

INSY-5375-020-MANAGEMENT-OF-INFO-TECH

2018 Summer

Online Interactive Live Interview Platform

Submitted To

Professor Dr. Koshy Joseph-Vaidyan

Submitted By:

Gayathri Etraj Janaki

Swetha Prem Ananth

Raoul Andrew Mendanha

Mohammad Moinul Islam Murad

Date of submission: 2nd July 2018

Abstract

Interview is an essential phase of human resource selection process in an organization. Although there are many online platforms of knowledge acquisition and skill development for job seekers, very few online live interactive platforms are available in the market for interview. Interview_Xplorer is a platform to fill up the gap. This ecommerce online live platform will act as an intermediary to give a real time interactive mock interview session for the job seekers. In the user interface, the job seekers can choose industry they are interested in and check profiles of industry professionals and experts. It is a subscription based billable ecommerce platform. Interviewers will have social recognition based on placement of interviewees in industry and ratings from interviewees. The interviewees will go through six step processes to complete the interview module. They are creating an account, complete their Profile, scheduling a One-On-One Interview, performance feedback, getting paired and practice.

Keywords: *Ecommerce, interview, online live platform,*

Brief Company background:

Interview_Xplorer is established as new organization. It is an online startup ecommerce platform headquartered in Dallas. A corporation creates revenue by implementing advanced payable Services based on the number of active user accounts and E-commerce applications available for integration under the System platform. The System creates a log for every corporate business and billable transaction (Schummer, 2001). The most successful platforms connect two or more types of users—buyers and sellers on a shopping portal, travelers and hotel operators on a booking service—and a strong launch usually requires convincing early users to join even before the platform reaches scale (Edelman, 2015).

We also bear in mind that we are exploring a new opportunity rather than providing a solution to an existing IT problem. So, our goal is to successfully ensure the formation of new platform. There are some online platforms such as Udemy, Coursera, Interview Buddy etc., which are fundamentally different from this.

The formation of this platform lies in deep social cause. Despite strong academic background and proficient knowledge, job seekers often fail to perform as per competences in interview phase because of lack of sufficient avenue to practice interview strategies. This platform will provide exciting opportunities to pragmatically relate academic knowledge with real life scenarios. The mission statement of the Interview_Xplorer is “Every job seeker has the right to be placed in right job”. The goal of Interview_Xplorer is to act as intermediary between job seekers and professional or academic experts so that job seekers can have helping hand from the experienced professionals. The product line includes only live interactive interview for now with variety of industry professionals. The platform will explore other product lines in future. The customer base includes job seekers of any level of education in many industries such as Business Analytics, Pharmaceuticals, Information Technology, Software Engineering etc. The organization has hierarchical structure based on the functional department of the organization. The departments are marketing, finance and IT operation. Each department has a head and CEO is at the top of the organizational hierarchy.

There are not many platforms like this. Thenceforth, business strategy aims at introducing and exploring new markets rather than competing other firms. Distinctive competencies accrue from its uniqueness of the product.

Discussion of business opportunity:

The interview has today become one of the most widespread knowledge-producing practices across the human and social sciences in general and also in critical psychology more specifically (Brinkmann, 2014). Computers have long been employed profitably by quantitative social researchers, but latest information and communications technologies (ICT) have more recently opened new opportunities for qualitative researchers too (Bampton & Cowton, 2002).

Online learning platform is highly advantageous to the learners due to customization and flexibility. Rapidly developing technology has facilitated distance education in all disciplines, and it has proven to be popular among students for several reasons, such as convenience and equal opportunity (McBrien, Cheng & Jones, 2009). It is necessary to consider the needs of learners and the characteristics of each online learning community when designing online learning courses (Dede, 1996). Learners can choose their courses from an array of choices. Moreover, the preview of the course provides glimpse of the contents which helps learners to effectively choose the right course. However, online learning platform suffers from few disadvantages. Most of the online platforms offer course contents in static manner. In other words, audios, videos, pictures, graphs are uploaded. Most of the cases, learners keep pace of completion as per convenience. And there is no live interactive interview online platform for the learners. Our idea fills this gap.

