

Configurator Paint Color

Multi-Paint Selection

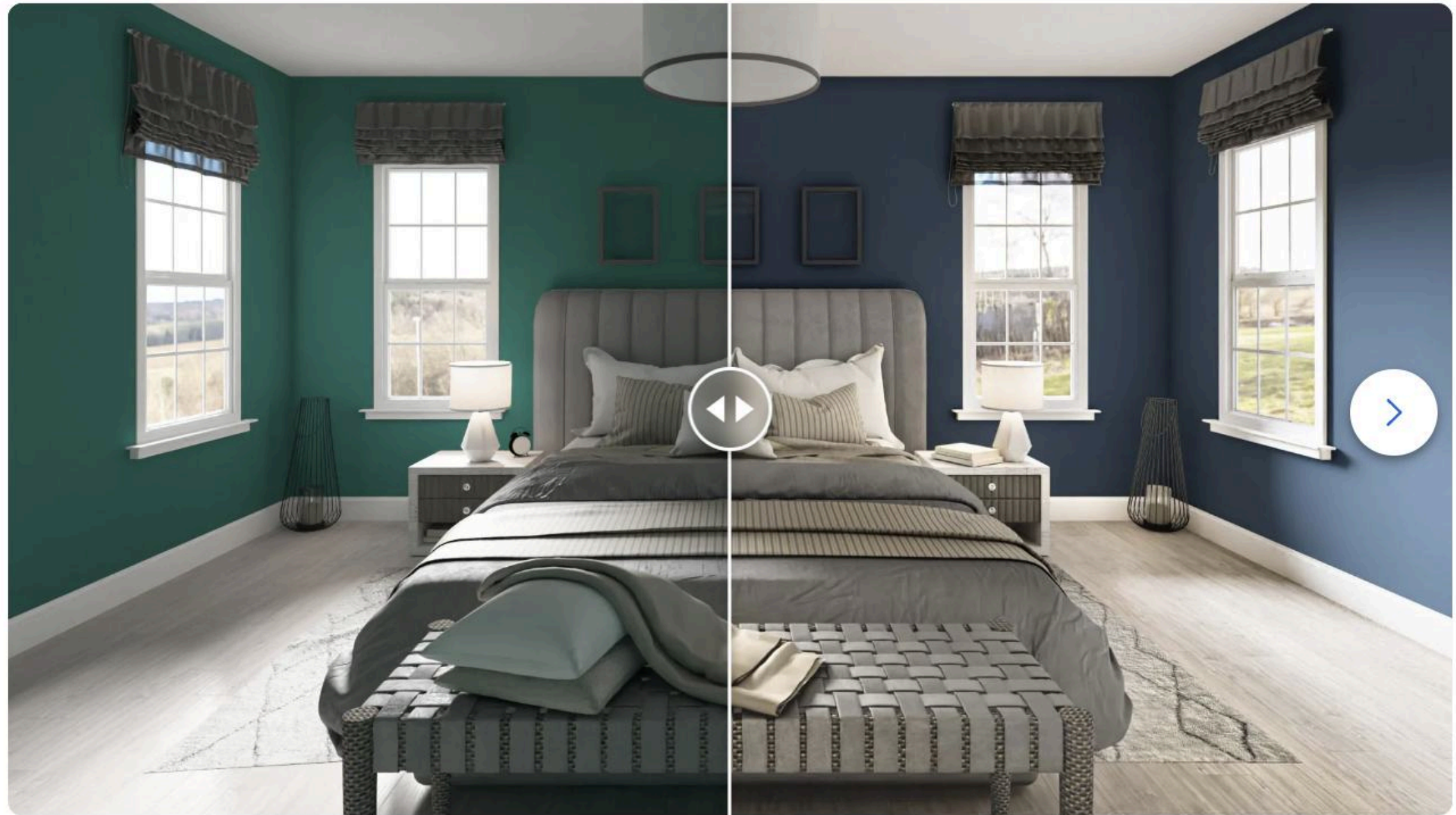
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Senior Product Designer

Live on Lowes.com

Multi Selection:

- On the Paint home page you can select two colors in the visualizer
- When you continue on to the configurator, only one color follows



Actual color may vary from on-screen representation.

- Bedroom
- Bathroom
- Kitchen
- Living Room
- Dining Room
- Exterior

Indigo Batik

Compare - 2 colors selected

Northern Hemisphere Indigo Batik

Current Color: Blue

Similar Colors: Indigo Batik

Select Sheen, Size and Brand

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Paint Configurator:

- First color is shown. There is no way to see the second color selected on the home page.

Paint / Interior Paint

HGTV HOME by Sherwin-Williams Infinity Satin Base C Ti...

