

# PROJECT COLOR BETA USABILITY STUDY

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October 30, 2018



Lisa Rogers  
UX Researcher



# Research Overview

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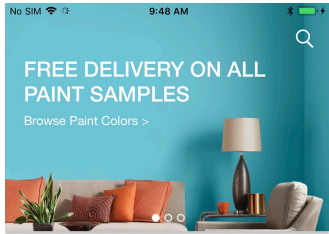
**Objective:** Test the Project Color prototype for pain points and show stoppers prior to beta release.

## 1. Interviews

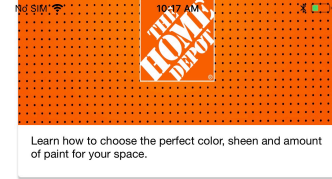
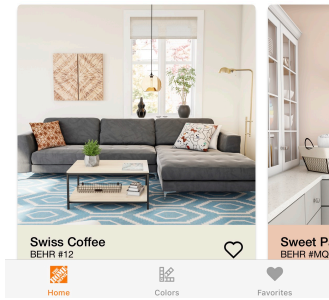
- 12 one hour interviews
  - **Operating System**
    - 6 iPhone Users
    - 6 Android Users
- Customers came in to the Treehouse between October 9-11<sup>th</sup> to interact with builds we preloaded onto test phones (Google Pixel 2 and iPhone 8)
- We screened participants to ensure they were completing a paint project in the next 3 months and hadn't yet decided on a color.



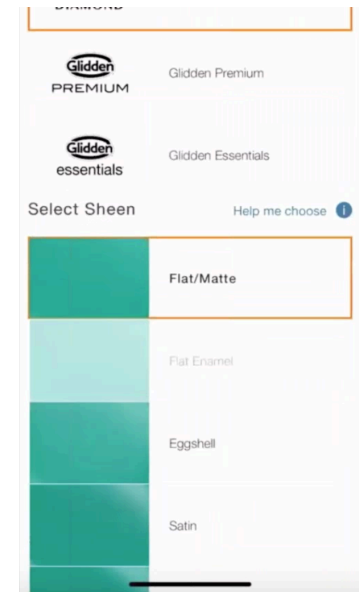
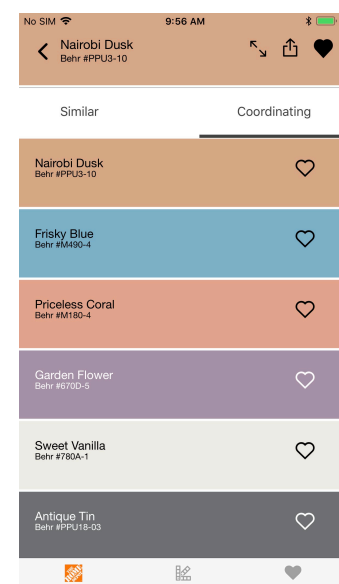
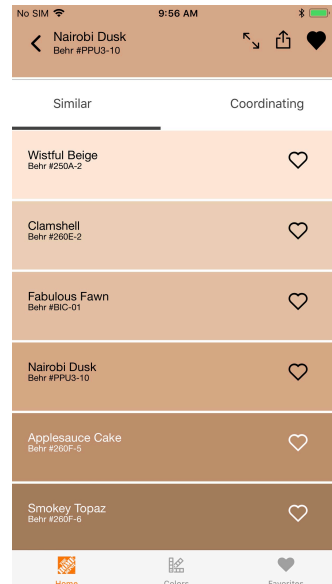
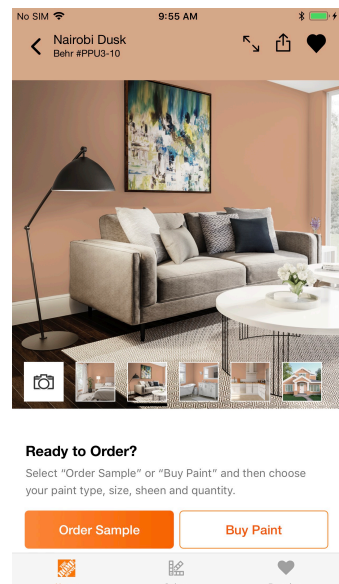
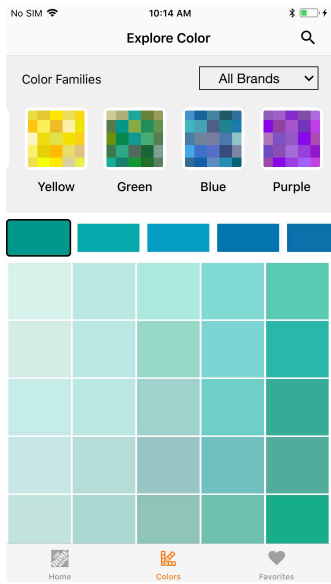
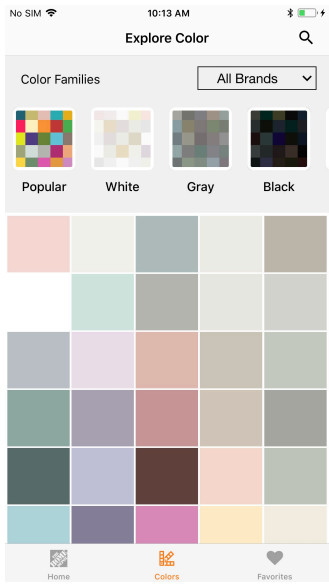
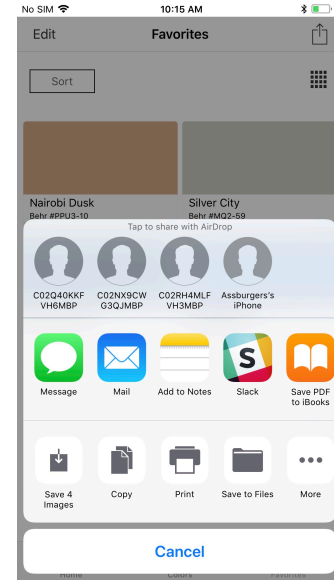
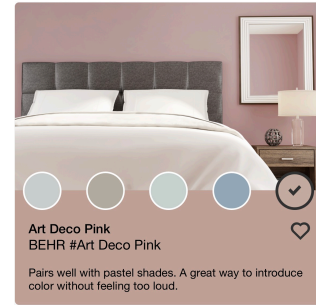
# The October 2018 Build of the Application



## Popular Colors



## Set the Mood: Bedroom Colors



# A User Experience Study of Project Color, End to End



# Rating Severity of Usability Issues

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## Determining Factors for Severity of Issues

Factors	Definition
Frequency	The frequency with which the problem occurs: is it common or rare?
Impact	The impact of the problem if it occurs: Will it be easy or difficult for the users to overcome?
Persistence	The persistence of the problem: Is it a one-time problem that users can overcome once they know about it or will users repeatedly be bothered by the problem?

## Severity Ratings

0

**Customer preference:** look at once extra time is available, doesn't affect usability

1

**Low precedence usability problem:** fixing this should be given low priority

2

**Medium usability problem:** important to fix, so should be given moderate priority

3

**High impact usability problem:** imperative to fix this as soon as possible

# Worked Well

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- **Mood Cards.** Participants loved the mood card interactions and even wanted those to be present on other portions of the site (such as with their favorites)
- **Home Page.** Many participants spent a good portion of their time engaged with the content on the home page.
- **Favorites.** People easily understood and interacted with this feature, and were able to adapt it to their shopping process.
- **Pictures.** Being able to see each color in multiple settings was engaging and helpful to customers. This was another feature customers wanted even more of!
- **Videos.** These were engaging and watched by almost all customers.



# Usability Issues

Key 0 Preference 1 Low 2 Medium 3 High

- 3 A third of customers had difficulty locating the color wall.
- 3 Features (See it in my Space and Color Match) were easily learnable but not intuitive to find.
- 3 Color wall navigation was difficult for some users to learn. While this was mostly the hue element causing confusion, a few didn't realize color families scrolled past what was visible.
- 3 Customers didn't understand disabled state on the PIP (when the sheen isn't available with their selection)
- 2 Customers wanted to use the search function in ways we don't support (ex: "bold colors" or "statement")
- 2 Customers felt the app didn't support comparing similar colors outside of the mood cards
- 2 See It In My Space's opacity was confusing to some customers because the color wasn't looking like it did on the product pictures.
- 1 Customers didn't understand what the expand button was expanding, the photos or color?



