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## VISACOACH – AN AI-POWERED VISA INTERVIEW PREPARATION PLATFORM

"VisaCoach" is a web-based platform for individuals preparing for their U.S. visa interviews, with a specialized focus on the F1 student visa. It offers AI-powered interview simulations, personalized real-time feedback, and comprehensive preparation resources to cater to both first-time applicants and those with specific circumstances. VisaCoach provides a platform for users to build confidence and skill, whether they are learning to articulate their academic goals, preparing to address a previous visa denial, or simply seeking to master the interview process.

The online platform also redefines preparation by providing dynamic tools for creating custom interview sessions, bridging the gap between reading static online advice and engaging in expensive one-on-one coaching. VisaCoach promotes confidence and preparedness, making it an essential resource for visa applicants while also providing a unique, safe space for practice and improvement.

### **“Your digital coach for a human conversation.”**

The above phrase talks about the VisaCoach application being like other preparation resources, offering foundational tools like document checklists and informational blogs that serve anyone seeking general guidance. It also says it is more than that, as it provides a unique, sophisticated AI simulator that is invaluable for the individual user. The "digital coach" provides the scalable, accessible tools for everyone, while the preparation for the "human conversation" is a tailored, personal experience that uses AI to ready an applicant for the nuanced, high-stakes interaction with a real visa officer. VisaCoach is comprehensive in many ways.

## PACT ANALYSIS

A PACT analysis is a framework used to understand the key factors that shape the interaction between users and a system. It evaluates four essential components: People (the users), the Activities they perform, the Contexts in which they operate, and the Technologies that facilitate the interaction. By systematically analysing these elements, designers can create solutions that

are more effective, efficient, and user-centered. The following is a PACT analysis for the VisaCoach platform.

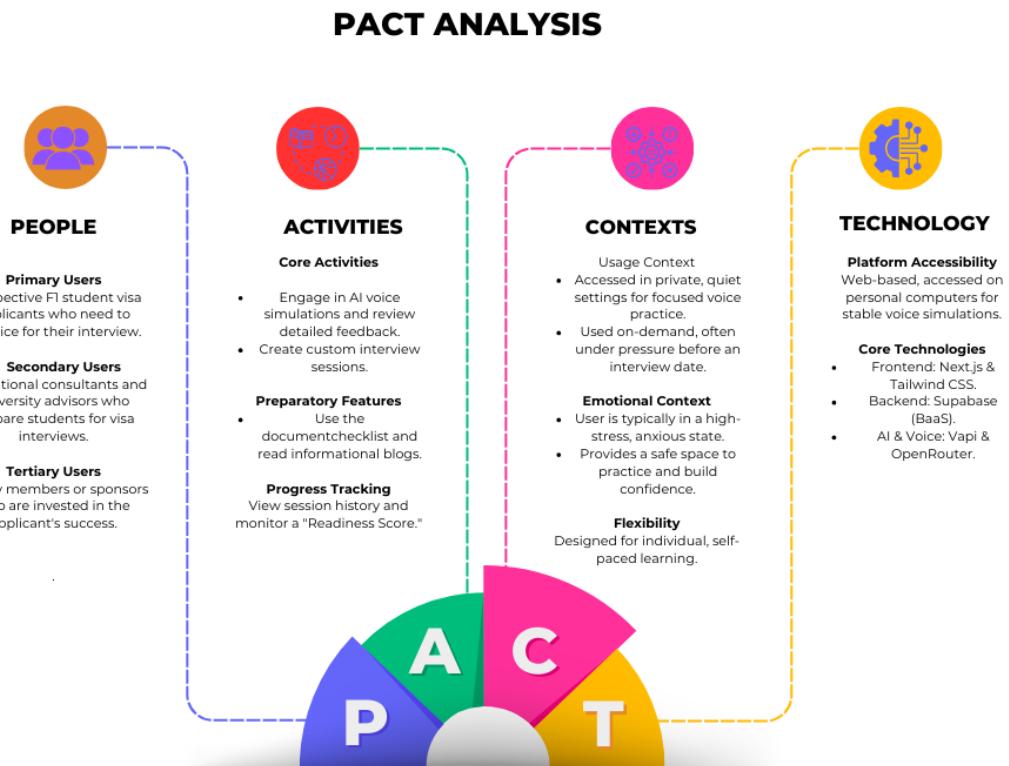


Figure 1: PACT Analysis

## LITERATURE REVIEW

Among the visa preparation resources available, free online video platforms like YouTube and premium one-on-one immigration coaching services most closely represent the existing market that VisaCoach aims to improve upon.

### YOUTUBE

#### *"Broadcast Yourself to the World"*

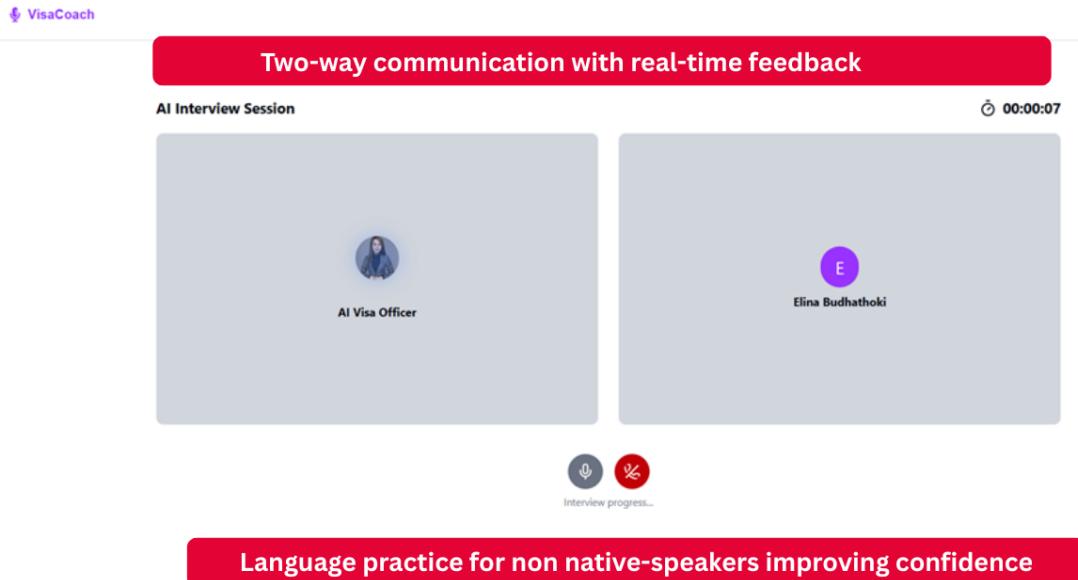
YouTube, the ubiquitous video-sharing platform, serves as a primary source of free information for many F1 visa applicants. It hosts a vast repository of content, including mock interviews, tutorials from former applicants, and advice from self-proclaimed experts. The platform's strength lies in its sheer volume of content and its zero-cost accessibility, making it the first stop for individuals seeking a basic understanding of the interview process.



No Real-time feedback and one sided conversation

Figure 2: Drawbacks of YouTube

Despite its popularity, relying solely on YouTube for preparation has significant drawbacks. The quality and accuracy of information are highly inconsistent, with outdated advice posing a serious risk to applicants. The platform's content is inherently generic; it cannot provide feedback tailored to a user's unique profile, country of origin, or specific academic program. This leads to a passive learning experience where users consume information without actively practicing their own communication skills. Finding relevant, high-quality content can also be incredibly time-consuming, forcing users to sift through hours of videos to find useful guidance.



VisaCoach distinguishes itself from YouTube by providing an active and interactive practice environment. Instead of passive video consumption, users engage directly with an AI that provides structured, personalized feedback in real-time. This ensures that the preparation is tailored to the user's specific needs, eliminating the noise and potential misinformation of public platforms and focusing on skill development rather than just information gathering.

## TRADITIONAL IMMIGRATION COACHES

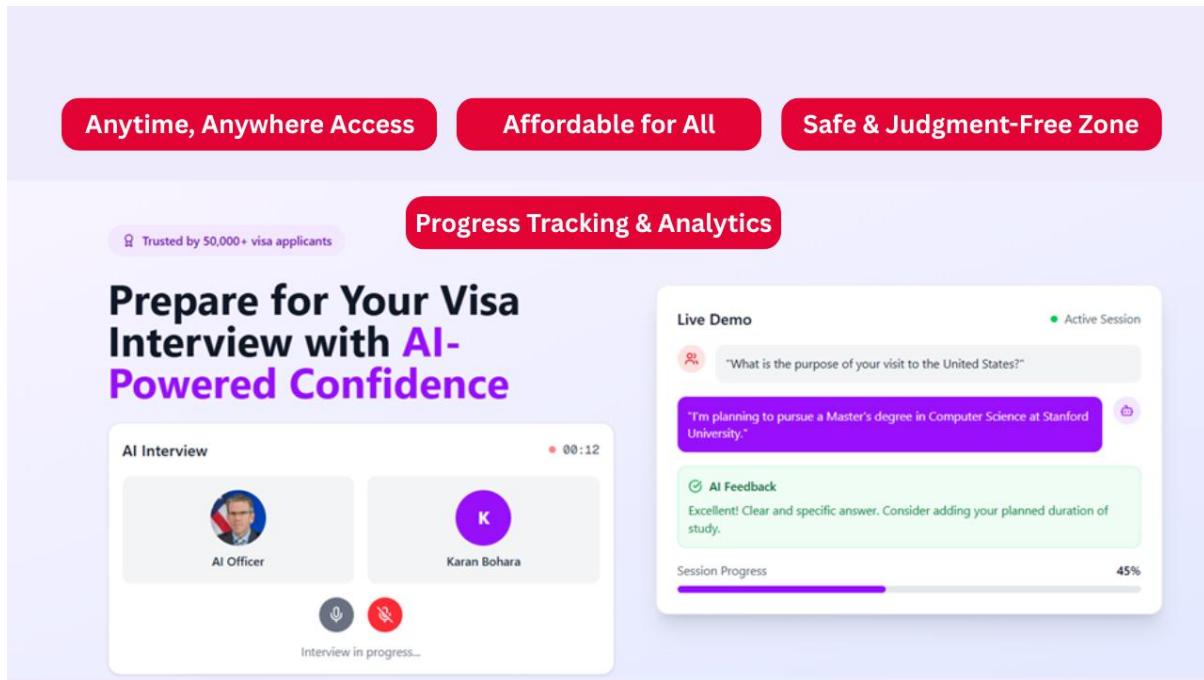
### *"Personalized Guidance for Your Visa Success"*

Traditional immigration coaches and consultants represent the premium end of the market, offering personalized, one-on-one sessions to guide applicants through the visa process. These services often include detailed case reviews, personalized question lists, and live mock interviews with a human expert. The primary appeal of this model is the promise of bespoke advice and direct human interaction.



*Figure 3: Drawbacks of Traditional Immigration Coaches*

However, this traditional model is fraught with its own limitations. The most significant barrier is the prohibitive cost, with services often running into hundreds or even thousands of dollars, making them inaccessible to many students. Accessibility is also a major issue; a user's ability to practice is constrained by the coach's schedule and time zone, removing the possibility of on-demand preparation. Furthermore, the quality and feedback from human coaches can be subjective and vary greatly from one consultant to another. For some applicants, practicing with a human expert can still induce significant anxiety, preventing them from building confidence in a truly comfortable setting.



VisaCoach, on the other hand, addresses these challenges by offering a cost-effective and highly scalable solution. It provides the benefit of tailored practice without the high price tag or scheduling conflicts. The platform is available 24/7, allowing users to practice whenever they feel most ready. By using an AI, VisaCoach delivers objective, data-driven feedback, ensuring a consistent and standardized evaluation. It creates a safe, private, and repeatable practice space where users can build genuine confidence at their own pace.

## REQUIREMENT ANALYSIS

At first, the concept for VisaCoach emerged from observing the immense stress and uncertainty faced by aspiring international students preparing for the U.S. visa interview. This high-stakes, minutes-long conversation can determine their entire educational future, yet most applicants are left to prepare with unreliable YouTube videos and fragmented advice from online forums. The initial idea was to create a focused tool to help these students, particularly F1 visa applicants, navigate this daunting process with more confidence and less anxiety. The concept was not just for the typical applicant but also for those with unique circumstances, like a previous visa denial or a complex financial situation, who require more targeted practice.

VisaCoach is now aimed at providing a holistic training ecosystem rather than just being an information repository. The platform includes comprehensive tools designed to build practical skills and user confidence, moving beyond the limitations of static Q&A lists. This

development aligns with a User-Centered Design (UCD) methodology, which focuses on addressing the user's core emotional and practical needs at every stage. Key features were benchmarked against leading platforms, incorporating the interactivity of conversational AI like Character.ai, the structured feedback loops of professional training tools like HireVue, and the on-demand accessibility of modern e-learning platforms.

