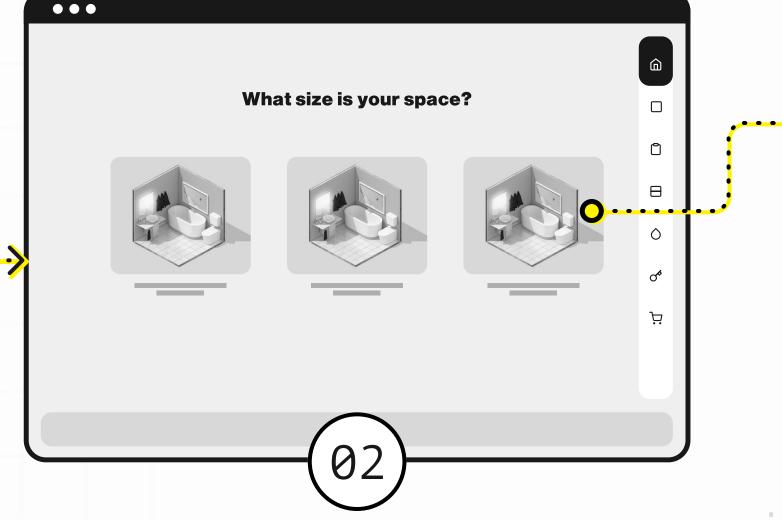
Arrive on Website



User clicks the CTA "Plan your project" to enter into the product selection wizard experience.

I would like to know more about what I need to buy before heading to the store. Oh, I can plan my project right here! Let's check that out.

Selecting a Room



User navigates an interactive model of a house to select which room they will be painting.

It looks like I need to pick what room I am painting.

What's Being Painted



After selecting which room they will be DIY-ing, the user specifies what surface(s) and materials they will be

I'm painting both walls and cabinets in my bathroom. Do I need different paint for each surface?

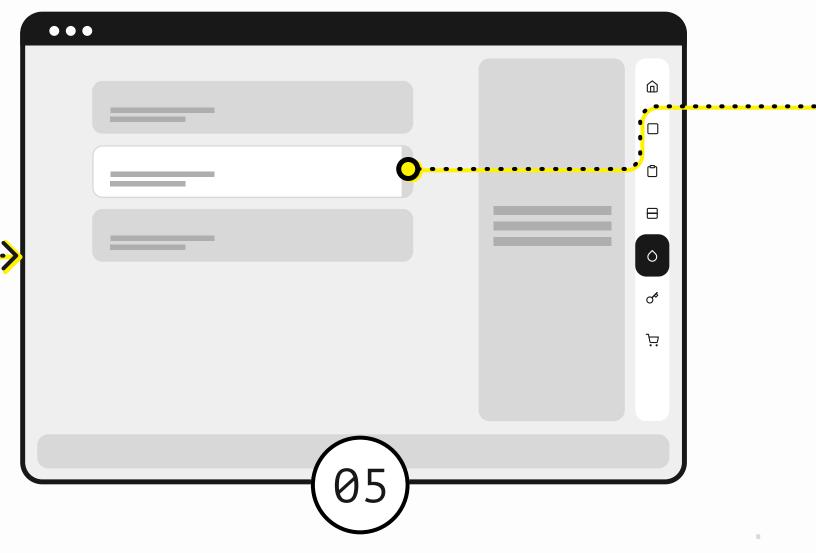
Finding the Perfect Colour



Multiple color palettes are shown based on a theme (i.e. pastels). If the user already knows the colour they want, they can find it by code or colour matching.

I have an idea of the vibe I'm going for, but I want to find the perfect colour.

