3.14.24
Winter 2024

STRATA

MOME x UX
MOME 309 / 711

Joseph Sandefur
Harshil Desai
Jennifer Wee
June Kim

What is Strata?

Strata is a smart-home product that synchronizes with your schedule by communicating the **current weather** in any given location through a combination of visual aesthetic representations. The prismatic shape of the object illuminates different colors to portray the weather in real-time. A combination of beautiful **color illumination** and **icon display** is used to bring the outdoors, indoors.

In addition to its weather-communication capabilities, Strata is a tool that **brings people together** from all over the world. With the ability to see the weather of not just your own area, but your loved ones as well, Strata **connects** you with your friends and family, no matter where they are in the world.

THE TEAM

Joseph

Creative Director/Team Leader

Harshil

Producer

Jennifer

2D Animator / 2D Lead

June

3D Animator / 3D Lead

CREATIVE DIRECTION

CONCEPT/DIRECTION

DARK / GLOWING / CLEAN

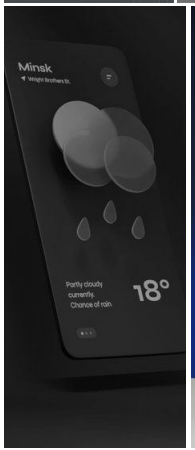
Inspired by lux product design, this concept aims to fully realize Strata in 3D, communicating the product's capabilities in all its beauty while still illustrating the key point of Strata: connection.

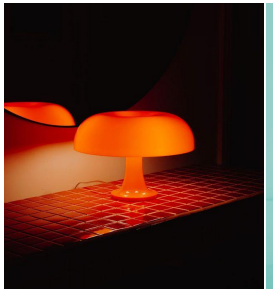
A combination of both close-up visuals of the product highlighting its features and cinematic views of Strata in multiples illustrates the interaction between the products – and in turn, the interaction between humans.

PART 01 **Product Feature Highlights**
Detailed features of the Strata are shown from multiple angles in 3D, with 2D motion and descriptions for specific highlights. The environment is a very dark, formless environment to bring emphasis to the illumination of the product.

PART 02 **Product Connection**
Transitioning from a single Strata to a plethora of them, the point of connection is illustrated through an environment of Strata interacting with each other. Soft and colorful lighting bleeds into the environment, providing a comfortable, soothing tone for the final half.

