

## ${ }^{〔}$ In Store <br> 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 eaves the customer having to ask employees for help.

By grouping paint by project needs and providing information, customer and providing information, customes 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.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.


Customer notices different sections for different surfaces to paint.

Paint 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 l'll probably need a roller...will

 I need a paintbrush as well? Why is painters tape so special?Tool Information

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

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

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\begin{aligned}
& \text { I need paint for my bathroom } \\
& \text { cabinet, but I didn't know there wa } \\
& \text { different paint for each surface. }
\end{aligned}
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## ${ }^{1}$ Sample Paint Kit D

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.

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

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.


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

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

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

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!

