aura

Project Proposal

Practice. Improve.
Post with confidence with us.

WMDD Capstone 2026



Your personal AI coach that helps creators practice, improve, and grow.

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OVERVIEW

Aura is a mobile platform designed to help short-form content creators rehearse, refine, and develop their skills before publishing. By combining AI-powered coaching, personalized content ideation and skill-based progress tracking, Aura provides a private and supportive space for creators to practice and improve deliberately. This approach shifts the creator experience away from the pressure of public judgment and toward structured growth and confidence building.

Built with React Native for cross-platform development, Aura supports both iOS and Android through a unified codebase. The platform integrates Google's Gemini API for AI-powered coaching and content suggestions, uses MongoDB and Supabase for scalable data management and relies on a Node.js backend to securely handle API communication and system operations



PROBLEM

> The creator economy is rapidly growing, with over 200 million people worldwide identifying as content creators. Short-form video platforms such as TikTok, Instagram Reels and YouTube Shorts have become dominant channels for reaching audiences.
>
> However, most existing tools focus primarily on what happens after content is published- such as posting, editing, analytics and engagement- rather than supporting creators during the preparation and improvement process

This gap creates several challenges in the creator workflow:

Fear of judgment limits creator participation -
Through 11 in-depth interviews, early-stage creators consistently described anxiety about public feedback. Many delay posting, abandon content, or rely heavily on trends because there is no private space to practice and build confidence before publishing.

Feedback is public and metric-driven -
Most platforms measure success through likes, views and virality, which can increase pressure rather than support improvement. Creators instead seek constructive feedback on performance factors such as speaking clarity, body language and on-camera presence.

Content ideation is trend-dependent -
Creators often feel pressured to follow viral trends instead of producing content aligned with their personal interests, location, or style. Current tools rarely provide personalized, context-aware content suggestions.

Technical quality becomes a barrier-
Challenges such as poor lighting, audio issues, and complex editing workflows prevent creators from publishing confidently. While existing apps are powerful, they often require technical expertise, whereas many creators need simple, guided tools to improve their content.

SOLUTION



Aura provides AI-powered content planning, a private practice space with structured feedback on speaking, presence, facial engagement and environment, along with simple video enhancement tools for lighting, audio, and subtitles. A reflection-focused dashboard tracks creator growth through clarity, confidence, storytelling and consistency, supported by secure authentication and privacy-first user controls.

MAIN FEATURES

PERSONALIZED CONTENT SUGGESTION

Delivers personalized content ideas using location, interests, local events, and past activity, refined through an AI-powered chat interface with simple category-based filtering.

PRACTICE AND AI COACH

A private, judgment-free practice space where creators can record or upload videos and receive structured AI feedback on Speaking, Presence, Facial Engagement, and Environmental Quality. Insights are delivered through a friendly avatar companion using supportive and constructive language.

VIDEO QUALITY ENHANCEMENT

Provides simple toggle-based tools for visual enhancements (lighting, color, sharpness), audio improvements (normalization, noise reduction), and accessibility features such as subtitles and AI voice-over translation. Non-destructive editing preserves the original video while allowing before-and-after comparison previews.

PROGRESS AND PATTERN INSIGHTS

A progress dashboard that reframes growth around skill development rather than popularity. Creators can track improvements in clarity, confidence, storytelling, and consistency over time, while earning skill-based badges that reward practice and measurable improvement rather than likes or followers.

MARKET RESEARCH

INDUSTRY OVERVIEW

- The creator economy is rapidly expanding, valued at approximately $250 billion in 2025 and projected to reach over $480 billion by 2028 (Goldman Sachs; Influencer Marketing Hub).
- Short-form video platforms dominate this growth, becoming the primary medium for digital content creation and audience engagement.
- TikTok surpassed 1.8 billion monthly active users globally in 2025, reinforcing short-form video as a dominant content format.
- Instagram Reels accounts for over 30% of total time spent on Instagram, with continued investment in creator tools and monetization.
- YouTube Shorts reached 2 billion logged-in monthly users and generates over 70 billion daily views.
- Over 200 million people worldwide identify as content creators, including more than 50 million professional or semi-professional creators (SignalFire).

TARGET MARKET SEGMENT

Aura targets an underserved segment of the creator ecosystem- early stage creators who need support with ideation, practice, skill development, and quality improvement before publishing their content.

SEGMENT	ESTIMATED SIZE	KEY NEED
Early satge creators	~ 80 million globally	Confidence building, judgment free practice
Solo Content Creators	~ 150 million globally	Accessible editing, AI coaching and ideation support
Creators seeking Skill Improvement	~ 60 million globally	Structured feedback and progress tracking

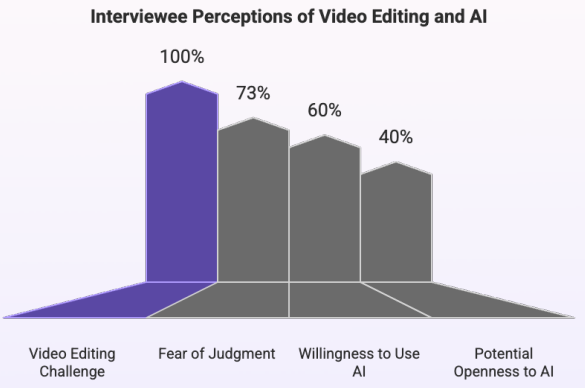
MARKET VALIDATION

Our primary research across 11 in-depth interviews and 10 survey responses validated the demand for pre-post creator support:

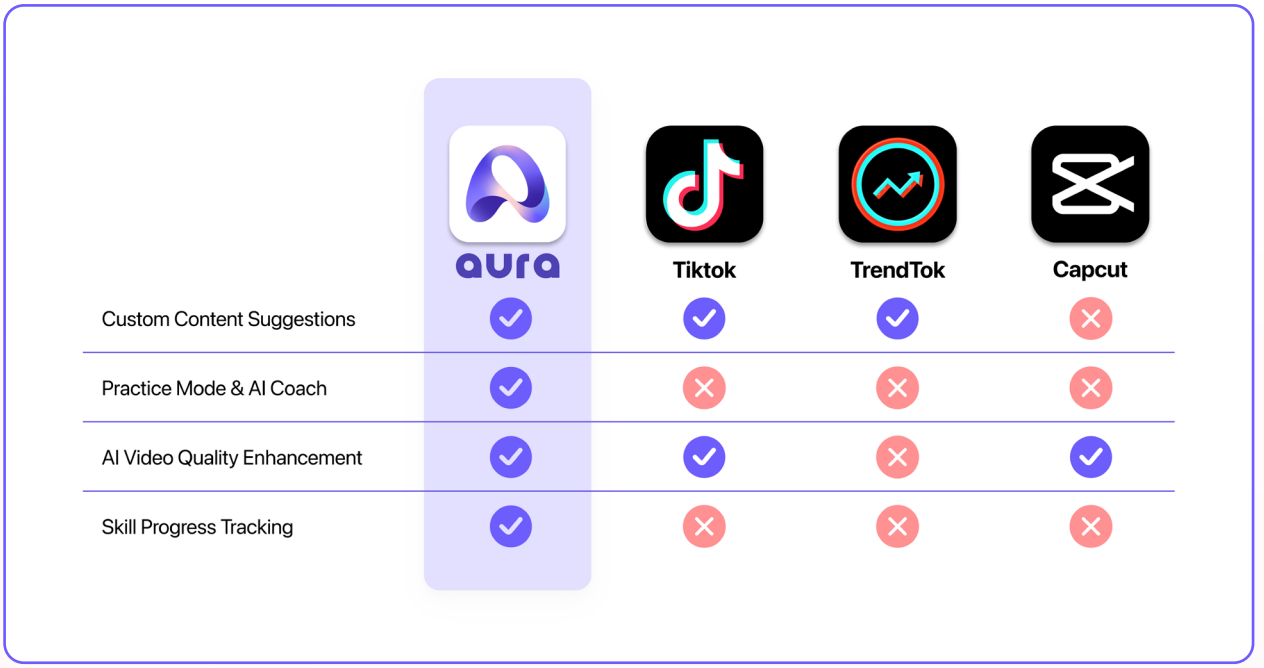
FEATURE	RATING	VALIDATION SIGNAL
Auto Polish / Video Enhancement	4.6	Highest Demand (Universal Pain Point)
Localized Content Ideas	4.4	Strong Demand for Personalized Ideation
Growth Dashboard	4.3	High Demand, but Skill-Based not Metric Based
Practice Mode with AI Coaching	4.0	Disproportionately Valued by Early Stage Creators

KEY QUALITATIVE FINDINGS

100% of interviewees identified video editing as a major challenge and expressed openness to receiving AI-powered feedback. Additionally, 73% reported experiencing fear of judgment or anxiety when posting content online. Notably, 0% of respondents expressed concerns about the use of AI-based analysis, with 60% indicating a clear willingness to use such tools and 40% showing potential openness.



COMPETITIVE ANALYSIS



TikTok

What They Do?

Record, edit, and publish short-form videos with built-in editing tools, effects, and trend discovery.

Focus

Engagement, trends, reach, and virality.

What they don't do?

No private practice space, no pre-publishing coaching, and feedback is public (likes and comments). Analytics prioritize virality rather than creator skill development.

CapCut

What They Do?

Mobile video editing with advanced tools such as transitions, effects, color grading, auto-captions and text-to-speech.

Focus
High-quality video editing and post-production.

What they don't do?
No creator coaching, no performance feedback (speaking, posture, presence) and no skill-based progress tracking or content ideation.

TrendTok

What They Do?
Provides insights into trending sounds, hashtags, and viral content patterns.

Focus
Trend discovery and post-performance trend analysis.

What they don't do?
No rehearsal tools, no skill-based feedback, no real-time coaching, and no video quality enhancement.

