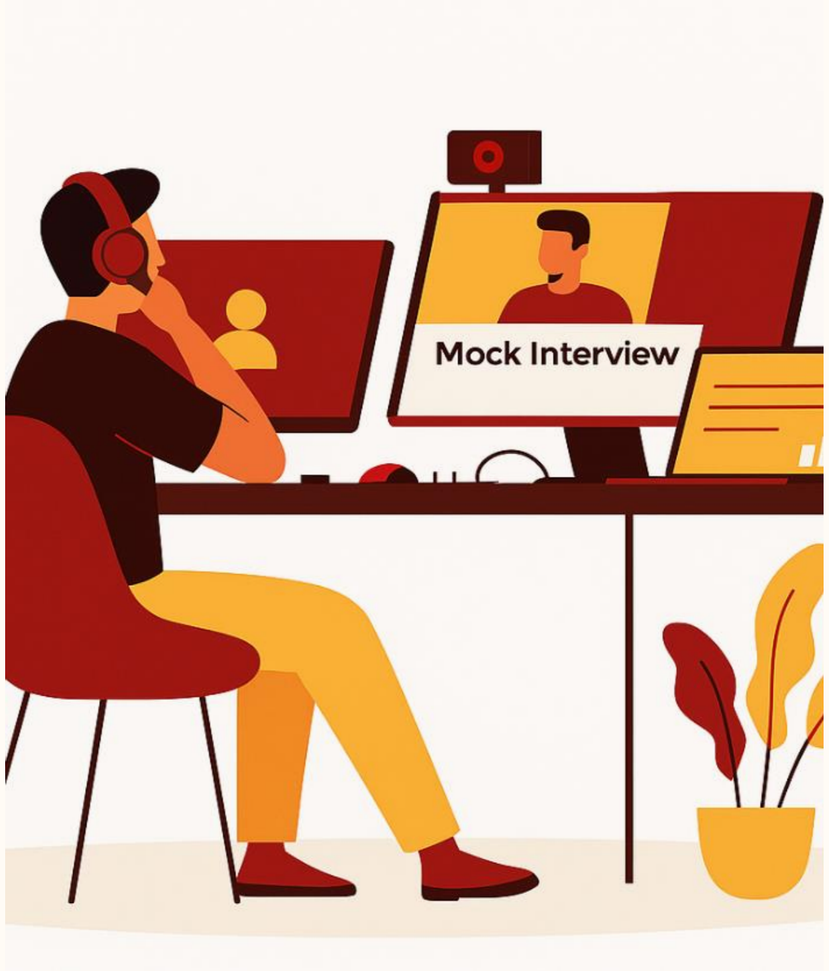
Prep On!

Empowering USC MSBA Career Success with AI

Present Date: **Sept 27th 2025**
Present Team: **Unify**



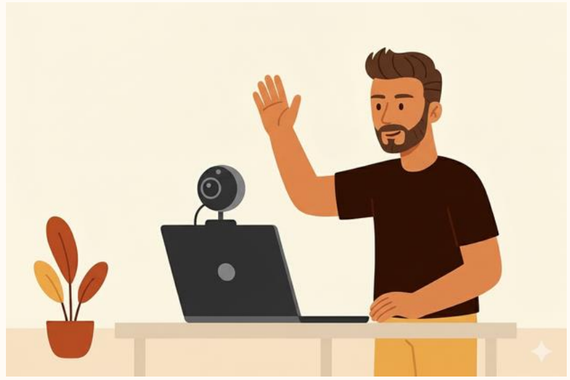
The Client & Business Need

MSBA Students

- **Limited Opportunities**
  (Hard to find practice sessions)
- **Generic Tools**
  (Industry-specific)

MSBA Career Advisors

- **Time Constraints**
  (Limited 1-on-1 support)
- **Scalability Issue**
  (Cannot serve all students)



Objective

On demand, and **Tailored** Interview Preparation for USC MSBA Students and Career Advisors

