READY SET HIRED

AI-Powered. Interview empowered.

Daisy Lee
AI Innovation Analyst

Levina Basra
Product Manager

Keren Owusu-Afriyie
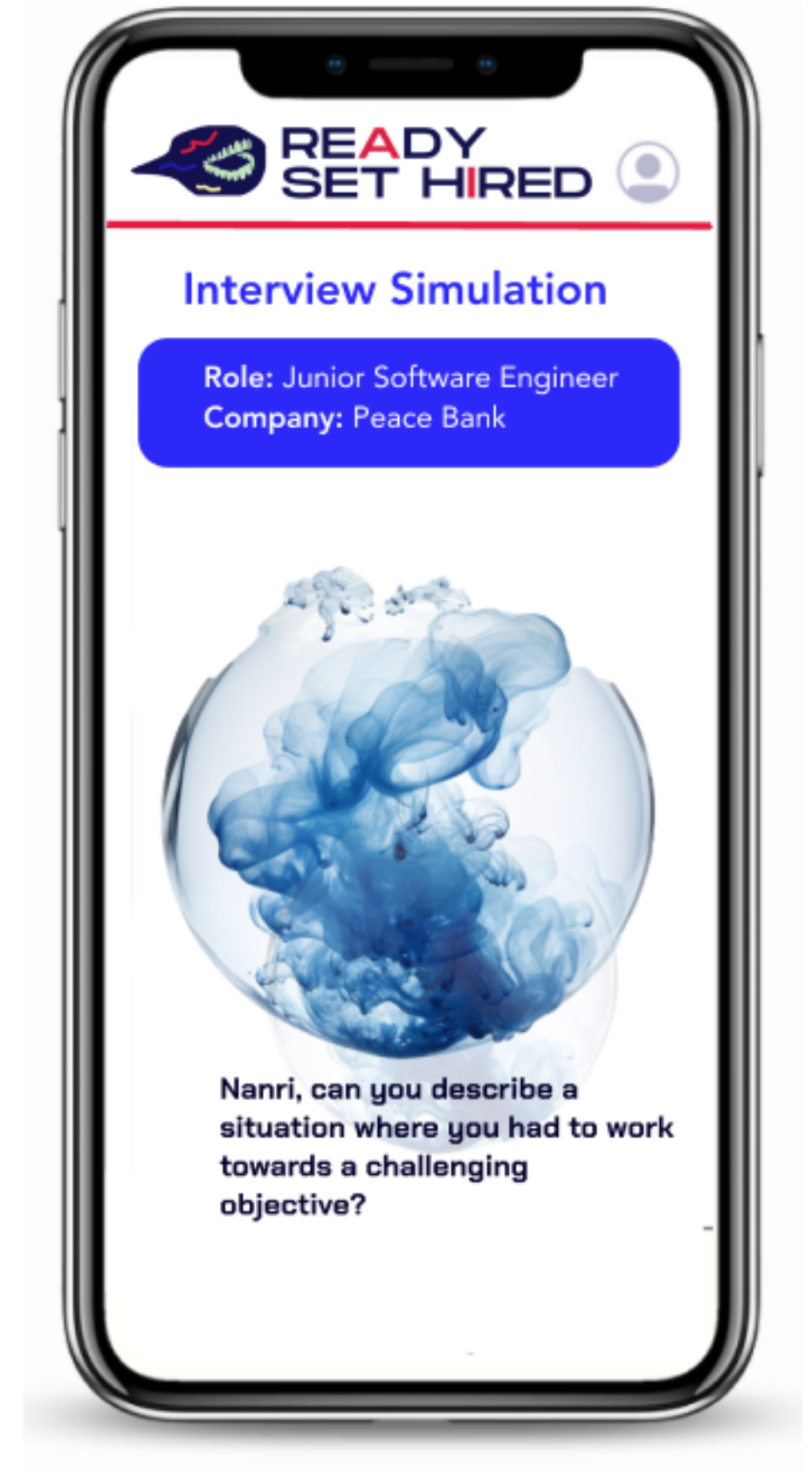Apprentice

Justice Unanka
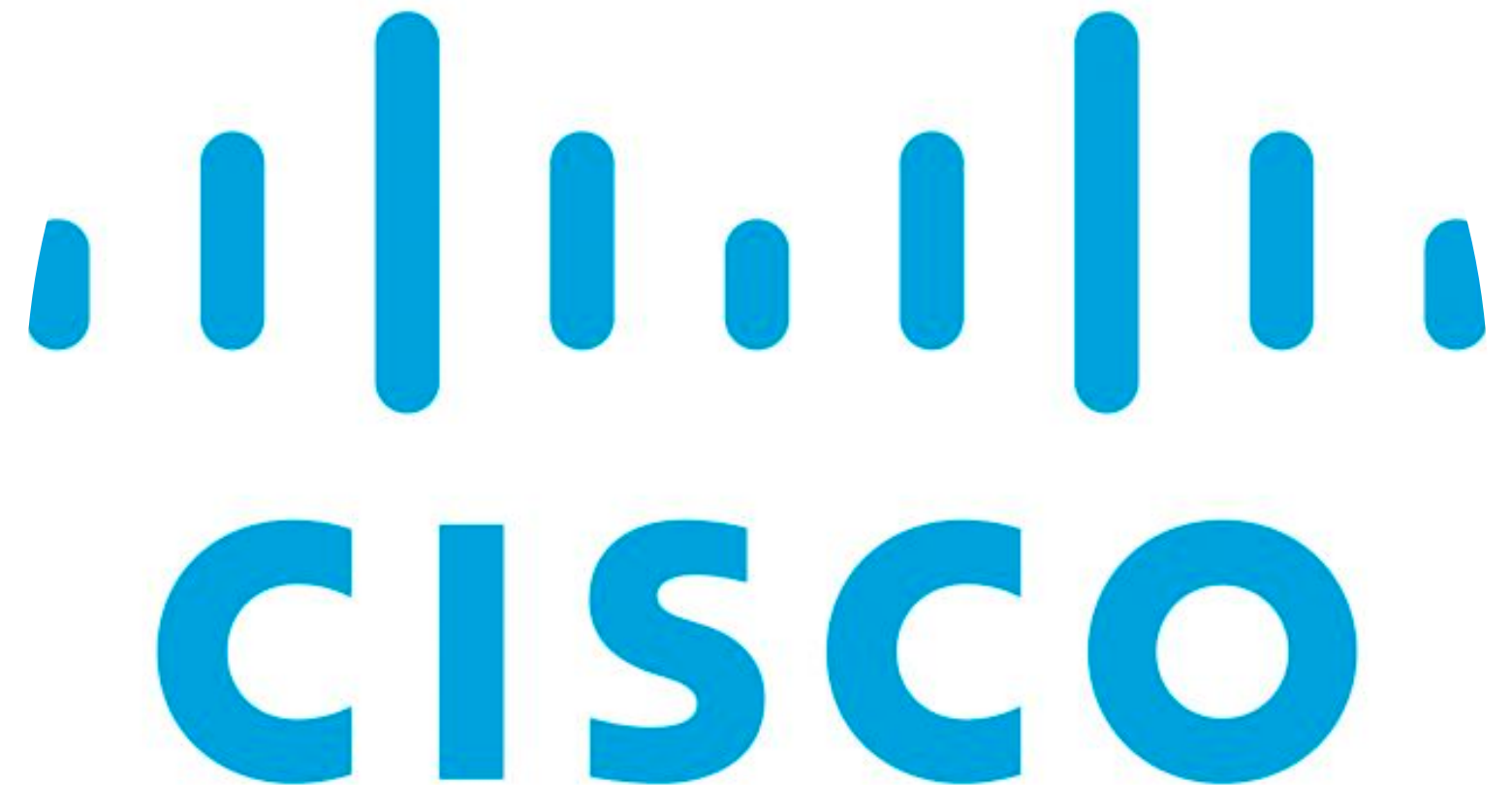Student

Chidera Victor
Student

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Interview Simulation

Role: Junior Software Engineer
Company: Peace Bank

Nanri, can you describe a situation where you had to work towards a challenging objective?

CISCO HACK THEME

BREAKING BARRIERS & BUILDING BRIDGES:

EMPOWERING ACCESSIBILITY & INCLUSION THROUGH INNOVATION

IDENTIFIED PROBLEM

BRIDGING THE GAP FOR WOMEN OF COLOUR IN TECH WHO STRUGGLE TO EFFECTIVELY COMMUNICATE THEIR EXPERIENCE WHEN APPLYING FOR JOBS.

