



Station Art Sprint

17.09 - 19.09

Challenge

Explore art styles for Google Station experiences, positioning different surfaces across the suite of products



Onsite



Console



SMV



CP2

Sprint Goals

1. Identifying defining moments (CP2 loading, Error states etc.) [P0]
2. Exploration of Art direction [P0] (Aurelie to check mid-sprint and end sprint)
3. Exploration of strategy for this Art Direction [P1]
4. Art Direction/Brand consistency/system
5. [P2] Brand architecture alignment

Early Concepts

Directions

Disclaimer :

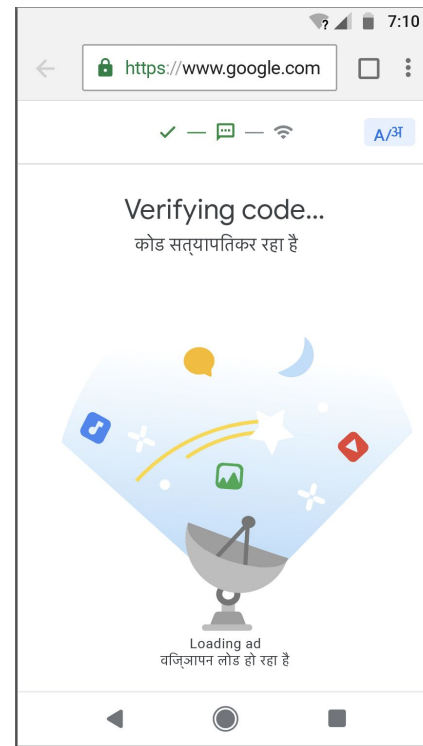
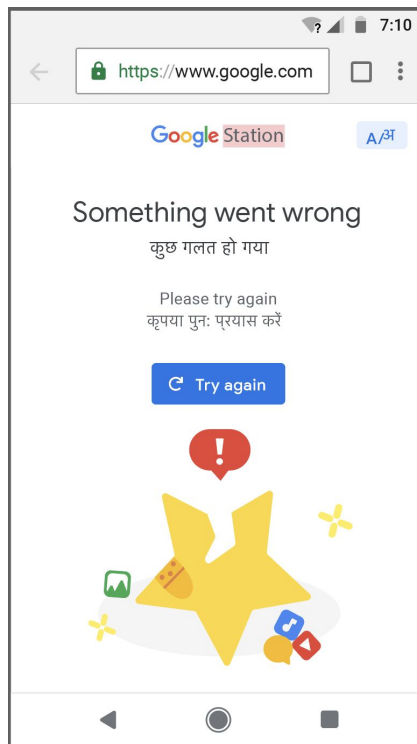
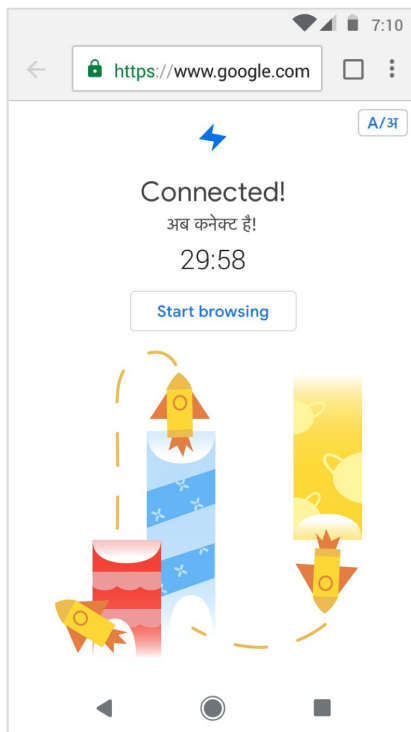
These are proof of concept and a work in progress awaiting your comments and reactions. Try not to give too many comments on details of the artwork !

01

Astro

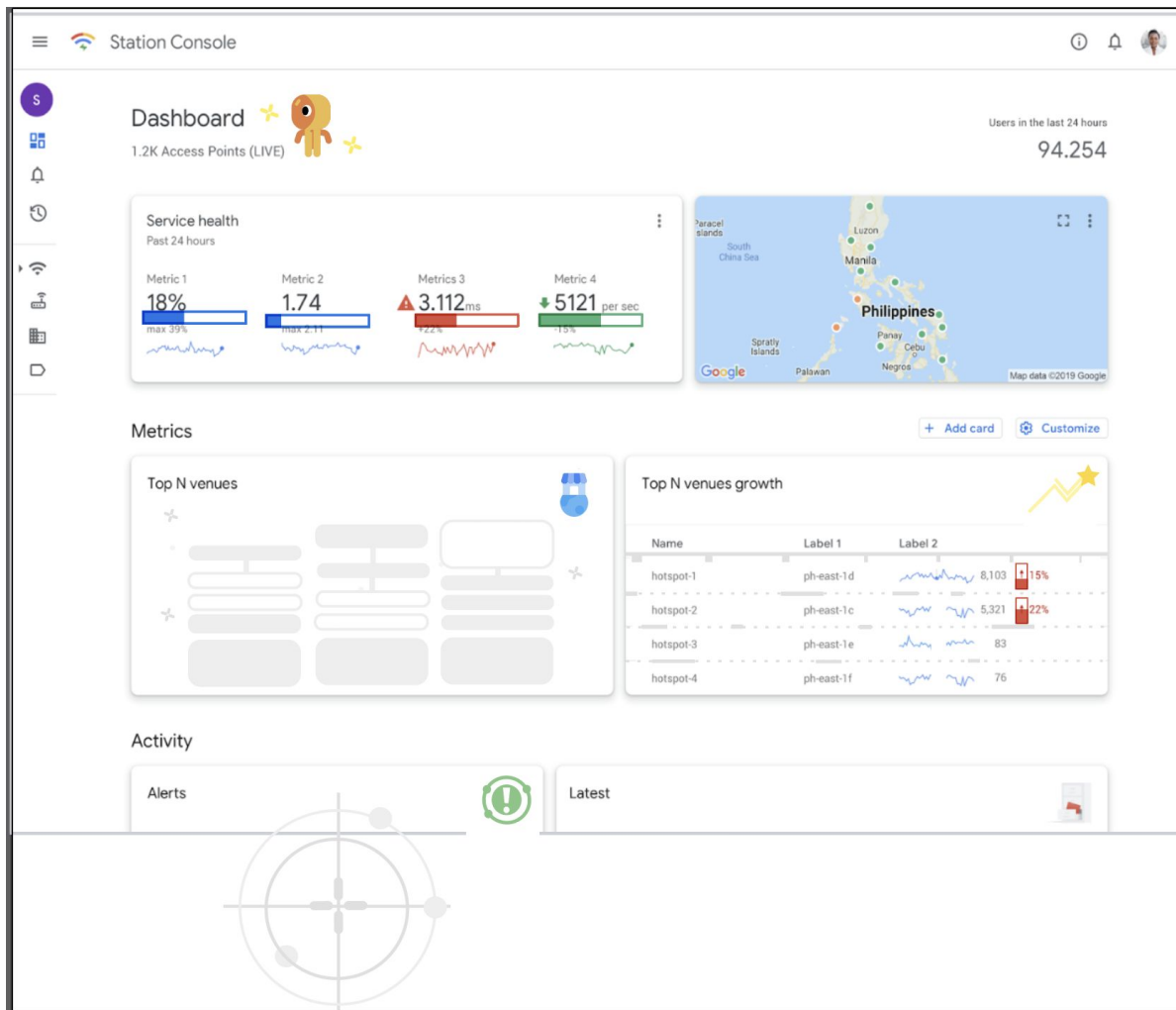
This astro motif brings a sense of discovery and delight, taking users to the wonders of the Internet through the reliable space Google Station, the astrotheme can stand alone or with a set of space-themed characters enrich to the user experience.






Theme-focused




Console




Theme-focused




  Station Console   



Network




  


No hotspots added yet



[Labels](#) [Bulk upload](#) [+ Add hotspot](#)

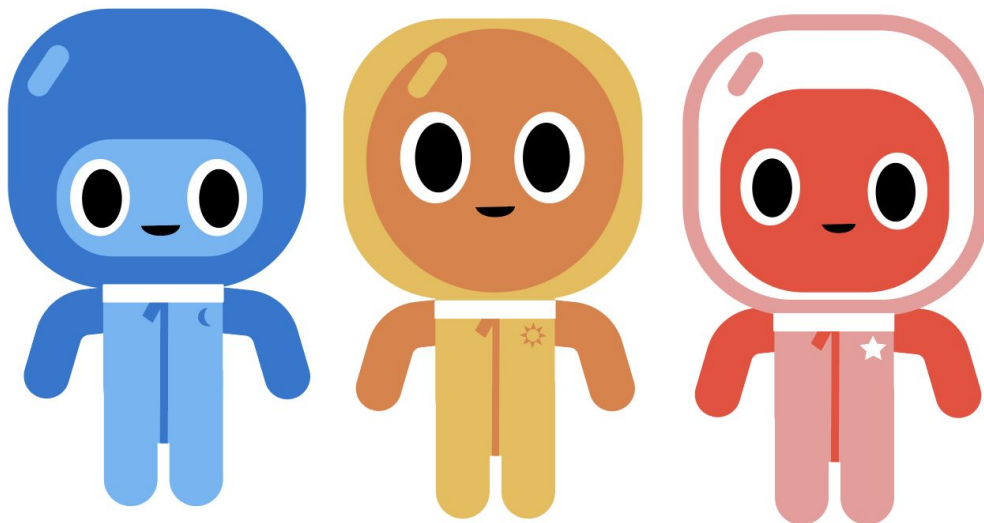
Hotspots

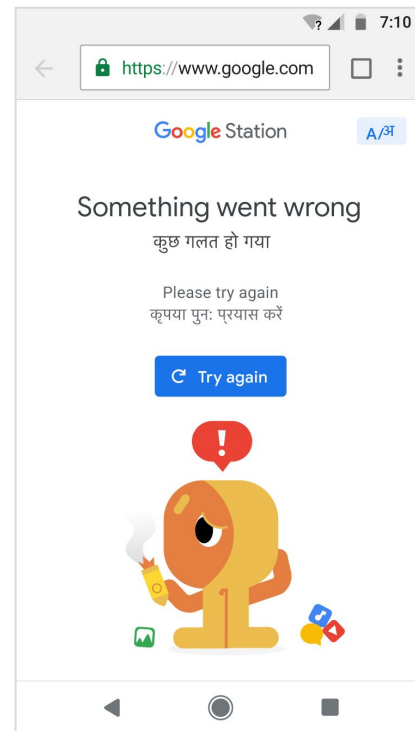
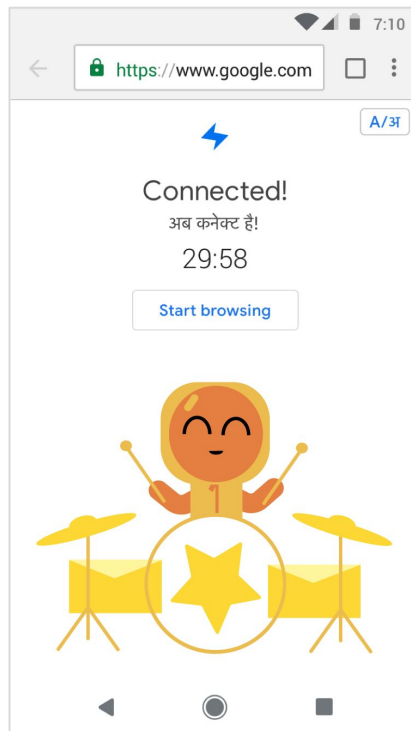
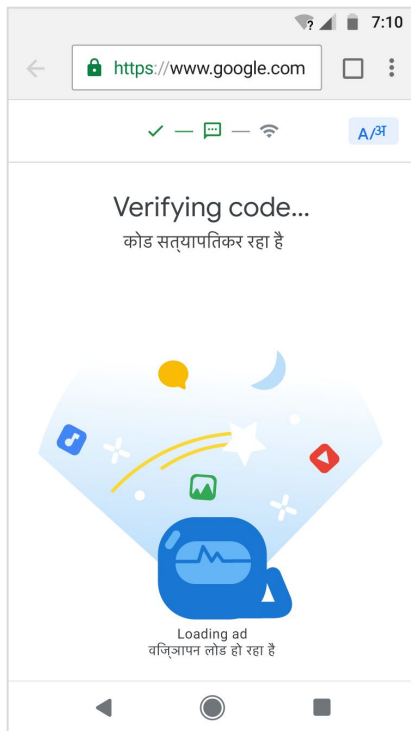


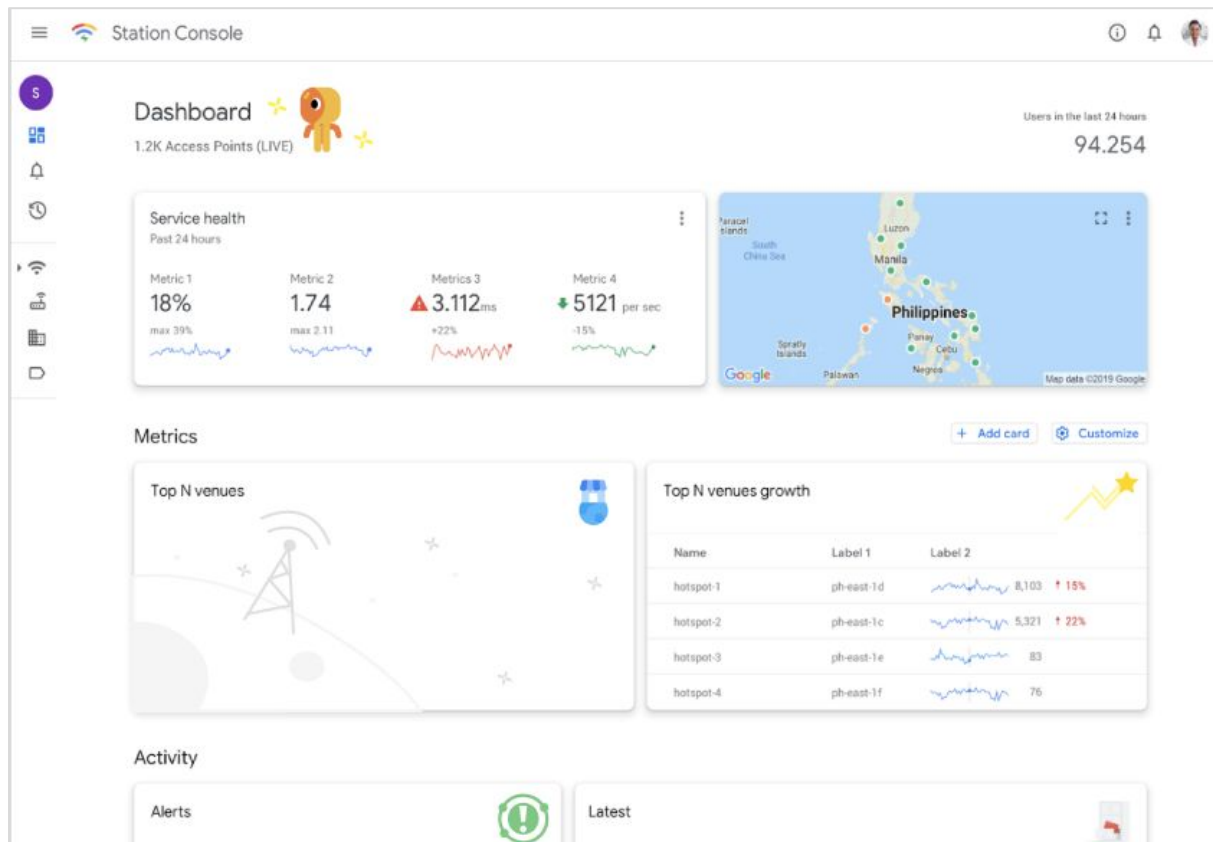
You currently don't have any hotspots setup.
Tap the "Add hotspot" button above to begin.