PrepOn looks to be a tool for Career Advisors

Keep up with the trends and changes in Industries

Ideation Sources

Peers

Source: Coffee chats & conversations

Insight: Recruiting is top priority, high interview stress

Faculties

Source: Advisor input

Insight: Limited bandwidth for personalized support

Tools

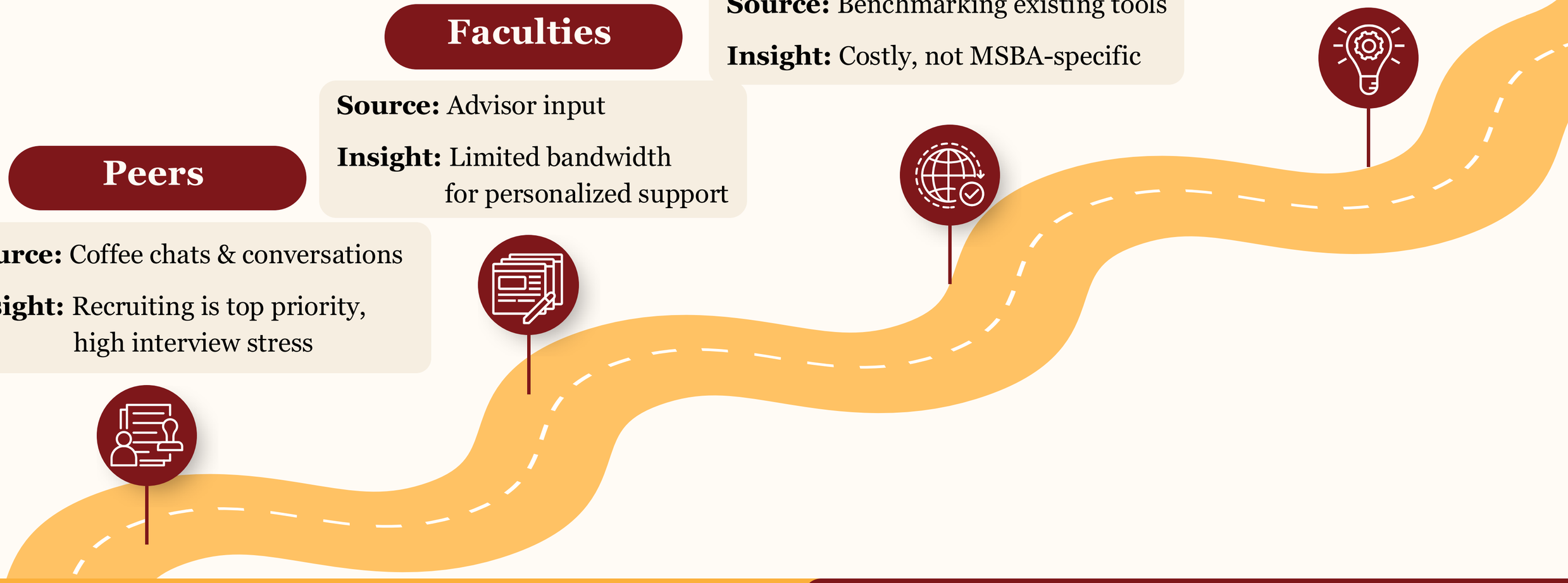
Source: Benchmarking existing tools

Insight: Costly, not MSBA-specific

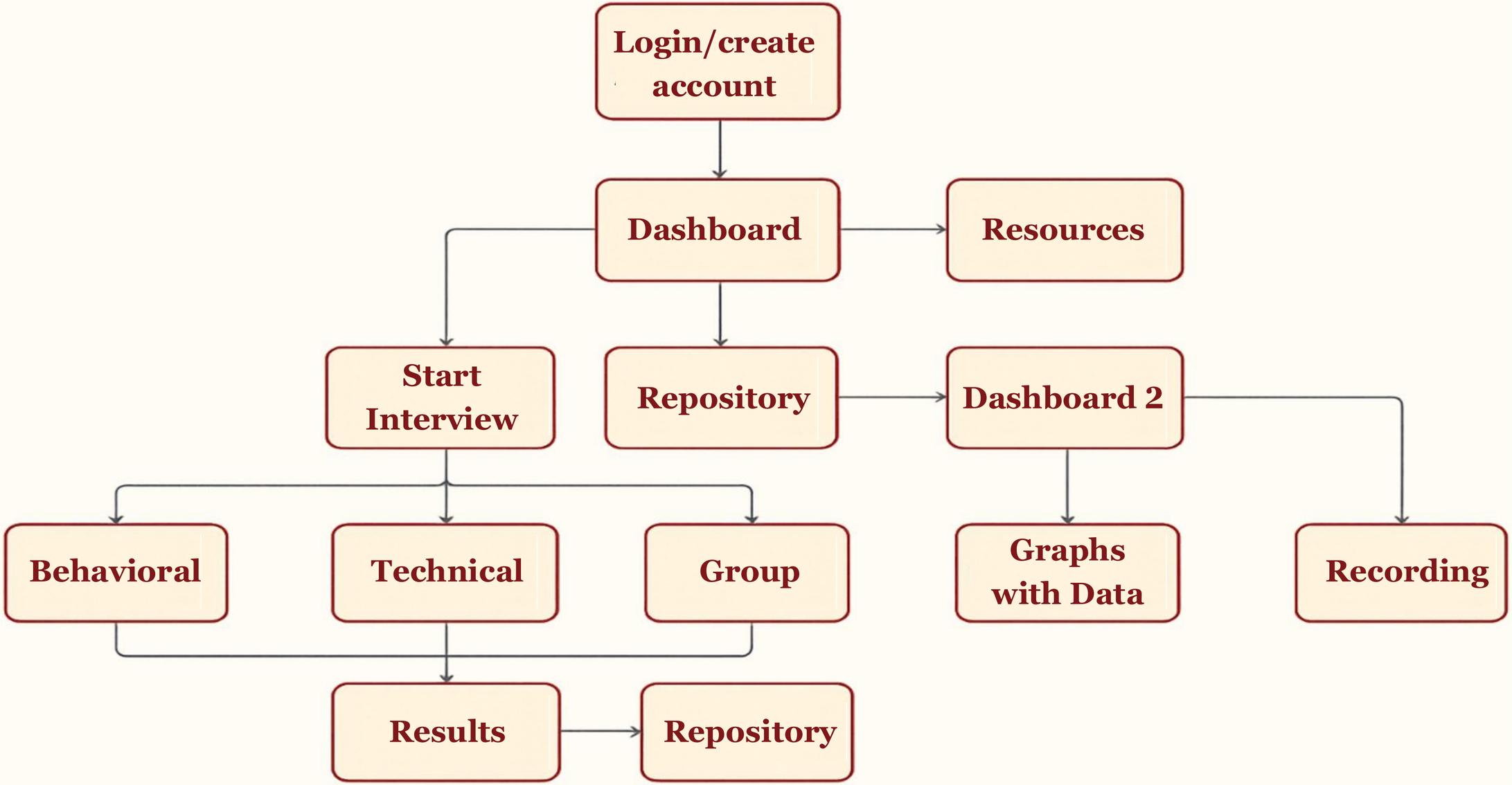
Workshops

Source: Team brainstorming

Insight: Opportunity to leverage AI for scalable, tailored prep

