

AURA

Ban Boring Meetings.



Belle Duffner
iduffn20@student.scad.edu
Virginia, USA



Santos Torres
ctorres22@student.scad.edu
Guaynabo, PR



Chloe Au-Yeung
cauey21@student.scad.edu
Houston, TX



Lara Kim
jiikim20@student.scad.edu
Seoul, KR

Problem Statement

Despite Americans spending a significant portion of their workweek in meetings, studies reveal that over 71% of these meetings are deemed unproductive due to issues like timeliness, topic consistency, and lack of follow-up action. This problem is particularly acute for Product Teams, which endure even more meeting time than other departments.

It's clear that meetings are always here to stay, but it's time to reimagine how we can reduce wasted time and resources on disorganized and prolonged meetings, paving the way for a future free of boring meetings.

How Might We...?

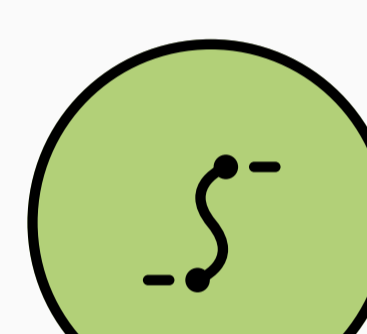
Help Product Teams reduce unproductive work by increasing meeting efficiency?

Research

We outreached to many alumni and product teams in the industry to understand what makes or breaks the line for an unproductive meeting. What was synthesized was that an overwhelming majority agreed that the primary factors of poor meetings were as follows:



Structure



Mediate



Efficiency



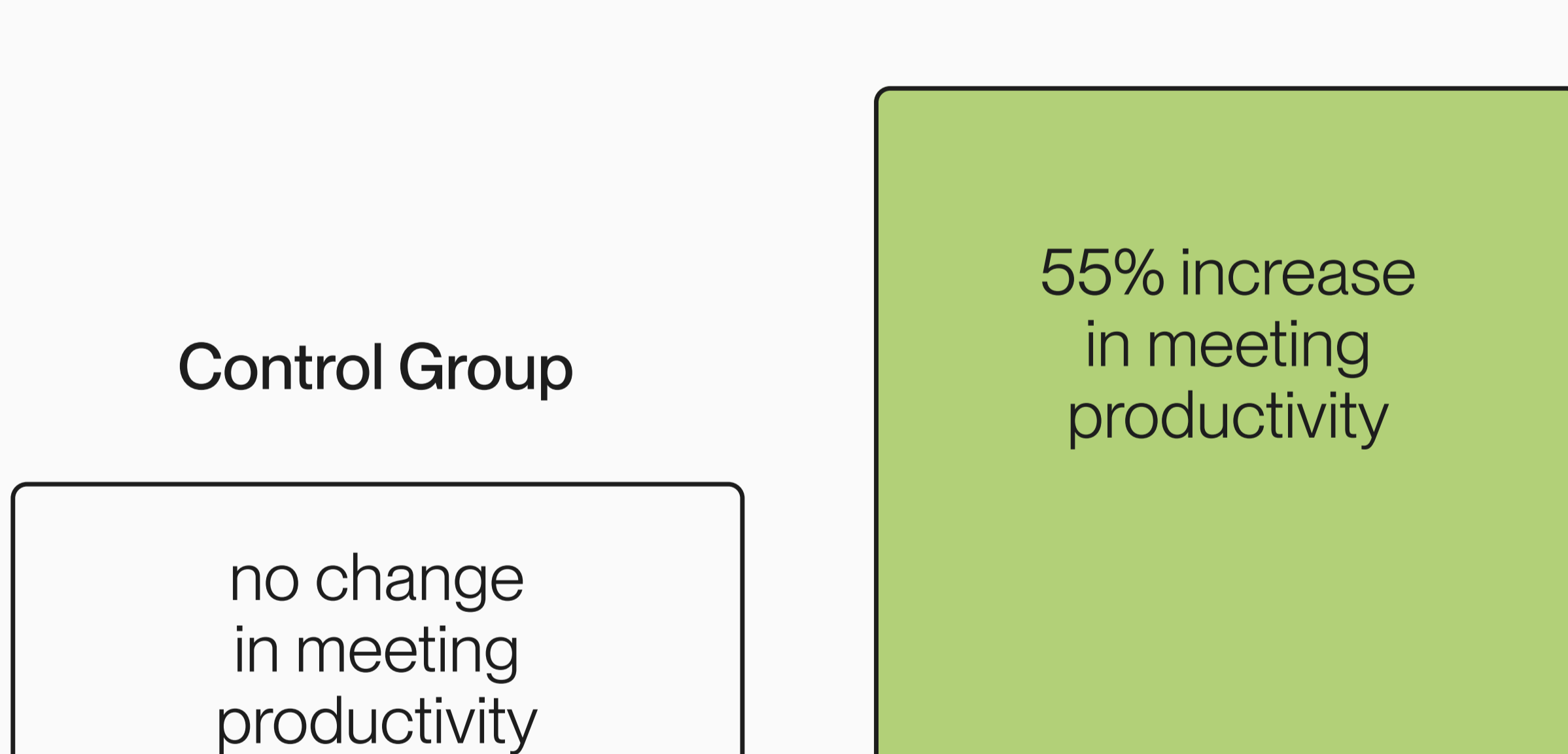
Clarity

From these factors, we refined our early concept model into a rapid prototype to test how removing or assisting these factors helped a simulated meeting's time and productivity.



The result showed that all experimental groups assisted by encouraged clarity, time management, meeting structure, and off-topic mediation resulted in a more productive meeting based on time of completion and follow-up actions.

Experimental Group



Solution

Aura is the ultimate facilitator assistant to help boost onsite team meeting efficiency by working behind the scenes to understand, adapt, and respond to every meeting to ensure they are always dynamically action-worthy and on-time for any meeting format, any room, and any team.



Pre-meeting

- Auto-transform meeting plans into agendas or email drafts.
- Recommend participants based on past meetings or action items.

Mid-Meeting

- Ensures punctuality with time-based agenda topics.
- Focus by monitoring off-topic discussions with agenda keywords.

Post-Meeting

- Automatically assign action items based on meeting content.
- Share meeting notes as a polished PDF or text for easy access.