



Virtual Interview Practice Profiler (VIPP)
Product Concept and Roadmap
June 2020

Overview

Currently under development, we envision the Virtual Interview Practice Profiler (VIPP) as a mobile application that will empower first generation college students, veterans, and other underserved jobseekers to practice job interviews and receive guidance from a virtual coach on how best to illustrate their grit and ambition. VIPP will meet students where they are—on their mobile devices—offering 15-minute practice interviews whenever they like. Students will receive immediate, actionable feedback on how to share their stories to demonstrate their communication, collaboration, and problem-solving skills in ways that employers value.

VIPP extends the *Profile of Attitude, Communication, Energy, Skills* (PACES) automated voice-interactive interview screening tool that AMI designed, built, and validated with support from the National Science Foundation. PACES was designed to screen job applicants. The PACES working prototype:

- Runs on iPhone (iOS) and captures user responses and interactions to accurately assess five qualities: attitude, communications, energy, politeness, and memory skills
- Uses an Artificial Intelligence engine trained with human listener judgment, hundreds of job applicants, and more than 17,000 recordings
- Presents a series of interview-like tasks to the user in a sequence that lasts 10-12 minutes (Completion of any one task may take 20 to 90 seconds. Most tasks require that the user speak in response to a question or touch the screen to indicate a choice or react to a display.)
- Has a demo available on Apple App store (search for “AMI PACES” and download the app; Email: enter your email, Password: ami_qa).

AMI is transforming the PACES screening app into a practice and guidance app, VIPP. To accelerate the transformation of PACES into the fully functioning VIPP product running on both iOS and Android, we are seeking development partner(s) that will invest in and collaborate with AMI to:

- Design and implement a Guidance interface with video feedback and model audio examples that reference the student’s own answers; then enlist first generation college students, veterans, and other underserved jobseekers as beta users.
- Refine the Interview and Guidance interfaces based in part on students’ in-app feedback about which elements are confusing and which are most helpful.
- Refine and extend algorithms that automatically score spoken interview responses and generate guidance on the communication, collaboration, and problem-solving skills that employers value.

With these partnerships, AMI seeks to support a lifelong learning ecosystem which will connect these different stakeholders with the shared goal of empowering all learners and jobseekers to pursue their desired careers. As shown in Figure 1 below, VIPP can serve and support an ecosystem of 1) individual students, adult learners, and job seekers, 2) higher education institutions and career-technical education programs, as well as 3) employers, online talent platforms, and job recruitment and placement organizations.

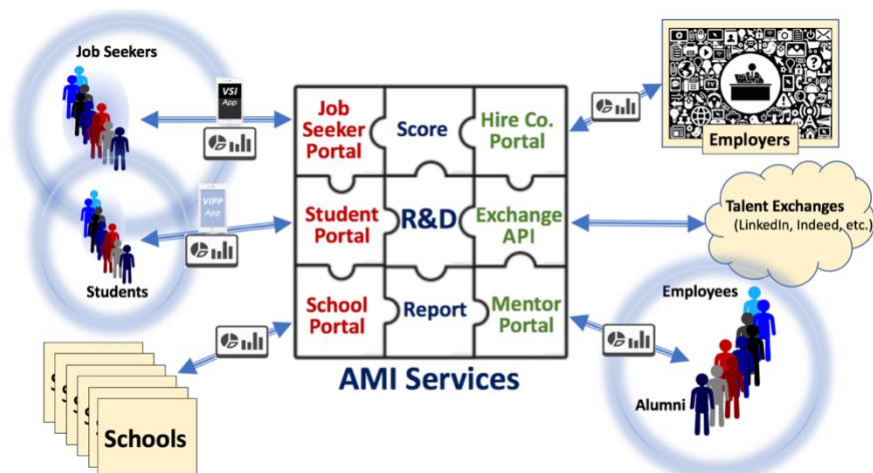


Figure 1. AMI's Virtual Interview Ecosystem (the "VIPP" network)

Building out VIPP for the School-to-Work Transition

Nearly three million students graduate from two- and four-year colleges in the US annually. Many of these students are the first in their family to attend college and seek professional or skilled employment. They have little opportunity to practice or prepare for how best to present their story and position themselves in competitive, professional settings.

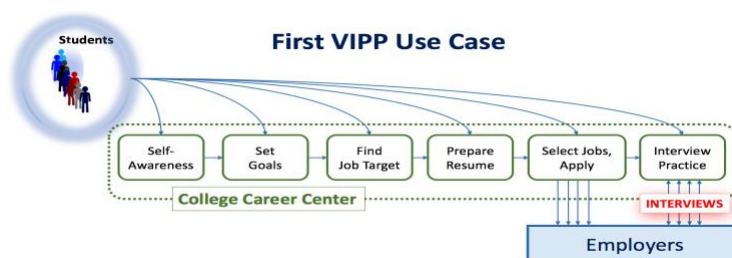


Figure 2. Typical current service model for a college career center; students can enter the process at any point in the sequence, depending on their focus and preparation.