★★★★★ 3469

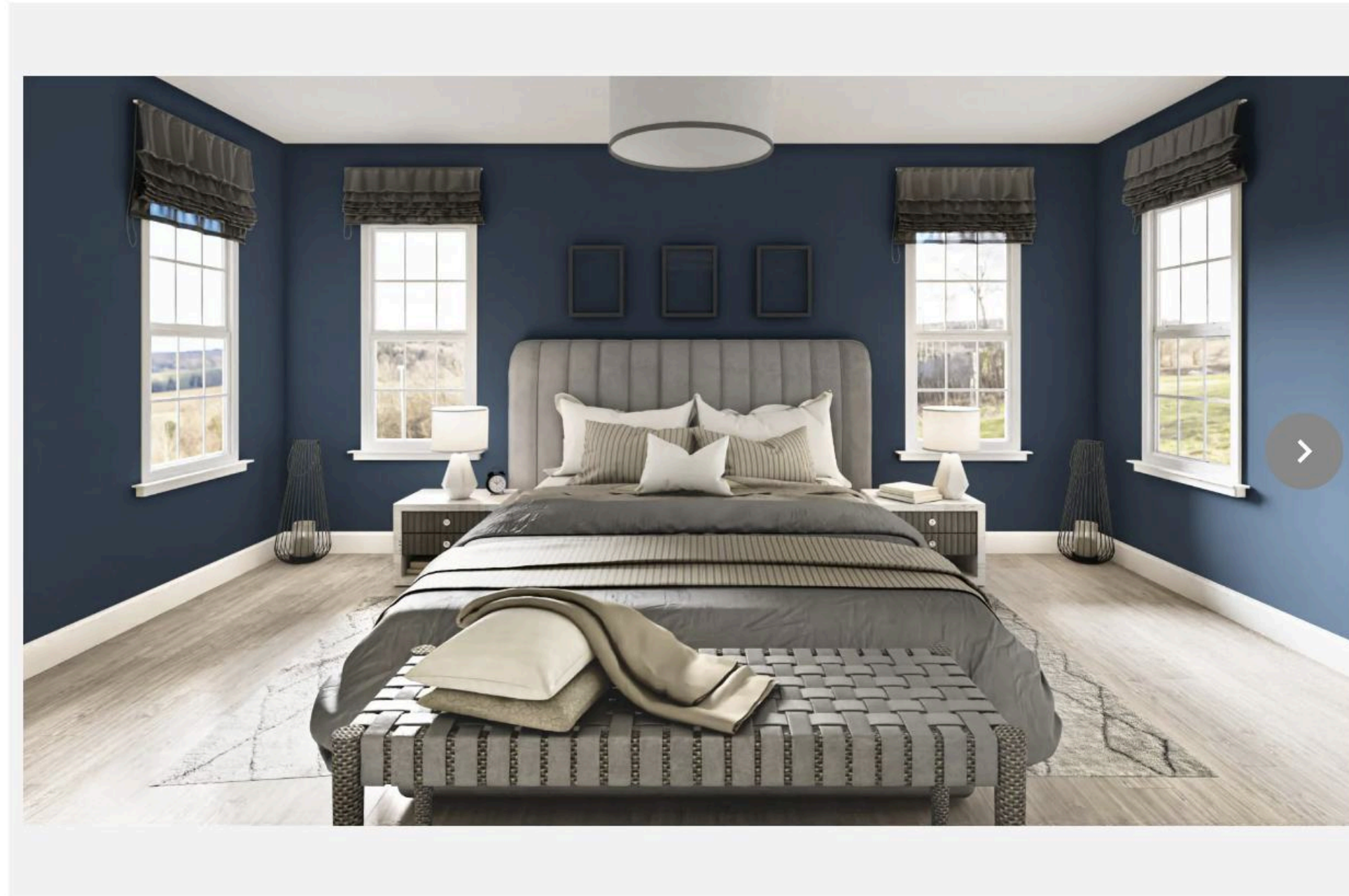
\$65.98

1

Add to Cart

Review Selections Overview Specifications Reviews Compare Q&A

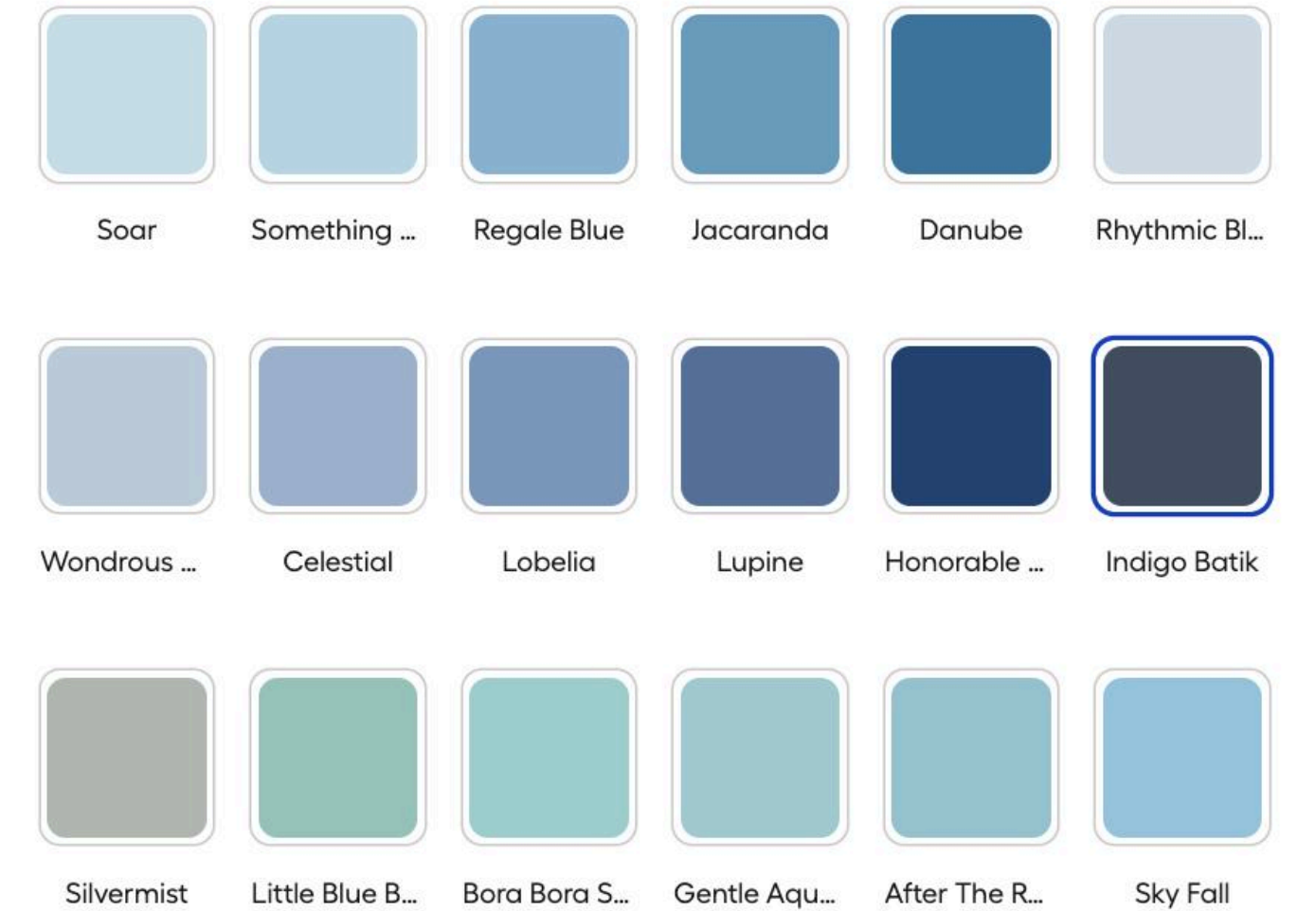
Bedroom Bathroom Kitchen Living Room Dining Room Exterior



Search by Color Name, Number or Family

Filter

Selected Color
Indigo Batik
HGSW7602



< ... 133 134 135 ... >

Project Type: Interior ⓘ Help me choose

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Filter Color:

- In order to change the color, select filter, then a basic colors are listed to choose from

Paint / Interior Paint

HGTV HOME by Sherwin-Williams Infinity Satin Base C Ti...