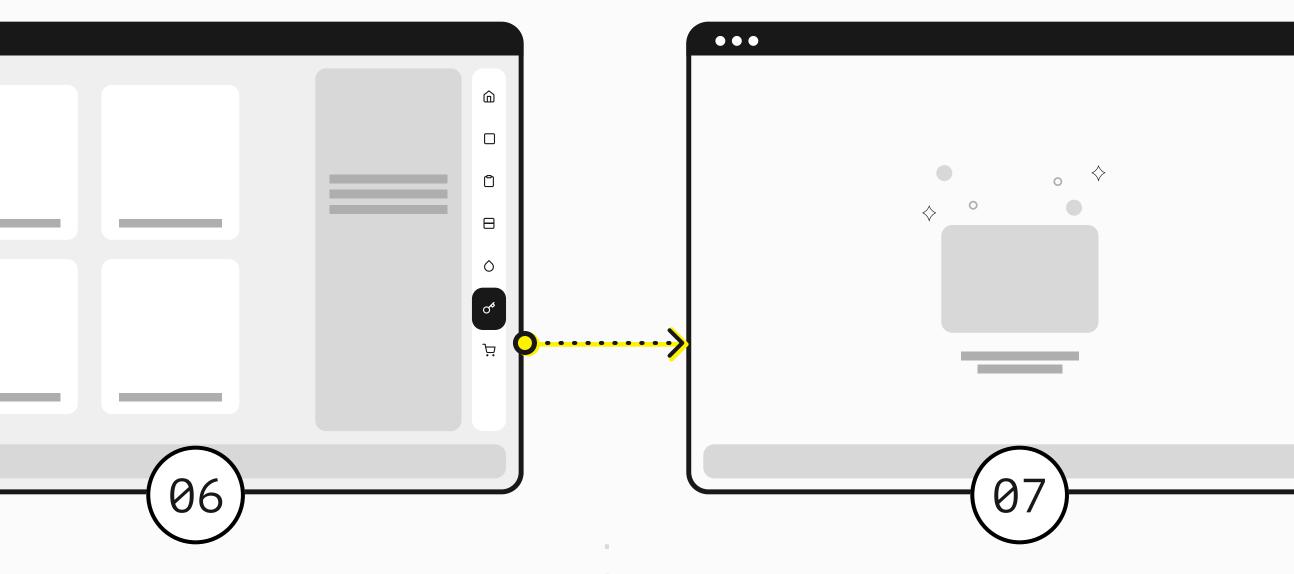
Picking Paint



Based off the previous choices, options for paint are displayed at different price points with information about the differences.

Okay, I have a few options for paint. This one is a little more expensive, but it says it will last longer.





The user is asked if they need tools for their project. If they do, a list of relevant tools and a description of what each tool does will be shown.

I do need tools for this project. It looks like I need both a paint roller for the big sections and a paint brush to finish the trim.

To finish, the user is directed to their cart overview and can make changes if needed. Everything in the cart can be picked up at a Cloverdale Paint retail location.

Checking Out

It looks like that's everything I need. This is more than I expected, but now I can go grab everything and start painting!

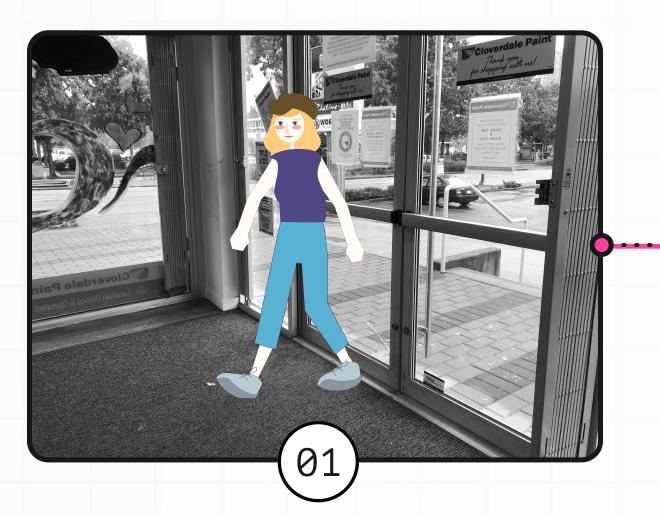
CONCEPT 2

In Store Walkthrough

Inside the Cloverdale store, DIY customers need to find the right paint and tools for their project. Currently, the store does not provide accessible information about the products which leaves the customer having to ask employees for help.

By grouping paint by project needs and providing information, customers can educate themselves and make informed decisions.

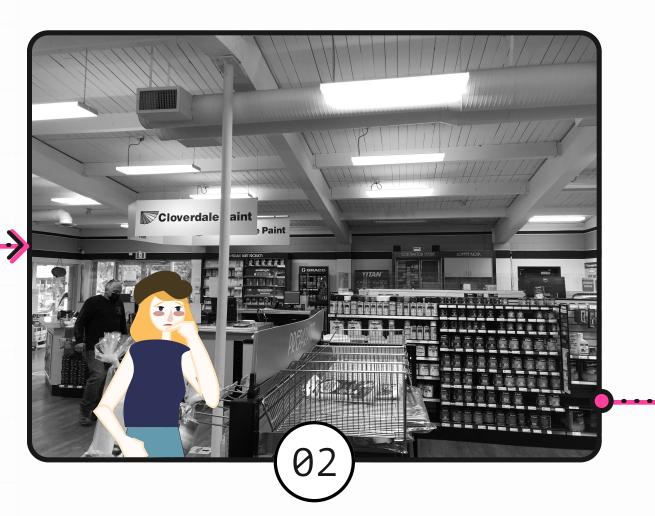
Entering the Store



A DIY customer enters their local Cloverdale Paint store to buy paint for a bathroom renovation.