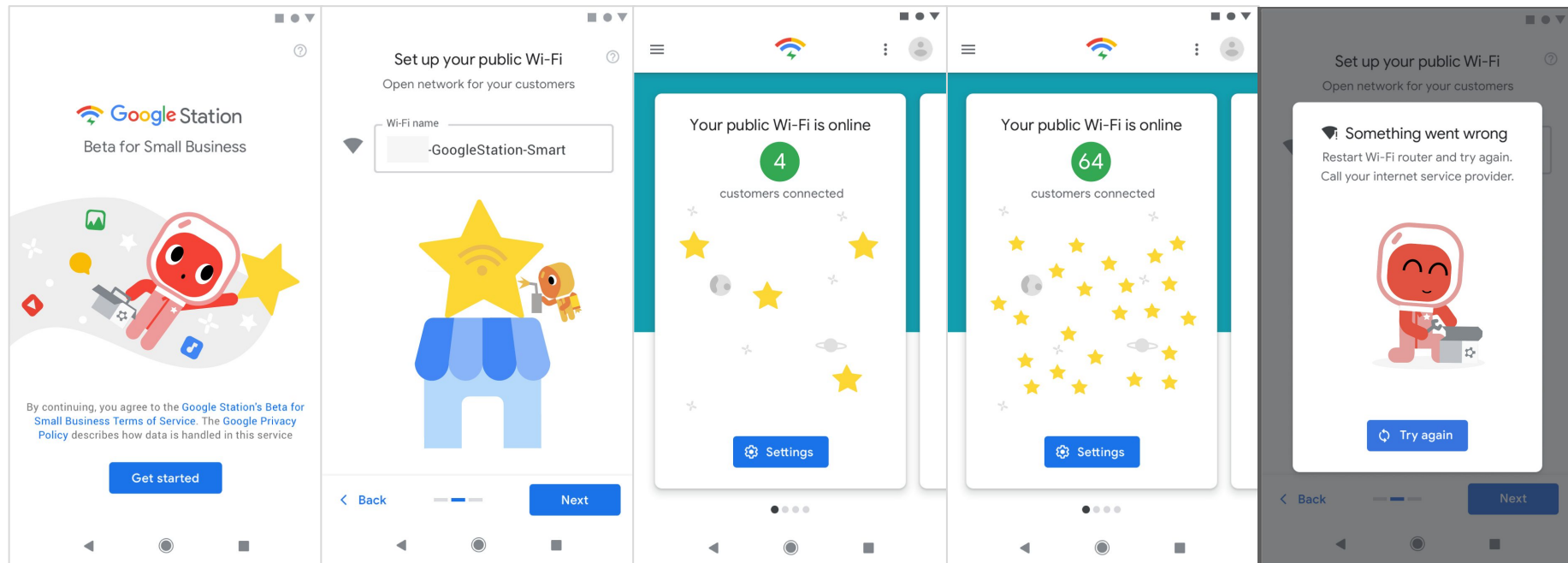
Character-focused



Character-focused







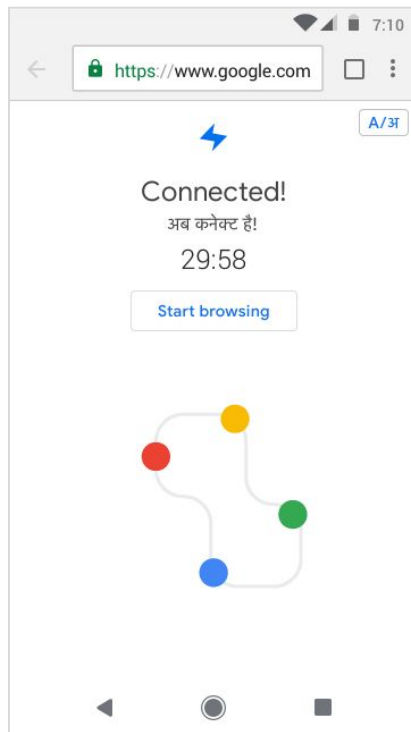
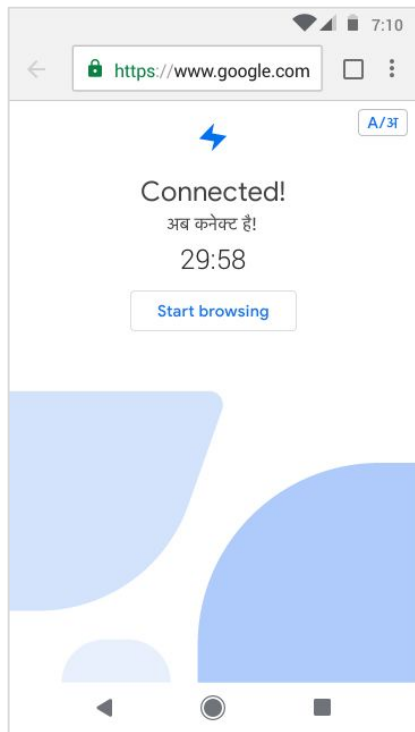
02

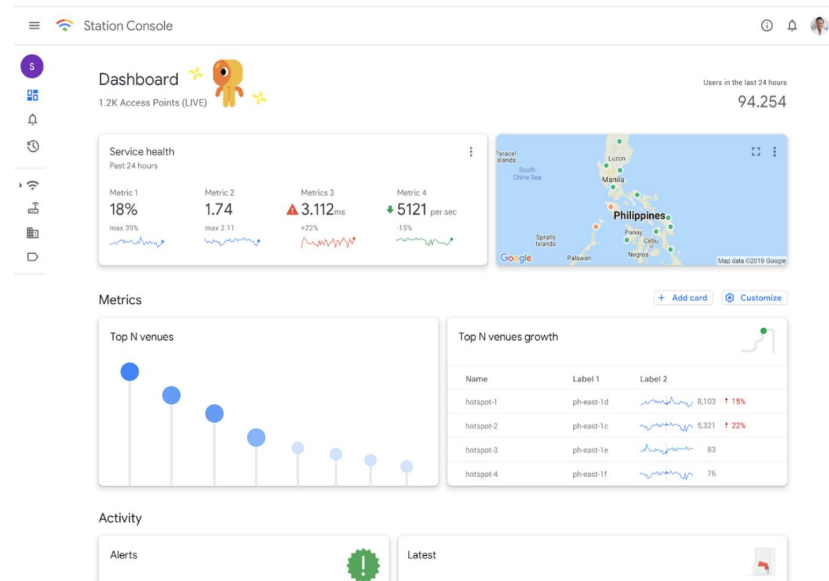
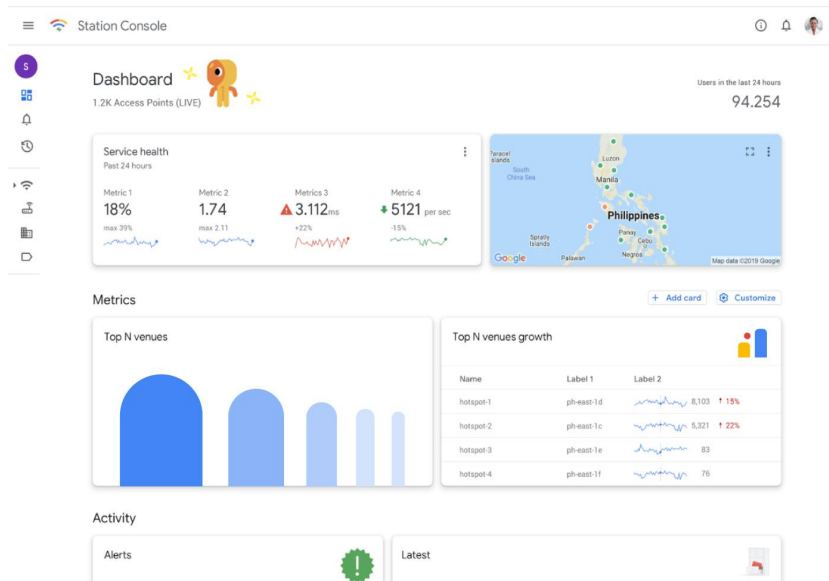
Astro+Geo Kinetic

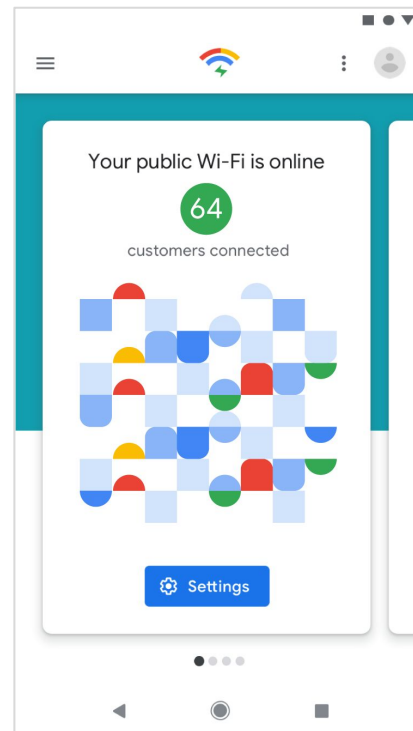
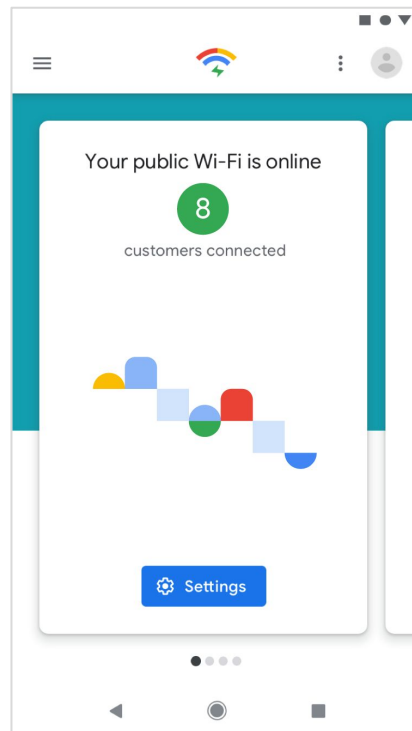
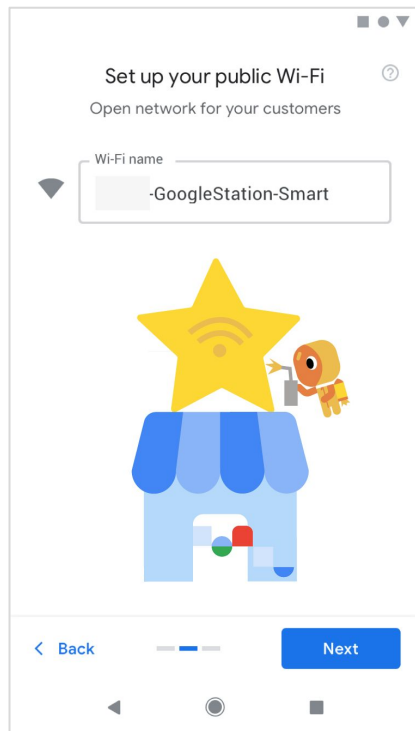
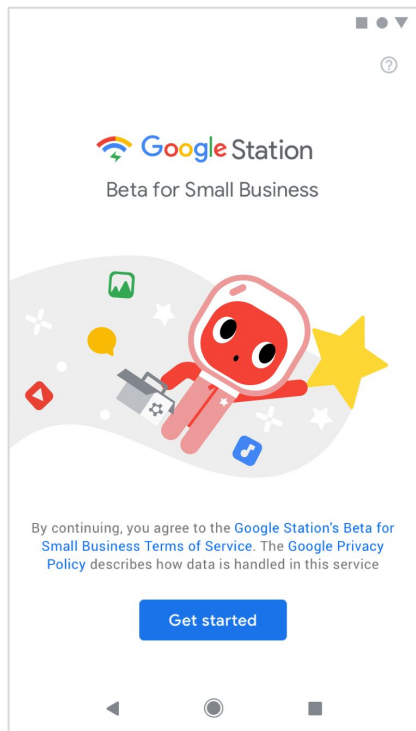
(a very vague concept)

A combination of an abstract-style environment and having as mascot as 2 parts of the narrative.

This idea emerged as a solution to accomodate to spaces where one central idea might not be versatile enough for such variety of platforms. The two ideas creates a moment of surprise to the story.







03

Brandimals V.2

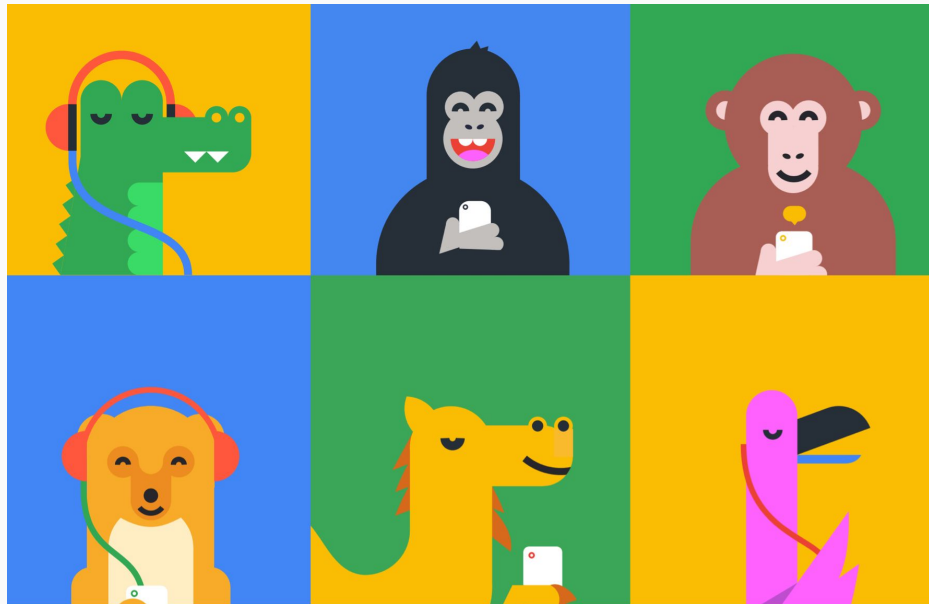
Illustrations: Animal characters

Animals showcase a diverse range of characters without using signifiers of race, gender or class.

