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intro

**Akzo Nobel | Flexa has divided the customers who buy their paint into four personas. Each of these personas go through a paint journey\* in a different way. We have looked at two personas specifically and on how they experience the buying stage of the paint journey. Gained insights make it possible for Akzo Nobel | Flexa to support these personas in the buying stage of the paint journey**

*\* paint journey: route from deciding that you want to paint until the actual painting and reflecting upon it*



*Handing over the booklet to one of our enthusiastic participants*

title

## **Rich Insights! on shoppers in the buying stage of their paint journey**

*How different types of shoppers experience buying paint*

body

### ***Rich assumptions!***

Before starting the study we gathered all our assumptions. We assumed one of the personas ('A') was more likely to be a woman, where the other persona ('B') was more likely to be a man. Both painted with a different goal according to us; for the 'A' it was more to be creative, for 'B' only the result mattered, therefore he only paints to keep the result perfect. We assumed 'B' would be very goal-oriented and practical. 'A' would need help to translate her vision to the right paint.



*Finding paint in a DIY store*

### ***Recruiting***

Recruiting the participants is what we struggled the most with. It seemed easy enough, since our subject was 'paint', but several visits to a DIY-store did not pay off. We underestimated the time it would take to find participants. I would advise everyone to invest time in finding the *right* participants! They are the heart of the study and without them you are nowhere.

### ***Sensitizing***

The focus of the sensitizing package was wider than buying paint, it was about Do It Yourself in general. We had exercises concerning inspiration, preparation, decision-making and tools. Though the exercises were good, I would narrow down the focus of the booklet next time.

"That's me, in the middle, and I try to get from the entrance to the paint, eventually [...] I feel very lonely at that moment."

## The session

The session was held at the faculty of Industrial Design Engineering. There were five participants and two representatives from Akzo Nobel | Flexa present. During the session, we struggled to get enough depth ("paint is just paint, what more is there?") in the session. However, when looking back at the data gathered, we experienced that there was more than enough material for us to work with!

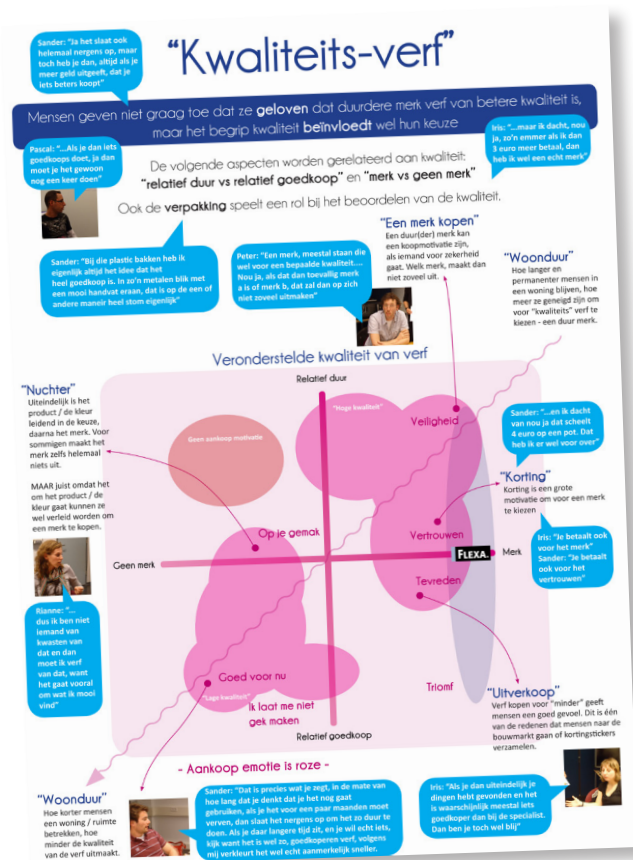


During the session

## Analyzing

For the analysis, we each selected quotes from the session. To do so, we put all the quotes together on a big pile and intuitively started putting different quotes together, hereby creating categories. We discussed the quotes together in our team and shifted out doubles and quotes that were not useful, before placing them in a specific category. Clustering resulted in seven different themes we used for our infographics. These infographics are as far as we went with analyzing the data. The final step (communicating and working with the infographics) was taken together with Akzo Nobel.

One of the results: an infographic used as input for the workshop



*Interactive workshop at the company to communicate and explore the results*



"All those different whites, champagne, fluff, I don't know. When I think champagne, I think pretty yellow. I associate it less with white. Although I want very warm white."

### **Communicate!**

To communicate the results, we organized a creative session with employees of Akzo Nobel | Flexa. We aimed that, by doing this, the results would become part of the sales & marketing department. We started this workshop with a quote game: every employee got a quote from our session and had to place it with one of the two personas stated at the beginning of the project. This was a fun and effective way to get people talking! Next, each member of our group,

facilitated a group of employees in creating new ideas related to one of the infographics. Subsequently, the best of ideas were presented to the other groups and were added to a matrix, with the 'difficulty to implement' on one axe and the 'impact of the idea' on the other. This method and discussing the ideas on the matrix, provided a lot of input and inspiration for the employees.

author(s)

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intro

**Jacomijn Schram, Brand Manager Flexa at Akzo Nobel, provided feedback on how she experienced the course and the results during an interview with Valérie.**

title

## Company's reflection

body

### *Expectations?*

I was curious about several things. I was very interested in the technique; how it works and what it can bring. I wanted to know the specific details on the research subject and was curious for subconscious statements of the participants.

### *How I experienced Rich Insights!*

The results were both confirming and renewing. The data was well analyzed by the students and the lively presentation, in a workshop, worked very well in the communication with our department.

### *Most surprising insights!*

It was interesting for me to hear how people really experience a DIY-store. Their quotes on this subject are very inspiring.

### *How to continue...*

The results have definitely put new live into different projects within the organization. Especially the quotes are interesting and imaginative and we want to use them to give more direction on how we can improve the DIY-experience.

### *What you didn't ask, but what I'd like to share...*

It was an interesting and fun project to participate in. It is always good to have pre-assumptions confirmed, gain new insights and to share these insights with colleagues.