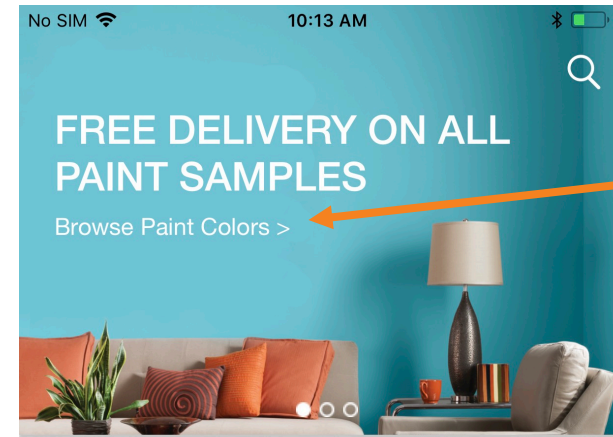
# Main Navigation 3

Key 0 Preference 1 Low 2 Medium 3 High

- Issue: A third of users (4/12) were not finding the color wall unprompted.
- This problem was particularly pronounced with android users (3/4 of that third, which was half of android participants)

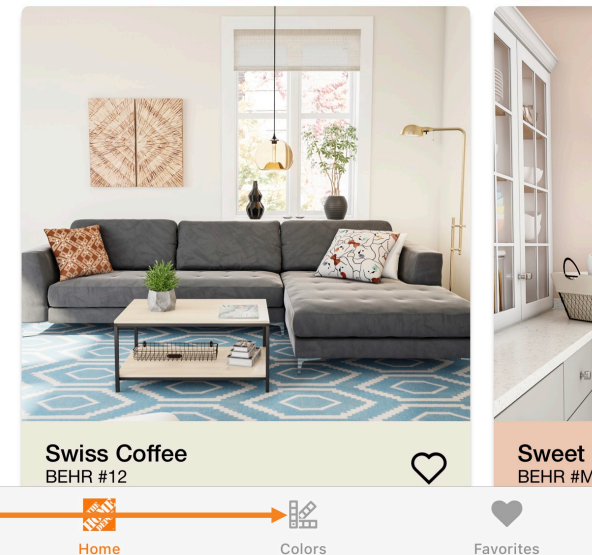
**“Those little buttons at the bottom... I did not see those.”**

**“So I didn’t even notice these little things down here because it was... I don’t know, on a white background or something. It didn’t stand out. Oh so this is what I need right here!”**  
– Android User



This is one entrance (though customers didn’t always understand how they got there)

## Popular Colors



This is the pervasive entrance. Customers understood it once they knew it was there



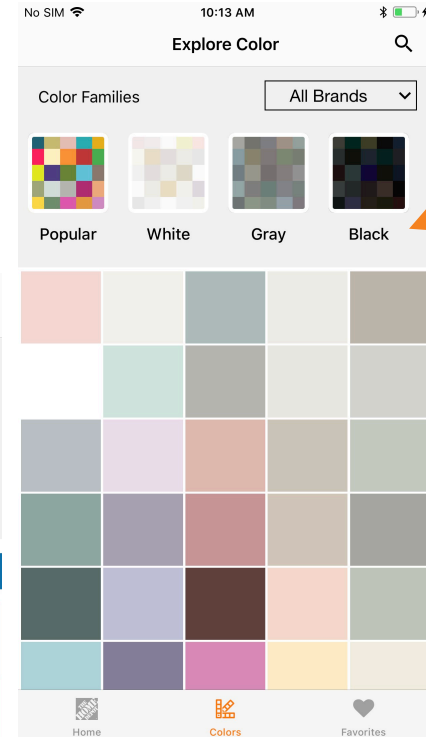
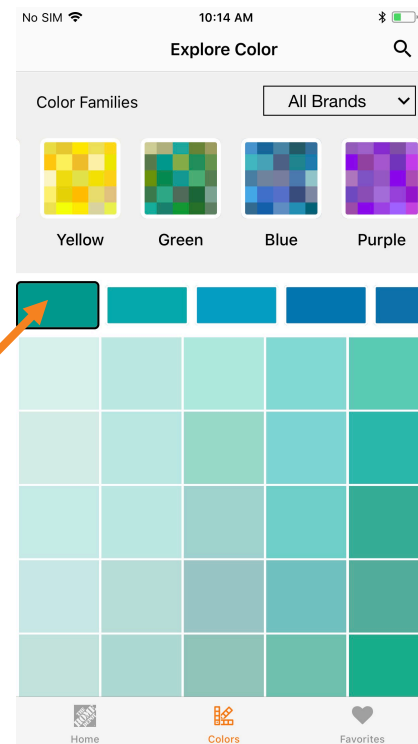
# Color Wall Navigation

3

Key 0 Preference 1 Low 2 Medium 3 High

- Issue: Customers weren't entirely sure how to interact with the Hue navigation. Is it a color?
- Later on they were able to figure out that it changed the colors below, but not many clearly picked up the "why" though it didn't prevent them from using it to browse.
- Only 1 user commented at all with the relation to Hues
- Also a few customers didn't know you could scroll to access more color families not visible on the landing screen

Most customers quickly understood the interaction after trial and error but not what it did



Wasn't clear to some you could scroll

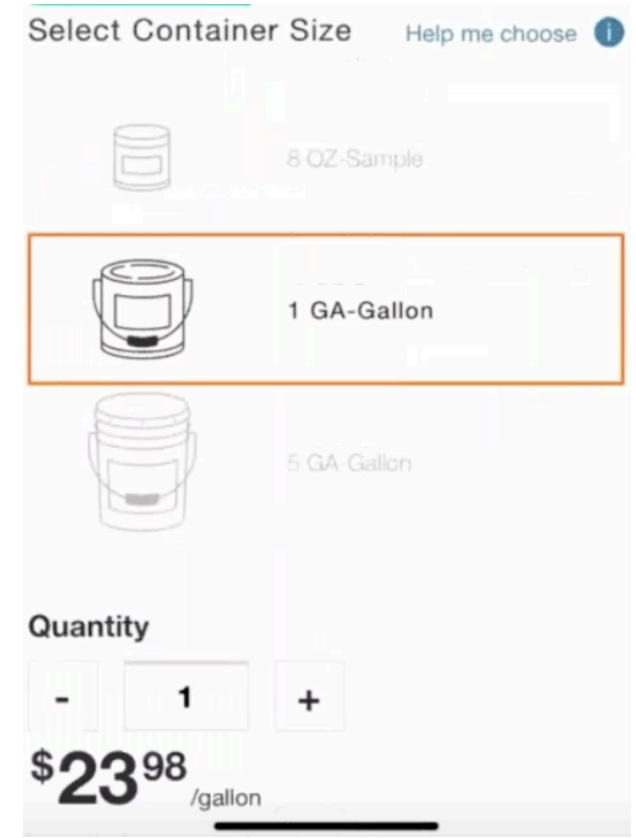
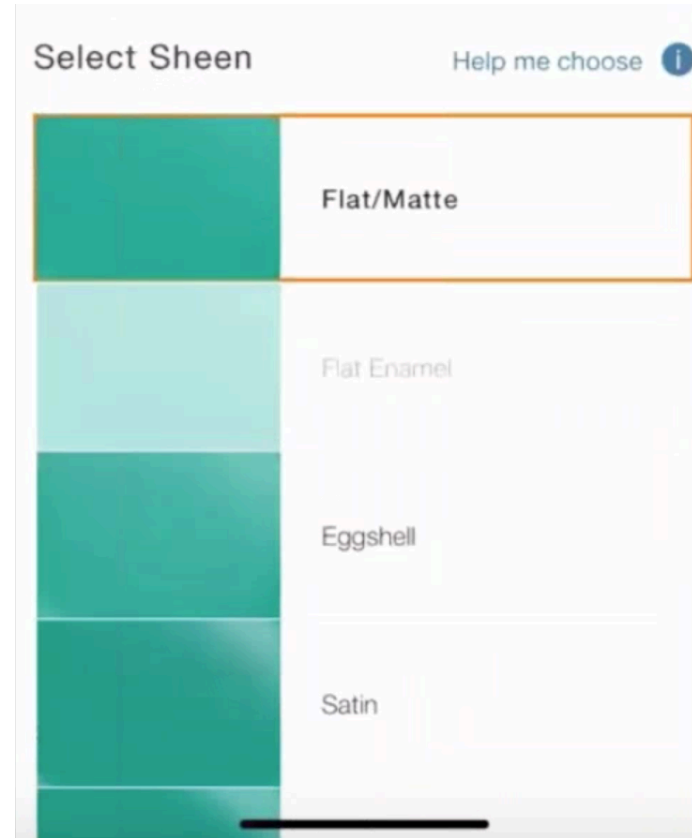
**“There are no real reds in here, like Chinese Red or something like that. That’s odd. I would assume there would be more colors.” – Customer who entered the red family and was on the “orangish hue” tab**



