

AI Coach Analyses Report

Recording: test3 2026-10-22 18:48

Roleplay: test3

Language: English

LLM Model: Direct-Model 3

Duration: 04:48

 7 / 7

Report analysis complete.

AI Coach Analysis

AI Coach Analyses generated and saved on the server.

AI Coach Analysis is generated automatically after a recording stops or finishes when its actual duration is at least 2 minute(s). This threshold is set by the administrator.

SCORE: 8,1/10

The scoring generated below uses 1 as the lowest score and 10 as the highest possible score.

What actually happened

You gave a solid product-knowledge performance overall. Across the session, you correctly identified the main authoring modes, the simulation feature, accessibility support, reuse capability, supported publishing outputs, and the all-in-one platform value. The main gaps were precision and completeness: a few answers were slightly vague, one publishing format was missed, and the final differentiator answer needed more product-specific detail instead of a broad comparison.

Top Strength

Your strongest skill was recognizing the core product capabilities and explaining them in a usable way. For example, you correctly identified Capture as the simulation feature, and you also connected content sharing and reuse to faster authoring across projects, which shows you understand both the feature and its practical value.

What Went Well

- You consistently stayed close to the product page and avoided major unsupported claims.
- You correctly distinguished Flow from Claro as different authoring modes, with Flow being responsive and Claro scaling to screen size.
- You identified Capture as the software simulation feature and understood its role in step-by-step process capture.
- You recognized key accessibility support, including WCAG, Section 508, captions, and transcripts.
- You named most of the supported publishing outputs accurately, including SCORM, xAPI, AICC, CMI5, and Web.

To Improve in Your Next Round

- Use the product's exact wording more often, especially for distinctions like Claro being traditional HTML5-based eLearning.
- When a question asks for a list, check whether you have included every supported item before moving on.
- Separate the core feature from the benefit: name the capability first, then explain how it helps teams.
- For differentiator questions, mention the specific bundled capabilities instead of giving a broad or generic comparison to other tools.

Read the full report for complete details on all the main coaching topics, followed by an analysis of every individual question you received.

Main coaching categories

Average coaching score: 8,1/10

Accuracy

Score: 8,2/10

You were generally accurate and stayed within the supported product facts. You correctly identified Flow, Claro, Capture, accessibility support, reuse, and most publishing formats. The main accuracy issue was occasional imprecision, such as describing Claro as "fixed content windows" and limiting Capture to IT applications. You also missed Print in the publishing list and made an unsupported comparison about other platforms being "single user only."

Product understanding

Score: 8,3/10

You showed a clear understanding that dominKnow One is a cloud-based platform for creating, managing, and reusing learning content. You also understood that it is aimed at authors, designers, reviewers, and teams that need to build and deliver learning content. Your understanding was strong overall, but the final differentiator answer would have been stronger if you had named the platform's specific combined capabilities rather than giving a broad summary.

Feature clarity

Score: 8,1/10

You handled the major features well, especially the distinction between Flow and Claro and the identification of Capture for simulations. You also recognized accessibility and publishing features. The main weakness was precision: some descriptions were a little loose, and you did not fully state the supported breadth of Capture or the full publishing set. Strong feature knowledge was present, but it would be sharper with more exact product language.

Value explanation

Score: 7,8/10

You did connect features to value in a few places, such as reuse speeding authoring and the platform being integrated for multiple roles. That said, the value explanation was not always fully developed. In the accessibility answer, you listed features but did not explain the team benefit. In the final answer, you described the platform as integrated but did not clearly tie the bundled capabilities to reduced tool sprawl or easier collaboration in a concrete way.

Conciseness

Score: 8,4/10

Your answers were generally brief and usable in a live product conversation. You did not over-explain, and you usually stayed focused on the question. A few responses were a little wordy or slightly repetitive, but overall you kept the pace appropriate for a short prospect-style exchange.

Structure

Score: 7,6/10

You covered the right content areas, but the order was not always as clean as it could be. Some answers started with a benefit before naming the feature, and the final differentiator answer did not clearly organize purpose, audience, capabilities, and differentiators. You have the right material; the next step is to present it in a more deliberate sequence so the summary sounds more polished and persuasive.

AI Coach key concerns

Stay within supported facts and avoid unsupported comparisons

You mostly stayed grounded in the product page, but a few phrases went beyond what was supported. The clearest example was saying other platforms are "usually single user only," which was not established by the reference. Next time, keep comparisons factual and anchored to the product's own differentiators, such as Flow, Claro, Capture, collaboration, reuse, and multi-format publishing.

