



kendal sparks
graphic designer

ColorSnap

Academic - Mobile App

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Group Project

Role: Project Manager, Research, Direction, Hi-fi Development, Prototyping, Testing

Skills Used: Leadership, Communication, Research, Time Management, Group Brainstorming

Software Used: Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Adobe Experience Design

Content Strategy

Background

Sherwin Williams is a global company most known for its paint. It was founded by Henry Sherwin and Edward Williams in Cleveland in 1866 and grew from architectural paint and coating to automotive paint and paint spray manufacturing. Sherwin Williams has recently acquired rival Valspar for \$9 billion.

Sherwin Williams' current application, ColorSnap Visualizer, acts as a bridge between Sherwin Williams and their customers. The application allows users to explore their colors and color match new or existing photos to hues that Sherwin Williams has to offer.

Mobile Experience

Sherwin Williams' ColorSnap Visualizer is a mobile application available for Android and iOS. While it's important for the application to be available to reach both platforms, the app redesign is for Android.

The reason for this is based on the Business of Apps website that analyzes application downloads for Android and iOS. The statistics show that Android apps were downloaded 50 billion times compared to iOS. By designing for Android first, there is a higher likelihood of the application being downloaded.

Existing Features

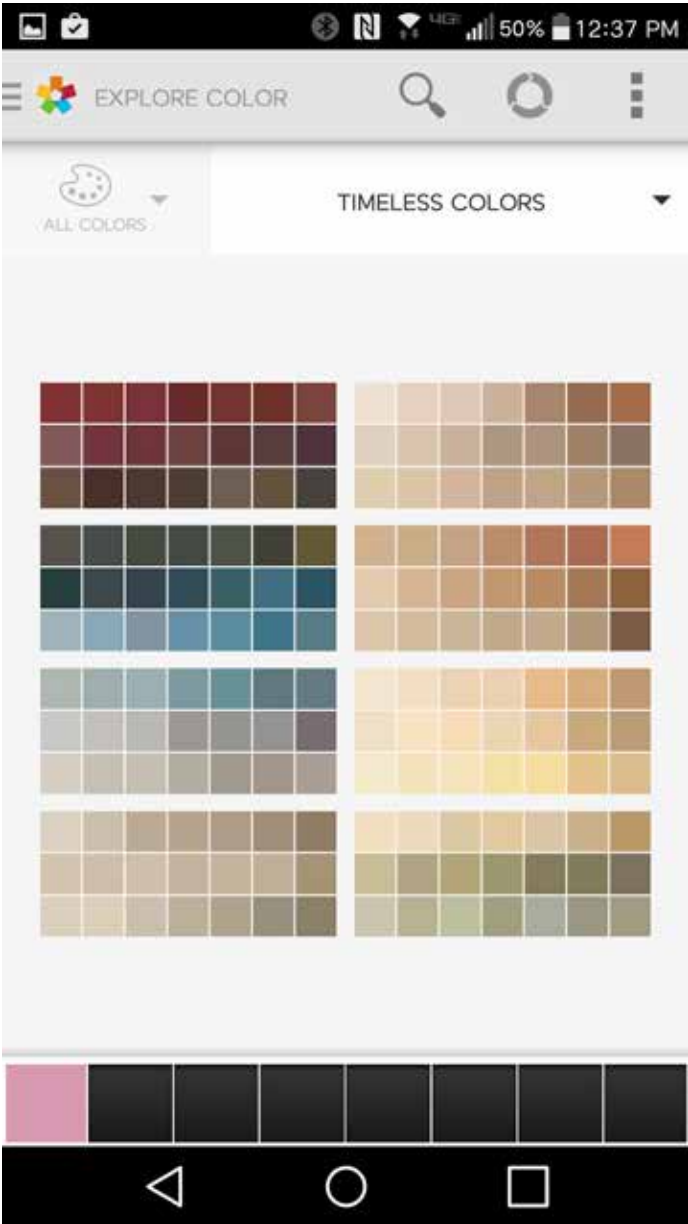
- Color Match from selecting a color on a photo by:
 - Taking a photograph
 - Using an existing photograph
 - Match a Pin through Pinterest
- Explore Sherwin Williams colors
- Scan a color number
- Save colors found through color match, explore, or scan
- View saved colors
- Find the closest Sherwin Williams store
- Log in to "myS-W.com", an online profile



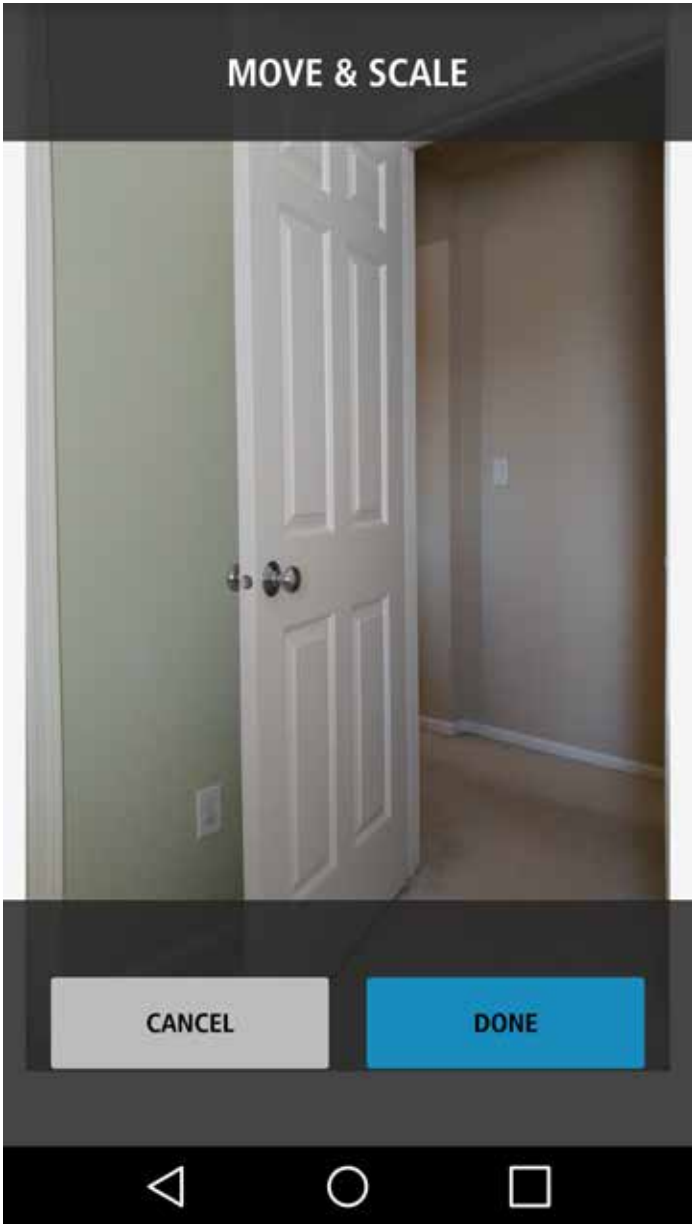
Existing Application



Match A Photo



Color Picker



Camera for Match A Photo

ColorSnap

Mobile Strategy

Android

The reason for Android as the platform for the new Sherwin Williams app is because of hardware and app download figures.

Android had **52.8%** market share of smartphone devices in 2016, and Android applications were downloaded **50 billion times**, double compared to iOS' 25 billion times.

Material Design

Because Android is the platform, following the design conventions of Material Design will allow the app to fit in the Android OS.

MyS-W Management

By utilizing the myS-W features from the main website, the app will allow seamless interactions with their saved colors, projects, shopping lists, locations etc. The existing application has limited use of MyS-W.

Navigation

Through the competitive analysis, navigation seems to be a common issue. By utilizing the menu and Android OvS navigation, users will be able to effortlessly move through the app.

