

# Paint Wall Concepts

A Focus on Color

---

**Lauren Solomon**

Senior Product Designer

# Live on Lowes.com

## Color Selection:

- Analytical approach to selection
- Multi Steps
- Joyless
- No order to the colors that are presented
- 4 choices to make before seeing the random colors offered
- Default colors are unnecessarily bright

## Paint



## Shop by Paint Color

A screenshot of the 'Shop by Paint Color' interface on Lowes.com. At the top, there is a search bar with the placeholder text 'Search by Color Name or Code'. Below the search bar, there are four tabs: 'Interior &amp; Exterior Colors', 'Cabinet &amp; Furniture Colors', 'Room Visualizer', and 'Color Collections'. A color palette is displayed with 13 color swatches: White, Off-white, Brown, Greige, Gray, Black, Red, Orange, Yellow, Green, Blue, Purple, and Pink. The 'Red' swatch is currently selected. Below the color palette, there is a 'Filter by Brand' section with four buttons: 'All Brands' (selected), 'Valspar', 'HGTV HOME® by Sherwin-Williams', and 'STAINMASTER'. Below the brand filters, there is a 'Filter by Hue' section with a row of color swatches. The first swatch in this row is selected. Below the hue filters, there are several rows of paint color swatches, each with a small label below it.

# Live on Lowes.com

## Color Selection:

- Analytical approach to selection
- Multi Steps
- Joyless
- No order to the colors that are presented
- 4 choices to make before seeing the random colors offered
- Default colors are unnecessarily bright

## Paint



## Shop by Paint Color

A screenshot of the 'Shop by Paint Color' interface on Lowes.com. At the top, there is a search bar with the placeholder text 'Search by Color Name or Code'. Below the search bar, there are four tabs: 'Interior &amp; Exterior Colors', 'Cabinet &amp; Furniture Colors', 'Room Visualizer', and 'Color Collections'. A color palette is displayed with 13 color swatches: White, Off-white, Brown, Greige, Gray, Black, Red, Orange, Yellow, Green, Blue, Purple, and Pink. The 'Red' swatch is currently selected. Below the color palette, there is a 'Filter by Brand' section with four buttons: 'All Brands' (selected), 'Valspar', 'HGTV HOME® by Sherwin-Williams', and 'STAINMASTER'. Below the brand filters, there is a 'Filter by Hue' section with a row of color swatches. The first swatch in this row is selected. Below the hue filters, there are several rows of paint color swatches, each with a small label below it.

# Goal & Objective

## Ticket Requirements

---

### How might we

Let the color be the king of the paint selection experience, as opposed to the color name.

“Concept out a color wheel experience for us to narrow down COLOR as opposed to color name. Perhaps it would marry with our current experience?” [UX-14147](#)

### How might we

Make a smooth transition between selecting a paint at home, and purchasing it in the store?

“Concept out an experience to be able to print the color you find and message of taking it store to see whats what.” [UX-14147](#)

