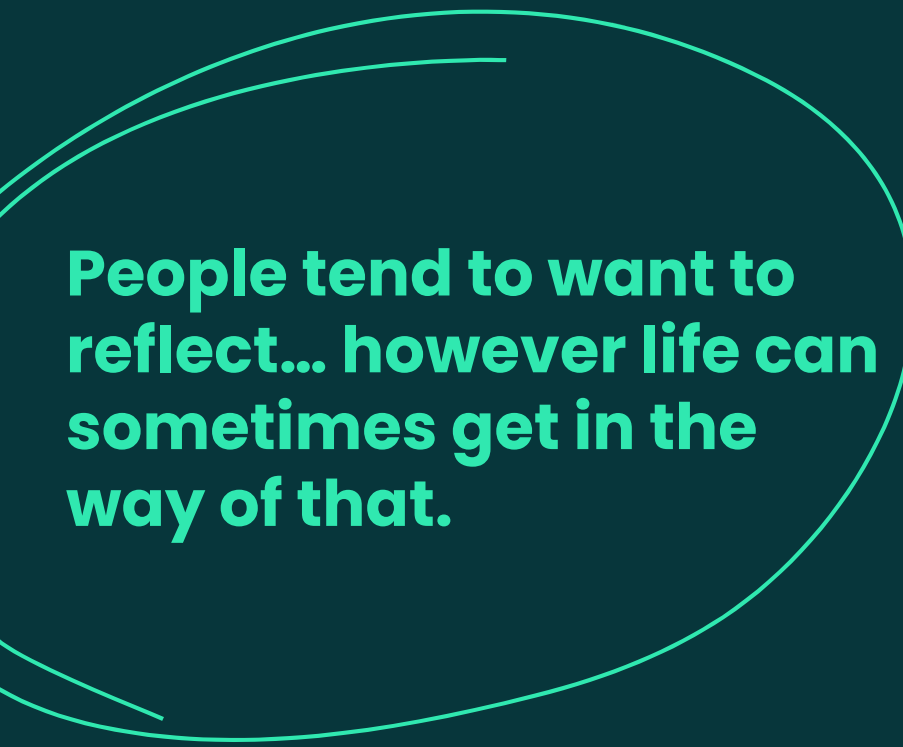By: Bria Jones

AURAflow
An AI-Guided Journaling Experience

WHY?

People tend to want to reflect... however life can sometimes get in the way of that.

- Journaling feels overwhelming for beginners
- Can be hard to know exactly what to write
- Emotional patterns stay invisible
- Most apps can feel cluttered and overbearing
- Privacy concerns prevent people from being honest

Target Users

Target 1

Busy professionals needing quick reflection

Target 2

Students managing heavy emotional loads

Target 3

New journalers who are seeking guidance

Target 4

Anyone who is seeking emotional awareness

The Solution:
AURAflow

A private, intelligent journaling companion

Key Qualities
- **Simple, calming interface**
- **AI-guided emotional insights**
- **Automatic sentiment detection**
- **Mood trends over time**
- **100% on-device data storage**

Core Features

These features work together to create a lightweight but meaningful reflection experience

Home Screen

- Warm welcome
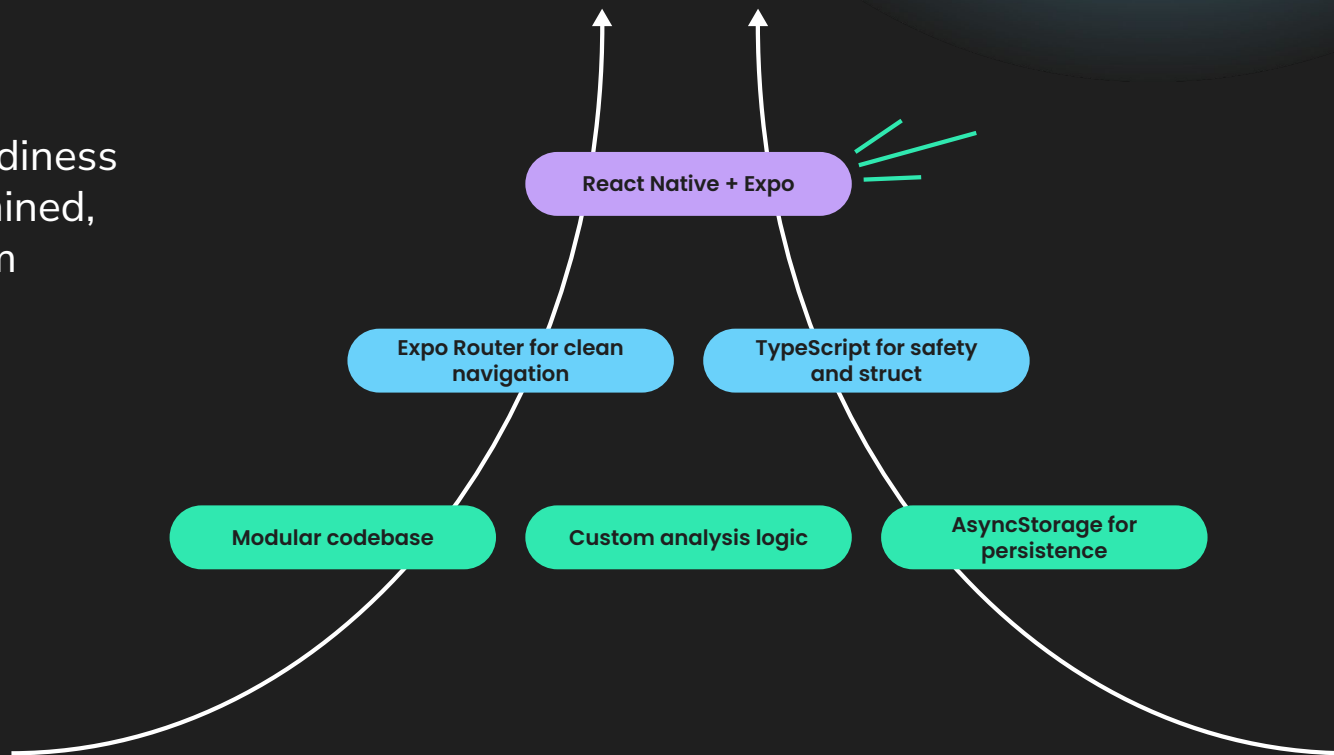- Sets emotional tone
- Clean navigation