12%

of women in tech are BAME. 25% of women make up the industry - 13% white women.

30%

of women are less likely to get a callback than their male counter parts when interviewing.

Due to:

- Language barriers
- Lack of interview experience and practice
- Lack of confidence and resources

COMPETITOR RESEARCH & THE GAPS

	(crown logo)	indeed	MANCHESTER 1824 The University of Manchester	LTSB
Article Advice	🟩	🟩	🟥	🟥
Video advice	🟥	🟩	🟥	🟥
Personalised Videos	🟥	🟥	🟩	🟩
FAQs	🟩	🟩	🟩	🟩
Up-skills (courses)	🟥	🟥	🟥	🟩
Assessment Prep	🟥	🟥	🟩	🟩

GAPS IN THE MARKET:

- Personalised advice is usually in person & scarcely available
- No current on-demand simulations for interview practice
- There is no continuous feedback
- Assessment centre prep & live interview prep is limited.
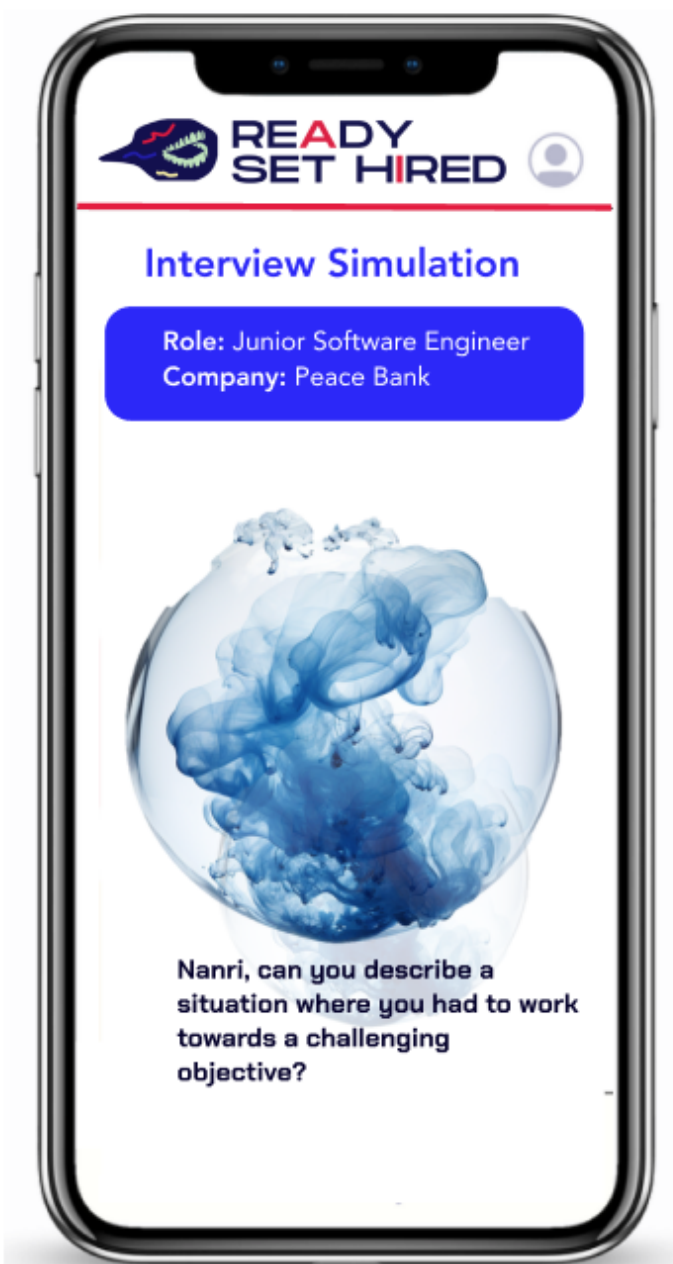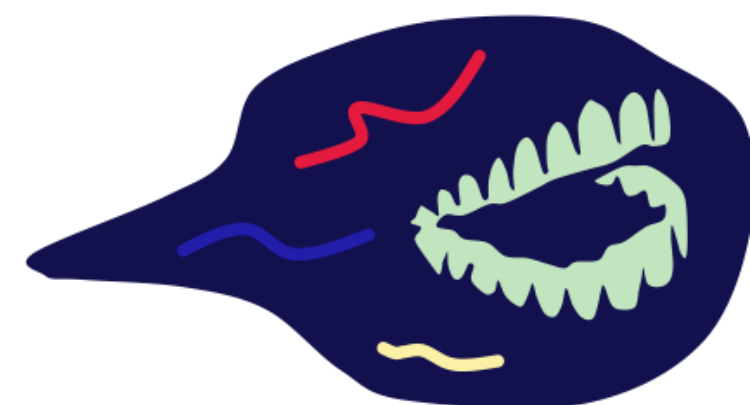
MISSION: CREATING A MORE EQUAL JOB APPLICATION PROCESS BY LEVERAGING AI TECHNOLOGY, TO EMPOWER AND ENHANCE THE SKILLS OF WOMEN OF COLOUR IN THE INTERVIEWING PROCESS IN TECH.