- Issue: Most customers were unable to determine an option was unavailable/ disabled prior to trying to click on an option

“But you see the huge difference in this between that and the flat/matte. Why would it be so washed out? I understand that it is a matte color but I wouldn’t expect it to make that big of a difference.”

“I don’t know why it isn’t letting me select Behr Marquee.”



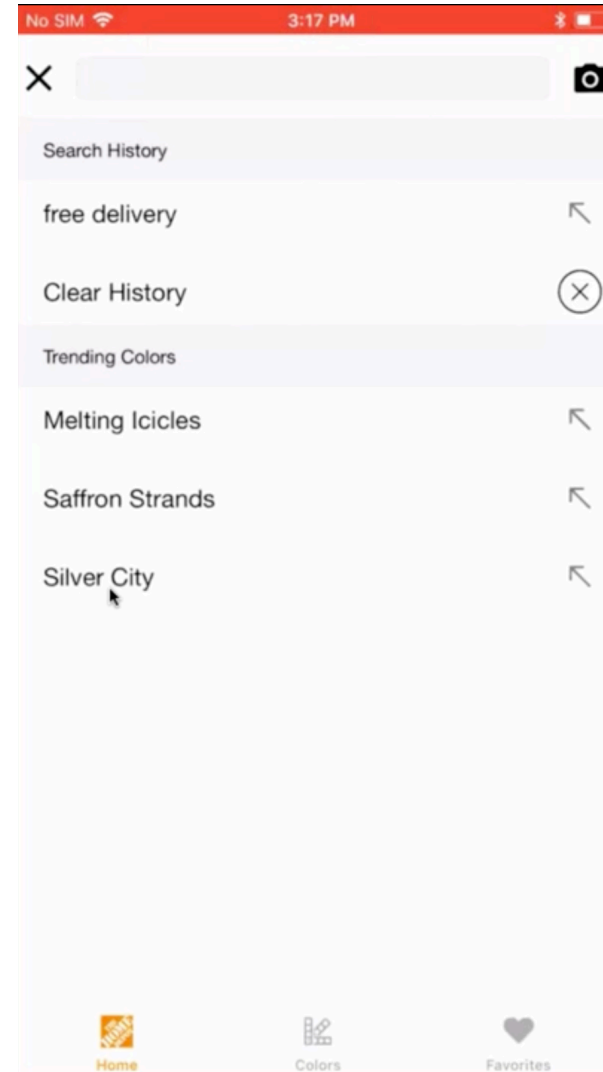
# Color Match – Hard To Find 3

Key 0 Preference 1 Low 2 Medium 3 High

- Issue: Especially for color match, customers were thrown off by how you couldn't see it on most pages. Once they discovered it, it was hard to find how to get back to it.

**“This is different again. Ok search... yah this is laid out differently because you have this and this instead of a camera.”**

**“It’s probably laziness or just accuracy, but I’m spoiled maybe at just having everything out there for me. And I’d like that rather than having to go search for it.”**

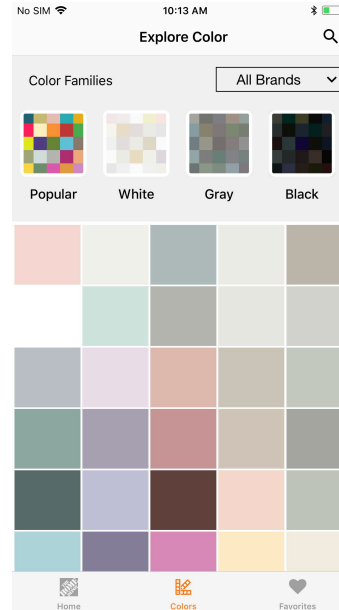


How to access color match

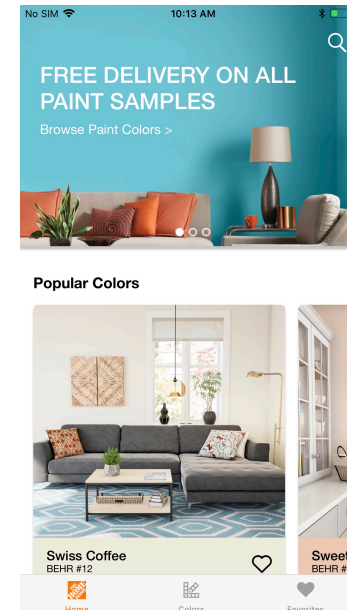


- Issue: The search feature was not easy to find for many users.

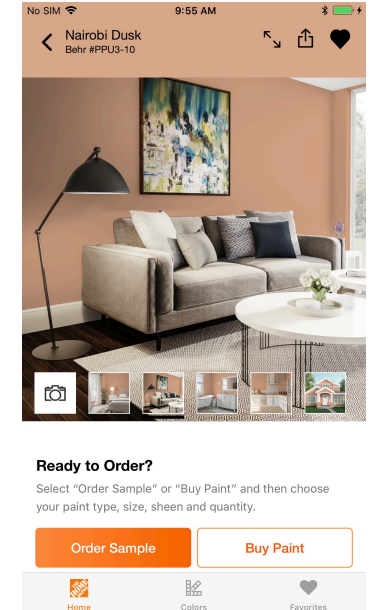
“Well normally I’d expect to see it up here (at the top left of the screen) but it’s not here. And I am used to see the bars up here where you can click, but what I see here is a heart. I’m not trying to like something, I am trying to see how this other color would look.”



