



**NOVA**

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# INTRO



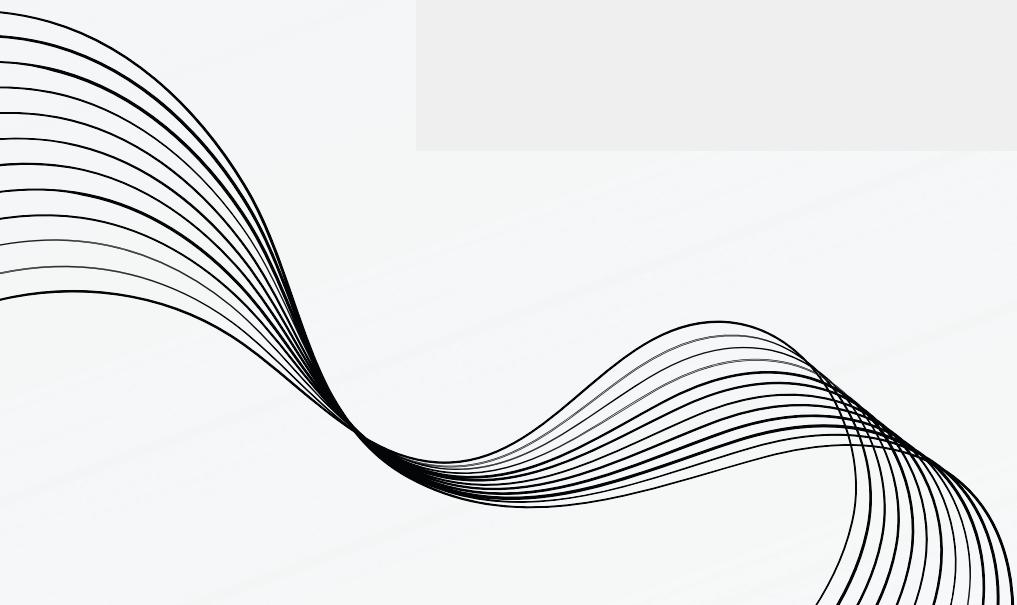
## Team Members:

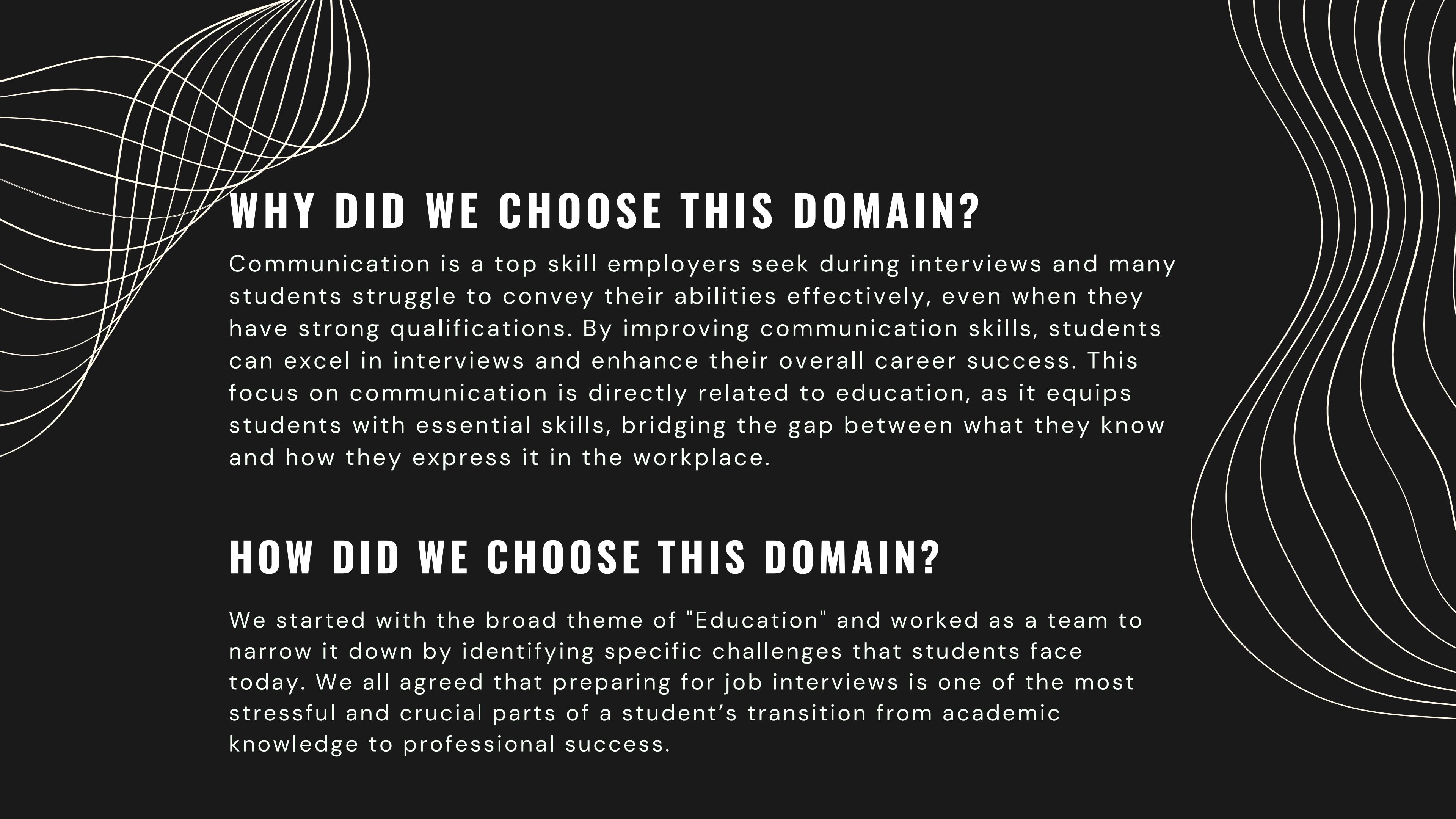
**Mahsa Arsalani**  
**Roshanak Jabbari**  
**Leila Alizadeh**  
**Giuseppe Pisanu**