PART 01 **Product Feature** → PART 02 **Product Connection**





PRODUCT EVOLUTION

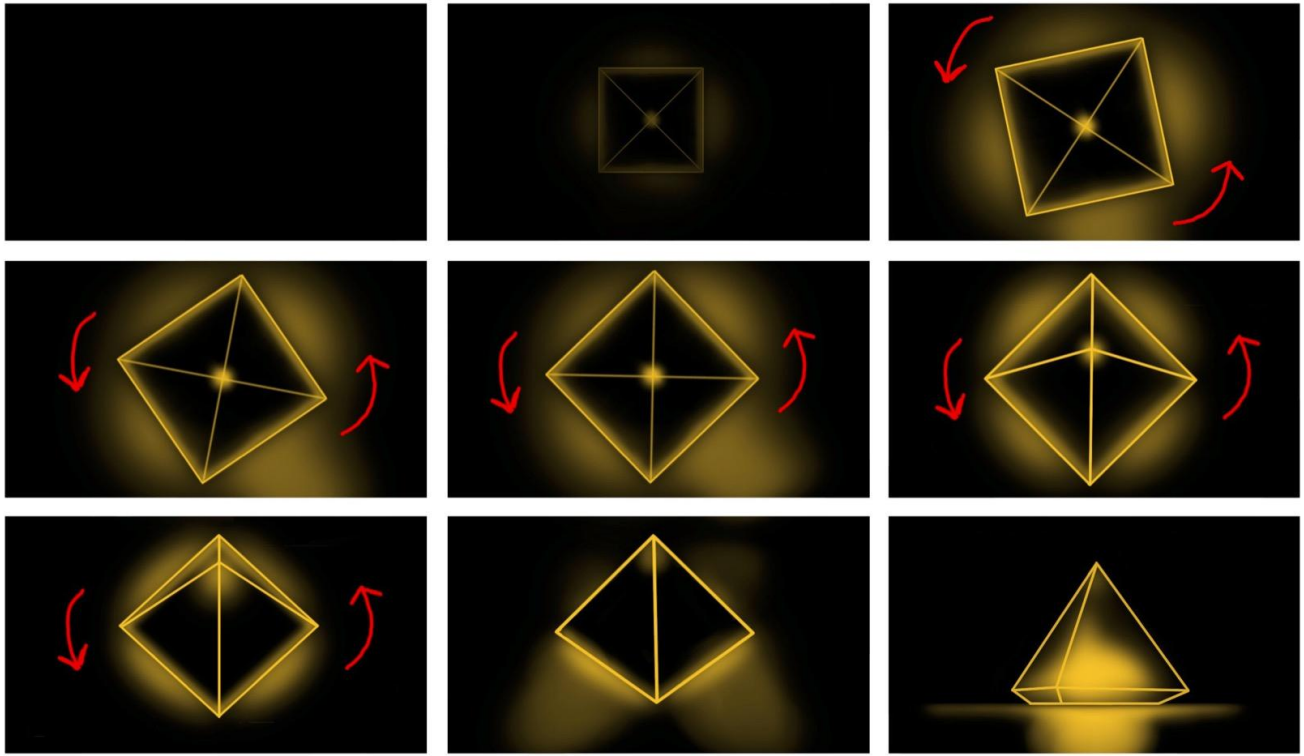
NAME/PRODUCT MODEL