Aura
Aura occupies a unique position by combining five capabilities rarely found together in creator tools:

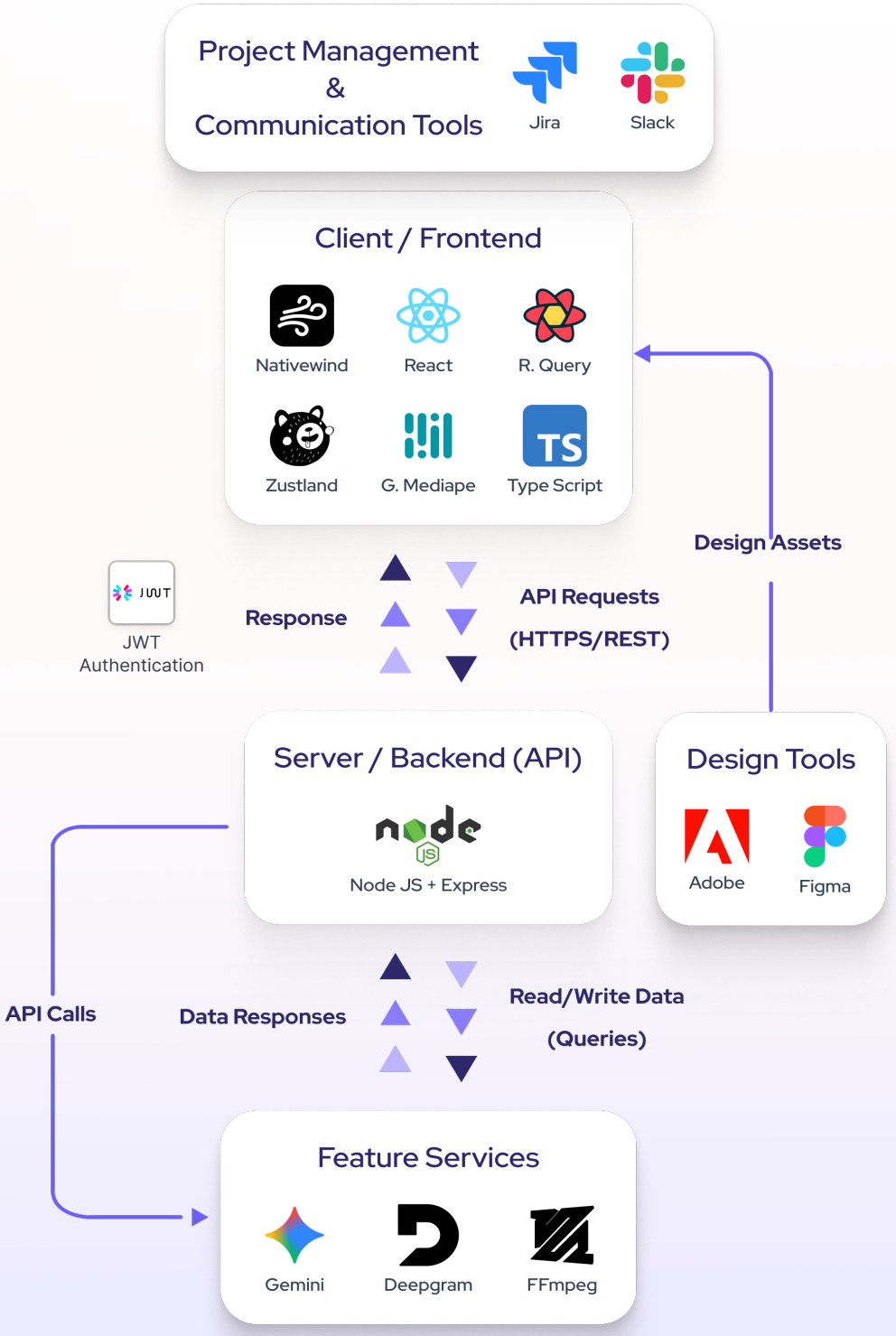
- **Private practice space** - a safe environment to rehearse and prepare before publishing.
- **AI coaching** - feedback on speech, presence, facial engagement, and environment.
- **Personalized content ideation** - context-aware ideas based on location, interests, events, and behavior.
- **Accessible video enhancement** - simple toggle-based tools for improving video quality.
- **Skill-based progress tracking** - growth measured through ability rather than popularity.

Why competitors can't easily replicate this?

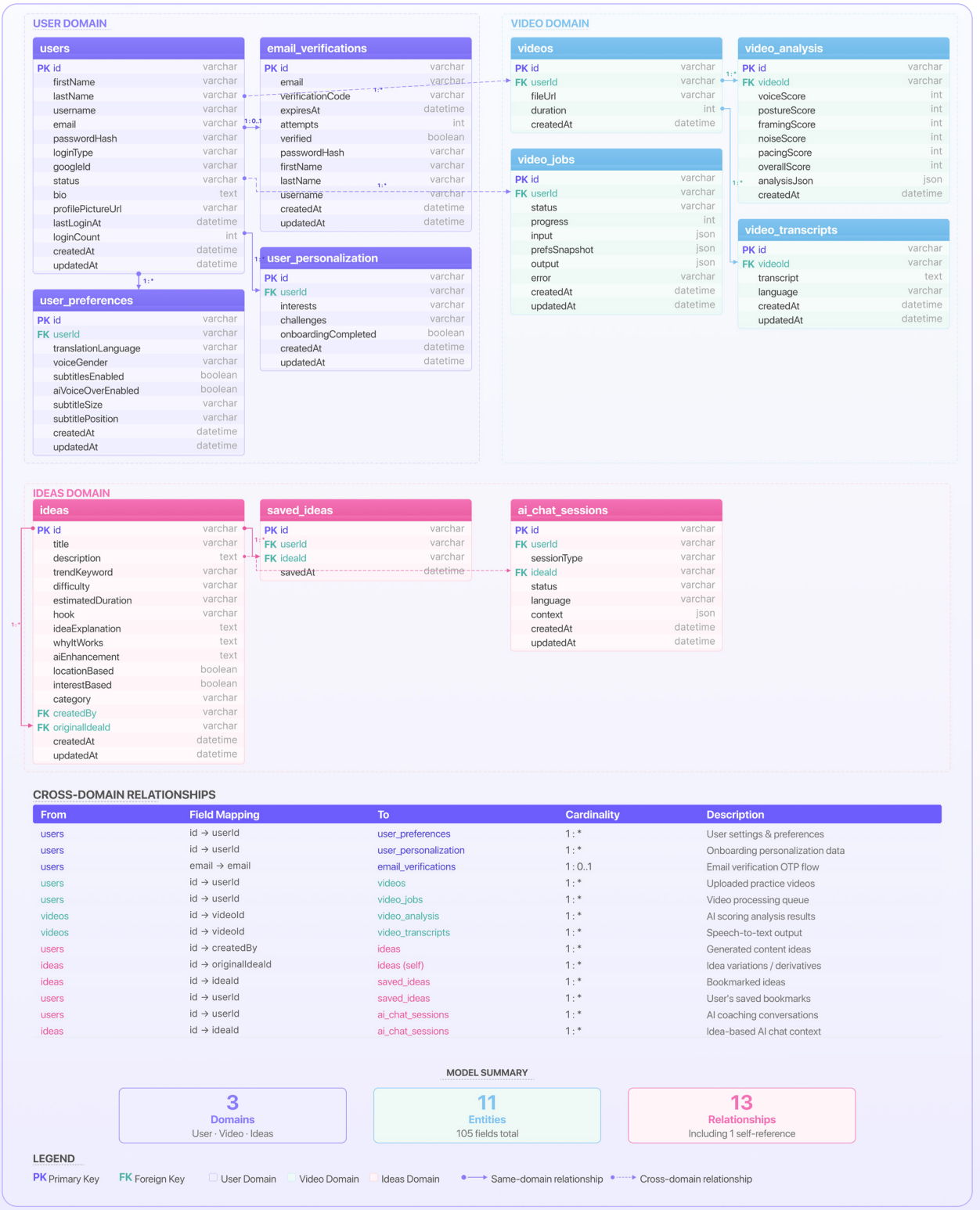
- **Social platforms (TikTok, Instagram)** prioritize engagement and advertising revenue, making private practice environments misaligned with their core business model.
- **Editing tools (CapCut)** focus primarily on post-production and lack AI coaching systems or creator learning frameworks.
- **Trend analysis tools (TrendTok)** rely on post-performance data and do not support the pre-publishing creative process.

TECHNICAL OVERVIEW

SYSTEM ARCHITECTURE



DATA MODEL



CROSS-DOMAIN RELATIONSHIPS

From	Field Mapping	To	Cardinality	Description
users	id → userId	user_preferences	1 : *	User settings & preferences
users	id → userId	user_personalization	1 : *	Onboarding personalization data
users	email → email	email_verifications	1 : 0..1	Email verification OTP flow
users	id → userId	videos	1 : *	Uploaded practice videos
users	id → userId	video_jobs	1 : *	Video processing queue
videos	id → videoId	video_analysis	1 : *	AI scoring analysis results
videos	id → videoId	video_transcripts	1 : *	Speech-to-text output
users	id → createdBy	ideas	1 : *	Generated content ideas
ideas	id → originalIdeaId	ideas (self)	1 : *	Idea variations / derivatives
ideas	id → ideaId	saved_ideas	1 : *	Bookmarked ideas
users	id → userId	saved_ideas	1 : *	User's saved bookmarks
users	id → userId	ai_chat_sessions	1 : *	AI coaching conversations
ideas	id → ideaId	ai_chat_sessions	1 : *	Idea-based AI chat context

MODEL SUMMARY

3 Domains — User · Video · Ideas

11 Entities — 105 fields total

13 Relationships — Including 1 self-reference

LEGEND

PK Primary Key · FK Foreign Key · User Domain · Video Domain · Ideas Domain · Same-domain relationship · Cross-domain relationship

TECH STACK

PROJECT MANAGEMENT

The project workflow was coordinated using Slack, Jira and Trello for task management, sprint tracking, and team communication throughout the development process.



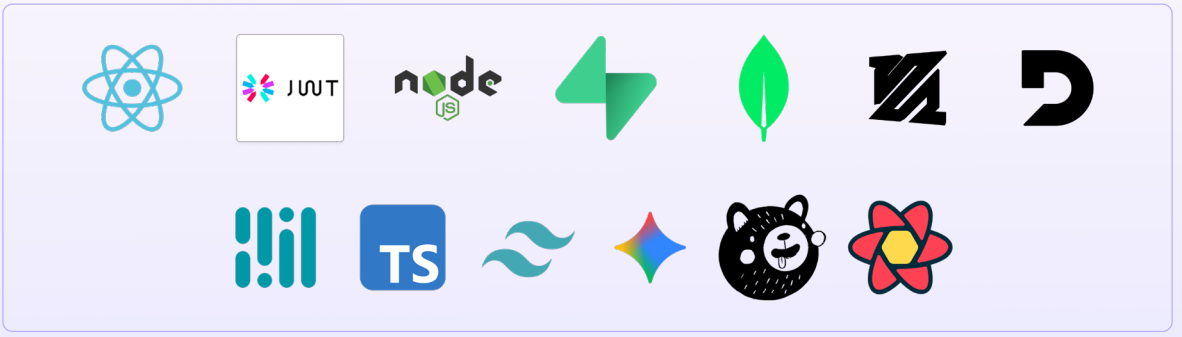
DESIGN

The product design process was conducted using Figma for wireframing, UI design, and interactive prototyping. Adobe Illustrator supported visual assets and branding, while After Effects and Premiere Pro were used to produce motion and presentation visuals.



DEVELOPMENT

Aura is developed as a cross-platform mobile application using React Native and TypeScript, enabling deployment across both iOS and Android through a unified codebase. The backend architecture is powered by Node.js and Express.js, which manage API communication and application logic. MongoDB and Supabase support scalable data storage and cloud media management. AI-powered features are integrated through the Gemini API, while FFmpeg and Deepgram enable video processing and audio analysis.