Journal

- Free-form writing
- Sentiment scoring
- Local storage via AsyncStorage
- Simple & distraction free UI

Insights

- Mood trend summary
- Average sentiment
- Emotional timeline

Technical Architecture

Ideal stack due to the speediness to prototype, easily maintained, and ideal for cross-platform experiences

React Native + Expo

Expo Router for clean navigation

TypeScript for safety and struct

Modular codebase

Custom analysis logic

AsyncStorage for persistence

Code Highlights

```
function JournalScreen() {
  const [text, setText] = React.useState("");
  const [savedMessage, setSavedMessage] = React.useState("");
  const [entries, setEntries] = React.useState([]);

  React.useEffect(() => {
    async function loadEntries() {
      const saved = await AsyncStorage.getItem("entries");
      if (saved) {
        setEntries(JSON.parse(saved));
      }
    }
    loadEntries();
  }, []);

  async function handleSave() {
    try {
      const existing = await AsyncStorage.getItem("entries");
      let list = existing ? JSON.parse(existing) : [];

      const newEntry = {
        text: text,
        date: new Date().toISOString(),
      };
```

These snippet show my approach: simple readable, and highly intentional

Sentiment Analysis

Short, readable scoring logic based on positive and/or negative keywords.

AsyncStorage

Persistent local storage for entries

Navigation Layout

Clean tab structure using Expo Router

Design Principles

Calm and modern color →

Minimalist layout →

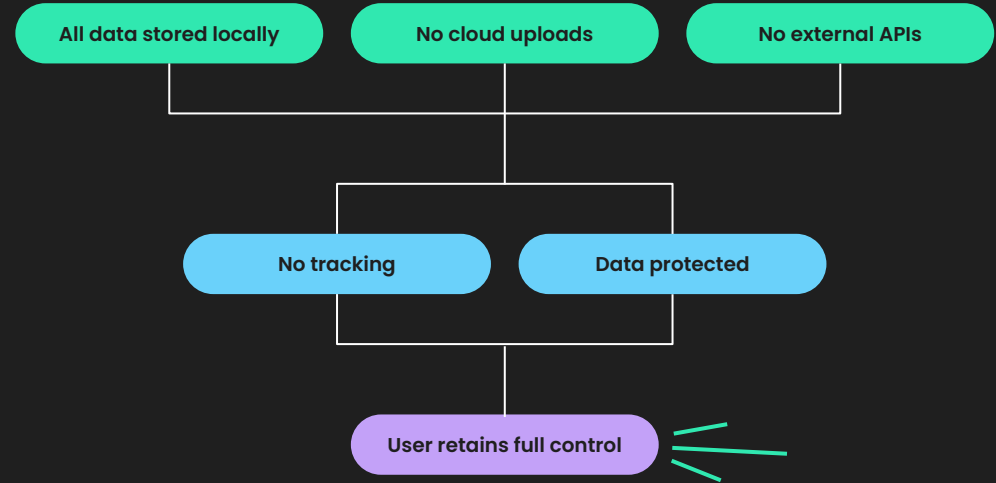**Accessible typography** →

Emotionally warm →

Zero clutter →

The design supports emotional comfort. It's not just functional — it feels safe.

Privacy and Security

Aligns with Palo Alto Networks values which are:
- Trust
- Security
- Empowerment

All data stored locally

No cloud uploads

No external APIs

No tracking

Data protected

User retains full control

Future Enhancements

Evolving into a full emotional wellness companion

Mood Graphs & Visual Analytics

Line charts, heatmaps, or weekly mood arcs would help users *see* their emotional patterns instead of just reading them. This turns text into meaningful insight.

AI-Genarted Reflection Prompts

The app could generate gentle, context-aware prompts to support users who don't know what to write. Prompts could adapt to recent entries, emotional tone, or time of day, making it feel more intuitive.

Streak Tracking & Habit Motivation

A streak system could encourage consistency without pressure. Soft reminders, celebratory animations, or weekly reflection summaries can make journaling feel rewarding, not obligatory.

Voice Journaling

Voice entries would offer a more natural way to reflect. Speech-to-text could convert spoken thoughts into written entries, making the app more accessible and flexible.

Demo Walkthrough

What I Built

- Folder Structure
- Navigation glow
- Journal entries
- Categorization
- Insights Summary

AURAflow is:

| Emotionally Intelligent | Private & Secure | Designed with empathy | Built with intention |

AURAflow reflects how I build: thoughtful, user-centered, and technically grounded. Thank you for reviewing my work. I'm excited to bring this mindset to Palo Alto Networks.

Thank you!