# Goal & Objective

## Personal Goals

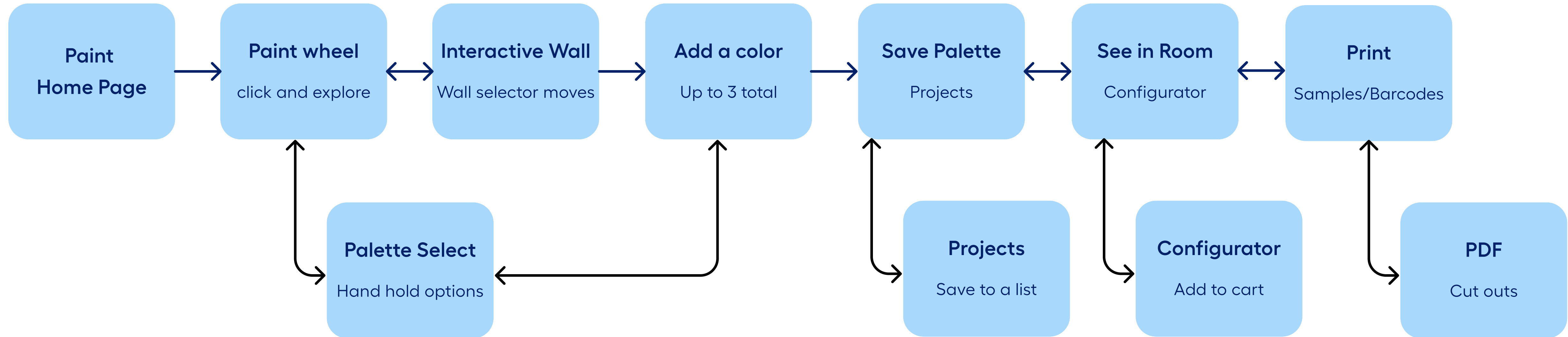
---

### Love it if we can:

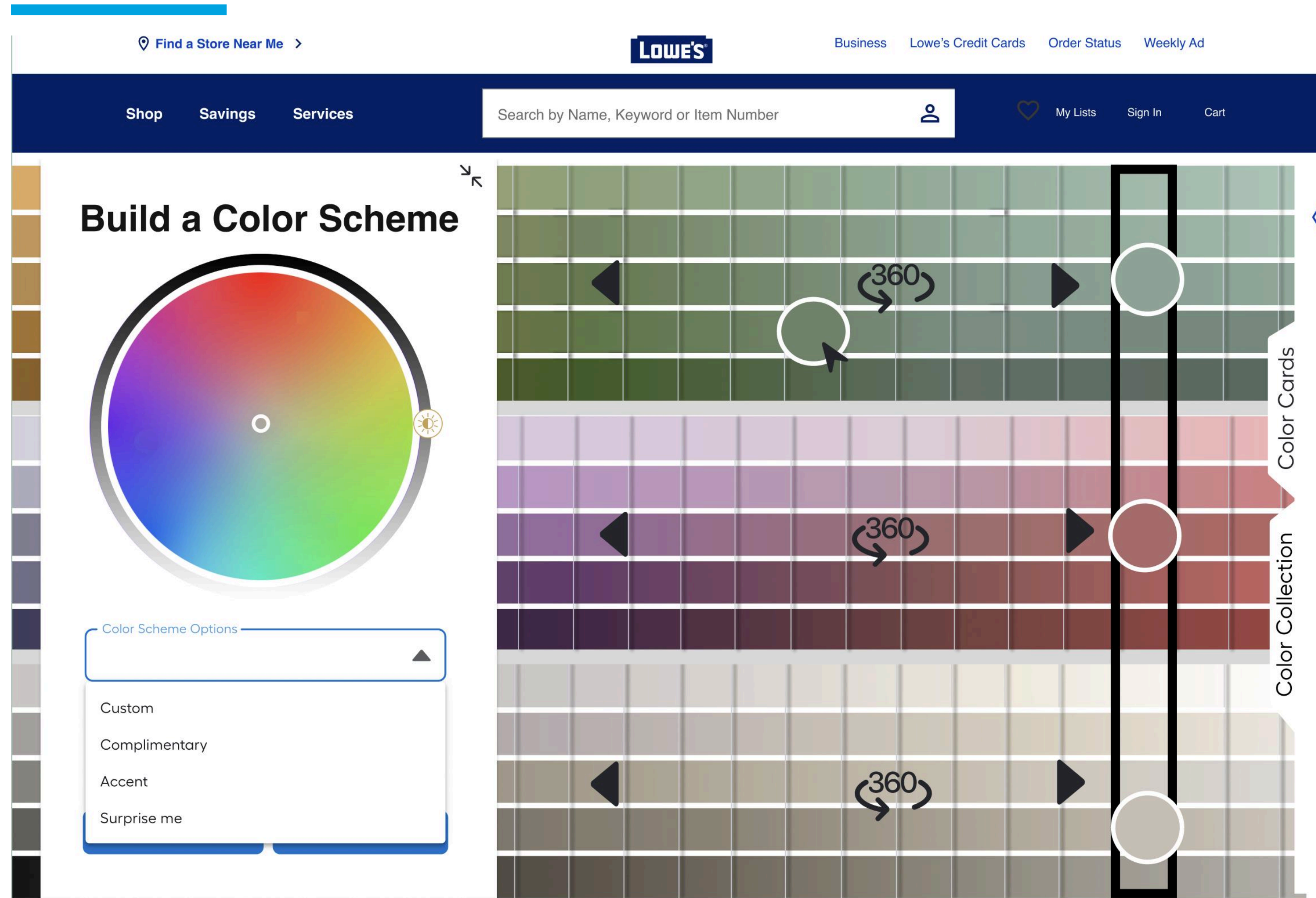
1. Bridge the experience from in store to digital store
2. Have the experience be quintessential to the Lowes brand
3. Recreate the joyful experience of touching and interacting with color cards in store
4. Finding the right color should be fun and interactive
5. Should be able to translate easily between web, mobile, tablet, and app
6. The printing page should offer easy to cut samples and barcodes
7. Connect the paint and the project experience together
8. Offer features that hold the hands of our most inexperienced and nervous users

How will a user interact with the experience?

# User Flow



# States and Interactions



## Interactions

### Interactive Color Wall:

- Continuous scroll
- Wall and color wheel are connected
- Wall is clickable
- Temperature circle

### Drop down options:

- Custom
- Complimentary
- Accents
- Etc

### Color Collections

- Upon clicking the arrow all color collections can be seen



# Collapsed State

The screenshot displays the Lowe's website interface with a collapsed modal for building a color scheme. The modal is titled "Build a Color Scheme" and features a dropdown menu set to "Surprise Me" under "Color Scheme Options". Below this are "Refresh" and "Save" links. Three color swatches are shown: "Liliac Solomon" (purple), "Garden Dream" (green), and "Sandy Sweets" (tan), each with a lock icon. At the bottom of the modal are "See in Room" and "Print Samples" buttons. The background shows a grid of color swatches in three rows: green, purple, and tan. To the right, a "Color Cards" sidebar lists three cards: "Ellis Evergreen HGTV 342216", "Peri Wink At Me HGTV 342216", and "London Sun HGTV 342216". The top navigation bar includes "Find a Store Near Me", the Lowe's logo, and links for "Business", "Lowe's Credit Cards", "Order Status", and "Weekly Ad". The main navigation bar contains "Shop", "Savings", "Services", a search bar, and links for "My Lists", "Sign In", and "Cart".