PERSONA 1



Persona 1

Early Stage Confidence-Seeking Creator

Emily Choi

Age: 24
Gender: Female
Location: Canada
Occupation: University Student / Part-time Barista
Tech Familiarity: High (mobile-native, social media heavy user)

> ***I want to create content, but I don't know if what I make is good enough to post.***

Goals

- Build confidence to post consistently.
- Receive clear guidance on how to improve delivery and presence.
- Practice without pressure or public exposure.

Background

Is interested in becoming a short-form content creator but is still at a very early stage.
She frequently records videos on her phone but hesitates to post them publicly.
Most of her recordings stay private or get deleted because she lacks confidence in her delivery, appearance, and speaking style.
She consumes a lot of creator content and tutorials but finds it difficult to translate advice into action.

Needs & Expectations

- Gentle, supportive coaching rather than performance pressure.
- Private space to practice and receive feedback.
- Clear signals for when a video is "ready" to post.

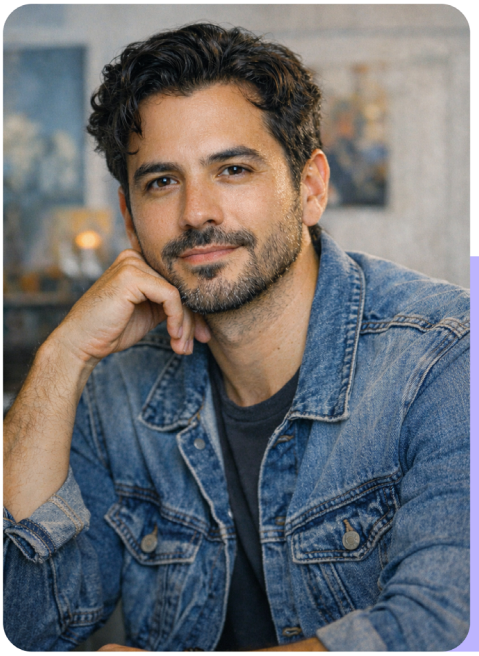
Challenges/Pain Points

- Unsure where to start and what type of content suits her.
- Records videos but rarely posts them
- Feels intimidated by polished creators on social media.
- Lacks feedback and reassurance before posting.

User Motivation

Emily wants reassurance and structure. She values guidance that feels encouraging rather than judgmental and prefers learning through practice instead of metrics.

PERSONA 2



Persona 2

Authentic Artistic Creator

Lucas Moreno

Age: 34
Gender: Male
Location: Mexico
Occupation: Freelance Visual Designer
Tech Familiarity: Moderate–High

> *I care about expressing myself, but I still want my message to land clearly.*

Goals

- Improve communication without losing personal style.
- Understand how delivery, tone, and pacing affect engagement.
- Receive feedback that respects creative intent.

Background

Creates content sporadically, often focused on visual storytelling, mood, or personal reflections.
He is not interested in chasing trends or viral formats, but he does want his videos to feel intentional and engaging.
He often struggles with translating emotion, tone, and authenticity through the camera and finds existing feedback
tools too generic or performance-driven.

Needs & Expectations

- Coaching that focuses on presence, tone, and expression.
- Non-intrusive guidance rather than rigid rules.
- Tools that help reflect instead of forcing optimization.

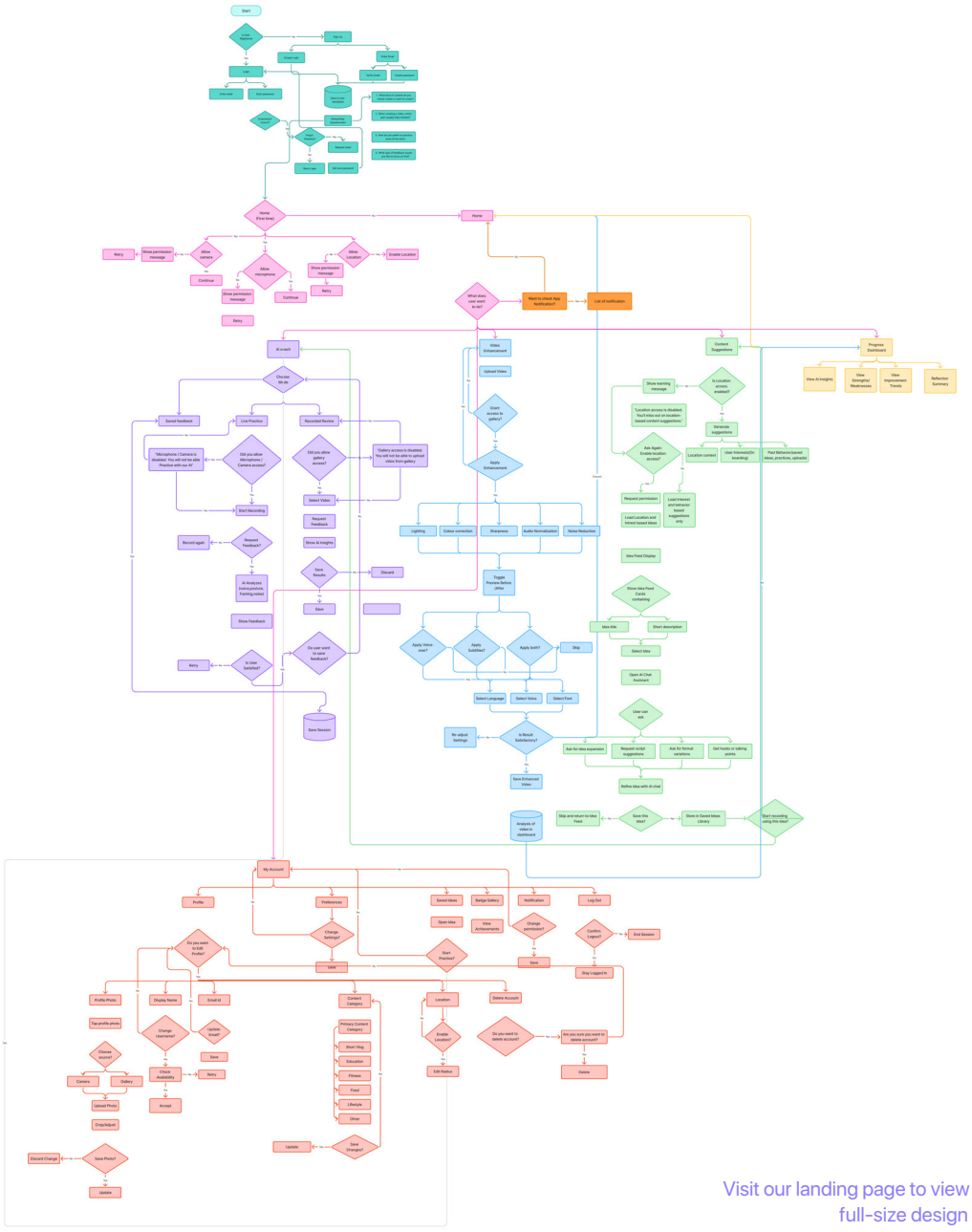
Challenges/Pain Points

- Difficulty balancing authenticity with clarity.
- Feedback often feels too metric-focused or generic.
- Unsure if his delivery matches his intent.
- Hesitant to over-edit or over-optimize his content.

User Motivation

Lucas wants thoughtful feedback that helps him express himself more clearly, not tools that push him toward trends or formulas.

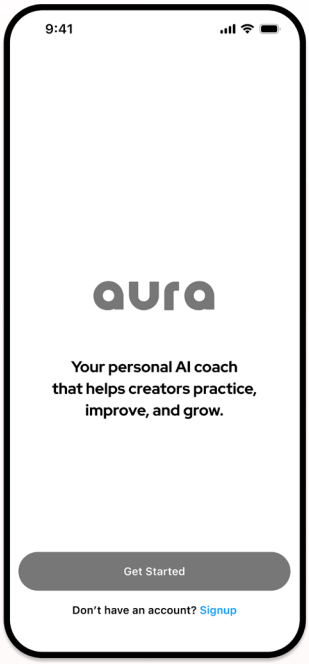
USER FLOW

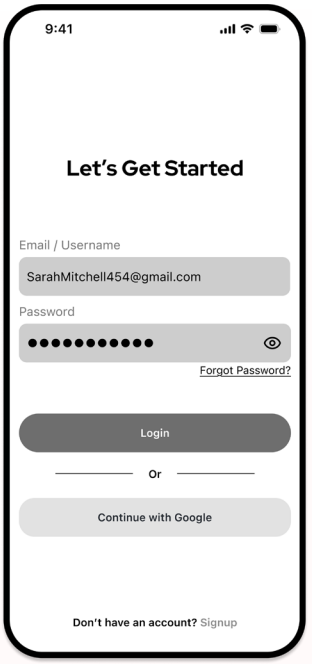


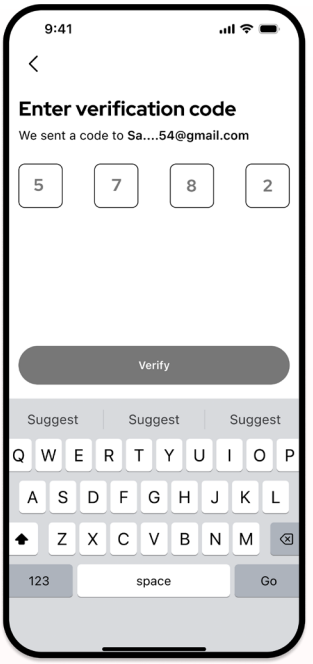
Visit our landing page to view the full-size design file.

