



COLOR SELECTION PROCESS WHEN PAINTING YOUR HOME

Understand how users choose the color to paint their homes.

1. What is your age?

Mark only one oval.

- 18 - 24
- 25 - 34
- 35 - 44
- 45 - 54
- 55 - 64
- 65 +

2. Gender

Mark only one oval.

- Male
- Female
- Prefer not to say
- Other: _____

3. How many painting projects have you undertaken?

Mark only one oval.

- 1 - 3
- 4 - 6
- 6 - 10
- More than 10

4. Where do you purchase your paint from?

Mark only one oval.

- Home Depot
- Lowe's
- Speciality Paint Store
- Other: _____

5. Do you have a favorite paint brand?

Mark only one oval.

- None
- PPG
- Sherwin Williams
- Valspar
- Behr
- Other: _____

6. If you have a favorite brand, what makes you choose them over the others?

7. How often do you use social media such as Pinterest, Instagram, etc. for helping you select a paint color?

Mark only one oval.

- Very often
- Sometimes
- Never

8. How does social media help you through the painting process?

9. What other sources do you use to get inspiration/ideas for paint color?

10. Rate your process when choosing a paint color?

Mark only one oval.

	1	2	3	4	5	
Difficult	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Easy

11. What are your pain points when choosing color?

12. Have you ever used a color visualization tool?

Check all that apply.


- Paint chips
- Tester paint pot
- Kiosk
- Brochure
- Mobile or web application
- Other: _____

13. What problems did you face when using these visualization tools?

14. How many times would you visit a store to decide on a color?

Mark only one oval.

- 1
- 2
- 3
- 4
- 5+



15. What kind of assistance/service do you expect to help you with your color selection?

16. If you could wave a magic paintbrush and instantly have any imaginable solution to the color selection problem, what would it look like?