## Domain:

**Improving communication skills for  
students preparing for job interviews**





## **WHY DID WE CHOOSE THIS DOMAIN?**

Communication is a top skill employers seek during interviews and many students struggle to convey their abilities effectively, even when they have strong qualifications. By improving communication skills, students can excel in interviews and enhance their overall career success. This focus on communication is directly related to education, as it equips students with essential skills, bridging the gap between what they know and how they express it in the workplace.

## **HOW DID WE CHOOSE THIS DOMAIN?**

We started with the broad theme of "Education" and worked as a team to narrow it down by identifying specific challenges that students face today. We all agreed that preparing for job interviews is one of the most stressful and crucial parts of a student's transition from academic knowledge to professional success.

# METHODOLOGY

## *Interview 1: Peter*

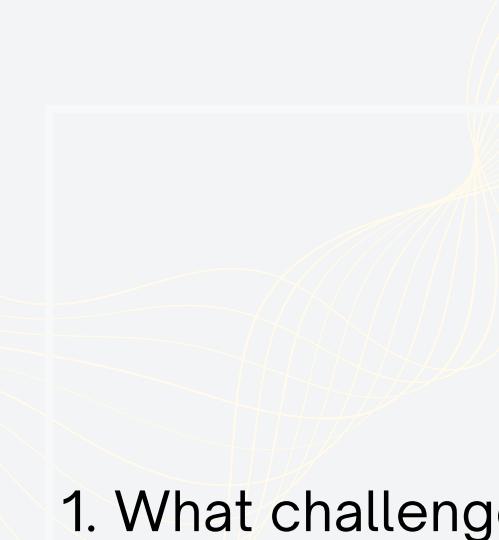
- **Extreme user**
- **Age:** 24 year-old
- **Gender:** male
- Peter was chosen as an extreme user because he has both academic and job experience. He is a current Polito student and has some work experience that makes him relevant to understanding of communication challenges during interviews.
- We recruited him through internal university channels.
- **Observation:**  
Observed his confidence in communication, focus on technical and job-specific preparation, and his emphasis on interviews being conversational.
- **Team member roles:**  
Mahsa (Interviewer)  
Roshanak (Observer)
- **Location of Interview:** Conducted at the university.
- **Materials used:** Camera and voice recorder for documentation and review of the interview.

1. I would like to ask you about what challenges do you face when preparing for job interviews, especially related to communication?
2. Could you tell me what drives your motivation to improve your communication skills for interviews?
3. Could you tell me three things you think you do well in your interview preparation?
4. Could you share what tools or resources or strategies, for example, workshops, online tools or career counselors you currently use to improve your interview skills and how they have been helpful for you?
5. On a scale from 1 to 10, how effective have these resources been for you to improving your communication skills, where 1 is not effective at all and 10 is extremely effective?
6. Could you tell me which three communication skills do you find the most difficult during interviews? And why do you think these specific skills are challenging for you?
7. How do you handle unexpected or challenging questions during interviews?
8. What kind of feedback do you find most helpful? For example, personalized feedback or in detail or immediate feedback?
9. What features would you expect from an AI-powered interview coach simulator? For example, feedback on tone or body language or timing, something like that.
10. How do you manage stress or anxiety during interview preparation?
11. What additional support or resources would you like to see from your university?
12. How do you plan to continue developing your communication skills after you graduate?
13. Looking back, how have your communication skills changed since you first started preparing for job interviews?
14. If you could change one thing about how you approach interview preparation, what would it be?
15. In what areas do you see exciting resources or tools better helping students improve their communication skills?
16. How do you think technology or other digital tools could help students improve their communication skills if you know any specific applications?
17. How do you think non-verbal communications like eye contact or posture could influence the outcome of an interview?
18. What do you think about how crucial are communication skills in comparison to technical or job specific skills in the hiring decisions?
19. If I forgot to cover something or I missed any important thing that you would like to discuss, what else should I have asked about?

