

SILVERTONGUE

For everything after "hello."

BACKGROUND

College students and recent graduates are often applying for full-time positions for the first time. In order to succeed, they need to learn to properly articulate responses to interview questions, a skill that comes through preparation and practice. The majority of students and recent graduates do not engage in this type of preparation, often due to inconvenience or other barriers.

DESIGN QUESTION

How might we help college students and recent graduates feel more confident in the content and delivery of their responses during interviews?



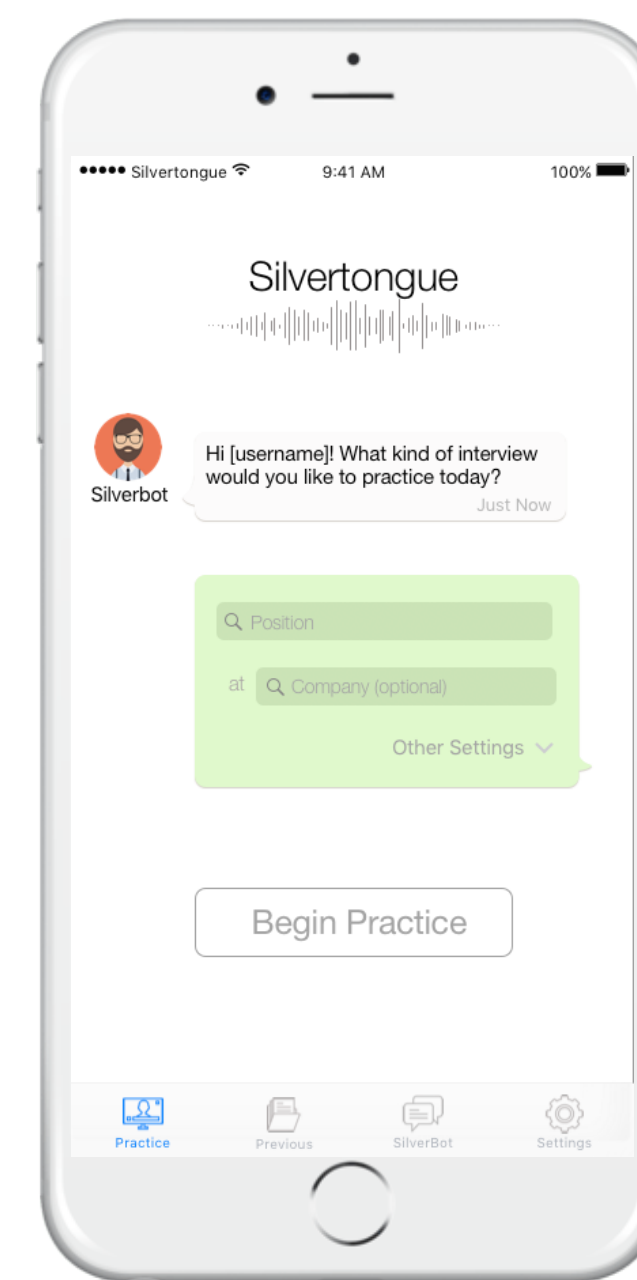
STAKEHOLDERS

Our target users are college students and recent graduates who wish to improve their interview skills. They may be seeking or planning to seek a position in the near future.