Orbcast

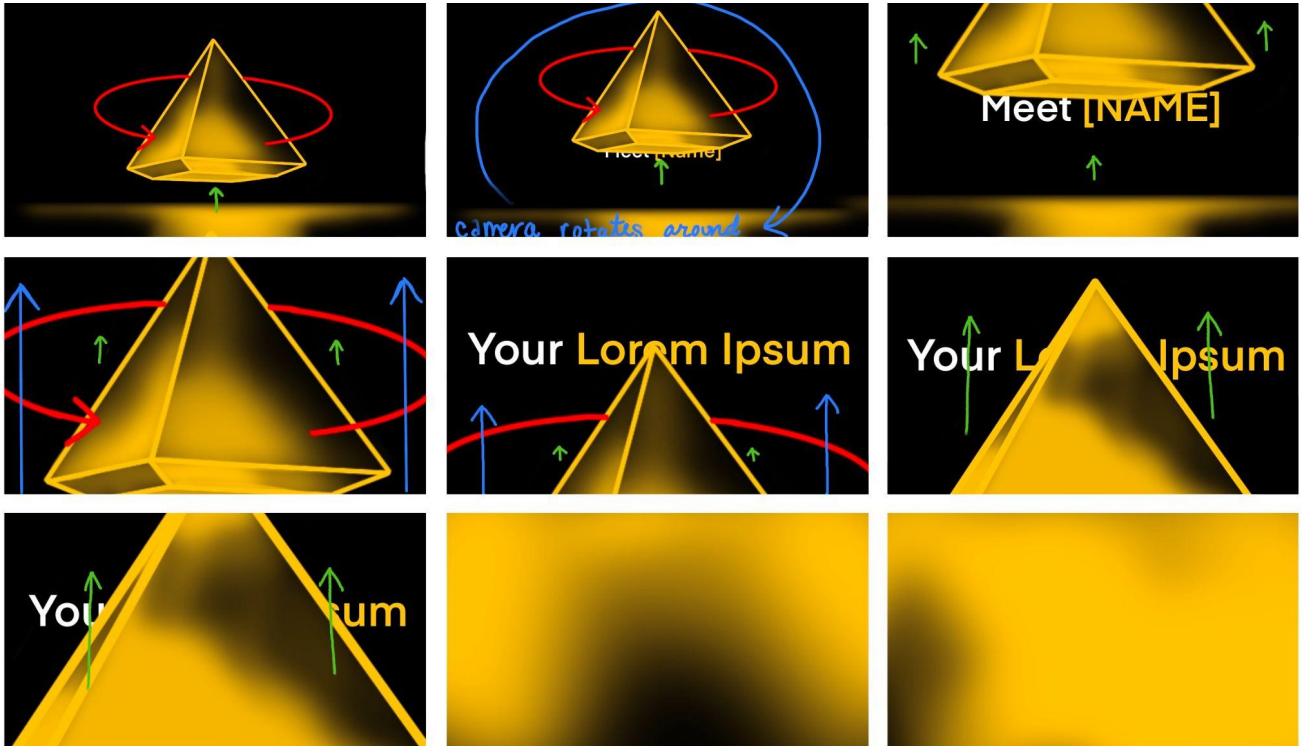
Strata

VISUAL DEVELOPMENT

STORYBOARD



STORYBOARD



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