# METHODOLOGY

## *Interview 2: Nima*

- **Immediate User** (Master Student at University of Turin )
- **Age:** 24 years old
- **Gender:** Male
- Nima was chosen as an immediate user because he is a current student and his lack of extensive interview experience makes him relevant for understanding the perspective of students who are new to the job market.
- We recruited him through university networks and peer referrals.
- **Location of Interview:** Conducted at his dormitory.
- **Observation:** Nima expressed a lack of significant challenges in communication due to his limited interview experience. He demonstrated a perfectionist attitude, indicating a desire to be fully prepared for various scenarios in interviews. He acknowledged issues with body language and focus, especially when distracted during conversations.
- **Team Member Roles:**
  - Mahsa (Interviewer)
  - Roshanak (Observer)
- **Materials Used:**
- Camera and voice recorder for documentation and review of the interview.

- 
1. What challenges do you face when preparing for job interview especially related to communication?
  2. What drives you, what drives your motivation to improve your communication skills for interviews?
  3. Could you tell me three things you think you do well in your interview preparation?
  4. Could you share what tools resources or strategies for example workshops online tools or career counselors you currently use to improve your interview skills and how they have been helpful for you?
  5. On a scale from 1 to 10 how effective have these resources been for you in improving your communication skills where 1 is not effective at all and 10 is extremely effective?
  6. Which three Communication skills do you find the most difficult during interviews? And why do you think these specific skills are challenging for you?
  7. How do you handle unexpected or challenging questions during interviews?
  8. What kind of feedback do you find most helpful? I mean personalized feedback or in detail feedback or immediate feedback?
  9. What features would you expect from an AI powered interview coach simulator?
  10. How do you manage your stress and anxiety during interview preparation?
  11. What additional support or resources would you like to see from your university?
  12. How do you plan to continue developing your communication skills after you graduate?
  13. If you could change one thing about how you approach interview preparation, what would it be?

# METHODOLOGY

## *Interview 3: Elisa*

- **Extreme User**
- **Gender:** Female
- Elisa was chosen as an extreme user because she is an ex-student who has transitioned into the workforce. Her experiences provide valuable insights into the challenges faced by students when preparing for job interviews and how these challenges evolve once they enter the job market.
- We recruited her through a network of friends and acquaintances.
- **Location of Interview:** Conducted online via Google Meet.
- **Observation:** She expressed challenges in preparing authentic responses to common interview questions without sounding mechanical. She managed her anxiety by reframing interviews as mutual evaluations rather than stressful exams, which helped her approach them with a more relaxed mindset.
- **Team Member Roles:**  
Giuseppe (Interviewer)  
Leila (Observer)
- **Materials Used:**  
Camera, voice recorder, and Google Meet for documentation and review of the interview.

Questions to her as a HR:

1. What communication challenges do you often observe in candidates during interviews, particularly among university students?
2. Based on your experience, what communication skills do employers (chi assume) prioritize when evaluating job candidates?
3. How do you assess a candidate's ability to communicate effectively during an interview (e.g., body language, articulation, confidence)?
4. How do you think non-verbal communication (e.g., eye contact, posture) influences the outcome of an interview?
5. What resources do you recommend to students or job candidates to help them prepare their interviews?
6. How crucial are communication skills in comparison to technical or job-specific skills in the hiring decisions?
7. Could you tell me three good advices you usually give to candidates who struggle with interview anxiety, and how does it impact their communication?
8. How do you think technology, like digital tools, could help students improve their communication skills in preparation for an interview?
9. What kind of feedback do you think would be most useful for candidates to improve their communication skills for future interviews?

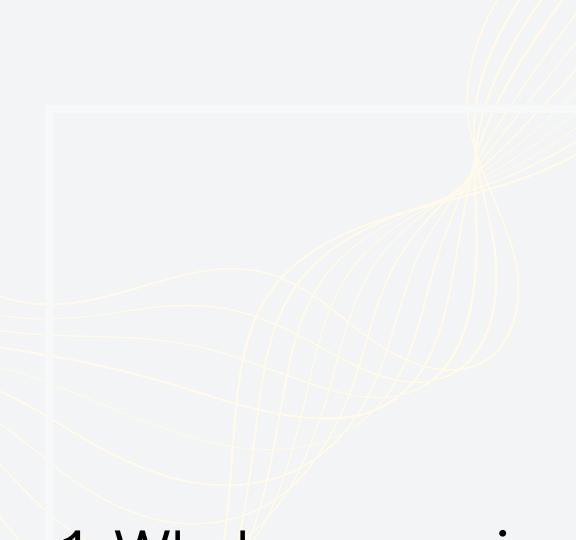
Question to her as an ex-student that now works:

1. What were the main challenges you faced while preparing for job interviews?
2. Can you share three aspects of your interview preparation that you felt you handled well, especially regarding communication?
3. How did you manage stress or anxiety during the interview preparation process?
4. How did you handle unexpected or difficult questions during your interviews?
5. What tools, resources, or strategies (e.g., workshops, online platforms, career advisors) did you use to prepare for an interview?
6. How effective, on a scale of 1 to 10 (1 is 'Not effective at all' and 10 is 'Extremely effective') did you find these resources in improving your communication for interviews?
7. Let's talk about AI assistants (for example ChatGPT, Alexa, Siri or Google Assistant), what features do you find most beneficial for your conversation with it? (e.g. something that makes you feel comfortable talking with it)

