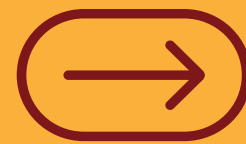
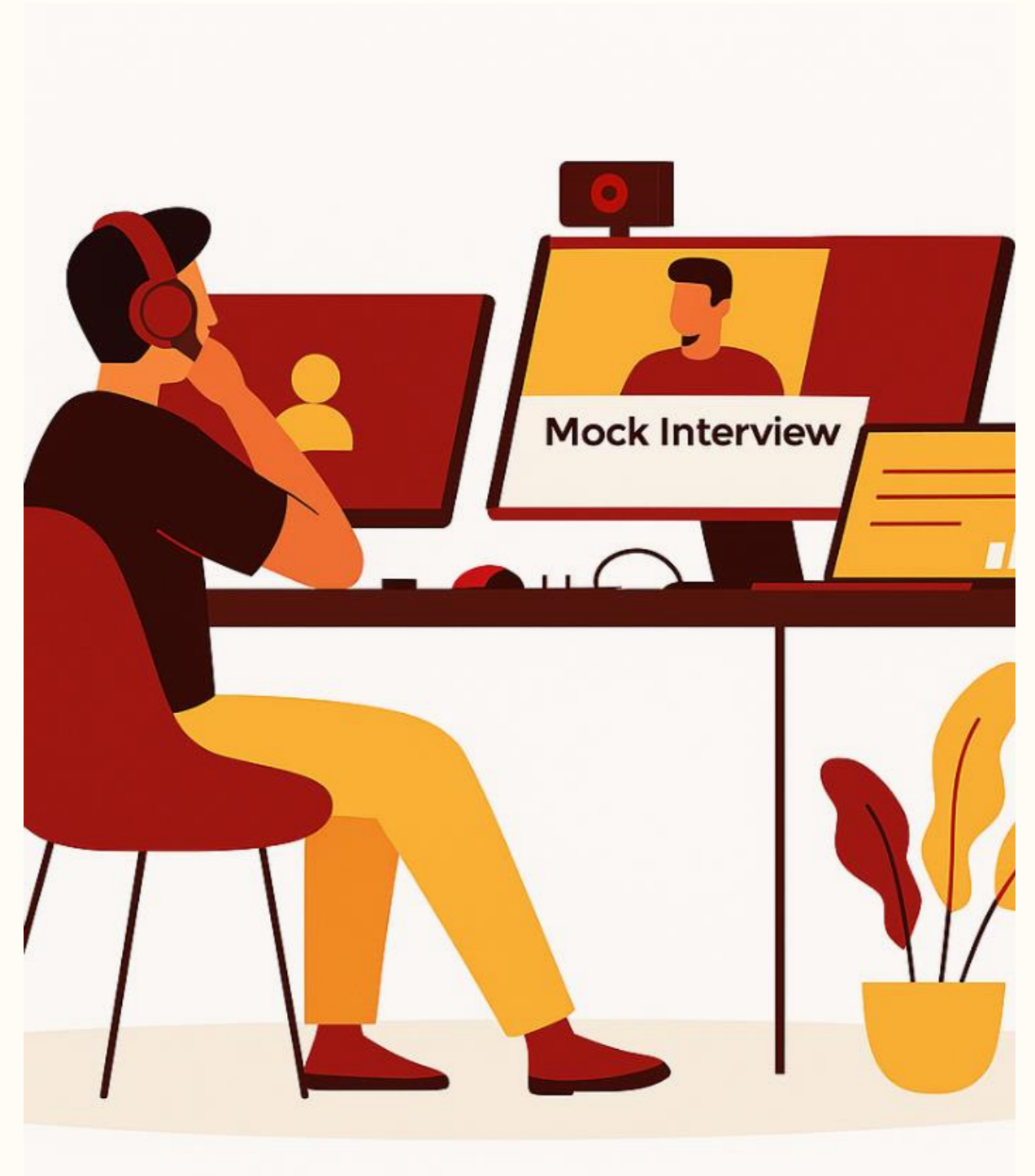


Prep On!