Figure 3: Designing Epics, User Stories, and Acceptance Criteria

Epic	SN	User Story	Acceptance Criteria
User Account & Authentication	1	As a new F1 visa applicant, I want to sign up for an account using my email and a secure password so that I can access the platform's preparation tools.	Email and password fields are required User receives success message and redirection to login or verification screen
	2	As a newly registered user, I want to receive a verification link in my email so that I can confirm my account and ensure it is secure.	User receives email with link after signup Clicking the link activates the account
	3	As a returning user, I want to log in easily with my email and password so that I can resume my interview preparation where I left off.	User can log in with correct credentials Error shown for invalid login
	4	As a user who has forgotten my password, I want to use a 'Forgot Password' feature to get a reset link via email so that I can regain access to my account.	User receives reset link on valid email New password setup is confirmed via UI
	5	As a user, I want to access a personal profile page so that I can view and update my basic information like my name.	Users can see and edit name field Changes are saved and reflected immediately
	6	As a security-conscious user, I want to have the ability to change my account password from within my settings page so that I can keep my account secure.	User must confirm current password System confirms password update
	7	As a user, I want to go to a settings page to toggle email notifications on or off so that I have control over the communications I receive from the app.	Users can turn notifications on/off via settings Changes are saved immediately
	8	As a user on a public or shared computer, I want to be able to log out securely from my account so that my personal data remains private.	Clicking logout signs out the user User is redirected to login page
Learning Resources	9	As an applicant at the beginning of my journey, I want to read blog posts about the F1 visa process and common pitfalls so that I can build my foundational knowledge.	User can view categorized blog content
	10	As a user preparing my paperwork, I want to access a comprehensive documents checklist so that I can track all the required materials and ensure I don't forget anything.	Posts load quickly with readable formatting User can view/download a list of required docs Items are grouped by type
	11	As an organized applicant, I want to be able to mark items on the documents checklist as 'complete' so that I can easily monitor my preparation progress.	Checkbox bar reflects completion
Chatbot Practice	12	As a user who wants to practice answering questions, I want to start an interview session with the AI chatbot so that I can get comfortable with common F1 questions in a low-pressure environment.	Chatbot starts with standard questions Conversation is text-based
	13	As a user practicing with the chatbot, I want to receive instant, real-time feedback on my typed answers so that I can identify weak points and improve my responses immediately.	AI evaluates tone, relevance, and completeness Suggestions appear right after user submits
	14	As a user preparing for a specific scenario, I want to create my own interview session by having an AI generate a custom list of questions based on interview type and duration so that my practice simulation is tailored to the topics most important to me.	Users can specify scenario/duration AI generates custom list of questions
	15	As a dedicated user, I want to view a unified history of all my practice sessions (both chatbot and voice) so that I can track my overall improvement in one place.	User can see session logs with date and type Each entry links to detailed view
Voice Interview Simulation	16	As a user who has finished a practice session, I want to view a summary of my performance so that I can reflect and improve for the next round.	Summary shows strengths, weaknesses, and a score Next steps or resources are suggested User can choose type and begin immediately Questions are read aloud
	17	As a user ready for a realistic challenge, I want to start an interview simulator session using either a standard or my custom prepared list of questions so that I can practice speaking my answers out loud in a relevant context.	User can see session logs with date and type Each entry links to detailed view
	18	As a user in an active voice simulation, I want to have the AI voice agent understand my spoken responses and reply naturally so that the experience feels as close as possible to a real interview.	AI transcribes spoken input in real-time Responses are relevant and spoken back
User Support & Documentation	19	As a user who has completed a voice simulator session, I want to receive a detailed feedback report so that I can understand my performance by analyzing my answer quality, clarity, and speaking pace.	Feedback includes clarity, fluency, speaking speed Graphical summary is shown post-session
	20	As a user who is unsure how a feature works, I want to access a 'Help and Documentation' section so that I can find answers and tutorials independently.	Searchable FAQs/tutorials exist Help links available from every main page

Figure 4: Designing Epics, User Stories, and Acceptance Criteria

#### User-stories-acceptance-criteria-with-epic

After creating the core concept of VisaCoach, the development was focused on generating epics and user stories to define the platform's features and capabilities. Epics were created to express general goals like "Mastering the Core Interview Experience," "Providing Comprehensive Preparation Resources," and "Building User Confidence Through Personalized Feedback." These epics provided a high-level vision, which was subsequently broken down into detailed user stories that addressed the full spectrum of user needs—from the initial anxiety of starting, to the act of practicing, and finally, to the reflection on their performance. This user-story-driven approach ensured that every component of the platform was purposefully designed to solve a specific problem for the visa applicant.

## LOW FIDELITY PROTOTYPE

The low-fidelity prototyping phase was undertaken to validate the core user flow and information architecture, ensuring the gathered requirements translate into an intuitive and effective user experience before committing to detailed design (Nielsen Norman Group, 2023).

## WIZARD OF OZ TESTING

To assess the usability of the VisaCoach application with a paper prototype, a structured Wizard of Oz testing methodology was employed. The study involved a diverse group of participants, including international students preparing for their F1 visa interviews, with a mix of first-time applicants and those who had faced prior rejections. The testing was conducted in a quiet, private setting to simulate the environment of actual use. Participants were given clear task instructions for real-world scenarios, such as initiating an AI voice simulation, creating a custom interview, using the document checklist, and reviewing a feedback report.

A two-camera setup was used to capture participants' facial expressions for emotional analysis and their hand interactions with the paper prototype to observe usability patterns. A facilitator, acting as the "wizard," simulated the application's AI responses by presenting pre-written feedback cards and new question sheets at the appropriate times. Observations focused on moments of user confusion, hesitation, or errors in navigating the core features. Following the session, participants provided qualitative feedback through open-ended questions, with insights categorized into themes like clarity, user confidence, and functional gaps. By analysing video recordings and prioritizing this feedback, iterative improvements were planned to enhance the user experience before advancing to high-fidelity design.

## USER FEEDBACK

The low-fidelity Wizard of Oz testing revealed valuable insights for improving the VisaCoach user experience. Testers consistently praised the core concept—an AI-powered practice tool—and found the document checklist and step-by-step interview flow intuitive and helpful.

**21. What would you improve or change in the current low-fidelity prototype?**

5 responses

The overall structure of the low-fidelity prototype is clear, but I would recommend improving the visibility of progress indicators during interview simulations to enhance user confidence. The microphone icon could include a subtle animation or status label to show when it's actively listening. Additionally, some interactive elements like "Start Interview" or "View Resources" could be made more visually distinct, perhaps through color differentiation or placement. The navigation between major sections (e.g., Dashboard → Interview → Results) should be smoother, ideally with breadcrumb or tab indicators. Lastly, including a basic onboarding walkthrough—even in low fidelity—would help new users understand the platform's flow more effectively.

The app seems helpful, but some parts were unclear to me. I wasn't always sure what to click next, and the microphone feature was a bit confusing. I'd suggest adding simple instructions and clearer labels so it's easier to follow without needing tech knowledge.

The interface is mostly intuitive, but I'd recommend improving feedback cues (e.g., mic status, action confirmation) and making key actions like "Start Interview" more visually prominent. Adding keyboard navigation shortcuts could also improve efficiency.

As a new user, I found it a bit hard to know what to do first. A simple intro or walkthrough would help. Also, the mic icon was confusing – I wasn't sure if it was listening. More clear buttons and labels would make

However, the abstract nature of the AI interaction in paper form led to confusion. Users weren't sure how the AI would generate feedback or how realistic the voice simulation would feel. The post-interview feedback report, presented as a dense text block, felt overwhelming and made it hard to extract useful insights. A clear visual redesign using summary cards, colours, and simple charts is needed.

A major feature gap was the absence of a visible progress tracker. Users strongly requested something like a "Readiness Score" to understand their improvement and stay motivated. Without it, the experience felt incomplete.

Usability issues also emerged: no "reveal password" option, no logout confirmation, and missing field validation in forms like the custom interview creator—all contributed to friction and a lack of polish. These should be addressed with real-time feedback (e.g., toast messages), validation, and clear micro interactions.

To fully deliver on its promise, VisaCoach must simplify the AI experience and make it feel trustworthy. A more consistent visual design—with clearer colours, calm UI, and simplified layouts—will help reduce user hesitation and build confidence ahead of high-fidelity prototyping.

## IMPROVEMENTS TO CONSIDER MOVING TO THE NEXT STAGE

To reduce ambiguity around the AI's role, a short onboarding flow or contextual tooltips should be added to explain how the voice simulation works. This builds user trust by making the system feel transparent, not like a "black box."

The feedback report needs a redesign focused on clarity and visual impact. Replace dense text with summary cards, color-coded answer quality, and simple charts for speaking pace and clarity. This will make insights more actionable and user-friendly.

To support progress tracking, introduce an "Interview Readiness Score" on the dashboard—displayed as a gauge or percentage bar—to give users a quick, motivating snapshot of their prep level. Highlighting improvement areas from the last session will personalize the experience further.

Basic usability improvements are key. Add a "reveal password" eye icon, confirm logout actions, and provide real-time feedback (e.g., toast messages for saved sessions). Ensure all forms have live validation to prevent submission errors.

Finally, prioritize a consistent and calming visual design. Use a simple, predictable layout with improved colour clarity and clear typography to reduce user anxiety and create a more reassuring, polished interface. These changes should be made before moving to high-fidelity designs in Figma.

## HIGH FIDELITY TESTING

Following the analysis and iterative improvements from the low-fidelity prototype, the project transitioned to the high-fidelity stage. The prototype was meticulously designed in Figma, with a core focus on integrating all ten of Nielsen's heuristic principles to ensure a professional, intuitive, and user-centered interface ready for realistic user interaction.

## GUERRILLA FIDELITY TESTING

After finalizing the high-fidelity prototype of VisaCoach in Figma, guerrilla testing was conducted to evaluate its usability in a real-world context. To evaluate the prototype, testing was conducted with a diverse mix of participants, including both random users to gauge general usability and prospective F1 visa applicants to assess specialized functionality. The testing took place in quiet, accessible locations, ensuring participants felt comfortable and could focus without distractions.

Before beginning, each participant was briefed on the voluntary nature of the test and the ease of the process, and then provided with structured task instructions. They were given assignments designed to simulate genuine use cases, such as initiating a full AI voice simulation, reviewing the detailed feedback report, creating a custom interview, and navigating the document checklist. Observations were recorded to note any instances of confusion, hesitation, or errors.

Open-ended questions were used afterward to gather qualitative data on the overall user experience. Random users provided crucial baseline feedback on the interface's intuitiveness and clarity, while the F1 visa applicants offered deeper insights into the simulation's realism and the value of the specialized features. This systematic yet flexible methodology ensured that the feedback collected was comprehensive and could be used to directly enhance the final user experience.

## USER FEEDBACK FOR HIGH FIDELITY

7 responses

**Response 1:** The overall look is polished, but some buttons are too small on mobile. I'd suggest increasing tap targets and adding hover effects for desktop users.

**Response 2:** I loved the animation transitions between screens! However, some tooltips were missing for icons. Clearer icon labels would help.

**Response 3:** The voice feature worked great, but it wasn't obvious when it was active. A pulsing animation or "Listening..." indicator could help.

**Response 4:** Design was clean, but the navigation bar could remain sticky when scrolling. I lost track of where I was a few times while browsing.

**Response 5:** Overall, it was a great experience. I'd only suggest making interview progress more visual—like a stepper or progress bar at the top of the screen.

**Response 6:** The color contrast in some sections could be improved for better accessibility. The light gray text on white background was hard to read.

**Response 7:** Loading times between screens were noticeable. Maybe add loading indicators or optimize the image assets for faster transitions.

The application's high-fidelity prototype received significant praise for its clean, professional, and calming design. Users consistently complimented the minimalist interface, noting that its simplicity helped reduce feelings of anxiety and made navigating the platform straightforward and intuitive.

However, the feedback from guerrilla testing identified crucial areas where targeted modifications could greatly improve the overall user experience. The most frequent comments centered on readability and visual comfort. Several users, particularly non-native English speakers and those on smaller laptop screens, found the text size used for feedback reports and blog articles to be too small, causing eye strain during extended practice sessions. Furthermore, while the clean colour pattern was appreciated, some described it as feeling too "clinical" or "sterile," suggesting that it lacked a sense of encouragement. They proposed incorporating a warmer, more supportive accent colour for success states to create a more positive emotional atmosphere.

Functionally, users pointed out a need for a clearer conversational flow during the voice simulation. A recurring suggestion was the addition of a distinct visual or audio cue to indicate when it was the user's turn to speak, as some felt unsure if the AI had finished its question. Another major point of feedback concerned the navigation of the detailed feedback report. While the content was deemed valuable, users found it difficult to cross-reference a piece of feedback with the specific moment in the interview transcript. Finally, to enhance user control and security, the option to "Log out of all devices" was a requested feature to bring the application up to a professional standard.