In job screening processes, interview is well-known mechanism. It allows employers to directly experience the quality of candidates. Moreover, most psychological tests are in interview format. However, there are several online platforms such as Udemy, Coursera etc. which offer knowledge-based contents to develop skills for interested learners. But there are no available

interview-focused online platforms (to our knowledge). Even if there is any, none of them is live interactive.

Interview_Xplorer is solely focused on interview skill development platform in live interactive manner. To illustrate, a job seeker is about to face an interview in job screening process. It is quite uncertain to gauge how is the preparation for one of the scaring parts of job screening such as interview. This Interview_Xplorer platform brings job seekers and industry professional, expert or experienced folks together to better prepare for the real interview. For example, job seeker Mr. X is going to face an interview on 'Data Analytics' post for his next job. Now he becomes a subscribed member of Interview_Xplorer by a one-time fee for certain number of interview sessions. He logs in and selects an expert in data analytics area from the 'Information System' category. Before Mr. X selects, he can look at the profile of all experts, their experiences and ratings from previous subscribers. After the selection, Mr. X can see the date and time slots for the chosen experts. Whenever, Mr. X choses slot, a request is sent to the expert and the slot is no more available.

Now expert may upload some important ideas and materials and make them available at candidate's hand. On the scheduled time, expert will conduct interactive live interview with Mr. X. The session will end up giving ratings to each other.

High level solution

The process used for employment and recruiting has long been a manual format. Over the last five years, the use of technology has grown, but in a very fragmented way. Typically, companies who utilized assessment instruments chose a labor-intensive approach that is often inconsistent, and if validated, is clinically based (Williams, Kunda & Myers 2003). Now-a-days, online interactive platform is showing a drastic surge in popularity. The availability of modern technology at the hand of mass people has made it possible to reach vast number of users. Moreover, the culture is shifting from analogue to digitization because of usages of internet and handy devices such as smartphone.

This project is result of thinking to exploit this transformation. Although online platform offers many diverse knowledge-based training, there are no full grown interactive training platform for interview. This platform is committed to scouring the domain of interview stress management for the job seekers. It will connect dots of thoughts from experienced and knowledgeable professionals to young job seekers. It will also relieve job seekers from the interview stress and make them better prepared and confident. It is expected that this platform will bring competition and challenges will loom large. In this regard, we will also apply artificial intelligence techniques to better reach targeted users. We are also aware to adopt hologram application development to provide better experience to our users.

Now, the immediate challenge is to reach university graduates and help them experience our platform. We also need to honor professionals to make a profile in the platform. We also have incentives for them such as social recognition and monetary benefits. Their profile will be connected to the LinkedIn and ratings from the job seekers they served will be shown in the LinkedIn profile.

Benefits of solving the problem

The main reason as to why this company was formed was to be able to bridge the gap between students and them being prepared for a job interview. The benefits can be categorized as follows:

1. **Exposure to current technology** - Everything runs from the cloud, which means applications that run seamlessly and uninterrupted. Thanks to this, we can implement advanced video compression technologies which are 6X faster than normal video communication platforms. Real time information sharing can be made possible mainly because of cloud storage and all its capabilities. This improves the experience that the student must go through and makes the process streamlined. All that the students' needs to use the service is access to a computer/tablet and an internet connection. Interview_Xplorer is device friendly and can even be accessed from a smartphone. This allows the student to save time and attend mock interviews from anywhere, eliminating the need & the costs associated with travel. Interviews can be played back as our video interviewing system automatically records the students interview so that they can review it at any time. They'll receive access to the recording of their interview within 2 hours of

completing their interview along with feedback and statistics. There is no downloading of any software.

2. Receive Valuable Peer-to-Peer Feedback– The students get a detailed interview scorecard with performance-based metrics and comprehensive feedback on their strengths & weaknesses. An in-depth analysis can also be viewed for all their interviews along with tips to help them improve in areas which need improvement. This helps reduce a student's stress as we cover every topic and even how to answer tricky interview questions. Curated resources are also provided to the student to help sharpen their interview skills & etiquette by letting them access the best hand-picked, curated content covering every aspect of the interview cycle. This boosts the confidence of the students as they can test drive their answers with industry experts. Behavioral interview questions are also a part of the training and this helps a student showing they have the skill and competence to answer such questions.

