Final Insights I Got from the Aura Health AI Project

This project helped me understand how to build a useful product from the ground up. I started by finding a real problem and then created a working solution. These are the main things I learned:

1. The real problem is on both sides

I found that the issue with corporate health benefits isn't that they don't exist. The problem is that employees don't know how to use them and HR struggles to explain and manage them.

For employees
They find it hard to understand the benefits and don't know where or how to book appointments. Many feel confused and don't get help at the right time.

For HR teams
They get too many repeated questions from employees and don't have enough data to prove if their wellness programs are working. They need clear insights to plan better.

2. A good solution must be personal and based on data

I learned that using the same solution for everyone doesn't work. That's why I created two different dashboards for employees and HR.

Employee side
The dashboard is simple and helpful. The AI chat gives quick answers and lets them book appointments. It also shows how much of their health plan they've used and gives suggestions based on their needs. It also sends health reminders.

HR side
The HR dashboard shows important data in a clean, useful way. It helps HR teams track visits, find common health issues, and see if their programs are making a difference.

3. AI connects employees and HR

The AI assistant works for both sides.

For employees, it gives private and quick help without waiting for HR.
For HR, it answers repeated questions automatically and shows health patterns like "back pain is increasing in a team" so they can plan better programs.

The more employees use it, the smarter the system becomes. This helps everyone in the long run.

4. I learned how to measure success properly

This project also taught me how to know if the product is doing well.

For employees
Success means they are actually using the platform, solving their problems through AI, and improving their health habits.

For HR
Success means fewer repetitive tasks, faster decision-making, and seeing real results from wellness spending.

5. Aura solves a real gap in the market

I looked at other platforms in the market. Most of them only do part of the job.

- Some focus on fun wellness games but don't solve actual employee needs.
- Some depend on real people to give support, which takes time and isn't scalable.
- Some are part of work tools but aren't focused on healthcare.
- Old HR systems are slow and manual.

What makes Aura different
Aura is one system powered by AI that connects everything in one place. It manages clinics, shows benefit usage, suggests next steps, and answers questions instantly. It doesn't just wait for users to come to it. It actually guides them.

Note: Detailed Version is added in the Aura- Product Outline Presentation