#### Figure 5: Feedback from Guerrilla Testing

(Redirect to Google link for questionnaire and user feedback of testing)

Overall, while the core design was effective, the feedback underscored the need to refine the visual and interactive details to better support the user's emotional and practical journey. These improvements would focus on enhancing readability, creating a more encouraging visual language, and streamlining the interactive feedback loop, ensuring the platform is not only functional but also exceptionally user-friendly and supportive.

#### **IMPROVEMENTS TO MAKE MOVING FORWARD**

Based on user feedback, several key improvements have been prioritized before final development. First, to enhance readability and accessibility, the typography system will be

updated with larger base font sizes for reports and articles. A secondary accent colour (such as soft green) will be introduced to highlight success messages and completed tasks, while maintaining a clean and professional look with proper contrast for accessibility.

To improve the voice simulator experience, a pulsing microphone icon will indicate when the system is listening, making interactions more intuitive. The feedback report will be redesigned into a "smart transcript," where users can click on any part of the transcript to view related feedback—making review and learning faster and easier.

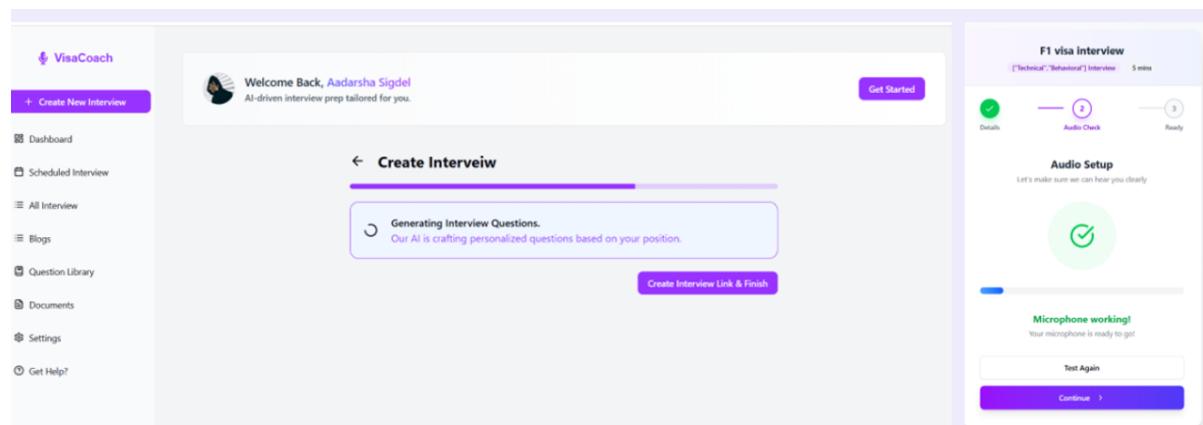
Finally, a "Log out from all devices" option will be added to the settings page to strengthen account security. With these changes, the prototype is ready for development, with only minor tweaks expected during final testing.

## NIELSEN'S 10 HEURISTIC PRINCIPLES

Nielsen's 10 Heuristics for User Interface Design are a set of widely recognized principles that serve as a crucial framework for evaluating and improving the usability of digital systems (Nielsen Norman Group, n.d.). Adherence to these heuristics was a cornerstone of the VisaCoach design process, ensuring the final product would be intuitive, predictable, and trustworthy—qualities that are essential when preparing users for a high-stakes, real-world interaction.

## VISIBILITY OF SYSTEM STATUS

VisaCoach follows the Visibility of System Status heuristic by giving users clear, timely feedback at every step. When the AI is generating questions, a progress bar, animation, and message explain what's happening—reassuring users that the system is working. In multi-step flows like audio setup, a visible stepper shows progress, and success is confirmed with clear cues like a green checkmark and "Microphone working!" message. This consistent feedback keeps users informed, reduces anxiety, and builds trust in the process.



## MATCH BETWEEN SYSTEM AND THE REAL WORLD

VisaCoach follows the “Match Between System and the Real World” principle by using familiar language, icons, and layouts that mirror real-life experiences. On the dashboard, buttons like “Create New Interview” and “F1 visa interview” use user-friendly terms instead of technical jargon. Common icons—like a video camera for video interviews—make navigation intuitive.

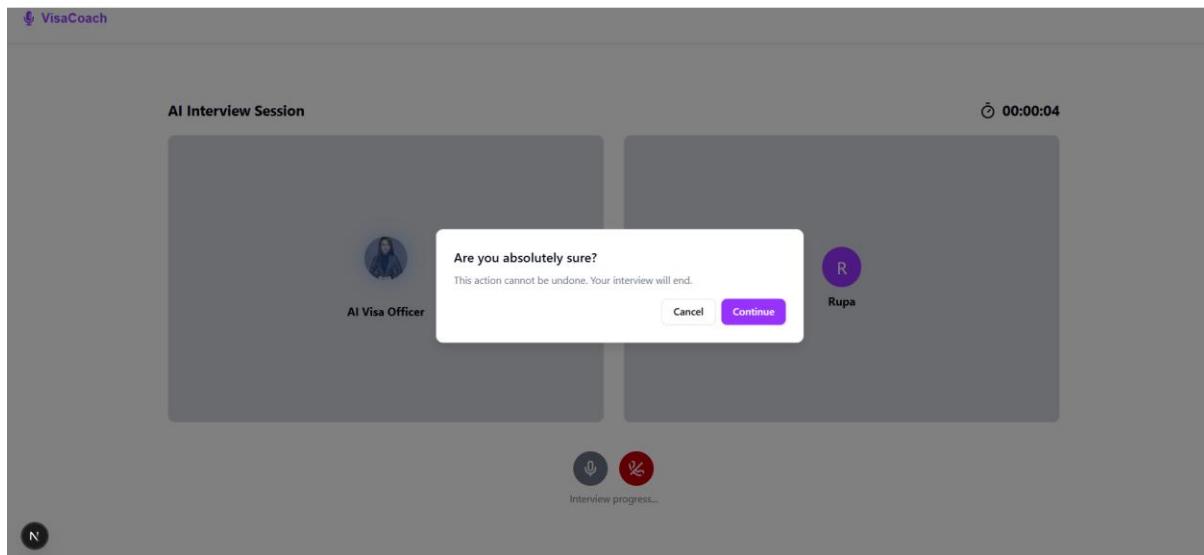
The interface uses a standard sidebar and card layout, helping users feel at home and reducing mental effort. After an interview, the “Interview Complete!” screen shows a clear green checkmark and uses natural language like “Congratulations!” instead of system-like messages. It continues the real-world feel by offering an “Interview Summary” and a “What’s Next?” section, guiding users just like a human coach would.

The image consists of two vertically stacked screenshots of the VisaCoach application. The top screenshot is a confirmation page titled 'Interview Complete!' featuring a large green checkmark icon. It includes a message saying 'Congratulations, Aadarsha Sigdel! You've successfully completed the interview.' Below this are two cards: 'What's Next?' (Our AI is now analyzing your responses to provide a detailed performance report.) and 'Interview Summary' (Date Completed: July 12, 2025, Time: 12:30 PM). At the bottom are buttons for 'Return to Dashboard' and 'View Detailed Report and feedbacks'. The bottom screenshot shows the main dashboard with a sidebar containing links like '+ Create New Interview', 'Dashboard', 'Scheduled Interview', 'All Interview', 'Blogs', 'Question Library', 'Documents', 'Settings', and 'Get Help?'. The main area has sections for 'Create New Interview' (Schedule AI-powered interviews with students), 'Create Phone Screening' (Arrange phone screening calls with candidates), and 'Previously Created Interviews' (listing an 'F1 visa interview' from Jul 12th, 2025, which is 5 minutes long and has 0 attempts, with 'Copy Link' and 'Join' buttons). Other buttons include 'View All Interviews' and 'Ask AI Assistant'.

## USER CONTROL AND FREEDOM

VisaCoach supports User Control and Freedom by allowing users to easily undo actions and avoid accidental mistakes—especially during AI Interview Sessions. When a user tries to end a session, the system shows a confirmation pop-up asking, “Are you absolutely sure?” along with a clear warning: “This action cannot be undone.”

The modal includes a “Cancel” button as a safe way to back out, giving users full control to stop or continue without pressure. This prevents accidental exits and ensures important actions are always intentional, helping users feel confident and in control throughout the experience.



## CONSISTENCY AND STANDARDS

VisaCoach follows the Consistency and Standards principle by using familiar patterns and a unified design system, helping users navigate with ease and confidence. Internally, it uses a consistent colour palette—especially a signature shade of purple for primary actions like “Create New Interview” and “Continue.” Typography and layouts remain uniform across all pages, with a fixed left-hand sidebar that keeps navigation predictable.

Externally, VisaCoach aligns with common web conventions: the left sidebar for navigation, a clickable logo that returns to the dashboard, and confirmation modals for important actions. These familiar patterns reduce confusion and help stressed users stay focused on their interview prep, without needing to relearn how the system works.

The screenshot displays the VisaCoach platform interface. At the top, there's a navigation bar with a sidebar containing links like 'Create New Interview', 'Dashboard', 'Scheduled Interview', 'All Interview', 'Blogs', 'Question Library', 'Documents', 'Settings', and 'Get Help?'. The main dashboard shows a 'Welcome Back, Aadarsha Sigdel' message and an 'AI-driven interview prep tailored for you.' Below this is a 'Dashboard' section with 'Create New Interview' and 'Create Phone Screening' options. A 'Previously Created Interviews' section shows an 'F1 visa interview' scheduled for Jul 12th, 2025, lasting 5 minutes with 0 attempts. Buttons for 'Copy Link' and 'Join' are present. A purple 'View All Interviews' button is at the bottom. To the right is an 'Ask AI Assistant' button. A system status box indicates 'All services operational' and '99.9% uptime' with a last update of '12:52:50'. At the bottom, there's a footer with 'Visa Coach', 'Features', 'How it Works', 'Pricing', 'Success Stories', 'Support', 'Sign In', and 'Start Free Trial'. A testimonial box says 'Trusted by 50,000+ visa applicants'. The central part of the page features a large 'Prepare for Your Visa Interview with AI-Powered Confidence' heading. Below it is an 'AI Interview' section showing two AI-generated profiles: 'AI Officer' and 'Karan Bohara'. A timer shows '00:12'. Below the profiles is a message 'Interview in progress...'. To the right is a 'Live Demo' section showing a conversation between an AI officer and a user, with AI feedback and session progress at 45%.

## ERROR PREVENTION AND CONTROL

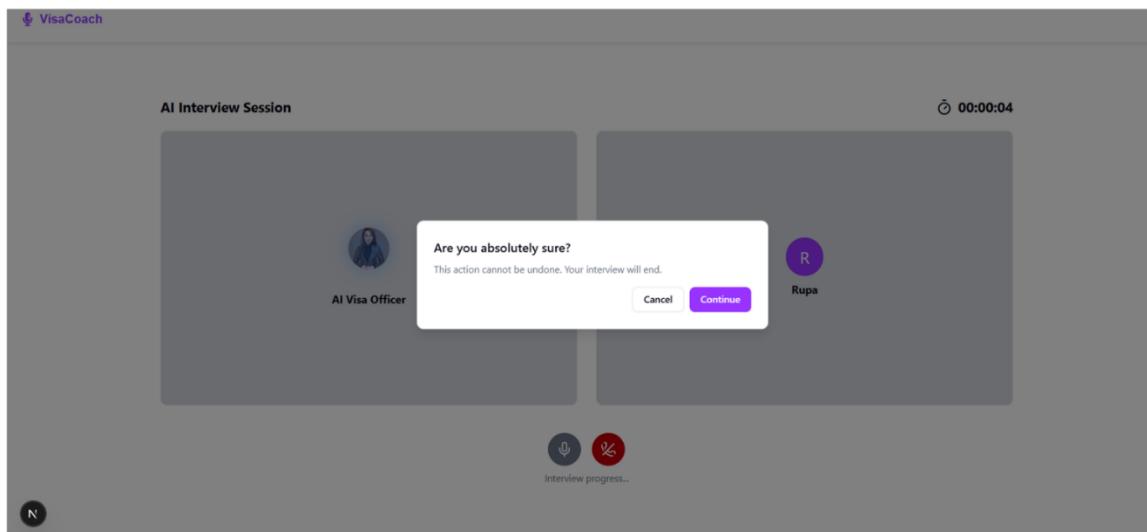
VisaCoach follows the Error Prevention and Control principle by helping users avoid mistakes and recover quickly when they happen.

The image shows two side-by-side screenshots of a 'Create Account' form. Both screenshots feature a purple header with a user icon and the title 'Create Account'. Below the title is a link 'Already have an account? [Sign in](#)'. The form includes fields for 'Full Name' (containing 'Suito'), 'Email' (containing 'bpramesh21@gmail.com'), and 'Confirm Password' (containing 'Prame').