# Default State

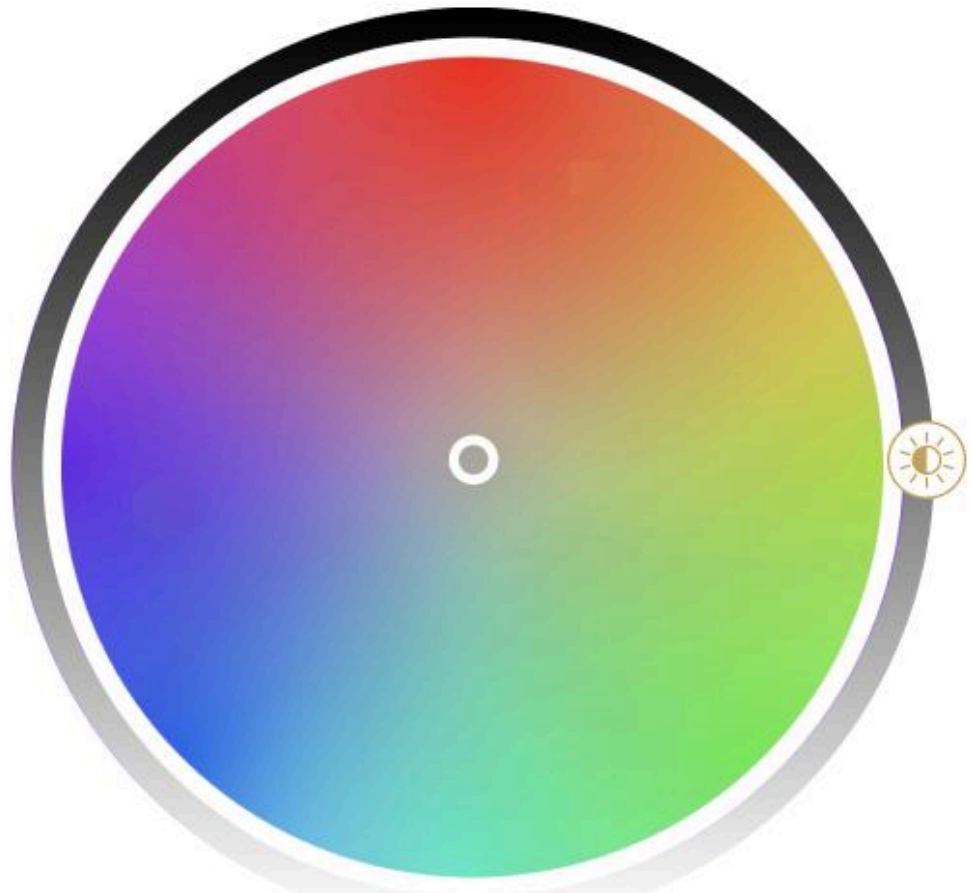
Find a Store Near Me > **LOWE'S** Business Lowe's Credit Cards Order Status Weekly Ad


Shop Savings Services Search by Name, Keyword or Item Number   My Lists Sign In Cart

