



SPEKROMA INTERVIEW PROTOCOL

Research Goal: To find out about experiences (particularly in-store) various stakeholders ranging from homeowners to professionals experience during the visualization and color selection process.

Overview Questions:

"Do you have a few minutes to talk about color? I'm a student at CMU conducting a research project on color selection"

BEGIN TIMER and RECORDING

Ask name, any time constraint which affects the interview as it may take up to 30 minutes.

Market Profiling Questions:

Gender?

Age? (18-24) (25-30) (30-39) (40-49) (50-59) (60+)

Job title?

Interview Questions:

1. What kind of tasks do you undertake?

PAINT

2. How often do you paint?
3. What are your main pain points about painting?
4. Where do you purchase your paint from?
5. Do you have a favorite paint brand? If so why?

(Value, Standard, Premium)

COLOR

6. How do you choose color?
(inspiration or theme)
7. How do you find a color that matches the one in your mind/inspiration?
8. Do you use color visualization tools?
Kiosk paint samples brochures online tester stickers trial and error
9. If so, how do you use them?
10. Who picks the color?
11. What are the problems you face in the color selection process?
12. How long does it take you to settle on a color?
13. What flaws are there in the current visualization tools?
How do you solve them?
Have you ever used an in-store kiosk?

How are you for time, can we proceed?

EXPERIENCE

14. Tell me about the last time you undertook a painting project, walk me through your process?
15. Can you step us through the process of selecting a color for painting?
16. What kind of assistance do you expect to get from the store? For improved experience.

FINALLY

17. If you could wave a magic paintbrush and instantly have any imaginable solution to this problem, what would it look like?
18. Would you mind if we followed up with you at later stage? This might mean you answer an online survey or look at some concepts and give us feedback later this semester.