

# Aurora *Inspiration*

A proactive concierge moment. Here is how I got there, and the working design build it turned into.

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Inspiration page + end-to-end flow

AURORA

Welcome to London,  
Maya.

Three ideas for tonight and tomorrow that  
match your schedule and taste.

Dinner in Mayfair

7:30 · intimate · Japanese

Morning recovery

Near hotel · 9:00

Private exhibition

Design circle · 20 min

ASK AURORA

01 / WALKTHROUGH

# The inspiration page, working.

[Link to Youtube Video](#)



# From browsing → being understood

A premium inspiration page should not feel like a content feed.

## COMMON INTERPRETATION

A beautiful feed of places, events and ideas.

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It still asks her to browse, compare, decide and arrange. The work stays with her.

## MY INTERPRETATION

A concierge moment that turns inspiration into action.

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Fewer, better options, each one explaining itself, and a simple way to say *"Arrange this."*

# They don't need more options.

What they want is trust, relevance, and someone who handles it.

## Time-poor

She wants the best option fast, without researching it.

→ THREE, NOT THIRTY

## High standards

Taste, discretion, reliability. Nothing sloppy.

→ EDITORIAL RESTRAINT

## Context-aware

It should already know where she is and what her day looks like.

→ VISIBLE REASONS

## Action-ready

The idea should turn into a booked evening.

→ ONE-TAP ARRANGE

How does Aurora make someone feel *understood* the moment they land in a new city?

# Five rules the design has to earn

01

## Proactive

It starts before she thinks to search.

02

## Personal

Every idea says why it fits.

03

## Premium

Fewer choices, better ones, calmly shown.

04

## Multimodal

Voice and screen do the same job.

05

## Actionable

Anything shown can be arranged.

# Maya

FOUNDER · LONDON · 36 HOURS

She has one free evening, a full morning after it, and no time to research any of it. She wants something worth remembering that takes her ten seconds to say yes to.

- Dinner tonight
- Recovery tomorrow
- Cultural experience
- Invite a guest

## STORYBOARD

- 01

Arrive

“Welcome to London.”
- 02

Brief

A voice summary of the best ideas.
- 03

Inspire

Visual cards, each with its reason.
- 04

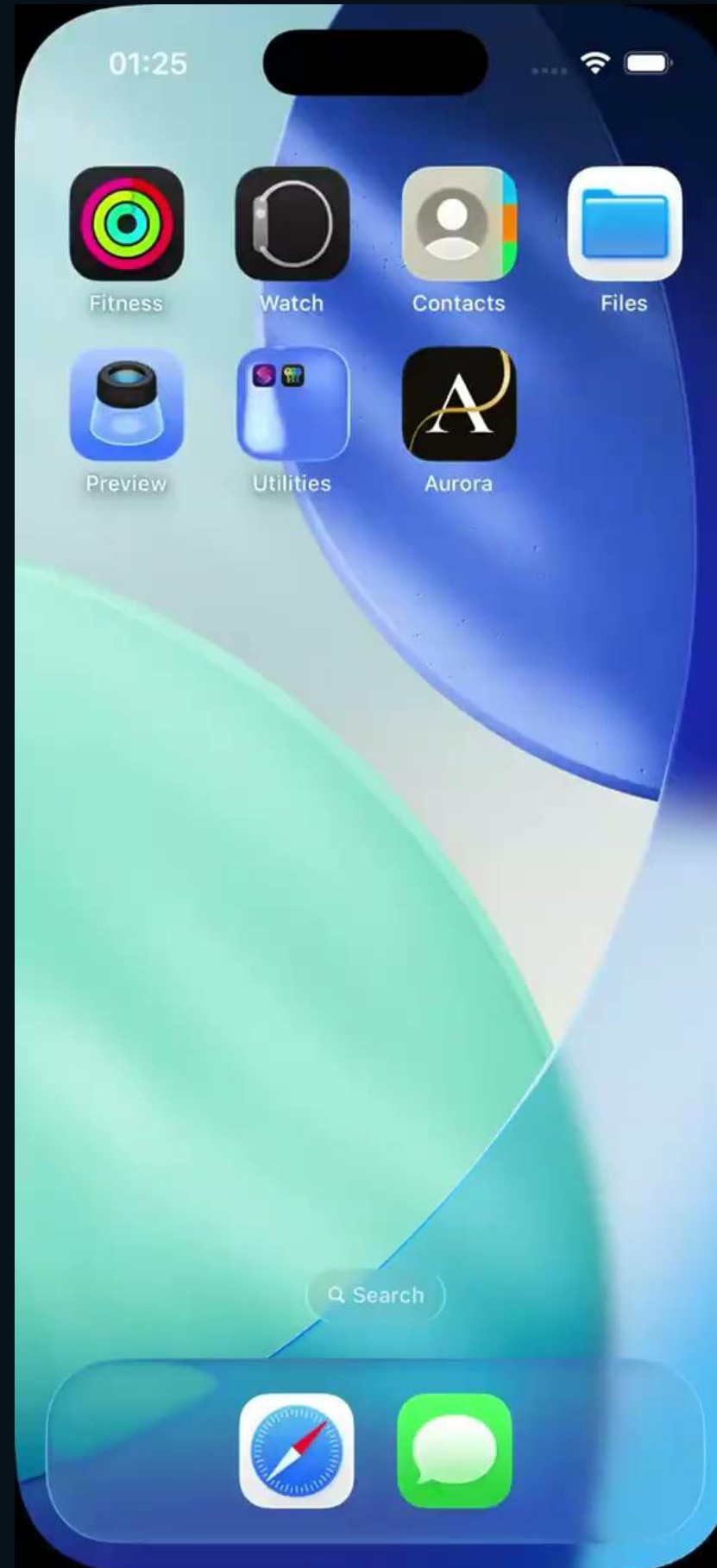
Choose

Tap or speak a command.
- 05

Arrange

Booking, guest and car handled.

[Link to Youtube Video](#)



# Thank *you*

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"Aurora Inspiration turns planning into anticipation."

Deepali Karanjavkar

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Inspiration Design Link: <https://youtu.be/OMaYQbOiTis>