VISION: CREATE A PLATFORM WHICH BUILDS CONFIDENCE THROUGH THE POWER OF KNOWLEDGE.

Up-skill

Build confidence

Personalised Experience

Improve equality in the job application process.

PERSONA

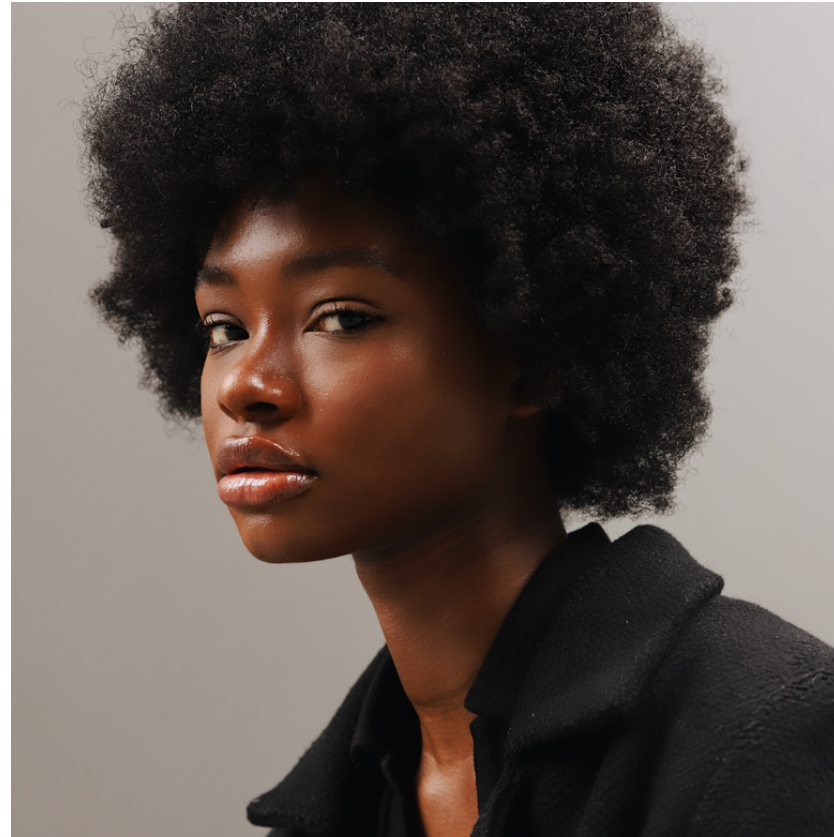**Nanri, 21, Wolverhampton**

MOTIVATION

Nanri is a final year undergraduate in Computer Science. She is a first generation immigrant from Senegal & she is wanting to pursue a career in tech. She has been applying for graduate jobs, however, is getting feedback that she is not articulating her experience well enough in live interviews.

NEEDS/ GOALS

- Wants to pursue a career in tech
- Build a community and a network
- She wants to build her confidence in the work space.

PAINPOINTS

- Due to being first generation she doesn't have a network or community to fall back on for career advice.
- University careers services are unreliable, no personalised & time available to her is limited.
- She is ambitious & driven so has gone to job seeking websites for help but information is generic.
- She is hitting a barrier when getting to interview stage due to being unable to articulate her experiences.
- With speaking her native language at home she also struggles with verbal articulation.

MINIMAL VIABLE PRODUCT

READY
SET
HIRED

AI-Powered. Interview empowered.