**Screenshot 1 (Left):** The 'Email' field has a validation message: 'Please include an '@' in the email address. 'bpramesh21@gmail.com' is missing an '@'.' A cursor is shown over the 'Email' input field.

**Screenshot 2 (Right):** The 'Password (min 6 characters)' field has a validation message: 'Please lengthen this text to 6 characters or more (you are currently using 3 characters).' A cursor is shown over the 'Password' input field.

Both screenshots show a large purple 'Sign Up' button at the bottom. Below it is a 'Continue with Google' button with the Google logo.



For major actions like ending an AI interview session, the system shows a confirmation pop-up with a clear warning ("This action cannot be undone") and a "Cancel" option. This prevents users from accidentally losing progress.

In forms, VisaCoach uses real-time validation. For example, if a user enters an invalid email, an instant message like "Please include an '@' in the email address" appears. If a password is too short, the system not only shows the rule but also gives live feedback on the current input. This makes fixing errors easy and keeps the experience smooth and frustration-free.

## RECOGNITION RATHER THAN RECALL

The "Recognition Rather than Recall" principle is expertly applied throughout the VisaCoach interface to minimize the user's memory load by making actions, options, and information highly visible. This ensures users can navigate intuitively by recognizing patterns rather than needing to recall them from memory.

The image displays two screenshots of the VisaCoach application interface, illustrating the "Recognition Rather than Recall" principle through visual design and navigation.

**Create Account Page:**

- Header:** A large circular placeholder icon with a purple person icon.
- Title:** "Create Account" in bold black font.
- Text:** "Already have an account? [Sign in](#)"
- Form Fields:**
  - Full Name: "Karan Bohara"
  - Email: "karanbohara216@gmail.com"
  - Password (min 6 characters): "Karan@1234" (with eye icon)
  - Confirm Password: "\*\*\*\*\*" (with eye icon)
- Buttons:**
  - A large purple "Sign Up" button.
  - An "Or sign up with" section featuring a "Continue with Google" button.

**Dashboard Sidebar (Visible on the right):**

- Header:** "VisaCoach" with a microphone icon.
- Buttons:**
  - + Create New Interview
  - Dashboard (highlighted in purple)
- Links:**
  - Scheduled Interview
  - All Interview
  - Blogs
  - Question Library
  - Documents
  - Settings
  - Get Help?

**Interview Complete Page:**

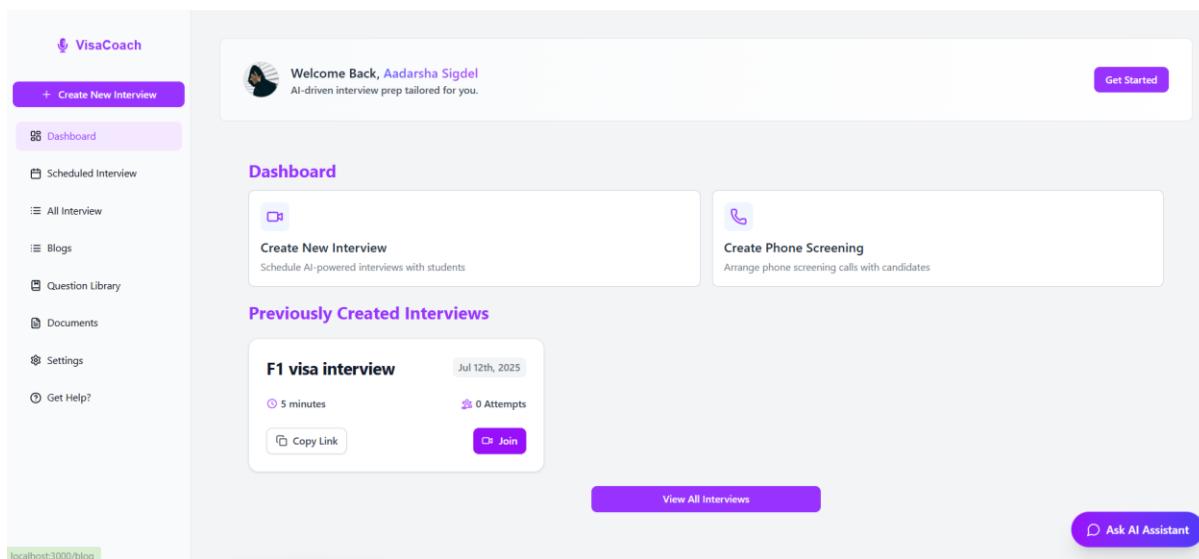
- Header:** "Interview Complete!" with a green checkmark icon.
- Text:** "Congratulations, Aadarsha Sigid! You've successfully completed the interview."
- Summary:**

What's Next?	Interview Summary
Our AI is now analyzing your responses to provide a detailed performance report.	Date Completed: July 12, 2025 Time: 12:30 PM
- Buttons:**
  - Return to Dashboard
  - View Detailed Report and feedbacks →
- Footer:** "© 2025 VisaCoach. All rights reserved."

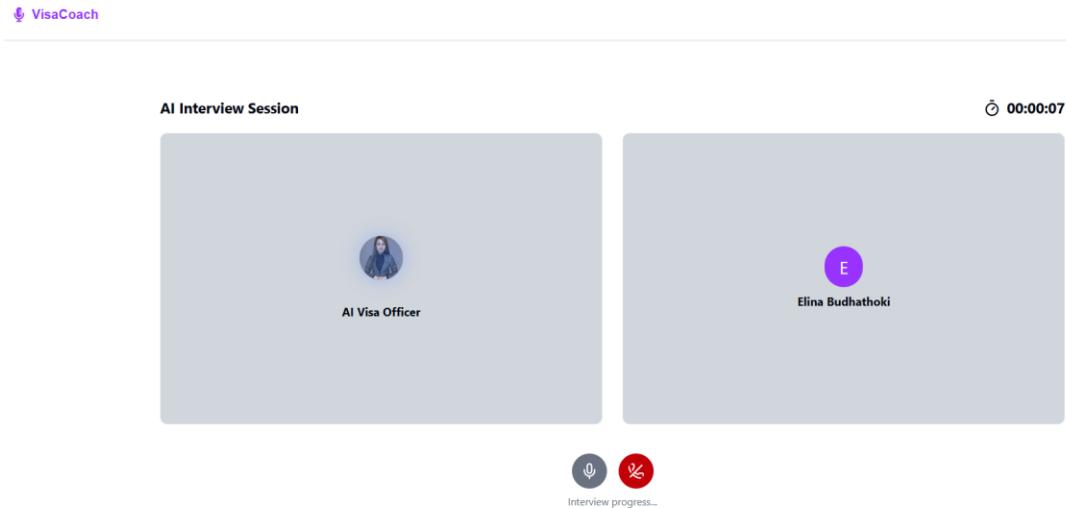
The main sidebar shows clearly labelled sections like “Dashboard,” “Scheduled Interview,” and “Documents,” paired with familiar icons. Highlighting the current tab (e.g., “Dashboard”) makes navigation easy and intuitive. In forms, rules like “(min 6 characters)” are shown directly in the password field, so users understand the requirements upfront—no need to recall them after submitting. After completing key tasks, such as an interview session, users are shown clear next steps like “Return to Dashboard” or “View Detailed Report,” avoiding confusion and keeping the flow smooth.

## FLEXIBILITY AND EFFICIENCY OF USE

VisaCoach follows the Flexibility and Efficiency of Use principle by supporting both beginners and experienced users.



New users are guided through the setup with a clear “Create New Interview” button, while returning users can skip ahead—using quick actions like “Join” to resume a previous session with one click. The floating “Ask AI Assistant” button also serves as a fast shortcut for quick help, without starting a full session.



Users can choose between standard interviews or customize their own based on personal goals. They can also pick between a text-based chatbot or a voice simulator, depending on their confidence level. This flexibility ensures VisaCoach works well for all users—whether they're just starting out or refining advanced skills.

## Live Demo

● Active Session

hello



Good day! Could you please state the purpose of your visit to the United States?

To Study



What specific course or program are you planning to study in the United States, and why did you choose this field of study?

Type or speak your question...



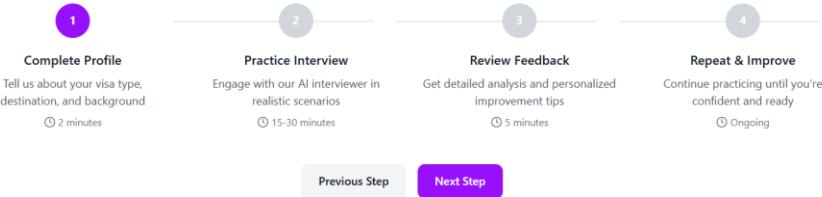
### AESTHETIC AND MINIMALISTIC DESIGN

VisaCoach embodies the "Aesthetic and Minimalist Design" principle by ensuring that the interface contains only essential information, creating a clutter-free and focused user experience. This approach is not merely about visual appeal; it is a deliberate choice to reduce cognitive load and create a calm environment for users who are already in a stressful situation.

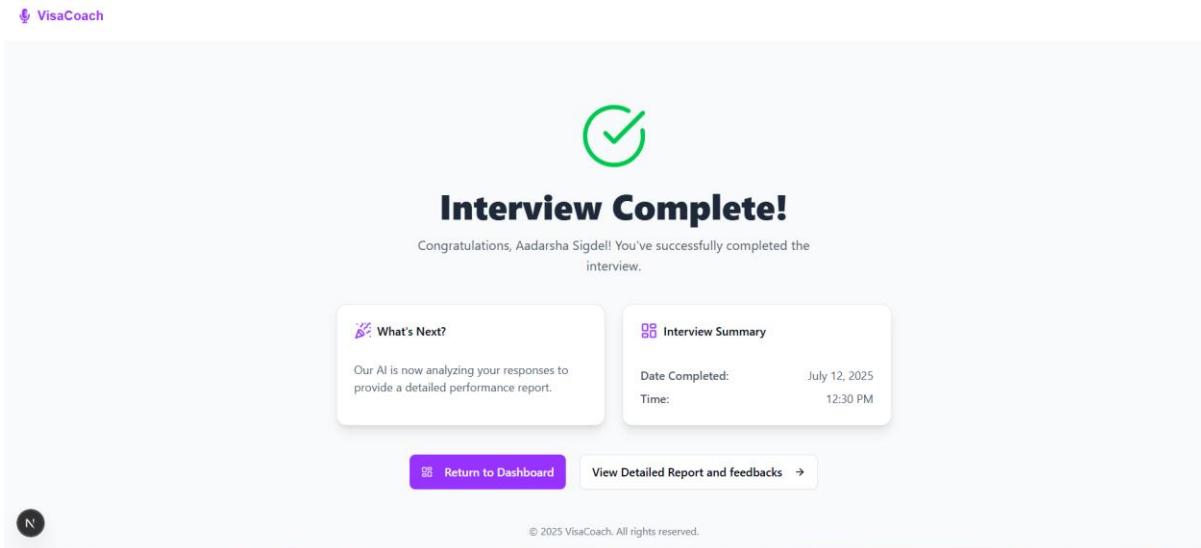
The screenshot displays the VisaCoach application's user interface. On the left, a sidebar menu includes options like 'Create New Interview', 'Dashboard', 'Scheduled Interview', 'All Interview', 'Blogs', 'Question Library', 'Documents', 'Settings', and 'Get Help?'. The main dashboard features a 'Welcome Back' message for 'Aadarsha Sigdel' and a 'Get Started' button. Below this is a 'Dashboard' section with cards for 'Create New Interview' (Schedule AI-powered interviews with students) and 'Create Phone Screening' (Arrange phone screening calls with candidates). A 'Previously Created Interviews' section shows a card for an 'F1 visa interview' scheduled for Jul 12th, 2025, lasting 5 minutes with 0 attempts, with 'Copy Link' and 'Or Join' buttons. A 'View All Interviews' button is also present. At the bottom, there's an 'Ask AI Assistant' button. The footer contains links for 'Visa Coach', 'Features', 'How it Works', 'Pricing', 'Success Stories', 'Support', 'Sign In', and 'Start Free Trial'.

## How It Works

Get started in minutes with our simple 4-step process. You're in control every step of the way.



This is evident across the application. The sign-up form, for instance, is centered with generous white space, presenting only the necessary fields without any distracting sidebars or advertisements. The main dashboard uses a clean, card-based layout to present key information concisely, allowing users to quickly identify their options without being overwhelmed. The "Interview Complete!" screen is particularly effective, displaying only a clear success message and two simple, logical next steps, which helps the user process the completion of their task without information overload.