★★★★★ 3469

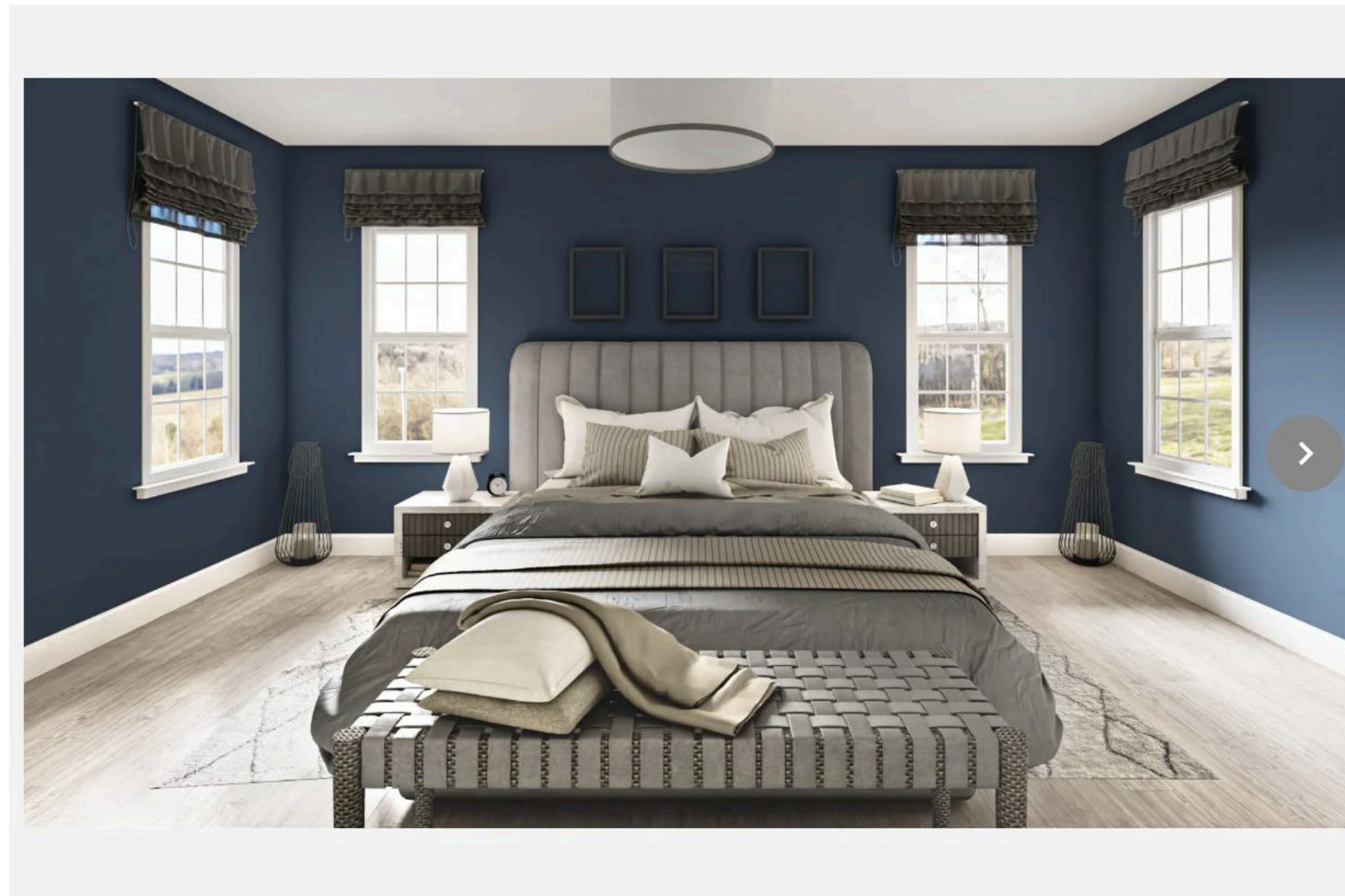
\$65.98

1

Add to Cart

Review Selections Overview Specifications Reviews Compare Q&A

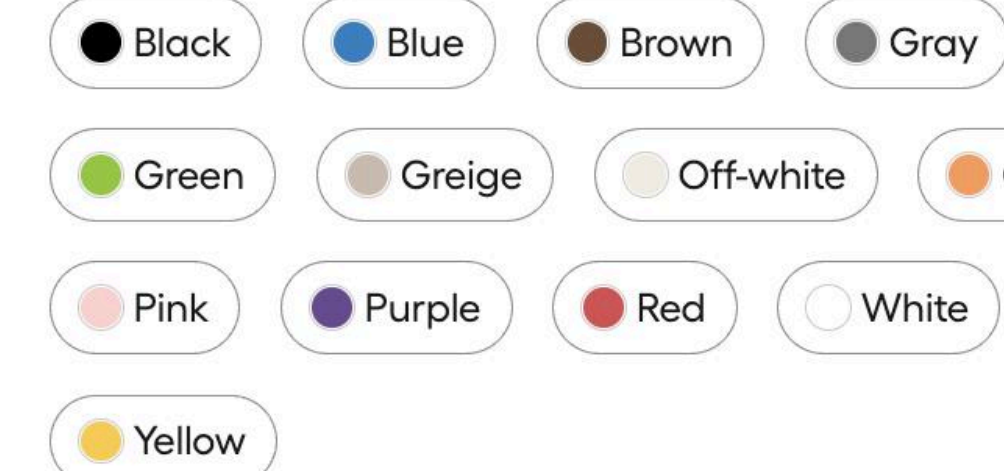
Bedroom Bathroom Kitchen Living Room Dining Room Exterior



Search by Color Name, Number or Family

Filter

Color



Color Collection



See More Collections

Selected Color
Indigo Batik
HGSW7602

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Filter Color:

- Colors are shown in no order
- Random and multiple shades are shown to comb through

Paint / Interior Paint

HGTV HOME by Sherwin-Williams Infinity Satin Base C Ti...