Look clean and modern, without feeling too digital.

Easily customized to show different use cases. Simple, Googley, yet unique.

Delightful, but not juvenile. Wild animals used instead of farm. Playful.





Trustworthy

Up front about why we ask for personal information.



Approachable

Friendly, easy to talk to, and even easier to find.



Original

A fresh and relevant approach—in form and function.



Playful

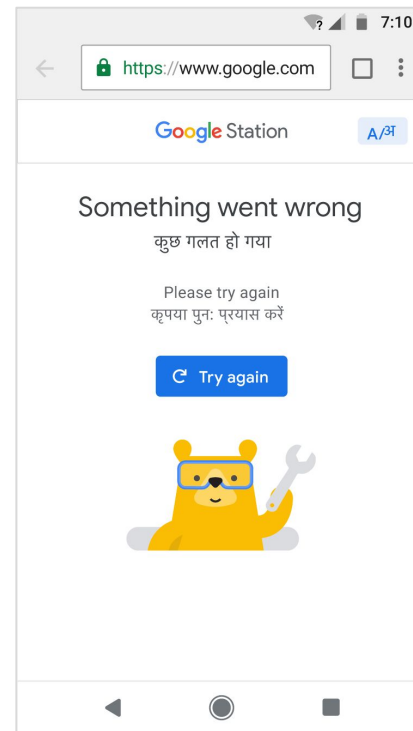
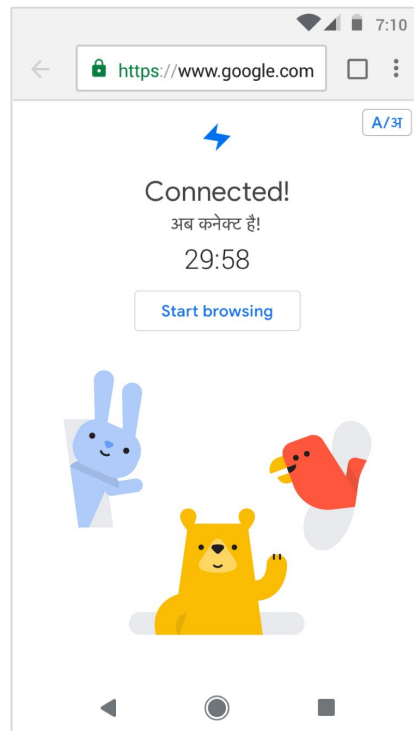
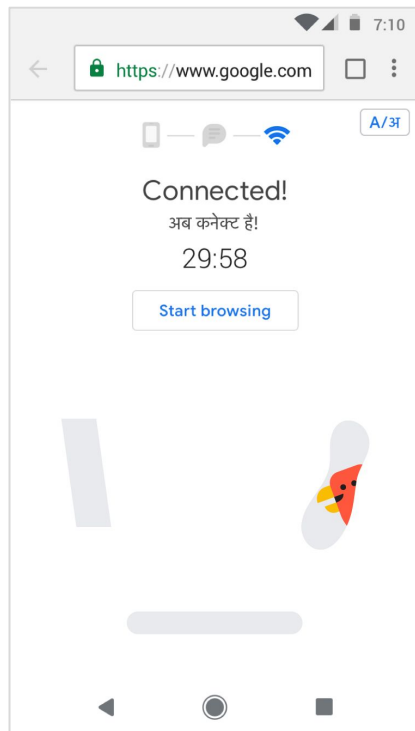
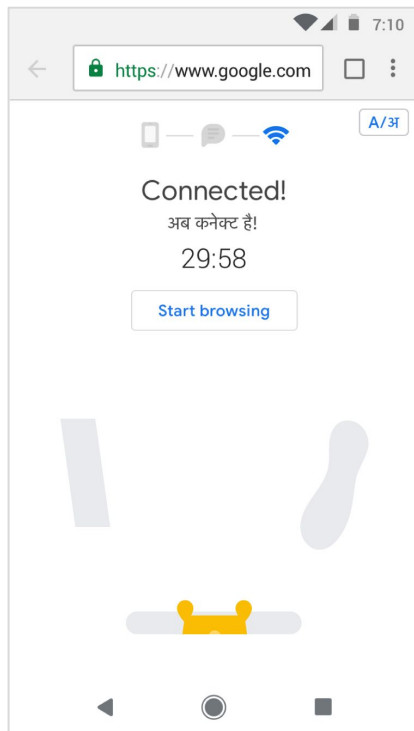
Bright language and visuals help keep the experience light.

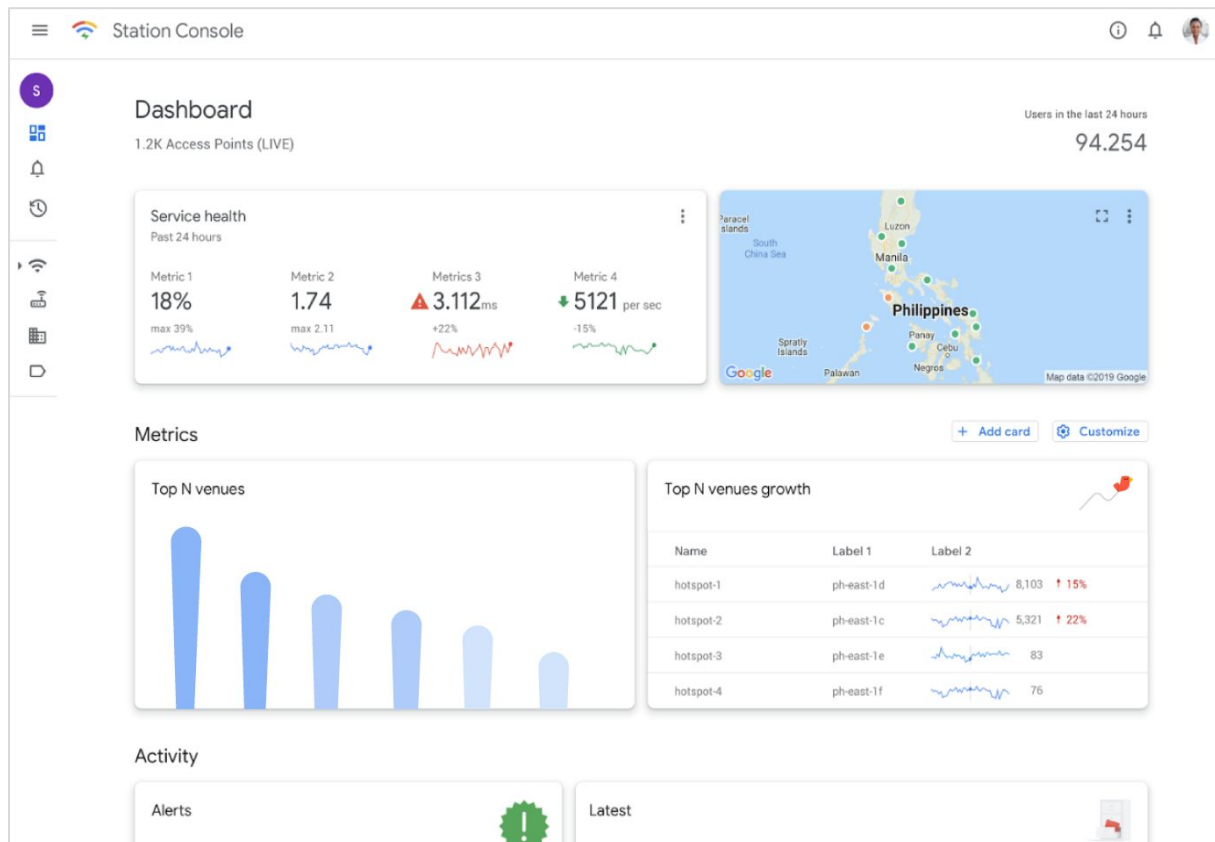
In this animal tech-tag team, each of them embodies a different Station brand and product value.

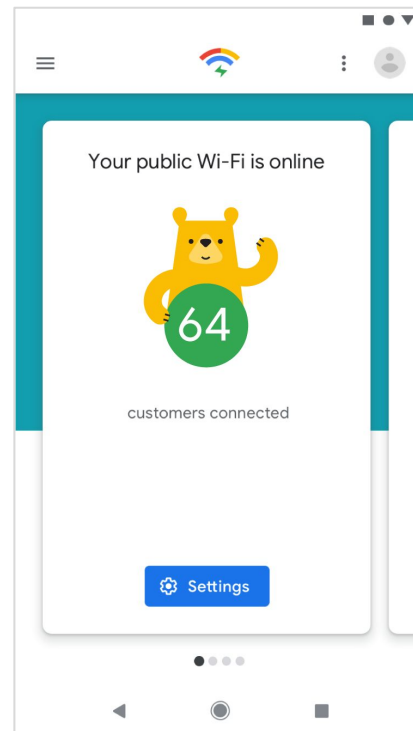
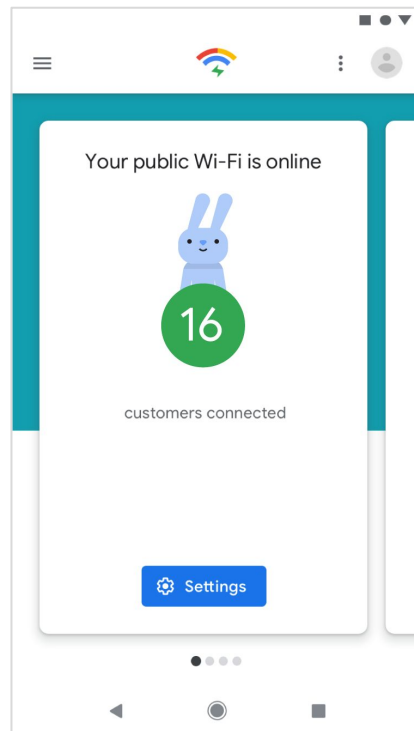
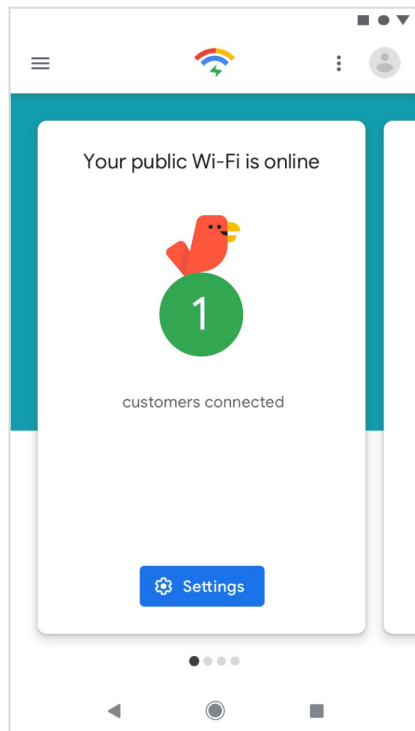
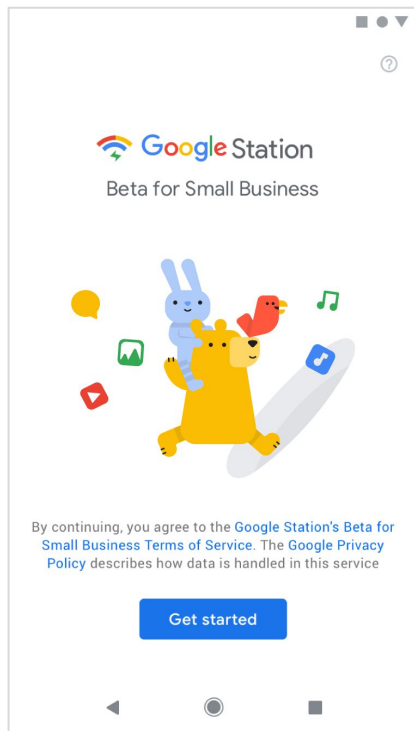
Fast + Relevant = Rabbit

Trustworthiness + Strength = Bear

Approachable + Freedom = Bird







Round.2 Designs

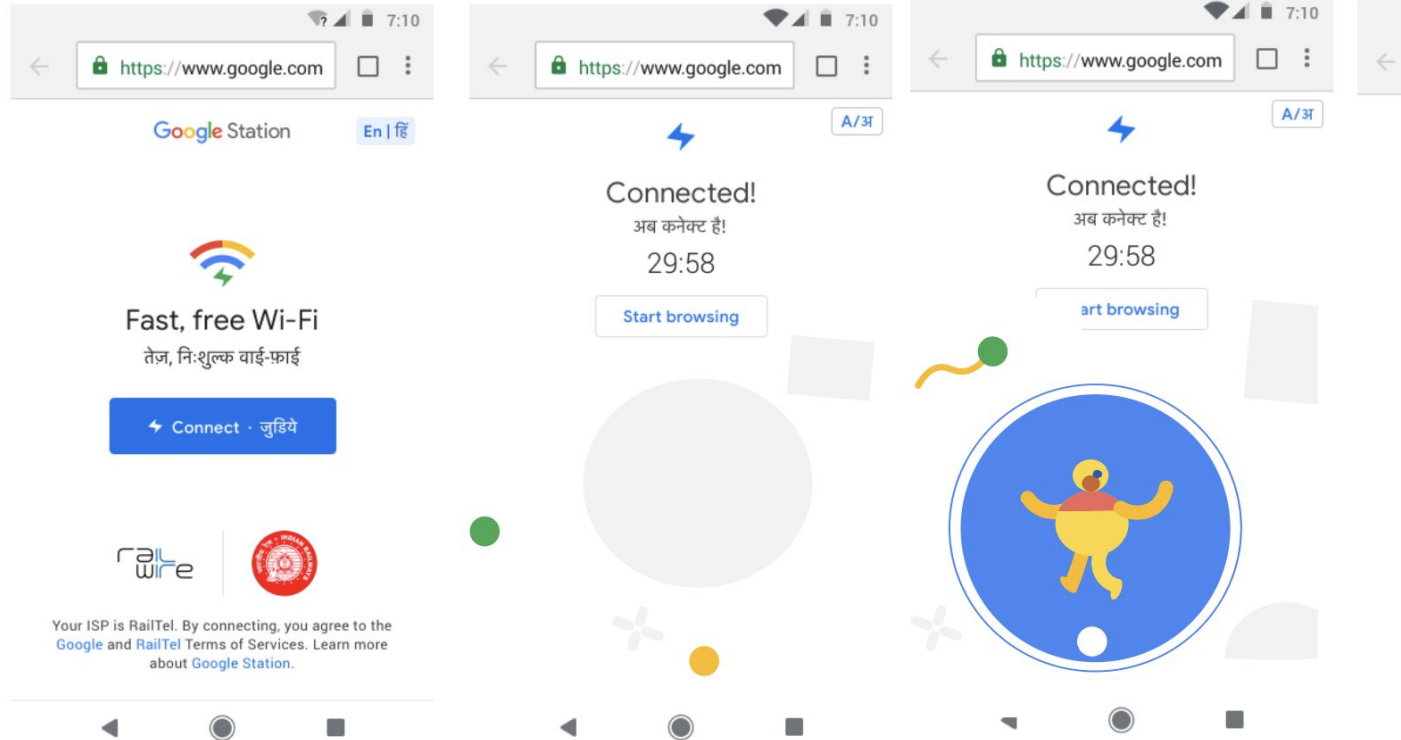
Discovery

Tracey

This concept the simplifies the astronaut concept by refining it down to a more basic appeal focused on exploration and discovery.