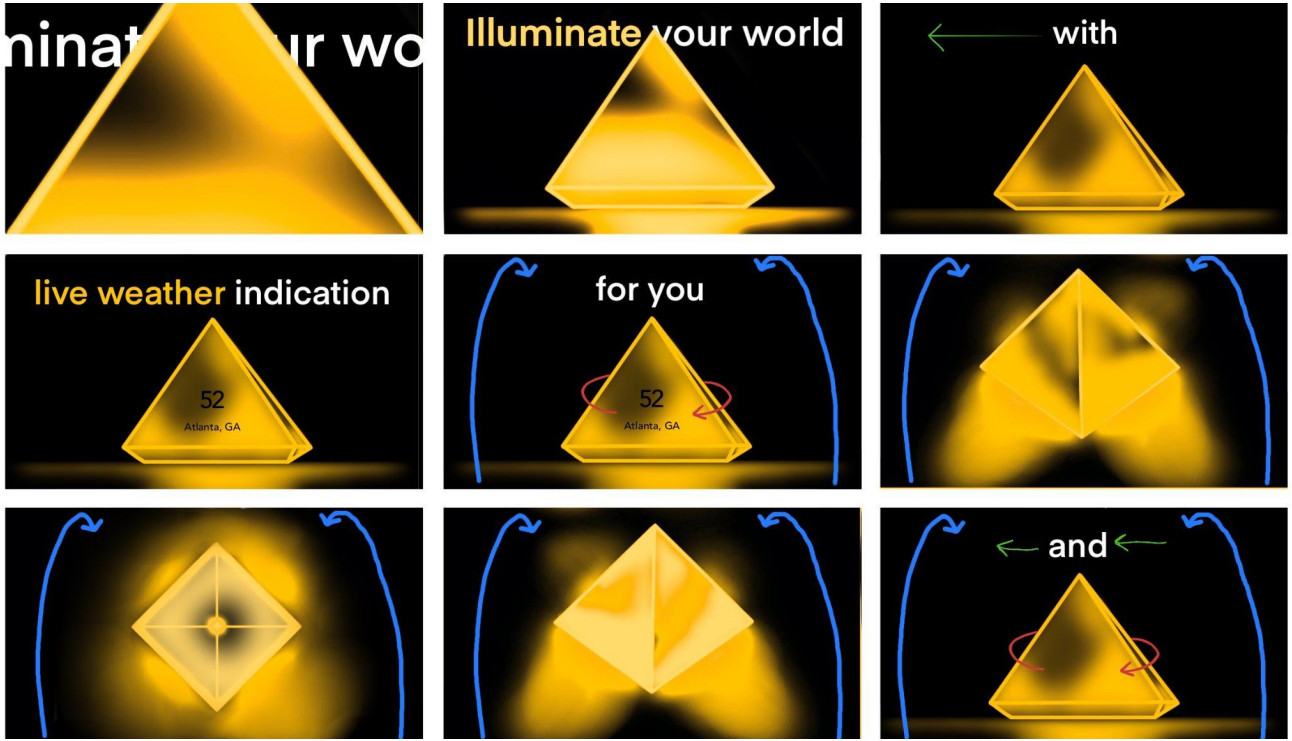
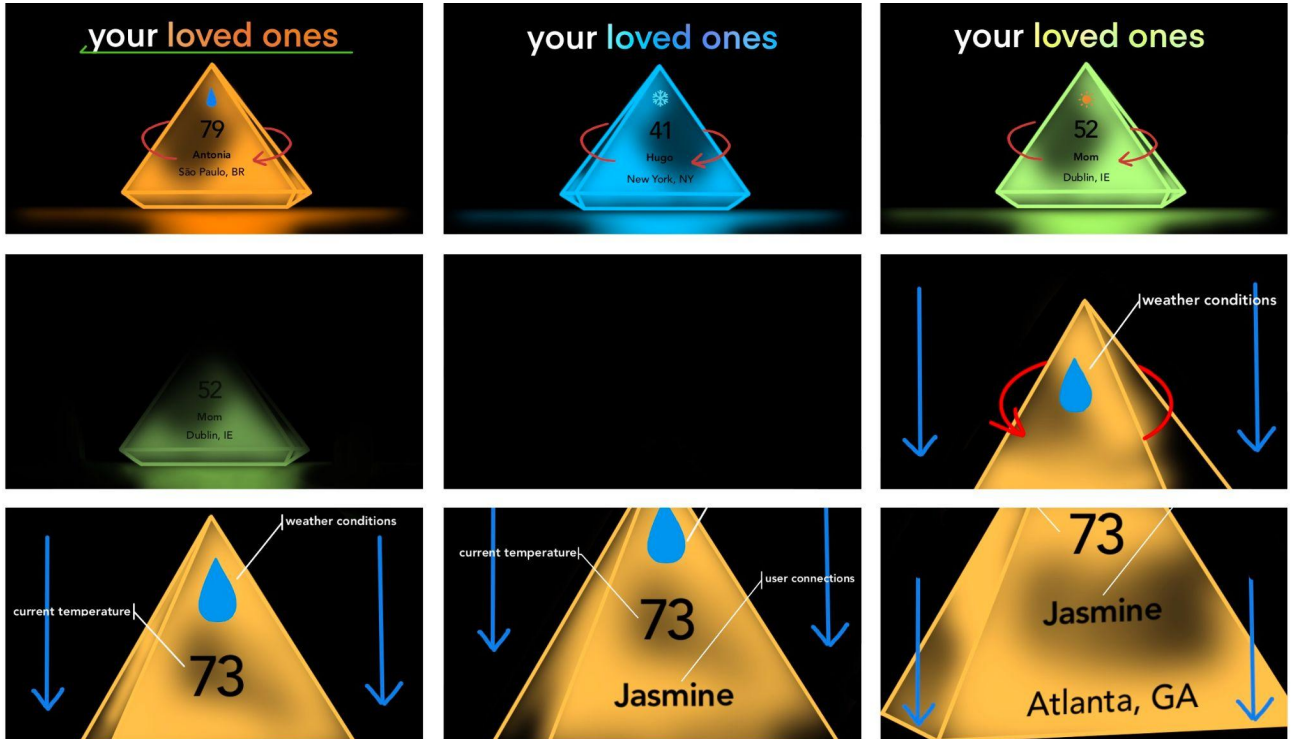
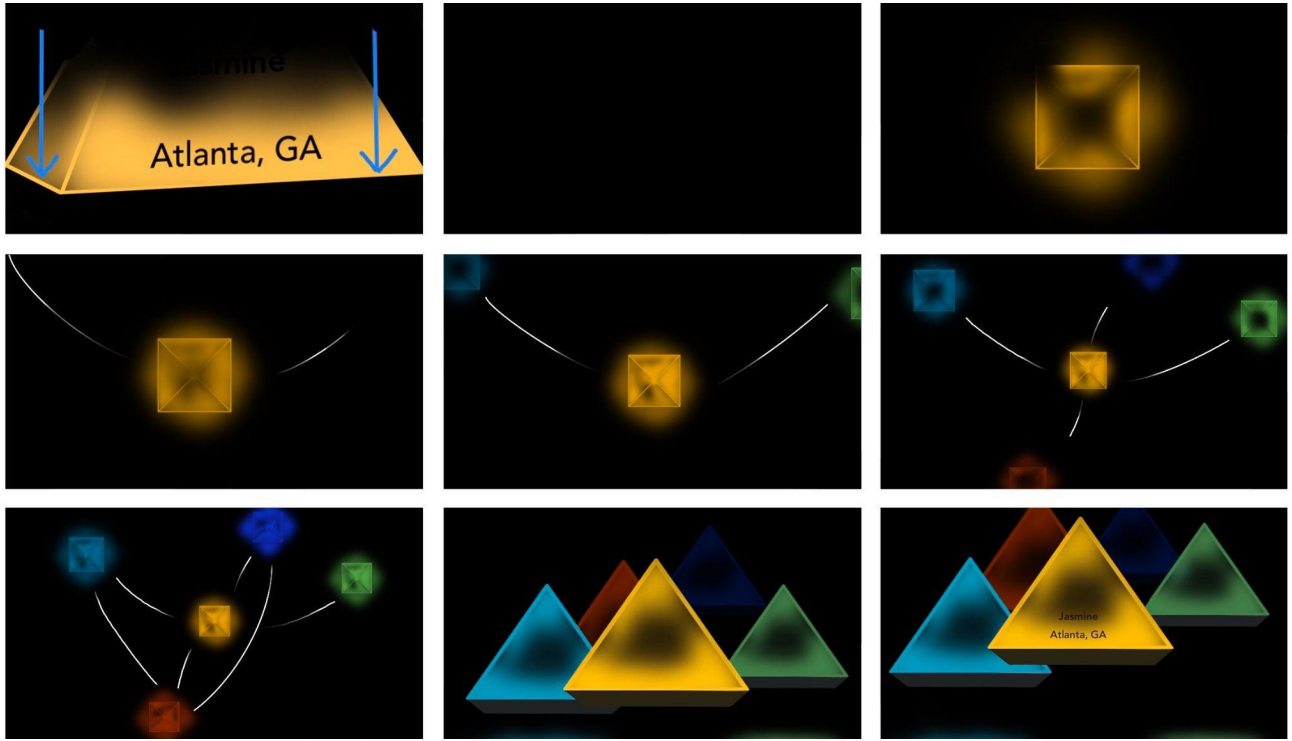