Home / Paint


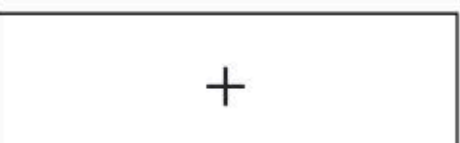
## Paint

### Build a Color Scheme

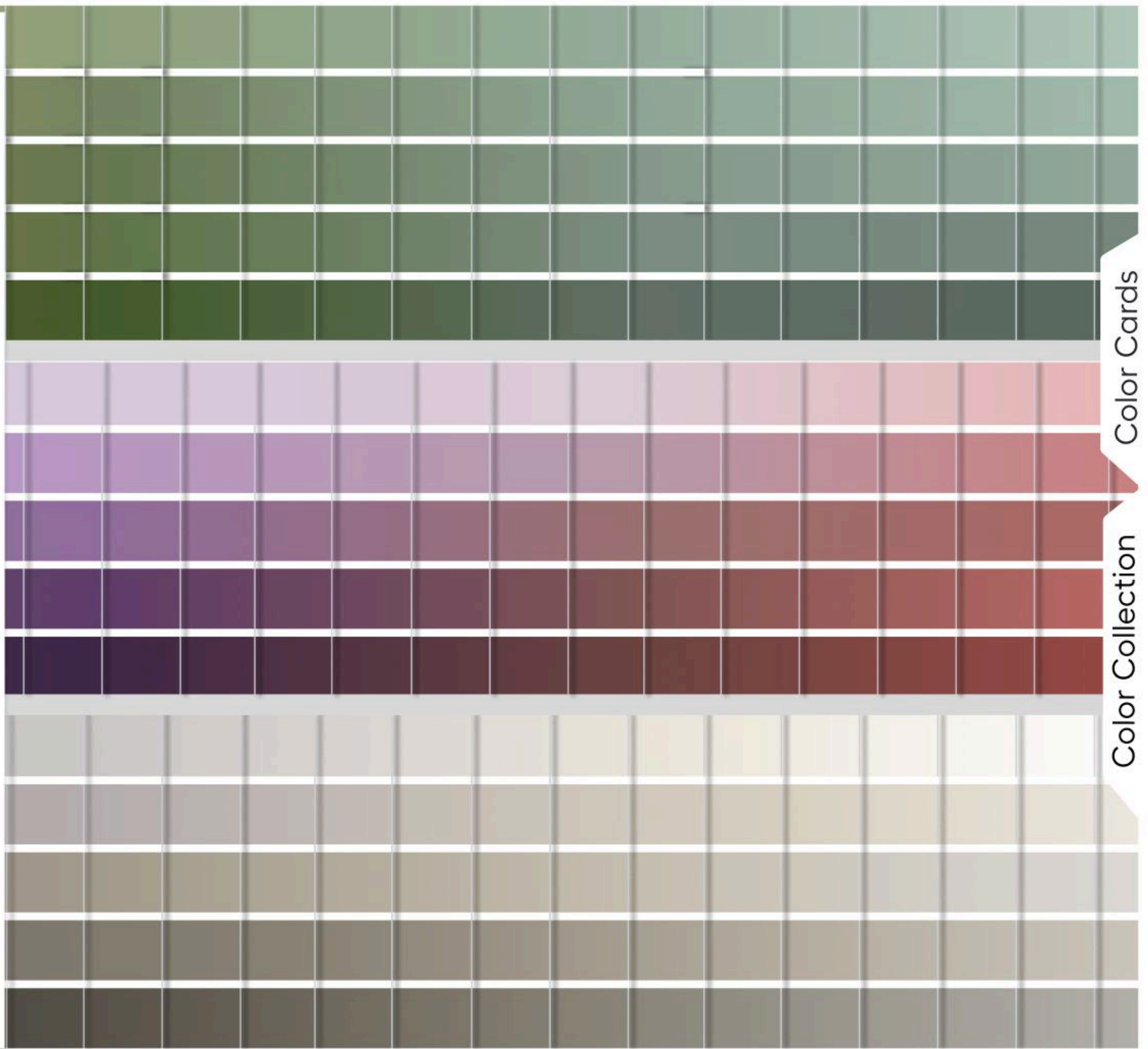


Custom 

Color Scheme Options

[See in Room](#) [Print Samples](#)

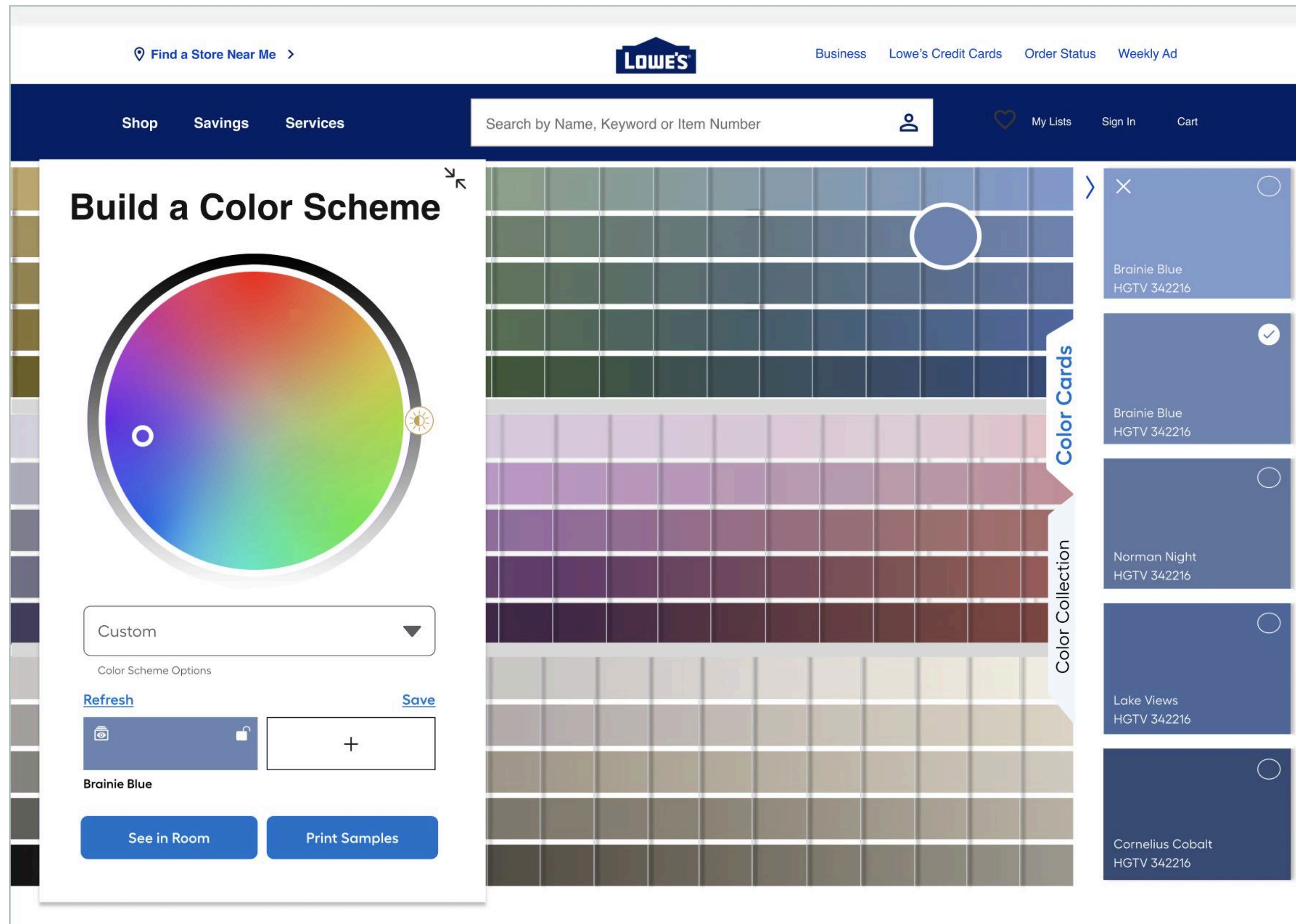


Color Cards

Color Collection

# States and Interactions

## Custom Color Selected



## Interactions

### Paint wall:

- While the circle is selected and browsing, the circle on the paint wall follows it
- When the user stops a paint card slides out of the wall, and animated to slide drawer out
- Select a color from the paint card
- Click on hide card icon to disable card or the arrow at the top left