# METHODOLOGY

## *Interview 4: Antonio*

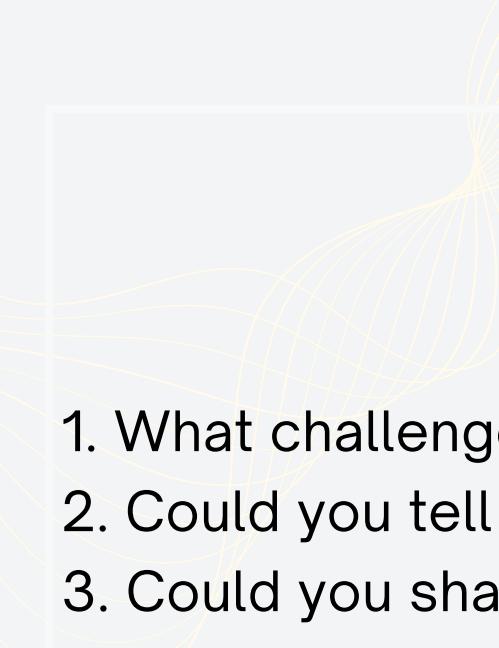
- **Domain Expert**
- **Age:** 30 years old
- **Gender:** Male
- Antonio was chosen for his extensive experience in Human Resources and recruitment. He currently works at OGR, where he assesses candidates' communication skills during interviews, making him relevant for understanding communication challenges faced by candidates, particularly university students.
- We recruited him through social media and online communities, via the LinkedIn network.
- **Observation:** Observed his emphasis on the importance of effective self-presentation, the balance between verbal and non-verbal communication, and the significance of practice in improving interview skills. He highlighted that interviews should be treated as two-way conversations.
- **Team Member Roles:**
  - Giuseppe (Interviewer)
  - Leila (Observer)
- **Location of Interview:** Conducted at his office at OGR
- **Materials Used:**
  - Camera and voice recorder for documentation and review of the interview.

- 
1. What communication challenges do you often observe in candidates during interviews, particularly among university students?
  2. Based on your experience, what communication skills do employers prioritize when evaluating job candidates?
  3. How do you assess a candidate's ability to communicate effectively during an interview (e.g., body language, articulation, confidence)?
  4. Could you tell me three common communication difficulties you notice in university graduates during interviews?
  5. What resources do you typically recommend to students or job candidates to help them improve their communication skills before an interview?
  6. How do you think non-verbal communication (e.g., eye contact, posture) influences the outcome of an interview?
  7. How crucial are communication skills in comparison to technical or job-specific skills in the hiring decisions?
  8. Could you tell me three good pieces of advice you usually give to candidates who struggle with interview anxiety, and how does it impact their communication?
  9. In what areas do you see existing resources or tools better helping students improve their communication skills for interviews?
  10. How do you think technology, like AI or other digital tools, could help students improve their communication skills in preparation for interviews?
  11. What kind of feedback do you think would be most useful for candidates to improve their communication skills for future interviews?
  12. How do you evaluate communication skills when candidates are from diverse linguistic or cultural backgrounds?

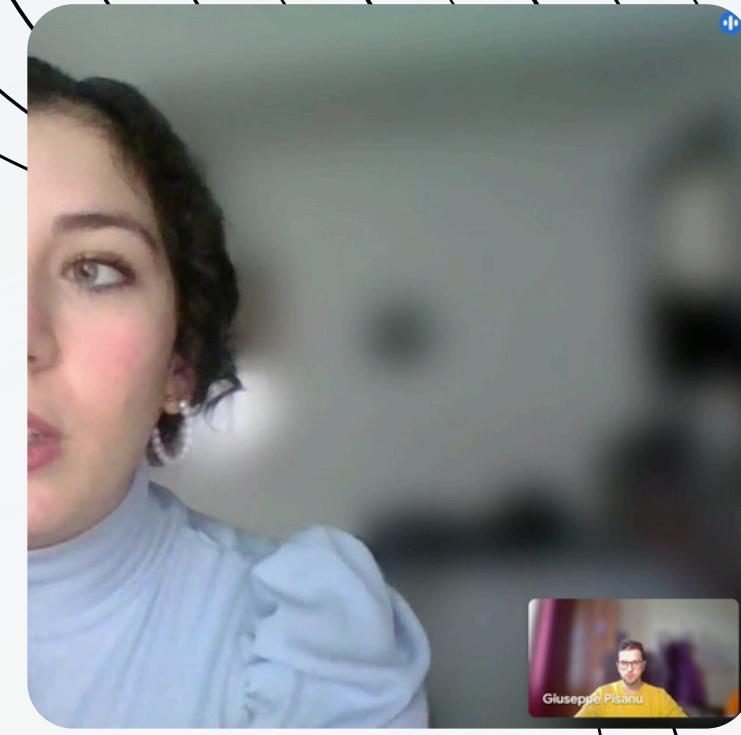
# METHODOLOGY

## *Interview 5: Nima Sadeghzade*

- **Immediate User**
- **Age: 28 years old**
- **Gender: Male**
- Nima Sadeghzade was chosen as an immediate user because he is actively engaged in job interviews and is currently a PhD student at the University of Auckland, he is developing his communication skills, offering firsthand insights into various strategies and resources relevant to interview preparation.
- We recruited him through university networks.
- **Observation:** Observed his challenges in clarity and conciseness during interviews, particularly as a non-native English speaker. Noted his strategies for preparation, including conducting research, practicing mock interviews, and seeking personalized feedback.
- **Team Member Roles:**
  - Leila (Interviewer)
  - Giuseppe (Observer)
- **Location of Interview:** Conducted online via Zoom
- **Materials Used:**
  - Camera, voice recorder, and Zoom app for documentation and review of the interview.