Illuminate your world
with
live weather indication
52
Atlanta, GA
for you
52
Atlanta, GA
and

STORYBOARD


your loved ones
79
Antonia
São Paulo, BR
your loved ones
41
Hugo
New York, NY
your loved ones
52
Mom
Dublin, IE
52
Mom
Dublin, IE
weather conditions
weather conditions
current temperature
73
current temperature
73
Jasmine
user connections
73
Jasmine
Atlanta, GA

STORYBOARD



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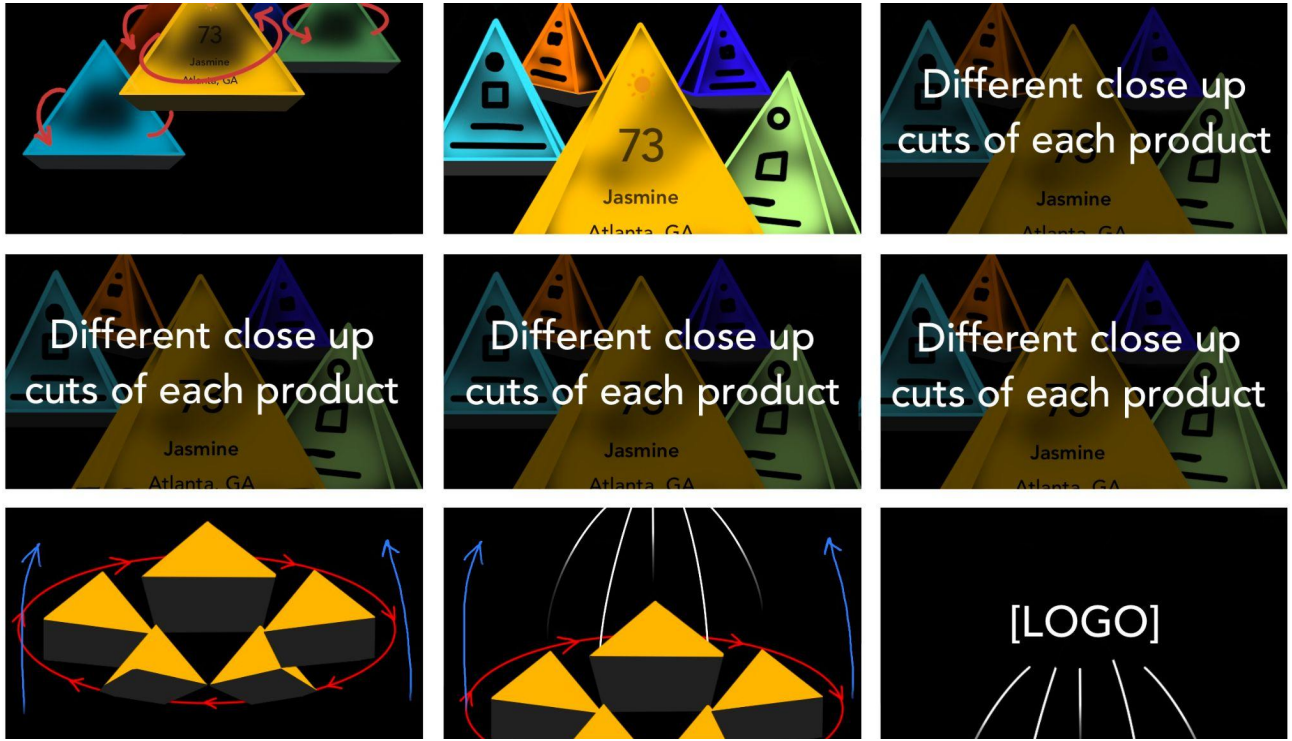
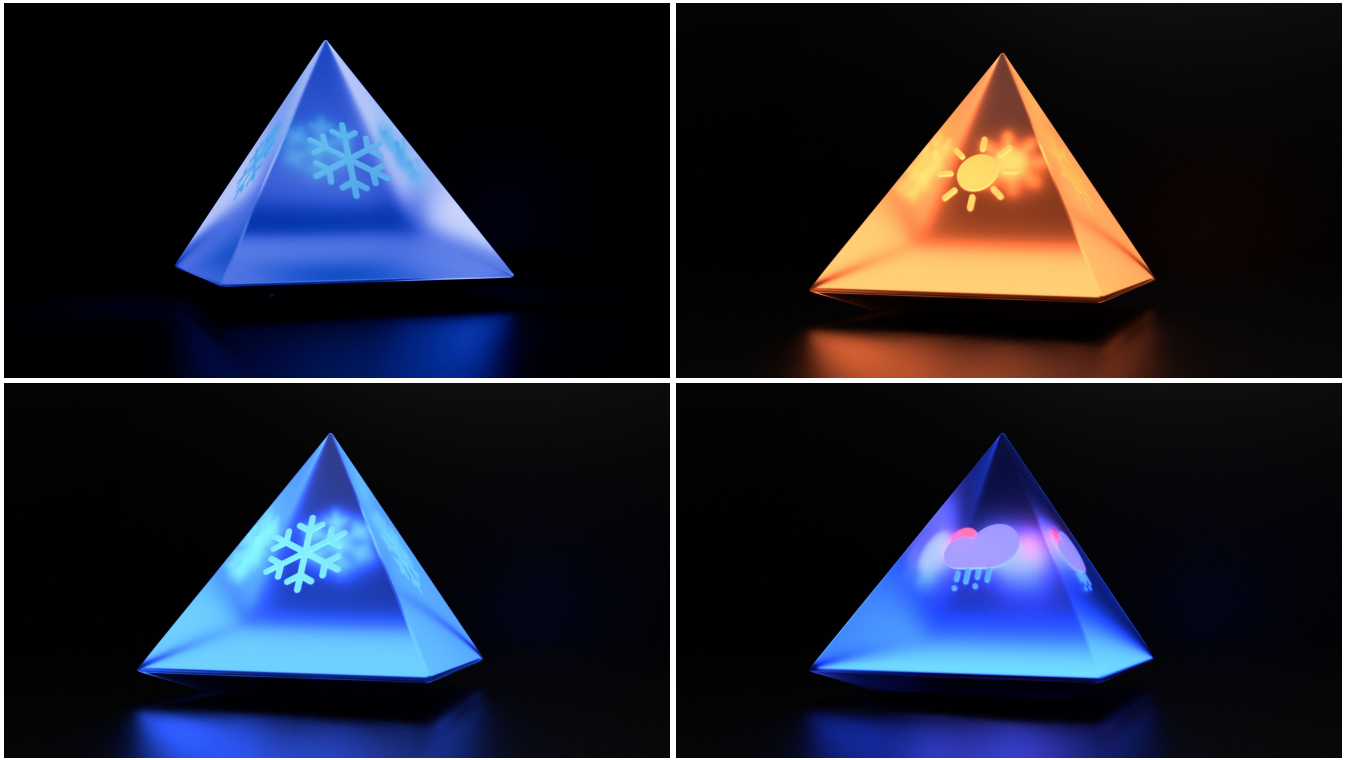
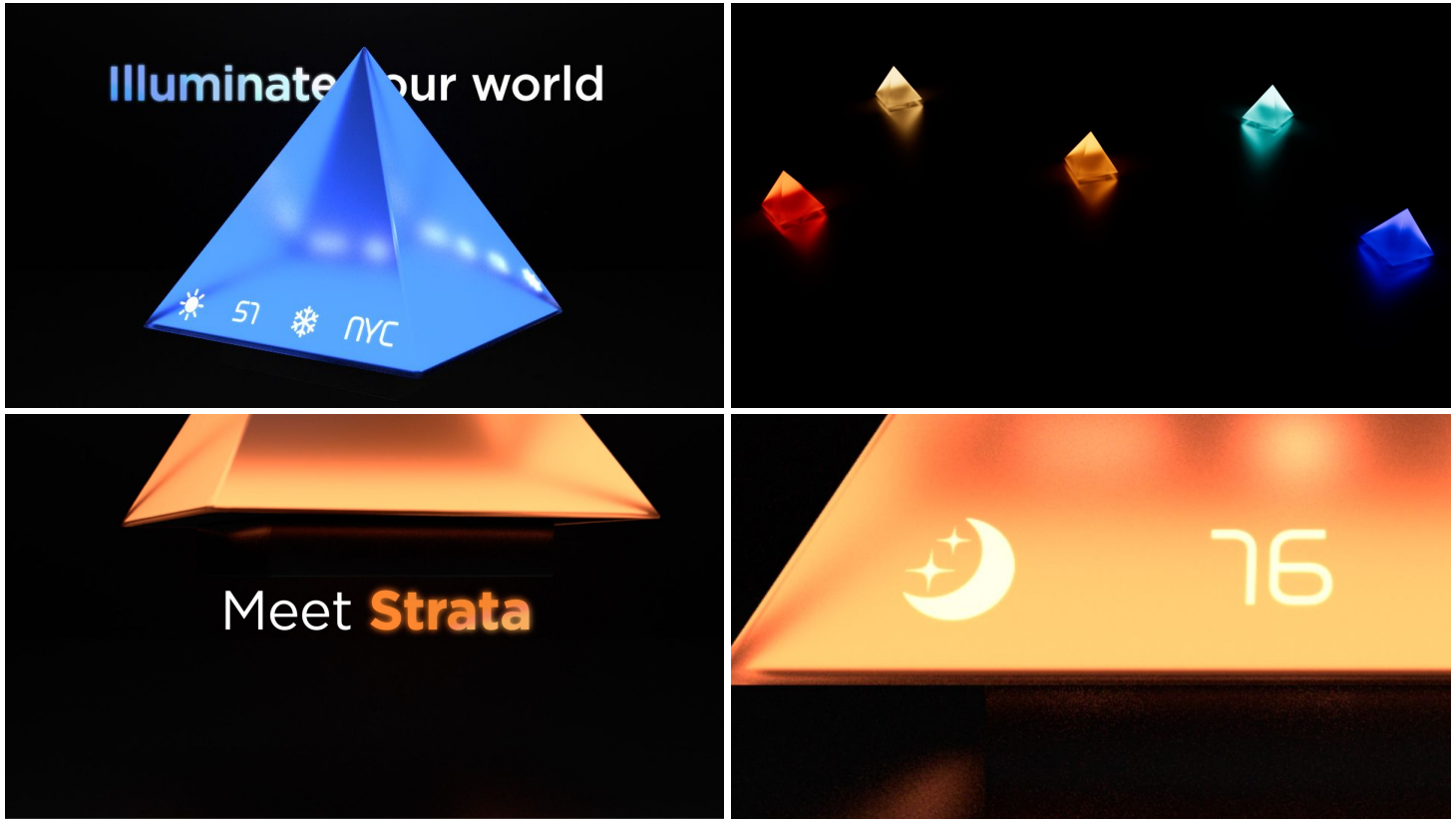