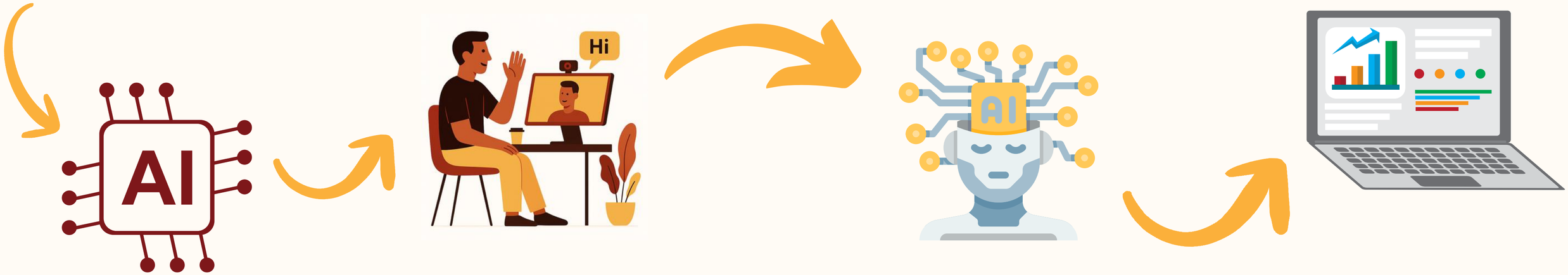


Wireframe

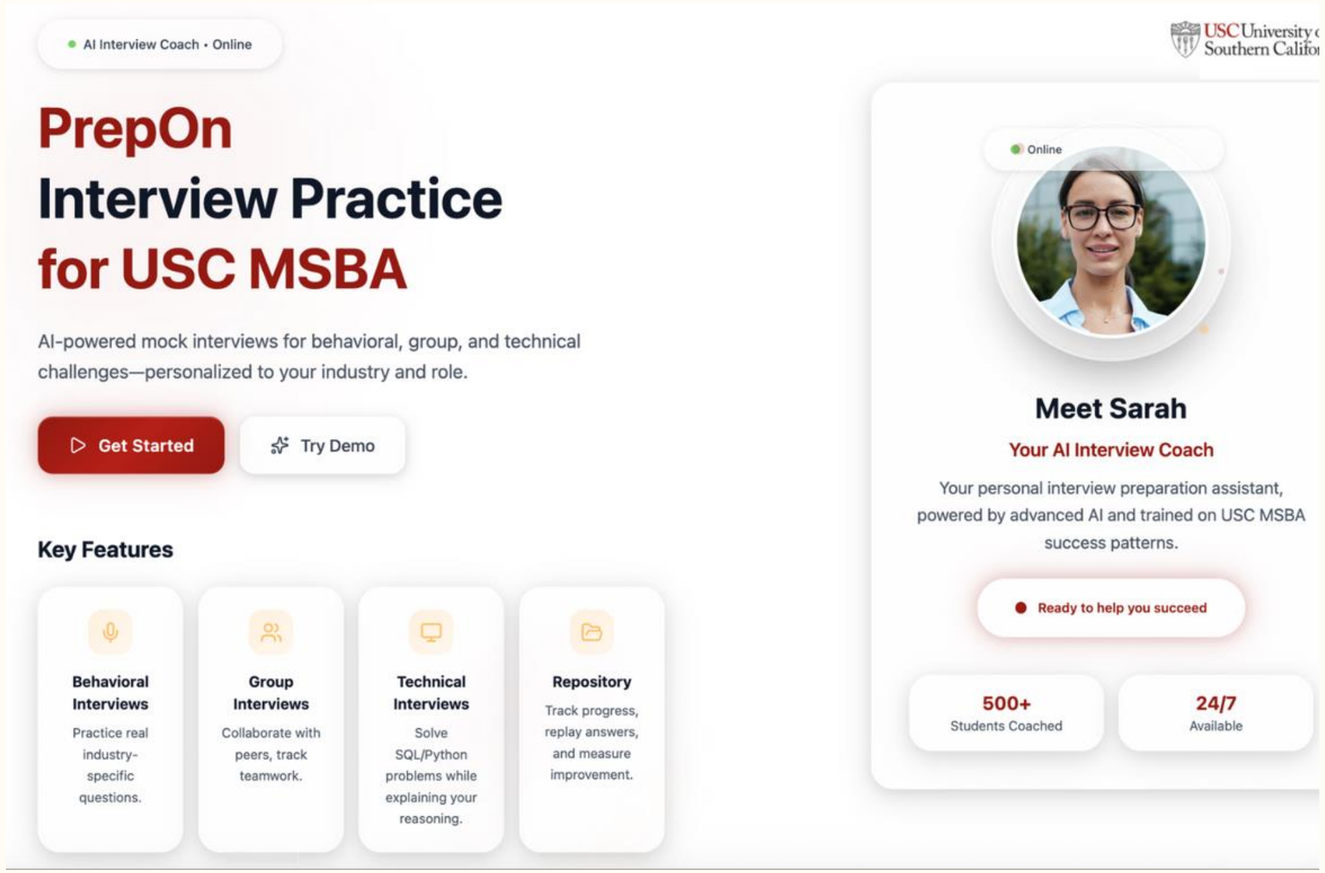

Login/create account
Dashboard
Resources
Start Interview
Repository
Dashboard 2
Behavioral
Technical
Group
Graphs with Data
Recording
Results
Repository

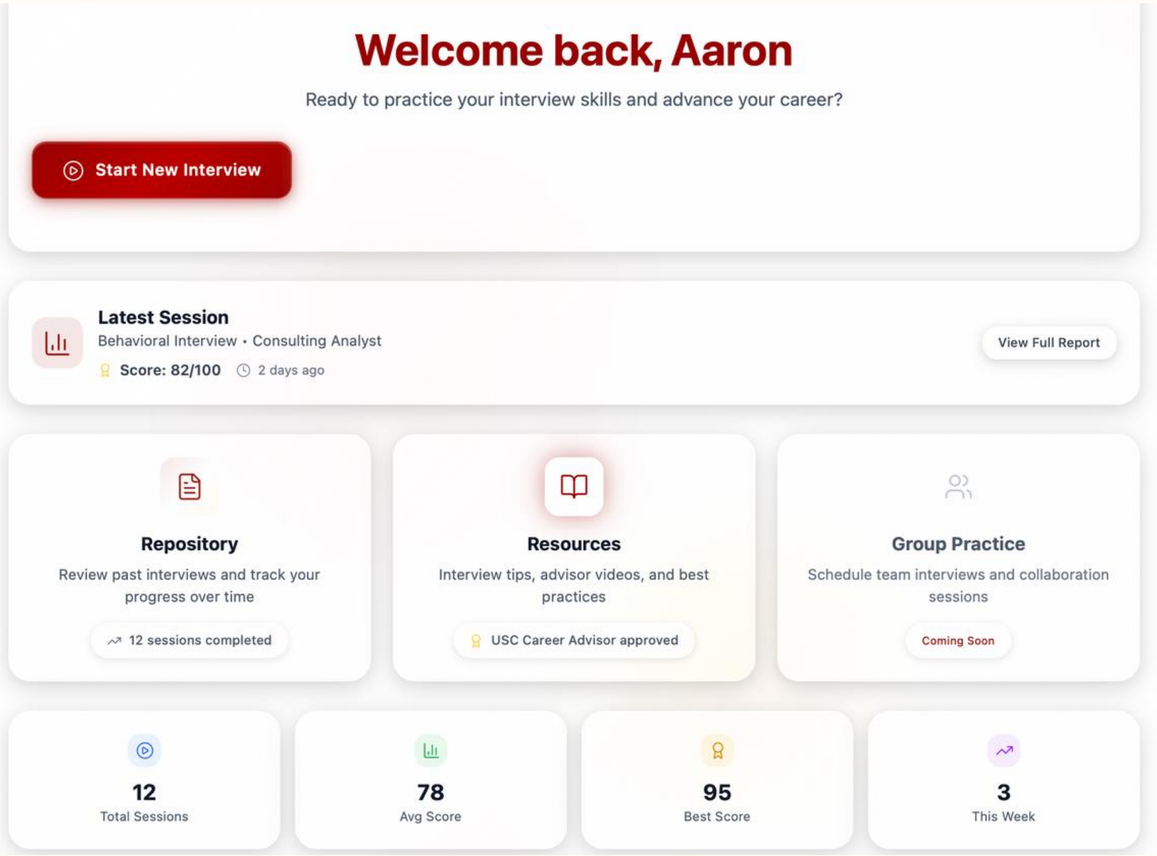
Methodology

Industry	Role	Interview Types	Interview Question	Industry Keywords
Hospitality	Business Analyst	Behavioral	“Tell me about a time you used data to improve customer experience.”	Customer satisfaction, operations, service
Hospitality	Strategy Analyst	Group Interview	“As a group, propose a strategy to increase hotel occupancy in off-peak seasons.”	Market trends, revenue management, pricing
Technology	Data Analyst	Technical	“Write SQL to find the top 5 products by revenue in the last quarter.”	SQL, Python, data visualization, analytics



Landing Page





Practice Session Screen

Sarah – AI Facilitator
Case Interview Leader

14:19 | 3 Participants

CASE STUDY

Uber Driver Retention Challenge

Your team has been hired to improve Uber's driver retention rate, which has dropped 15% in the last quarter. Drivers are citing low earnings, long hours, and poor work-life balance as key concerns.