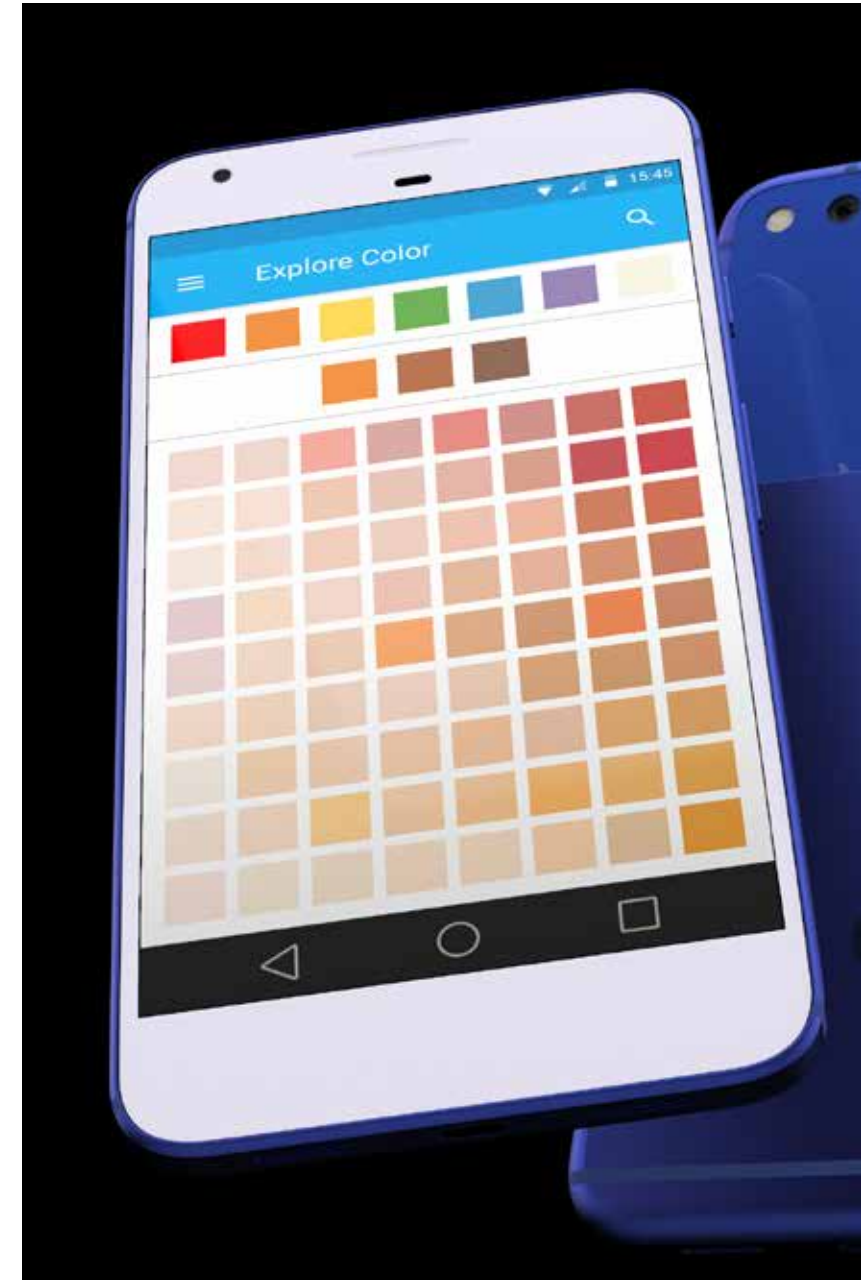
Why It Will Work?

By targeting the Android market, the new Sherwin Williams ColorSnap application can reach the largest audience with the highest download potential.

A pattern affordance has been established through two years of material design's use in Android. This means that Android users will almost intuitively navigate and use the application.

Users already integrated in myS-W will be able to use the app in conjunction with the desktop website. The application can also encourage new users to sign up.

By focusing on the navigation, the ColorSnap app will have an advantage over other color matching apps on the market.



Personas



Sarah Jones

The New Homeowner

"I'm looking for something to make picking paint really easy."

Age: 35

Location: Seattle Metro Area Suburbs

Marital Status: Married, 2 kids

Income: Household Income - \$95k

Goals

Sarah and her family just moved into their new house. Sarah wants to paint her daughter's rooms with an accent wall that's their favorite color. She is looking for an app that can capture that color and find a paint that matches.

Attitude

Sarah expects the app to take a picture, capture the color, and match it with a paint color. In addition to this, she wants to be able to effortlessly pick that paint up at a local store. If an application can achieve these things, then it would help her project.

Behavior

Sarah finds the ColorSnap app from Sherwin Williams. After opening the app, she easily navigates to the color capture mode. Sarah calls to her daughters to pick out their favorite toy that has their favorite color on it. When they bring it in, the app shows her the paint that matches the color.

Pleased with knowing the paint she needs to buy, Sarah is then prompted with the ability to save the paint color for later, or order the paint for in-store pick up. Having that functionality helps Sarah a lot, since she is frequently busy during the day and doesn't have time to hunt that paint color down. Sarah orders the paint online and has it available in store. That makes it convenient for her to pick it up on her way home from work.

Key App Needs

Color Match

Save Colors

In-App Paint Ordering

ColorSnap

Personas



Sheila Barnes

The Interior Decorator

"It would be nice to have a way to find out how much paint I need before buying."

Age: 33

Location: Downtown, Seattle, Washington

Marital Status: Single

Income: Income - \$45k

Goals

Sheila she went to the New York School of Interior Design before returning to her hometown of Seattle, Washington. Now at the age of 35 she has her own growing business in the surrounding areas of Seattle. She is very self-motivated and with her business growing she is looking for ways to help her manage her time better.

Attitude

Her goals are to find a way to make her life easier. Her growing business has her working 10 to 12 hours a day so if she can cut down on that it will give her time to work on other projects and maybe have a personnel life.

Behavior

Sheila really likes the ColorSnap app from Shermin Williams although there are a few things that she would like to change. One thing is that her days are very busy so if she was able to order her paint on the app and just pick up at the closest Shermin Williams store it would allow her to have more time to do other things.

Sheila has in the past figured out approximitaly how much paint she has to buy and now has so much extra paint in her storage that she is not sure what to do with it. There is not alot of people who use the same colors and if she does find one ususally there is not enough to do a whole room so having a calculator to show how much is needed would help her in many ways.

Key App Needs

In-App Paint Ordering

Paint Calculator

Color Match

Browse Palettes



Luke Brewer

The Handcrafter

"Life is a great big canvas, throw all the paint on it if you can! Walls aren't the only things that need paint!"

Age: 53

Location: Enumclaw, Washington

Marital Status: Married, 2 older children with their own families

Income: Household Income - \$45k

Goals

Luke's business survives on his creativeness and uniqueness of his crafts. He frequently visits antique shops, street markets, and garage sales to get inspiration from everything from antique appliances, to modern paintings. When Luke sees a color, or set of colors, that he likes and can envision on certain pieces he is working on, he would like to document and collect those colors in the easiest way possible.

Attitude

Luke likes to handle many projects at once to keep himself busy. He believes time management and organization are the two attributes of his daily life that keeps his business successful. Having a mobile app that can help collect and organize colors, palettes, and projects will immensely improve the efficiency.

Behavior

Luke recently downloaded the Sherwin-Williams ColorSnap from the Google Play store. He liked the idea of being able to use the camera to match colors in items of inspiration. After first opening the app, he sees he has the option to match colors, and save them to projects.

On his next trip to an antique store, Luke found antique warehouse lights with a red color he thoroughly enjoyed. He thought it would look great on his birdhouse project he was working on. He pulls out his app, and matches the color of the light housing, and saves the color to a project he named "Bird House Project".

