

Welcome to IDI Rockstar Pro!

Get ready to practice your interviewing skills with our AI avatars. Your six-step process is detailed below.

1. Choose Your Avatar

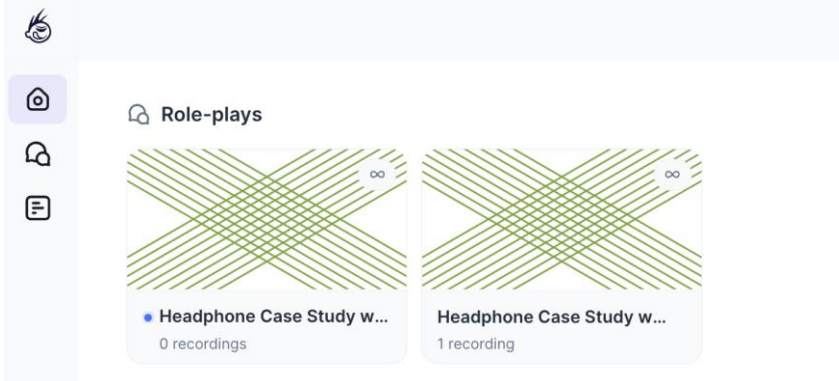
- A. Sign up for an English-speaking Avatar: [Meet Jeffrey](#)
- B. Sign up for a Spanish-speaking Avatar: [Meet Alice](#)

2. Access Your Dashboard

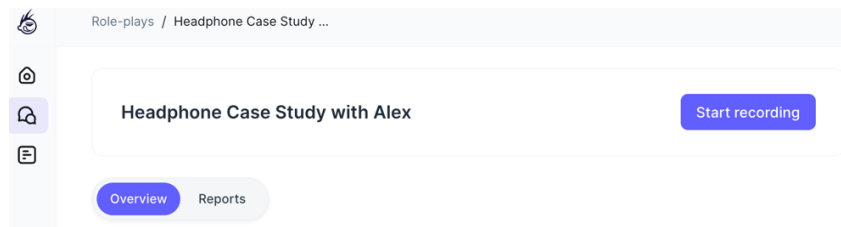
After you sign up for your preferred avatar, you will receive an email from **PitchMonster.io**, the company that hosts our AI avatars. Follow the instructions to be guided to your dashboard.

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.
- C. Before starting, you will have the opportunity to test your microphone and webcam. **Note:** For better audio quality, we recommend using a headset or external microphone, as built-in mics may reduce clarity and affect AI processing.



4. Conduct the Interview

- A. **Once you begin the role-play, the Avatar (your interview participant) will speak first.**
- B. **IMPORTANT: Conduct the interview using the provided discussion guide (page 3 of this document).** You are encouraged to probe as needed (just like in real IDIs, the guide is not meant to be a script).

5. End and Process the Role-Play

- A. Once you thank your participant and close the interview, 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 Results and AI Coach's Feedback (see image)

- A. Transcription (displays immediately)
- B. Interview Recording (displays immediately)
- C. AI Coaching feedback (What went well, Areas to improve)
- D. Rating

IMPORTANT: Please allow 1-2 minutes for feedback processing. Then, hit refresh to see your personalized feedback.

The screenshot displays the IDI Rockstar Pro interface for a 'Headphone Case Study with Carlos'. On the left, a 'Transcription' panel (labeled 'A') shows a list of text segments with timestamps: 00:00, 00:02, 00:06, 00:14, 00:17, and 00:22. The central video player (labeled 'B') shows a man speaking, with a play button overlay. Below the video is a 'Pace' indicator showing 80 WPM and a note: 'Speak at 140-180 Words per Minute to make sure you are well understood.' On the right, a 'Comments' panel (labeled 'D') includes a 'Rating' section and two 'AI Coach' feedback sections. The first section, 'What went well' (labeled 'C'), highlights that the researcher started the interview strongly. The second section, 'Areas to improve', notes that the researcher's introduction was slightly confusing.

Tip: To further explore specific points mentioned by the AI Coach in the "What went well" and "Areas to improve" sections, you can easily rewatch those parts of your interview:

1. Locate the part of interest in the transcript section on the left (by scrolling or using the find feature on your browser)
2. Click on the phrase in the transcript and the video will automatically jump to the correct timestamp
3. Click play on the video

Conducting Your IDI Rockstar Pro Role-play

In this role-play, you'll take on the role of the interviewer, and the avatar is in the role of the consumer (research participant). For this practice, we are using a provided case study, as the avatars are pre-primed to discuss specific product categories. Interested in exploring a different product category? Custom case studies are available; please contact [Sales](#) for requests.

- **Case Study Overview:** During this role-play, you will be interviewing people who currently own noise-cancelling headphones. Your hypothetical research goal is to uncover and understand their perceptions, motivations, and emotions regarding their acquisition and use of noise-cancelling headphones.
- **Using the Provided Interview Guide:** The interview guide is provided below. The guide is designed for a 12-to-15-minute interview, and provides ample time to practice clarification and probing techniques.
- **AI Interaction:** The avatars use conversational AI and respond to your questions in real-time. With complex questions, you may experience a brief delay before the avatar responds—typically less than four seconds.
- **How the AI Assesses Interviewing Skill:** IDI Rockstar Pro gives 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 to the participant, 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. That happens in the real world, too.

Note: You are welcome to act the part of a "good" or "bad" interviewer.

Interview Guide for IDI Rockstar Pro Role-play: Noise-cancelling Headphones

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 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 candidly.</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	<p>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)</p>
3	<p>How often do you use your noise-cancelling headphones?</p>
4	<p>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. 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.)</p>
5	<p>If you could change anything about your noise-cancelling headphones, what would you change? (Probe for depth, why that change is of value? Any additional change wishes? If more than one change idea is mentioned, seek prioritization)</p>
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>

After the role-play, wait 1-2 minutes for analysis, and hit refresh: see the AI Coach's feedback on your performance.