Axalta Axs

Mobile color matching app for powder coaters.

CASE STUDY

Axalta Axs allows customers to scan their color needs and quickly find color matches in Axalta powder coating products. Once the colors match, the consumer can order a product sample.

IDEA

The idea of this service is to provide customers with innovative, colorful, beautiful and sustainable solutions, and to help the user to find a perfectly matching color according to the user's needs and preferences.
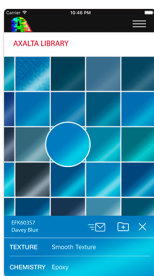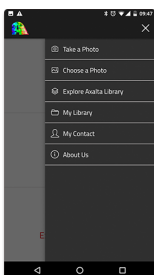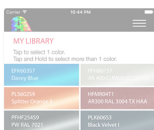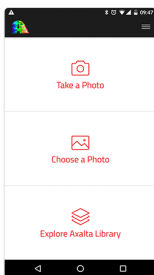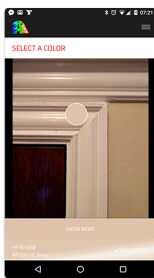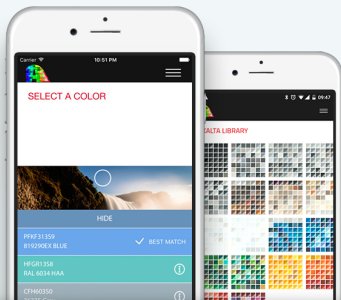
TECHNOLOGIES AND TOOLS

- Objective C
- Android SDK
- Realm
- Fabric.Io
- Gson
- Google Palette
- Guava

CLIENT

Axalta Coating Systems is a leading global company focused on coatings.

BUSINESS AREA

Reconstructions, design, decor, lifestyle.

CHALLENGE

As the world is constantly changing, so are the users' demands and needs. Together with our customer, we aimed to create a truly unique product that would be interesting for the user and would become a bright distinguishing feature of Axalta company. The idea (as well as the main difficulty) was to make it possible for the user to choose a color of the coating as close to the specific custom color as possible. Do you want to buy a coating with the color of the sky or that of the grass? Do you need to choose the color of a coating identical to a particular piece of furniture? It is not a problem for Axalta Axs.

SOLUTION

In order to implement this concept, we used complex mathematical formulae and technological tools which allow comparing similar shades and identifying the ones closest to the sample. We developed an option to select a shade from the off-the-shelf image or from an immediately taken photo.

BENEFITS

The user can easily zoom a picture and select an area with the required color. Instantly, a number of the closest shades appear on the screen. For each of the suggested colors all the details are available (texture, material, etc.). Also, you can save any shade to your personal library or send a request for a sample of the coating just in one click. The request contains the user's data automatically received from a personal profile, so the order is sent just in a few seconds. We developed a detailed library of shades for Axalta, where one can view all available colors and learn about the specifications of each of them, save a shade to his/her own library or send a request for the sample.

FINAL RESULT

As a result of focused work of our Mobile Dev team, our client received a unique user-friendly application that has become a distinguishing feature of Axalta company. Now each user can choose a shade of coating focusing on their individual needs and preferences.