Key App Needs

Color Match

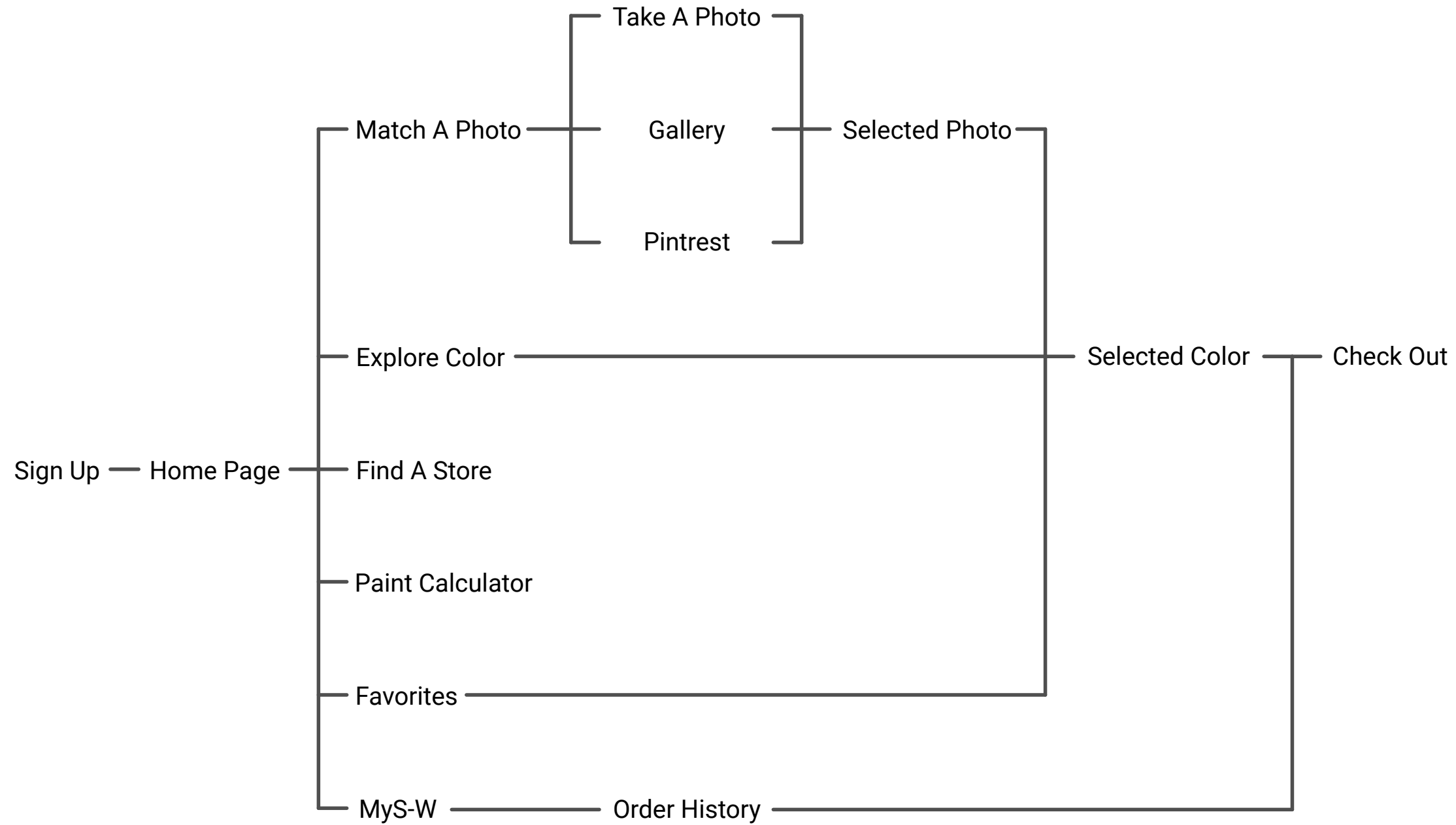
Save Colors

Save Projects

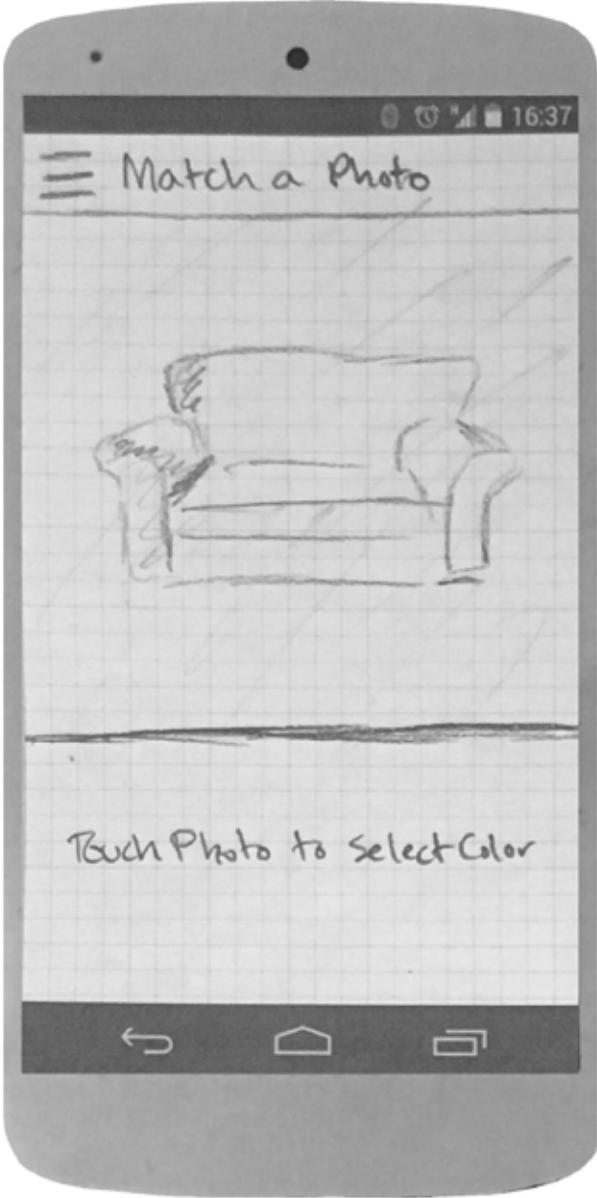
In-App Paint Ordering

ColorSnap

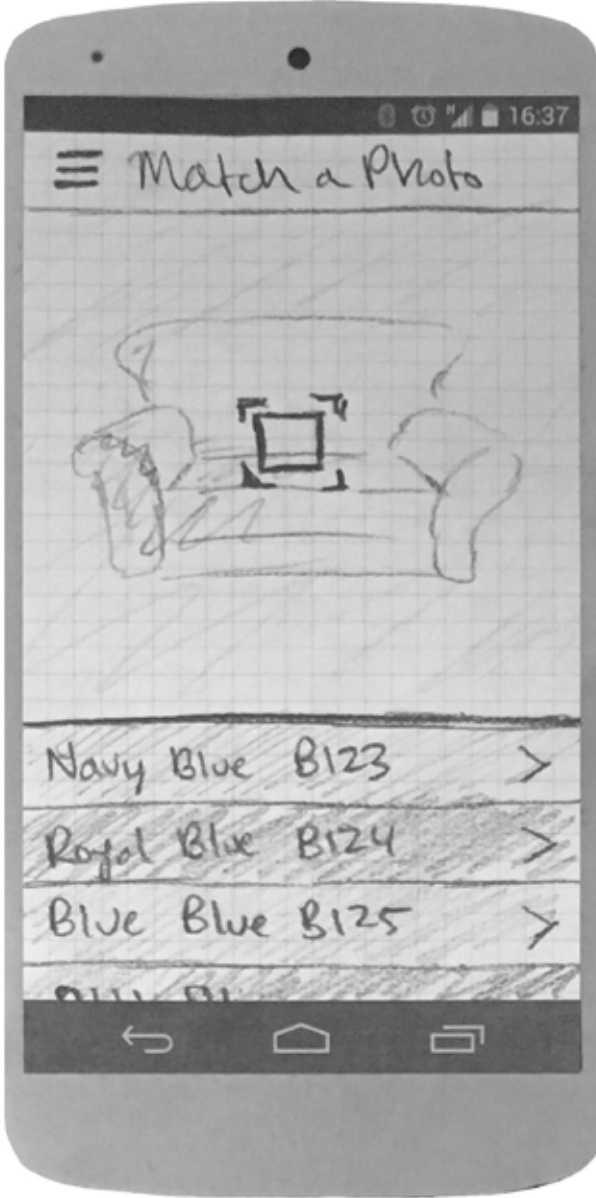
Logic Map



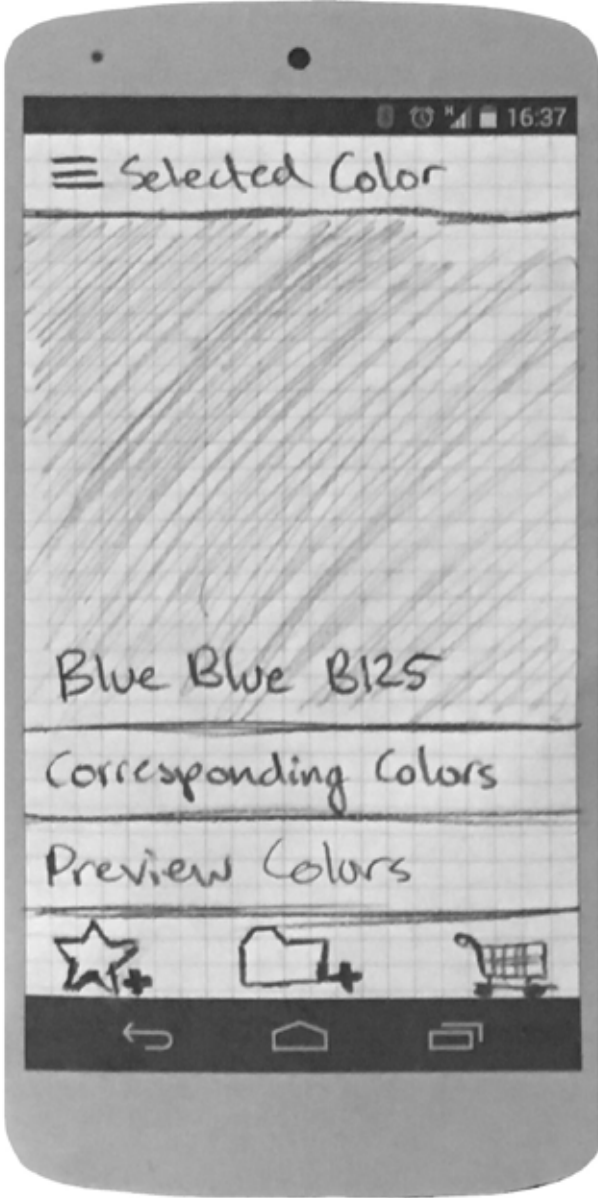
Sketches



Match A Photo



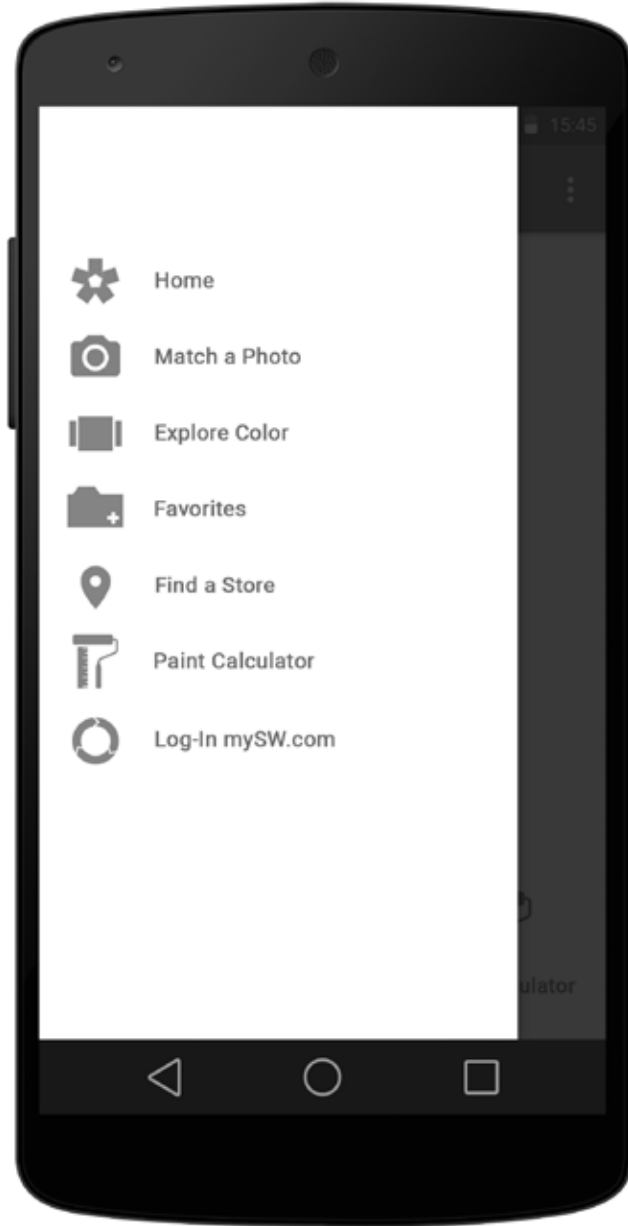