**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

Workshops

Source: Team brainstorming

Insight: Opportunity to leverage AI for scalable, tailored prep



Tools

Source: Benchmarking existing tools

Insight: Costly, not MSBA-specific



Faculties

Source: Advisor input

Insight: Limited bandwidth for personalized support



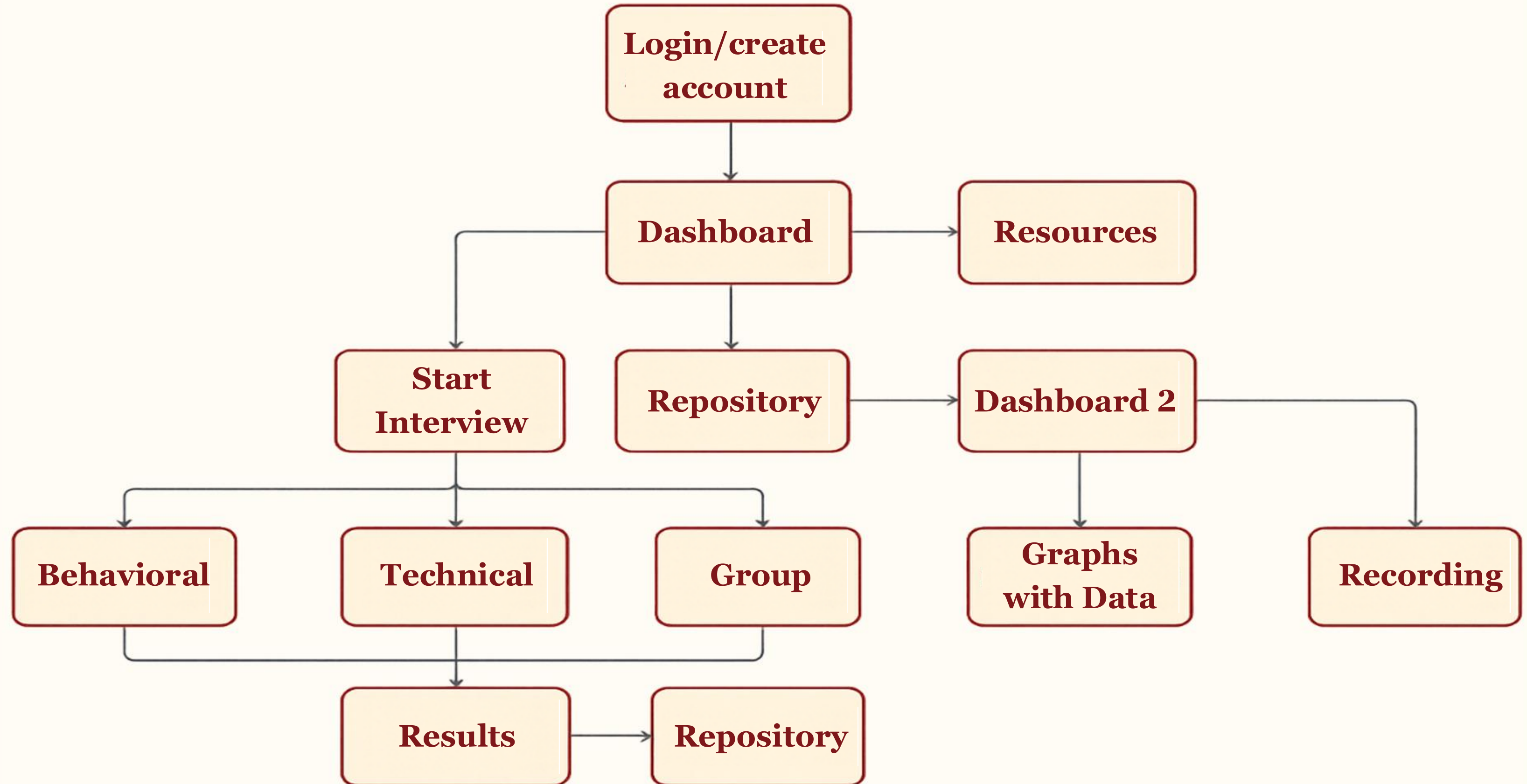
Peers

Source: Coffee chats & conversations

Insight: Recruiting is top priority, high interview stress

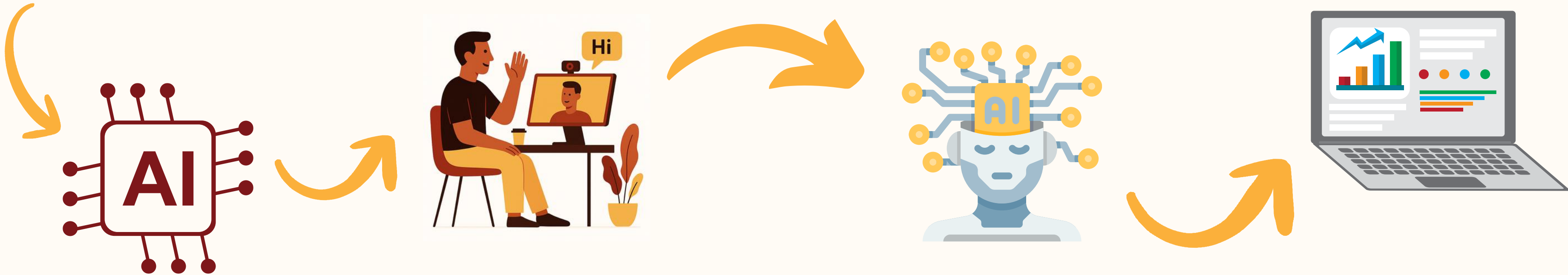


Wireframe



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

AI Interview Coach • Online

PrepOn


Interview Practice for USC MSBA

AI-powered mock interviews for behavioral, group, and technical challenges—personalized to your industry and role.

▶ Get Started


🌟 Try Demo

Key Features




Behavioral Interviews

Practice real industry-specific questions.




Group Interviews

Collaborate with peers, track teamwork.



Technical Interviews

Solve SQL/Python problems while explaining your reasoning.




Repository

Track progress, replay answers, and measure improvement.

USC University of Southern California

Online



Meet Sarah

Your AI Interview Coach

Your personal interview preparation assistant, powered by advanced AI and trained on USC MSBA success patterns.

● Ready to help you succeed


500+ Students Coached

24/7 Available

Welcome back, Aaron

Ready to practice your interview skills and advance your career?

▶ Start New Interview




Latest Session

Behavioral Interview • Consulting Analyst

🏆 Score: 82/100 ⌚ 2 days ago


View Full Report



Repository

Review past interviews and track your progress over time


📈 12 sessions completed



Resources

Interview tips, advisor videos, and best practices


🏆 USC Career Advisor approved



Group Practice


Schedule team interviews and collaboration sessions

Coming Soon




12

Total Sessions




78

Avg Score



95

Best Score



3

This Week

Practice Session Screen



Sarah – AI Facilitator
● Case Interview Leader



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
- Propose 3-5 strategic solutions
- Prioritize solutions by impact and feasibility
- Present a recommended implementation timeline