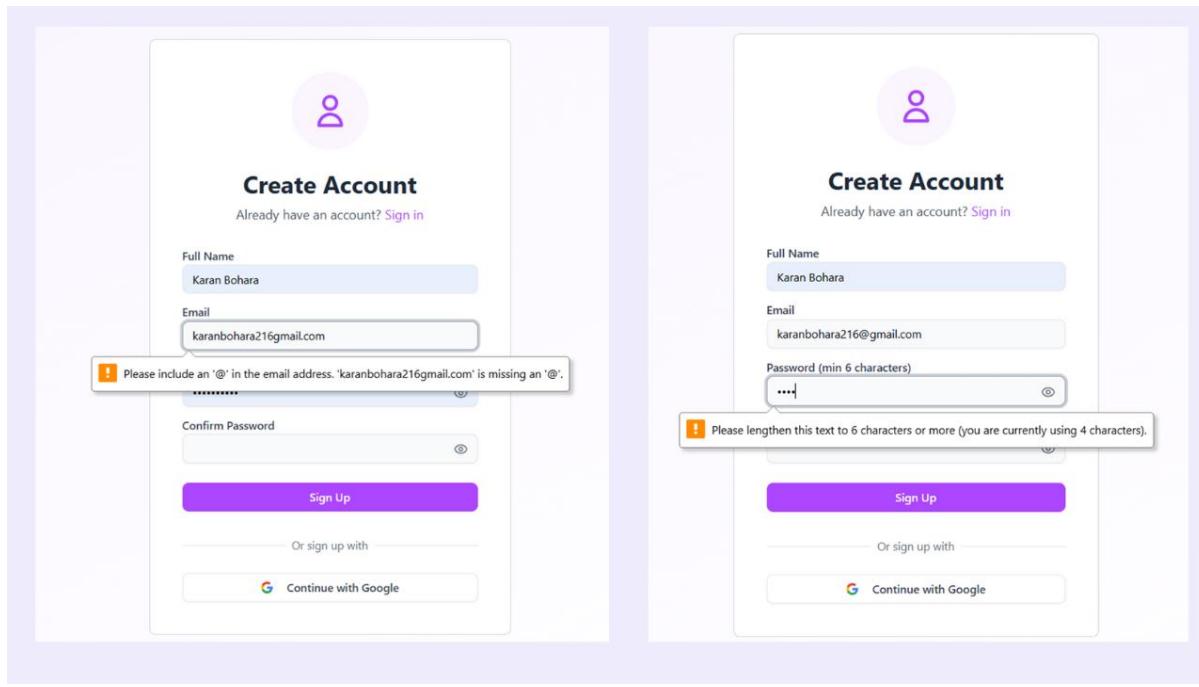


The strongest example is the "AI Interview Session" screen itself. It removes all non-essential UI elements to focus the user's full attention on the conversation with the AI Visa Officer. By prioritizing this core task above all else, the minimalist design directly supports the user's goal of practicing for a real, focused interview. This commitment to minimalism ensures that every element on the screen serves a purpose, resulting in a platform that feels professional, serene, and easy to navigate.

### HELP USERS RECOGNIZE, DIAGNOSE, AND RECOVER FROM ERRORS

This principle is about gracefully handling mistakes when they occur. Instead of showing cryptic error codes, VisaCoach communicates errors in plain language, clearly states the problem, and provides a path toward a solution, ensuring that users can recover quickly and without frustration.

Similarly, if a password is too short, the error message specifies the exact requirement ("6 characters or more") and even states the user's current input length ("you are currently using 5 characters"), leaving no room for guesswork. By providing error messages that are polite, precise, and constructive, VisaCoach helps users correct mistakes easily, which is essential for maintaining a supportive and professional experience.

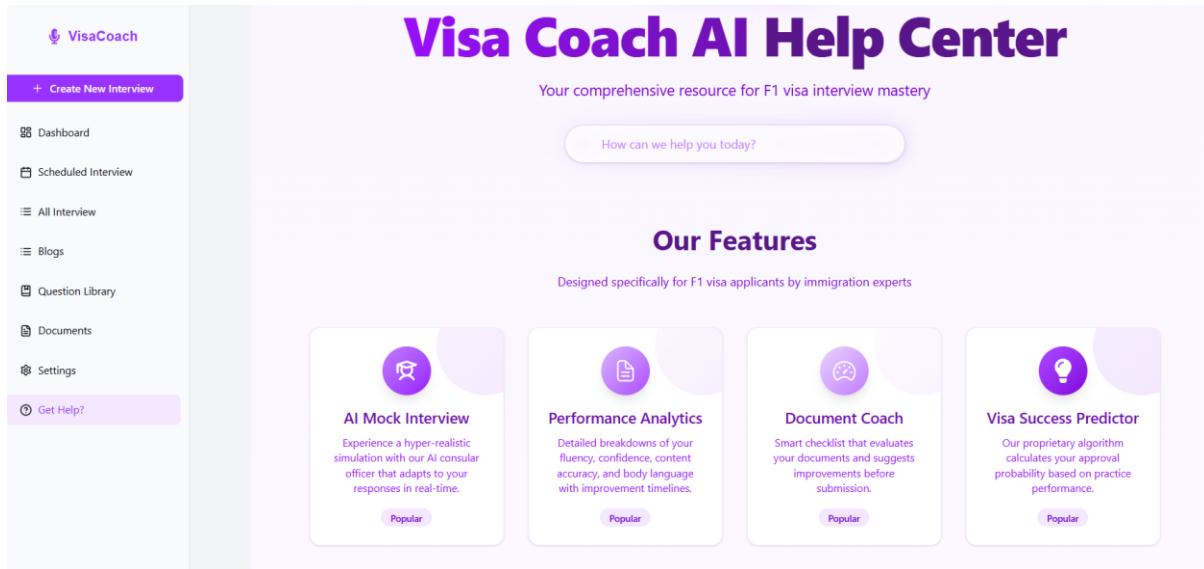


## HELP AND DOCUMENTATION

While a system should ideally be usable without documentation, the "Help and Documentation" heuristic acknowledges the need for accessible and task-focused support. The design of the VisaCoach "Frequently Asked Questions" page clearly demonstrates a thoughtful approach to this principle, ensuring that help is easy to find and easy to digest.

Firstly, the help section is easy to locate, positioned as a persistent "Get Help?" item in the main navigation sidebar. The page itself uses an accordion interface, where each question is a collapsible panel. This design choice is highly effective as it allows users to quickly scan a list of common questions and only expand the one that is relevant to their specific issue. This

structure prevents information overload and helps the user find their answer efficiently without having to read through irrelevant text.



Furthermore, the content is structured around user-centric questions like "How accurate is the AI feedback?" rather than technical descriptions. The interface also includes interactive elements to gauge the quality of the documentation itself. As shown in the expanded answer, features such as a "Helpful" button and star ratings allow the system to gather user feedback, while a "Popular" tag can guide others to the most useful information. This transforms the help section from a simple, static page into an interactive and continuously improving resource for users.

## UI DIAGRAM

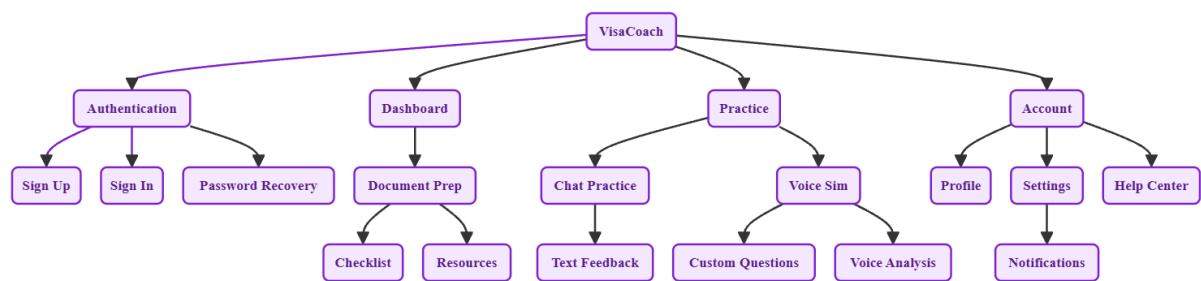
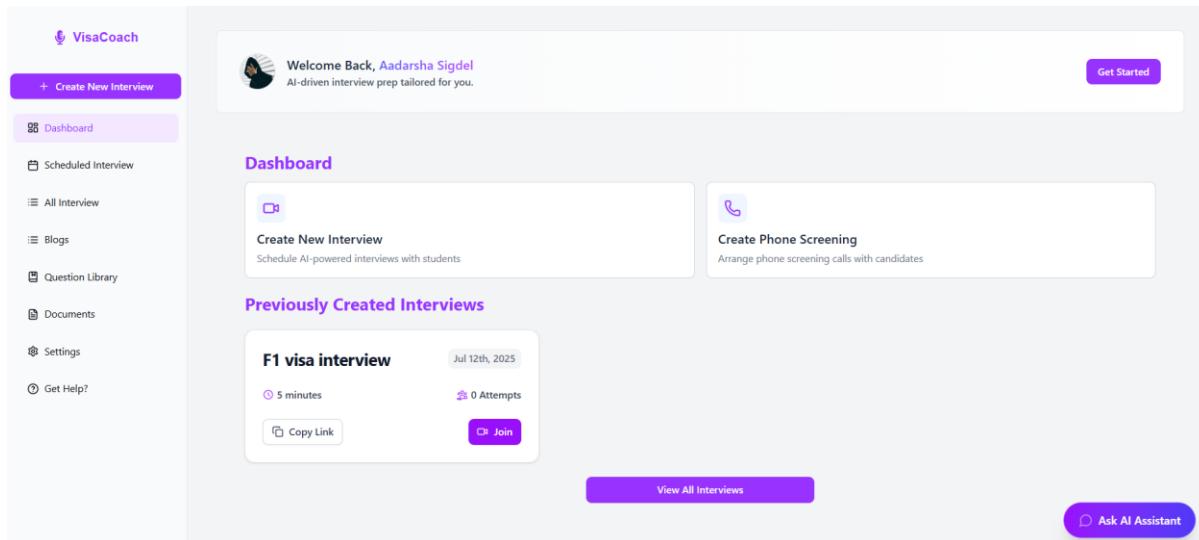


Figure 5: UI Diagram

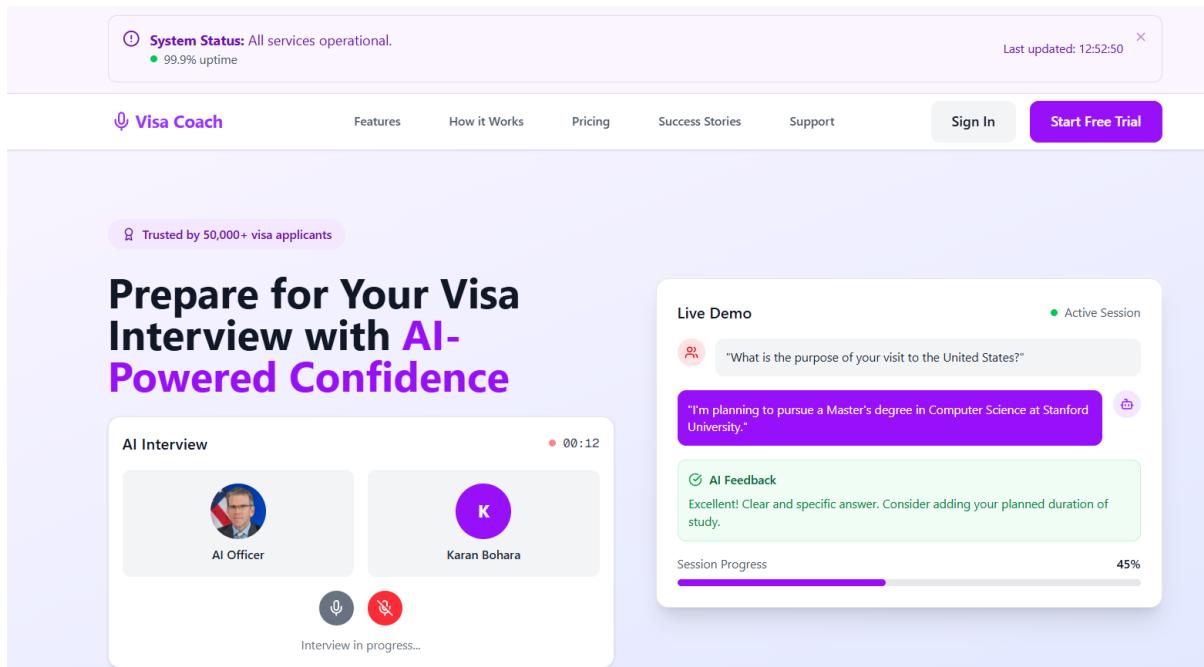
## FINAL PRODUCT

The design and development of the VisaCoach application were carried out using a hybrid methodology that combined the structured planning of the Waterfall model with the flexibility of Scrum. Initially, the core requirements, user flows, and feature sets were gathered and documented in a linear fashion. Once these foundational requirements were established, the

project shifted to a Scrum-based approach for the development phase. This "Scrumfall" hybrid model allowed for a clear initial vision while providing the agility to refine features and address usability feedback in iterative development cycles, ensuring the final product was both well-planned and highly responsive to user needs.