Often, at a well-funded college career center, interview preparation and practice involve face-to-face time with counseling staff as depicted in Figure 2. Yet at many schools, career counselors do not have time to conduct more than one practice interview with a student. VIPP will enable students to obtain, and schools to provide, interview experience, multiple practice opportunities, and scored profiles with targeted feedback and suggestions on key aspects of professional self-presentation.

While we can apply our PACES development work and insights, building out the fully functioning VIPP product will involve at least six steps:

1. Make the student's interview experience more realistic – like an interview
2. Refine constructs with a panel of career counselors, HR pros, recent grads, and recruiters
3. Build out more VIPP interview content, to start with 15-20 distinct interviews (some vertical)
4. Design feedback-guidance report forms, while building school portals
5. Collect data: responses, human judgments, feedback examples, and coaching guidance
6. Improve algorithms for score profiles and develop a VIPP-specific feedback/guidance generator.

Current VIPP development status is shown, roughly, in Figure 3.

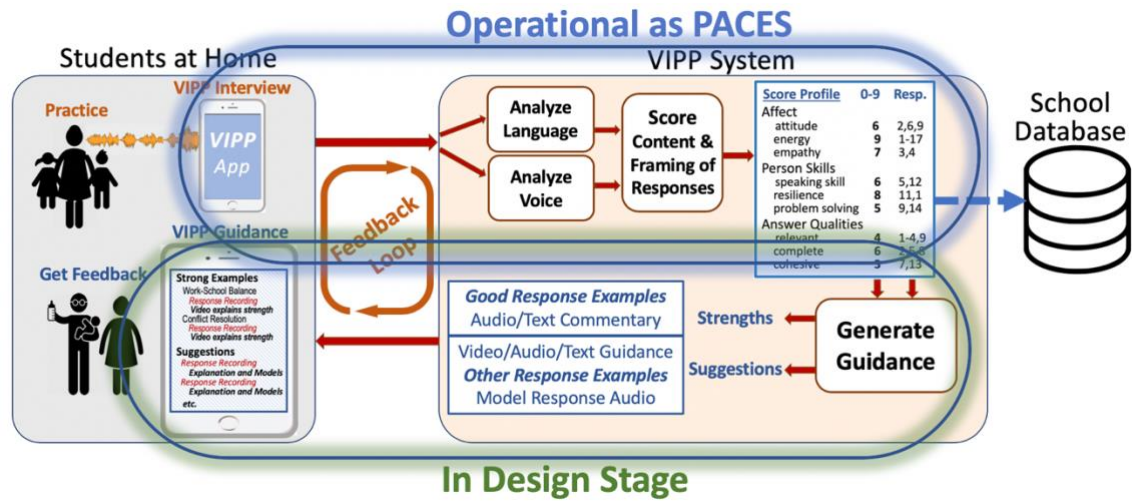


Figure 3: VIPP development; elements operational as PACES and elements in design stage

AMI's initial focus is on building out VIPP for first generation college students and other underrepresented groups in postsecondary and workforce-training programs. While AMI sees the value of VIPP as broad-based tool, applicable to all students and job seekers, there are specific societal benefits for first generation students, veterans, and other underserved jobseekers, including to:

- Empower students to independently practice interviewing and other non-academic skills
- Help reduce barriers to opportunity and attainment for underrepresented students
- Help refine or redefine *career readiness*-VIPP development will engage students, colleges, training programs, and employers to identify, articulate, and measure important non-academic skills
- Provide longitudinal data to colleges on their students' non-academic abilities, which the schools can use to design and improve career readiness initiatives.

About Analytic Measures Inc.

Analytic Measures Inc. (AMI) is a small, employee-owned education startup that applies strong data science and advanced technologies to accelerate learning. Our team of 10 includes native speakers of six languages, hailing from three continents. We share a passion for creating tools to improve literacy and communication—the uniquely human skills that all learners need to make progress in school and at work. Team AMI brings extensive experience in artificial intelligence, education, psycholinguistics and psychometrics to design and build automated performance assessments. At [AMI](#), we collaborate with educators around the globe to optimize new technologies to empower learners.

If you're interested in learning more about VIPP and exploring partnership opportunities, please contact Shilpi Niyogi (shilpi.niyogi@analyticmeasures.com).