Be more precise with product terminology

You showed the right general understanding, but some wording was less precise than the product reference. For example, Claro is best described as traditional HTML5-based eLearning that scales to different screen sizes, not as "fixed content windows." Precision matters because this is the kind of detail a prospect or stakeholder may use to judge whether you really know the product.

Complete list questions fully

You were close on the publishing formats, but you missed Print. In a product summary, missing one supported output weakens confidence because it suggests the list may not be fully known. Next time, pause briefly and mentally check the full set before answering.

Explain the practical value, not just the feature name

You often named the right capability, but sometimes stopped before explaining why it matters. The accessibility answer is the best example: you listed the standards and support elements, but did not clearly state that this helps teams create compliant content that works for more users. Adding one short value sentence will make your answers stronger and more persuasive.

90

Clarity

32

Speaking pace

43

Content coverage

Clarity

Measures how clear and structured your message is, including the impact of filler words on clarity.



Content coverage

Measures how many objectives, customer concerns, and important scenario topics you actually cover.



Speaking pace

Measures your speaking speed in words per minute and compares it with a natural conversation pace.



Tone

Nervous

Confident



Informative

Persuasive



Long-winded

Concise



Pitching

Curious



Analysis per conversation exchange

Average question score: **8,1/10**

Correct: Flow is the responsive authoring mode, designed to adapt across devices. One fix: don't call it Domino, use dominKnow One. Next, what is Claro best suited for, and how is it different from Flow?

Question score: **8,5/10**

Why is this question asked?

This question checks whether you can distinguish the two authoring modes accurately so you can explain the product clearly to a prospect or stakeholder without mixing up the core positioning.

Your answer

Yeah, Claro is more for fixed content windows, which will also be scalable on the available space on the screen, but it's not adaptive content like what we have in the other flavor of flow.

AI Coach Response

That's mostly right, John. Claro is for traditional HTML5 eLearning that scales to different screen sizes, but it's not fully responsive like Flow. One improvement: call it HTML5-based eLearning, not fixed windows.

Analysis of your answer

You showed a solid understanding that Claro is different from Flow because it is not adaptive in the same way. You correctly communicated the key contrast that Flow is responsive while Claro scales to fit screen space. The main gap is that you did not state the supported product description as clearly as it could be: Claro is best described as traditional HTML5-based eLearning that scales to different screen sizes. Your wording about "fixed content windows" is directionally close but less precise than the product reference.

Advice for next time

Next time, give the distinction in the product's own terms: Claro is traditional HTML5-based eLearning that scales to different screen sizes, while Flow is fully responsive and adapts across devices. That phrasing is clearer and more accurate for a prospect.

Which feature supports software simulations within dominKnow One?

Question score: 8/10

Why is this question asked?

This question checks whether you can identify the product feature that enables software simulation creation, which is a core capability a prospect would need to understand when evaluating dominKnow One.

Your answer

That is the capture tool that you can record different steps in an IT process in an IT application.

AI Coach Response

Nice, Capture is the integrated simulator for software simulations, screen captures, and more. A small refinement: don't limit it to IT only.

Analysis of your answer

You identified Capture as the feature used for software simulations, which is the correct core answer. You also showed you understood it as a recording/simulation tool for step-by-step process capture. The main issue is that you narrowed it too much by tying it to IT applications only, which is not supported by the product reference. The page describes Capture more broadly as an integrated simulator for software simulations, screen captures, animated GIFs, and guided steps.

Advice for next time

Next time, answer with the broader supported description: Capture is the integrated simulator for software simulations. If you want to add detail, mention screen captures or guided steps, but avoid limiting it to one use case unless the question asks for that.

What accessibility support is mentioned for dominKnow One, and why does that matter for teams?

Question score: 8/10

Why is this question asked?

The coach is checking whether you can identify the product's accessibility features and explain why they matter in a real team setting, since accessibility is a key differentiator for prospects evaluating learning content tools.

Your answer

Accessibility support is mentioned as WCAG 2.1 2.2 AA, Section 508, captions, and transcripts.

AI Coach Response

Good coverage. One tweak: it also references WAI-ARIA, and accessibility support includes things like captions, transcripts, and WCAG-aligned themes. This matters because teams can create content that meets compliance needs.

Analysis of your answer

You correctly identified several supported accessibility elements: WCAG 2.1/2.2 AA, Section 508, captions, and transcripts. That shows solid product knowledge. However, the question also asked why this matters for teams, and your answer did not include the business value or practical impact. The product reference says accessibility helps teams create content that meets compliance needs, and the page also mentions WAI-ARIA and WCAG-aligned themes. So this is a strong partial answer on the feature list, but incomplete on the why.