3. Affordable Pricing- Our pricing options are carefully thought of and formulated to be student and pocket-friendly. All our packages cost far less than what a student would spend on materials purchase pertaining to job interview phase.

Business/technical approach:

Choosing an IT model that suits your organization needs is a very important decision, every organization will choose a safe and secure storage location from where its data and applications can be accessed and at the same time ensure that the running costs are kept at a minimum. Here at Interview_Xplorer, we not only provide our clients with the advantages of on cloud services but also the flexibility of selecting the cloud service such as Google Cloud Platform, Amazon web Services or any other service provider based on their geographical location for better performance. In the United States, we have chosen Amazon Web Services as our cloud provider as it currently the benchmark of cloud services. The greatest advantage of Amazon Web Services is the power it provides you with. (Cloud, A. E. C., 2011) Since we run on the cloud, software upgrades are deployed from time to time to ensure the systems are secure and provide high availability to its users.

After drawing in data from thousands of technical interviews, we were able to fine tune our approach as per business needs. The interview process is unlike any other. Applicants who do not know what to expect are at a severe disadvantage. (He, H. ,2012). We wanted to make it a simple 6 step process, to enable students to get the best service possible. Below are the different levels:

- Creating an account – Students sign up with their email; verify it & they are then ready to get started on a state of the art learning experience.
- Complete their Profile – It is important for a student to Complete their profile before scheduling an interview so that they can accordingly get paired to experts in their field.
- Scheduling a One-On-One Interview – Students must then choose an available slot that fits their schedule & get a confirmation via e-mail or SMS. They can also prime their interview skills in the meantime with our curated Resources.
- Performance Feedback – After an interview, students get comprehensive feedback on their performance & an interview scorecard underlining their strengths, personalized tips on improving weaker areas & a link to the recording of their interview.
- Getting Paired - They then have the option to tell us when and what they want to practice, and we'll then pair them with an optimal peer. We provide interview questions (and answers) they will both use to interview each other without any fee.
- Practice – Students have the option to choose a coding interview, which is a live video session with a collaborative code editor. The student and their peer interview one another for 30 minutes each. After the interview, they both rate each other's performance.
- Acing it – Students then learn from their peers' feedback, gain confidence and master the art of interviewing.

Talented developers and engineers, which our platform recognizes as promising candidates, will also receive job interview invites from real companies - our partners.

Business process changes

World-class organizations leverage business process change to improve performance, reduce costs, and increase profitability. As a result, these top-performing businesses are better able to respond to shifting markets and intensifying cost pressures. When planned and implemented effectively, business process change initiatives result in permanent operational improvements that can help achieve sustainable competitive advantage.

Interview_Xplorer understands the strain that implementing new software can have on an organization overall and began development of their business opportunity with the intention of allowing businesses to minimize the need for changing business processes. The intention is not to change current processes but rather augment those processes through the implementation of the opportunity. To ensure that this is the case however, Interview_Xplorer has outlined several key areas that the administrator should review and have clearly defined for the implementation to be successful. Each of the following should be reviewed in their current state as well as the planned future state to determine whether any business process redesign will be required. Deployment of the application requires coordination among the network, software development and administrators as well as system owners to ensure that Interview_Xplorer application is running without any defects or mishaps.

The job seekers require a login identification, minimal network, mobile phone or tablet or PC to access the application. They download the application from the application markets such as Google Play store for androids and Appstore for iOS software. They will create a profile, list their strengths and weaknesses, previous work experiences.

The interviewers in the application are the experienced professionals or experts in their domain. They will create a profile as the interviewers, detailed explanation about their expertise and in which domains they are ready to train or test the job seekers, their schedule so that the job seekers can set up a time to get help from them. The application keeps developing using the rating mechanism. The rating is given by the job seeker about the professional or vice versa once the session is done. A good rating for the expert will lead to more demand for the expert and for the application. These business process changes would not only help manage the application and its service better but also allow Interview_Xplorer to concentrate its time, effort and resources on

improving its core academic and interview-centric areas and gain a competitive edge over its rivals. Interview_Xplorer has found that performing the above high-level steps are the basis for a successful implementation of their business opportunity application. While additional steps may also be required, the ones listed will allow a job seeker to understand their strengths and weaknesses, what services and pieces of training are needed to develop and use standardized business processes.