Select Color from Match A Photo



Selected Color

ColorSnap

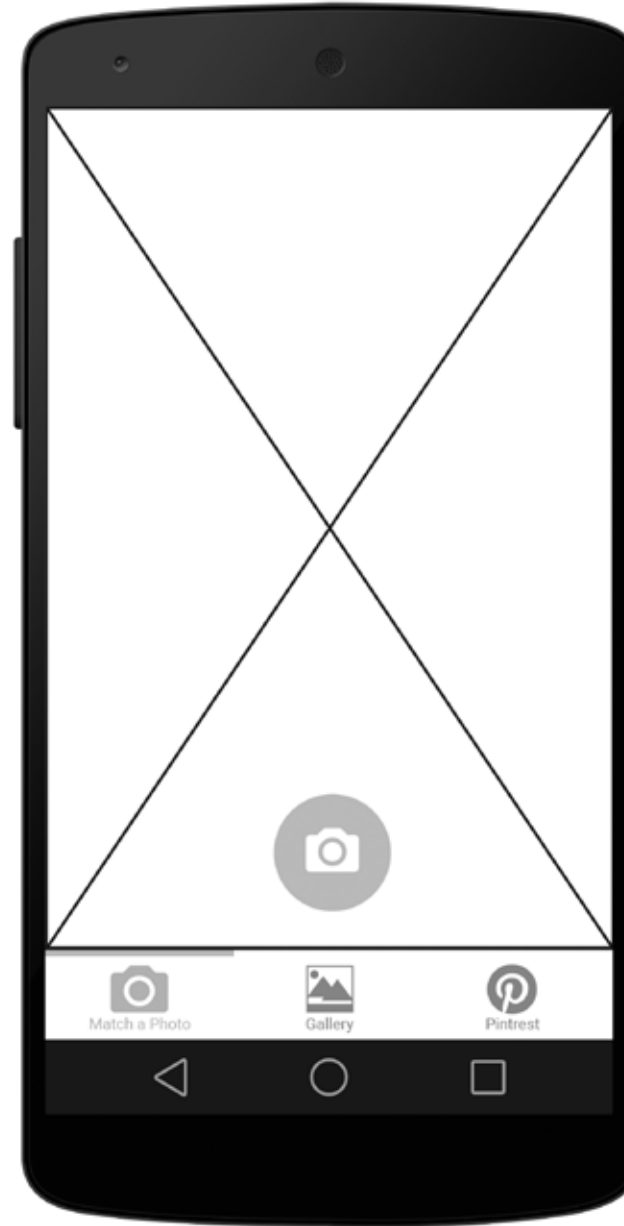
Lofi Mockups



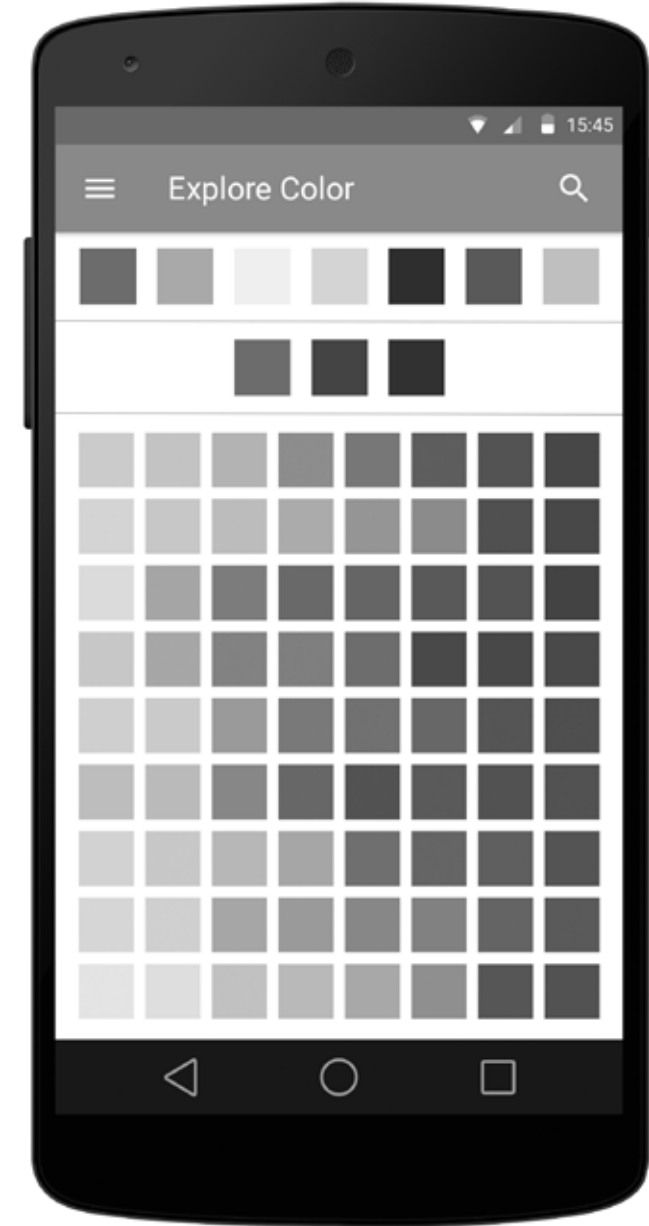
Menu



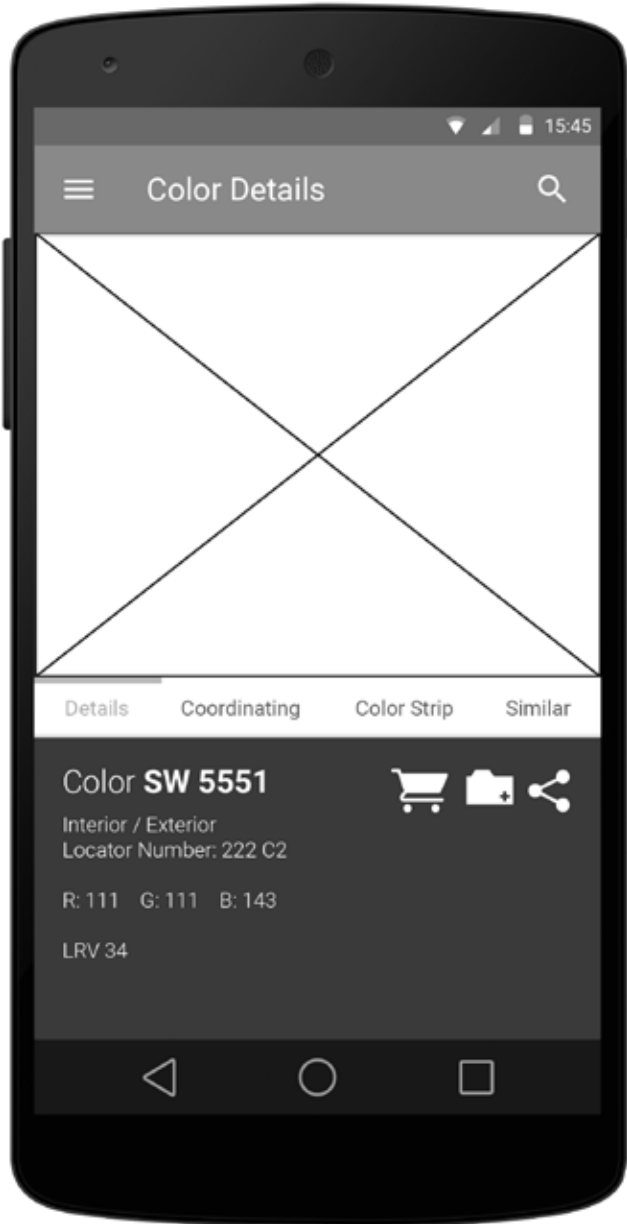
Home Screen



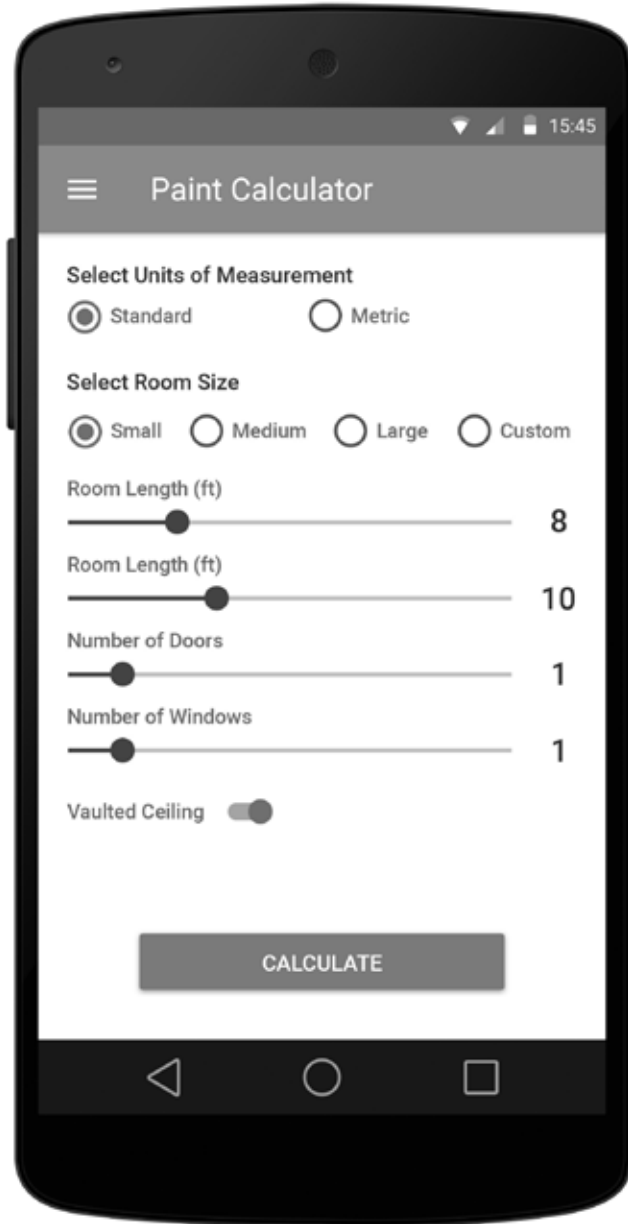
Match A Photo



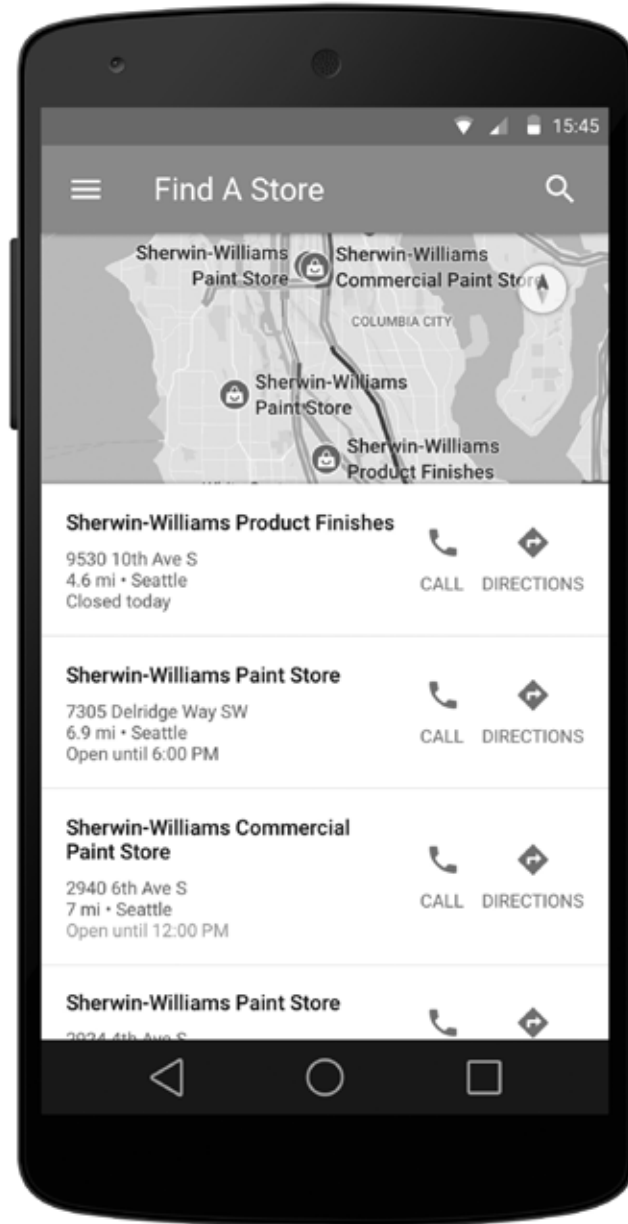