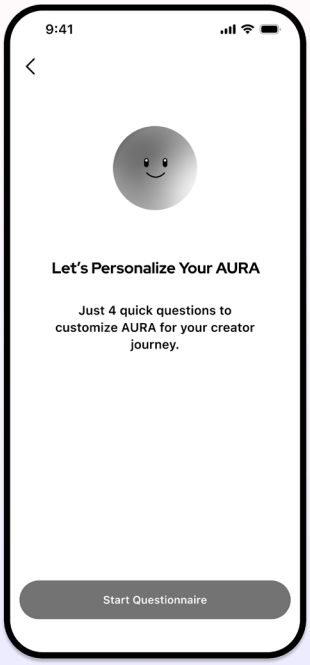
WIREFRAME

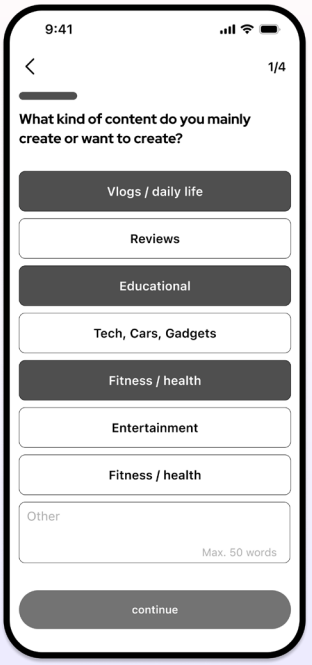
ONBOARDING

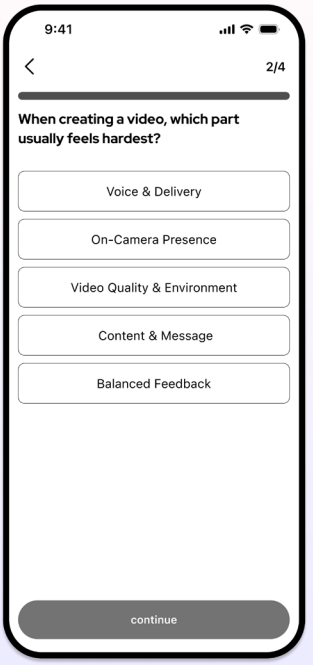




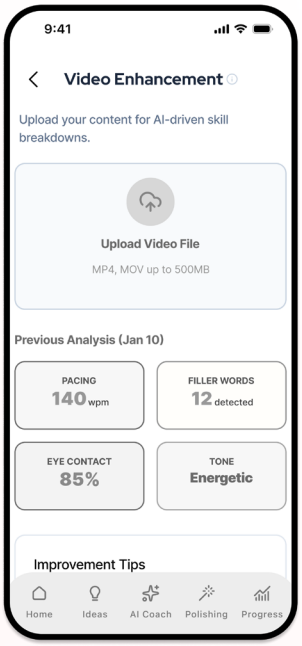


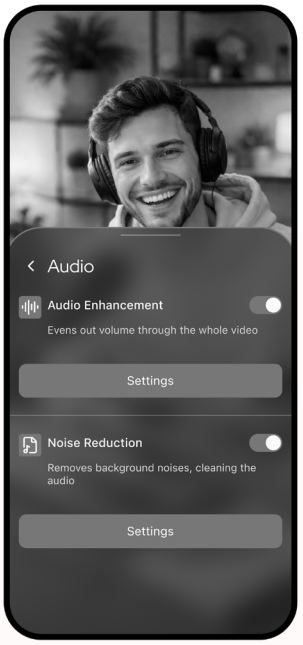




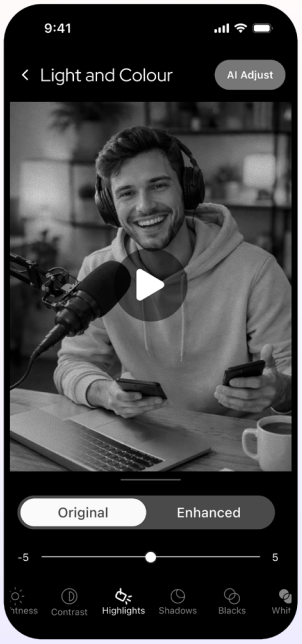


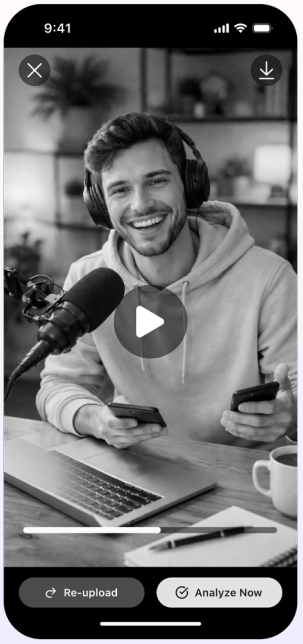
VIDEO ENHANCEMENT

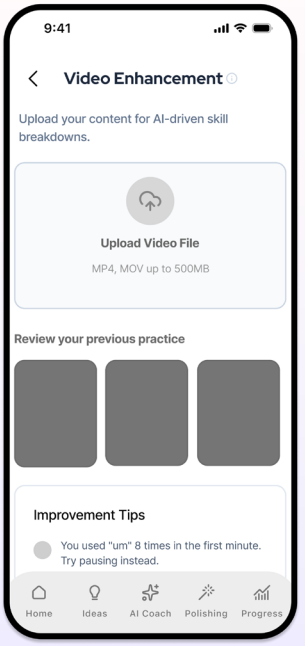




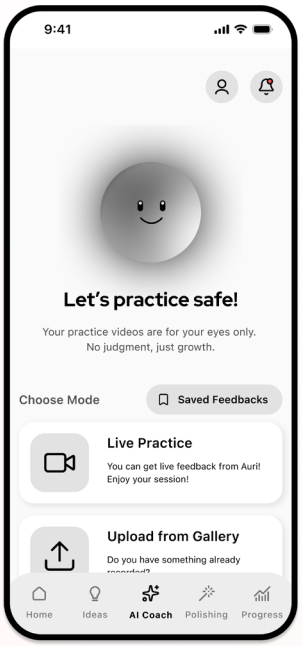






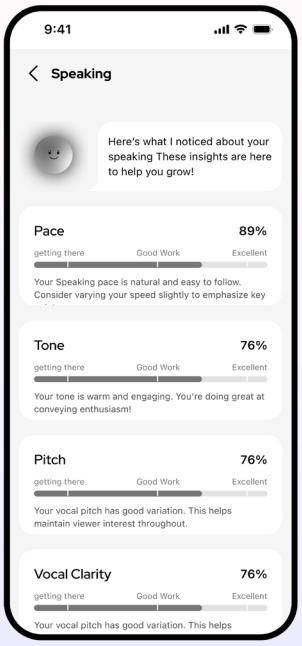


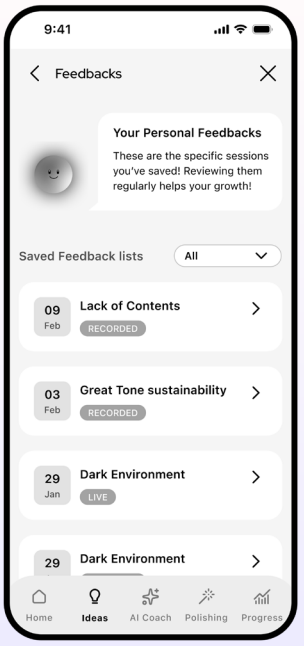
AI COACH

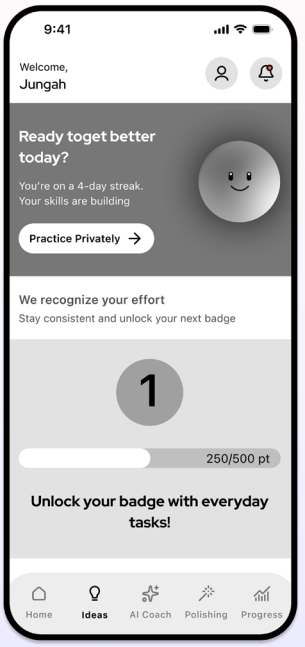

9:41
Let's practice safe!
Your practice videos are for your eyes only.
No judgment, just growth.
Choose Mode
Saved Feedbacks
Live Practice
You can get live feedback from Auri!
Enjoy your session!
Upload from Gallery
Home
Ideas
AI Coach
Polishing
Progress


9:41
Re-record
Analyze Now

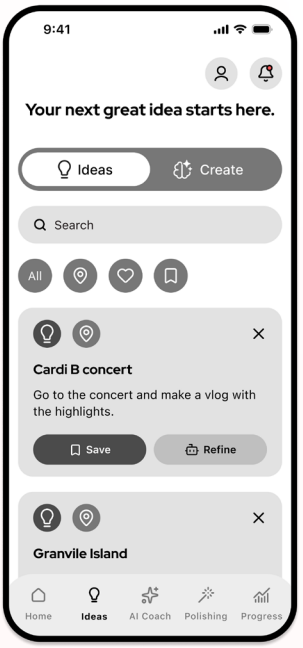

9:41
Auri is thinking...
Refine your speaking, presence, environment,
and contents. Almost ready!

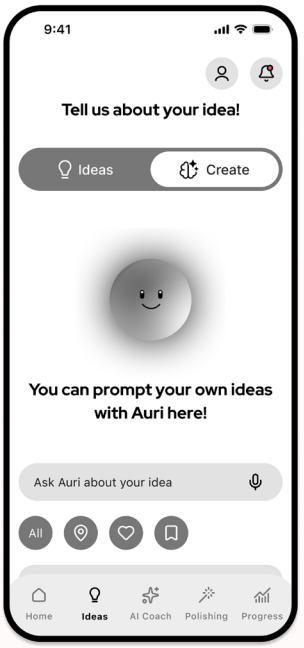

9:41
Speaking
Here's what I noticed about your speaking These insights are here to help you grow!
Pace
89%
getting there
Good Work
Excellent
Your Speaking pace is natural and easy to follow. Consider varying your speed slightly to emphasize key
Tone
76%
getting there
Good Work
Excellent
Your tone is warm and engaging. You're doing great at conveying enthusiasm!
Pitch
76%
getting there
Good Work
Excellent
Your vocal pitch has good variation. This helps maintain viewer interest throughout.
Vocal Clarity
76%
getting there
Good Work
Excellent
Your vocal pitch has good variation. This helps

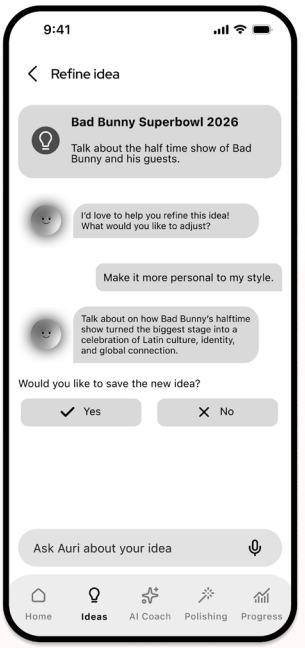

9:41
Feedbacks
Your Personal Feedbacks
These are the specific sessions you've saved! Reviewing them regularly helps your growth!
Saved Feedback lists
All
09
Feb
Lack of Contents
RECORDED
03
Feb
Great Tone sustainability
RECORDED
29
Jan
Dark Environment
LIVE
29
Dark Environment
Home
Ideas
AI Coach
Polishing
Progress