Technology or business practices used to augment the solution:

Interview_Xplorer business opportunity requires further development and additional uses following the implementation of the application. It is important to follow key principles, methodologies and processes that help piece different parts of the puzzle together. These business practices vary depending on the organization and the principles/policies involved. While none of the below recommendations is a part of the proposed solution, they show how the system can be utilized or extended following the implementation.

- **Clear Governance Model:** It is significant to define the roles and responsibilities of the job seekers and the experts working on the business process. Knowing clearly as to who can access what is defined by the organization, Interview_Xplorer to grant the required security clearance and restrictions. In this way, the "Prevention is better than cure" approach is enforced to eliminate misuse between the two users, everyone is accountable for their actions and the objectives to accomplish tasks are structured precisely.
- **Early Training:** As there are only several platforms such as Interview_Xplorer application, it is necessary that everyone on board the business opportunity be on the same page. This is because every expert has their own unique styles in assessing a candidate, coming up with ideas and designing their respective set of questions and trainings. Therefore, training sessions need to be conducted well in advance to intimate both the users on the right track, whether it is technical skills or best practices.
- **Prior outlining of problems:** When the problem is well-defined, the next step is coming up with a plan is to break the solution into many size-able parts, of which each part is a unit that contributes to the overall functioning of the business opportunity. Determining the weaknesses of the job seekers beforehand can help in setting up a training which is not only

based on the job seeker's need but also on what they should be made knowledgeable and confident.

- **Simplicity:** The application must be simple and easy to use. There should be access to users' device's camera, microphone, audio and video recording. To accomplish this, it is important for teams to keep things simple, consistent and most importantly transparent in the initial stages
- **Speech Recognition:** Using a headset with a microphone, the user trains the program to recognize the user's voice. The use of speech recognition technology allows users to practice speaking prescript positive responses to these difficult questions in a pressure free environment. Then, in a real interview, he or she can utilize the rehearsed answers practised within the simulation (Bell & Weinstein, 2011).
- **Individualized Customization:** Prior to using the application, the user completes an employment application, which includes questions about their employment history, skills, and contact information. This practice better prepares the experts on the type of questions to ask the job seekers. For example, a user may select that he would like to apply for a customer service position on the application and identify that his previous job was for a construction company; the simulated character may ask, "I see from your resume that you have experience in construction and are applying for a customer service position. Why are you looking to make that change?" (Bell & Weinstein, 2011). This allows to prepare the job seekers on basic interview questions and this training will ease off the initial tension
- **Feedback System:** The job seekers receive feedbacks after every session with an expert. They will gain insight into the composition of an interview panel as well as the type of information interviewers are seeking. They will appreciate the mix of constructive and positive feedback, since it allows them to reflect on areas for improvement and gives them reassurance about their strengths and potential. The feedback will prompt job seekers to engage in more critical reflection of their past experiences and how to effectively communicate their skills and experiences to an interview panel. After receiving feedback from the first interview, job seekers will be more inclined to anticipate questions, rehearse their responses, and modify their non-verbal behaviors for the second interview. (Lowes, Omrin, Moore, Sulman, Pascoe, Mckee & Gaon, 2016)

Conclusions and overall recommendations:

Interview_Xplorer our online tool for Job Seekers. Interview_Xplorer was built just for you. By intelligently matching job seekers from around the world using collaboration tools and allowing them to interact with the subject matter experts and peers. We are enabling the users to share knowledge, learn from one another and prepare for their next interview, with astonishing, unprecedented results. we not only provide our clients with the advantages of cloud services but also the flexibility of selecting the cloud service such as Google Cloud Platform, Amazon web Services or any other service provider based on their geographical location for better performance. The various implementation techniques also helped enhance the usability & service provided by us. The constant updating & evolution of the website along with the experts present on-board we are confident about our venture and its ability to support the job-seekers.