Can Search Here  
Customers Found  
Easily



Can Search Here  
Some Customers  
Found



Can't Search Here  
Customers Looking



# Feature Iconography - Camera

3

Key

0

Preference

1

Low

2

Medium

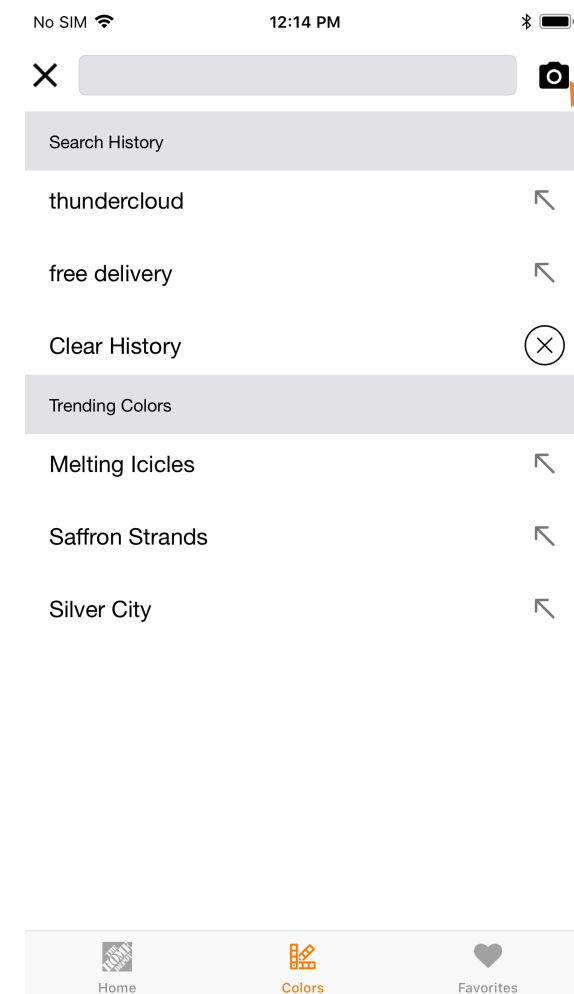
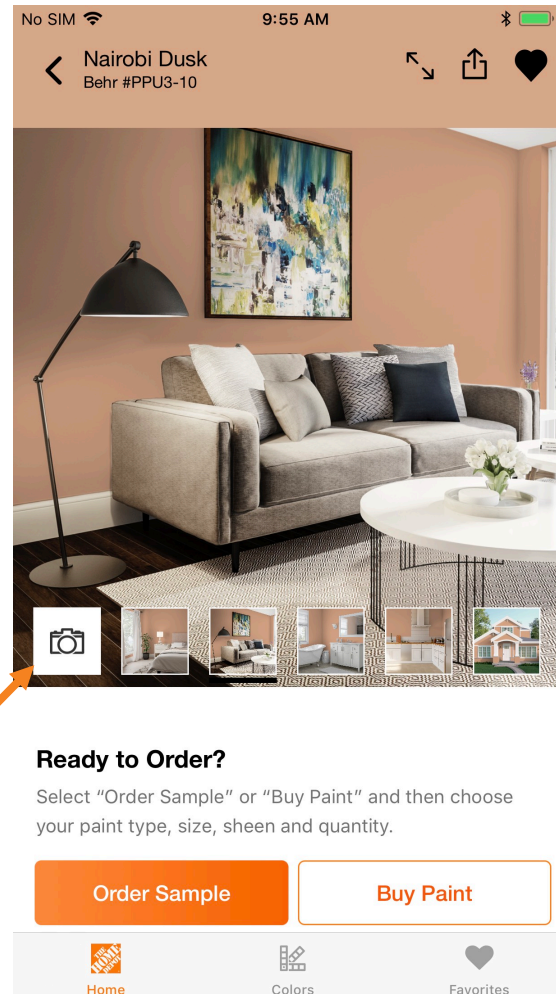
3

High

- Issue: Both See it in My Space and Color Match had the same CTA of a camera. Customers didn't realize until interacting with them they were two separate features.

“I'm kind of lost, now this is the picture I took with the chair, is it trying to match to that? I don't see... Oh okay, it changed the chair color. Oh, now that's really neat.”

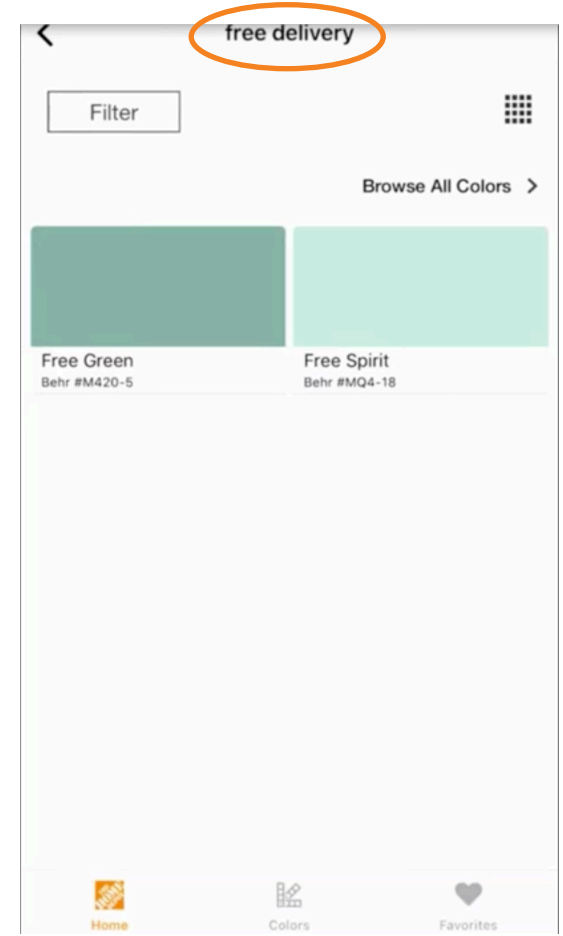
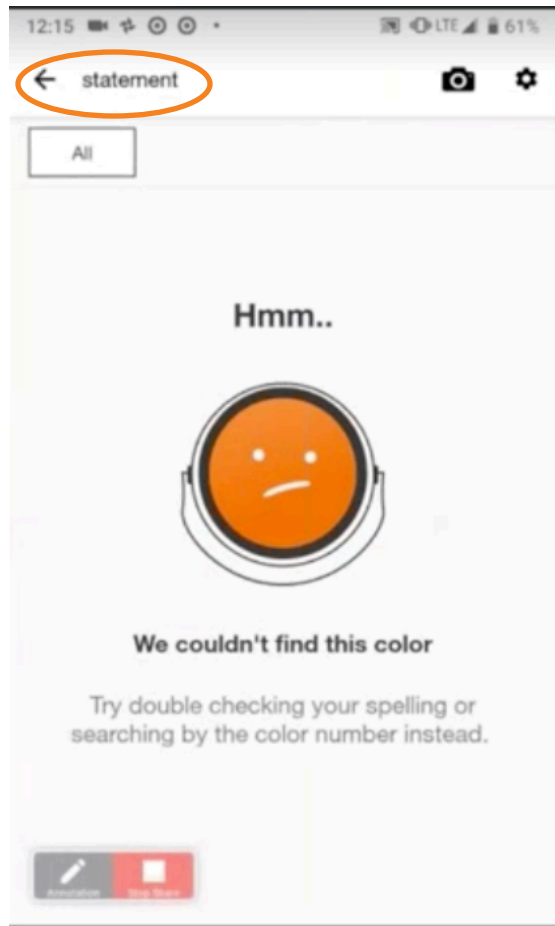
See It In My Space  
CTA



Color Match  
CTA



- Issue: Many types of search users wanted to complete with the application were not supported.
- Examples of searches from the test: “Bold Colors”, “Washable Interior Paint”, “Statement”, “Free Delivery” and “Monochromatic”.
- What current search was good for: when users had already looked at a color and remembered part of the name



# Difficult to Compare Colors

2

Key

0

Preference

1

Low

2

Medium

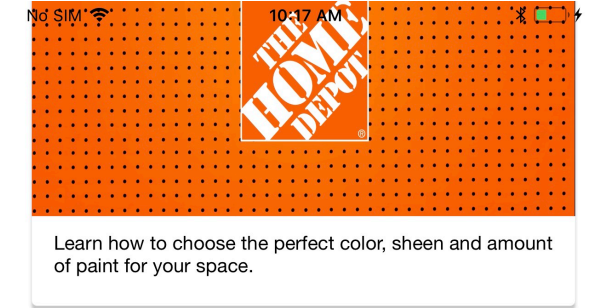
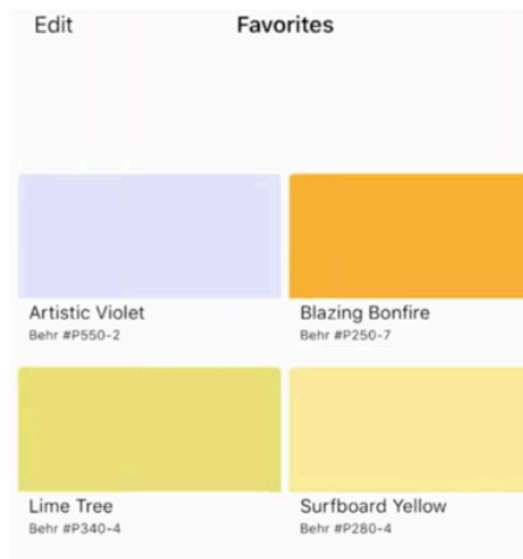
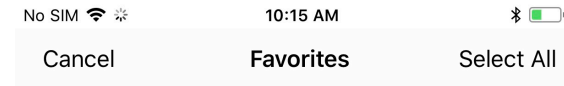
3

High

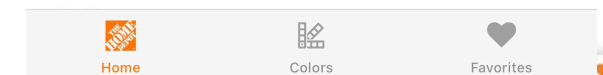
- Issue: Many customers found it difficult to compare similar colors to decide between with the current app because there was no direct comparison.