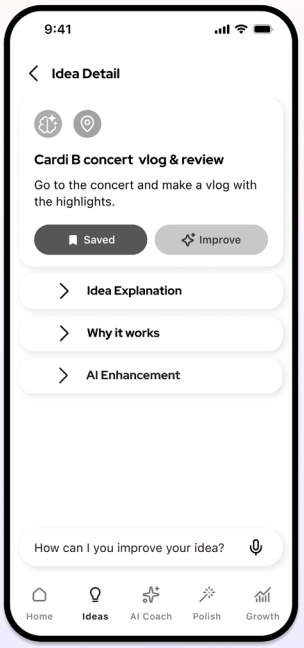

9:41
Welcome,
Jungah
Ready toget better today?
You're on a 4-day streak.
Your skills are building
Practice Privately
We recognize your effort
Stay consistent and unlock your next badge
1
250/500 pt
Unlock your badge with everyday tasks!
Home
Ideas
AI Coach
Polishing
Progress

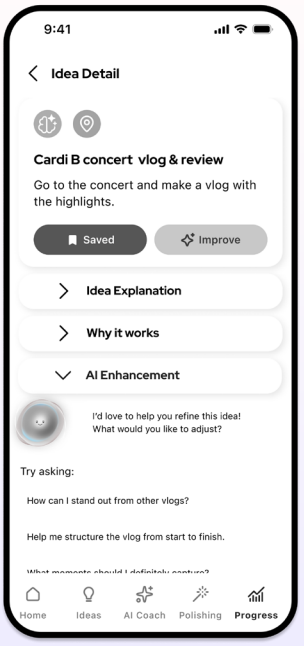
CONTENT SUGGESTION

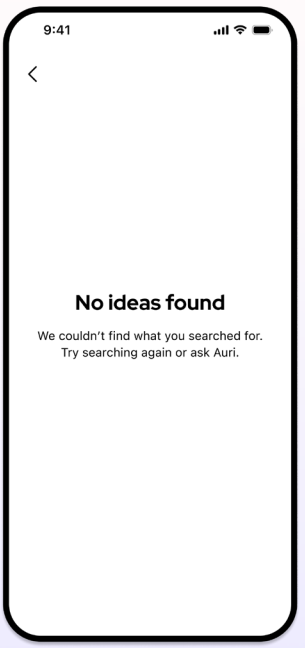




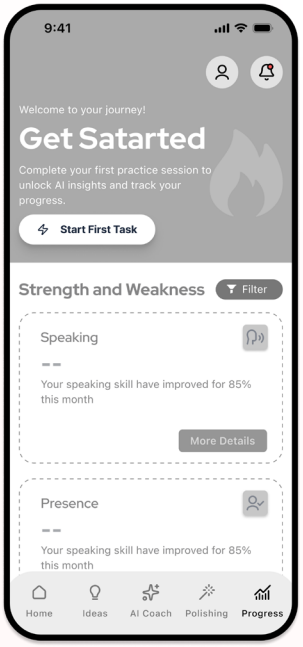


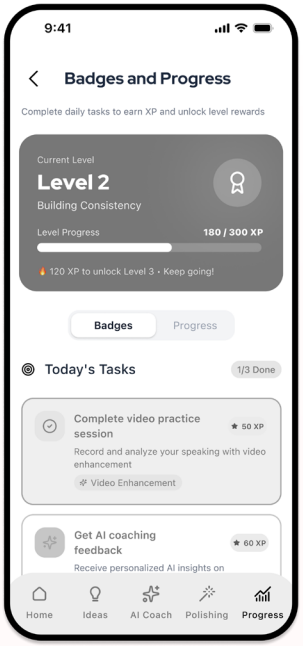


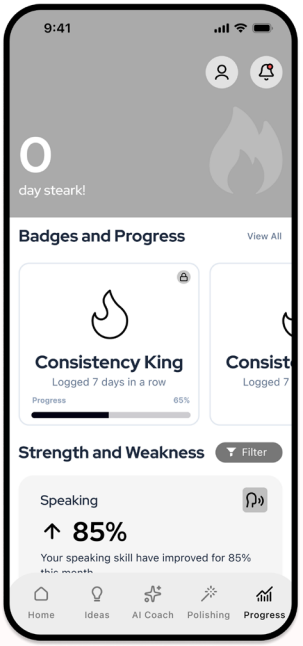


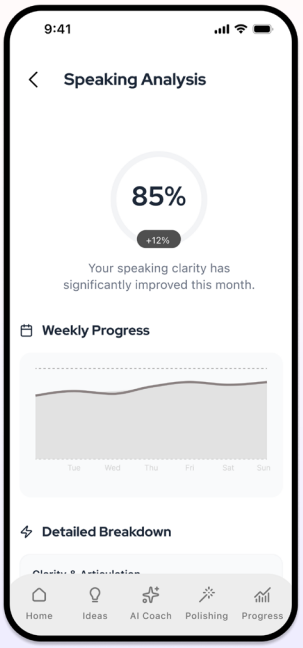


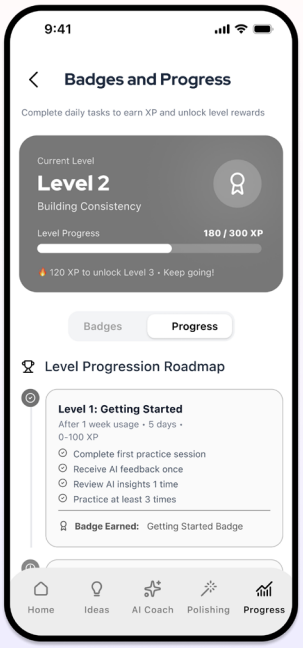
PROGRESSIVE DASHBOARD

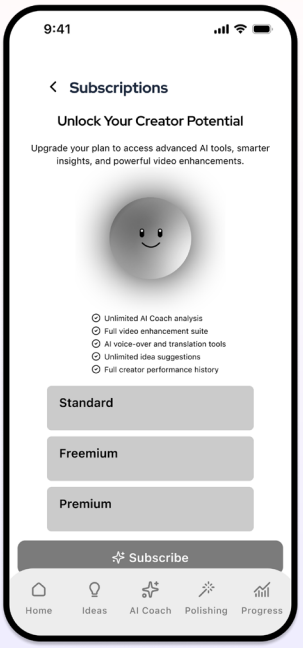












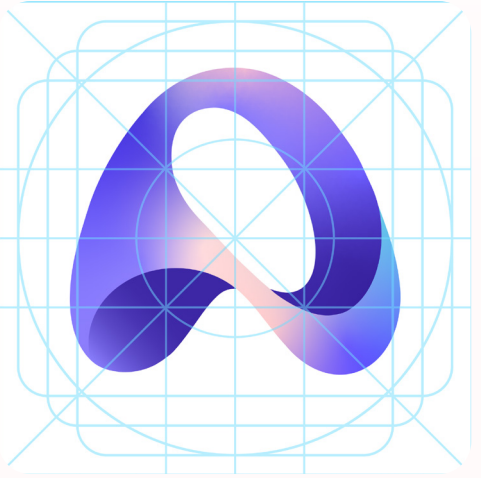
BRANDING

LOGO CONCEPT

The Aura logo merges the letter “A” with a flowing aura-inspired form to symbolize creativity and personal growth, while its gradient colors and smooth curves create a futuristic aesthetic that reflects the platform’s AI-driven innovation.

LOGO STRUCTURE





LOGO VARIATION





COLORS

Aura's color palette is designed to create a calm and supportive environment for creators practicing content before publishing. The primary purple palette represents creativity, confidence, and growth, forming the core brand identity. A secondary red palette highlights alerts and key feedback elements, while blue accents support informational components such as analytics and system guidance. Multiple tonal variations ensure visual hierarchy, accessibility, and consistency across the interface.







TYPOGRAPHY

Aura uses Red Hat Display for headings to establish strong hierarchy and a modern visual identity. SF Pro is used for body text and interface elements due to its high readability and optimization for digital interfaces. A typographic scale based on a 16px base size ensures clarity, consistency and comfortable reading across mobile screens.

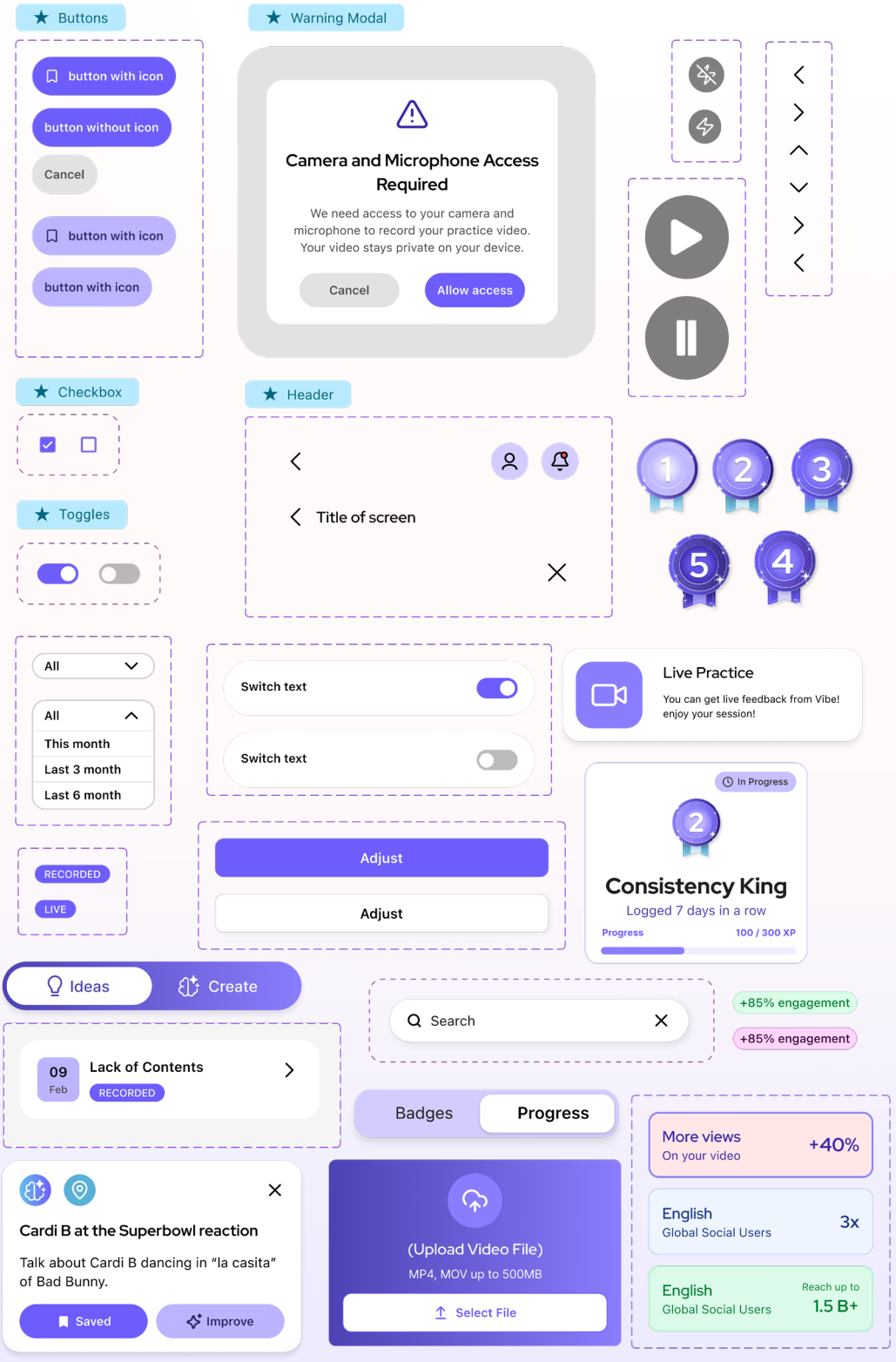
Header

30px 1.875rem	**Hello Red Hat Display**
28px 1.75rem	**Hello Red Hat Display**
26px 1.625rem	**Hello Red Hat Display**
24px 1.5rem	**Hello Red Hat Display**
22px 1.375rem	**Hello Red Hat Display**
20px 1.25rem	**Hello Red Hat Display**
18px 1.15rem	Hello Red Hat Display