Explore Color



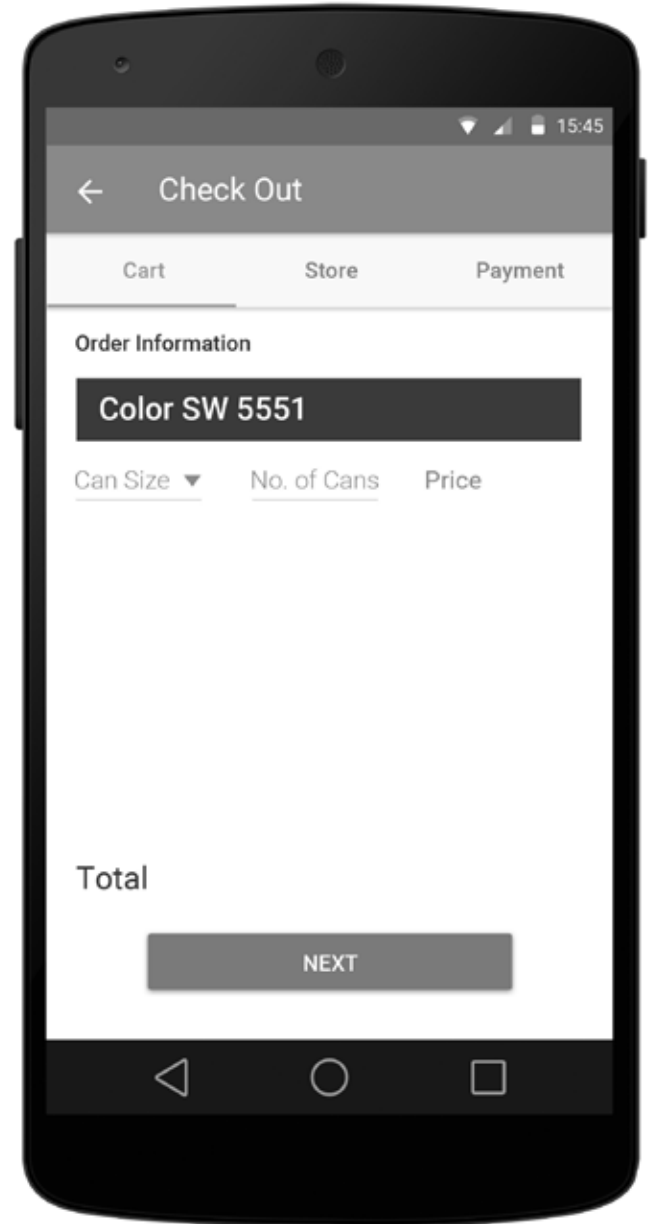
Color Details



Paint Calculator



Find A Store



Check Out

ColorSnap

User Testing Part 1

Users were first introduced to the new ColorSnap application through sketch mockups and then wireframes. Three users using one of two different scenarios.

