

Libby’s Journey Map

The DIY Painter, renovating her newly purchased home.

I want my reno to look magazine worthy!

actions

thought & emotions

pain points

opportunities

DISCOVERY

Browsing Pinterest & other social media platforms. Seeing influencer sponsorship ads, and Googling ‘How to Paint a Bathroom’.

BROWSING

Browses the Cloverdale Paint swatch wall for a colour she found on Pinterest. Libby ends up showing the post to a retail employee.

BUYING

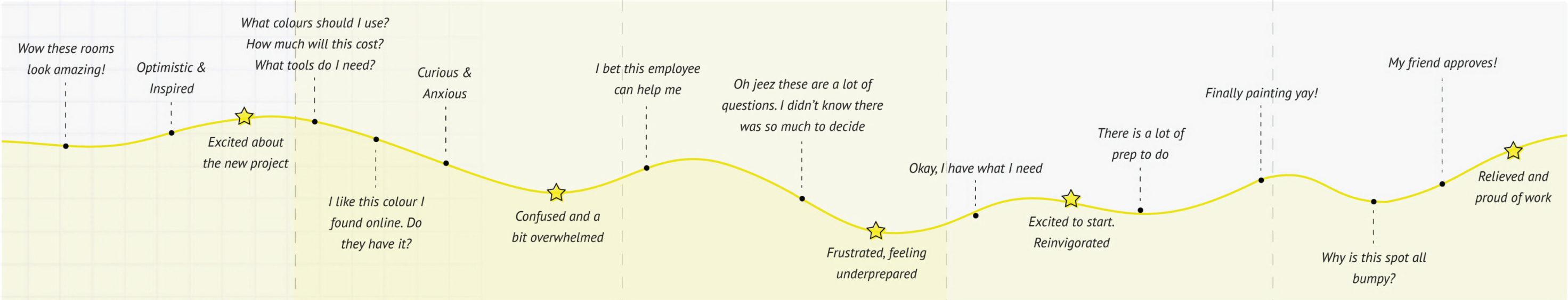
Employee asks what finish she wants, if she needs oil or water base paint, how many gallons she needs, and what tools she plans to use.

PAINTING

Libby preps her space and begins to paint. After finishing she notices a bumpy spot on the wall and realizes she should have washed the wall.

COMPLETION

Libby’s friend comes over and compliments her on the bathroom makeover.



Libby is overwhelmed by the amount of content online - she does not know where to start.

She found a colour on Pinterest she likes but is struggling to find a match in-store.

Libby is new to painting and does not have answers to any of the employee’s questions.

She did not anticipate how time consuming the prep work was. The mistake she made is unfixable now that she is done.

She will always be hyper-aware of the bump on the wall every time she enters the bathroom.

Allow customers to upload a screenshot of their space to simulate what colour schemes would potentially look like.

Online Product Selection Wizard that guides customer, enabling them to choose the right products based on their project goals.

Education on the painting process and a shopping list for tools, primers, and paints required for a specific project.

Guideline for when, why, and how to prepare for and use the products she purchased.

Online forum for painting tips to help other DIY painters avoid first-timer mistakes.