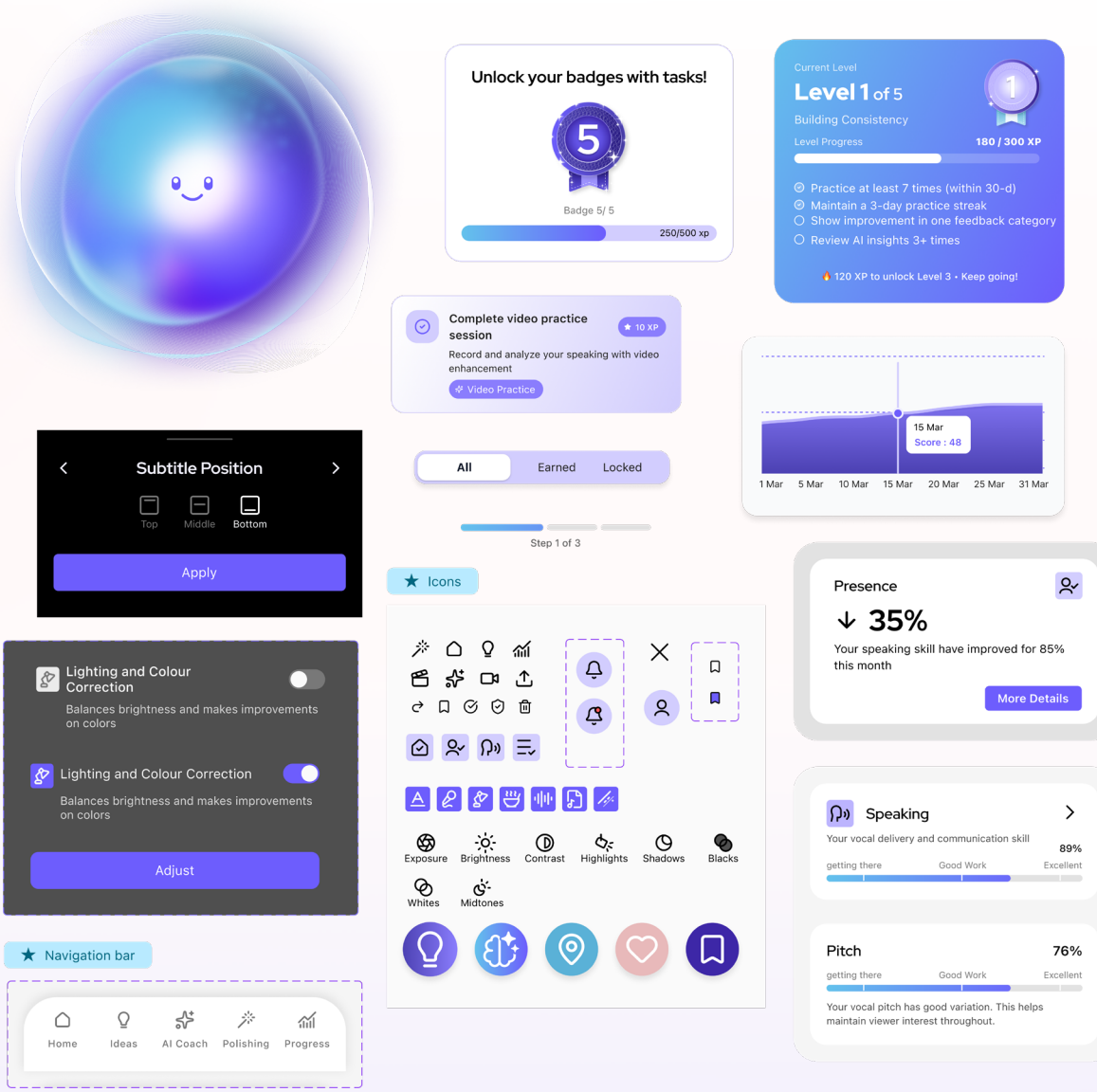
Body

20px 1.25rem	**Hello, I am body type SF Pro**
18px 1.125rem	**Hello, I am body type SF Pro**
16px 1.000rem	Hello, I am body type SF Pro
16px 1.000rem	**Hello, I am body type SF Pro**
14px 0.875rem	Hello, I am body type SF Pro
14px 0.875rem	**Hello, I am body type SF Pro**
12px 0.750rem	Hello, I am body type SF Pro
12px 0.750rem	Hello, I am body type SF Pro

UI KIT


Buttons
button with icon
button without icon
Cancel
button with icon
button with icon
Warning Modal
Camera and Microphone Access Required
We need access to your camera and microphone to record your practice video. Your video stays private on your device.
Cancel
Allow access
Checkbox
Header
Title of screen
Toggles
All
All
This month
Last 3 month
Last 6 month
Switch text
Switch text
Live Practice
You can get live feedback from Vibe! enjoy your session!
In Progress
Consistency King
Logged 7 days in a row
Progress
100 / 300 XP
RECORDED
LIVE
Adjust
Adjust
Ideas
Create
Search
+85% engagement
+85% engagement
09
Feb
Lack of Contents
RECORDED
Badges
Progress
More views
On your video
+40%
English
Global Social Users
3x
English
Global Social Users
Reach up to
1.5 B+
Cardi B at the Superbowl reaction
Talk about Cardi B dancing in "la casita" of Bad Bunny.
Saved
Improve
(Upload Video File)
MP4, MOV up to 500MB
Select File

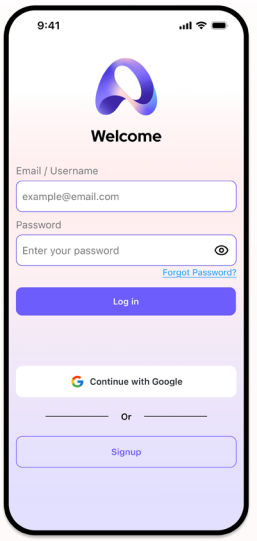
UI KIT

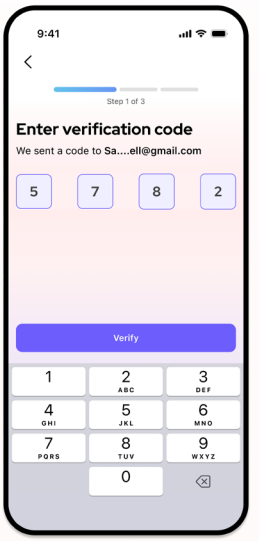

Unlock your badges with tasks!
5
Badge 5/ 5
250/500 xp
Current Level
Level 1 of 5
Building Consistency
Level Progress
180 / 300 XP
Practice at least 7 times (within 30-d)
Maintain a 3-day practice streak
Show improvement in one feedback category
Review AI insights 3+ times
120 XP to unlock Level 3 • Keep going!
Complete video practice session
10 XP
Record and analyze your speaking with video enhancement
Video Practice
15 Mar
Score : 48
1 Mar
5 Mar
10 Mar
15 Mar
20 Mar
25 Mar
31 Mar
Subtitle Position
Top
Middle
Bottom
Apply
All
Earned
Locked
Step 1 of 3
Icons
Presence
↓ 35%
Your speaking skill have improved for 85% this month
More Details
Lighting and Colour Correction
Balances brightness and makes improvements on colors
Lighting and Colour Correction
Balances brightness and makes improvements on colors
Adjust
Exposure
Brightness
Contrast
Highlights
Shadows
Blacks
Whites
Midtones
Speaking
Your vocal delivery and communication skill
89%
getting there
Good Work
Excellent
Navigation bar
Home
Ideas
AI Coach
Polishing
Progress
Pitch
76%
getting there
Good Work
Excellent
Your vocal pitch has good variation. This helps maintain viewer interest throughout.