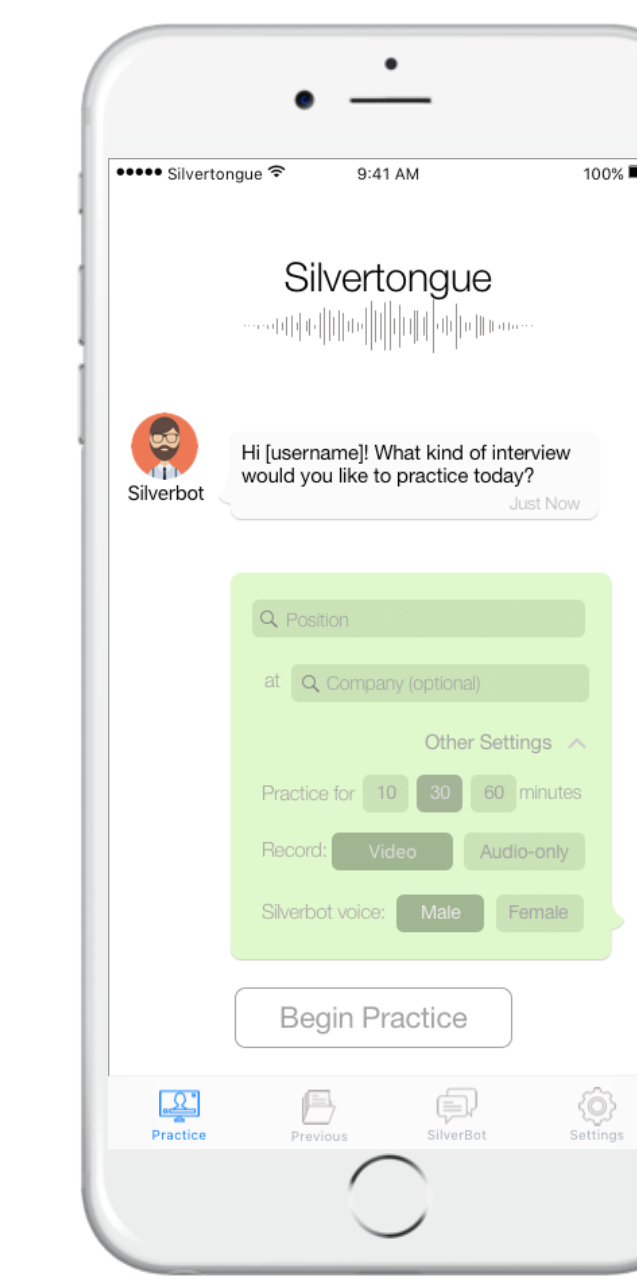
Additional Stakeholders

- Employers or organizations
- University career centers
- Parents or guardians of target users
- Dependents of target users

PRODUCT



Silvertongue is a desktop or mobile application that allows users to hone their interview skills by recording their answers to common interview questions and receiving quantitative feedback on their performance.



SPECIFICATION

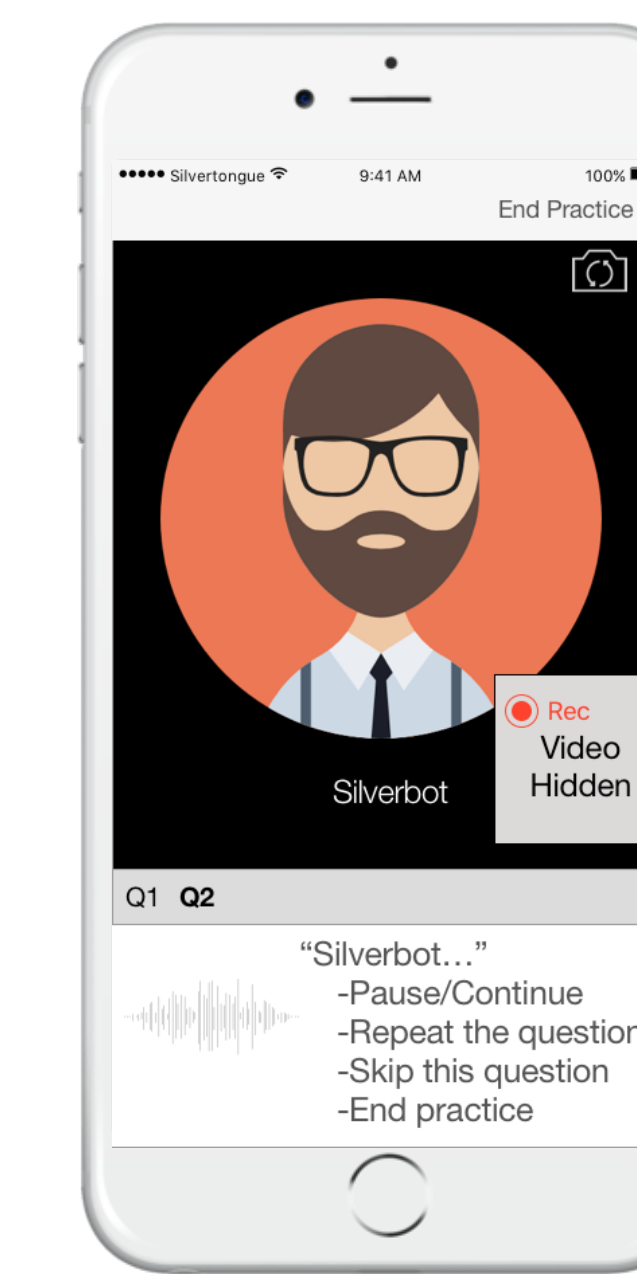
Home Screen

Users input the company and job title they are preparing to interview for, and Silvertongue determines common interview questions specific to those inputs. Users have the option to adjust the length of the session and other recording options.