“By the time I click here, to me they look the same. I can’t really see a side by side quick view. Vs with the Mood Cards I can easily see ‘oh wow there is a difference’ in paint color.”

“So what I wanted to be able to do was compare two colors together.”



## Set the Mood: Bedroom Colors



# Difficult to Coordinate

2

Key

0

Preference

1

Low

2

Medium

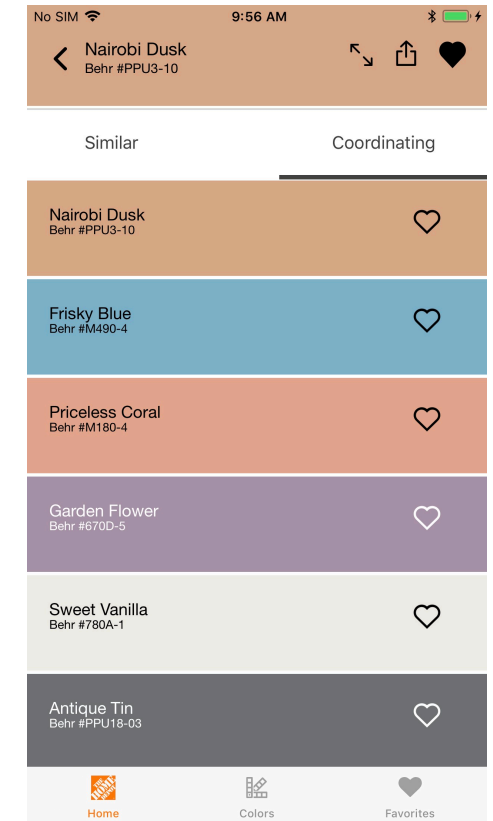
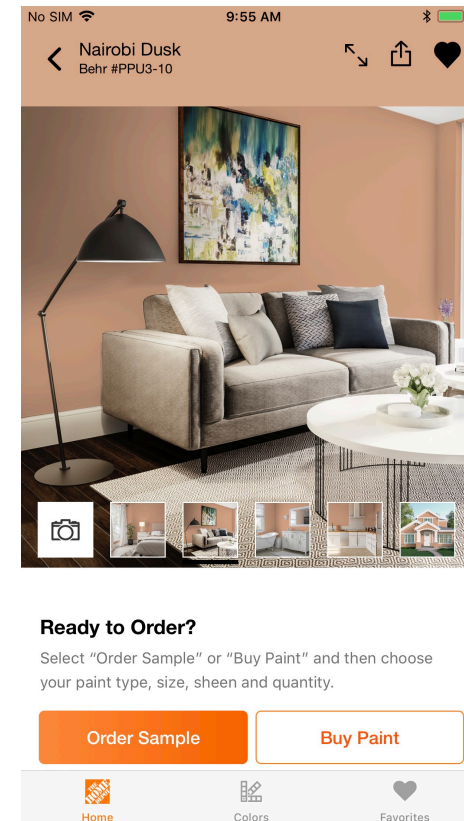
3

High

- Issue: Many customers found it difficult to compare similar colors or see if they like the coordinating color suggestions with the original color with the current app.

“When I hit one of these coordinating colors it just takes me to a picture where I see just that color on a wall and I lose my perspective of how it relates to that color. If I was looking for an accent wall or trim for this blue, like Chai Spice, I’d like to at least be able to see how they go together.”

“I want to drag the colors below up onto the picture above.”



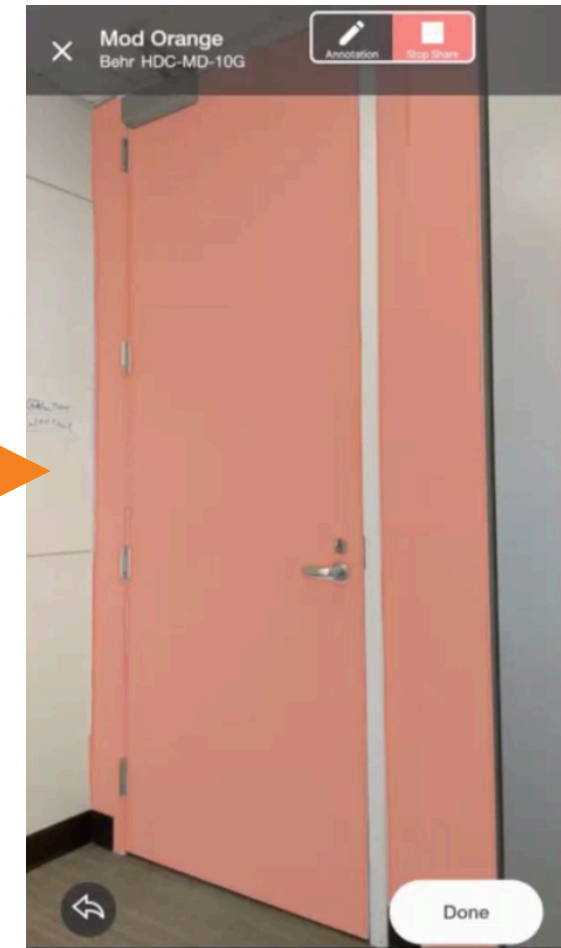
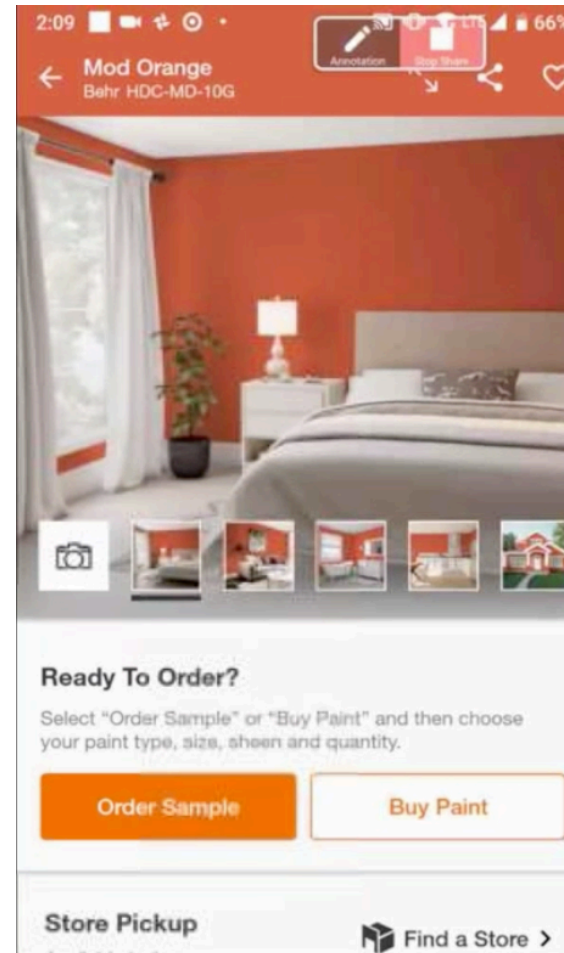
# See it in My Space - Opacity 2

Key 0 Preference 1 Low 2 Medium 3 High

- Issue: The opacity from the first tap threw users off. They didn't realize it was transparent just that the color didn't look like it did on the preview photos.