Key Deliverables:

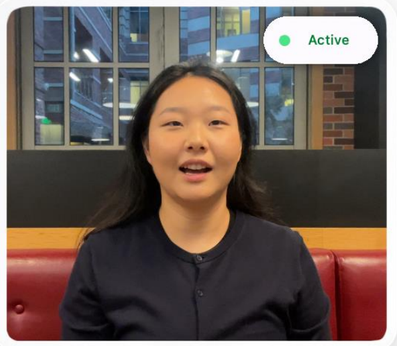
- Identify the root causes of driver churn
- Prioritize solutions by impact and feasibility
- Propose 3-5 strategic solutions
- Present a recommended implementation timeline

Case Interview Tips

- **Structure First** — Create framework before details
- **Fair Speaking Time** — Ensure everyone contributes
- **Use Data** — Support ideas with numbers
- **Summarize Key Points** — Consolidate team insights

Rona
Team Member
High Contribution

Roberto
Team Member
Medium Contribution

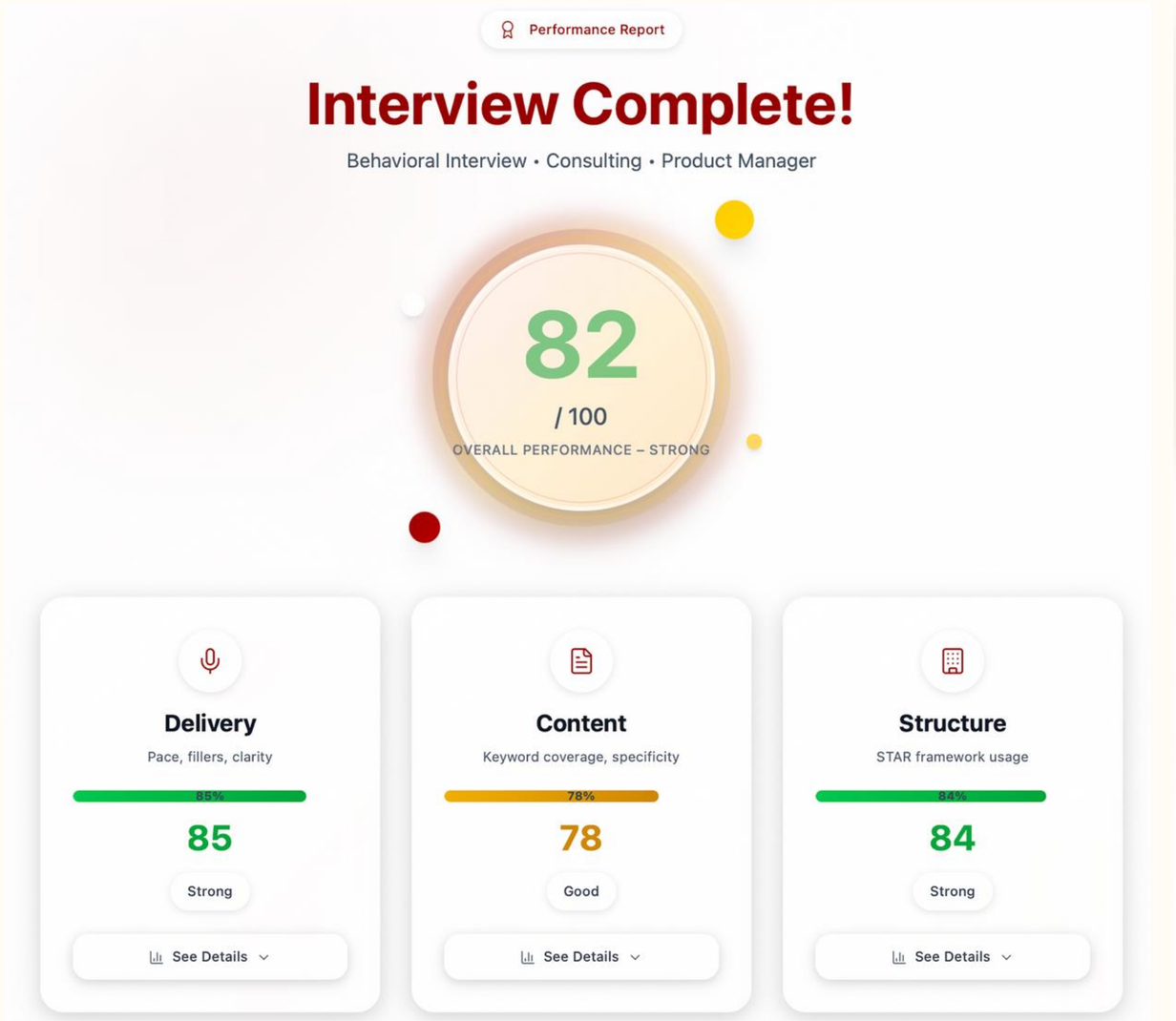


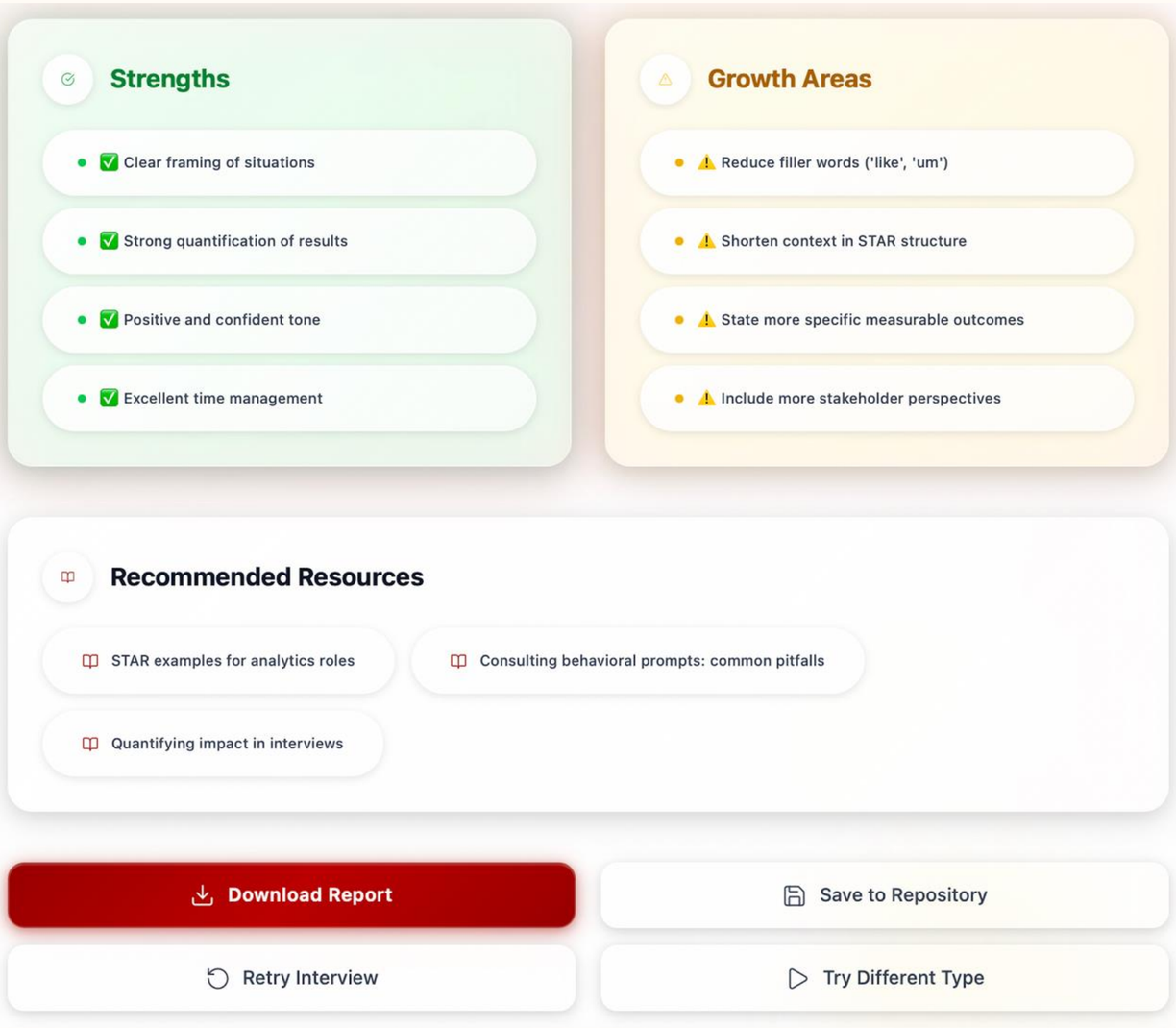
Claudia
Team Member
High Contribution

Shared Team Notes — Collaborative Document

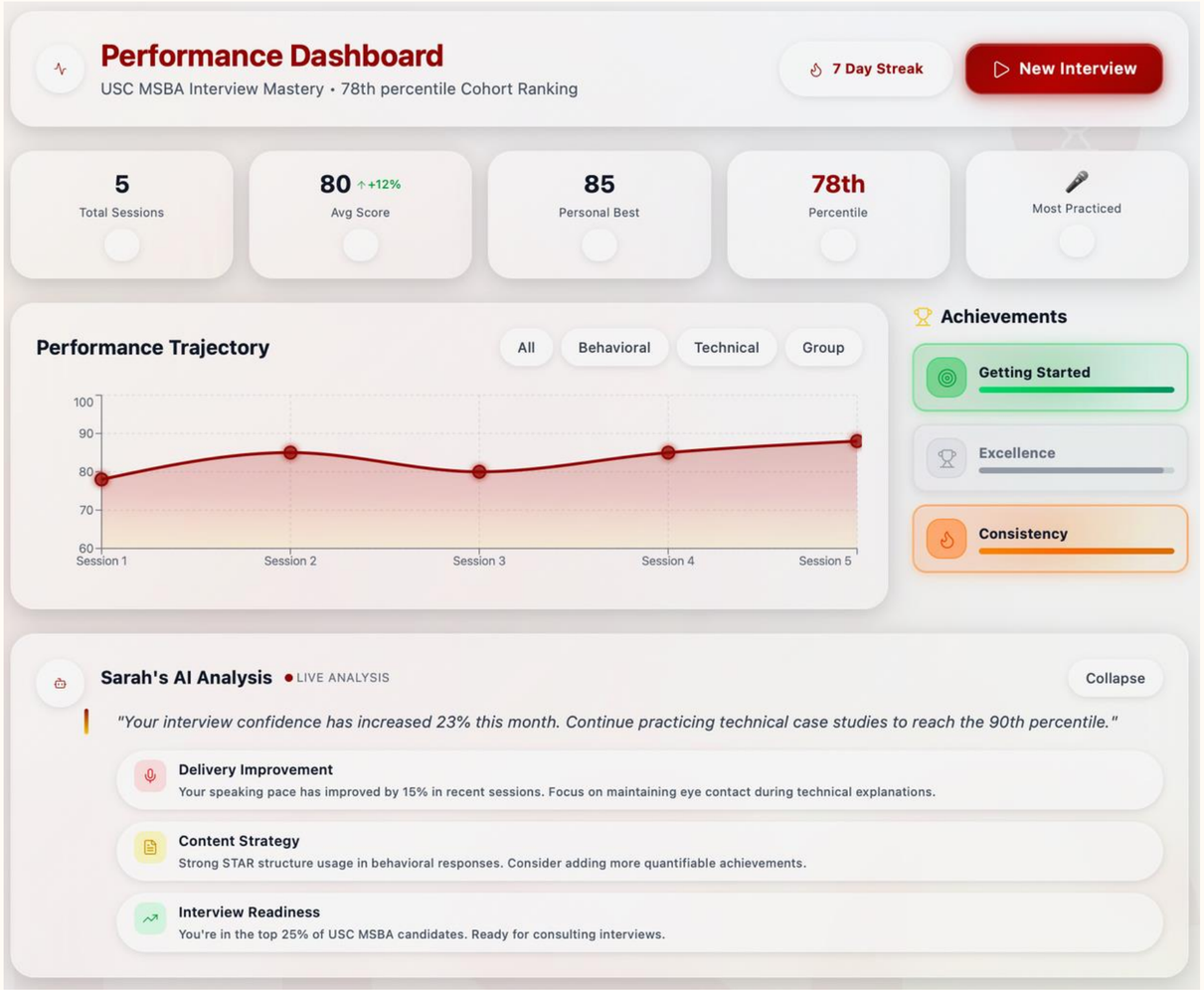
Add team insights, framework ideas, and key discussion points here. All participants can edit this document in real-time...