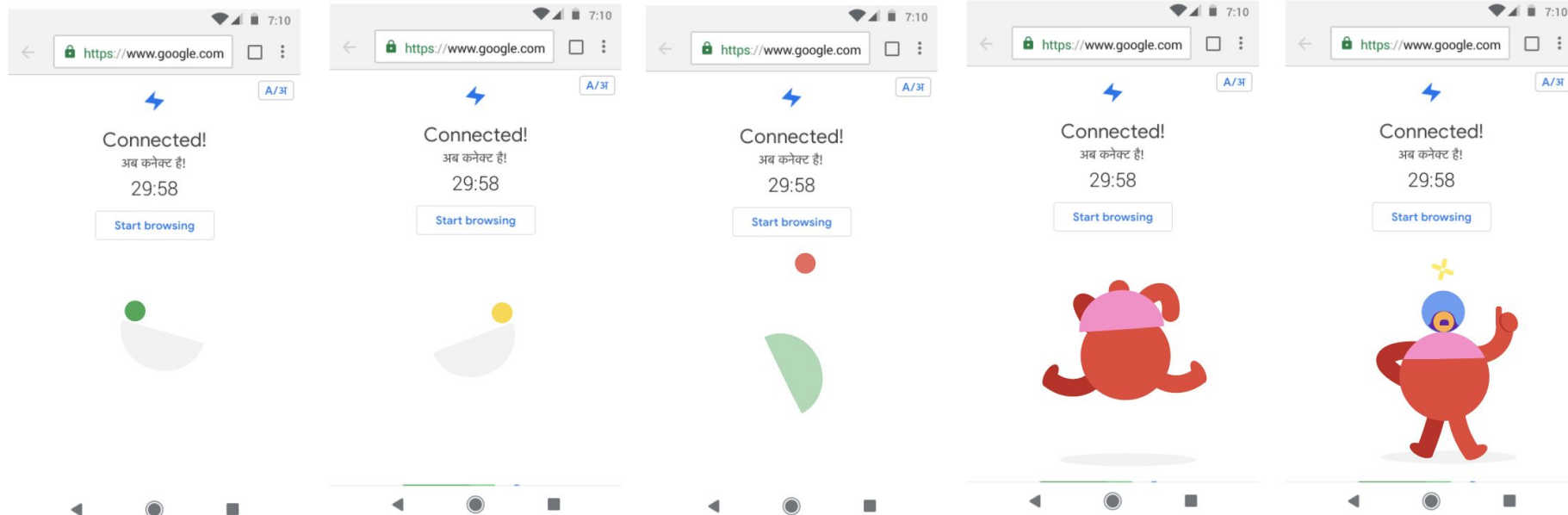
The illustrations live in a abstract geometric space with interacting shapes and characters. Characters are composed of geometric shapes as well and can construct and deconstruct themselves at will in delightful ways

Captive Portal



In the examples above the ball drops on a yellow dot allowing the explorer inside to pop up and get rolling

Tracey

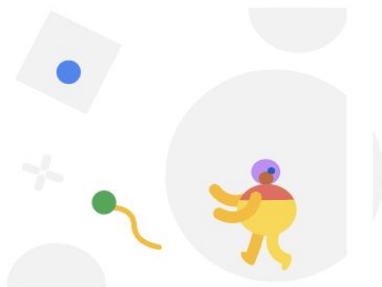


Tracey

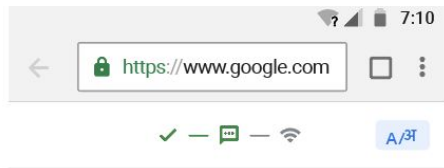


Verifying code...

कोड सत्यापन हो रहा है

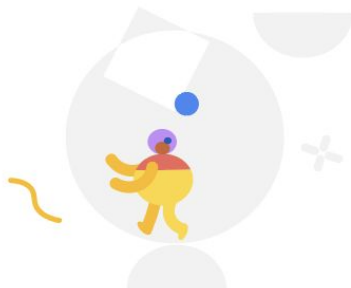


Loading ad
वज्जिआपन लोड हो रहा है



Verifying code...

कोड सत्यापन हो रहा है

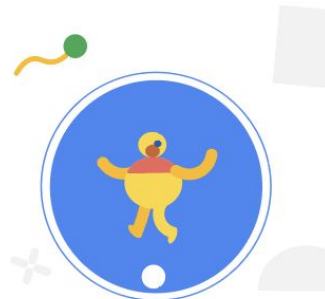


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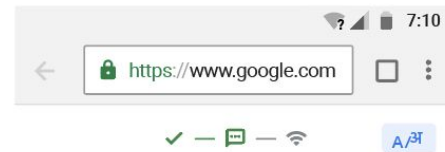


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Loading ad
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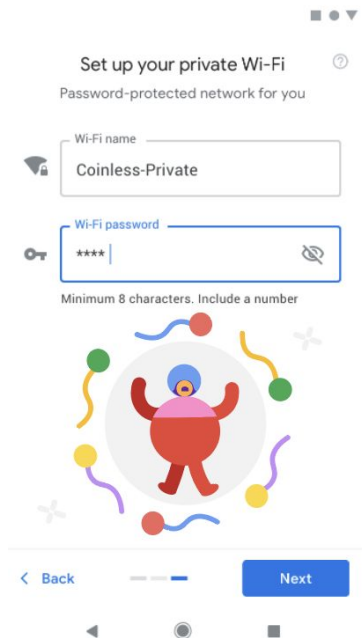
Verifying code...

कोड सत्यापन हो रहा है



ing ad
वज्जिआपन लोड हो रहा है

SMV



Set up your private Wi-Fi ?
Password-protected network for you

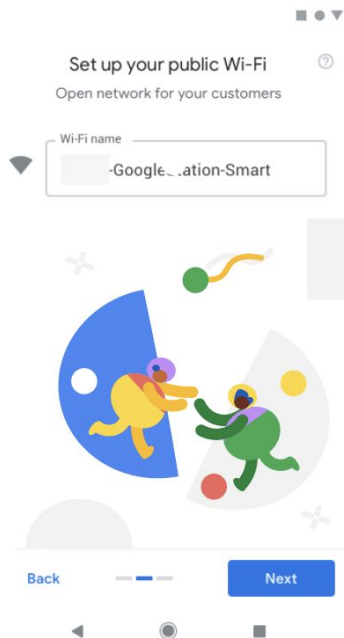
Wi-Fi name
Coinless-Private

Wi-Fi password

Minimum 8 characters. Include a number

Next

Back

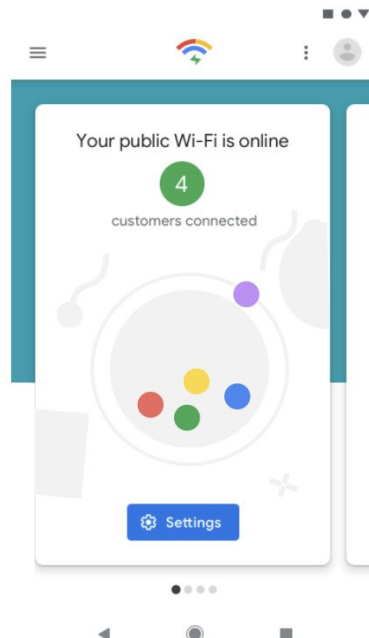


Set up your public Wi-Fi ?
Open network for your customers

Wi-Fi name
-Google_ation-Smart

Next

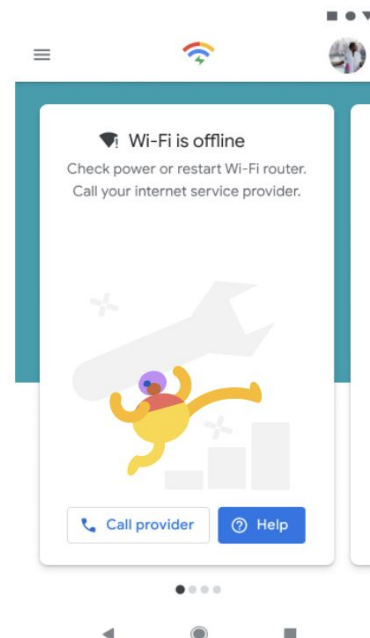
Back



Your public Wi-Fi is online

4
customers connected

Settings



Wi-Fi is offline

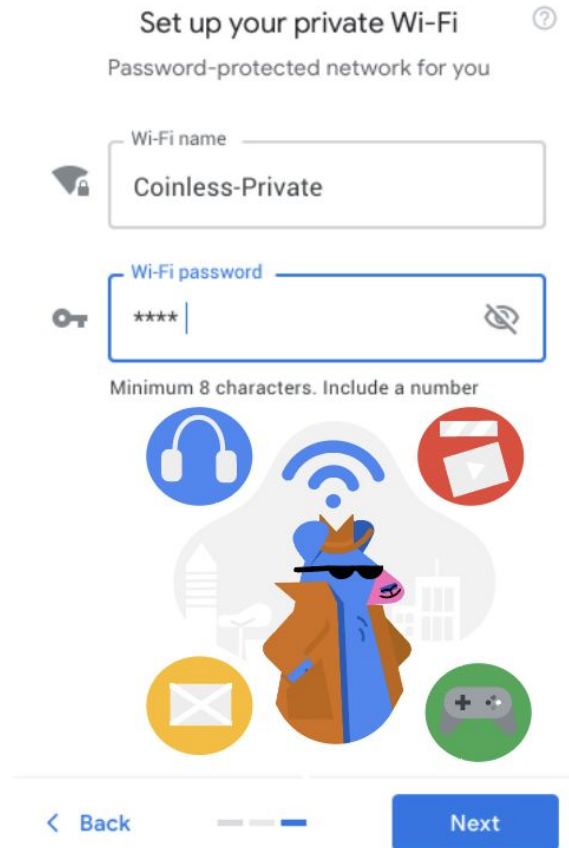
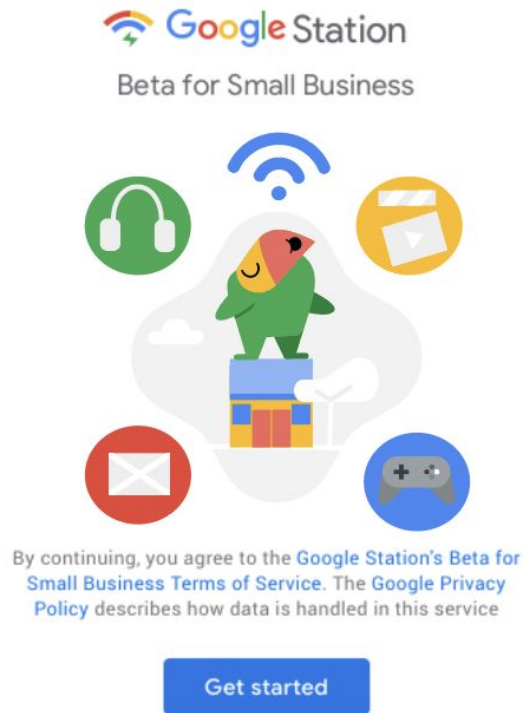
Check power or restart Wi-Fi router.
Call your internet service provider.

Call provider Help

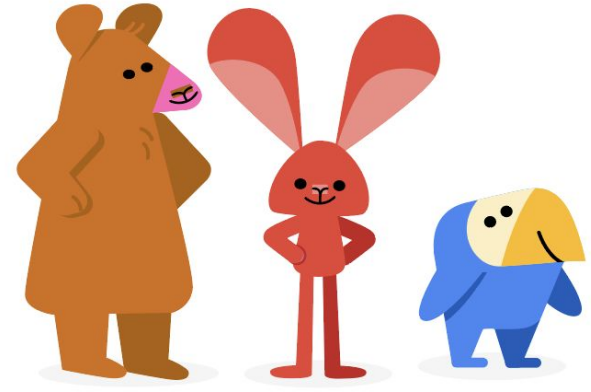
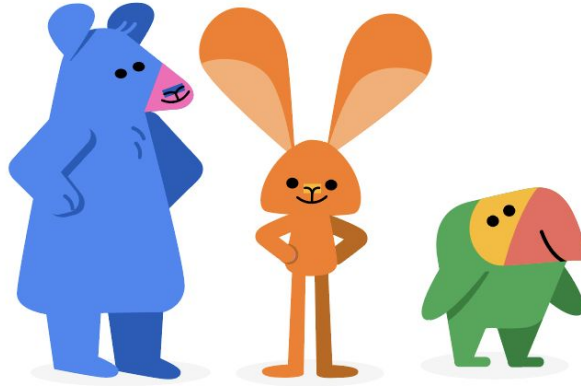
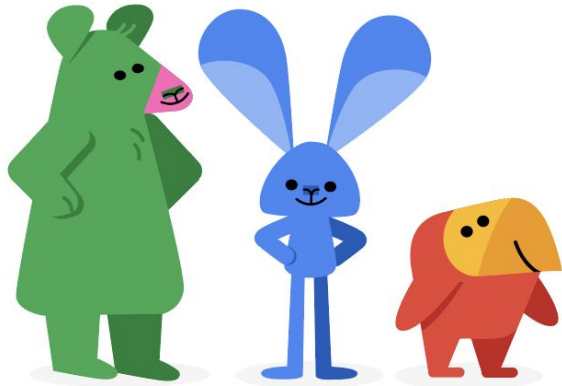
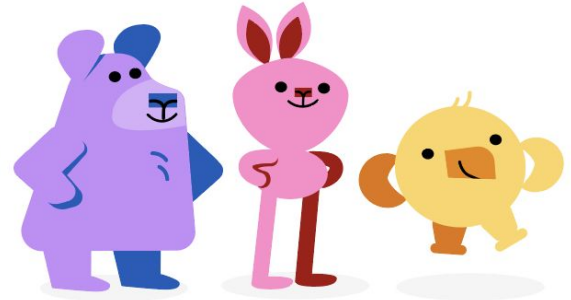
Brandimals