I need to find some paint to for my bathroom. It looks like they will have what I need.

Surface Sections



Customer notices different sections for different surfaces to paint.

I need paint for my bathroom cabinet, but I didn't know there was different paint for each surface.

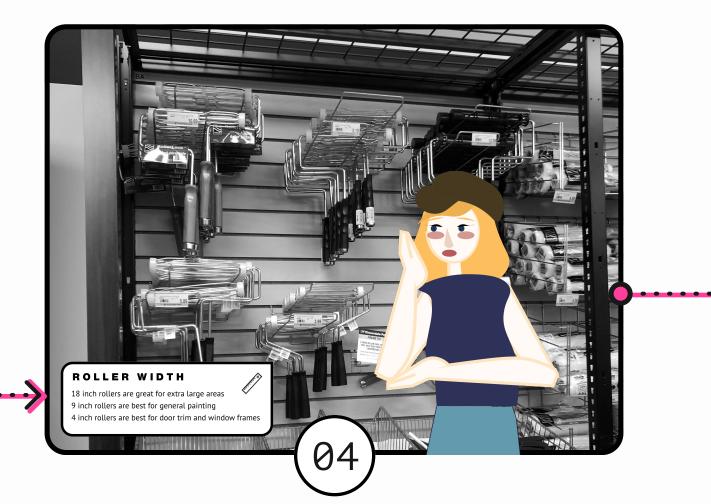
Paint Information



At the wood cabinet section, the customer notices an information poster describing the different types of paint with their pros and cons.

Wow there's a lot of different types of paint. Looks like *Acrylic Latex* is recommended for bathroom cabinets because it's water resistant.

Tool Information



Next, the customer goes to the tool section and notices an information poster with a list of all the main tools with their descriptions.

Now I'll probably need a roller...will I need a paintbrush as well? Why is painters tape so special?

Confirm



The customer has chosen products but double checks with the employee when checking out. The customer was educated in their decisions making checkout much faster.

I think I made the right choices but let me ask when I check out to be safe.



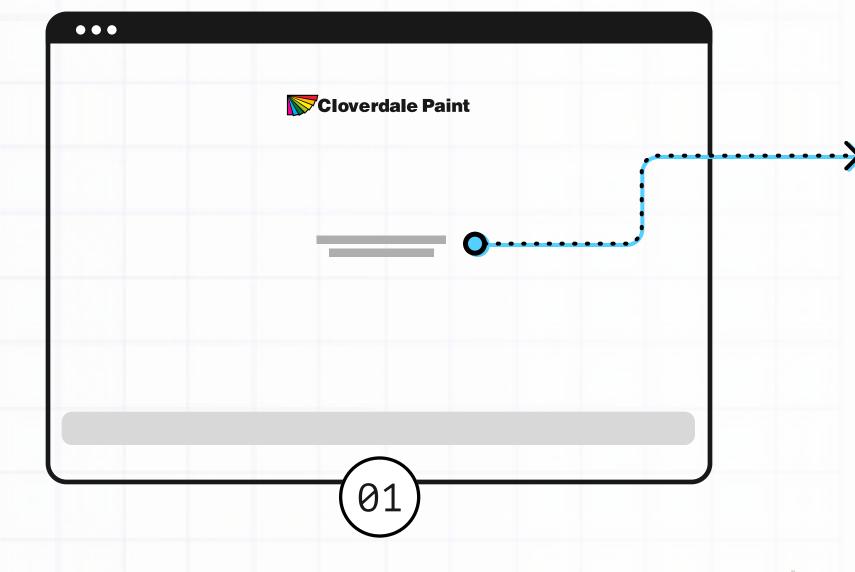
Sample Paint Kit



Paint colours will look vastly different in different situations. The lighting and surface type will always affect how a colour looks in your home. There are online services to apply colour to a photograph of your space, but this is not an accurate way to see your paint.

By getting samples of paint into customers homes, Cloverdale Paint can provide a unique and accurate colour selection experience.