The **on-demand** and **personal** AI interview coach that provides **realistic interview simulations** and **real-time tailored feedback** - **empowering** job seekers with the tools they need to **succeed** with **confidence.**

READY SET HIRED

Interview Simulation

Role: Junior Software Engineer
Company: Peace Bank

Nanri, can you describe a situation where you had to work towards a challenging objective?
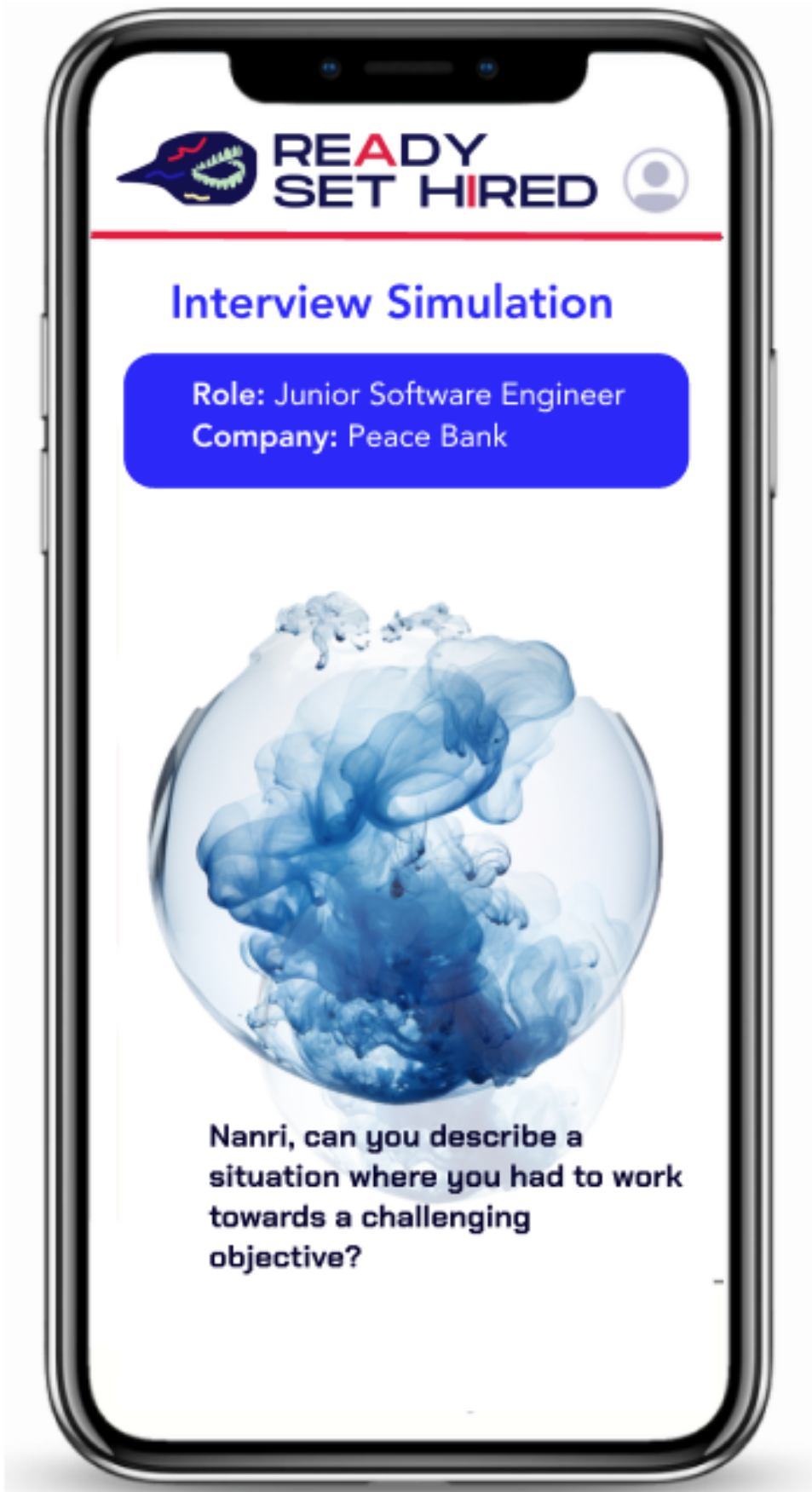
FEATURES

