



Colour Scheming

ICI Paints has some of the world's top paint and decorative product brands. It aims to inspire consumers to transform their surroundings at home and work with performance and colour. The business makes products to prepare and care for many building materials and provides coatings for cans and packaging. ICI Paints is headquartered in the UK with manufacturing in 24 countries.

Business and IT challenge

One of ICI Paints' business strengths is its ability to differentiate itself from its competitors. ICI recognises a key distinguishing feature is its ability to inspire customers to "scheme" colours effectively.

For some time, ICI Paints has offered webbased tools to help their customers choose "colours that go". Over many months, Tessella worked closely with ICI to redevelop their existing colour scheming tools, and to incorporate ICI Paints' new colour palettes.

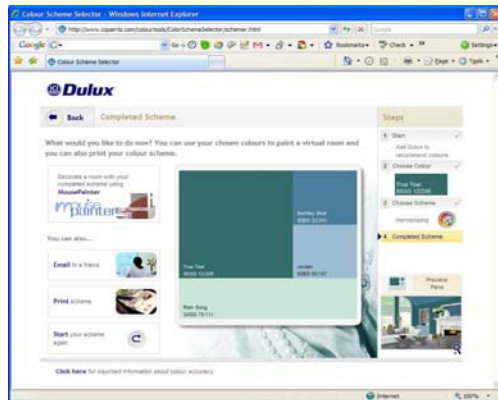
Delivering the vision

Tessella partnered with ICI Paints' marketing team and an external design agency to redevelop the user interface of the colour

scheming tools. Tessella's experience with working effectively as part of distributed team enabled us to understand ICI's needs, and translate these into a robust solution. Vital to the success of this work was an understanding of usability and user interface design, and how an engaging user experience can be implemented in practice. By using a design agency's eye for graphics together with Tessella's proven track record of delivering high quality software, ICI Paints ensured that the finished system grabs their customers' attention, and leads them through a polished, fun process.

Major Benefits

Through integration with their MousePainter system (also supported by Tessella), ICI Paints has developed a complete system to enable its customers to plan home decorations using ICI products. Tessella's understanding of localization issues has given ICI Paints a central platform on which to build tools specific to national markets and brands. Ian Fletcher, ICI Paints' eProduct Implementation Manager commented : "Tessella were instrumental in ensuring the project remained on track...[and] continues to be an excellent provider of technical solutions whilst retaining the ability to communicate with a non-technical audience."



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