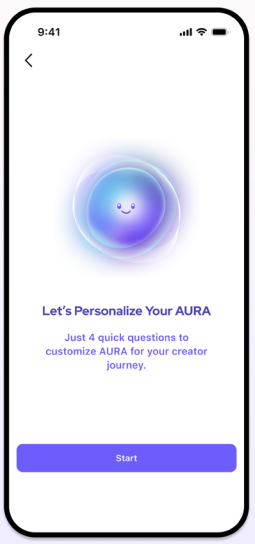
MOCKUPS

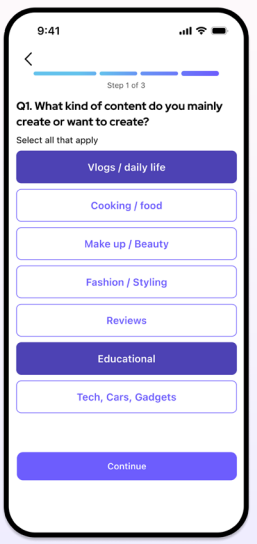
ONBOARDING

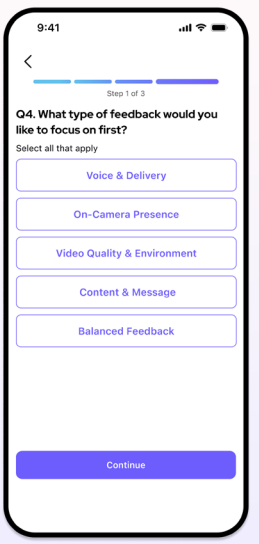




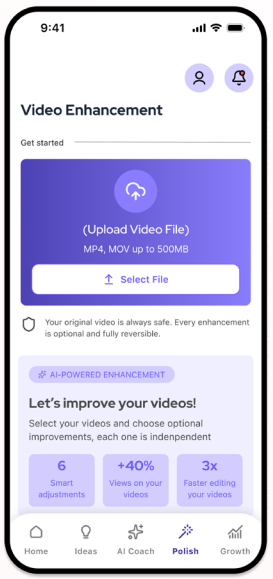


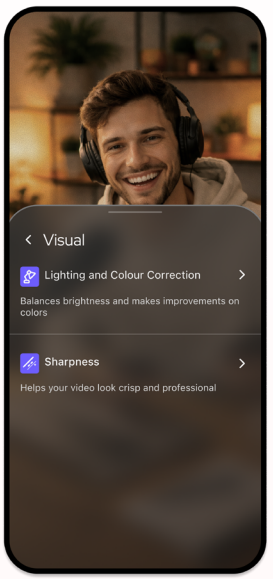


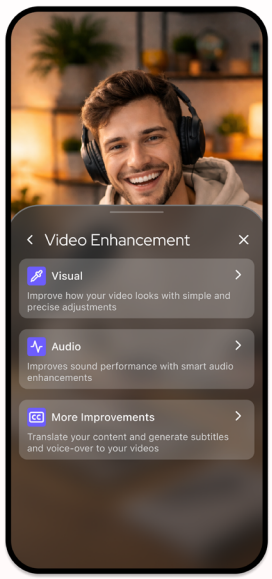


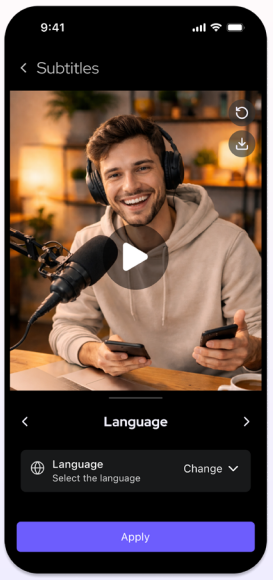


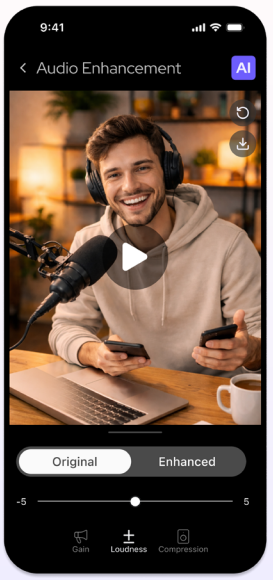
VIDEO ENHANCEMENT

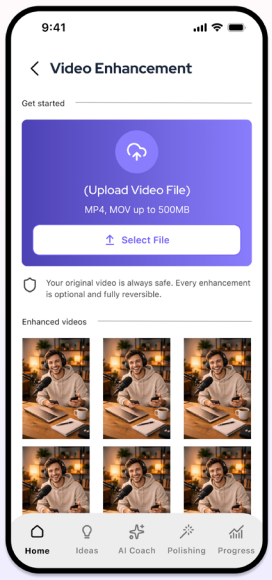




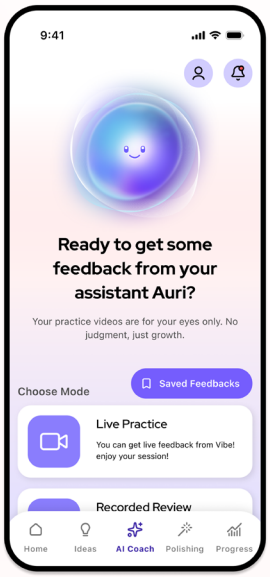


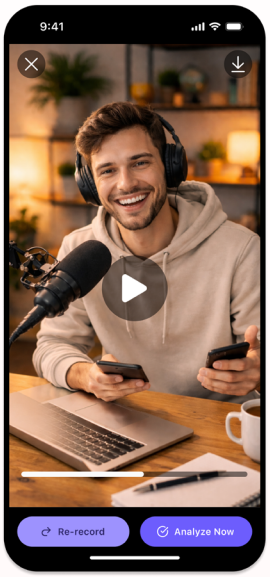


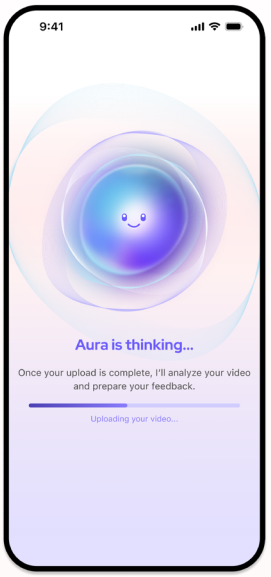


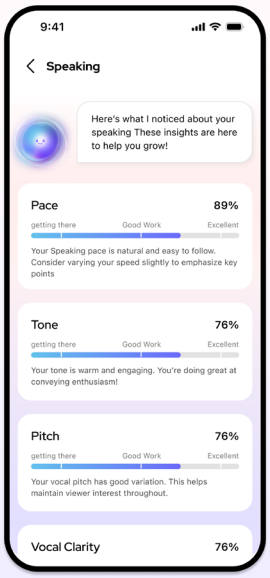


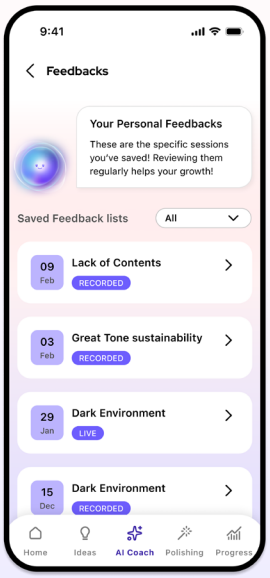
AI COACH

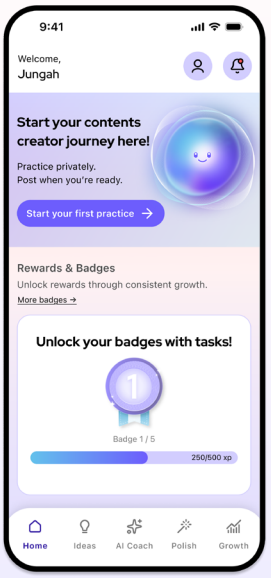

9:41
Ready to get some feedback from your assistant Auri?
Your practice videos are for your eyes only. No judgment, just growth.
Choose Mode
Saved Feedbacks
Live Practice
You can get live feedback from Vibe! enjoy your session!
Recorded Review
Home
Ideas
AI Coach
Polishing
Progress


9:41
Re-record
Analyze Now

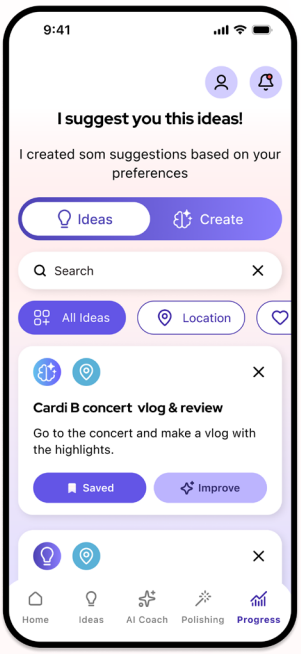

9:41
Aura is thinking...
Once your upload is complete, I'll analyze your video and prepare your feedback.
Uploading your video...

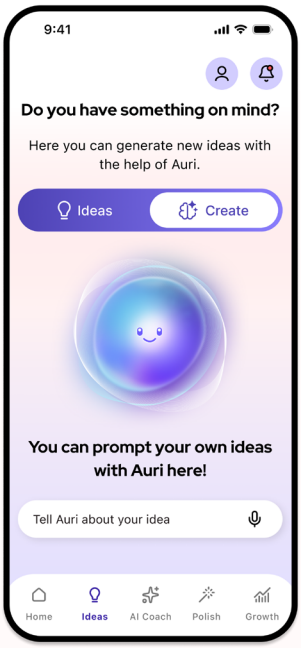

9:41
Speaking
Here's what I noticed about your speaking These insights are here to help you grow!
Pace
89%
getting there
Good Work
Excellent
Your Speaking pace is natural and easy to follow. Consider varying your speed slightly to emphasize key points
Tone
76%
Your tone is warm and engaging. You're doing great at conveying enthusiasm!
Pitch
76%
Your vocal pitch has good variation. This helps maintain viewer interest throughout.
Vocal Clarity
76%

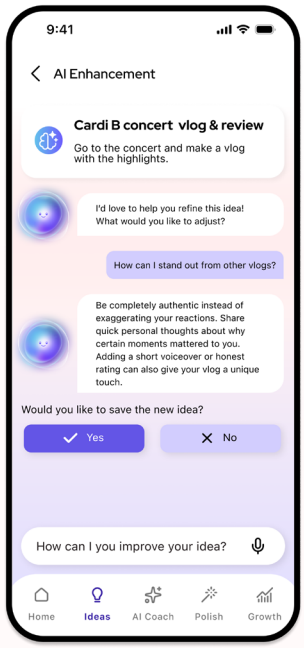

9:41
Feedbacks
Your Personal Feedbacks
These are the specific sessions you've saved! Reviewing them regularly helps your growth!
Saved Feedback lists
All
09 Feb
Lack of Contents
RECORDED
03 Feb
Great Tone sustainability
RECORDED
29 Jan
Dark Environment
LIVE
15 Dec
Dark Environment
RECORDED
Home
Ideas
AI Coach
Polishing
Progress

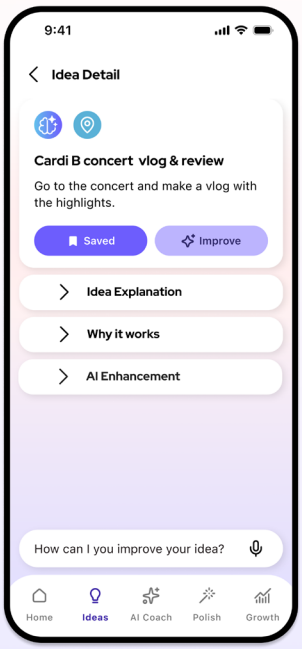

9:41
Welcome,
Jungah
Start your contents creator journey here!
Practice privately.
Post when you're ready.
Start your first practice
Rewards & Badges
Unlock rewards through consistent growth.
More badges
Unlock your badges with tasks!
Badge 1 / 5
250/500 xp
Home
Ideas
AI Coach
Polish
Growth

