Case Study: Mock Interview Practice Platform for IIM Students
(Kaidoko Automation Solutions)

This case study focuses on the design and development of an AI-powered mock **interview platform** built for an IIM institute in collaboration with **Kaidoko Automation Solutions**.

The product enables MBA students to simulate real interview experiences, receive automated feedback, and improve their readiness for campus placements.
The project demonstrates early-stage product discovery, MVP validation, and user-centric design thinking.

➢ Problem / Context

The IIM institute needed a structured platform for **students to practice and refine their interview skills** before actual recruitment drives.
Previously, preparation relied on manual mock sessions or peer reviews, which lacked consistency, objectivity, and scalability.

Target Users: MBA students preparing for placement interviews.

Solution Concept:
The platform allowed students to upload their **resumes and job descriptions**, after which an AI-driven interviewer — internally called **"Jarvis"** — conducted a simulated interview, recorded responses, and generated a **performance analytics report**.
This provided students with personalized insights and feedback to make them **interview-ready** through repeated practice and measurable progress.

➢ Objective

The project aimed to develop an **interactive, feedback-driven mock interview ecosystem** that could:

- ✓ Simulate realistic interview experiences across domains.
- ✓ Deliver detailed performance reports highlighting strengths and improvement areas.
- ✓ Create a scalable MVP capable of handling multiple institutions and interview formats.

The **prototype received client approval**, validating the product concept and opening the path for full-scale development currently in progress.

➢ My Role

As a **Software Engineer Intern**, I contributed to both the **technical and analytical aspects** of the MVP.
Key responsibilities included:

- ✓ Researching multiple **MBA job descriptions** to design relevant interview question sets.

- ✓ Working on automated report generation logic that summarized user performance post-interview.
- ✓ Preparing **feature documentation and demo materials** for client presentations.
- ✓ Collaborating closely with the co-founder and development team to iterate on features based on feedback.

Note: Technical implementation details and stack are confidential as the product is still under development.

➢ Solution / Execution

The prototype included three key modules:

- ✓ **Interview Simulation** – AI-based interviewer ("Jarvis") conducts domain-relevant Q&A based on uploaded resume and job description.
- ✓ **Response Evaluation** – Speech-to-text and scoring mechanisms (under testing) for accuracy and confidence mapping.
- ✓ **Performance Report Generation** – Generates a summary report visualizing candidate performance across multiple criteria.

Each iteration involved internal testing, demo sessions, and continuous refinement based on client and mentor feedback.

➢ Impact / Results

- ✓ Delivered an approved **MVP prototype**, paving the way for large-scale development.
- ✓ Significantly improved interview preparedness and self-assessment experience for students.
- ✓ Strengthened Kaidoko's collaboration with IIM as a technology partner for AI-based learning and evaluation.
- ✓ Demonstrated successful **cross-functional teamwork and client communication** during delivery.

➢ Key Learnings

This internship is giving me practical exposure to the **end-to-end product lifecycle** — from requirement gathering to MVP validation.
I learned how to align technical features with user expectations, communicate effectively with clients, and prioritize features based on feedback and business goals.
It reinforced my interest in **product development and management**, combining technical execution with user-centric thinking.