

Learning-Video Project — Scoping & Estimation Worksheet

Turn an idea into a bounded scope and a defensible number — a range, not a single guess. Companion to the Fora Soft Learn estimation guide.

A. Define the scope (in / out)

- Write the idea as one sentence, then sort every candidate feature into 'in' or 'out'
- Name the MVP: web-only? off-the-shelf player? simple completion? what ships first?
- Park the 'out' list as a later phase — not abandoned, just not in this number

B. Size the building blocks (effort + cost each)

- List blocks: design, interactive player, tracking layer (SCORM/xAPI + an LRS)
- Count each integration separately (SSO, LMS, HR, payments) — multiply, don't lump
- Add mobile (a second client) and data migration if in scope
- Add non-feature work: QA, admin tooling, project management (+25–40% on top)

C. Apply the four multipliers

- Live vs on-demand decided — live = a 2nd product on WebRTC/SFU (build or buy?)
- Interactivity pinned: plain player, quizzes, or branching (a ~4x swing)
- Integration count fixed — each system is \$5k–\$30k of real work
- Accessibility (WCAG 2.1 AA), security, scale, and extra platforms priced in

D. Estimate the range (not a single number)

- Three points per block: optimistic (O), most likely (M), pessimistic (P)
- PERT expected effort $E = (O + 4M + P) / 6$; spread $\approx (P - O) / 6$ surfaces risk
- Note the cone-of-uncertainty stage: concept $\approx 0.25x-4x$; requirements $\approx \pm 25\%$
- Show contingency as a visible line (15–25%), never as hidden padding

E. Sanity-check before you commit

- Reference class: what did 3 similar finished builds actually cost and take?
- Estimate the run cost too (egress, live minutes, storage) — not just the build
- Convert person-weeks to a realistic calendar (always longer than effort \div people)
- Deliver a range with assumptions, signed off by whoever pays for it