Advice for next time

Next time, give the feature list and then add the practical reason in one sentence, such as: it helps teams produce compliant content that works for more users and meets accessibility requirements. If you can, include WAI-ARIA and WCAG-aligned themes as well.

What capability helps reuse assets across projects to speed authoring?

Question score: 8,5/10

Why is this question asked?

This checks whether you can identify the specific product capability that supports faster authoring through reuse, which is important for explaining dominKnow One accurately to a prospect or stakeholder.

Your answer

The speed up authoring, we have collaboration features in Domino One, but also we have shareable content between projects.

AI Coach Response

Nice. Collaboration helps, and content sharing and reuse is the key capability for speeding authoring across projects. Also, use dominKnow One, not Domino One.

Analysis of your answer

You identified the right underlying capability: content sharing and reuse across projects. That is the supported answer and it directly matches the product page. You also correctly connected it to faster authoring, which shows you understand the practical benefit. The main weakness is that you mixed in collaboration as if it were the key reuse capability. Collaboration is a real feature, but the question is specifically about what helps reuse assets across projects, and the stronger, more precise answer is content sharing and reuse. The response is still solid because the core idea is correct.

Advice for next time

Next time, answer with the exact capability first: content sharing and reuse. Then, if needed, add one short benefit such as speeding authoring across projects. Keep collaboration separate unless the question asks about teamwork or review.

Which publishing outputs are supported for delivering content to learning systems?

Question score: 8,3/10

$5/6 \times 10 = 8.3/10$ (83.3%)

Why is this question asked?

This question checks whether you can accurately name the supported publishing formats so you can explain how dominKnow One delivers content to LMSs, LRSs, and other destinations without adding unsupported claims.

Your answer

Yeah, we can output in SCORM, xAPI, AICC, CMI5, web.

AI Coach Response

That's correct for the listed formats, and you missed Print, which is also supported. PENS is mentioned for uploading to an LMS. Briefly,

Analyses Correction

The AI Coach incorrectly approved an incomplete answer. you missed one required output.

Analysis of your answer

You correctly named five of the supported outputs: SCORM, xAPI, AICC, CMI5, and Web. The page also lists Print as a supported publishing format, so your answer was incomplete for this question. You showed solid product knowledge and stayed within the supported formats, but

Advice for next time

Next time, give the full supported list in one pass: SCORM, xAPI, AICC, CMI5, Web, and Print. If you want to be extra precise, you can also mention that PENS is referenced for one-click LMS uploading, but it is not itself one of the publishing outputs.

what makes dominKnow One stand out as a single platform compared to using multiple separate tools?

Question score: 7,5/10

Why is this question asked?

This question checks whether you can explain the product's differentiator in a way a prospect or stakeholder would understand: why one platform is preferable to using several separate tools.

Your answer

Yeah, Domino One is a fully integrated platform for authors, designers, and reviewers, so that stands out from the other platforms who are usually single user only.

AI Coach Response

Good close, John. It stands out by combining responsive and traditional authoring, simulation with Capture, collaboration, review workflows, reuse, and multi-format publishing in one cloud platform, which can reduce tool sprawl. You're welcome, John. Nice work tightening the distinctions. If you want, next session we can practice the 30-second pitch and one objection response. Goodbye.

Analysis of your answer

You captured the core idea that dominKnow One is an integrated platform and that it supports multiple roles working together. That is directionally right and matches the product's collaborative, all-in-one positioning. However, the comparison to "other platforms who are usually single user only" is unsupported and too vague. The stronger product-grounded answer would mention that it combines responsive and traditional authoring, Capture for simulations, collaboration and review workflows, reuse, and multi-format publishing in one cloud platform, which reduces tool sprawl. You showed understanding of the single-platform concept, but you did not name the key differentiators that make it stand out.

Advice for next time

Next time, answer with the specific bundled capabilities: one cloud platform for Flow, Claro, Capture, collaboration/review, reuse, and publishing. Keep the comparison factual and avoid unsupported claims about other tools.