**“It looks kind of weird on there.”**

**“That’s weird. It doesn’t look like an orange color on there, it looks almost like a peach color.”**



# Expand Button – Unclear Target

1

Key

0

Preference

1

Low

2

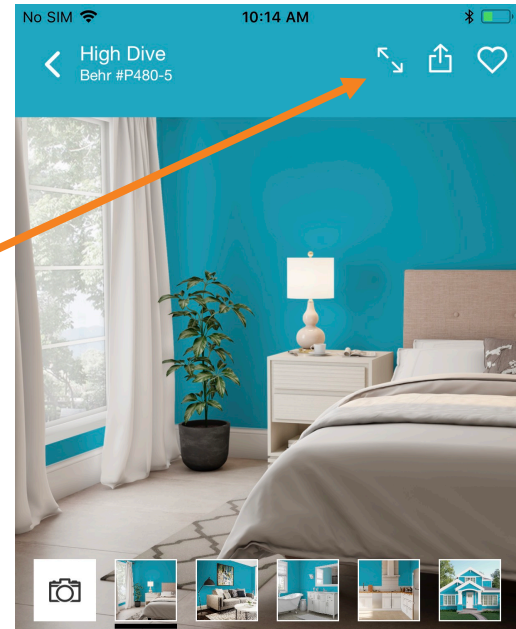
Medium

3

High

- Issue: Customers knew the expand button expanded something, they liked that it was the color once they did it, but customers were all surprised by the interaction.

**“I didn’t know whether it was going to enlarge the house or what, or just stretch the picture. But that’s good.”**



## Ready to Order?

Select "Order Sample" or "Buy Paint" and then choose your paint type, size, sheen and quantity.

Order Sample

Buy Paint



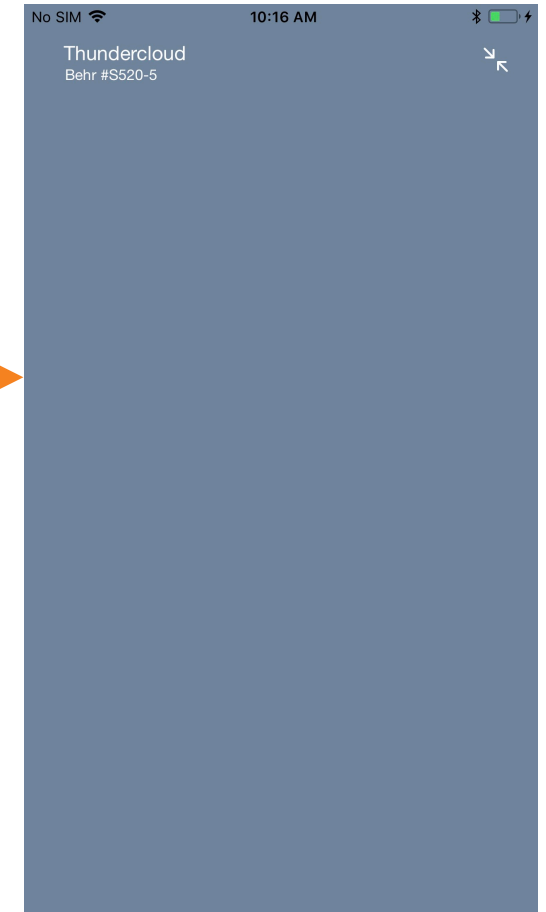
Home



Colors



Favorites



# Free Shipping Misunderstood

1

Key

0

Preference

1

Low

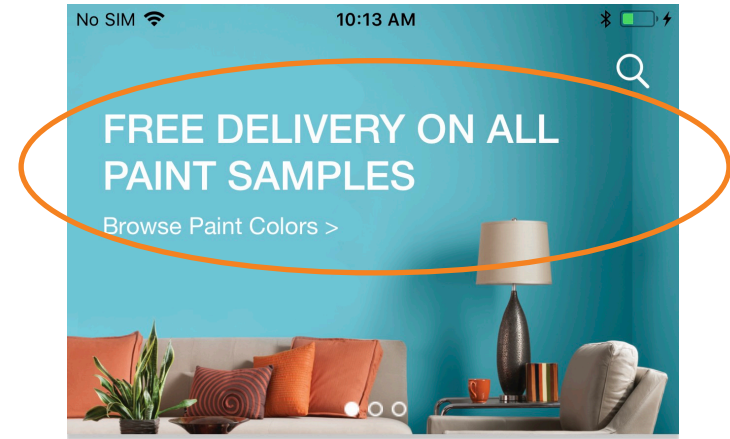
2

Medium

3

High

- Issue: A few customers misunderstood the “free shipping on all samples” banner as free samples. Then were confused when they tried adding sample to cart.
- Additionally customers weren’t entirely sure what they were getting as a sample: a can or a swatch

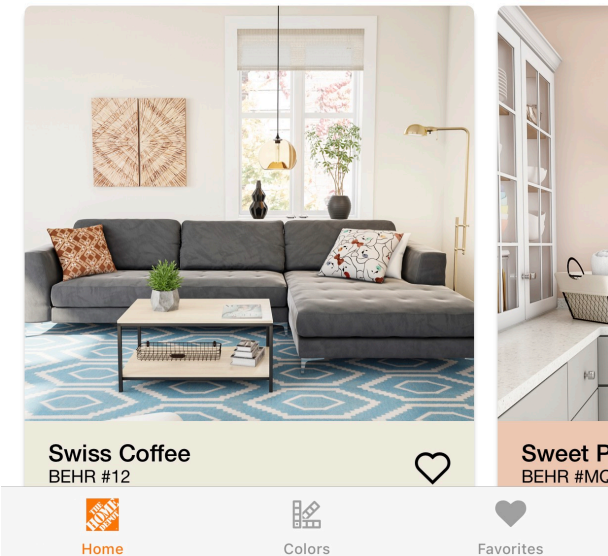


“Is the sample free here (on the PIP) as well? Oh the sample is NOT free but it does have free delivery... that is a little confusing because, I don’t know maybe the sample in the app wasn’t 8 ounces?”

“I’m thinking that means they are just going to send you a swatch and not a little can, but who knows.”

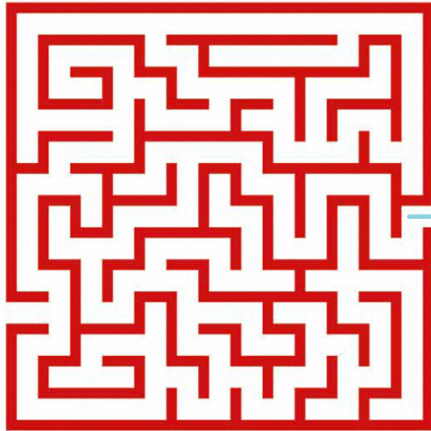
“What does that mean? How do they deliver them?”

## Popular Colors



# Two Main Use Cases Observed

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## ▪ Maze

- In general started with less negative feelings towards painting
- These participants were drawn in by the home page content for a long period of time.
- They would hop around between completely different colors (for areas of their house)
- More engaged with coordinating and similar colors. They explored colors through the home page as well as from suggested colors
- Really positive reaction – engaged in the app the full session.

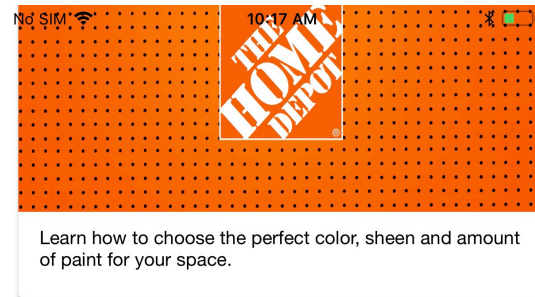
## ▪ Darts

- Tended to start with mixed feelings about the painting process
- These participants spent most of their time on PIP and color wall, looking for specific colors.
- From the home page interacted mostly with mood cards and videos
- Searched the color wall with purpose. Comparing similar colors was very important to this group.
- Less positive reaction towards the application – they just wanted features that showed them colors, and helped them make purchasing decisions

