

Onboarding: IDI Rockstar Pro (Powered by AI)

Welcome to IDI Rockstar Pro! Get ready to practice your interviewing skills with our AI avatars.

1. Choose Your Avatar

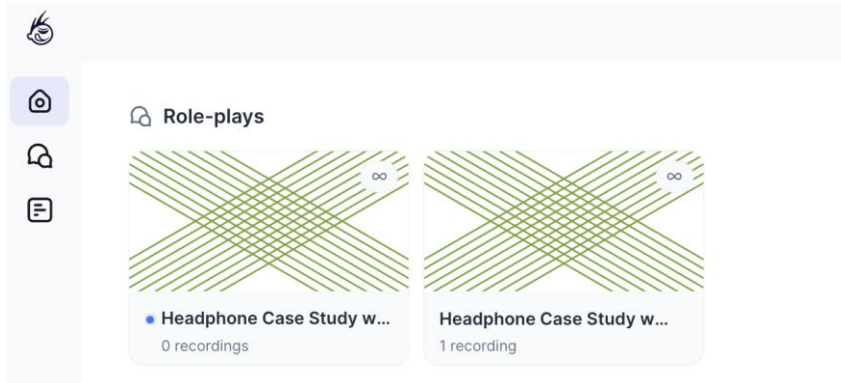
- A. Sign up for an English-speaking Avatar: [Meet Jeffrey](#)
- B. Sign up for a Spanish-speaking avatar: [Meet Alice](#)

2. Access Your Dashboard

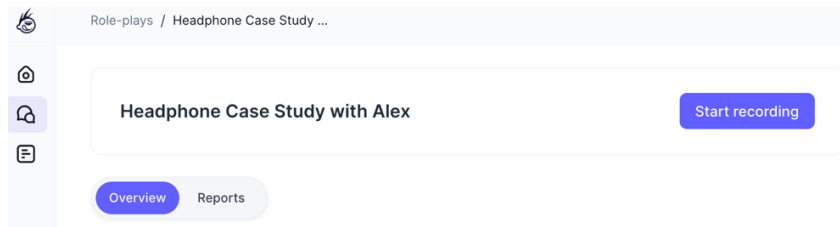
After you sign up for your preferred avatar, you will receive an email from PitchMonster.io, the company that hosts our AI avatars. Follow the instructions to be guided to your dashboard.

3. Start Your Role-Play Session

- A. On your dashboard, select from your "Role-Plays" section (as shown in the image below)



- B. Click on "Start Recording" to begin the practice session.
- C. Before starting, you will have the opportunity to test your microphone and webcam. **Note:** For a realistic experience of an in-depth interview and the best results, we recommend using a headset microphone.



4. Conduct the Interview

- A. **Once you begin the role-play recording, the Avatar (your interview participant) will speak first.** Once started, you can introduce yourself and start the interview.
- B. **Conduct the interview using the provided discussion guide (page 3 of this document).**

5. End and Process the Role-Play

- A. Once you close the interview and thank your participant, click on "End role-play" located in the top right corner next to the timer.
- B. Your interview recording and transcription will start processing (do not close the window), and once it is complete (it will display "100%"), you will be redirected to a feedback page.

6. Review Your Feedback

- A. The feedback page is comprised of 4 main sections (screenshot below):
 - i. Transcription (displays immediately)
 - ii. Interview Recording (displays immediately)
 - iii. Comments
 1. What went well
 2. Areas to improve
 - iv. Rating

IMPORTANT: Please allow 2-3 minutes for processing Comments and Ratings. The AI coach is reviewing your interview and

- B. To further explore specific points mentioned by the AI Coach in the "What went well" and "Areas to improve" sections under "Comments," you can rewatch that part of your interview.
- Locate the part of interest in the transcript section on the left (by scrolling or using the find feature on your browser)
 - Click on the phrase in the transcript (the video will automatically jump to the correct timestamp)
 - Click play on the video

Conducting Your Interview on Noise-Cancelling Headphones

In this role-play, you are the interviewer, and you are going to interview the avatar "consumer" about their noise-cancelling headphones. For this practice, you must use the provided case study, as the avatars are pre-primed for the topic. Prefer a different topic? Custom case studies are available; to request one, contact <mailto:Sales@ResearchRockstar.com>.

Case Details: The interview assumes we have previously screened the participants to ensure they qualify for this study, and we have confirmed that they own noise-canceling headphones. Just as in real life, the interview guide is meant as a guide and not a script; the interviewer is free to change the wording as appropriate, given preceding answers, etc.

How the AI Assesses Interviewing Skill: The practice is structured around giving the student a chance to practice important interviewer attributes and techniques, focusing on these known best practices:

- **Professional demeanor:** Seems prepared, knows the discussion guide, uses the participant's name, speaks at a reasonable rate and volume, and says "thank you" as appropriate.
- **Probing:** Probes in a non-leading way to get past vague or superficial responses.
- **Neutrality:** Does not suggest responses, and tone and wording show interest and neutrality. For example, if a consumer says, "I love Ford cars" a biased response would be "Me too, they are great!" An unbiased response would be "thank you for sharing that."
- **Patience:** Does not rush the interviewee even if they are slow to respond. That happens in the real world too!

Note: You are welcome to act the part of a “good” or “bad” interviewer. After the role-play, wait 2-3 minutes and hit refresh: see your AI Coach’s feedback on your performance!

Interview Guide for Use in the Interview Role-play/Simulation	
Note: The interview is designed to take 12-15 minutes.	
Objective: We are seeking to understand the importance of noise-cancelling during the headphone purchasing and ownership experiences.	
Welcome	<p>Hi, my name is [NAME] and I’m calling from [XYZ Insights], a market research agency. Thank you for agreeing to participate in our research.</p> <p>I appreciate your time, and our conversation should take no more than 20 minutes. During this conversation, I’m particularly interested in your honest opinions and feedback, so please don’t hesitate to share your thoughts openly. I want to assure you that I work for a market research company, and not the maker of any products we’ll be discussing today. Therefore, whether you have positive or negative feedback, please feel free to express it without worrying about my feelings.</p> <p>Do you have any questions before we begin?</p>
1	<p>My understanding is that you currently own a set of noise-cancelling headphones. Please tell me about how long you have had them, and how you got them?</p> <p>(Probe for the following details if not mentioned: was this a gift or purchased themselves, was this for an occasion (birthday, holiday, etc.), a replacement, or something else? Was this their first time getting noise cancelling headphones? If a gift, from whom? How did you feel when you opened the gift?)</p>
2	Were you specifically interested in noise cancelling headphones at the time, or was that unplanned? (In either case probe for reasoning/context/feelings about noise cancelling)
3	How often do you use your noise-cancelling headphones?
4	Describe the last time you used your noise-cancelling headphones: Please describe the entire scenario of how you used them on that occasion, from start to finish. Please provide as much detail as possible. Please start from where you were when you picked them up to use them. (Probe for the following details if not mentioned: location, used for silence/music/podcast/audiobook/other, duration of use, importance of having them for this occasion, etc.)
5	If you could change anything about your noise-cancelling headphones, what would you change? (if more than one item is mentioned, seek prioritization)
Close	<p>That concludes our interview. Thanks for taking part in our study today. Your input is incredibly valuable to us, and it's been a pleasure hearing your thoughts.</p> <p>Do you have any last questions or comments before we close today? Thank and close.</p>