Roleplay Scenario Summary

Roleplay title

test3

Generated Roleplay Type:

Customer objection handling

Language

English (en)

AI Coach Voice

Coral - female, bright (English)

Live Avatar

Dexter Lawyer

Session Duration

5 min

Product/Service/Job Description

dominKnow One

<https://www.larmerbrown.com/products/dominknow-one/>

Website analysis — <https://www.larmerbrown.com/products/dominknow-one/>

Organisation and offering

Larmer Brown's page presents dominKnow | ONE as a learning content creation and management tool. The offering is described as a cloud-based content creation and knowledge management platform for building, managing, publishing, and reusing learning content.

For this product-coach exercise, the learner should practise summarising:

- what dominKnow | ONE is
- who it is for
- how it helps teams create and deliver learning content
- what makes it different, based only on the page

Scenario for the roleplay:

- Participant 1: Product Coach / Trainer
- Participant 2: Learner who must explain dominKnow | ONE accurately to a prospect or stakeholder
- Immediate challenge: the learner needs to summarise the product's value clearly without exaggerating or adding unsupported claims
- Concrete outcome: the learner gives a concise, accurate product summary that covers the product's main use, major capabilities, audience, and key differentiators

Products/services and how they work

The page describes dominKnow | ONE as a single solution for content creation and management. Key functions mentioned include:

- collaborative authoring
- content sharing and reuse
- responsive and adaptive eLearning output
- software simulation creation through Capture
- content review and workflow management
- accessibility support
- translation/localisation support
- publishing to multiple formats and systems

The platform includes two authoring modes:

- Flow mode: creates responsive content that adapts automatically to devices
- Claro mode: creates traditional HTML5-based eLearning that scales to fit different screen sizes

It also includes Capture, which is described as an integrated simulator app for:

- software simulations
- screen captures
- animated GIFs
- step-by-step interactive videos or guided steps

Audience and needs

The page suggests the product is aimed at:

- content authors
- instructional designers
- L&D teams
- organisations that create training, information, and knowledge content
- teams that need to collaborate on content creation and review
- teams that need accessible and multilingual content
- organisations needing performance support, eLearning, and reusable content assets

Likely needs addressed:

- faster content creation
- easier collaboration
- reusable assets and single-sourcing
- content that works across devices

- accessible learning content
- review and approval workflows
- publishing to LMS/LRS and other formats
- localisation and translation efficiency

Benefits and differentiators

Supported benefits stated on the page include:

- author once for all devices
- collaborate in real time
- share and reuse resources
- engage reviewers wherever they are
- create multiple types of learning content from one source
- reduce tool sprawl by combining traditional eLearning and software simulation in one platform
- streamline localisation with AI translation and a single master project
- manage and track content versions and reviews in one interface
- publish to many output formats

Differentiators mentioned on the page:

- two authoring modes: Flow and Claro
- integrated Capture simulator
- cloud-based and automatically saved
- collaborative workflow built into the platform
- accessibility support aligned to WCAG 2.1/2.2 AA, Section 508, and WAI-ARIA
- AI translation and multi-language course creation
- dynamic publishing and Convey for streamlined distribution

- UK single-tenancy hosting offered by Larmer Brown for this product

Facts and specifications

Supported factual points from the page:

- Cloud-based content creation and knowledge management platform
- Supports collaborative authoring
- Flow outputs adaptive, fully responsive eLearning
- Claro is HTML5-based and scalable for different screen sizes
- Capture supports software simulations, screen captures, and animated GIFs
- Pre-created themes, templates, layouts, and stock assets are available
- PowerPoint files can be converted into eLearning courses
- Content can include audio narration, music, animations, and interactive video
- Built-in components include tabs, panels, carousels, flip cards, and timelines
- Interactions include show, hide, swap, lightbox, and animate
- Supports branching, navigation, conditions, variables, scoring, and awards for gamification
- Supports performance support content such as job aids, knowledge bases, product guides, and support portals
- Supports microlearning formats such as infographics, interactive videos, games, comics, timelines, story views, and pin boards
- Accessibility support includes text and focus controls, transcripts, captions, language ID for screen readers, and WCAG-compliant themes
- Publishing formats listed: SCORM, xAPI, AICC, CMI5, Web, Print
- Automatically generates xAPI statements for almost any learner action
- Can connect to one or more Learning Record Stores
- PENS is mentioned for one-click uploading into an LMS
- Convey is described as an optional solution between dominKnow | ONE and an LMS or LRS
- Larmer Brown offers single-tenancy, security-approved UK hosting
- Hosting is described as fully managed, from an ISO-accredited UK data centre

- For government and public sector clients, hosting has Cyber Essentials Plus certification and is available on the G-Cloud 13 framework

Pricing and conditions (only if stated)

No pricing is stated on the page.

