

IMMERSION EARLY ACCESS PERIOD

A BRIEF GUIDE

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INTRODUCTION TO IMMERSION

IMMERSION is a gamified, scenario-based career interest assessment tool based on John L. Holland's RIASEC model. It provides detailed insights into career fields that match users' interests, transforming traditional assessment into an immersive and interactive experience. The assessment consists of 43 questions and takes about 15 minutes to complete. The questions are presented in a forced-choice format to reduce social desirability and ensure authentic responses.

Target Audience

- **Students and Recent Graduates** exploring career options.
- **Professionals** in career transition.
- **HR Professionals and Career Counsellors** for career orientation and development.

Key Areas of Application

- **Career Orientation:** Identifies careers that match your interests.
- **Professional Development:** Explores new career opportunities.
- **Mentorship and Coaching:** Provides insights for guiding mentees and coaches.

EARLY ACCESS PERIOD

The Early Access Period is an exclusive opportunity for our clients to get preferential access to try new features of IMMERSION at a lower cost before the full launch and contribute to its final development. During this phase, the test remains stable and fully operational for client use, having undergone rigorous pre-testing. However, it remains in the final testing stages, meaning that ongoing optimizations will be made based on valuable client feedback.

Examples of optimisations made during this period, based on client feedback:

- **Reports:** Enhancing the clarity and functionality to make reports more insightful.
- **Candidate Experience:** Boosting engagement to create a more positive user experience.
- **Gamification:** Refining gamification elements to heighten user engagement.
- **Questionnaire:** Modifications may be made to improve efficiency and overall user experience.

You can find the **technical manual** on our platform under the Resources page to get more detailed insights about the assessment design and features. The psychometric analysis methods used to validate the tool are also referred to here,

however please note that final statistics will be updated in the manual during the official launch phase.

Psychometric Properties

IMMERSION's psychometric properties have been extensively validated since its development. During the Early Access phase, minor adjustments to items or scenarios may be made, all while ensuring that the assessment consistently delivers reliable and valid results.

Key Benefits

1. **Unlock the Innovation of Gamified Assessment:** Be among the first to experience the innovative gamified elements of IMMERSION, designed to provide a more dynamic and interactive assessment experience.
2. **Influence Final Development:** Your feedback during this phase directly impacts the final adjustments to the questionnaire, enhancing its engagement, appeal, and overall effectiveness.
3. **Contribute to Data Collection:** Your participation helps us collect more representative data, which enhances our psychometric analysis and allows us to refine norms and benchmarks.

Pricing

Enjoy a reduced rate during Early Access — 20 credits per assessment, compared to the standard 30 credits that will apply after the official launch.

Availability

The assessment is available on our platform on the invitation page, under the "Early Access" category.

End date

There is no set end date for the Early Access period; the process will continue until we collect sufficient data and feedback to ensure a fully optimised product for launch.

Feedback

Your feedback is crucial! Share it directly with your sales representative or via email at immersion@centraltest.com. This will be forwarded directly to our R&D team.

CONTACT US

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