# Nuance

A VISION FOR THE FUTURE OF THE CLASSIC COLOR WHEEL.

The concept for this project was concocted by a graphic designer who was tasked with creating a mobile app for a color palette generator with the capability to replicate color interactions between colors as they would appear if you were to physically mix them with paints.

This designer enlisted the services of my team to assist them in creating **Nuance**, a tool for artists, designers, or anyone who wishes to explore the juxtapositions between colors!

## The Research

Research began with an analysis of popular color palette applications and programs in order to determine which features and functions are currently offered.

| | Adobe Color | Brand Colors | Coolors | Kuler/ka | Stable|Color |
|---|---|---|---|---|---|
| Color Palette Suggestions | ✓ | ✗ | ✓ | ✓ | ✓ |
| Report Filter Options | ✓ | ✓ | ✓ | ✓ | ✓ |
| Customize Number of Colors Within Palettes | ✗ | ✗ | ✓ | ✗ | ✓ |
| Customizable Color Interactions | ✗ | ✗ | ✗ | ✗ | ✓ |

Interviews were then conducted with a variety of users, from artistic professionals to occasional designers.

Commonalities were determined throughout the interview responses, yielding some key insights, including:

- Color palette inspiration is most commonly used when creating new ideas for a project
- Participants tend to use color palettes as a means to create visual aesthetics
- Participants want to create new aesthetics that are unique to their own tastes
- Nuance color interactions would be a useful tool in the creative process
- Participants want a virtual color palette that integrates across platforms

A persona representing the projected "typical user" was then generated, allowing us to move forward in this project with a solid archetype to refer to when facing user-related inquiries and challenges throughout the design process.



### Jessica Lockhart

An adaptable designer with experience in various design positions, she is currently pursuing a position focusing on web design and UX/UI design. Although she is proficient in Adobe Creative Cloud, she prefers using Sketch and creating color palettes.

When night is creeping in, completing their duties, Jessica enjoys curling up on a couch with her cat and a cup of coffee or mulled wine.

### Goals & Needs

- Create color palettes/schemes quickly during the design process, while maintaining a balance between aesthetics and usability
- Create color palettes/schemes that are visually pleasing, interesting, and unique
- Access to an easy-to-use color language and a more intuitive color palette generator
- Access to a color palette that can be used across platforms, devices, and operating systems
- Access to a color palette that can be used from app to app, or across operating systems

### Pain Points

- lack of comprehensive language/descriptive filter options
- lack of cross-platform, device-wide compatibility throughout the creative process
- color relationships remaining constant over nuance distinctions
- unfamiliarity with color theory
- unfamiliarity with color theory limits creative power & possibilities, should impact on users

### Jobs

Website Layout Creation
Graphic Design
Product Photography
Photo Editing
UX/UI Design

### Tools

Canvas
Adobe Color
Photoshop
Illustrator

## The Design Process