★★★★★ 3469

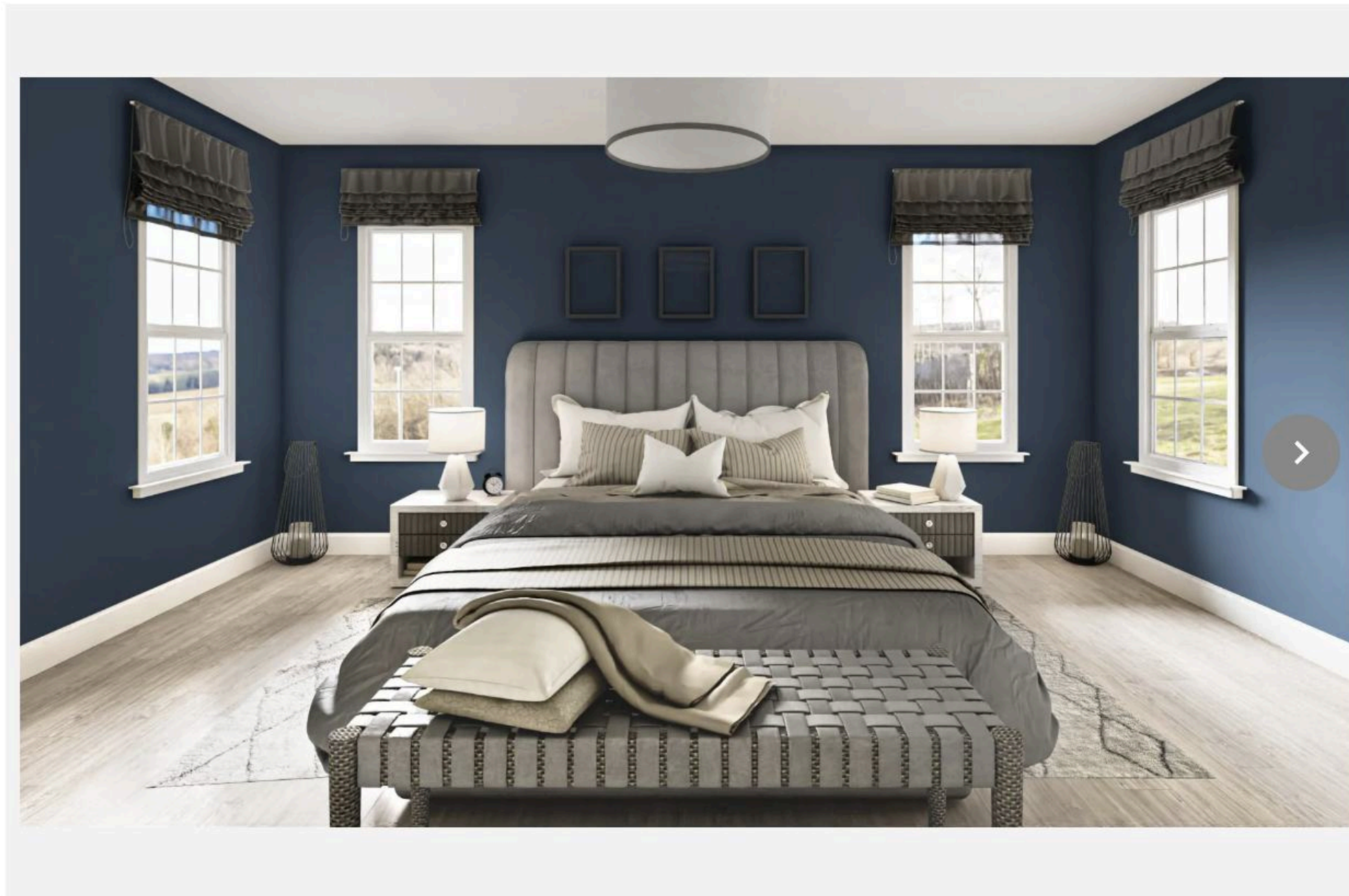
\$65.98

1

Add to Cart

Review Selections Overview Specifications Reviews Compare Q&A

Bedroom Bathroom Kitchen Living Room Dining Room Exterior



Search by Color Name, Number or Family

Filter 1

Selected Color
Indigo Batik
HGSW7602



Project Type: Interior [Help me choose](#)



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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

Shop by Paint Color

OR

Interior & Exterior Colors

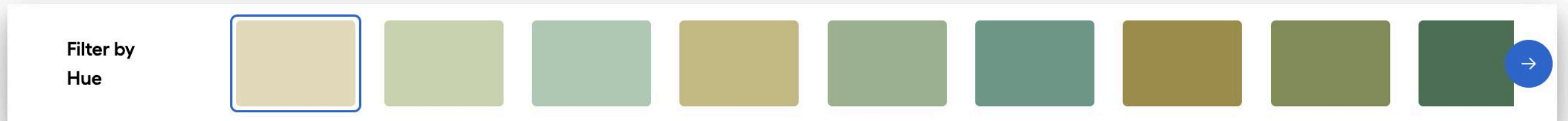
Cabinet & Furniture Colors

Room Visualizer

Color Collections



Filter by Brand



Goal & Objective

Personal Goals

Love it if we can:

1. Bridge the experience from home page to configurator
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. Be able to select and add multiple colors to the configurator
7. Organize colors in a way that is intuitive and organized.
8. Offer features that hold the hands of our most inexperienced and nervous users

Filter Selection Default

Interactions:

When adding an additional/ changing colors there are three options:

1. Selecting a color on the color wheel
2. Selecting a specific color wheel option
3. Explore the color wall
4. Explore previously viewed colors
5. View the color collections

Paint / Interior Paint

HGTV HOME® by Sherwin-Williams Infinity \$59.38 1 Add to Cart

★★★★★ 2885

Review Selections Overview Specifications Reviews Q&A

Bedroom Bathroom Kitchen Living Room Dining Room Exterior

Color Wheel Explore color options

Color Wheel Selected Colors

Color Wheel Options

Color Wall

Previously Viewed

Color Collections

Cancel Changes Save Changes

The screenshot shows a product page for HGTV HOME paint. At the top, there's a product image, name, price (\$59.38), quantity (1), and an 'Add to Cart' button. Below this is a navigation bar with tabs for 'Review Selections', 'Overview', 'Specifications', 'Reviews', and 'Q&A'. A secondary navigation bar has room-specific filters: 'Bedroom' (selected), 'Bathroom', 'Kitchen', 'Living Room', 'Dining Room', and 'Exterior'. The main content area features a large image of a bedroom. To the right, a 'Color Wheel' modal is open, titled 'Explore color options'. It contains a circular color wheel, a 'Color Wall' grid of color swatches, and a 'Selected Colors' section with three color selection cards. At the bottom of the modal are 'Cancel Changes' and 'Save Changes' buttons.

Previously Viewed

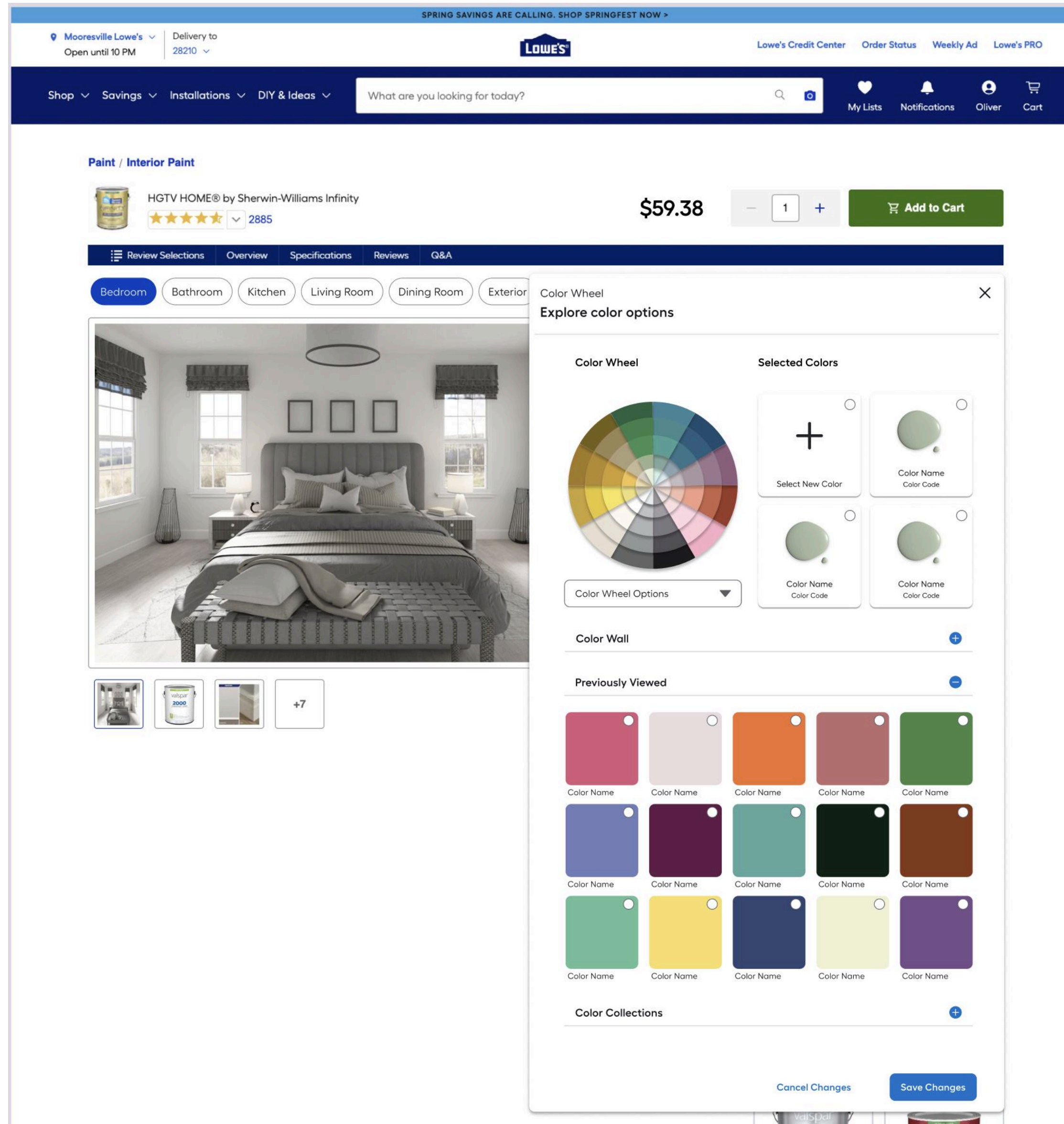
Interactions:

Problem:

When exploring such a large variety of colors, it's easy to get lost in the colors. To move on to another color, and then realize you liked the one you saw two colors ago.

Solution:

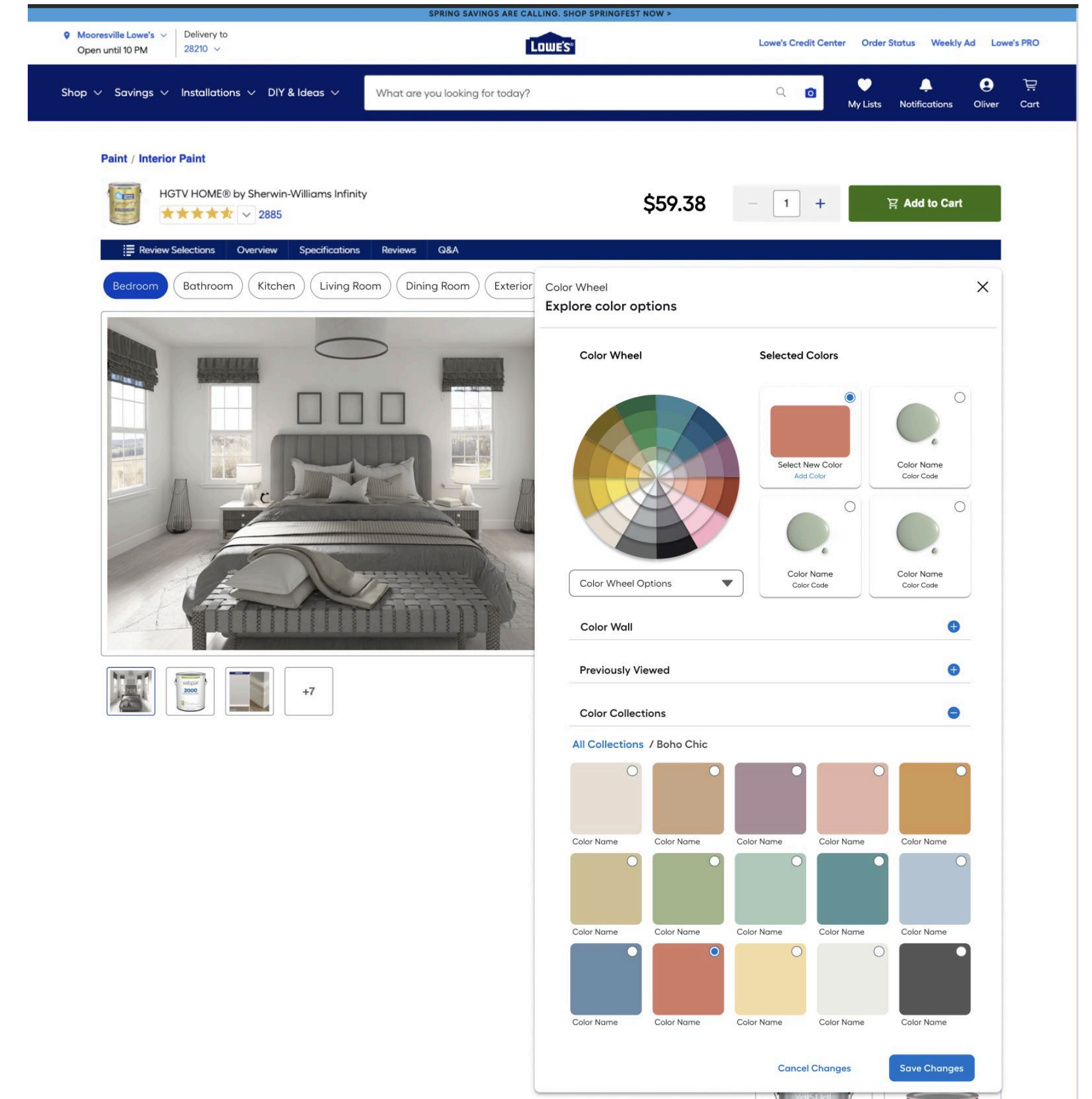
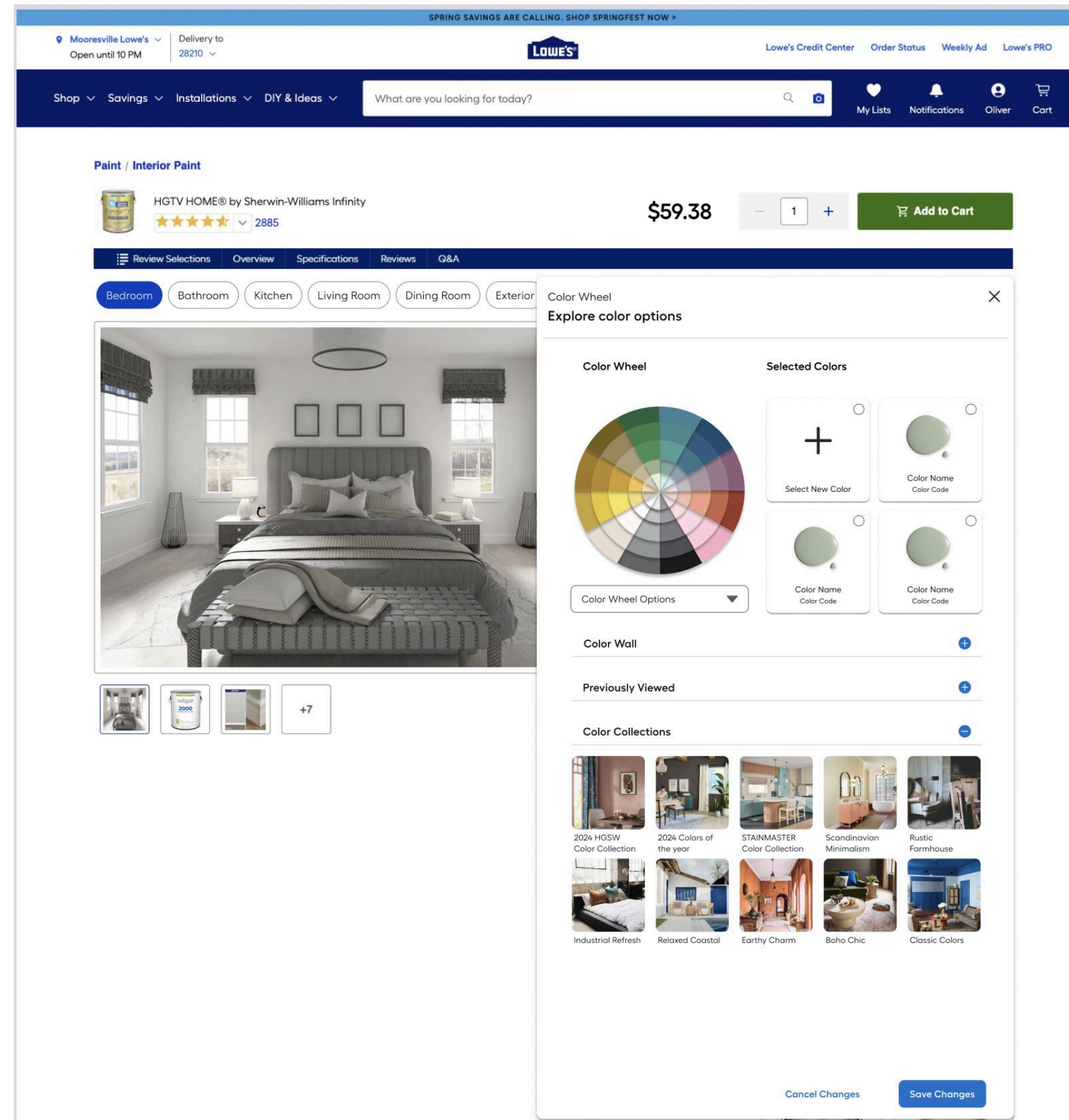
Offering a previously viewed area that is scrollable and contains a memory of all colors that have previously been clicked on.