🕒 14:19 | 👥 3 Participants



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



STAR



Situation

Set the



Task

Explain



Action

Describe



Result

Share the



Rona

● Team Member

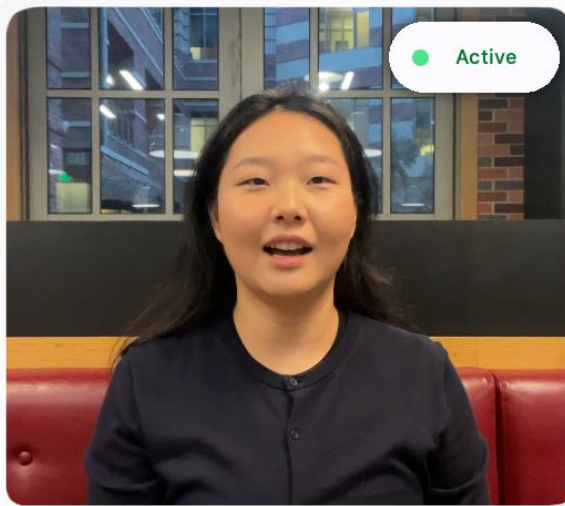
High Contribution



Roberto

● Team Member

Medium Contribution



Claudia

● Team Member

High Contribution



Shared Team Notes

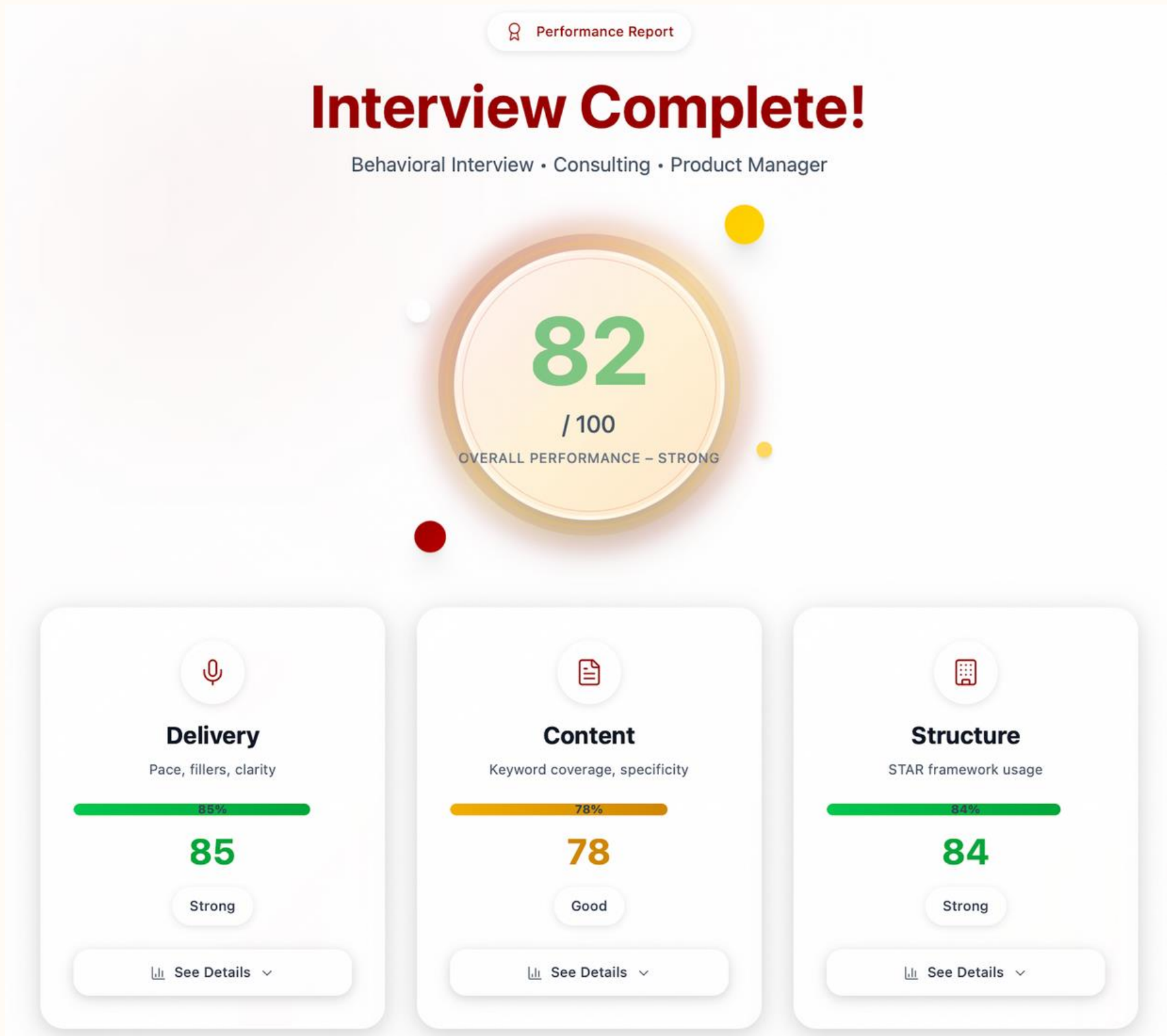
Collaborative Document

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

Answering...

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

Session	Score
Session 1	78
Session 2	85
Session 3	80
Session 4	85
Session 5	88

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

Month 1

Phase 2 – Adoption

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

Month 2-4

Phase 3 – Expansion

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

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

AI Mock Interview



Call to Action

Join for Beta Access

Start your first AI mock interview today!

Sign Up for Free Trial

Experience personalized feedback instantly



Thank You!

Roberto Monaco
Aaron Orellana
Rona Zhang
Le Luo

Claudia Lyu
Kaiwen Ma
Steven Lo
Kanishk Mahajan