73
Jasmine
73
Jasmine
Different close up cuts of each product
Jasmine
Different close up cuts of each product
Jasmine
Different close up cuts of each product
Jasmine
Different close up cuts of each product
Jasmine
[LOGO]

STYLEFRAMES/PROGRESS

KILLED



STYLEFRAMES/PROGRESS



LOGO DESIGN

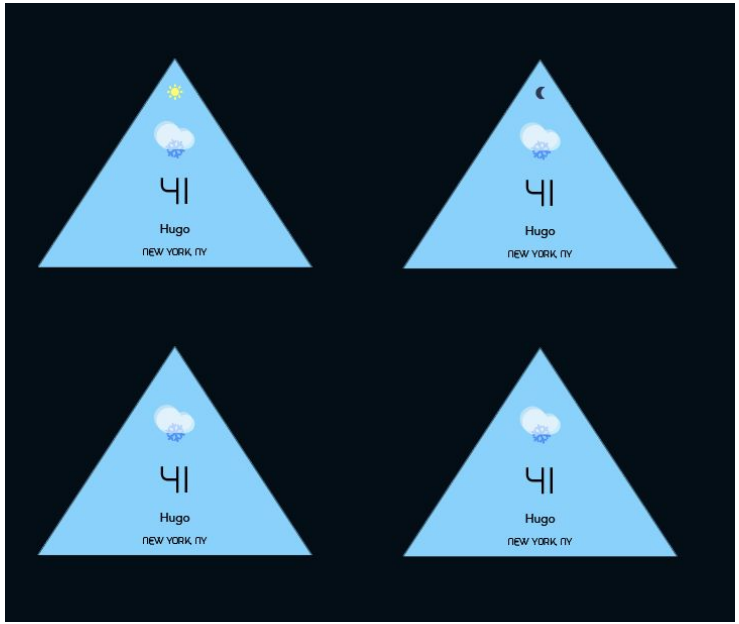
Orbcast KILLED

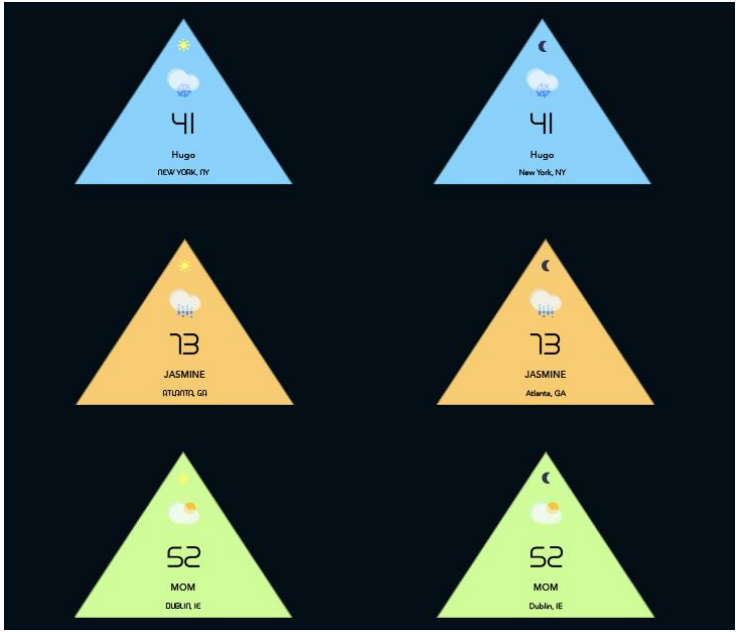
LOGO DESIGN

Strata KILLED

UI DESIGN

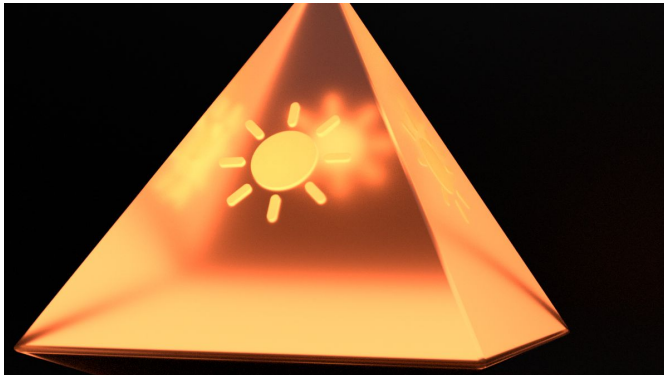
Strata / vertical 5-icon layout KILLED

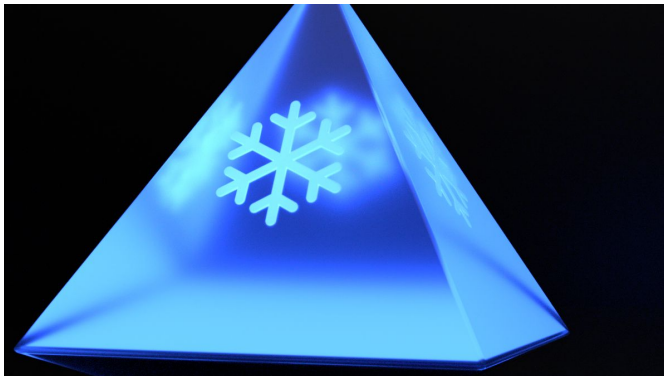