Tracey

Station

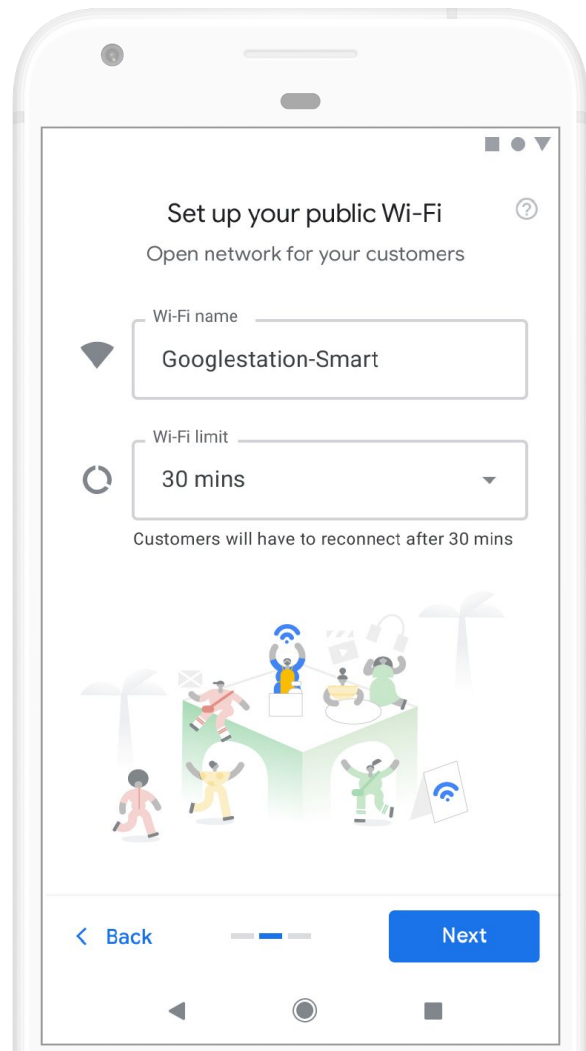
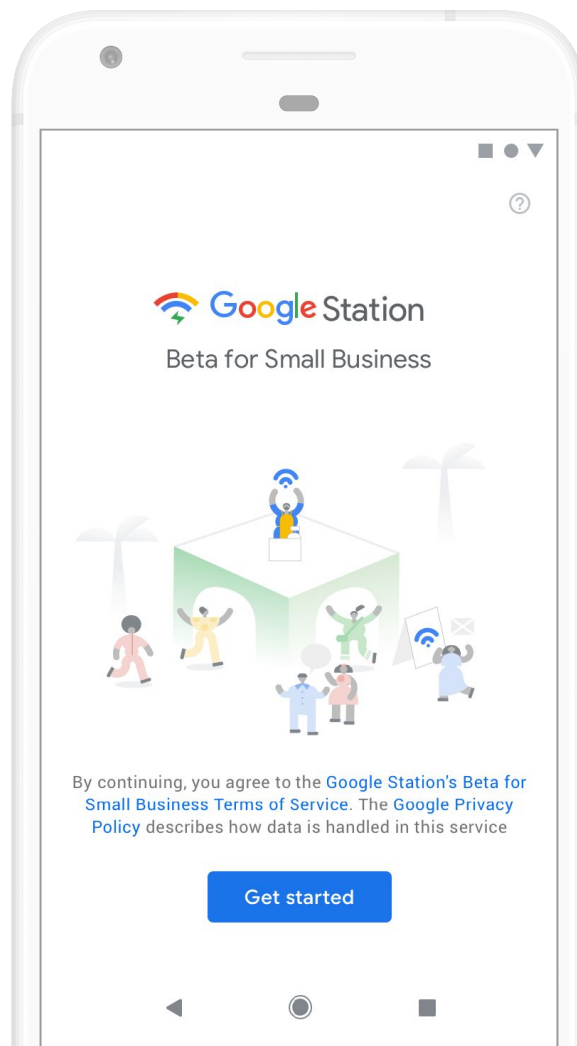


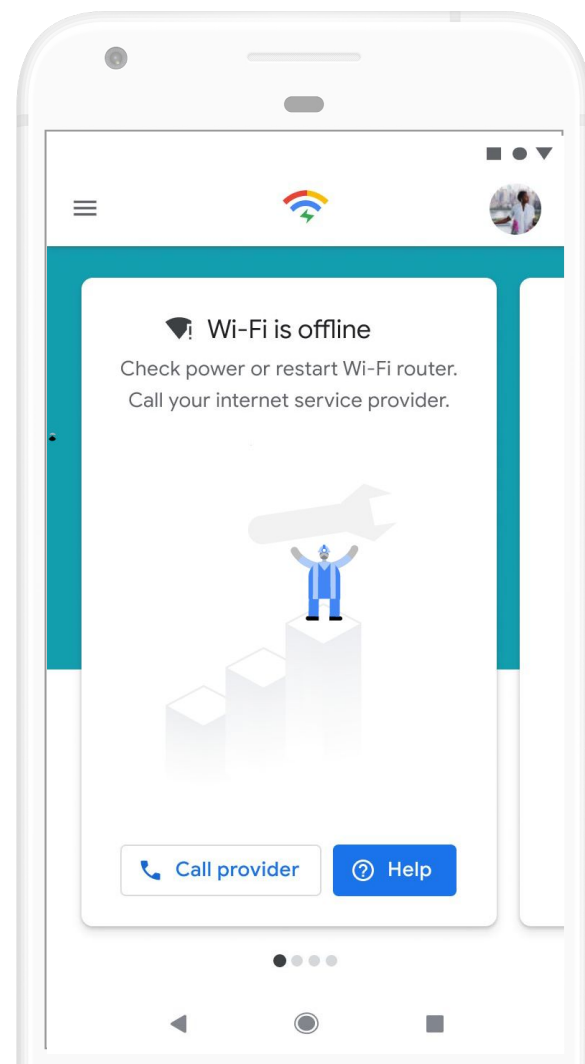
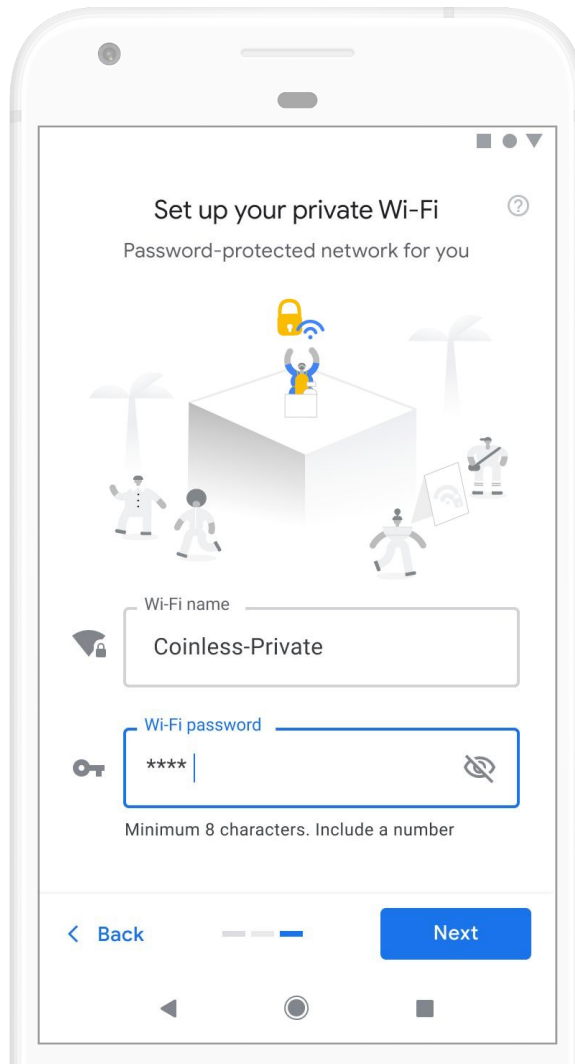
Tracey



Platform for People

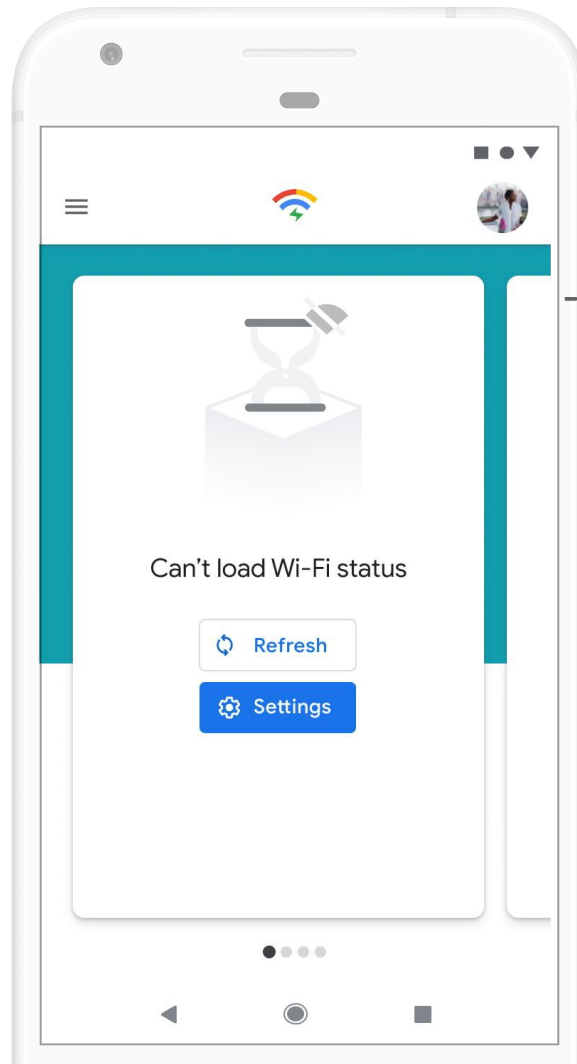
Station Hotspot





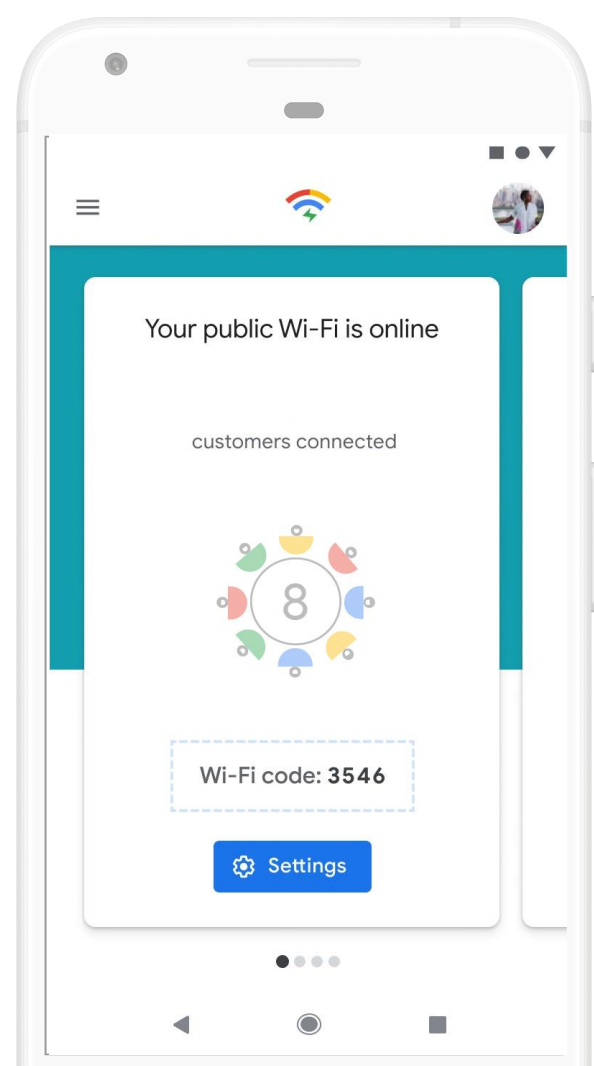
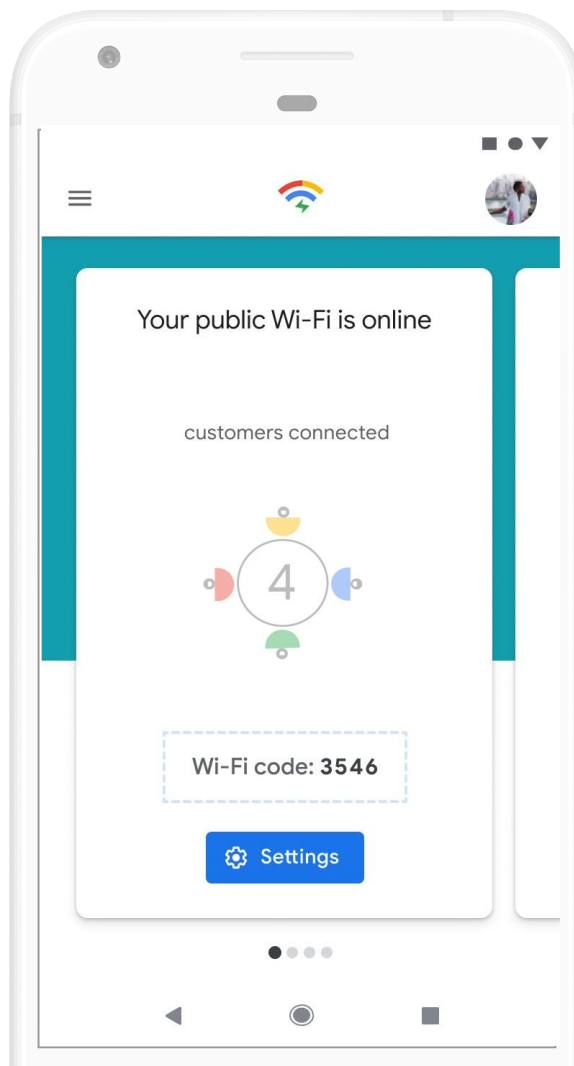
Tracey