The first scenario put the users in the role of a homeowner looking to paint their living room a color that matches their couch, then purchase it for pick up at a local store.

The second scenario put the users in the role of a D.I.Y. enthusiast searching for the right color to purchase, then find the closest store to pick it up the order they just placed.

User 1

Android User

First Scenario - Homeowner

The first user wanted to click on the camera icon to reach taking a photo. This was actually intended to not be a camera, but a picture of a camera. Also, the icons and functionality names are confusing. Specifically, the match photo and calculator.

“Match Photo” is too vague, and “Calculator” is misleading. The Calculator icon is also confusing.

What happens after moving on icon of color in photo.

The user was able to navigate to and use the Store locator feature.

The user also indicated that users should be notified that purchases are for in-store pick up only.

An interesting suggestion was to take a picture of your house and color it. This was a functionality that was considered, but the technology for it hasn't made it an effective feature.



User 2

iOS User

First Scenario - Homeowner

The second user wanted to click on the camera icon to reach taking a photo. A stronger indication that it should be the icon and link to the Match Photo feature. In the Match Photo feature, there is a camera icon to “Match Photo” in a bottom navigation bar, and a camera icon to “take the picture.” Since both icons were cameras, this confused the user. Instead of selecting the Star Icon to save a color, the user selected the Folder Icon.

The user was able to identify the icon to purchase the paint color. In the purchase page, the user looked to change the size, a function we intended however didn't have a sketch mockup to present. A suggestion made was to have the “Find the Store” feature in the purchase page to not navigate to another page, but rather populate the purchase page with that information.

The user wanted some onboarding to understand the application. Also, the user wanted to navigate back to the springboard menu.

Some of the menus needed more information to identify what the menu option does. Confused about “Calculator”.



User 3

iOS User

Second Scenario - DIYer

The third user was able to identify the Explore Color feature, select the desired color, and navigate to purchase with no friction.

There were some complications though. The user wanted the ability to decide the paint can size and quantity before navigating to the purchase page. The user also wanted the store finder to have less pages to find the desired store. A suggestion was made to have the closest store automatically selected and then choose something different. Lastly, the subtotal should be on the bottom of the page.

Some other suggestions were to have small text on all icons.

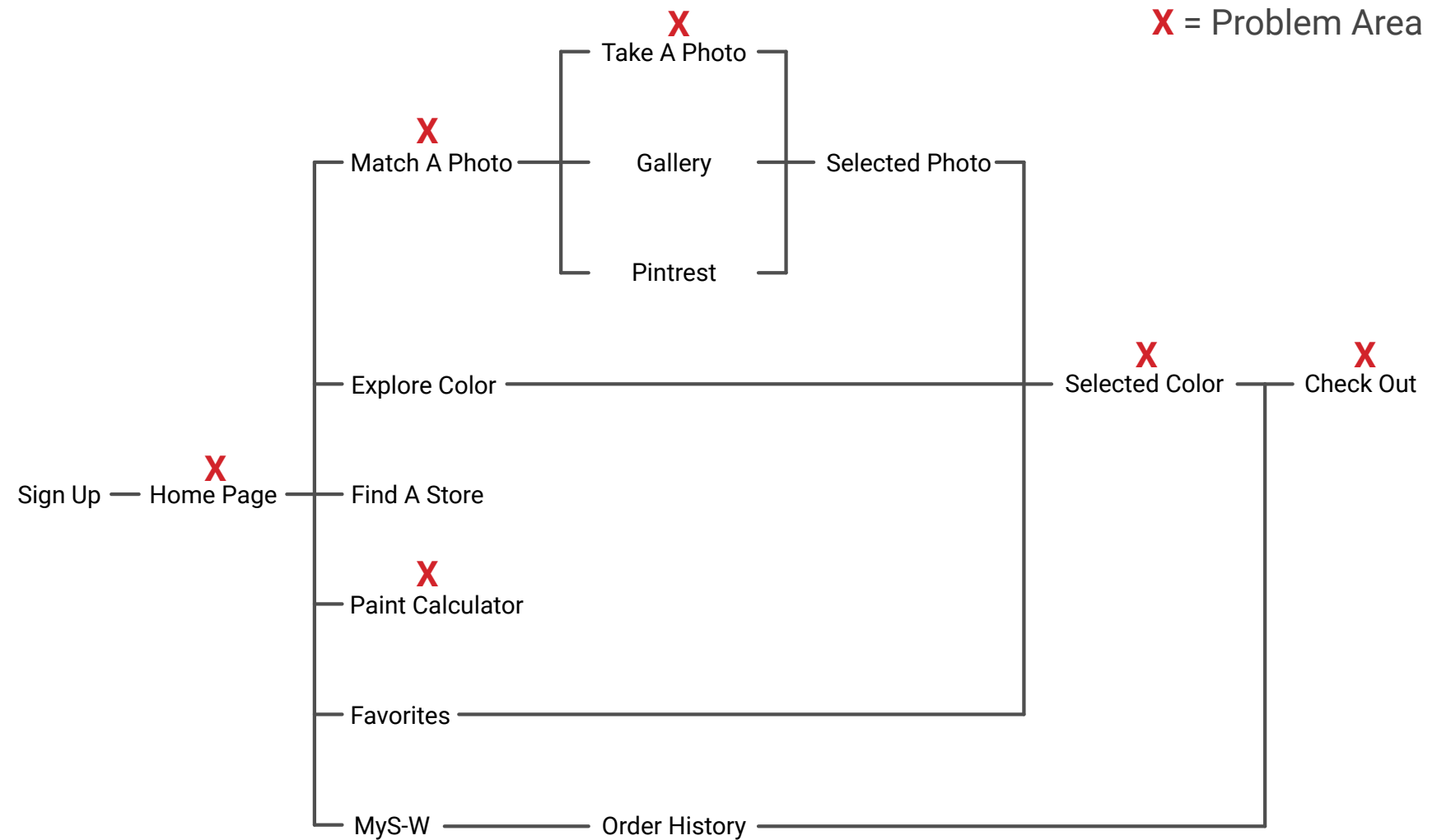
Notable Results

Positive Results

Recognize and use the menu.
Navigate to Purchase feature.
Navigate and use Store Finder.
Navigate and use Explore Color.

Negative

Confused with icons throughout app.
Confused with using Purchase feature.
Confused about "Calculator".
Confused with no color in mockup.
Some confusion with Match Color feature, caused no color in mockup.
Confused with navigation in color detail page.
Confused with "Preview Option."



ColorSnap

Style Guide

Typeface

Title

Roboto, Regular, 30 pt

Color Name

Roboto, Medium, 30 pt.

Sub Menu

Roboto, Medium, 21 pt.

Drop Down Menu

Roboto, Light, 24 pt.

