

# Interactive Video Player: Build-vs-Buy Checklist

A one-sitting decision aid for learning teams. Tick what is true — the more boxes you check in a section, the more it points that way.

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## A. Take playback from a library — never rebuild it

- Adaptive streaming (DASH/HLS) comes from Shaka or hls.js, not your code
- DRM playback uses the browser's EME — you never decrypt frames yourself
- Cross-browser playback quirks are absorbed by Video.js or Shaka
- Default fullscreen, volume, and seek controls come from the player

## B. Build the interaction layer when

- Custom interaction types are your product's differentiator
- You need your own learning-data pipeline and warehouse
- Per-seat vendor pricing would cap your growth
- You require native xAPI delivered to your own Learning Record Store
- You need full control of overlay, branching, and resume logic

## C. Buy a commercial SDK when

- Speed to launch matters more than owning the layer
- Standard quizzes, hotspots, and chapters are enough
- A monthly fee beats building and maintaining it yourself
- Bundled hosting, transcoding, and CDN is a real plus

## D. Don't ship without

- Choosing the tracking standard (xAPI) before the player
- Confirming the player emits xAPI, not only quality-of-service metrics
- Debounced seeks and true completion computed from watched segments
- Keyboard-operable controls and captions (WCAG 2.1.1 & 1.2.2, Level A)
- Overlays inside the fullscreened container; tested on a real iPhone