Station Hotspot



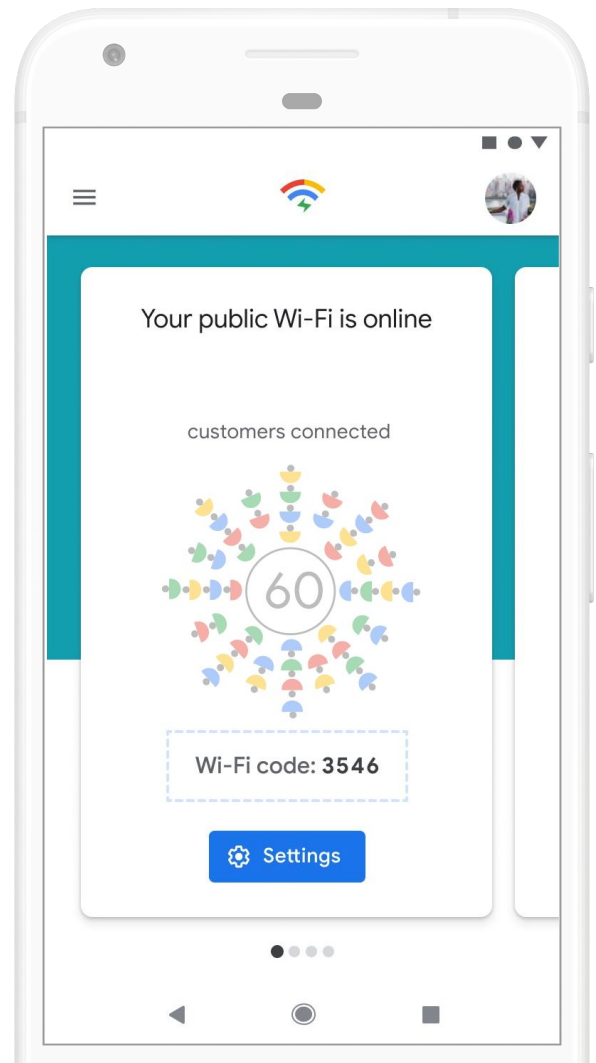
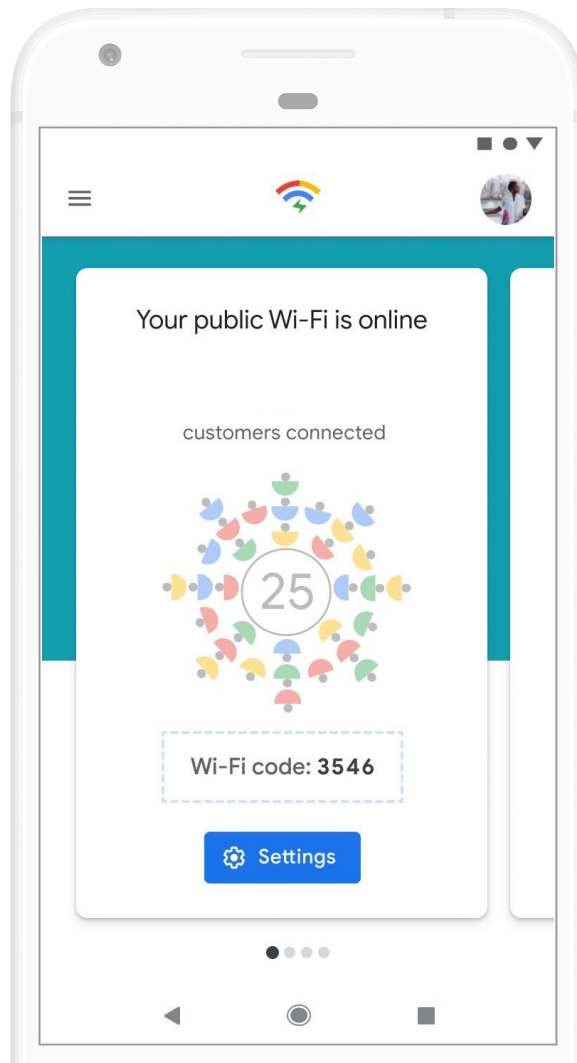
Tracey

Station Hotspot



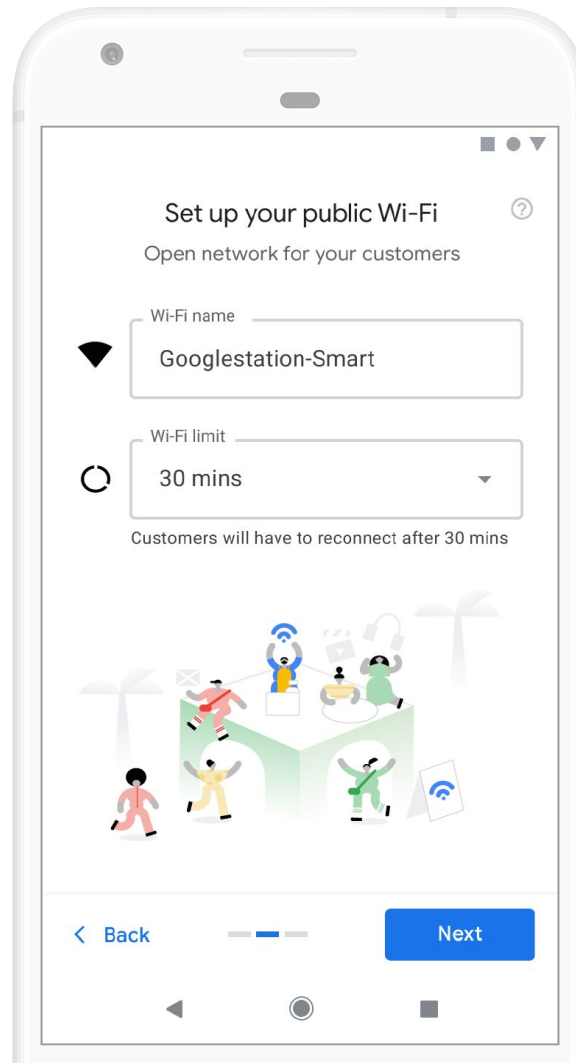
Tracey

Station Hotspot



Tracey

Station Hotspot



The image shows a smartphone screen with a white background. At the top, there's a status bar with a signal strength indicator, a battery icon, and a time display. Below the status bar, the screen displays the title "Set up your public Wi-Fi" with a help icon (question mark) to its right. Underneath the title is the subtitle "Open network for your customers". The main content area contains two input fields. The first is labeled "Wi-Fi name" and has a Wi-Fi icon to its left; the text "Googlestation-Smart" is entered. The second is labeled "Wi-Fi limit" and has a circular arrow icon to its left; the text "30 mins" is selected from a dropdown menu. Below the "Wi-Fi limit" field, a note states "Customers will have to reconnect after 30 mins". At the bottom of the screen, there is a large, colorful illustration of several stylized figures in various colors (red, yellow, green) interacting with Wi-Fi symbols and a laptop. Below the illustration, there is a navigation bar with a back arrow and the text "< Back", a progress indicator (a horizontal line with a blue segment), and a blue button with the text "Next". The bottom of the screen shows the standard Android navigation bar with a back arrow, a home circle, and a recent apps square.


Set up your public Wi-Fi ?

Open network for your customers

Wi-Fi name

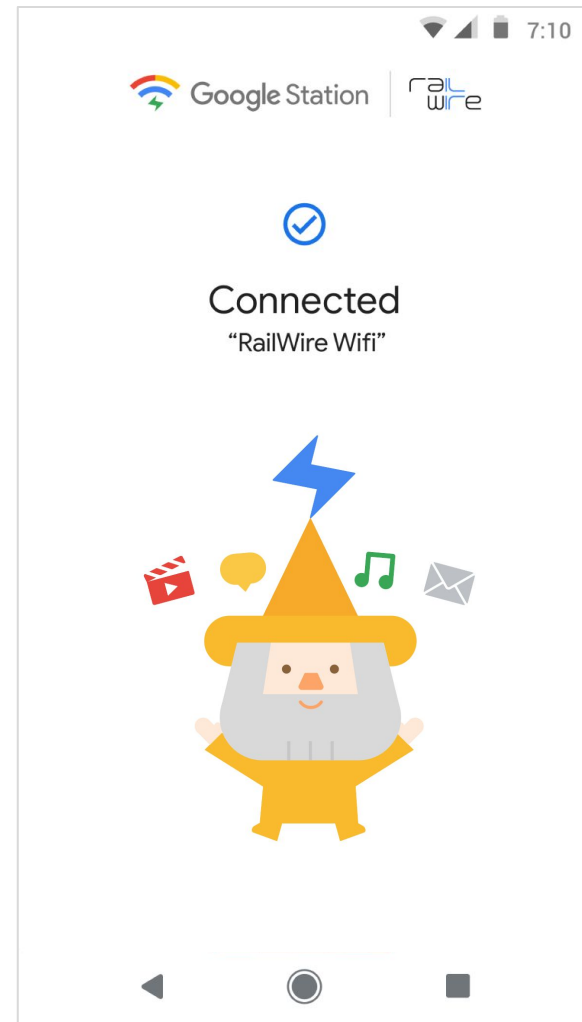
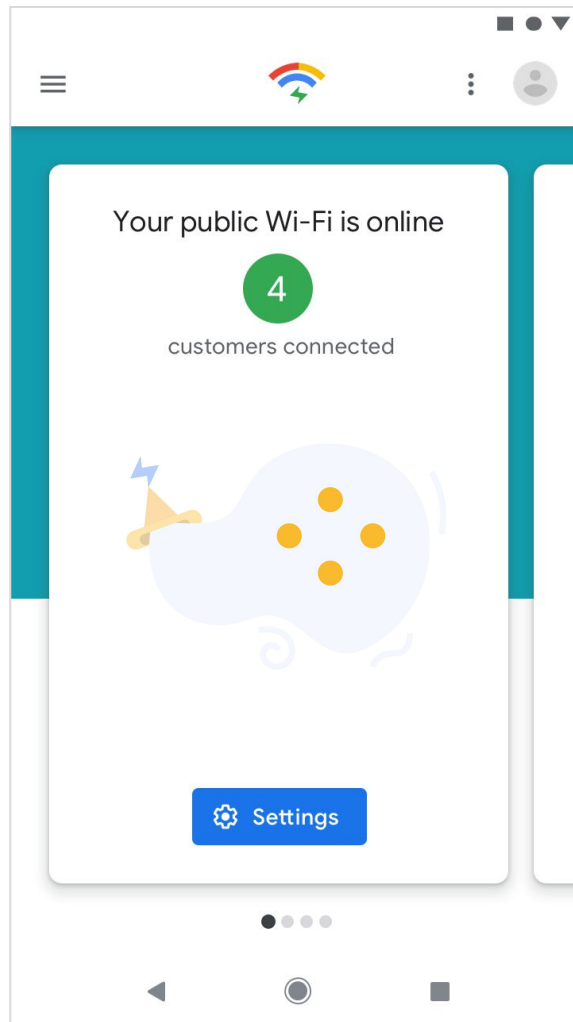
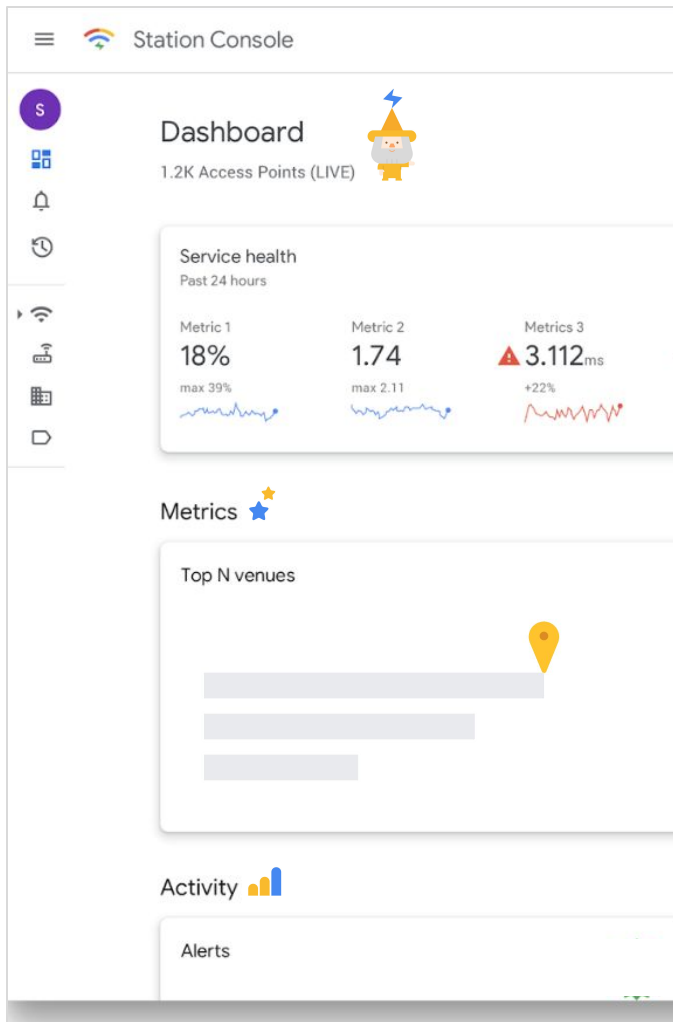
Wi-Fi limit