After completing the high-fidelity testing, it became clear that while the AI simulation was effective, users still sought a deeper understanding of the *human* element behind the interview. To address this, a minor but crucial change was made for the final product: the "Blogs" section was enhanced into a more comprehensive "Resources" hub. This section now includes not just articles, but also testimonials and success stories from past applicants, as well as guides on understanding the mindset and expectations of a real Visa Officer. This addition provides context and a human touch that complements the AI-driven practice, better preparing users for the psychological aspects of the interview.



## FLAT DESIGN

A flat design approach is used throughout VisaCoach to ensure a simple user interface (UI) that prioritizes usability and clarity, which is essential for a user base dealing with the inherent stress of the visa process. This method ensures that all essential data and features are presented clearly without decorative elements that could cause distraction. The application's Dashboard, for example, utilizes flat design principles by displaying all the necessary information in a clean, card-based style. Each card representing a previously created interview contains only the most critical information—such as the title, date, and duration—and clear action buttons. This eliminates visual clutter and unnecessary distractions, making it simple for users to quickly assess their options and take their next step, whether that is starting a new simulation or joining an existing one.

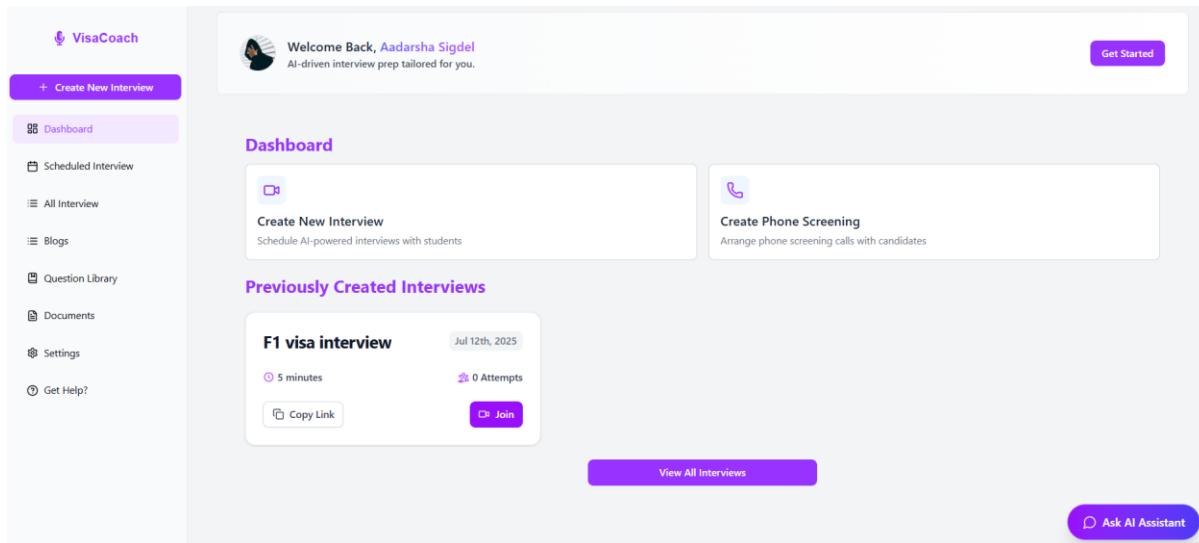


Figure 6: Implementation of Flat Design in VisaCoach

## GOLDEN PATH

In VisaCoach, the **golden path** is the core practice-and-review loop that prepares users for real interviews. From the dashboard, users can easily start or join an interview session. Once completed, they're immediately guided to view a detailed feedback report. This smooth, end-to-end flow—from simulation to analysis—minimizes confusion and keeps users focused on their main goal. Supporting tools like checklists and blogs enhance the experience, but the golden path remains the key to user success.

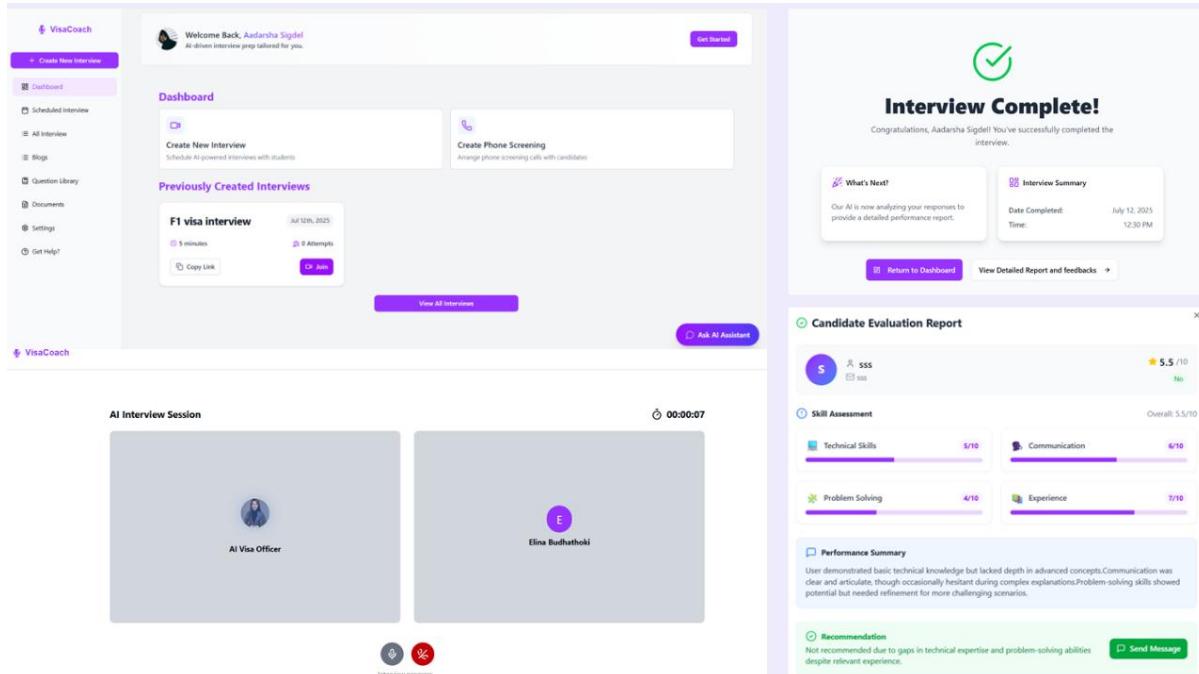
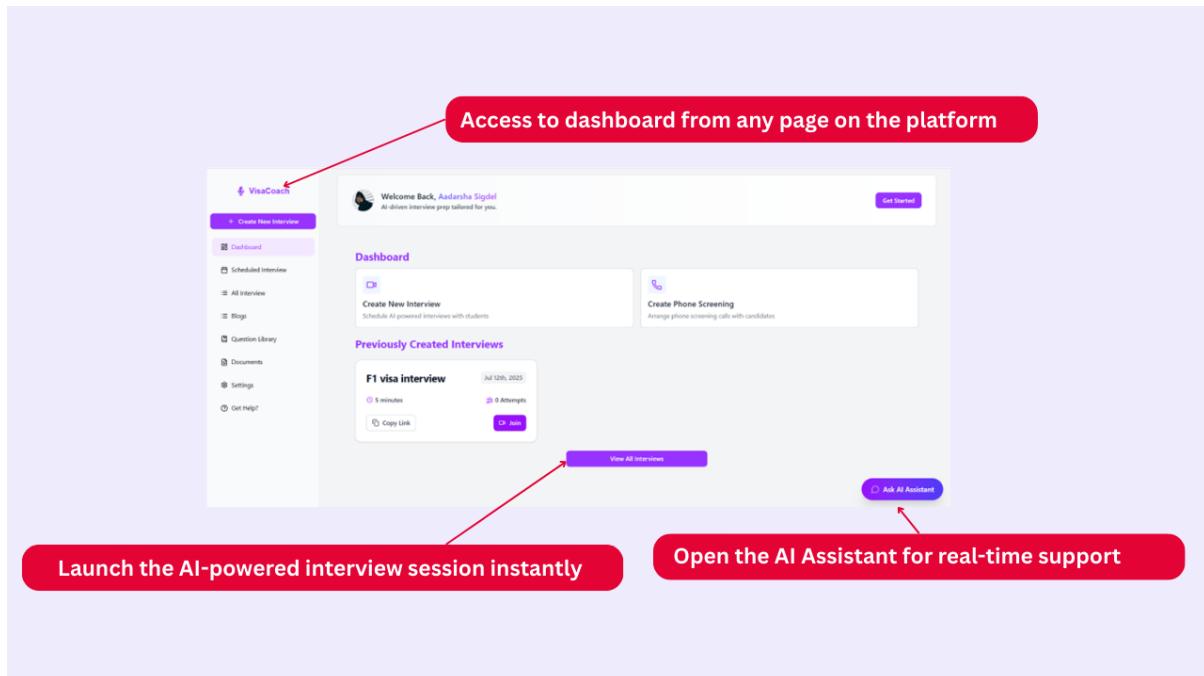


Figure 7: Implementation of Golden Path in VisaCoach

## SHORTEST PATH

In the VisaCoach app, we also incorporate the "Shortest Path" principle, which focuses on minimizing the number of steps a user must take to achieve their goal. In this application, the shortest path is implemented through several key navigational shortcuts. Like in typical web applications, clicking on the VisaCoach logo in the sidebar, wherever the user is, immediately redirects them to their main dashboard.



*Figure 8: Implementation of Shortest Path*

Furthermore, critical user actions are always accessible. The "+ Create New Interview" button is persistently located at the top of the sidebar, ensuring that the user can start this core function from any page with a single click. Similarly, the "Ask AI Assistant" floating button provides a global shortcut, allowing users to get quick answers or help without having to navigate away from their current task, thereby significantly reducing the steps needed to find information.

## CROW'S FEET ANALYSIS

During the analysis of the VisaCoach application taken from different users, it was seen that two distinct types of "crow's feet" were created in the users' expressions. One was from the relief and confidence gained from the platform's structured and professional design. Users felt empowered by the clear feedback, the realistic voice simulation, and the feeling that they had a tangible tool to prepare for their high-stakes interview.

The other, however, was a wrinkle of stress and anxiety. This was caused by the AI's direct and analytical feedback, which, while valuable, forced users to confront their weaknesses head-on. The realism of the simulation, a core feature, also mirrored the pressure of the real interview, sometimes inducing the very anxiety the user was trying to overcome. This meets the platform's motto: "Your digital coach for a human conversation." Rather than mitigating this constructive stress, the platform embraces it as a necessary part of the training process. It provides a safe-to-fail environment where users can experience this pressure, learn from it, and build genuine resilience, ensuring they are not just academically prepared, but emotionally fortified for the real thing.

## SUBJECTIVE CONSTANCY

To enhance the overall experience of the end user, VisaCoach applies subjective constancy, ensuring the perception of the visuals is consistent and professional throughout the interface. By using a balanced colour palette, clear typography, and predictable layouts, VisaCoach creates a calming and trustworthy environment, which is critical for users in a high-stress situation. The primary use of purple conveys professionalism and quality, while a soft green is used consistently for success states (like a working microphone or a completed interview), providing positive reinforcement. The strategic placement of key elements, like the primary action buttons and the navigation sidebar, remains constant across all pages to provide clear user guidance (Nowak et al., 2023).