- 
1. What challenges do you face when preparing for job interviews, specifically related to communication?
  2. Could you tell me three things you think you do well in your interview preparation?
  3. Could you share what tools, resources, or strategies (e.g., workshops, online tools, career counselors) you currently use to improve your interview skills ? (and how they have been helpful to you?)
  4. On a scale from 1 to 10, how effective have these resources been for you in improving your communication skills? (where 1 is 'Not effective at all' and 10 is 'Extremely effective')?
  5. Which three communication skills do you find the most difficult during interviews, and why do you think these specific skills are challenging for you?
  6. How do you handle unexpected or challenging questions during interviews?
  7. What kind of feedback do you find most helpful? (personalized, detailed, immediate)
  8. What features would you expect from an AI-powered interview coach simulator?  
(feedback on tone, body language, timing)
  9. How do you manage stress or anxiety during interview preparation?
  10. What additional support or resources would you like to see from your university?
  11. How do you plan to continue developing your communication skills after you graduate?
  12. What drives your motivation to improve your communication skills for interviews?
  13. Looking back, how have your communication skills changed since you first started preparing for job interviews?
  14. If you could change one thing about how you approach interview preparation, what would it be?

# RESULTS



# KEY QUOTES

**"I conduct research about the roles and the company, take mock interviews, and practice in front of the mirror." — Nima Sadeghzade**

**"The first thing that I evaluate during a hiring is how the candidate is able to present himself. So, how are his marketing skills to sell himself to me and to present all his experience" — Antonio**

**"We can collect a lot of data and analyze it and then give direct feedback... on things like body language or voice." — Peter**

**"I would like to prepare for every scenario... I basically want to be expecting everything and not get surprised in the interview" — Nima**

# KEY QUOTES

**"I'd practice responses to difficult questions... and link them to my previous experiences." — Nima Sadeghzade**

**"Doing a lot of interviews is the only way to understand how an interview works and how to behave better in the next interview" — Antonio**

**"University students often struggle with anxiety management and tend to use informal or overly colloquial language. Many of them find it difficult to clearly express their experience and skills in a coherent and organized manner." — Elisa**

**"The best way to practice for an interview is by going and doing interviews. It's like learning on the job, but for interviews." — Peter**

# KEY QUOTES

**"I feel that it's more important with teamwork also, because then we'll have to be working with other team members and departments." — Peter**

**"I would like to have immediate feedback, they can give me personalized feedback after that" — Nima**

**"Employers look for candidates who can communicate clearly and confidently, articulate their thoughts, and adapt their communication styles to the interlocutor." — Elisa**

**"I recommend practicing with simulations... deep breathing to relax... remember the interview is also a neutral evaluation." — Elisa**

# BRAINSTORMS

**Customer Journey Map**

**Nova**

Name	About me	Pain points	Scenario
Nova	Needs a way to improve industry-specific knowledge for interviews Q1	Needs a way to continuously improve communication skills beyond interview settings Q2	Needs to be able to connect personal experiences with job descriptions more efficiently Q3, 14
Peter	Needs detailed, personalized feedback after interviews to help improve for the future Q8	Needs a way to practice interview skills in real-time, with feedback on performance Q5, 10	Needs a way to better understand industry-specific terminology, industry jargon and unfamiliar terminology Q6
Nima	Needs a way to overcome language barriers during interviews Q1	Needs a way to manage stress and anxiety in the lead-up to an interview Q2	Needs to be able to anticipate and prepare for unexpected questions Q2, 4
Antonio	Needs to be able to present himself in a good way Q1	Needs a way to improve his capability to present and sell himself to the company Q4	Needs a way to write down his CV in LaTeX Q6
Elisa	Needs a way to work on her body language Q11	Needs a way to learn how to manage anxiety Q11	Needs a way to communicate her answers according to the position she is applying for Q11
Nima Sadeghzadeh	Need to communicate more clearly Q1, 5	Need to avoid filler words and maintain focus Q1	Need to practice summarizing experiences effectively Q5,14