Customers will have to reconnect after 30 mins

< Back  Next

Bonus Sketches & WIP

ReDesigns



Tracey

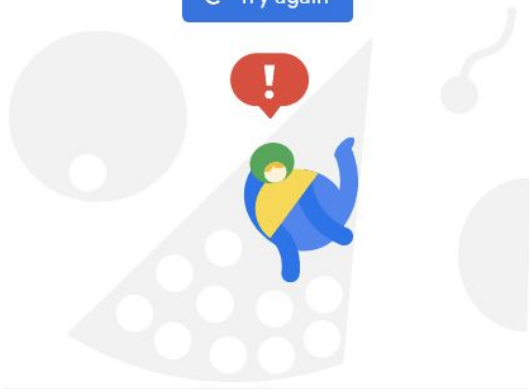


Something went wrong

कुछ गलत हो गया

Please try again
कृपया पुनः प्रयास करें

Try again

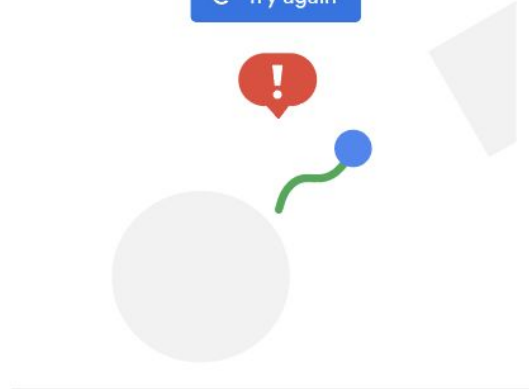


Something went wrong

कुछ गलत हो गया

Please try again
कृपया पुनः प्रयास करें

Try again





Network

No hotspots added yet

🔍 Search or filter



🏷 Labels

📄 Bulk upload

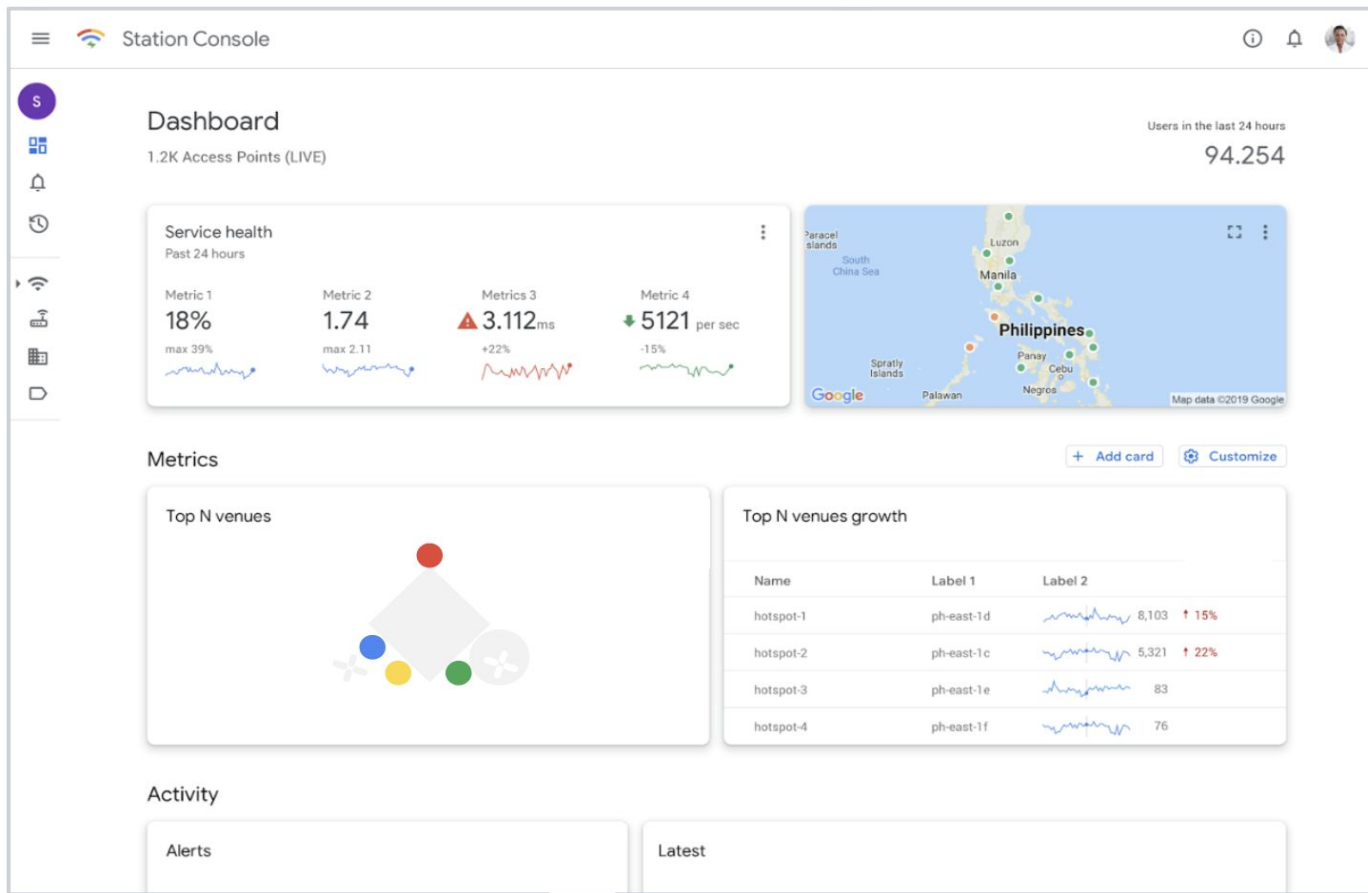
+ Add hotspot

Hotspots



You currently don't have any hotspots setup.
Tap the "Add hotspot" button above to begin.

Tracey



Abstract | Animals

Brandimals Redesign V1

Color options



Brandimals Redesign V2

Color options

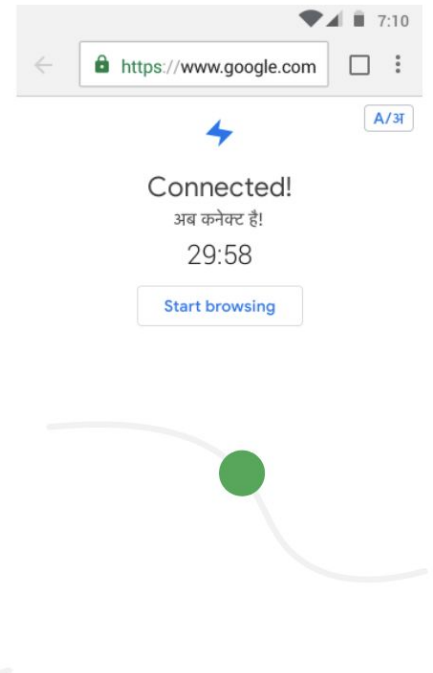
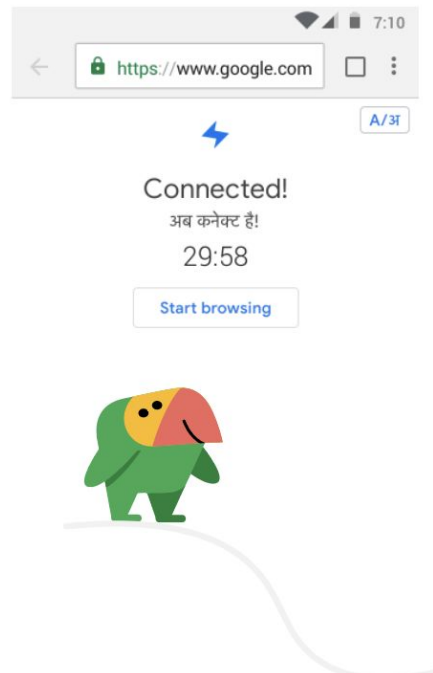
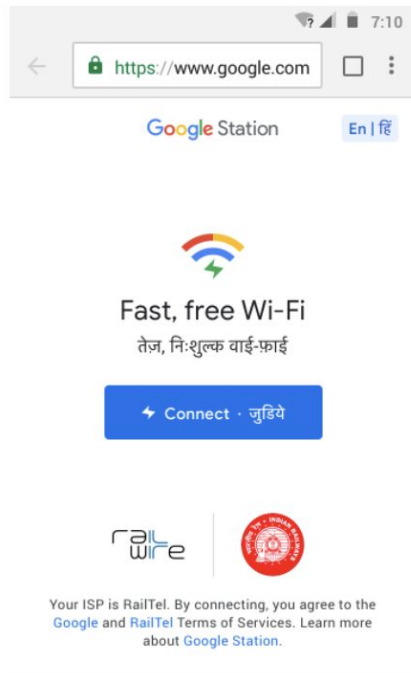


Tracey

This concept updates the brandimals design

The illustrations live in a abstract geometric space with interacting shapes and characters. Characters are composed of geometric shapes as well and can construct and deconstruct themselves at will in delightful ways

Captive Portal





Dashboard

1.2K Access Points (LIVE)



Users in the last 24 hours

94.254

Service health

Past 24 hours

Metric 1

18%

max 39%



Metric 2

1.74

max 2.11



Metric 3

▲ 3.112ms

+22%



Metric 4

▼ 5121 per sec

-15%



Metrics



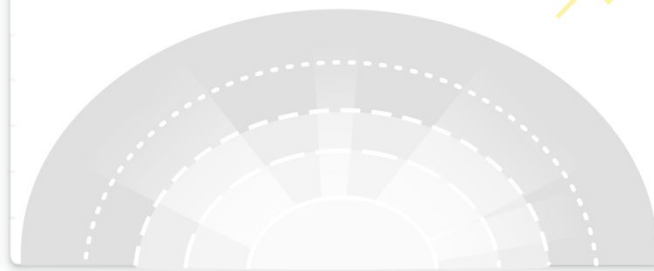
+ Add card

⚙️ Customize

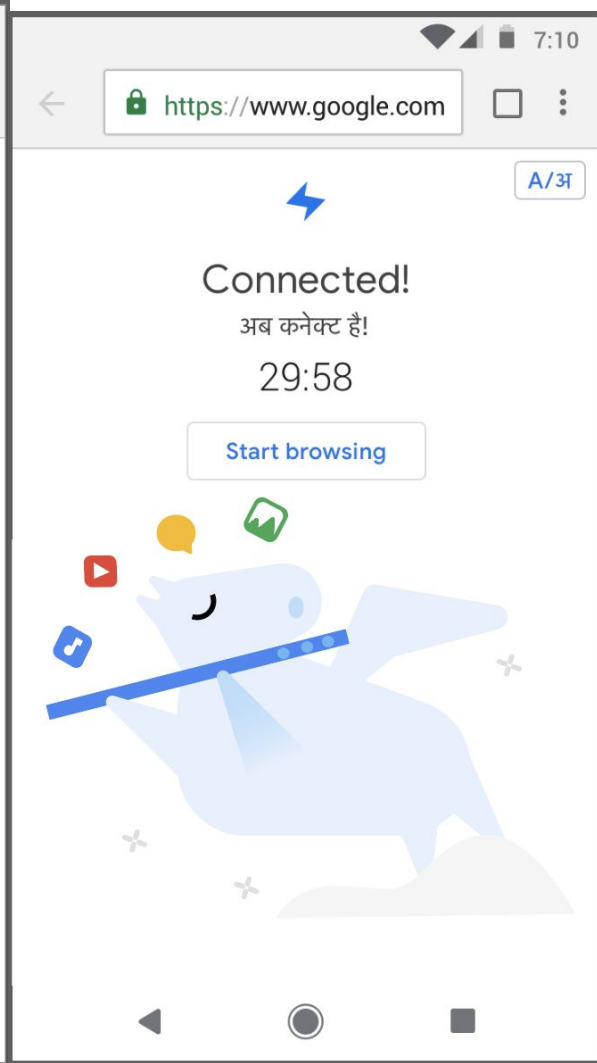
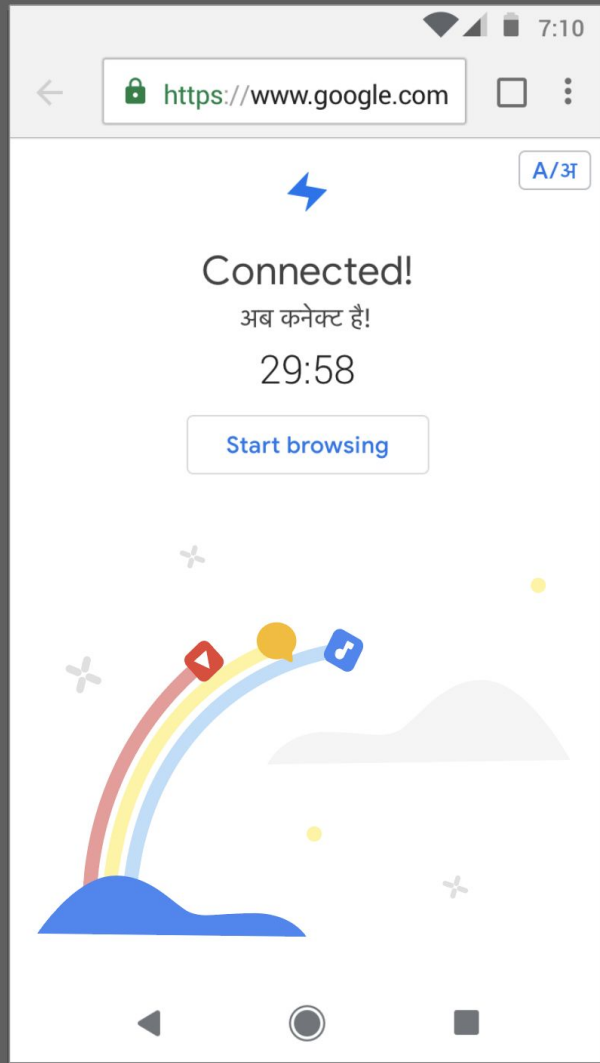
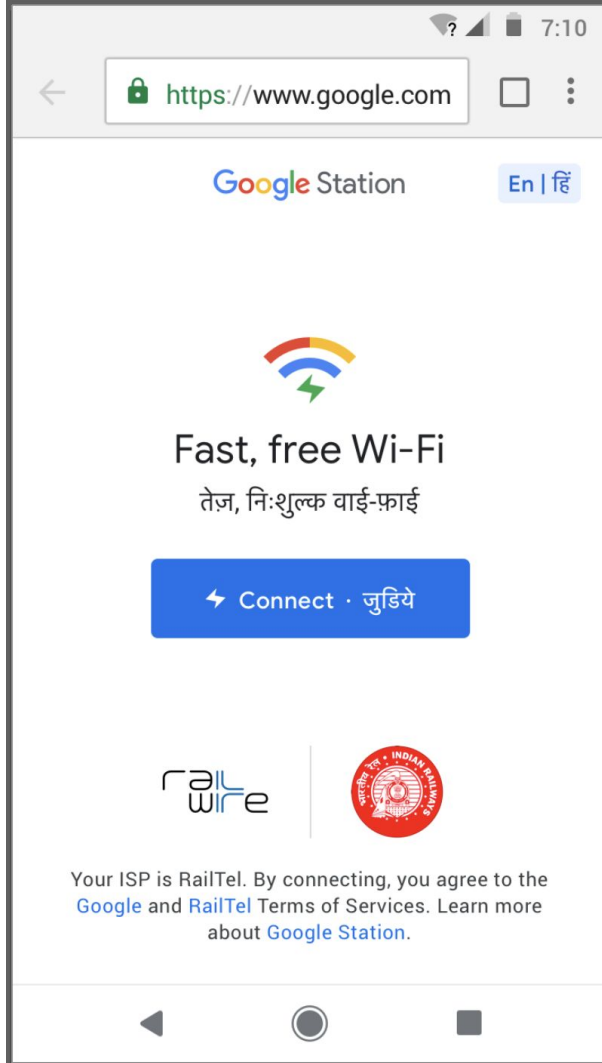
Top N venues