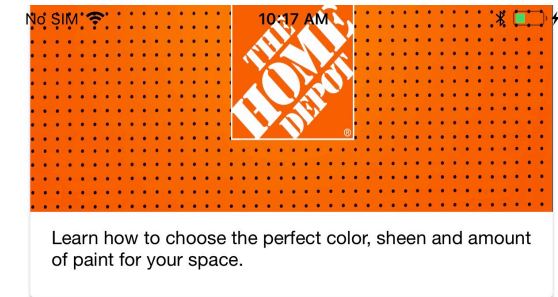
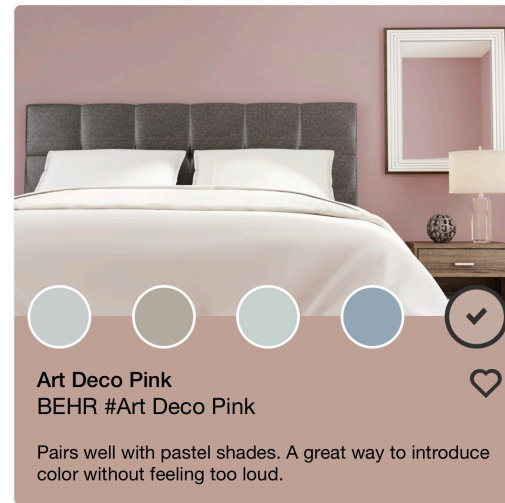


# Worked Well: Mood Cards

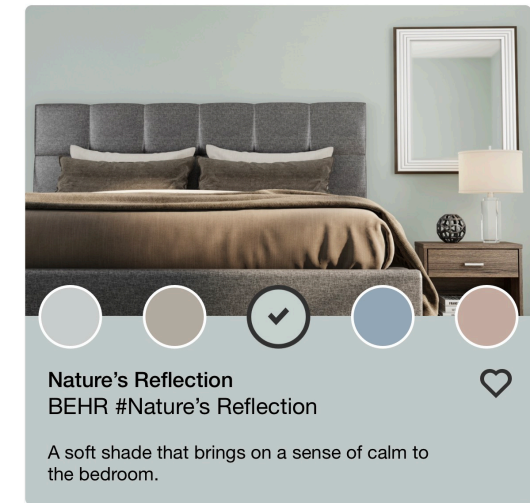
- Many customers interacted with and enjoyed the Mood Cards. These were appreciated so much so many of them requested for that interaction in more areas of the app.
- **“Oh so that’s pretty dope, that shows you what the color looks like on your wall.”**
- **“By the time I click here, to me they look the same. I can’t really see a side by side quick view. Vs with the Mood Cards I can easily see ‘oh wow there is a difference’ in paint color.”**



## Set the Mood: Bedroom Colors



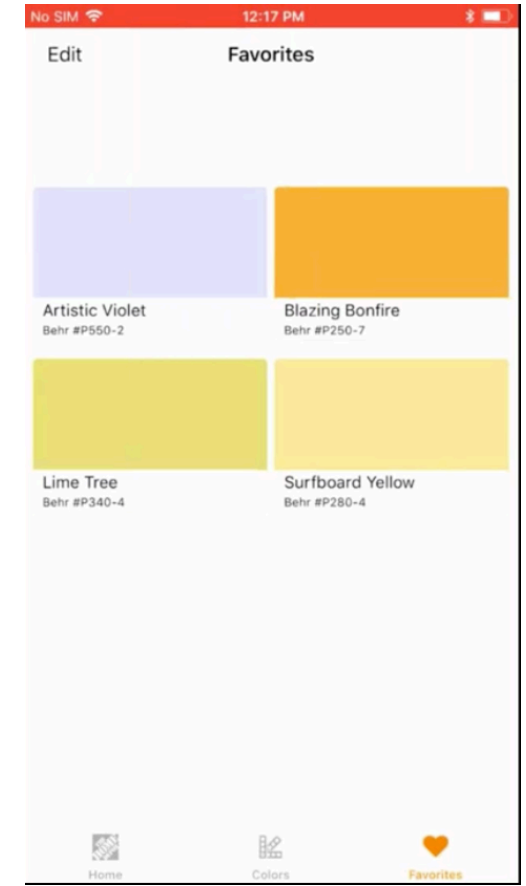
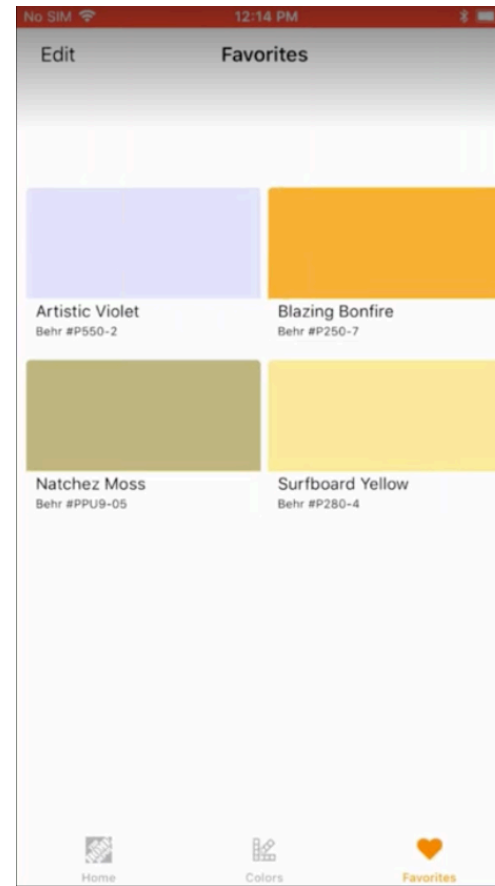
## Set the Mood: Bedroom Colors



# Worked Well: Favorites

- Customers understood and appreciated the favorites function and were able to adapt it in many different ways to fit their personal decision making process.
- One customer request was the addition of being able to sort their favorites into categories such as by room.

**“You can also mark each color and which ones you like to go under your favorites so you can go back. I’m the kind of person that likes to look at a color 100 times.”**



This was one use case of favorites. The customer was creating a color palleted of colors that went well together for her house by grouping them together in the favorites section.

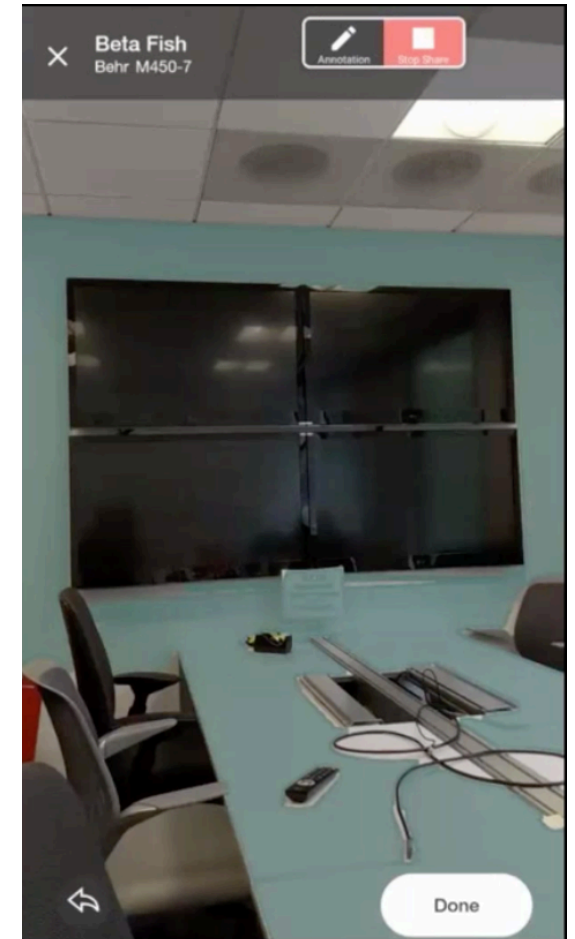
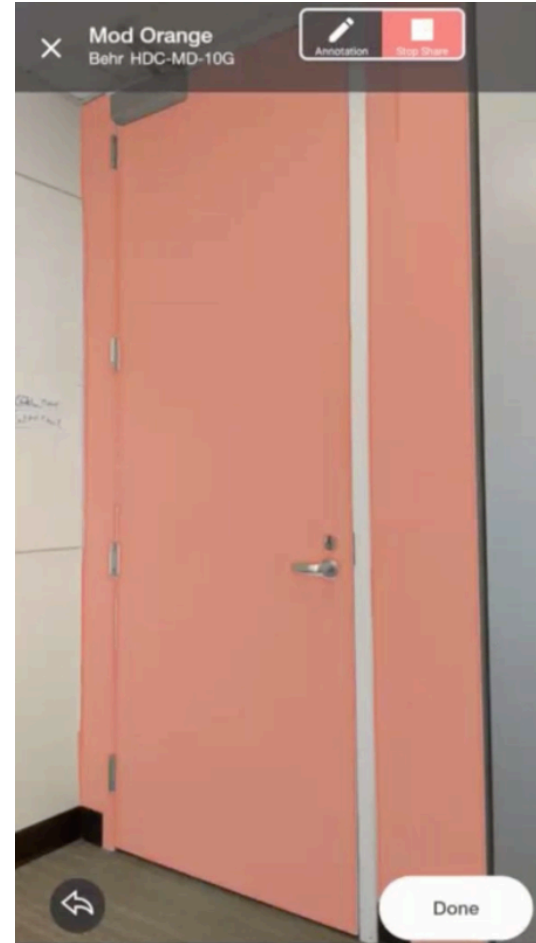