# States and Interactions

PDF Print



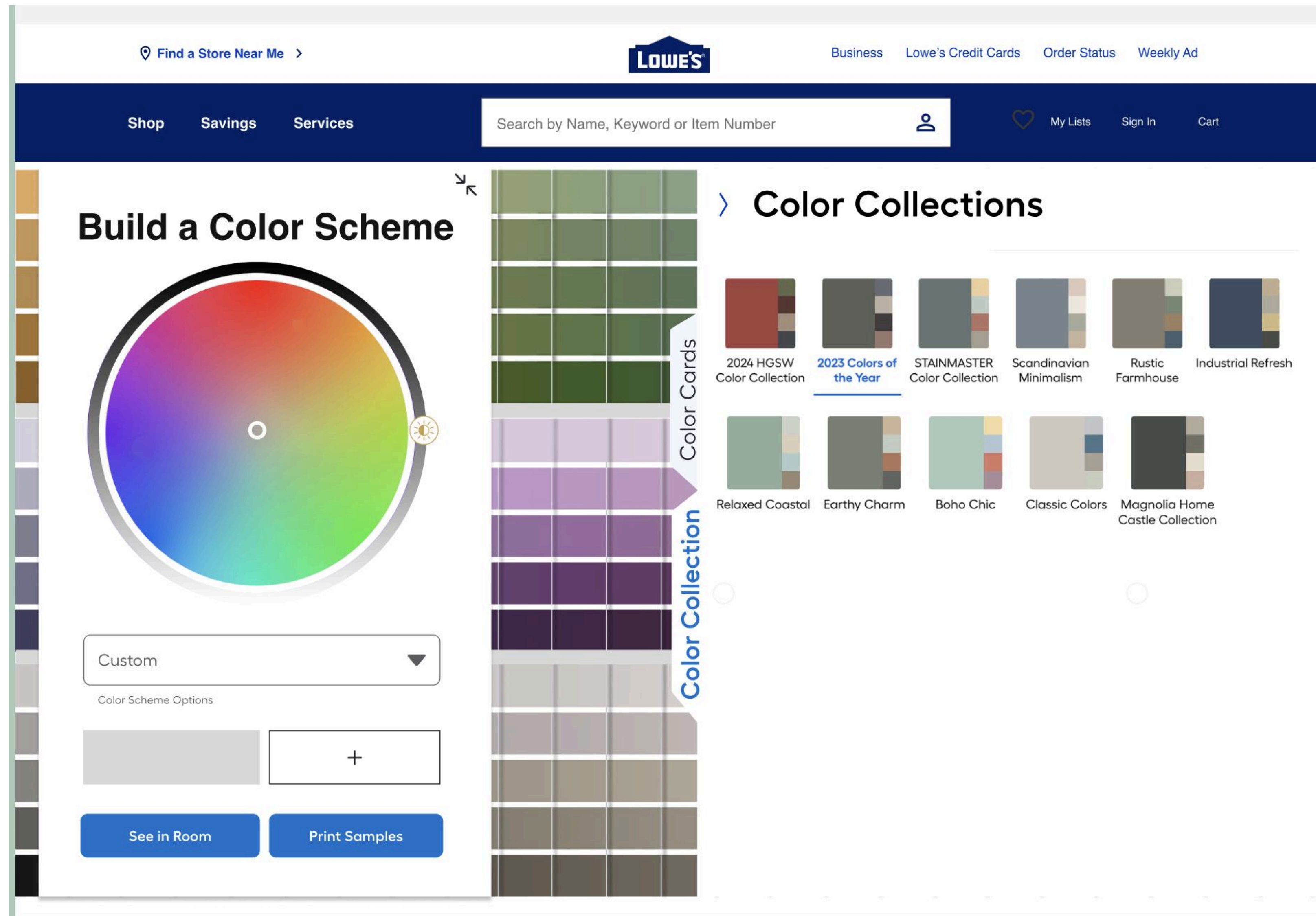
## Interactions

Print:

- Cutting lines to assist users in cutting out samples
- Barcodes are identified with the paint color they selected
- User brings barcode into the paint department to hand over to associate