Color Collection

Interactions:

For our less confident users, we should still offer our color collections. From this view they are able to see the booklet cover photos for each collection. This again calls back to the in store experience. Colors can be explored and chosen from each collection.



Final State

Interactions:

After an additional color is selected the configurator is updated to include the new color.

The screenshot shows the Lowe's website interface for a paint product. At the top, there's a navigation bar with the Lowe's logo and links for 'Lowe's Credit Center', 'Order Status', 'Weekly Ad', and 'Lowe's PRO'. Below this is a search bar with the text 'What are you looking for today?' and icons for 'My Lists', 'Notifications', 'Oliver', and 'Cart'. The main content area is titled 'Paint / Interior Paint' and features a product card for 'HGTV HOME® by Sherwin-Williams Infinity' with a price of '\$59.38' and an 'Add to Cart' button. Below the product card are tabs for 'Review Selections', 'Overview', 'Specifications', 'Reviews', and 'Q&A'. A room selector bar includes 'Bedroom', 'Bathroom', 'Kitchen', 'Living Room', 'Dining Room', and 'Exterior'. A large image of a bedroom is shown, with a color selection palette below it. The palette includes color swatches for 'Coral Salmon HGSW6578', 'Periwinkle Dream HGSW6578', and 'Lake Norman HGSW6578'. Below the color swatches are icons for 'Paint Type: Interior', 'Exterior', 'Cabinet & Furniture', and 'Stains'. A 'Size: 1 Gallon' section shows options for 'Sample', 'Quart', '1 Gallon', and '2 Gallon'. A 'Sheen: Satin' section shows options for 'Flat', 'Eggshell', 'Satin', and 'Semi-Gloss'. At the bottom, there are three paint cans labeled 'OUR BEST', 'valspar', and 'BEST VALUE'.

Default State

Interactions:

The paint drops represent the paints that have been selected

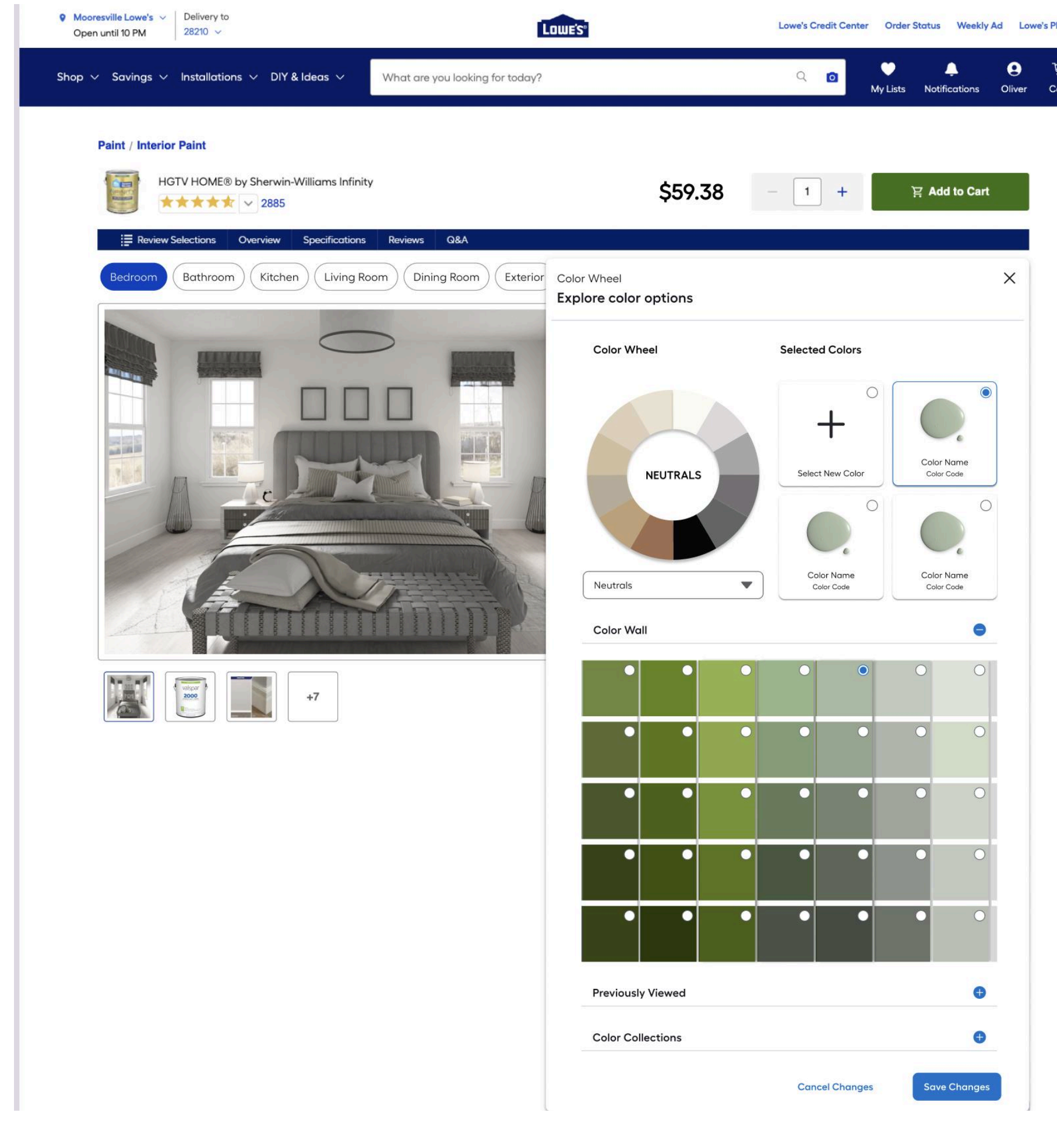
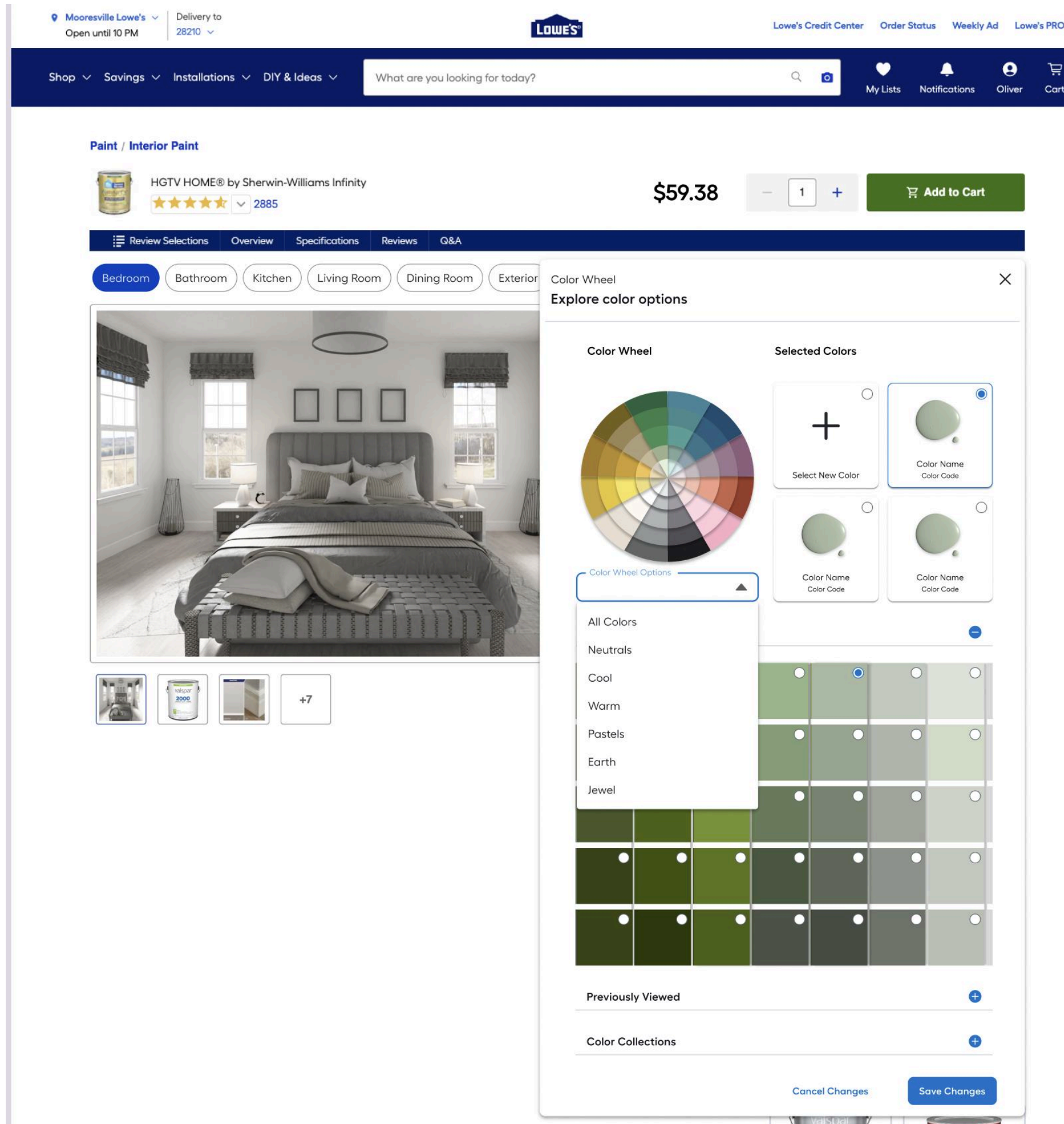
Select a paint drop and the configurator will be specific to that color

There is the option of adding an additional color

The screenshot displays the Lowe's website interface for a paint product. At the top, there is a navigation bar with the Lowe's logo and various links like 'Lowe's Credit Center', 'Order Status', 'Weekly Ad', and 'Lowe's PRO'. Below this is a search bar with the text 'What are you looking for today?'. The main content area features a product card for 'HGTV HOME® by Sherwin-Williams Infinity' with a price of '\$59.38' and an 'Add to Cart' button. A horizontal menu below the product card offers navigation options: 'Review Selections', 'Overview', 'Specifications', 'Reviews', and 'Q&A'. Below this menu are several tabs for room selection: 'Bedroom', 'Bathroom', 'Kitchen', 'Living Room', 'Dining Room', and 'Exterior'. The 'Bedroom' tab is currently selected. The main image shows a bedroom with a bed, nightstands, and windows. To the right of the image is a search bar for 'Search by Color Name or Number' and a color wheel icon. Below the search bar are two color swatches: 'Periwinkle Dream HGSW6578' and 'Lake Norman HGSW6578'. Underneath these is a 'Paint Type' section with icons for 'Interior', 'Exterior', 'Cabinet & Furniture', and 'Stains'. The 'Interior' option is selected. Below that is a 'Size' section with icons for 'Sample', 'Quart', '1 Gallon', and '2 Gallon'. The '1 Gallon' option is selected. At the bottom, there is a 'Sheen' section with the text 'Sheen: Satin' and a 'Help me choose' link.

States and Interactions

Color wheel



Color Wheel Selection

Problem:

