Interactive Video Engagement Checklist

Map each interaction to a learning goal, beat the six-minute ceiling, and track it. The companion article explains every line.

A. Segment first - interactivity does not rescue a long passive video

- [ ] Cut to segments under 6 minutes; past that, median engagement falls fast (Guo 2014)
- [ ] Add an interaction, then segment - decorating a 25-minute talking head does not work
- [ ] Lead with a clear learning goal per segment; weed out music and busy backgrounds
- [ ] Use a conversational, enthusiastic narration; signal key points on screen

B. Choose interactions by evidence, not novelty

- [ ] Embedded quizzes with feedback give the biggest lift (effect sizes ~0.3-0.5)
- [ ] Add learner control (chapters, transcript, speed) - cheap, aids access and recall
- [ ] Reserve branching for choices that matter (compliance, role-play) - high authoring cost
- [ ] Hotspots and notes are good support, not the main retrieval driver

C. Define what counts - 'watched' is not 'learned'

- [ ] Watched = a position event; do not report it to an auditor as training proof
- [ ] Completed = the interaction is done (answered the checks), not the last second
- [ ] Mastered = passed the assessment at a threshold; track the three separately
- [ ] Decide the completion rule before you build, then wire it to the interaction

Pre-flight: tracking and accessibility before you ship

Track via the xAPI Video Profile (initialized, played, paused, seeked, answered, completed) into a Learning Record Store, then build the dashboard. For accessibility (WCAG 2.1 AA), every hotspot, quiz, and control must be keyboard-operable with a visible focus state; timed overlays must be pausable or generous; ship captions (SC 1.2.2). An interactive video a public-sector buyer cannot certify accessible is one you cannot sell.

Companion to: 'What Makes Video Interactive, and Why It Raises Engagement'
www.forasoft.com/learn/elearning-video/articles-elearning/what-makes-video-interactive



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This checklist ties each interaction to a learning goal, the six-minute segment rule and tracking. Our seven-volume handbook covers the whole video stack behind it; start with Volume 3 for players, chapters, subtitles and QoE, then Volume 4 for captions and accessible audio, and Volume 1 for encoding the segments.

WHAT YOU WILL FIND INSIDE

- Players, chapters and QoE monitoring (Vol. 3)
- Encoding short segments efficiently (Vol. 1)
- Captions, loudness and accessible audio (Vol. 4)

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