UI DESIGN

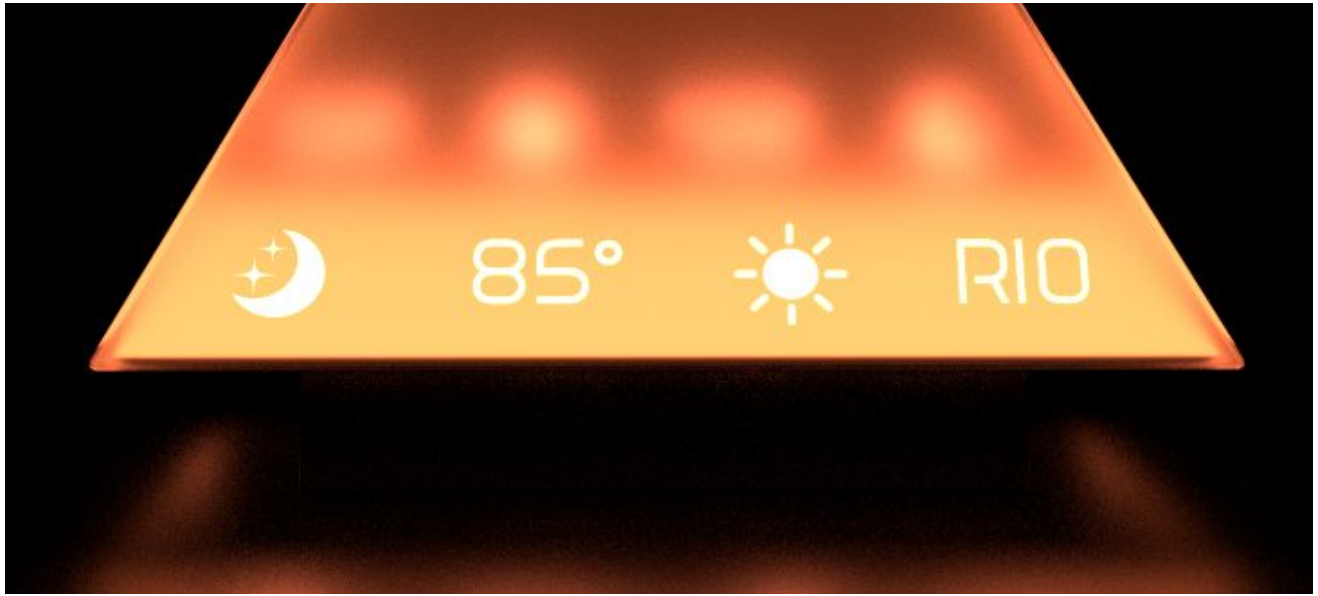
Strata / single icon layout **KILLED**





UI DESIGN

Strata / horizontal four-icon layout



ADVERTISING

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NYC
STRATA
Your everyday weather

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PLAZA
BON BRANCH

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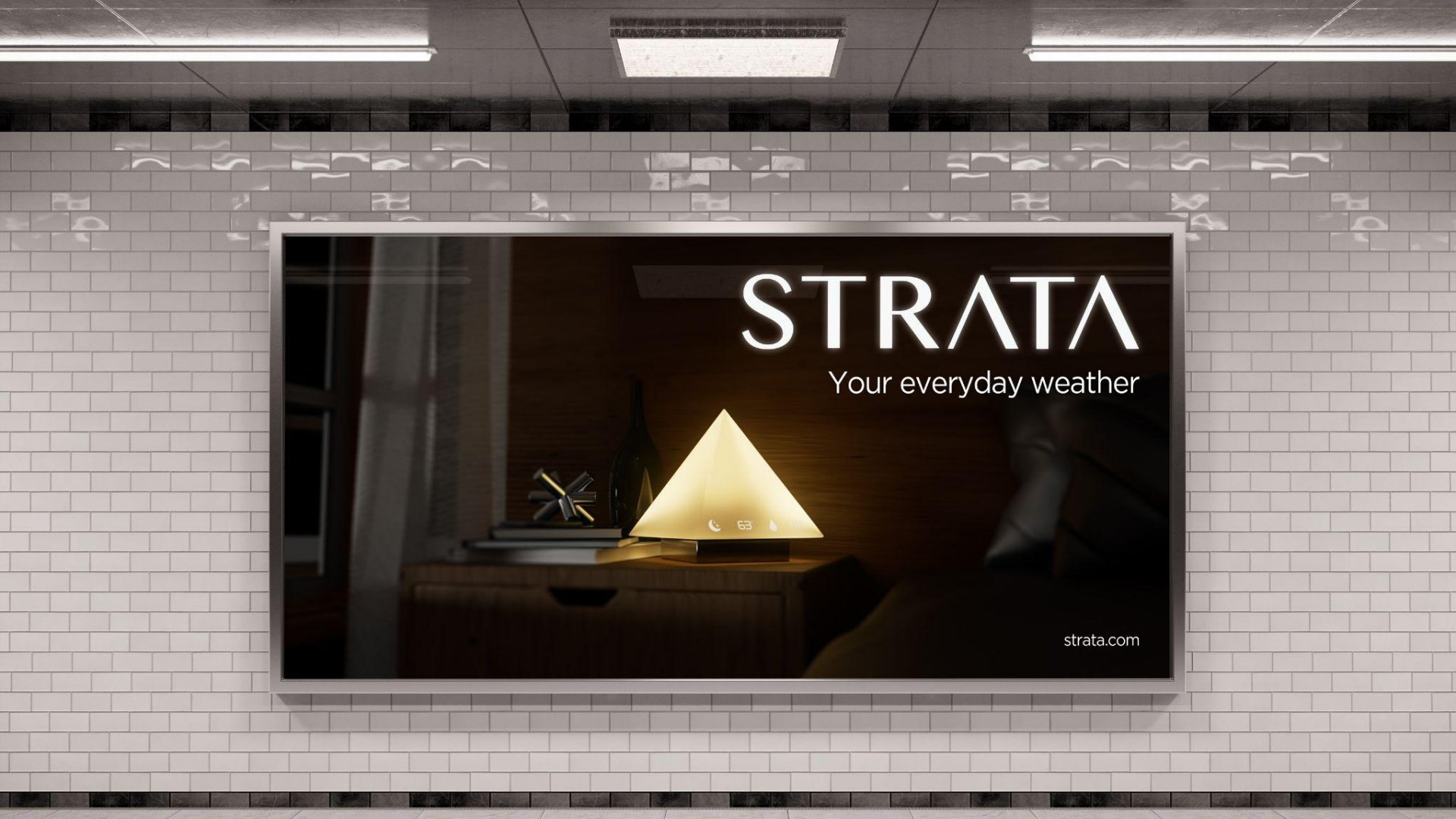
421
SPORTS
PLAZA

Elevator
STRATA
Your everyday weather
NYC
92

STRATA
Your everyday weather
NYC
92


STRATA
Your everyday weather
strata.com

Thank you.