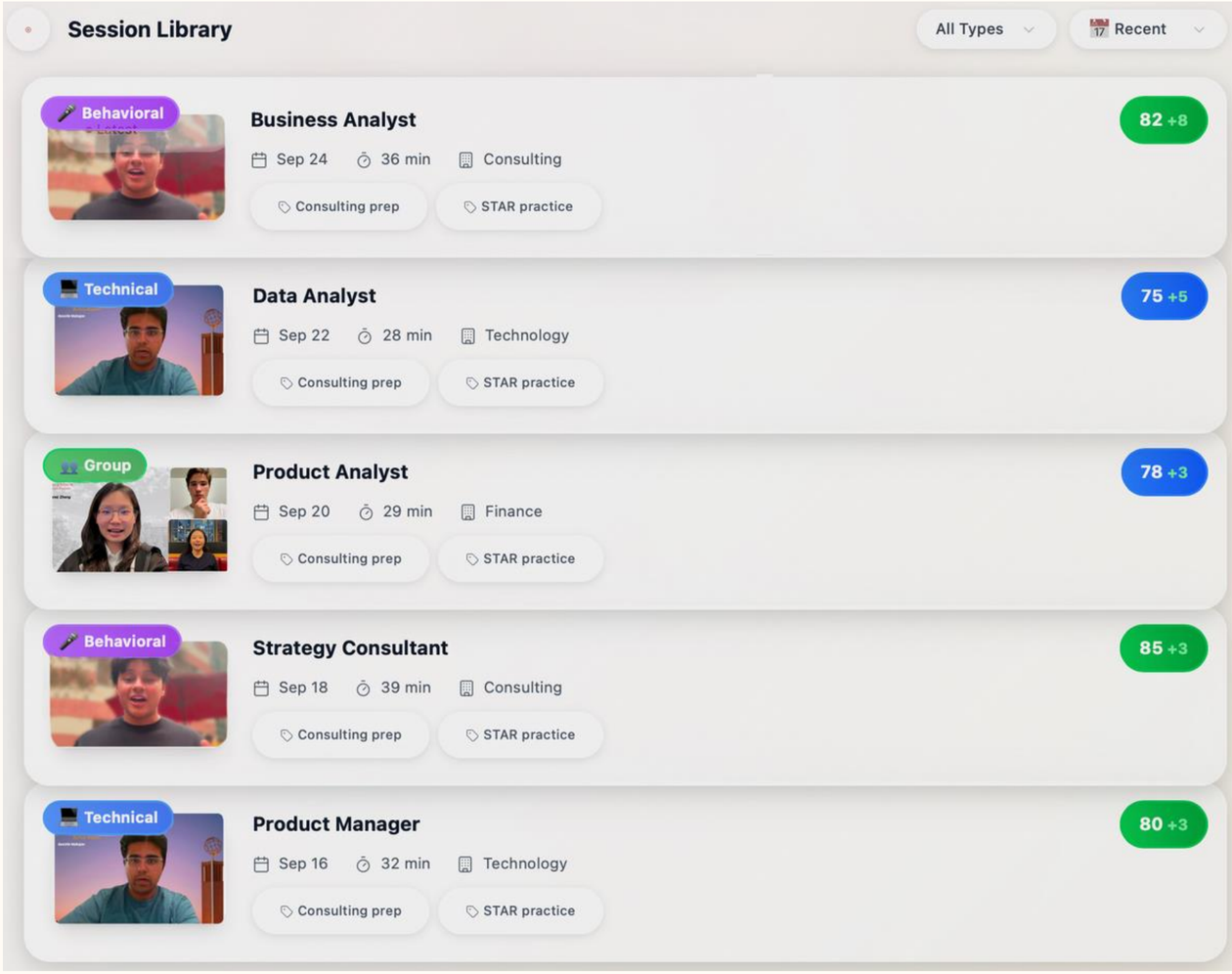
AI Feedback Screen Grade Report





Repository


Performance Dashboard
USC MSBA Interview Mastery • 78th percentile Cohort Ranking
7 Day Streak
New Interview
5
Total Sessions
80 +12%
Avg Score
85
Personal Best
78th
Percentile
Most Practiced
Performance Trajectory
All
Behavioral
Technical
Group
100
90
80
70
60
Session 1
Session 2
Session 3
Session 4
Session 5
Achievements
Getting Started
Excellence
Consistency
Sarah's AI Analysis
LIVE ANALYSIS
Collapse
"Your interview confidence has increased 23% this month. Continue practicing technical case studies to reach the 90th percentile."
Delivery Improvement
Your speaking pace has improved by 15% in recent sessions. Focus on maintaining eye contact during technical explanations.
Content Strategy
Strong STAR structure usage in behavioral responses. Consider adding more quantifiable achievements.
Interview Readiness
You're in the top 25% of USC MSBA candidates. Ready for consulting interviews.


Session Library
All Types
Recent
Behavioral
Business Analyst
Sep 24
36 min
Consulting
Consulting prep
STAR practice
82 +8
Technical
Data Analyst
Sep 22
28 min
Technology
Consulting prep
STAR practice
75 +5
Group
Product Analyst
Sep 20
29 min
Finance
Consulting prep
STAR practice
78 +3
Behavioral
Strategy Consultant
Sep 18
39 min
Consulting