**Needs**

Needs	Needs a way to handle stress during interviews more effectively Q10	Needs mock-up interviews or role-play practice to simulate real-world interview experiences Q11, 15	Needs a way to improve technical knowledge that aligns with interview questions Q3, 14
Nova	Needs tools that can provide real-time analysis and feedback during practice interviews Q9, 16	Needs a way to improve non-verbal communication during interviews Q17	Needs access to university resources (workshops, classes, clubs) focused on communication and interview skills Q11
Peter	Needs a way to improve English communication skills, not only for interviews but also for the whole working life in a company Q8	Needs a way to use the feedbacks as a tool to improve before the interview (to be ready) Q10	Needs a way to practice before Q10
Nima	Needs a way to know feedback on communication style and tone during interviews Q8	Needs a way to know what the HR of a given company asks during the interview Q6	Needs a way to practice his communication skills Q5
Antonio	Needs a way to know personalized feedback on technical and work related aspects during interview practice Q8	Needs a way to have feedback about his presentation and communication for future interviews Q9	Needs a way to improve his communication skills, not only for interviews but also for the whole working life in a company Q8
Elisa	Needs a way to learn how to keep focus and don't panic Q13	Needs a way to manage interview anxiety and improve confidence Q1, 03	Needs a way to manage interview anxiety and improve confidence Q1, 03
Nima Sadeghzadeh	Need to prepare for unexpected or challenging questions Q6,14	Needs a way to improve technical skills mentioned in the job description Q14	Needs a way to improve technical skills mentioned in the job description Q14

**Giuseppe**

**Mahsa**

**Leila alizadeh** help choosing the right photo in the CV Q13

**Leila alizadeh** help choosing the right photo in the CV Q13

# BRAINSTORMS

Needs a way to improve industry-specific knowledge for interviews  
Q1

Needs a way to continuously improve communication skills beyond interview settings  
Q2

Needs to be able to connect personal experiences with job descriptions more efficiently  
Q 3, 14

Needs detailed, personalized feedback after interviews to help improve for the future  
Q8

Needs a way to practice interview skills in real-time, with feedback on performance  
Q 5, 10

Needs a way to better understand industry-specific terminology (industry jargon and unfamiliar terminology  
Q 6

# BRAINSTORMS

Needs a way to handle stress during interviews more effectively  
Q10

Needs mock-up interviews or role-play practice to simulate real-world interview experiences  
Q 11, 15

Needs a way to improve technical knowledge that aligns with interview questions  
Q 3, 14

Needs tools that can provide real-time analysis and feedback during practice interviews  
Q 9, 16

Needs a way to improve non-verbal communication during interviews  
Q 17

# BRAINSTORMS

Needs a way to overcome language barriers during interviews  
Q1

Needs a way to manage stress and anxiety in the lead-up to an interview  
Q2

Needs to be able to anticipate and prepare for unexpected questions  
Q 2, 4

Needs to be able to use body language properly  
Q6

Needs a way to maintain focus during an interview, especially when complex or unclear questions are asked  
Q6

Needs a way to know personalized feedback on technical and work related aspects during interview practice  
Q8

# BRAINSTORMS

Needs to be able  
to clarify  
unfamiliar topics  
and unexpected  
questions.

Q7

Needs a way to  
know feedback on  
communication  
style and tone  
during interviews

Q8

Needs access to  
university resources  
(workshops, classes,  
clubs) focused on  
communication and  
interview skills

Q11

Needs a structured  
way to prepare for  
technical questions  
using resources and  
tools

Q8

Needs to  
practice  
before  
Q10

Needs a way to use  
the feedbacks as a  
tool to improve  
before the interview  
(to be ready)

Q10

# BRAINSTORMS

Needs to be able to present himself in a good way

Q1

Needs a way to write down a good CV, with the right structure and different for each company you are applying and focused on what they want

Q3

Needs a way to improve his capability to present and sell himself to the company

Q4

Needs a way to write down his CV in LaTeX

Q6

Needs a way to practice his communication skills

Q5

Needs a way to know what the HR of a given company asks during the interview

Q6

# BRAINSTORMS

Needs a way to improve his communication skills, not only for interviews but also for the whole working life in a company

Q8

Needs a way to have feedback about his presentation and communication for future interviews

Q9

Needs a way to improve english but also native language of the country in which the company is

Q14

Needs a way to help choosing the right photo in the CV

Q13

# BRAINSTORMS

Needs a way to prepare answers to the most common questions, without coming across as too mechanical or banal

Q10

Needs a way to make sure she appears authentic and not if she was simply repeating answers learnt by memory

Q10

Needs a way to customize her answers according to the position she is applying for

Q11

Needs a way to work on her body language

Q11

Needs a way to learn how to manage anxiety

Q11

Needs a way to know if a certain company fits with what she's looking for

Q12

# BRAINSTORMS

Needs a way to learn how to keep focus and don't panic

Q13

Needs a way to get all the informations about the company she is applying

Q14

Needs a way to review technical skills mentioned in the job description

Q14

Needs a way to manage interview anxiety and improve confidence.

Q1 Q7 Q3

Needs to be able to express their experiences and skills clearly in a coherent and organized manner

Q1 Q9

Needs a way to prepare for unexpected or difficult questions without feeling overwhelmed

Q9

Needs a way to practice and receive feedback on non-verbal communication (e.g., body language, eye contact).