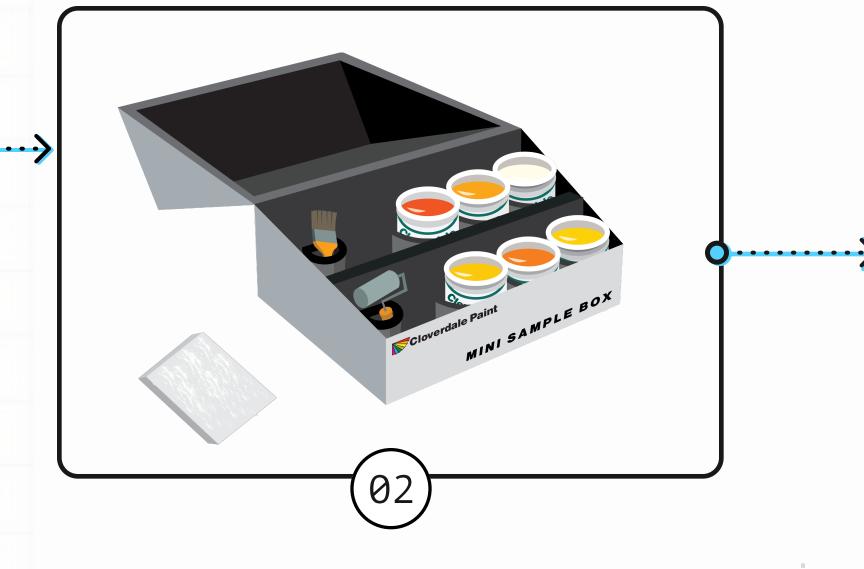
Ordering the Sample Kit



Customer comes across the new paint sample kit and places an online order for the pastel set through the Cloverdale Paint website.

I'm thinking about painting my room a pastel, it would be great to see how different colours look in this space.

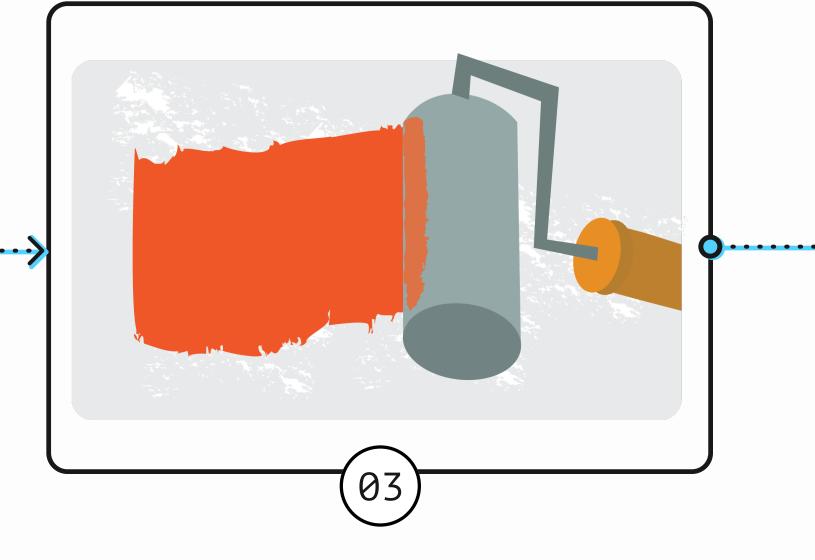
Opening the Kit



After the kit arrives, the customer opens it and notices a little paint brush along with a primed piece of dry wall.

Look at these little paint samples! It even comes with a tiny brush.

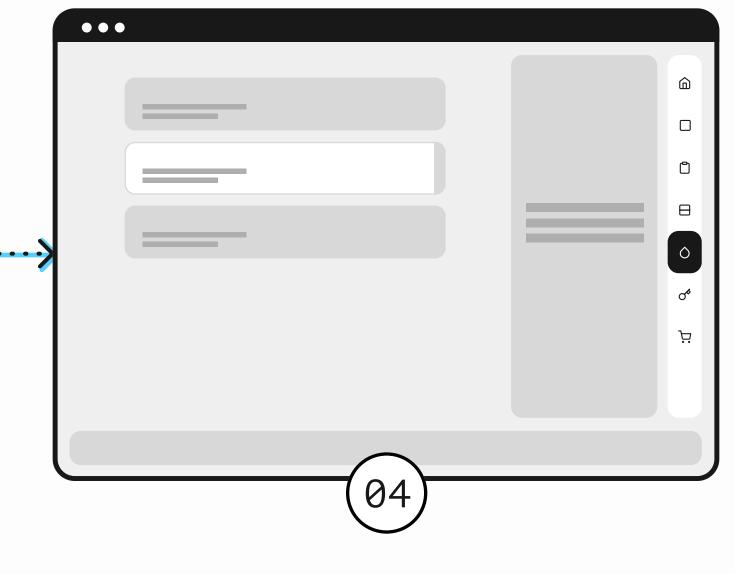
Testing the Colours



By seeing the paint physically in their space, the customer gets the most accurate look at the colour possible.

This orange looks a lot darker than I thought it would on the wall. The lighting in this room is quite dim.

Ordering Paint



After testing all of the colours, the customer decides to order one of the paints from the kit.

I know this colour will look great! It's nice I could test it out first and I get to keep this cute paint brush and box!