PREPAINT
A Virtual Paint Preview APP

by Canjie Zhao

Problem

When people want to paint their house, they don't know how it will look, so they will have hard time to select the right paint for them.

Oppotunity

So I saw an oppotunity to create a virtual paint preview APP for this group of people.

Job to be done

When people are painting on their house, they want to have a preview of it, so they can choose the right product.

Of the research

- People in between the age 26-50 are more interested in this APP.

- More Care about the expecting look.

- Good phone playing skill and labor work skill

Concept

1. Scanning and measuring the actual size with phone's camera.

2. Auto identity object, such as wall, window, floor, and so on.

3. Selecting the actual paints, and provide a virtual preview of painted object.

4. Shows estimated costs, such as materials, time, labor, and money.

5. Click to find an experts, and nearby material shop if user needs.

6. Provides different lighting effects for the virtual preview.

AMY CARTER

Personality

36 years old
Housewife
Working full time
Middle income
Like gardening
Like shopping in actual store

Goal

She wants to paint her wall in her bedroom. Because she is tired of the paint color on her wall now, and it is being dirty, she decided to change the wall color. But she can't decide what color of paint she wants to use. Because she was worried about the look, and she does not know what the size is for that wall. So she wants to use the APP to measure the size and make a virtual paint picture to show her the preview of the wall in her bedroom.

Phone Skill

90%

Labor Work Ability

60%

Thank You