Q3 Q4

Needs a way to prepare specifically for the expectations of a company

Q5

# BRAINSTORMS

Need to  
communicate  
more clearly  
Q1, 5

Need to avoid  
filler words  
and maintain  
focus  
Q1

Need to practice  
summarizing  
experiences  
effectively  
Q5,14

Need to  
manage  
nervousness  
Q5,9

Need to prepare  
for unexpected  
or challenging  
questions  
Q6,14

Need for  
detailed,  
personalized  
feedback  
Q4,7

# BRAINSTORMS

Need to improve body language during interviews  
Q8

Need for effective mock interviews  
Q2,3,10

Need to connect with others and gain insights through networking  
Q10

Need to prepare for industry-specific interview expectations  
Q3,8

Need to maintain confidence and conciseness during interviews  
Q13

Need for more structured, interactive preparation tools  
Q4,8

Need to manage stress proactively before interviews  
Q9

# DEEP USER NEEDS

Needs a way to handle stress and anxiety during interview  
Q10 peter  
Q2 Nima  
Q9 Nima S  
Q1,7,3,11 Elisa

Needs a way to improve non-verbal communication during interviews  
Q 17 peter  
Q3, 4 Elisa

Needs to be able to express their experiences and skills clearly in a coherent and organized manner  
Q1 Q9 Elisa  
Q4, 5 Nima S  
Q3, 11,14 Peter

Need to prepare for unexpected or challenging questions  
Q6,14 Nima S  
Q2,4,7 Nima  
Q9 Elisa

# SOLUTIONS

Host pre-interview relaxation workshops, where users learn stress-reduction techniques to implement right before their interviews.

Create a mental rehearsal system

Engage users in role-play scenarios

Partner with communication experts to create interview simulations

Create a storytelling guide that helps users structure their answers by describing situations, their tasks, actions taken, and the results, making it easier to connect their experiences to the job role.

Create mock interview sessions where users are asked to present past achievements

Create randomized interview scenarios where participants face unpredictable questions, and afterward, they debrief with a mentor or peer on how to improve their responses.

Organize sessions, where participants practice fielding difficult, off-the-wall questions in a timed environment, and receive feedback on adaptability.

# SOLUTIONS

Mock interviews, focusing on creating a supportive environment that reduces anxiety and normalizes interview stress

## Host interactive workshops

Design peer-review exercises where users listen to each other's experience

Offer guided meditation sessions specifically designed for interviewees

## Create a feedback loop using video recordings

Users practice summarizing experiences into short, clear stories that others can easily understand and engage with.

Facilitate sessions where users share examples of challenging interview questions they've encountered and brainstorm ways to tackle them together.

## Create mock interview

# SOLUTIONS

Set up peer support systems, where users can discuss their interview anxieties with others who have similar experiences and share effective coping mechanisms before big interviews.

Design stress-free practice by some mini games

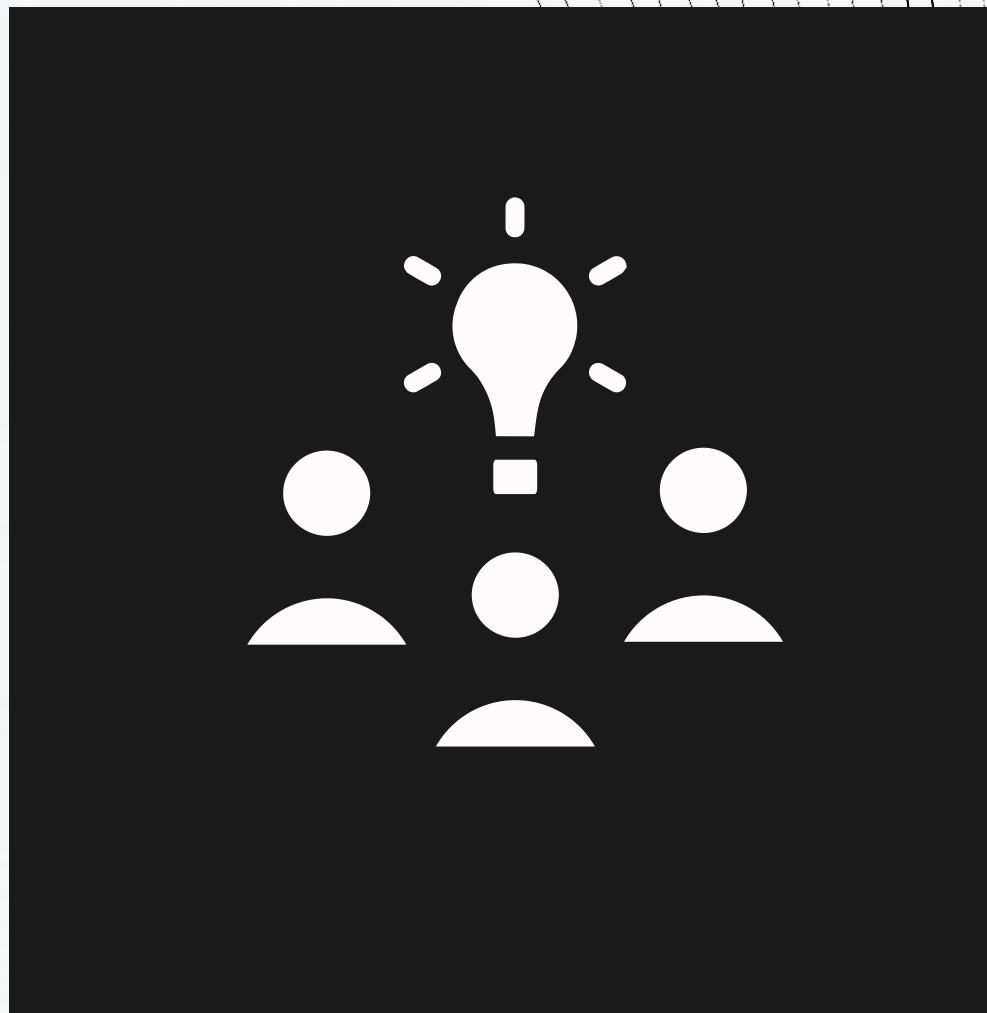
Users write down their skills and experiences, then reorganize them into a clear, logical narrative that they can use in interviews.

