



A Fresh Coat of Paint



BEHR | COLORSMART DESKTOP, MOBILE & KIOSK UPDATES

BACKGROUND

With the rise of popularity in do-it-yourself (DIY) projects, Behr Process Corporation, one of the nation's leading interior and exterior paint and surface coating products brands, wanted to provide their users with an enhanced color browsing and visualization experience. They turned to Atypical Digital to find out what their users truly needed when deciding on choosing a paint color, and to update their color browsing tool, ColorSmart by BEHR®, for their customers.

CHALLENGE

Because Behr's website is not yet responsive (update in progress), individual solutions needed to be crafted for both Desktop and Mobile for design and development. The website tool was built using an older code base, so updates made would not be able to be applied to mobile. Atypical Digital was tasked with designing a mobile-specific tool and updating their code base to solve for this issue.

SOLUTION

To find out what customers really wanted, Atypical Digital performed User Testing and gathered data from Behr kiosk and website users. This information was used to design for a more intuitive color browsing experience, aimed at increasing user engagement and eCommerce sales across both Desktop and Mobile. To achieve this vision, Atypical Digital also introduced a new programming language which was more scalable, allowing Behr to be nimbler for this project and future Mobile responsive needs.

SERVICES PROVIDED

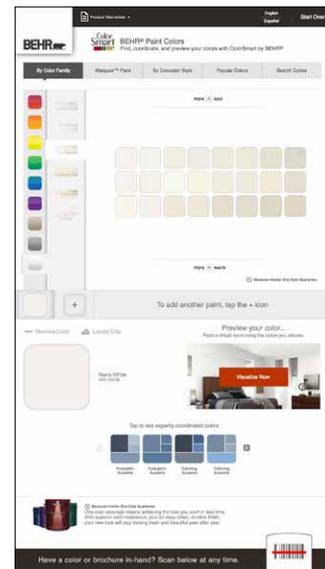
- UX / UI
- USER TESTING
- CREATIVE DESIGN
- WEB DEVELOPMENT



Design and Development of a mobile-specific ColorSmart by BEHR® tool.



Wireframes for a fully responsive ColorSmart by BEHR® color picking and visualization tool to be launched in late 2018.



Design updates for Behr kiosks located in The Home Depot throughout US, Mexico & Canada.

ONGOING SERVICES

Fully-Responsive Color Tools

Atypical Digital is currently working with Behr to update ColorSmart by BEHR® in a variety of environments. As Behr updates their entire website to a fully-responsive web model, the Atypical Digital UX/UI team has continued to explore and refine how users interact with the color picking and visualization tools. The Atypical Digital development team will build the tool to allow it to function seamlessly on all platforms.

Kiosk Updates

In addition to the work done for Behr's color visualization web tools, Atypical Digital is also providing ongoing design and development services for a range of other consumer-facing channels. One of the main focuses over the past few years has been improving the design and user experience of the Behr ColorSmart Kiosk, which sits in every Home Depot store across the United States and Canada. Atypical Digital created a new animated attract loop to engage users, performed User Testing to better understand how customers interact with the Kiosk, and provided updated designs and functionality fueled from those User Testing sessions.

Additional Design Work

Atypical Digital also provides creative and development assistance for a variety of Behr projects. These typically focus on new service offerings, such as a new area of the website dedicated to Home Owner's Associations across the country. Atypical Digital designed the interface that allows residents to find and purchase their specific HOA's approved paint schemes.

