



Adaptive Understanding Reflective Ally



Description



LOGO

Minimal, soft, and future-forward. The wordmark signals clarity and presence, while the rounded shapes evoke empathy and calm



IDENTITY

AURA is designed as a companion for your mind. Not a therapist, not an app, not the cloud. Just your own private intelligence to talk to - anytime, anywhere.



Description



Vision

AURA exists to make it easier to talk about your mind - without fear, without stigma. It's not about treatment, but about presence, reflection, and growth. A safe space where your thoughts stay yours.

Background

Many people avoid seeking help for mental health because it feels uncomfortable, stigmatized, or unsafe:

- 3 in 5 people experiencing mental illness don't seek help due to stigma.¹
- Concerns about privacy and confidentiality remain a major barrier.²
- Long waiting times, costs, and lack of access add to the problem.³

How AURA helps

AURA addresses these challenges by offering a private AI companion:

- 100% anonymous - no cloud, no therapist, no human judgment.
- Always available, anytime and anywhere.
- Designed to bring calm, clarity, and presence when you need it most.



Sources:

1. Rethink Mental Illness (2023). The Stigma Effect. rethink.org

2. Clement, S. et al. (2015). What is the impact of mental health-related stigma on help-seeking? [PubMed](https://pubmed.ncbi.nlm.nih.gov/26074370/)

3. Association of American Medical Colleges (2023). Exploring Barriers to Mental Health Care. aamc.org

Final Render



Final Render



Final Render



Clay Render



**BLENDER**

Used for rendering the device, including both final renders and clay renders to showcase form, light, and material details.

PHOTOSHOP

Applied for image editing and composition.

MIDJOURNEY

Generated the Adaptive Understanding Reflective Ally persona - to represent the AI companion you talk to.