User
Experience Map

- User profile building
- AI extracts, classifies and maps out skills and competencies for feedback referencing.
- Additional profile enhancement Q&A
- Ability to link in CV & LinkedIn - AI unlocks insights from unstructured data
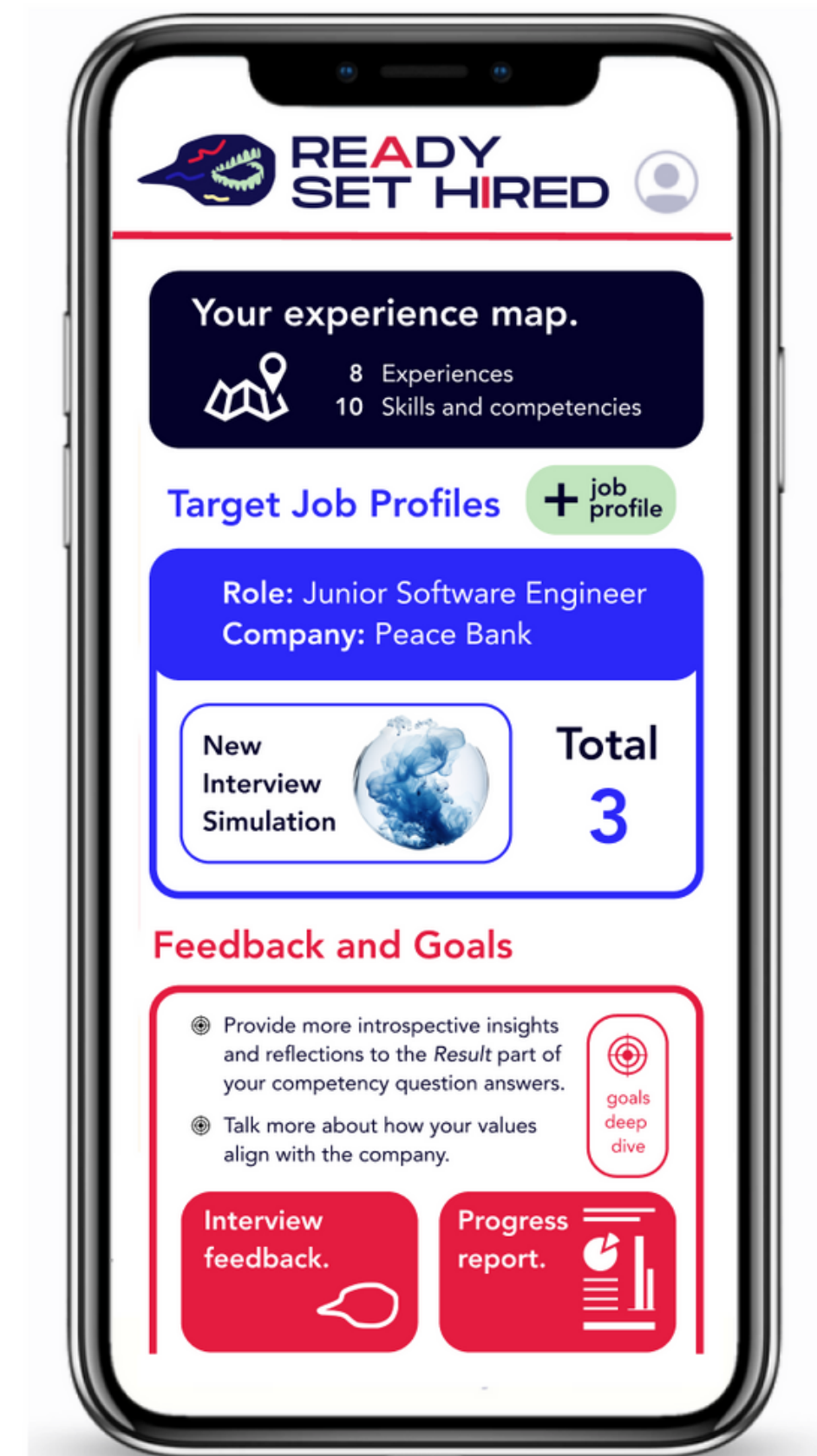
Target Job
Profiles

- Creation of multiple job profile streams in parallel
- Inputting job descriptions
- Skills and values extraction and mapping from resources and company websites

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Your experience map.
8 Experiences
10 Skills and competencies

Target Job Profiles + job profile

Role: Junior Software Engineer
Company: Peace Bank

New Interview Simulation | Total 3

Feedback and Goals

- Provide more introspective insights and reflections to the *Result* part of your competency question answers.
- Talk more about how your values align with the company.

goals deep dive

Interview feedback. | Progress report.