# Worked Well: See It In My Space

- Issue: Despite its current bugs, many participants really liked the See It In My Space feature!
- Many had reservations/ technical functionality wishes for it, but were delighted by the idea.

**“My favorite thing is the See It In Your Room feature.”**

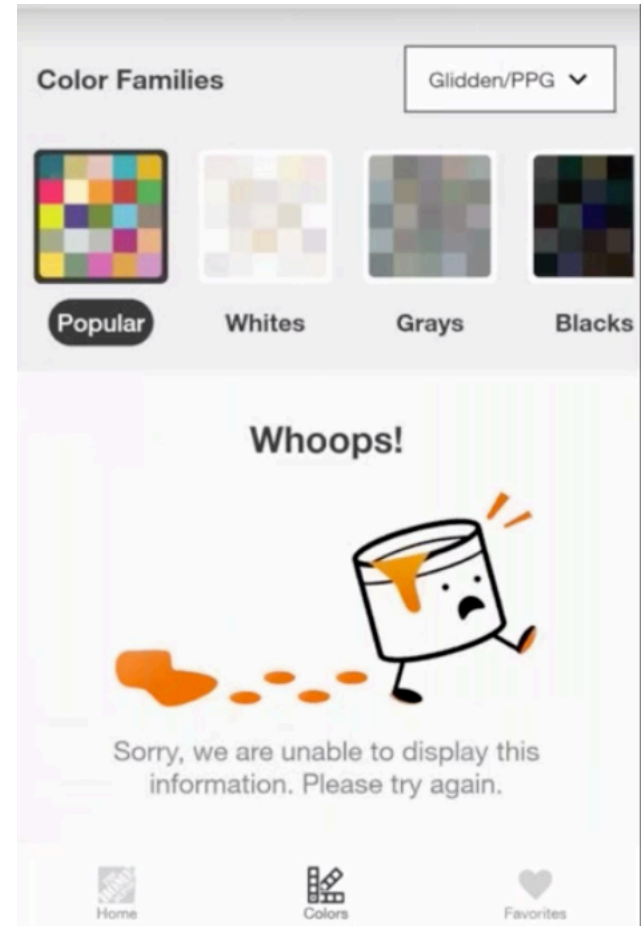
**“I like the ability to paint the walls.”**



# Worked Well: Error Messages

- People loved the little paint can on the error message

**“I like the sad paint can.”**



# Worked Well: Videos

- Almost all of the customers engaged with at least one (if not both) of the videos on the home page.
- They liked having how-to content from a trusted source.

**“I would have liked to have seen this instead of going to YouTube.”**

**“I like this better than the classes because when I have taken classes before at Home Depot there were mixed levels so the material felt very canned. Not only can you watch these videos in the comfort of your own home, but if you didn’t understand something you can just go back and watch it. You can’t do that with an instructor.”**



# Worked Well: Color Wall

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- While there were some navigation issues with the color wall, it was well received in general and was highly learnable after interaction.

**“I like that you can choose your colors, go by color family. That eliminates a lot of error in the app.”**

**“Just seeing all the different options and having it right at my fingertips ... when I go to the store and get that big paint sheet its a bit overwhelming ... the app is a little less overwhelming.”**

**“I’m certainly more excited. I didn’t feel any satisfaction when I was just looking at swatches in the store. This way I am more satisfied and excited because I have had more opportunities to compare with different lightings and different fabrics in my house.”**

**“This app it has, the darkest to the lightest of the shade. I wouldn’t have to do any color swatches I’d just use the app”**



# Worked Well: Help Me Choose

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- People utilized the “help me choose” available from the PIP and found the information useful and easy to digest.
  - They didn’t always look for this first. Some experienced painters originally looked for this information on the picture of the can first or in the product description text.
- The interaction mechanisms were understood and the information displayed highlighted seemed to be what users wanted to help them make a decision.

**“I probably want to click Help Me Choose... ok and this has 4 dollar signs so is probably a more expensive option. This is great actually, I love this option. It gives you durability, easy to clean and stain resistance.”**

**“Help me choose... this will probably help me decide what sheen to get. This is perfect! It looks like I should use High Gloss for the doors. I like this. I like this a lot actually.”**



# Future Requests and Recommendations

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- **Free Swatches.** Quite a few participants mentioned that they would like an easy way to see their favorites in person. While many of them planned to go into the store as part of their process, a few wanted to avoid going into the store all together.
- **Customers Like Me.** Some customers mentioned wanting a place to see “how people like them” tackled issues and did things easier. Either as a forum or content.
- **Paint Calculator.** Customers seemed to expect a paint estimator earlier in the process/ app than the PIP.
- **Video Repository.** Customers wanted a way to find old home page content and videos on one page.
- **Order History.** Being able to purchase more of the same paint color or find out information about previous purchases was requested by customers.
- **More SIIMS Options** - Test out coordinating/multiple colors in See It In My Space.
- **More Photos** – Either more stock photos on the color detail page for customers to browse between or the option to select what color furniture is in the pictures.



**QUESTIONS?**



# Appendix



# Participant Demographics - iOS

Age	Gender	Income	Education	Industry	Color Decision Maker	# Times Painted Last 2 years
33	Female	90-99k	College	Finance	Self	1-2
70	Female	100-125k	Grad Degree	Education	Self	3-5
33	Female	50-59k	College	Sales	Self	1-2
51	Male	150-175k	Grad Degree	Real Estate	Self	3-5
51	Female	50-59k	Some College	Healthcare	Self & Partner	5+
27	Male	150-175k	Grad Degree	Finance	Self	3-5



# Participant Demographics - Android

Age	Gender	Income	Education	Industry	Color Decision Maker	# Times Painted Last 2 years
54	Female	90-99k	High School	Construction	Self & Partner	1-2
34	Female	30-39k	High School	Retail	Self	3-4
53	Female	40-49k	Grad Degree	Education	Self & Partner	1-2
40	Male	100-125k	College	Finance	Self	3-4
39	Female	200+k	Grad Degree	Education	Self	-
32	Female	90-99k	Grad Degree	Public Service	Self	-



# Interesting Nuggets

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- The lady who was able to identify the middle section as being related to Hue (shows color theory knowledge more than the average user) used the favorites section very differently than the other users we observed. She added and removed colors until she had a pallet of colors that worked well together.
- Customers seemed to want recommendations for colors for things like “statement walls” from the application based on searches.
- A few customers weren’t sure how they felt about the Pinterest segment of the home screen, saw it as “paid advertising” space. Others really liked it and recognized the connection between that and stuff they saw on Pinterest. Others dismissed it because they were all “who doesn’t have a Pinterest tie in on their site”
- Also a few questions about “trending” colors. People wanted to understand the “Why” of some of these sections to trust it’s contents.
- One participant mentioned an interesting use case she planned to use it for: taking it to a nursing home to help people who can’t get out have a chance to have input on decorating their room.
- One participant was a user of Project Color before the revamp.

