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 ~4× 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 ≈ (P − O) / 6 surfaces risk
- [ ] Note the cone-of-uncertainty stage: concept ≈ 0.25×–4×; requirements ≈ ±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 ÷ people)
- [ ] Deliver a range with assumptions, signed off by whoever pays for it



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This worksheet turns a learning-video idea into a bounded scope and a PERT range you can defend. Our seven-volume handbook explains the video parts behind those numbers: Volume 3 covers WebRTC for live classes, CDNs and the economics of delivery, Volume 1 covers encoding, and Volume 4 covers captions and accessibility.

WHAT YOU WILL FIND INSIDE

- WebRTC for live classes and its cost (Vol. 3)
- CDN egress and the economics of delivery (Vol. 3)
- Encoding and storage for course libraries (Vol. 1)
- Captions and accessibility work (Vol. 4)

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Vol. 2 · Video Streaming I — network transport, contribution and ingest, HLS, MPEG-DASH, CMAF
Vol. 3 · Video Streaming II — ABR, CDNs, players, WebRTC, DRM and the economics of delivery
Vol. 4 · Audio for Video I — PCM, codecs, loudness, accessibility, real-time voice processing
Vol. 5 · Audio for Video II — jitter buffers, lip sync, Atmos, quality metrics, neural codecs
Vol. 6 · AI for Video I — models and inference, computer vision, speech, search, generative video
Vol. 7 · AI for Video II — real-time pipelines, agents, serving, cost, compliance, verticals

Need a defensible estimate for your learning-video project before you commit a budget?

Send us your scope; we will return a three-point estimate per building block, the run cost, and the assumptions behind the range. 250+ video products shipped since 2005.

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