FEATURES

Simulation

- Questions based on profile level and user
- Generated audio and follow-up questions
- Speech-to-text transcription
- 24/7 practice access

Progressive

- Badges based on progression
- Positive affirmations
- Progress diagrams and charts

Feedback

- Natural language processing analyses responses and provides personalised feedback
- Model answers generated based on the user's experience profile
- Goals based on patterns & trends

Future Goals

- IoT tracking
- CV enhancement
- Themed modules
- Networking community

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Interview Simulation

Role: Junior Software Engineer
Company: Peace Bank

Nanri, can you describe a situation where you had to work towards a challenging objective?

You mentioned that you need to up-skill to meet your objective. How do you keep up-to-date with the latest tech trends?

USER JOURNEY
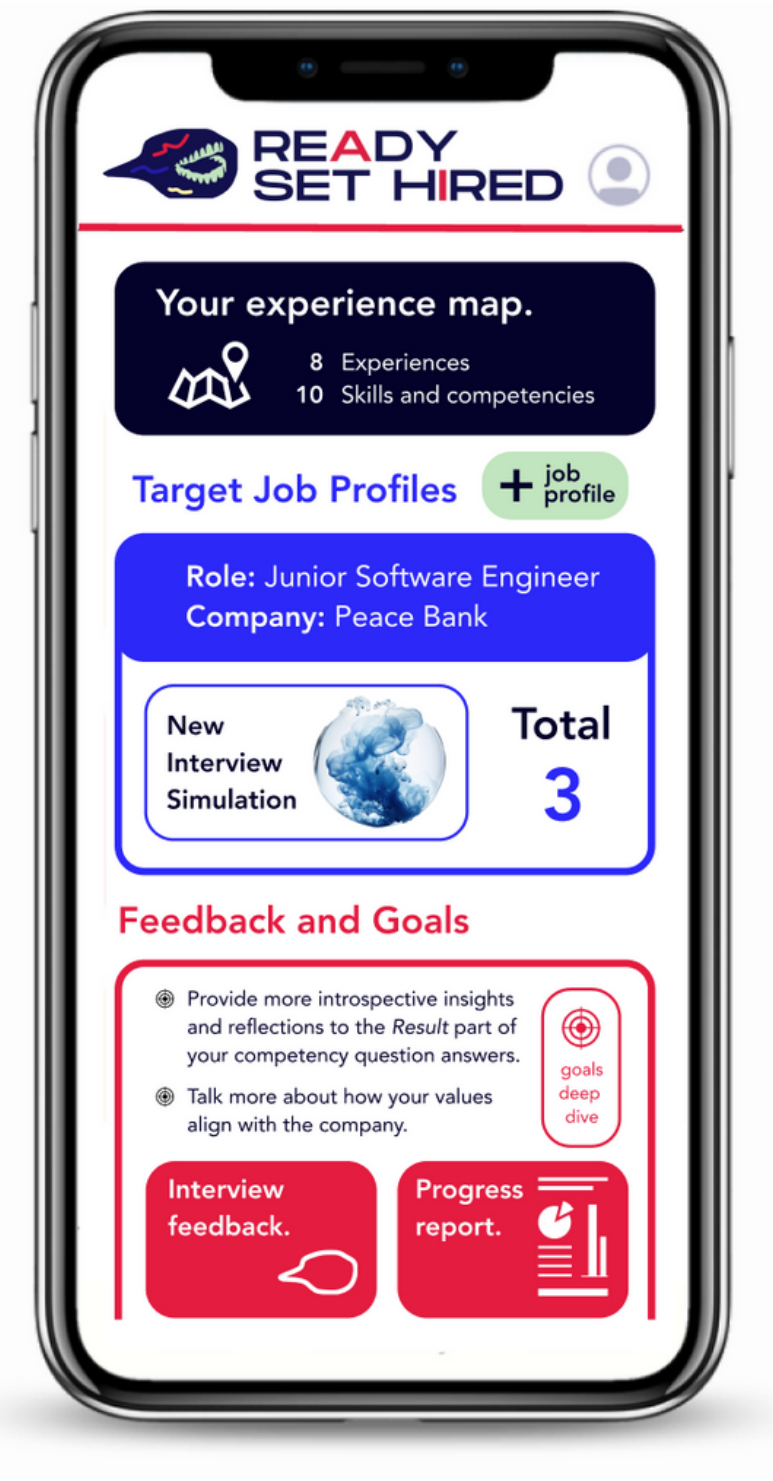
Action	Build user experience profile	Establish target job profiles	Practice interviewing with AI Coach simulation	Review feedback and continue practicing
Task List	1. Nanri uploads her CV and links in her LinkedIn profile. 2. She chooses to enhance her profile by answering additional questions from the AI Coach.	1. Nanri creates a new job profile stream. 2. She inputs her target job role and company - pasting in the job description.	1. Nanri clicks to start a New Interview Simulation. 2. The AI coach asks Nanri questions and they engage in a two way realistic conversation for a specified time.	1. Nanri reviews the AI Coach's feedback on her responses and choses to generate model answers with suggestions linked to her CV and experience profile. 2. She acquires a personalised goals list and continues to work on improving by practicing.
Thoughts /Feelings	Nanri wants to build a thorough profile to get the most out of the AI Coach. She likes the ease of uploading her already created CV and that she can enhance her profile by answering additional questions that help her reflect.	She has a few different jobs she is applying for with slightly different job descriptions, so she is happy that she can create multiple target job streams quickly and with ease.	Nanri finds her first simulated interview challenging but the AI Coach provides a comfortable environment to practice and she is impressed at how realistic it is. She feels relieved she has the space to develop her skills productively whenever she wants.	Nanri is grateful for her in depth and personalised feedback on how she should improve. She loves the Coach's model answers for inspiration. With continued practice, she sees herself getting more proficient and confident in verbally showcasing her capabilities in an engaging way. She feels she has the tools to succeed.