STRATEGY

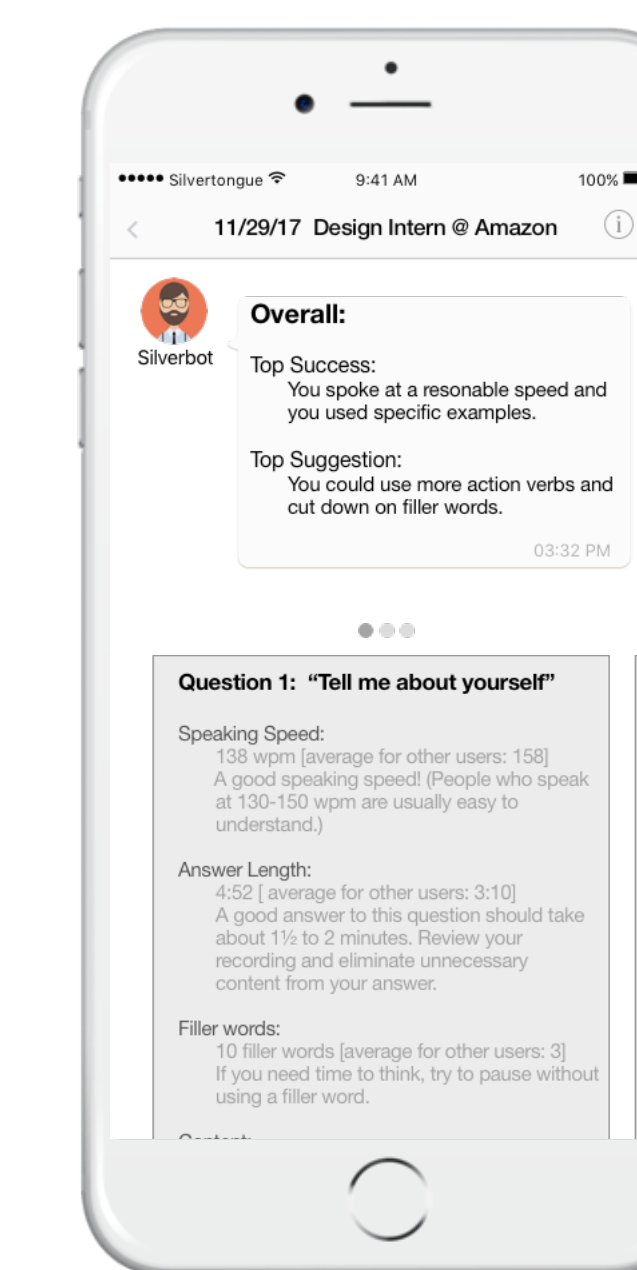
Sell Silvertongue to large colleges for \$5000 a year.

- Preferring to use free online services, students are unlikely to purchase services to prepare for interviews
- Students do not often use career center tools due to the inconvenience of scheduling and traveling to campus
- Colleges typically pay in the range of \$5,000 to \$25,000 on software licenses for students
- Larger colleges offset software costs with tuition from a greater number of students.



Interview Practice

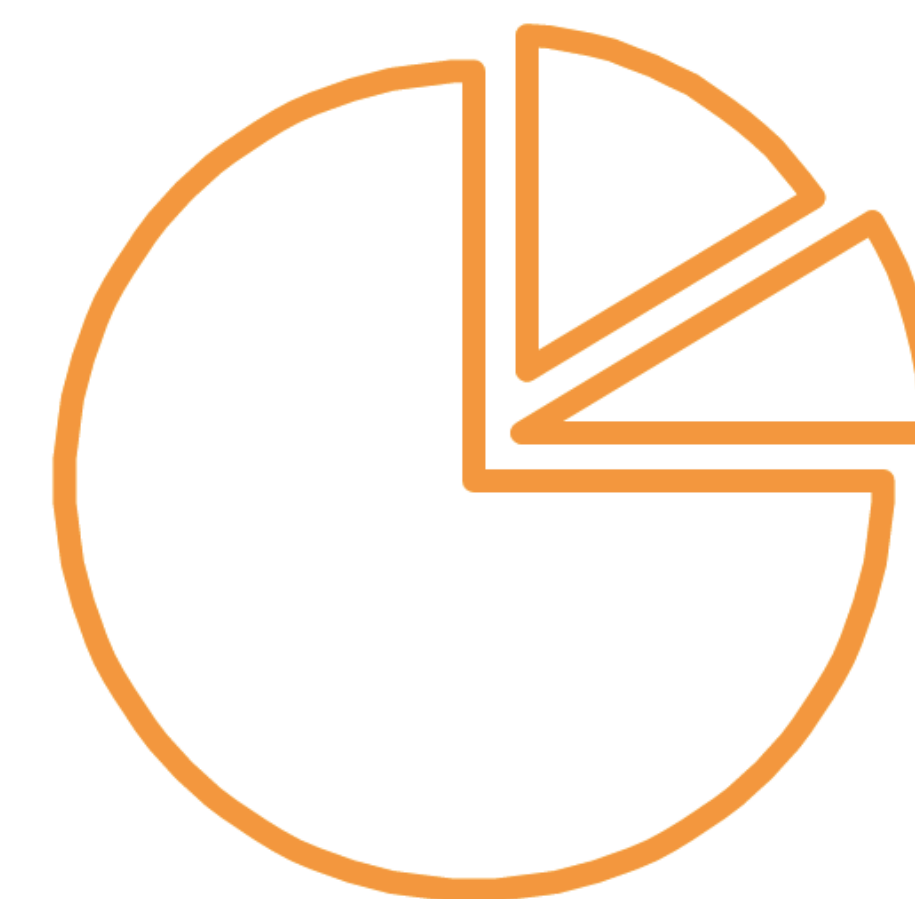
Users record themselves answering the questions via video or audio only. They have the option to see themselves as they are recording or to view an icon of Silverbot. Some users strongly prefer not to see themselves, while others considered it valuable real-time feedback.