Offer personalized coaching sessions with career counselors

# TOP SOLUTION

Create a storytelling guide that helps users structure their answers by describing situations, their tasks, actions taken, and the results, making it easier to connect their experiences to the job role.

Develop a storytelling framework that guides users to structure their answers clearly and concisely, helping them connect their experiences to the job role. This framework also incorporates body language cues and communication tips, encouraging users to maintain eye contact, use confident posture, and express emotions appropriately to enhance their overall presentation.

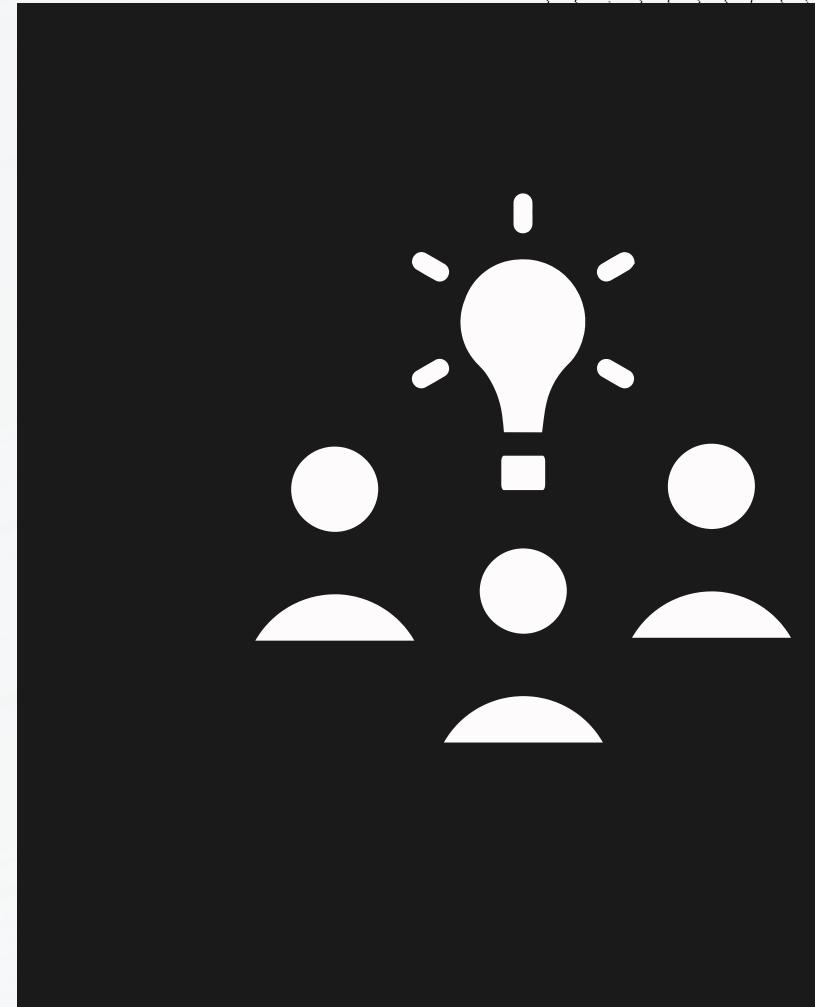


## **How and why did we choose this solution?**

We chose this solution through a collaborative process that analyzed the challenges faced by job candidates, especially university students, during interviews. By conducting interviews and gathering insights from HR professionals, we identified key areas needing improvement.

After evaluating various ideas, we decided that creating a storytelling framework would be the most effective approach. This framework guides users in structuring their answers clearly and concisely, enabling them to connect their experiences directly to the job role they are pursuing. It also includes cues for body language and communication tips, helping users to maintain eye contact, adopt confident posture, and express emotions appropriately.

This structured approach not only boosts users' confidence in self-expression but also empowers them to effectively showcase their skills and experiences. Additionally, storytelling serves as a powerful communication tool, engaging listeners and improving information retention.



# PROJECT NAME AND VALUE PROPOSITION

**Project Name: "CommuniPrep"**

We choose "CommuniPrep" to combine "communication" and "preparation," highlighting the platform's focus on helping users improve their communication skills specifically for job interviews. The name reflects the goal of preparing users to express themselves confidently and clearly.

**"Master your interviews with our storytelling guide to land your dream job."**

**THANKS FOR  
YOUR  
ATTENTION**