CHALLENGES & HOW WE MIGHT OVERCOME THEM

Although we might face challenges we feel our platform with funding would be a feasible build.

Finding the right AI models and specialised training data

E.g. Transcribing speech-to-text for different accents

GDPR

Protecting our user's data and privacy, through data encryption and multi-factor authentication.

Reaching our target audience

We would need to market our product through partnerships.

FUTURE ROADMAP

For the future scope of our app, we would like to develop the following features to further tackle inequality in the job application process:

Refining CV & Cover letters

Assistance in developing a CV and Cover Letter to meet employer expectations.

Employer assessment test support

Allows the user to practice eg. psychometric scenario tests.

Assessment centre tests

Allows the user to virtually simulate an assessment centre scenario so they practice their skills.

Connect to other users

Meet likeminded people and expand their network

Masterclasses on interview preparation

For example, preparing interview etiquette eg. eye contact.

NEXT STEPS

With funding & to develop from proof of concept, we would like to:

Partnerships with other businesses

Work with employers to assimilate their own interview process via our platform.

Sell the platform to other likeminded communities

Eg. our friends at Showcode where diversity & equality are important their community of job seekers.

Expand our target audience

Right now we're looking at BAME women but our platform could expand to others eg. disabilities who may the feeling the barrier to job applications.

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Apprentice

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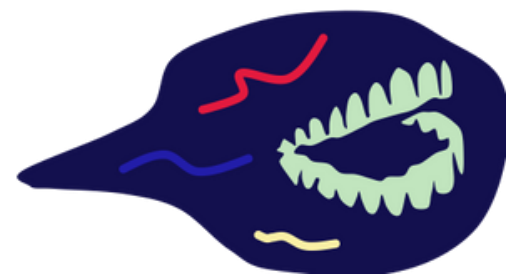
Product Manager

Justice Unanka

Student

Chidera Victor

Student

Daisy Lee

AI Innovation Analyst

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RESOURCES

- https://technation.io/diversity-and-inclusion-in-uk-tech/#foreword
- https://ltsb.charity/purpose/
- https://careerconnect.manchester.ac.uk/unauth/graduate/login
- https://nationalcareers.service.gov.uk/careers-advice/interview-advice/interview-advice
- https://www.womenintech.co.uk/women-in-tech-survey-2023
- https://phys.org/news/2019-03-women-percent-hiring-men.html#:~:text=Women%20are%20on%20average%2030,language%20and%20more%20work%20experience.
- https://builtin.com/women-tech/women-in-tech-workplace-statistics