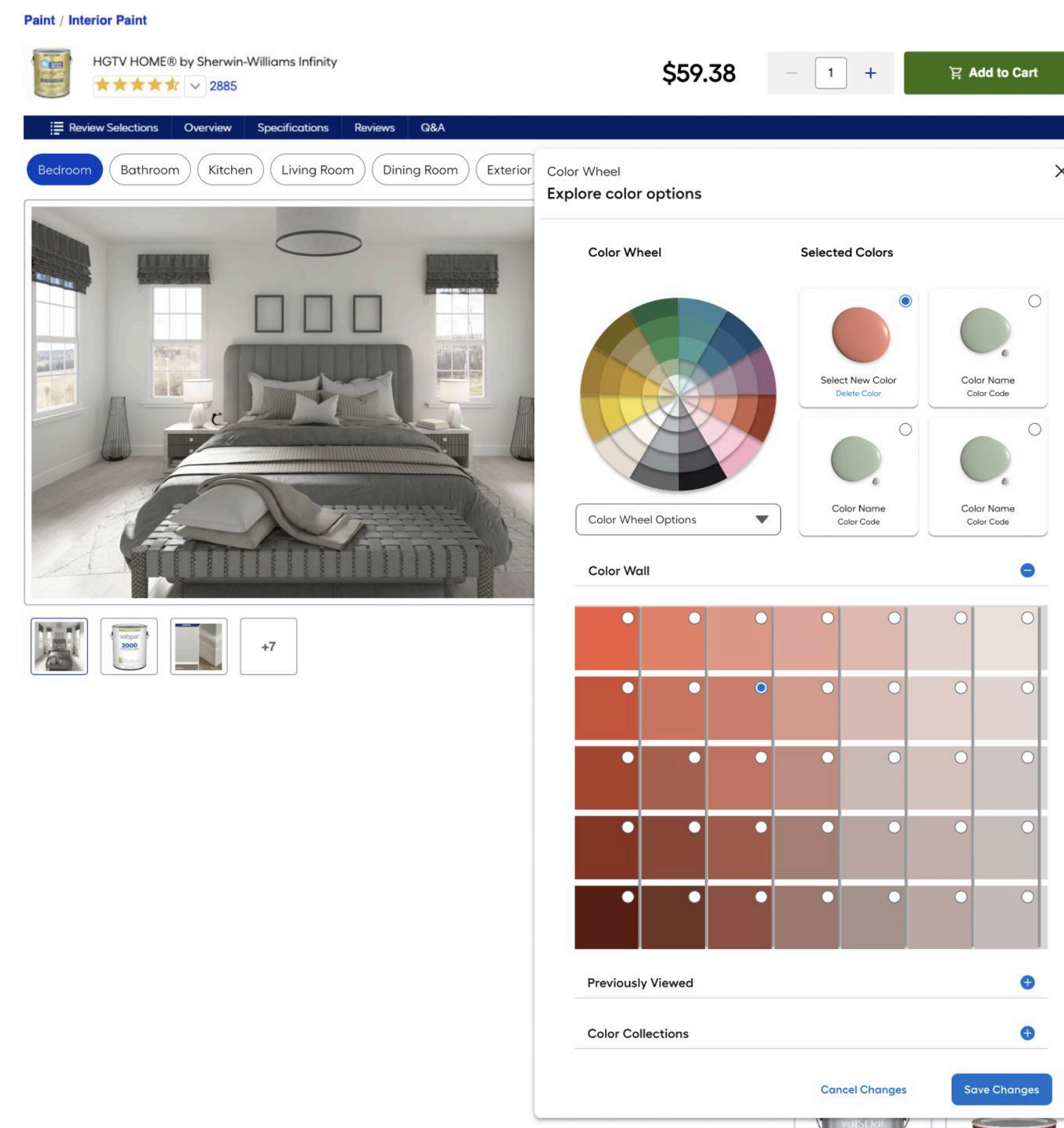
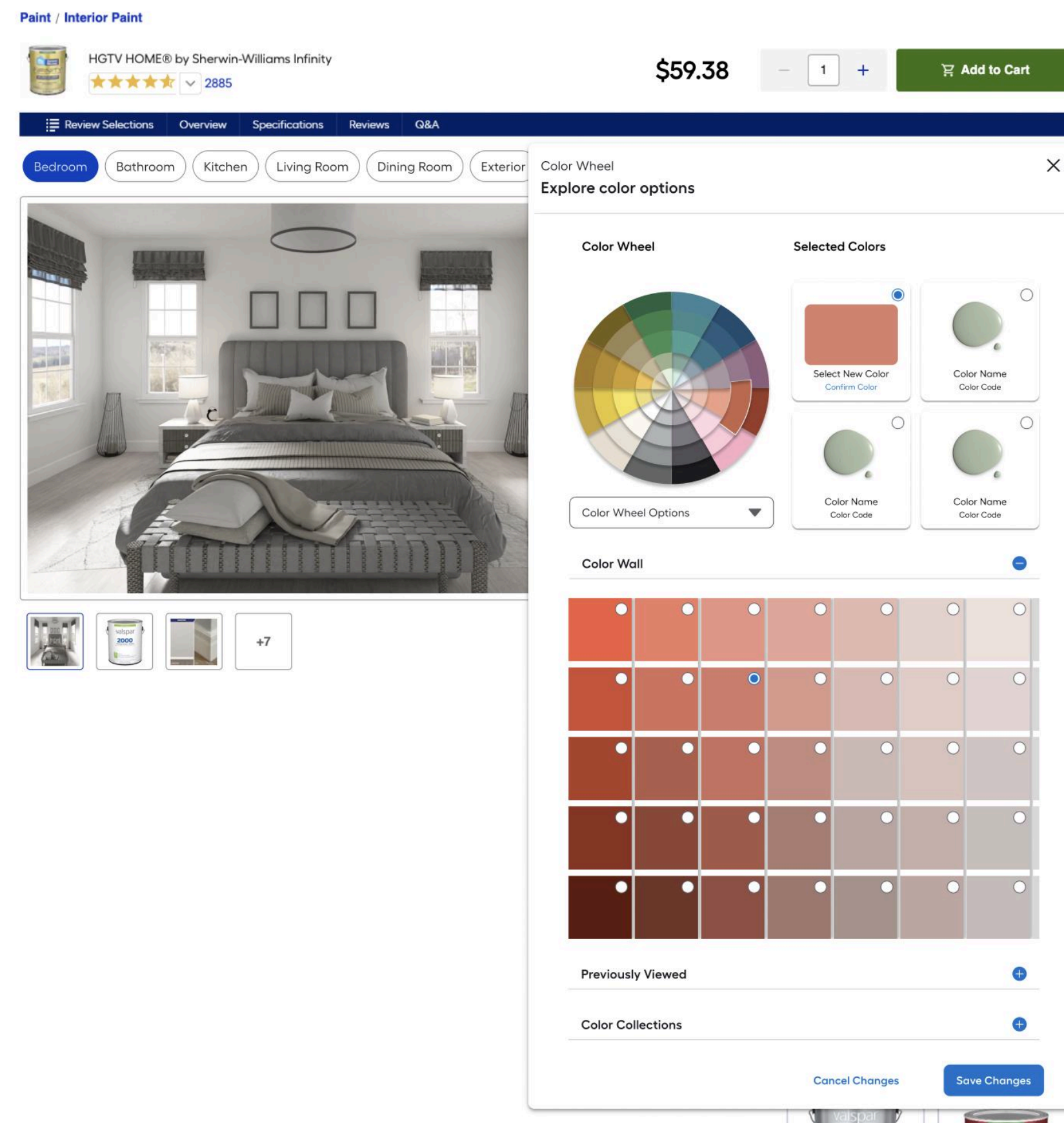
Traditional color wheel is the infinite possibilities. Lowe's only offers certain colors, and our developers need a clear color start and finish within the color catalogue. In addition are biggest sellers are white, black, and grey. Colors that are traditionally vacant from the color wheels.

Solution:

We lean into the color groupings already established in the interior design community. The wheels offer more options that highlight the variations of colors including neutrals.

States and Interactions

Color wheel



Default Color Wheel

Interactions:

All colors are on display, ranging from dark to light, and highlighting all popular color groups

By selecting a color, the color wall will change. Colors will be organized dark to light similar to the color wall in stores