Color

RGB 34, 170, 241

HEX #22AAF1

RGB 0, 151, 136

HEX #009788

RGB 116, 213, 241

HEX #74D5F1

RGB 63, 81, 181

HEX #3F51B5

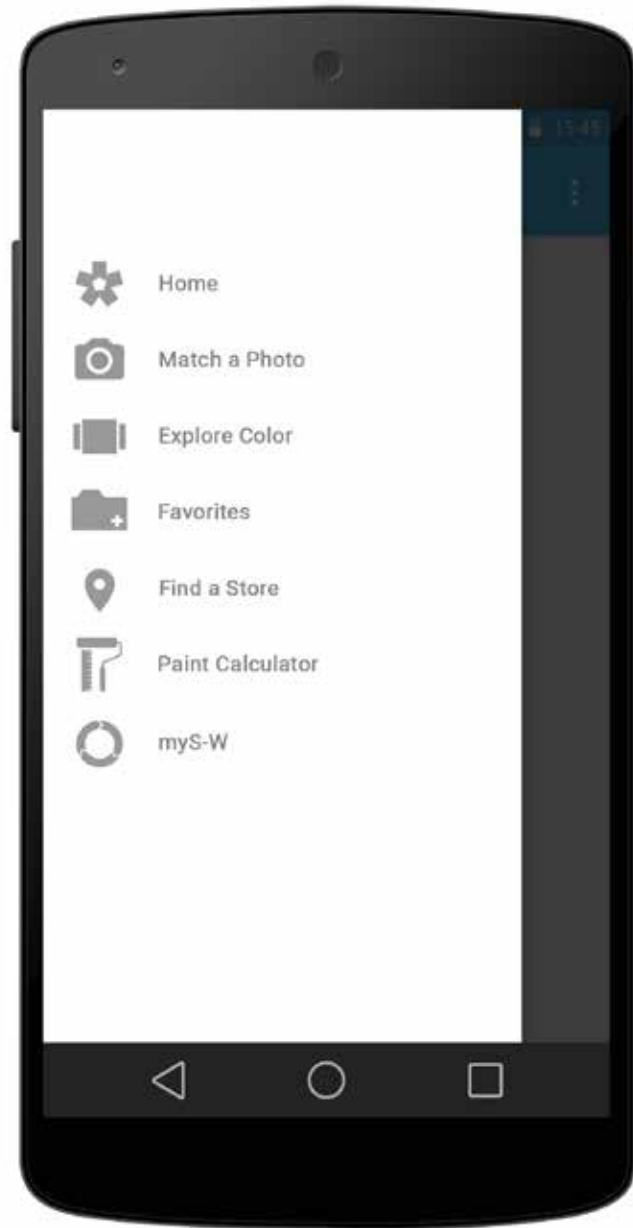
RGB 153, 153, 153

HEX #999897

RGB 70, 70, 70

HEX #474645

Hifi Mockups



Menu



Home Screen



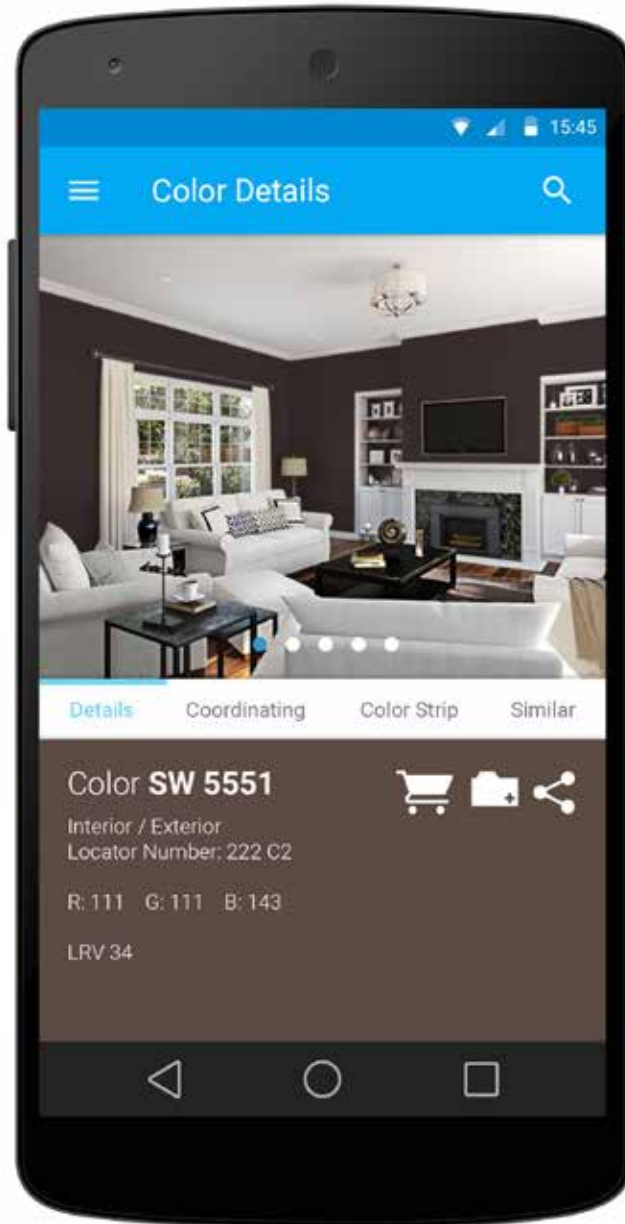
Match A Photo



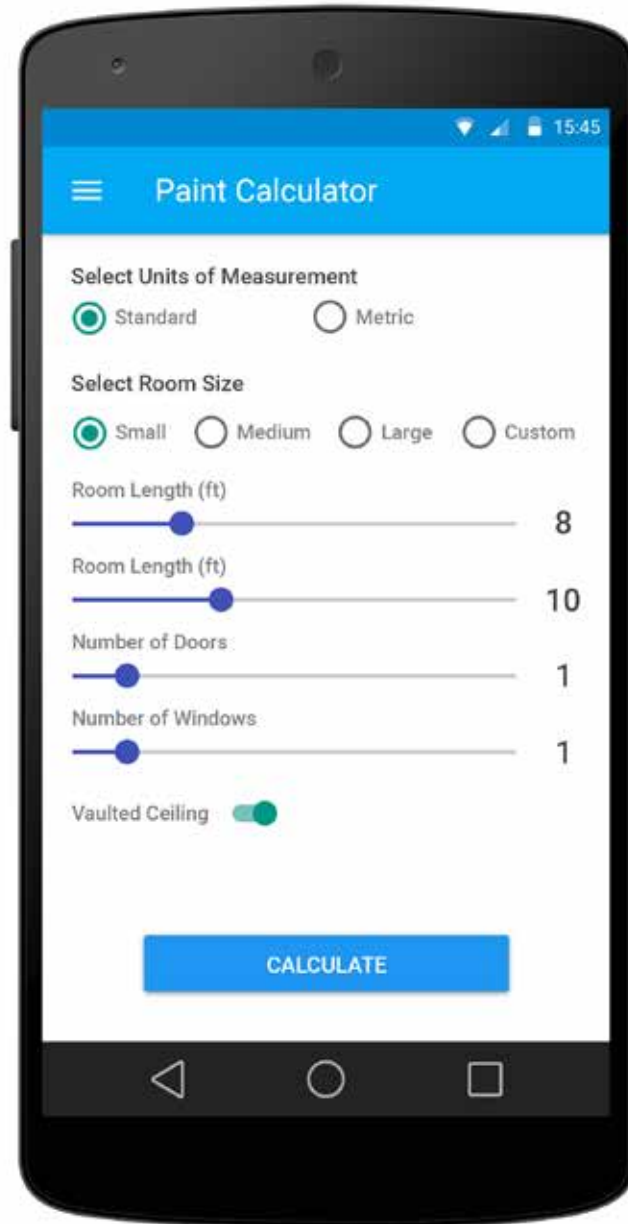
Explore Color

ColorSnap

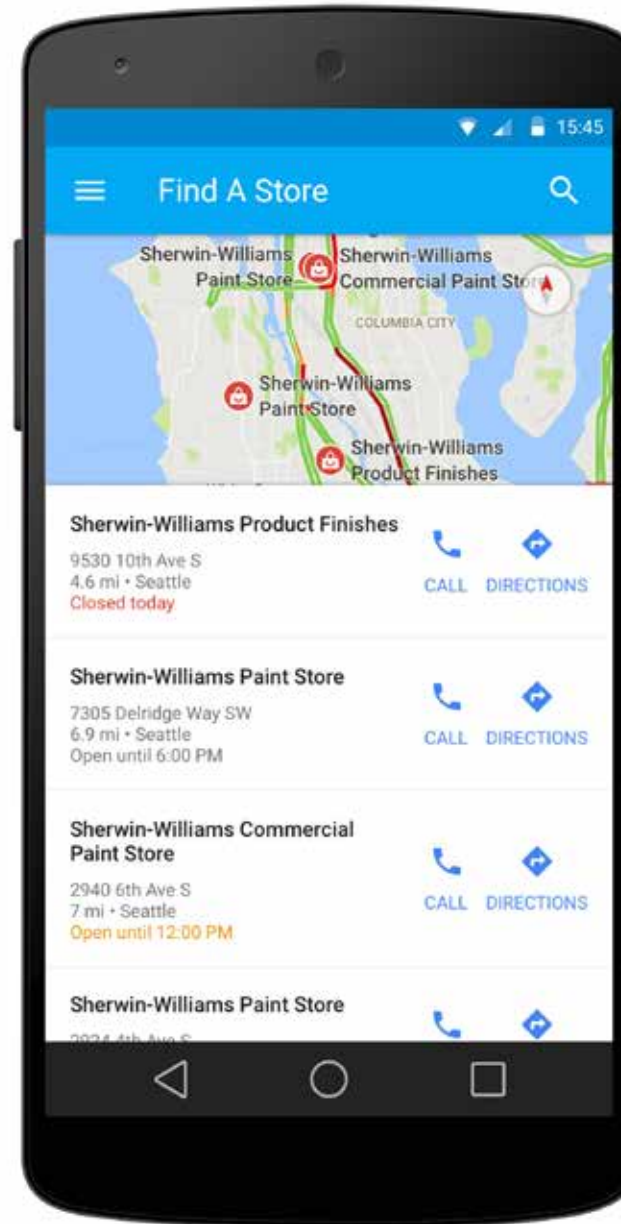
Hifi Mockups



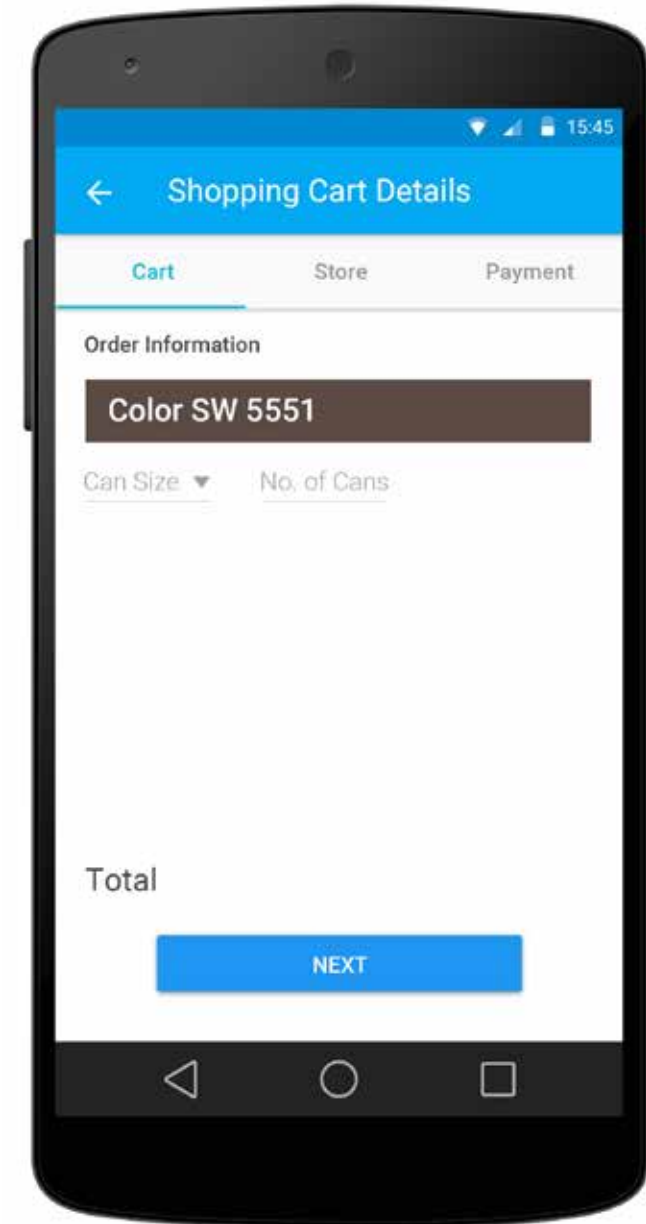
Color Details



Paint Calculator



Find A Store



Check Out

User Testing Part 2

The second round of testing was use with a hifi prototype. This helped users who tested see the colors they are selecting and understand how features such as the Match A Photo and Explore Color worked.

Three users were asked to perform multiple tasks. Anything from simply browsing Explore color to more advanced tasks such as picking a picture from Pinterest, selecting a color, and purchasing the color.

User 1

Android User

Multiple Scenarios

The first user uses his Android daily, usually every hour or two. He only makes purchases online with his laptop and never on his phone. He has purchased paint before at Home Depot instore.

When signing in the user thought that the spacing of the buttons should be moved down a bit more from the logo to be more aesthetically appealing. Also, on the signing in he wanted there to be some indication to proceed after signing up, a "green light".

Upon signing in the user thought that it would be better to call the "mySW", "My account" or something else.

On the checkout, he wanted some indication that the paint would be ready for pick-up. Also, wanted some indication of if there was a cancelation fee and/or an amount of time to cancel order.

When browsing for a paint selection the user said that it was confusing on how to save color.