# States and Interactions

## Default Paint Home Concept



## Interactions

### Color Collections

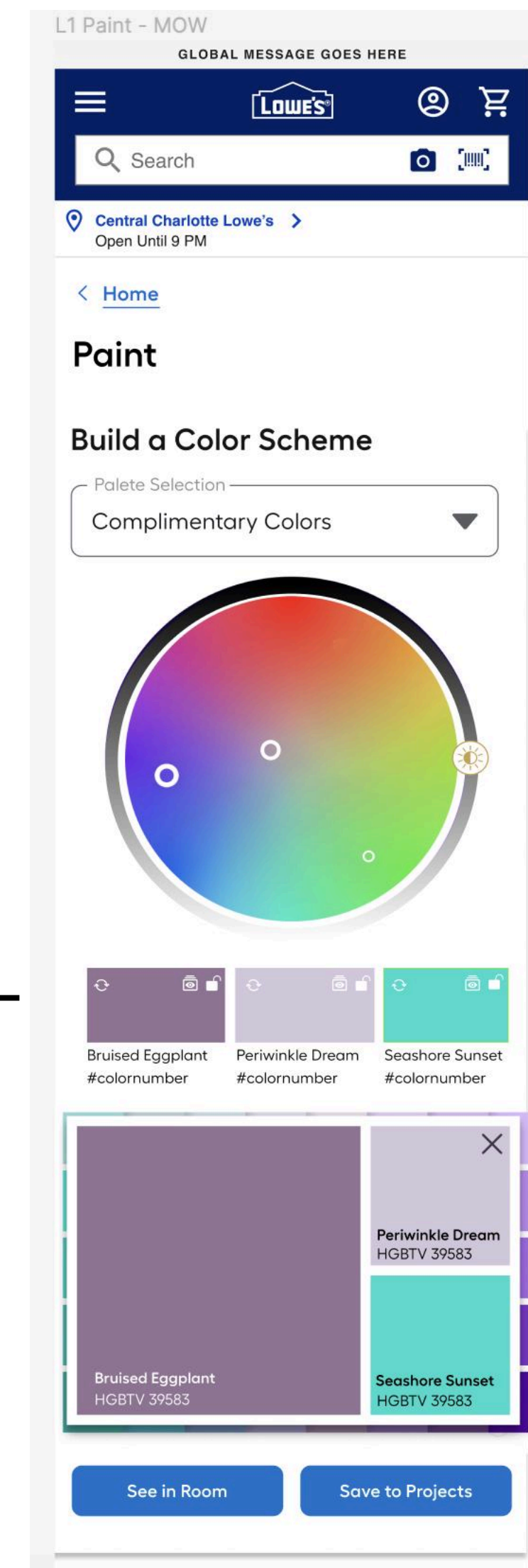