Consulting prep
STAR practice
85 +3
Technical
Product Manager
Sep 16
32 min
Technology
Consulting prep
STAR practice
80 +3

Rollout Phases & Driving Behavior Change

Phase 1 – Pilot

- Closed **beta** launch
- Feedback collection
- Usage tracking & iteration

Phase 2 – Adoption

- **BASA** & **Career Services** promotion
- Event-based integration
- Alumni/faculty question bank

Phase 3 – Expansion

- **MBA & program-wide access**
- SSO / LinkedIn integration

Month 1 — Month 2-4 — Month 4-6

Make It Easy

- Web/mobile access
- **One-click** start
- Quick onboarding/tutorial

Make It Rewarding

- **Instant** AI feedback
- Visual **progress tracking**
- Career Center endorsement

Make It Embedded

- **In-classroom** use
- Orientation & alumni promotion

Value Proposition

Personalized

- AI provides **detailed** insights on answers, tone, pacing, and body language

Track Progress

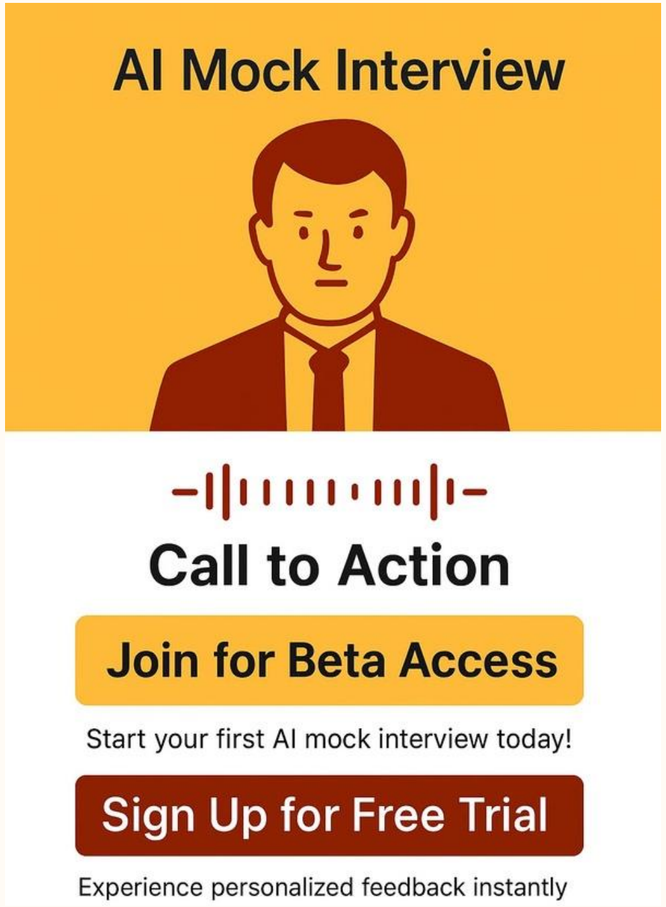
- Analytics **dashboard** shows improvement over time and highlights areas to focus on

Flexibility

- Conduct interviews at your **convenience** without needing a human interviewer

Realistic

- **Simulates** real interview scenarios with **diverse** industries, roles, and question types



Thank You!

Roberto Monaco	Claudia Lyu
Aaron Orellana	Kaiwen Ma
Rona Zhang	Steven Lo
Le Luo	Kanishk Mahajan