User 2

iOS User

Multiple Scenarios

The second user uses their iOS all day, and does not make purchases on-line ever. This user has painted a house before using Benjamin Moore paint and bought it at the store.

In the Match Photo feature, the user was able to navigate through easily. Also, this user loved the pintrist feature.

The select a store feature was a little confusing and would rather select the store from a map instead of the information below a map.

The user was able to browse through the paint selection but upon ordering the paint, wanted to have a pick up notification. The user liked that they could explore after matching a color.

The paint calculations were a little confusing to the user (1-1gal) and thought it was a range instead of 1 gallon.

User 3

iOS User

Multiple Scenarios

The third user uses their iOS everyday, has purchased paint at a Home Depot store. This user was able to identify the Match Color feature, select the desired color, but had issues with selecting the sizes of paint and had to go back.

The user wanted more information of why this application would be beneficial to helping him verses the other competitors out there. They thought that a comparison on the paint pricing, and quality would be helpful. Also, having reviews would also be beneficial.

ColorSnap

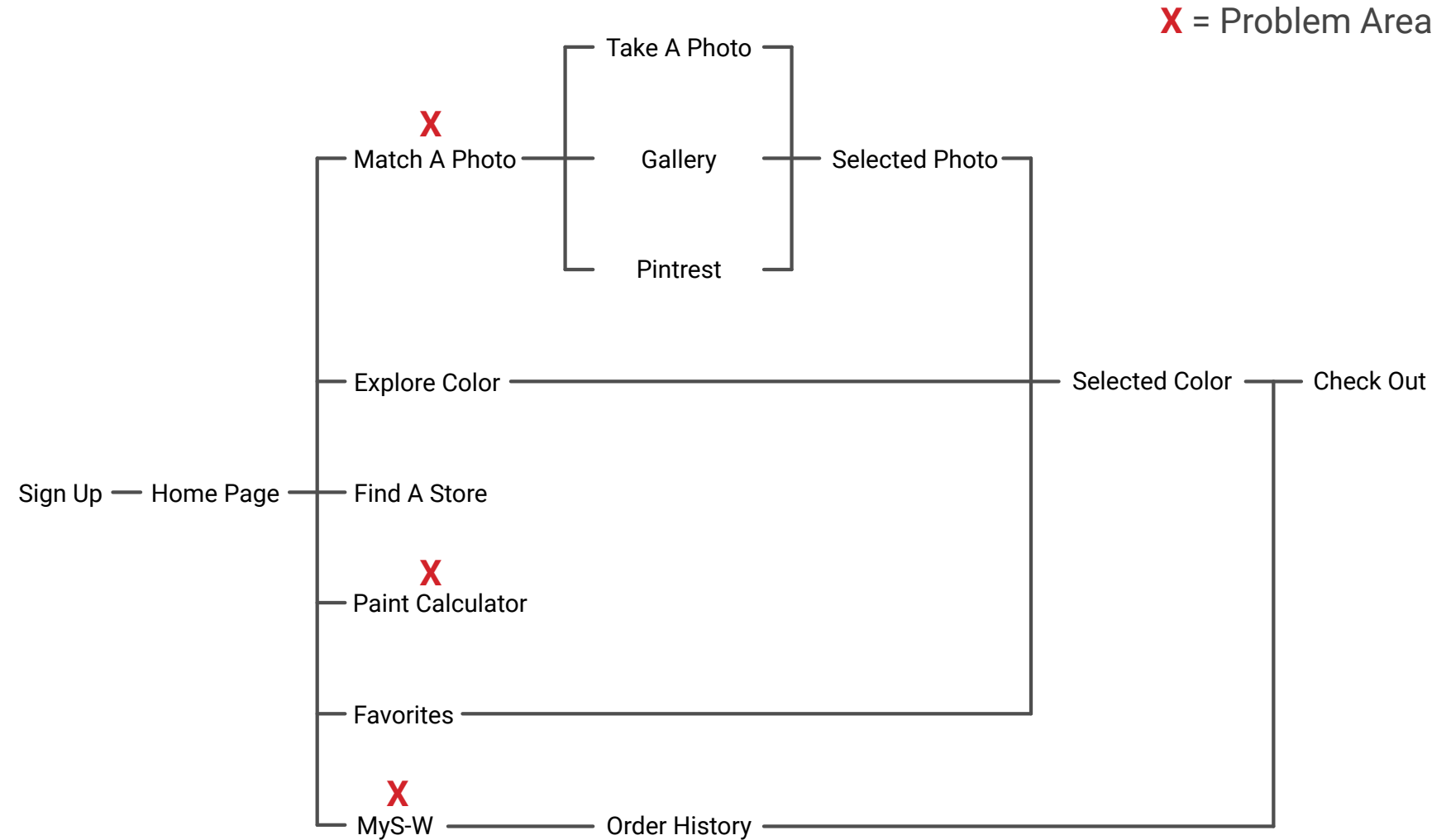
Notable Results

Positive Results

Recognize and use the menu.
Navigate to Purchase feature.
Navigate and use Store Finder.
Navigate and use Explore Color.

Negative

Confused with using Purchase feature.
Confused about "Calculator".
Confused with MyS-W



Prototype

After the second round of User Testing, the problem areas were addressed and fixed. The new prototype is now available to test.

<http://adobe.ly/2c7eeha>