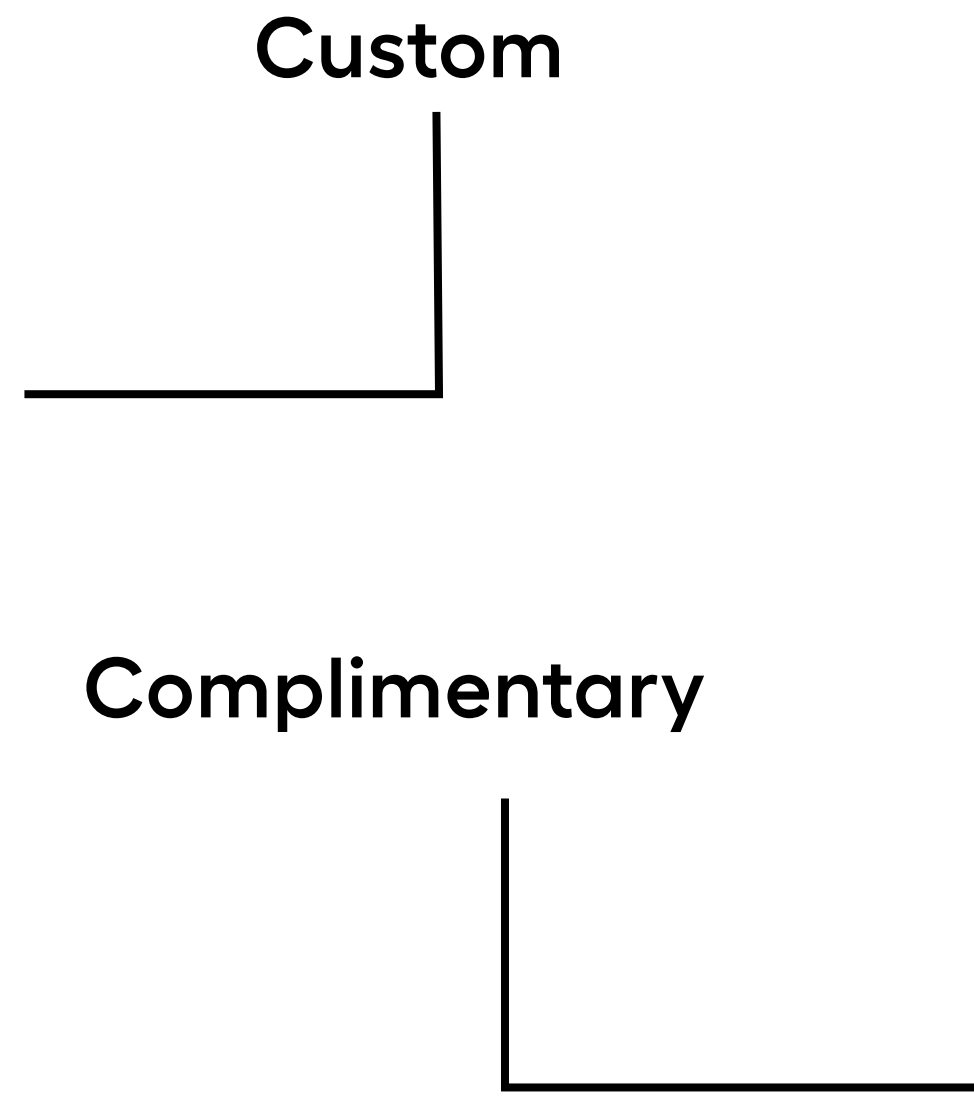
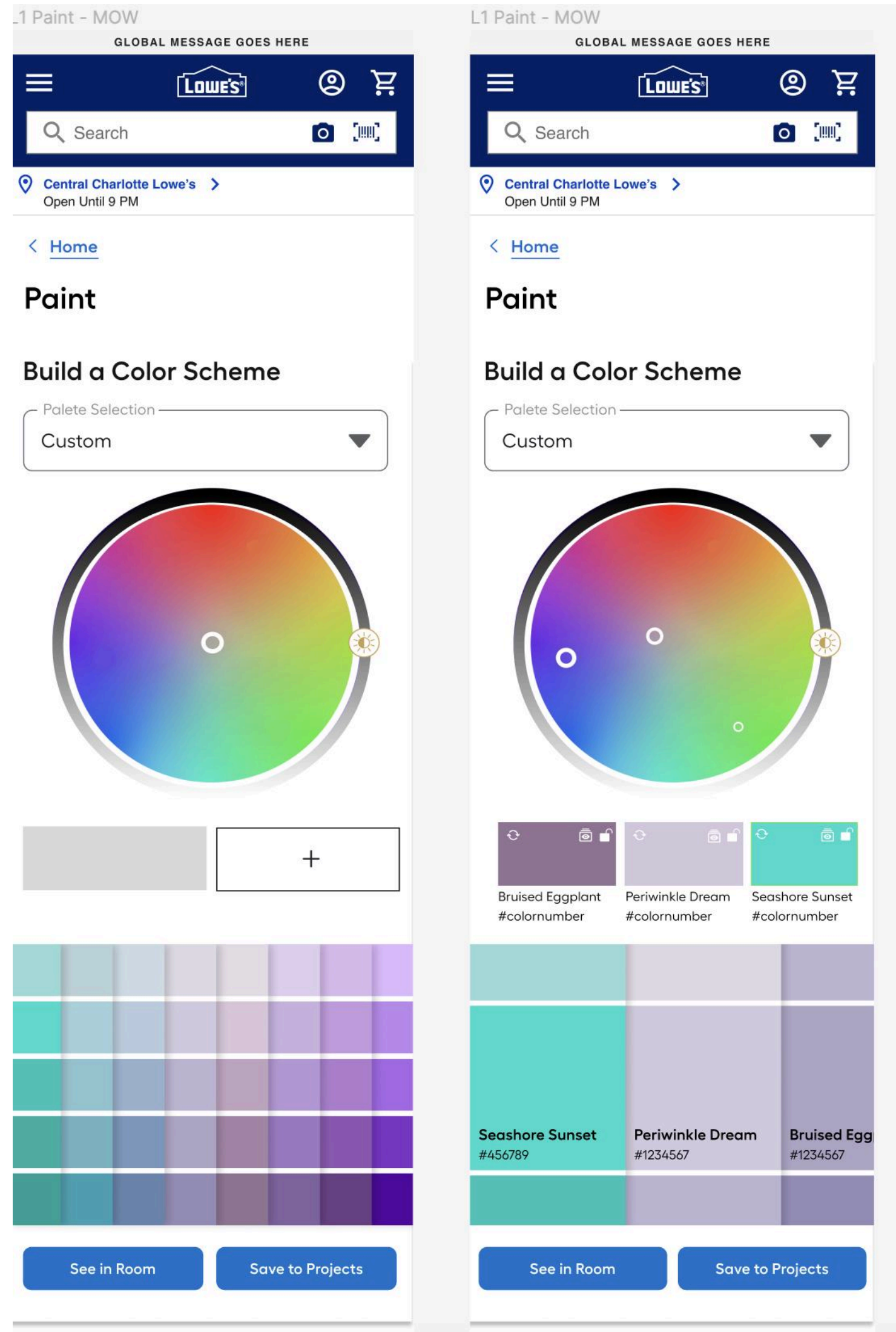
- List of all collections is shown
- User can select a color collection to see more