Conditions mentioned:

- Request a free trial
- Request a demo
- Join a webinar
- Request a free, no obligation, one-to-one demonstration
- Or arrange an initial call
- A form is provided to register interest
- By providing contact information, the user grants permission for Larmer Brown to share other relevant resources and events information
- The page states they will not share information with other organisations without express consent

Roleplay talking points, discovery questions and likely objections

Talking points for the learner

- “dominKnow | ONE is a cloud-based platform for creating, managing, and reusing learning content.”
- “It supports collaborative authoring, review, and publishing in one environment.”
- “It includes Flow for responsive content and Claro for HTML5-based courses.”
- “Capture adds built-in software simulation capability.”
- “It supports accessibility, localisation, and multi-format publishing.”

Discovery questions the coach can ask one at a time

1. What kind of content do you want your team to create?
2. Do you need responsive content for multiple devices?
3. How important is collaboration and reviewer feedback?
4. Do you need software simulations as part of the learning?
5. Are accessibility requirements important for your organisation?
6. Do you need multilingual content or translation support?
7. Which publishing formats or systems do you need to support?
8. Do you want one platform for both content creation and content management?

Likely objections the learner may need to handle, using only supported facts

- “We already have a tool for eLearning authoring.”
- Response angle: dominKnow | ONE combines responsive authoring, traditional HTML5 courses, simulation creation, review workflows, and reuse in one platform.
- “We need content that works across devices.”
- Response angle: Flow is designed for adaptive, fully responsive output.
- “Our reviewers are remote.”
- Response angle: the platform supports real-time collaboration and reviewer feedback from different locations and devices.
- “We need accessible content.”
- Response angle: the product supports WCAG 2.1/2.2 AA, Section 508, and WAI-ARIA standards.
- “We operate in multiple languages.”
- Response angle: the page says AI Translation and single-sourcing support multi-language course creation within one master project.
- “We need to publish to our LMS/LRS.”
- Response angle: the page lists SCORM, xAPI, AICC, CMI5, Web, Print, plus PENS for LMS upload.

Missing information

The page does not clearly state:

- pricing
- licence tiers or packaging details
- contract length or cancellation terms
- system requirements
- exact implementation timelines
- product limitations
- whether all features are included in every package
- detailed comparison with other tools
- customer-specific outcomes or quantified ROI
- whether the product is suitable for a particular industry beyond the examples given
- whether AI translation is included by default or as an add-on

Suggested coaching prompt for the learner:

“Give me a 30-second summary of dominKnow | ONE for a prospect who needs to create, manage, and publish learning content, and make sure you only use facts supported by the page.”

Learner Role (You)

Product knowledge learner

AI Coach Role

Product coach and knowledge trainer

After each answer from the learner during the roleplay, the AI Coach politely corrects and points out incomplete answers and incorrect answers, and then shares the correct information with the learner.

Voice sample text

Hello, this is the AI Coach voice sample for your roleplay.

AI Coach key concerns

Stay within the supported facts from the product page.,Do not add pricing, packaging, implementation timelines, or unverified outcomes.,Distinguish clearly between Flow and Claro.,Mention collaboration, review, publishing, accessibility, localisation, and simulation support only where relevant and accurately.,Keep the summary short enough to fit a brief prospect conversation.

AI Coach Conversation Guidelines

Ask one question at a time and wait for the learner's answer before continuing.

Assess the learner's response for accuracy, and correct any unsupported or exaggerated claims briefly and clearly.

Stay in the role of a product coach and knowledge trainer; do not become a buyer or salesperson.

Focus each question on one product concept, capability, or distinction at a time.

If the learner's answer is vague, ask a follow-up that requires a more concrete product explanation.

Do not reveal hidden scenario details, unsupported product facts, or invented customer needs.

Keep the interaction to no more than 5 minutes and maintain a concise coaching pace.

Keywords and Key Phrases (Measured)

dominKnow One, product coach, knowledge trainer, learning content platform, cloud-based authoring, content management, Flow, Claro, Capture, responsive eLearning, accessibility, localisation, publishing

Coaching Categories (Measured)

Accuracy - the learner states only supported facts and avoids unsupported claims

Product understanding - the learner explains what dominKnow One is and who it is for

Feature clarity - the learner distinguishes Flow, Claro, Capture, and other key capabilities correctly

Value explanation - the learner links supported features to practical team benefits without exaggeration

Conciseness - the learner gives a brief, usable summary suitable for a prospect or stakeholder

Structure - the learner covers product purpose, audience, capabilities, and differentiators in a logical order