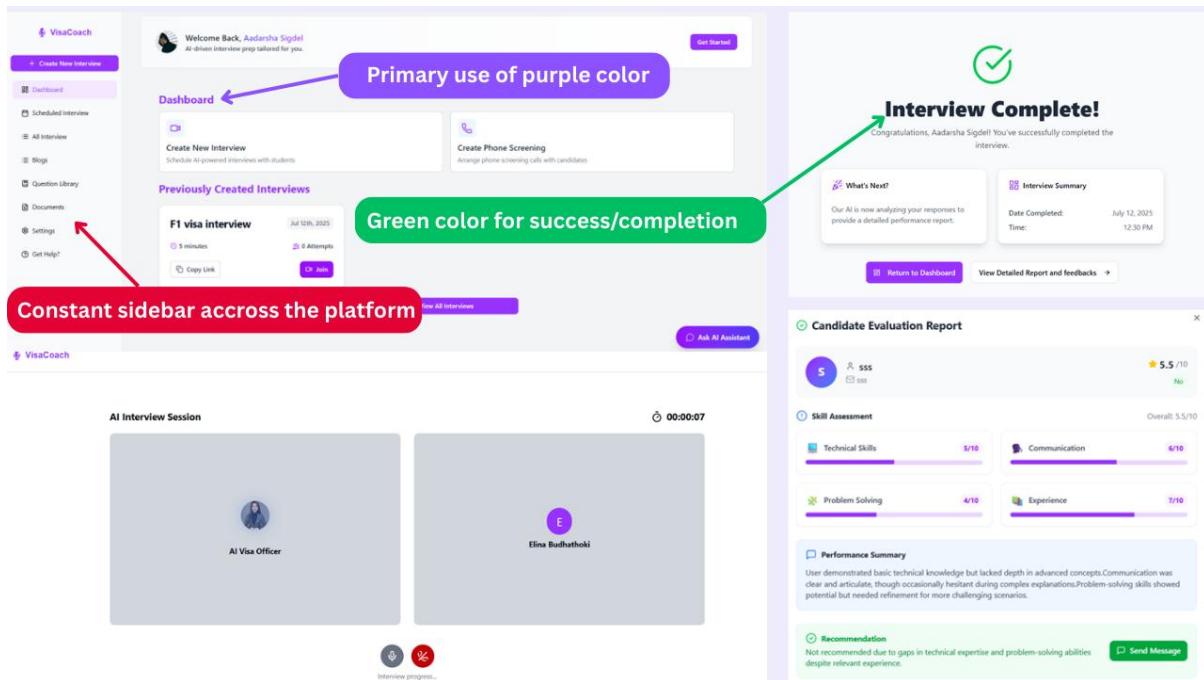
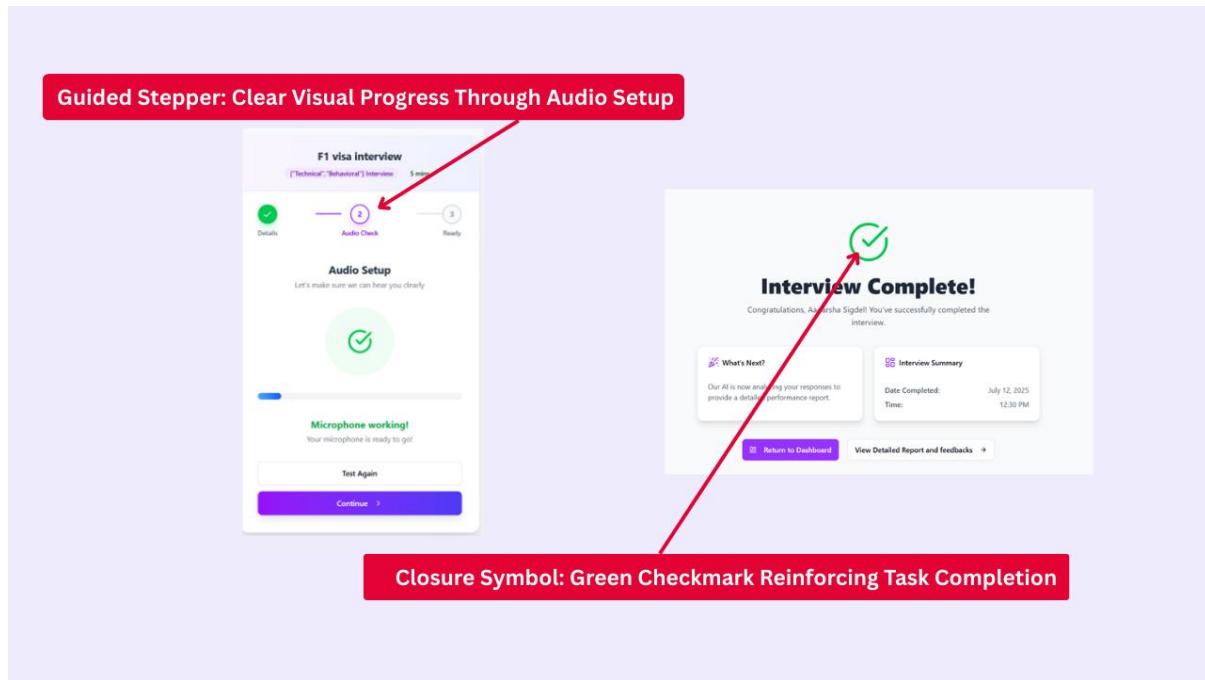


Figure 9: Implementation of Subjective Constancy

## LAW OF CLOSURE

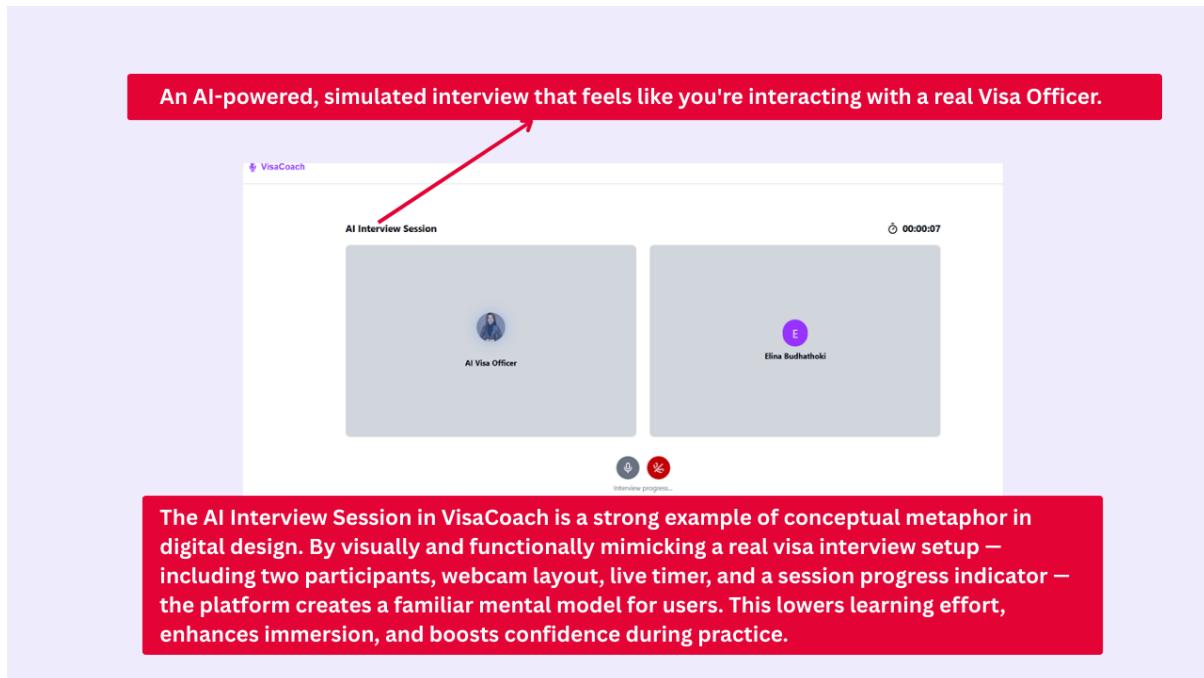
This principle is implemented throughout the VisaCoach platform by using simple, recognizable shapes and icons that guide the user's attention and reduce cognitive load. For example, the stepper used during the audio setup (1--2--3) allows the user's brain to "close" the path between the numbers, perceiving it as a single, linear process from start to finish. The large, enclosed green checkmark icon used to signify "Interview Complete!" is another powerful example. It is a universally understood symbol that requires no explanation, making the successful outcome immediately clear and satisfying. This helps to make the interface simpler and easier to navigate (What Is the Law of Closure? 2024).



*Figure 10: Implementation of Law of Closure*

## METAPHOR

Using metaphors in VisaCoach helps the user intuitively understand the application's features by relating digital interactions to real-world concepts. The most significant metaphor is the "AI Interview Session" itself, which serves as a digital simulation of a real-life, face-to-face conversation with a Visa Officer, complete with avatars to represent the participants. The "Document Checklist" is another direct metaphor, representing the physical folder of papers an applicant must organize for their actual interview. Furthermore, the "Interview Summary" card, which displays the date and time of completion, acts as a metaphor for a meeting summary or an appointment record, making the information feel familiar and easy to understand.



*Figure 11: Metaphor in VisaCoach*

## DESIGN RULE

VisaCoach uses the 6:3:1 design rule to create a simple and clutter-free interface, which is essential for users who need to focus. The 6-parts content principle is applied by dedicating the majority of the screen space to critical information, such as the interview transcript, the AI's feedback, or the items in the document checklist. The 3 parts visual elements include the avatars, progress bars, and action buttons, which are strategically placed and coloured to guide the user without creating distraction. The final 1 part is the generous use of white space, which ensures the design is not cluttered and creates a calm, professional atmosphere that helps reduce user anxiety.

## GIMMICK

A simple yet powerful gimmick in VisaCoach is the "Interview Readiness Score" displayed on the user's dashboard. This element adds a touch of gamification and enjoyment to the otherwise serious process of preparation. The score, which updates after each practice session, provides a tangible measure of progress and serves as a motivational tool, encouraging users to continue practicing to improve their rating.

## PRINCIPLE OF LEAST SURPRISE

This principle helps avoid user frustration and confusion by ensuring the application behaves in a predictable manner. In VisaCoach, this is reflected in the consistent behaviour across the

app. For instance, when a user clicks on the "View Detailed Report and feedbacks" button after a session, it always takes them to the same structured report view. Similarly, clicking the VisaCoach logo always returns the user to their main dashboard. This reduces the cognitive load and allows users to quickly and easily understand the layout and behaviour of the platform without encountering unexpected outcomes.

## HICK'S LAW

To mitigate the complexity of choices, VisaCoach reduces the number of options presented to the user at any given time. For instance, when a user completes an interview, the "Interview Complete!" screen limits their next steps to just two clear and logical choices: "Return to Dashboard" or "View Detailed Report and feedbacks." By not overwhelming the user with numerous options, the app ensures faster decision-making and reduces the cognitive load associated with navigating the platform.

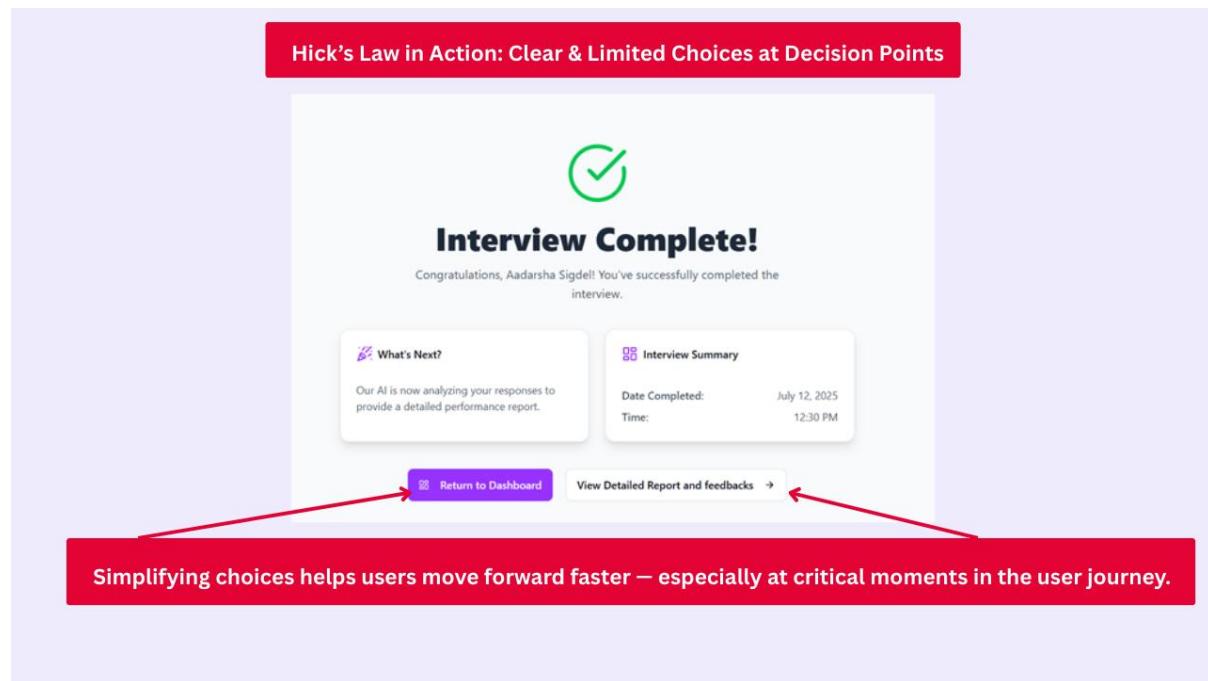
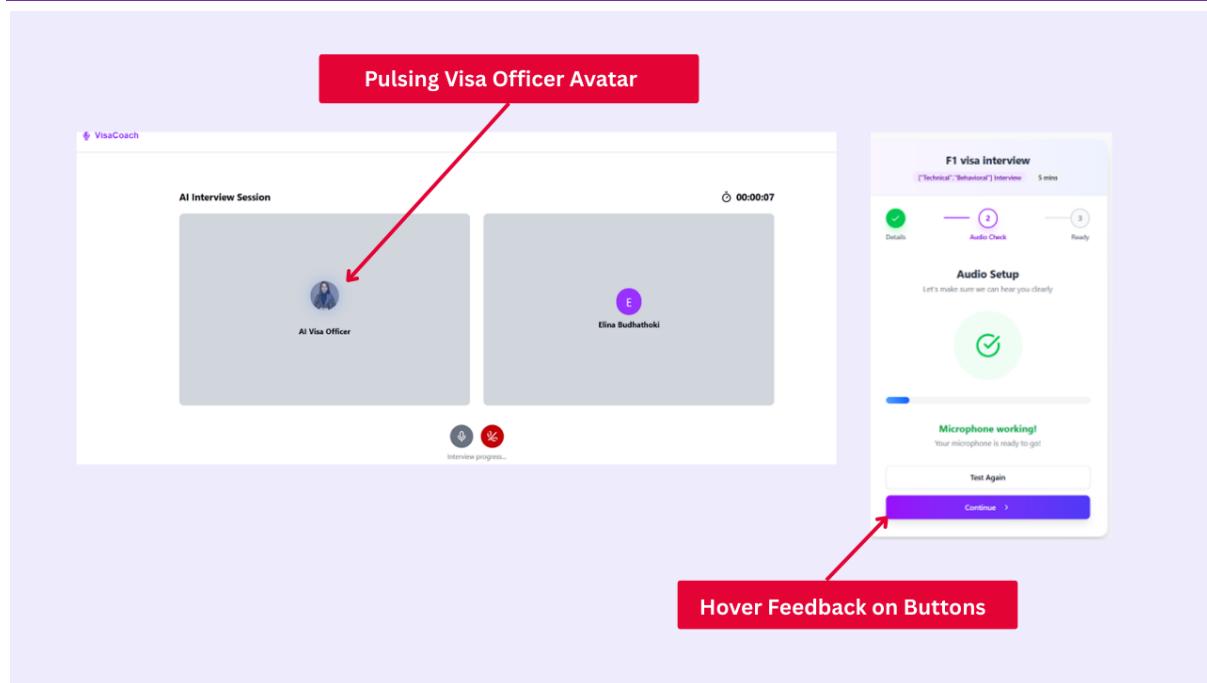