### Recommendation

- Redo the color collection tiles to look more like the in store

# States and Interactions

## Mobile Designs



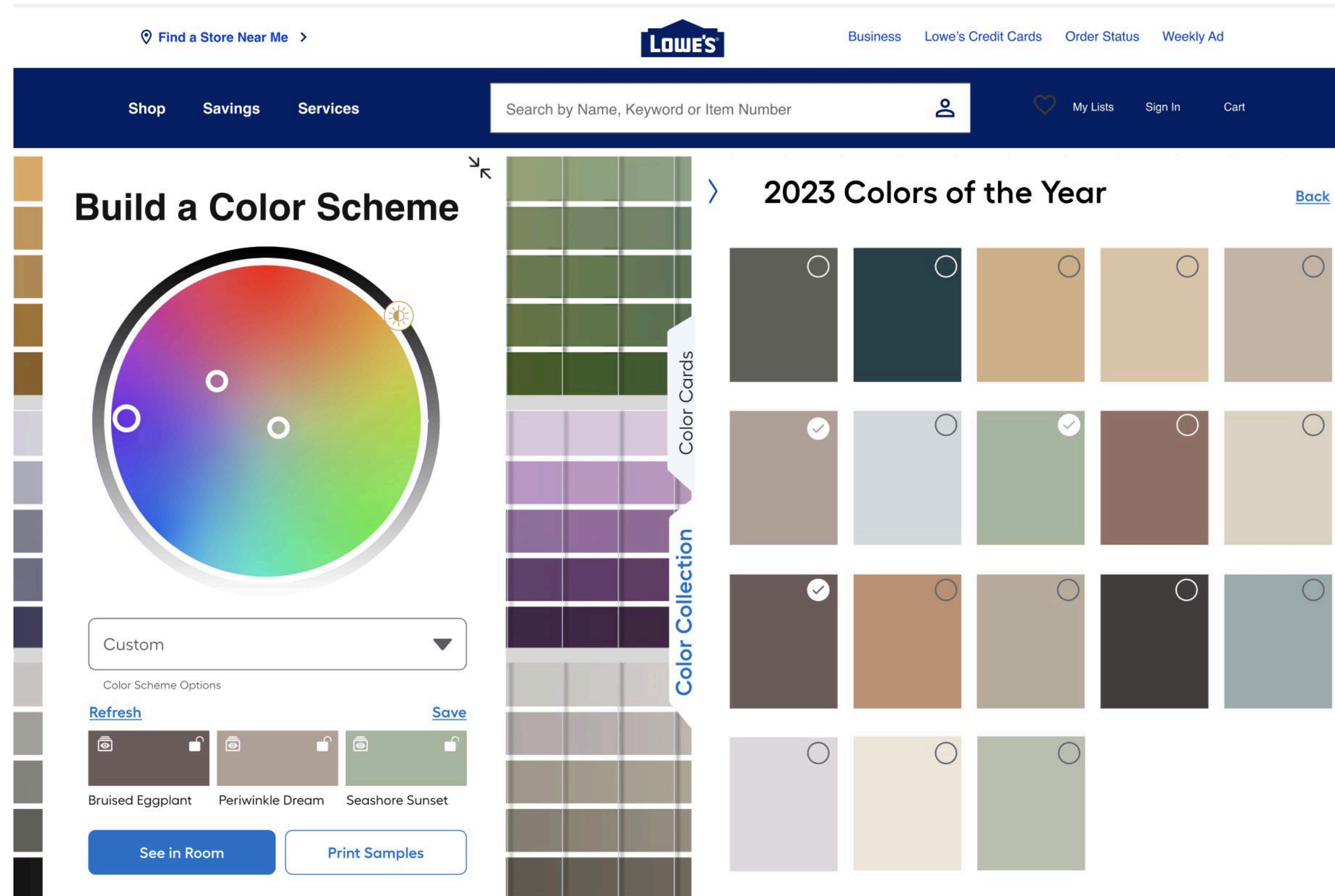
## Interactions

### Color Wall:

- Scroll left and right with the thumb
- Print option has been replaced with Save to Projects
- Able to use a finger to maneuver around the paint wheel.

# States and Interactions

## Default Paint Home Concept





## Interactions

### Color Collections

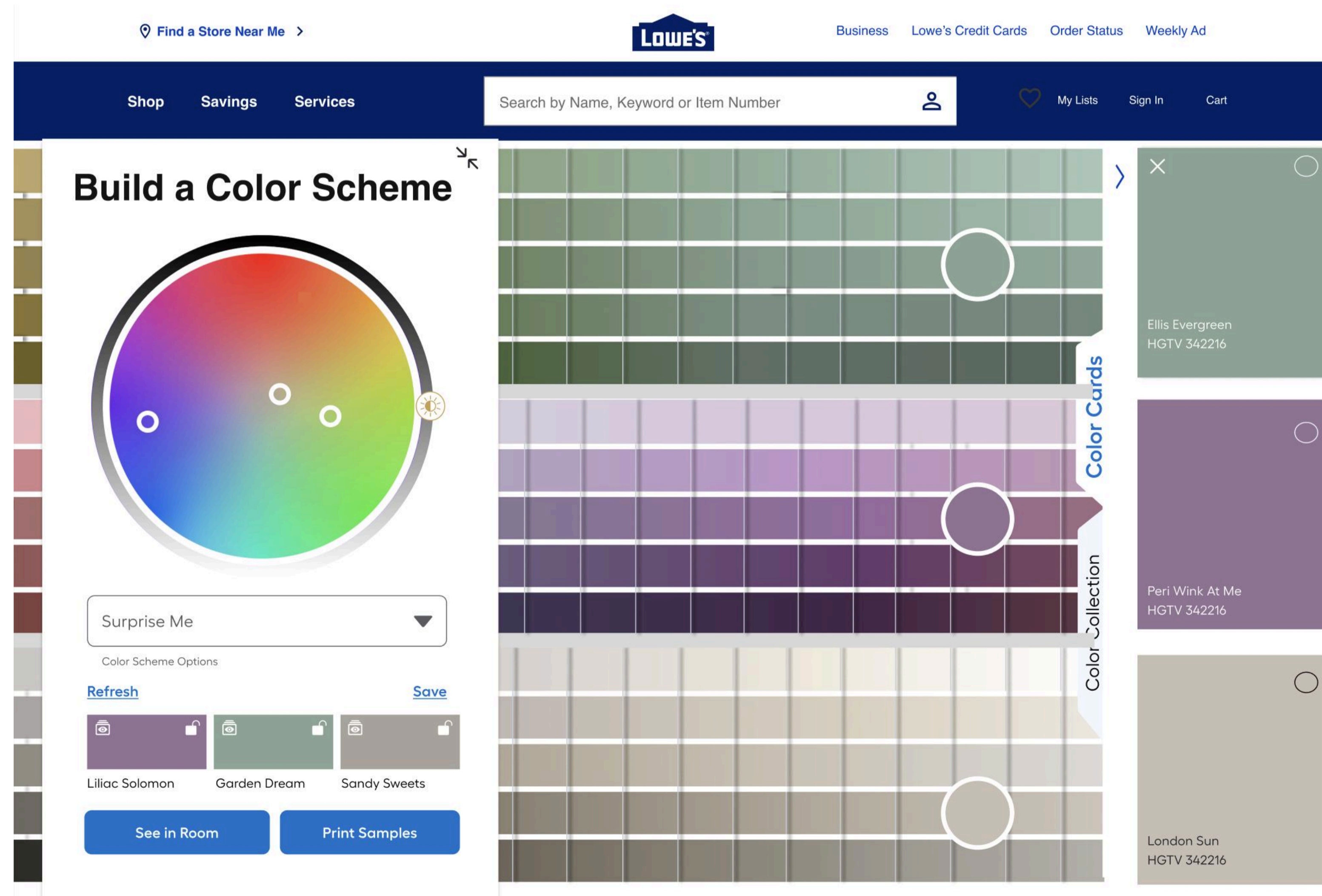
- User selects a color
- Color sample will be shown
- To change out the colors the user can deselect the sample or use the refresh button

### Icons:

-  The lock keeps the color locked in and resistant to a refresh
-  Shows/hides color card

# States and Interactions

## Complimentary Colors



## Interactions

### Color selector:

- User maneuvers the big circle, the two secondary circles will automatically select the best two complimentary colors for it.
- Can lock in individual colors
- The color card is assembled for them
- Ability to save to My Projects and print to PDF