UXDG 340: Interactive Product Design

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AURA
Team Members

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Problem Space

It's a typical workday. You're eagerly anticipating your lunch break, only to find your meal stolen—frustrating, isn't it? Now, transpose that feeling to the meeting room—hungry, bored, and uncertain of your purpose. We've all

endured the agony of unproductive meetings, wasting valuable time and energy.

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?**

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.

Core Features
- Pre-Meeting
    - **Auto-transforms** meeting plans dynamically into agendas or any messaging format applicable (ex. Email, Slack message).
    - **Smart recommends** 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.

Aura's Mission

Aura's mission is to reduce the time and money teams and businesses waste on unorganized and prolonged team meetings. With Aura, team leads can work quicker and more dynamic than ever. And with features accompanying all stages of a meeting's cycle, Aura will ensure that you are well assisted for your team to function at their very best.