Figure 12: Hick's Law

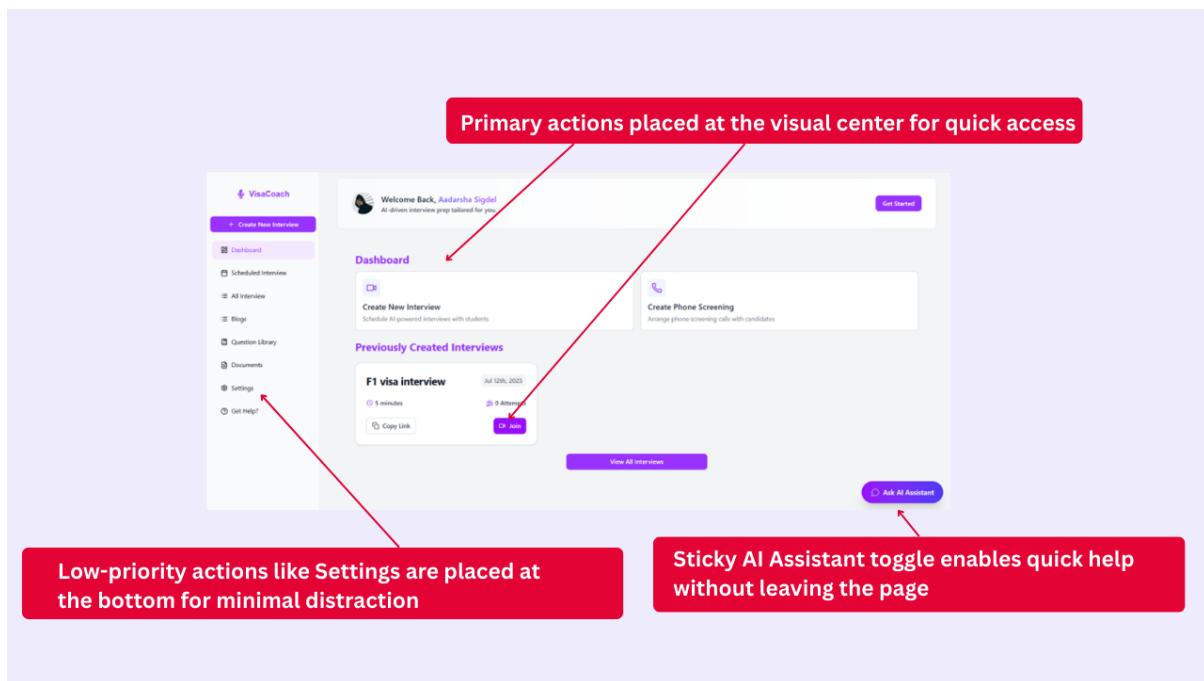
## MICROINTERACTION



*Figure 13: Micro interaction*

In VisaCoach, micro interactions are used to uplift the user experience by providing subtle, real-time feedback. For example, when the system is listening for a user's response during the voice simulation, a microphone icon gently pulses, clearly communicating the system's status. When a user hovers over a primary button, it subtly changes colour, confirming that it is interactive. These small animations reinforce user actions, make the application feel more responsive, and add a touch of polish to the overall experience.

## DIAMOND DESIGN PRINCIPLE



*Figure 14: Diamond Design Principle*

In VisaCoach, the Diamond Design Principle is used to prioritize key features on the dashboard. The most important actions, such as "Create New Interview" and the list of previously created interviews, are placed centrally. These main actions are easily accessible, ensuring users can quickly begin their practice journey. Surrounding these central elements are supporting features, such as the navigation sidebar containing "Resources" and "Documents." Less critical options, like "Settings" or "Logout," are positioned further down the sidebar or within a profile menu, keeping the user's focus on the core preparation experience.

## CONCLUSION

To sum up, VisaCoach's development has carefully combined advanced AI technology with user-centered design principles. This platform offers a unique solution designed specifically for visa applicants, supporting them through a stressful and high-stakes process. Through low-fidelity and high-fidelity testing, as well as iterative design methods, VisaCoach has developed into an application that is effective, supportive, and easy to use. By combining practical functionality with a minimalist and calming appearance, it stands out in the field of interview preparation and promises a valuable and confidence-boosting experience for users preparing for one of the most important conversations of their lives.

## APPENDIX

### LINKS

Figma Design Link: <https://www.figma.com/design/Z4o7xPPhKNTZeNAcklywor/Create-Account-Page--Community?-node-id=300-2221&t=OsHjrE6E5tJrXs73-1>

GitHub Link: <https://github.com/Karanbohara01/visa-coach-f1-visa-interview-webapp.git>

Guerilla Testing video link: <https://youtu.be/ZzHccKCa51k>

Wizard of OZ testing vide link: <https://www.youtube.com/watch?v=QX81q08KEVo>

Questionnaire form of Wizard of Oz usability: <https://forms.gle/KEvom4RsHZgmrM8r8>

Questionnaire form of Guerilla Testing: <https://forms.gle/PsTnQtBWxWK3sytd6>

### USER PERSONAS



**Sumit Shahu**  
designer  
20 year's old  
• • •

"Make your parents happy then yourself."

+977-9815510248  
sumitsha604@gmail.com  
kathmandu, dd bazar

**Motivation**  
The desire to uplift parents and ensure children have access to better education and healthcare.

**Personality**

Design Sketch Thinking	91%
Design Imagination	60%
Problem solving	88%

**Frustration**  
The desire to uplift parents and ensure children have access to better education and healthcare.

**Skill**

Layout	★★★★★
Color Selection	★★★★★

**Favorite Brand**



**Goals**  
Construct or buy a dream house in Kathmandu or their hometown with all modern amenities.



**Sudrashan KC**  
designer  
18 year's old

• • •

"Make your parents happy then yourself."

+977-9766249732  
sudarshankc238@gmail.com  
pyuthan, sirbari

**Motivation**  
Your dream car is parked in a garage called hard work.

**Personality**

Design Sketch Thinking	<div style="width: 71%;"> </div>	71%
Design Imagination	<div style="width: 60%;"> </div>	60%
Problem solving	<div style="width: 98%;"> </div>	98%

**Frustration**  
Dislikes when important user data is scattered or hard to access.

**Skill**

Layout	<div style="width: 50%;"> </div>	★★★★★
Color Selection	<div style="width: 50%;"> </div>	★★★★★

**Goals**  
Create sustainable ventures that provide jobs and drive local development.

**Favorite Brand**








**Abhishek Kumar yadav**  
designer  
17 year's old

• • •

"Make your parents happy then yourself."

+977-9748446138  
abhisheckyadav6@gmail.com  
Sarlahi, Aurahi-8

**Motivation**  
Riches offer peace of mind through better access to medical treatment and emergency services.

**Personality**

Design Sketch Thinking	<div style="width: 81%;"> </div>	81%
Design Imagination	<div style="width: 90%;"> </div>	90%
Problem solving	<div style="width: 78%;"> </div>	78%

**Frustration**  
Struggles with poor mobile compatibility, making it hard to moderate on-the-go.

**Skill**

Layout	<div style="width: 50%;"> </div>	★★★★★
Color Selection	<div style="width: 50%;"> </div>	★★★★★

**Goals**  
Focus on wellness, fitness, and mental peace goals often neglected during the hustle for wealth.

**Favorite Brand**







**Sumit Shahu**  
designer  
20 year's old

• • •

"Make your parents happy then yourself."

+977-9815510248  
sumitsha604@gmail.com  
kathmandu, dd bazar

**Motivation**

The desire to uplift parents and ensure children have access to better education and healthcare.

**Personality**

Design Sketch Thinking	91%
Design Imagination	60%
Problem solving	88%

**Frustration**

The desire to uplift parents and ensure children have access to better education and healthcare.

**Skill**

Layout	★★★★★
Color Selection	★★★★★

**Goals**

Construct or buy a dream house in Kathmandu or their hometown with all modern amenities.








**Aajam shah**  
designer  
17 year's old

• • •

"Make your parents happy then yourself."

+977-9829274294  
aajamshah365@gmail.com  
madesh, kalaiya

**Motivation**

Many are motivated by the dream to see other countries and cultures something often only affordable with wealth.

**Personality**

Design Sketch Thinking	91%
Design Imagination	70%
Problem solving	78%

**Frustration**

Gets overwhelmed by lack of structure in how content is displayed or grouped.

**Skill**

Layout	★★★★★
Color Selection	★★★★★

**Goals**

Ensure children receive quality education and parents live comfortably in retirement.







**Aryan ranabhat**  
designer  
20 year's old

• • •

"Make your parents happy then yourself."

+977-9762749152  
Aryanranabhat2@gmail.com  
tanahun, gunadi

**Motivation**  
Some aim to use their success to inspire and help develop Nepal as a modern, self-sufficient country.

**Personality**

Design Sketch Thinking	81%
Design Imagination	95%
Problem solving	68%

**Frustration**  
Finds it hard to search or filter through large volumes of listings.

**Skill**

Layout	★★★★★
Color Selection	★★★★★

**Goals**  
Expand wealth by purchasing land, apartments, or commercial property still seen as a strong asset in Nepal.

**Favorite Brand**







**Krishna jee yadav**  
designer  
18 year's old

• • •

"Make your parents happy then yourself."

+977-9812080978  
krishnajee1820@gmail.com  
sarlahi, godaita

**Motivation**  
Your dream car is parked in a garage called hard work.

**Personality**

Design Sketch Thinking	81%
Design Imagination	90%
Problem solving	78%

**Frustration**  
Struggles with slow or buggy interfaces that hinder productivity.

**Skill**

Layout	★★★★★
Color Selection	★★★★★

**Goals**  
Create sustainable ventures that provide jobs and drive local development.

**Favorite Brand**







**Bishal Chaudhary**  
designer  
**18 year's old**

• • •

"Make your parents happy then yourself."

+977-9817206611  
bishalcdry821@gmail.com  
Balkumari,Lalitpur

**Motivation**  
Your dream car is parked in a garage called hard work.

**Personality**

Design Sketch Thinking	<div style="width: 81%;"> </div>	81%
Design Imagination	<div style="width: 90%;"> </div>	90%
Problem solving	<div style="width: 78%;"> </div>	78%

**Frustration**  
Struggles with slow or buggy interfaces that hinder productivity.

**Skill**

Layout 

Color Selection 

**Goals**

Create sustainable ventures that provide jobs and drive local development.

**Favorite Brand**







**Elina Budhathoki**  
Student  
**22 year's old**

• • •

"Make your parents happy then yourself."

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**Motivation**  
Your dream car is parked in a garage called hard work.

**Personality**

Design Sketch Thinking	<div style="width: 81%;"> </div>	81%
Design Imagination	<div style="width: 90%;"> </div>	90%
Problem solving	<div style="width: 78%;"> </div>	78%

**Frustration**  
Struggles with slow or buggy interfaces that hinder productivity.

**Skill**

Layout 

Color Selection 

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**CONCSENT FORMS**