Feedback

Users receive overall and question specific feedback on their rate of speech, the time they took to answer, the number of filler words they used, if they used the passive voice, and if they used collective language instead of individual. Silvertongue compares this data and informs the user of what to improve on and strategies to improve those skills.

MARKET

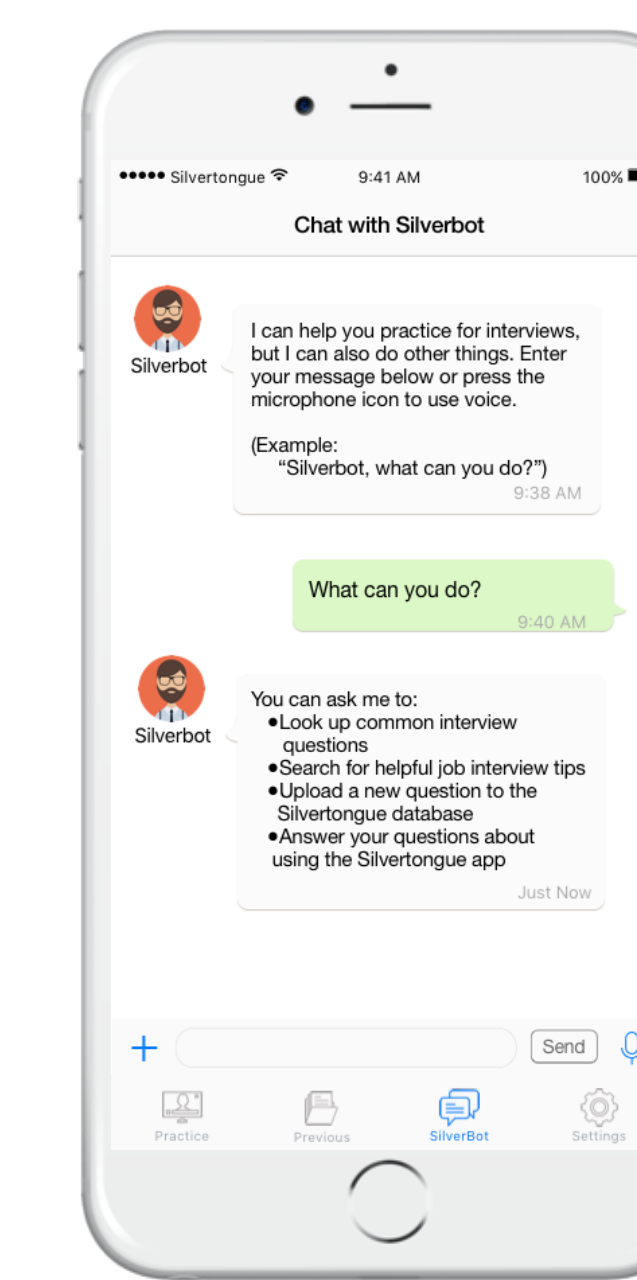


3.69 million new graduates per year
95.5% will be seeking a job
31.5% are not confident in their interview skills

1.1 million potential users

4,724 degree-giving colleges in the US
994 with enrollment over 5,000 students
Estimated \$5,000 charged per college

\$4.97 million potential market



Other Features

Additionally, users can view feedback and progress from previous sessions, chat with Silverbot, upload interview questions they have been asked, browse common interview questions, and view tips for successful job interviews.

TEAM

Mitchell Fajardo - Project Manager and HCDE MS Student
Amy Chen - Researcher and HCDE MS Student
Toni Saylor - Designer and HCDE MS Student

ADVISOR

Daniella Kim - Lecturer, Human Centered Design and Engineering