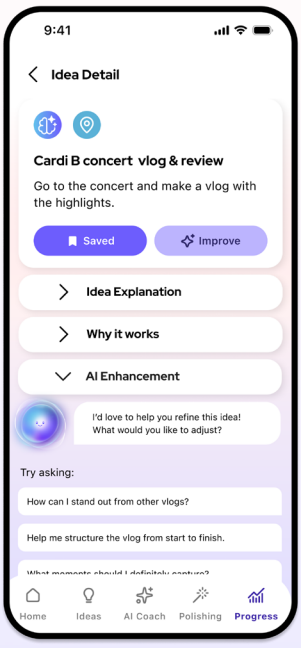
CONTENT SUGGESTION

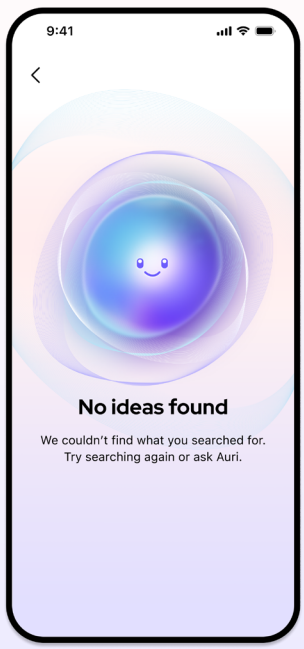




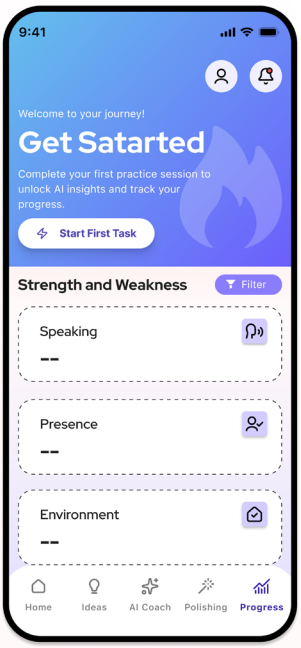


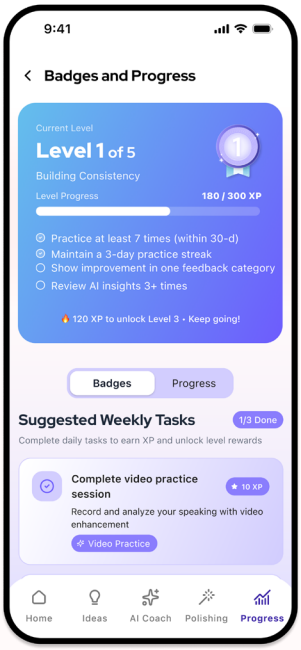


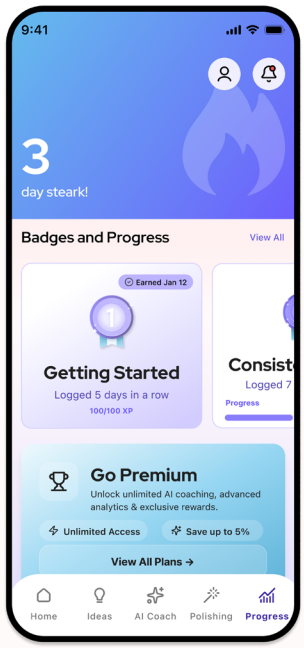


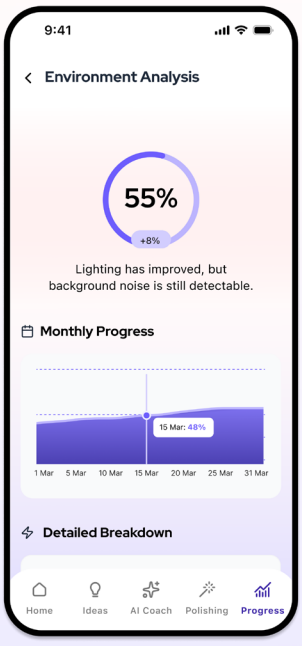


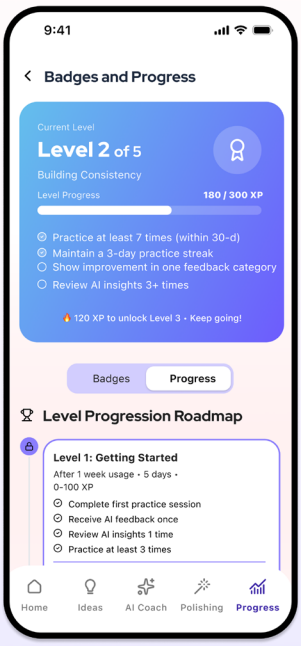
PROGRESSIVE DASHBOARD

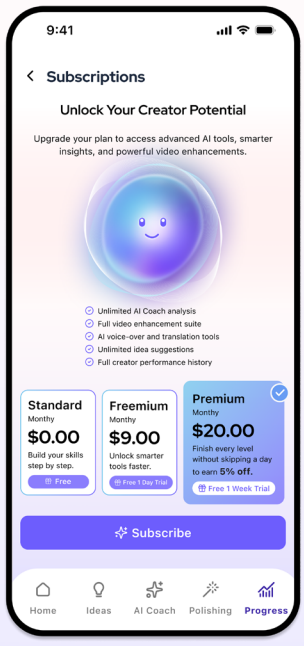












FUTURE FEATURES

SOCAIL MEDIA PLATFORM INTEGRATION

- **Direct Publishing** :- Post content directly to platforms like TikTok, Instagram Reels, and YouTube Shorts from within Aura after practicing and enhancing videos.
- **Cross-Platform Analytics** :- Aggregate performance insights from connected social
- accounts to understand how practice improvements translate into real posting outcomes.
- **Platform-Specific Optimization** :- AI-driven suggestions tailored to each platform's best practices, including aspect ratios, video duration, and content formats.
- **Content Scheduling** :- Plan, queue, and schedule posts across multiple platforms through a unified dashboard.

LOCATION EXPLORER

- **Dynamic Location Switching** :- Explore content ideas for different cities or regions without being physically present.
- **Location-Based Trends** :- Discover trending topics in specific geographic areas to create locally relevant content.
- **Virtual Exploration** :- Browse global locations to find inspiration and new content opportunities.

ADVANCED AI FEATURES

- **Real-Time AI Feedback** :- Live coaching during recording with guidance on speaking pace, posture, and environment.
- **AI Script Generation** :- Generate and refine video scripts based on content ideas and tone preferences.
- **Predictive Performance Insights** :- AI estimates potential engagement using historical patterns and trend analysis.
- **Voice-Based Translation** :- Translate content into multiple languages while preserving the creator's voice characteristics.

COMMUNITY AND COLLABORATION

- **Private Peer Feedback Groups** :- Share practice videos within small, trusted groups for supportive feedback.
- **Mentorship Matching** :- Connect early-stage creators with experienced creators for guidance and support.
- **Collaborative Ideation** :- AI-assisted brainstorming sessions between creators with complementary styles.

MEET OUR TEAM

DEVELOPERS



Kolasani Tejaswani Full Stack Developer

Full Stack Developer responsible for backend API development, video processing with FFmpeg and media uploads through Supabase. Developed AI video analysis using Gemini for automated enhancement suggestions and built analytics tracking for Speaking, Presence, Environment and Content performance. Also implemented key frontend screens, progress dashboards and a badge-based reward system supporting creator skill development.



Vaibhav Adesara Full Stack Developer / Co-PM

Software Engineer experience in developing Java-based applications, building RESTful solutions and solving complex algorithmic problems to contribute to scalable software systems. Skilled in rapid adaptability, analytical debugging and collaborative team development. My responsibilities include contributing to software research initiatives and developing backend solutions using Java, Spring MVC and SQL.



Bitna Lee Full Stack Developer

Full Stack Developer experience in building React and Node.js applications and designing scalable frontend architectures. Skilled in performance optimization and cross-team collaboration. Experienced in developing React and Next.js applications with SSR/SSG and integrating frontend systems with RESTful APIs for client and development projects.



Erald Caka Full Stack Developer

Software Engineer with experience in building scalable microservices, event-driven applications, and resilient backend systems. Skilled in system architecture, SDK/CDK development, and cross-team collaboration. Currently working with Golang and Rust to build microservices and process IoT data using Apache Kafka, RabbitMQ and MQTT for enterprise-scale backend systems at Indra Group.



Harleen Kaur Full Stack Developer

Full Stack ASP.NET Developer with experience in developing enterprise software solutions, optimizing SQL Server databases and delivering SaaS-based insurance platforms to serve over 200 brokers globally. Skilled in full software development lifecycle management, stakeholder requirements translation and enterprise system customization.

DESIGNERS



Kaeli Bae UI/UX Designer / Co-Lead

UX/UI Designer with intuitive user interfaces, crafting digital user experiences, and producing visual communication assets to deliver seamless web and product design solutions. Skilled in iterative design thinking, cross-functional collaboration and visual communication. My responsibilities include designing UX/UI interfaces and producing digital assets for web and product design projects.



Siddhi Narharshettiwar UI/UX Designer / Co-Lead

I am the UX Lead for this project, responsible for conducting the complete user research, including scheduling interviews, running surveys, and guiding the ideation process for color palettes and typography. I led all stages of the UX design process, including designing the complete user flow, creating wireframes and mockups, and developing the progressive dashboard. I also designed the project logo, finalized the mascot name "Auri," and ensured effective team collaboration throughout the project.



Kentaro Muratta UI/UX Designer / Co-PM

Product Marketing in the fintech sector. He has led go-to-market strategies, builthigh-performing digital funnels for corporate and mid-market clients, and collaborated closely with product andsales teams to deliver user-centered solutions. My role as aProject Manager is focused in: Planning and structuring,Team Coordination, Communication and colaborative work,Quality Process Control, Timeline and risk management and Team growth.



Ana Carrillo UI/UX Designer

Freelance Designer experience producing technical drawings and tech packs, creating graphic design and branding assets, and developing social media content to support fashion brands and e-commerce businesses. Skilled in creative direction, client collaboration, and multi-platform content creation. My responsibilities include developing fashion illustrations and technical documentation and creating digital marketing content across TikTok, Facebook, and Instagram for various fashion brands and freelance clients.



Sahil Kumar UI/UX Designer

I am a UI/UX designer focused on creating simple, intuitive, and user-centered digital experiences. I enjoy turning complex problems into clear and meaningful solutions through thoughtful design. In this project, I designed the login and signup flow, onboarding experience, and profile section to ensure a smooth and seamless user journey.

REFRENCES

Research

- Goldman Sachs. "The Creator Economy Could Approach Half-a-Trillion Dollars by 2027." Goldman Sachs Research, 2023.
- SignalFire. "Creator Economy Market Map." SignalFire Research, 2024.
- Influencer Marketing Hub. "The State of the Creator Economy 2025." Annual Report, 2025.
- Linktree. "2023 Creator Report: The State of the Creator Economy." Linktree Research.
- Adobe. "Future of Creativity Study 2024." Adobe Research.

Primary Research

- 11 in-depth user interviews conducted January 2026 with content creators across experience levels.
- 10 survey responses validating feature demand and creator pain points, January 2026.

Competitive Analysis

- 9 competitor products analyzed across 5 market categories, January 2026.
- Trigify. A creator-focused analytics and insight tool designed to help short-form creators understand content performance
- Skillshare. Learning platform offering on-demand video courses across creative, business and technology.
- Kajabi. All-in-one platform for creators and businesses to build, market, and sell digital products.



aura