High-level implementation plan:

We are further planning to extend our resources and provide better services to our customers. We have decided to conduct surveys and take inputs from industry experts. Taking all those inputs we will extend the services we are providing so that our targeted audiences would be benefited. Our customers satisfaction is the main priority we are focusing on. Right now, we have shortlisted some areas wherein we think will help our subscribers. One of which is for people who would like to learn from demo interviews and take pointers, we are right now collecting the required resources and videos. There will be proper notes and pop-ups explaining in the demo where the demo participant had made mistakes and how else they could have answered for the similar question. This can help the registered members to correct their mistakes and better react for alternate situations. Secondly, we can give aptitude type of questions similar to the AMCAT website. The questions can be divided into multiple sections according to the positions. The user can search using the job title and the results would pop up with the related topics that the industry experts feel is necessary to be practiced before attempting for the said position. This can help the users and can also reduce the hassles to search for topics from the extensive lists/topics provided. Thirdly, we are right now taking surveys to check if the subscribers would be interested to talk to their peers and share their interests & discuss the opportunities available.

This can help in greater lengths than what we can provide. These services will be available for a small subscriber fee. These ideas would require advanced technologies to be adopted and we need to scale our servers accordingly. New partnerships could be seen in near future to develop our services better. And, we are planning to partner with IT companies to provide the initial pre-employment training sessions to better prep the selected candidates for the job and to give an insight about the job they were selected for.

Summary of project

Interview_Xplorer is established as new organization. It is an online startup ecommerce platform headquartered in Dallas. Despite strong academic background and proficient knowledge, job seekers often fail to perform as per competences in interview phase because of lack of sufficient avenue to practice interview strategies. Learners can choose their courses from an array of choices. Moreover, the preview of the course provides glimpse of the contents which helps learners to effectively choose the right course. we not only provide our clients with the advantages of on cloud services but also the flexibility of selecting the cloud service such as Google Cloud Platform, Amazon web Services or any other service provider based on their geographical location for better performance. Interview_Xplorer understands the strain that implementing new software can have on an organization. Our customers satisfaction is the main priority we are focusing on. Right now, we have shortlisted some areas wherein we think will help our subscribers. One of which is for people who would like to learn from demo interviews and take pointers, we are right now collecting the required resources and videos to make the platform amenable to modern era.

References:

1. Bampton, R., & Cowton, C. J. (2002, May). The e-interview. In *Forum Qualitative Sozialforschung/Forum: Qualitative Social Research* (Vol. 3, No. 2).
2. Bell, M. D., & Weinstein, A. (2011). Simulated job interview skill training for people with psychiatric disability: Feasibility and tolerability of virtual reality training. *Schizophrenia bulletin*, 37(suppl_2), S91-S97.

3. Brinkmann, S. (2014). Interview. In *Encyclopedia of critical psychology* (pp. 1008-1010). Springer New York.
4. Cloud, A. E. C. (2011). Amazon web services. Retrieved November 9, 2011.
5. Dede, C. (1996). The evolution of distance education: Emerging technologies and distributed learning. *American Journal of Distance Education*, 10(2), 4–36.
6. He, H. (2012). Interview Process. In *Coding Interviews* (pp. 1-12). A press, Berkeley, CA.
7. Lowes, M. K., Omrin, D., Moore, A., Sulman, J., Pascoe, J., McKee, E., & Gaon, S. (2016). Employment Interview Simulation Project: Evaluation and Application to Social Work Field Education. *Field Educator*, 6(1).
8. McBrien, J. L., Cheng, R., & Jones, P. (2009). Virtual spaces: Employing a synchronous online classroom to facilitate student engagement in online learning. *The International Review of Research in Open and Distributed Learning*, 10(3).
9. Schummer, E. (2001). *U.S. Patent Application No. 09/738,653*.
10. Williams, C. J., Kunda, A. K., & Myers, E. J. (2003). *U.S. Patent No. 6,618,734*. Washington, DC: U.S. Patent and Trademark Office.