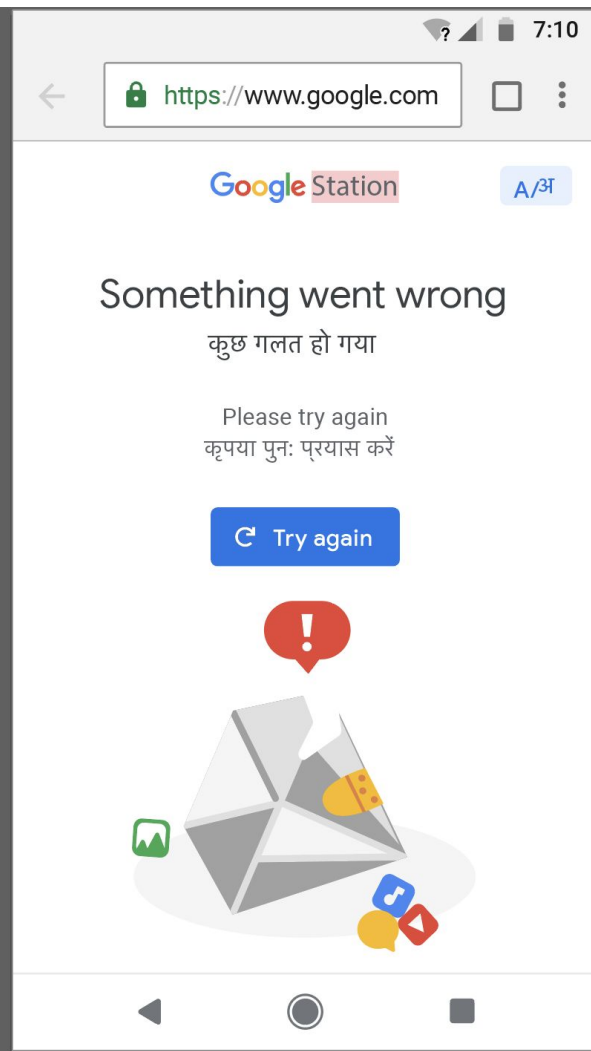
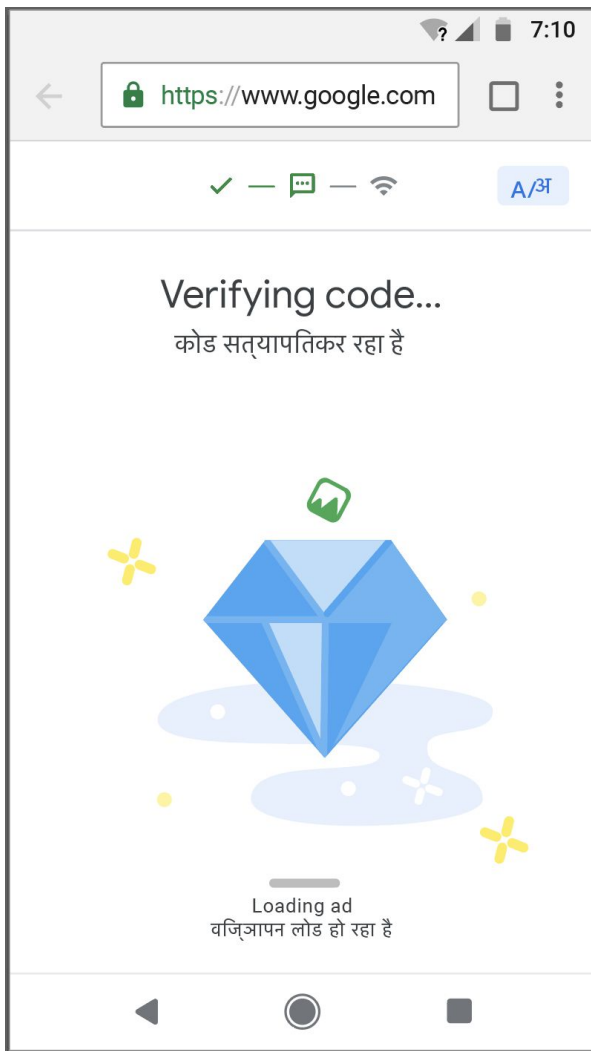


Top N venues growth

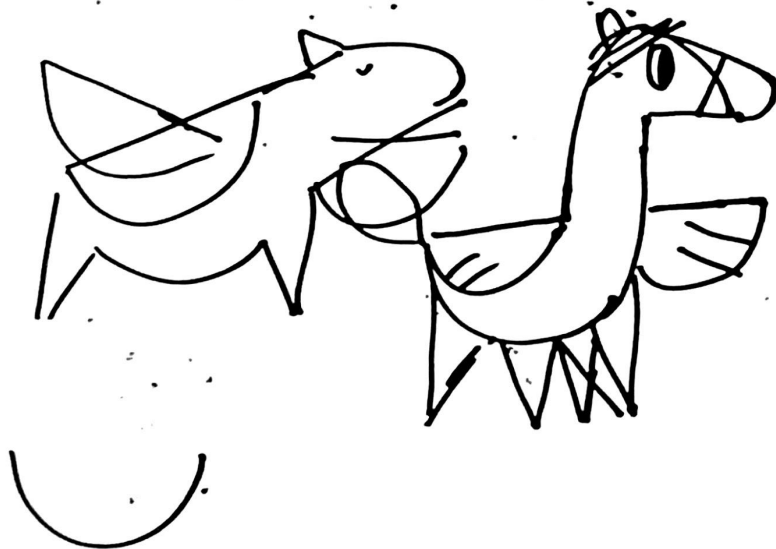


Activity

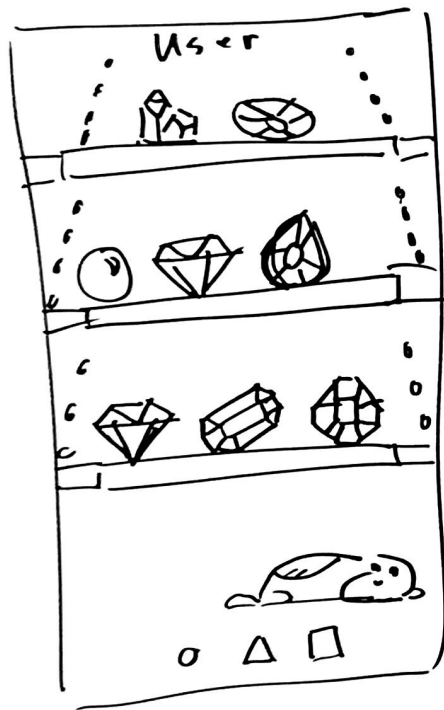




Pegasus Sketches



SMV

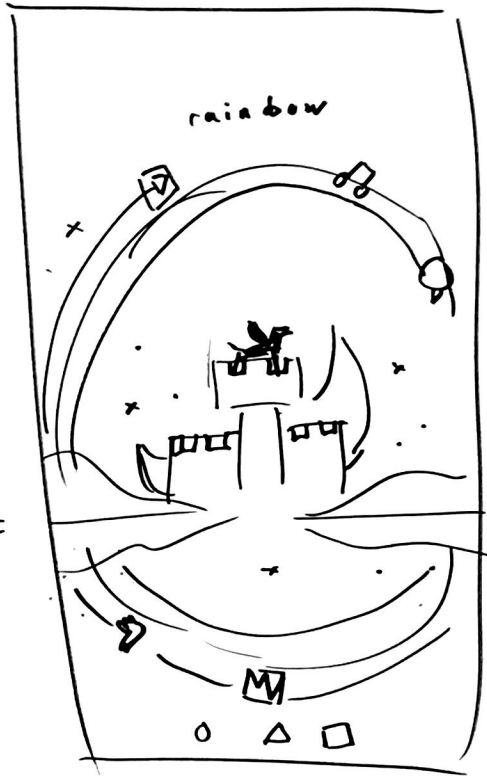


More customers,
more gems!

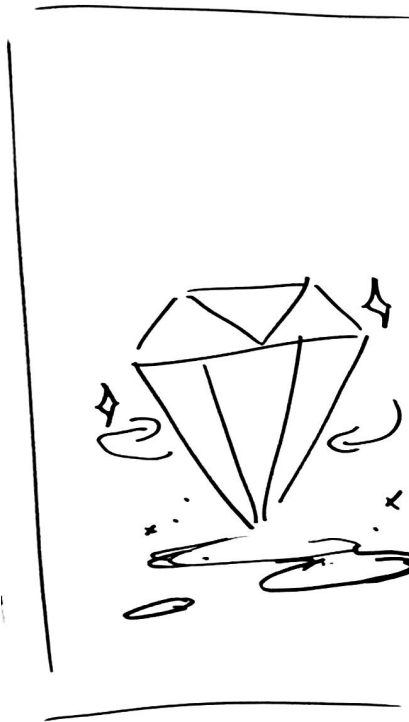
Connect



Connect



Verify



Success



Fail

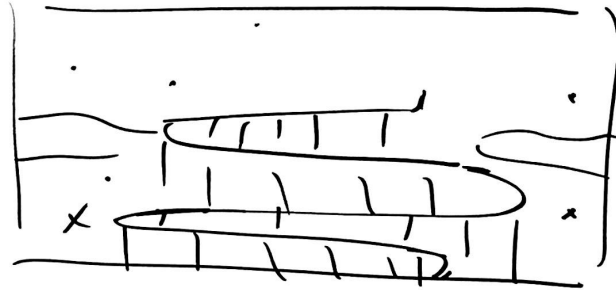
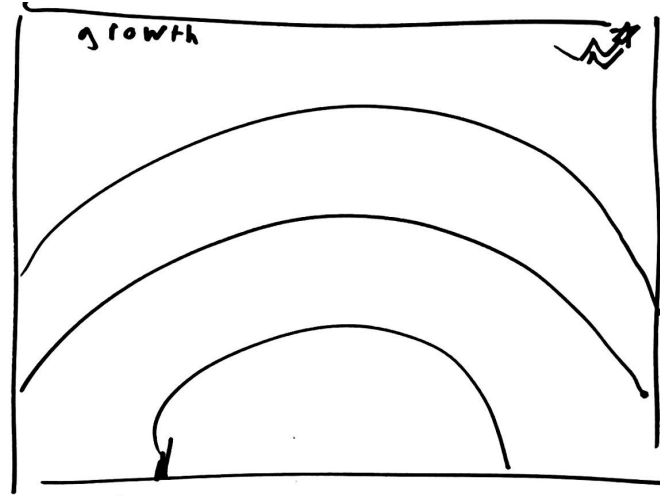
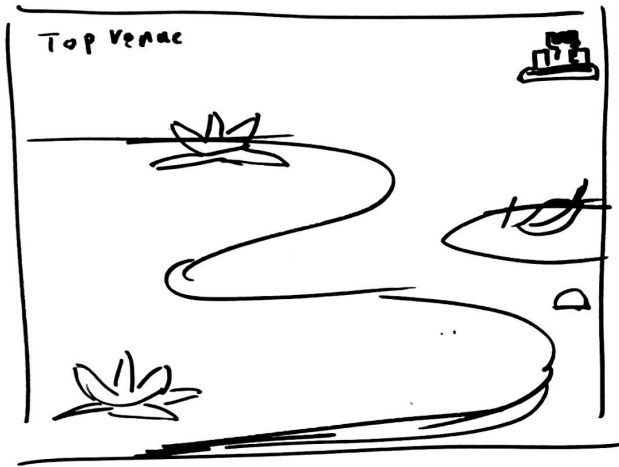


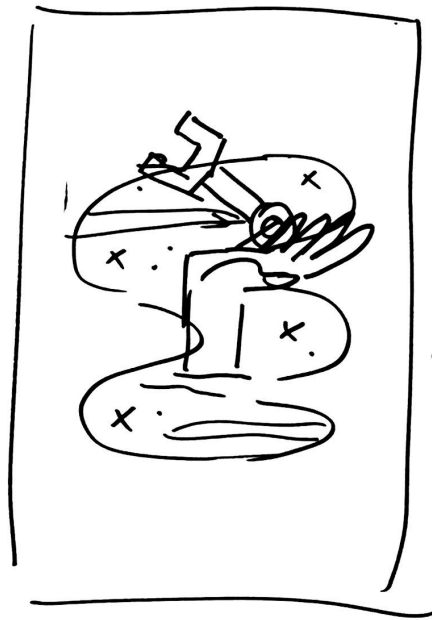
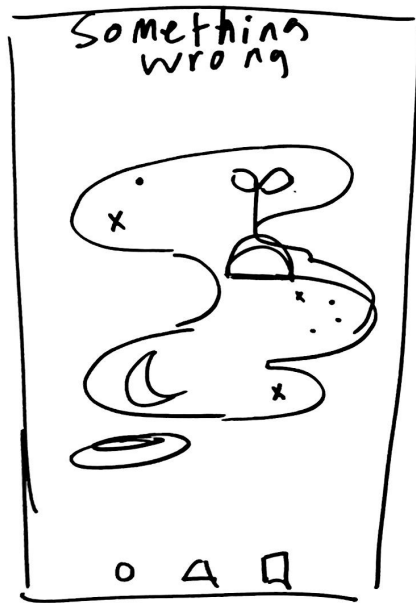
Connect

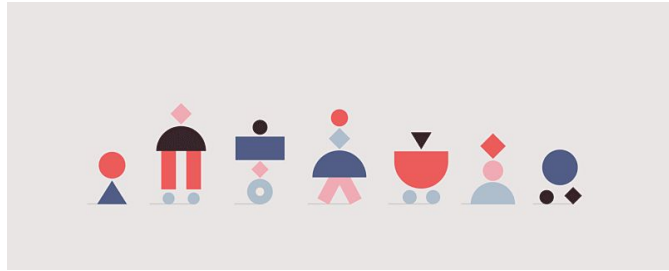


Connected









Google Station | railwire



Connecting...



7:10

Google Station | railwire

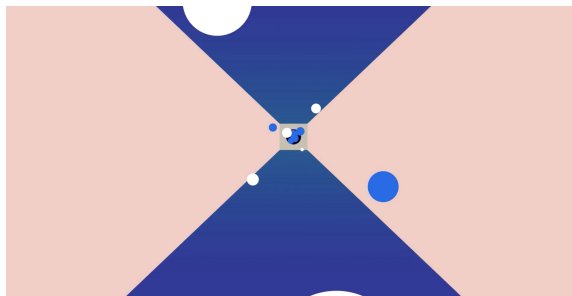
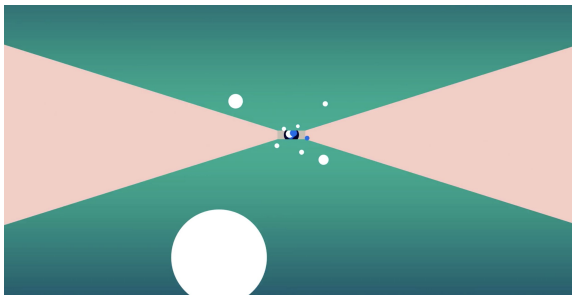
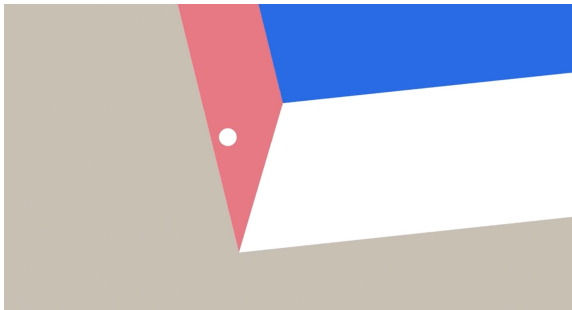
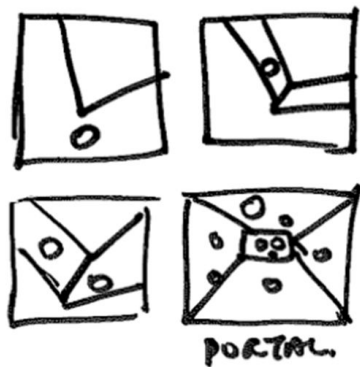


Connected
"RailWire Wifi"





Connecting...





SMV

