**Business Proposal for VTT-2-PDF Program Implementation**

**Executive Summary**

This proposal introduces a solution to enhance transcript accessibility for Wistia video content in university courses offered through Canvas LMS. Our company faces challenges in efficiently providing accessible transcripts for these videos. **The proposed solution, a Python-based program named VTT-2-PDF, automates the conversion of video captions to PDF transcripts, significantly reducing turnaround time, cost, and improving user satisfaction.**

**Problem Statement**

Faculty and students have expressed dissatisfaction with the current method of accessing transcripts for Wistia video content. The current workaround, which offers only scrollable captions, leads to lengthy request times (15+ days). Requests for downloadable transcripts are currently processed by the Curriculum and Learning team, taking approximately 15 days per request and incurring additional costs. From January 1, 2024, to January 31, 2024, we have received 118 unique requests from faculty and students for transcripts, indicating a high demand for this feature.

**Proposed Solution**

VTT-2-PDF is a Python-based executable program for Windows and Mac PCs. It simplifies transcript accessibility by:

* Enabling Technical Escalations to upload these HTML files for batch processing.
* Extracting video tokens and titles from HTML, constructing URLs to fetch VTT files, and converting them into formatted PDFs.
* Batch creates PDF files directly from VTT files, including page title and name.
* Reducing the transcript accessibility process time **from 10 days to mere minutes per course.**

**Technical Overview**

The VTT-2-PDF program functions as follows:

1. **Manual Download of HTML Content**: TE users manually navigate to and download the HTML content of pages hosting Wistia videos.
2. **Program Execution**: TE users run the VTT-2-PDF executable.
3. **Batch HTML Upload**: The program prompts the user to upload one or more HTML files.
4. **Extraction and Processing**: It identifies video tokens and page titles from HTML, formats VTT files into readable paragraphs, and creates PDF documents.
5. **User Interaction for Additional Processing or Deletion**: Post PDF creation, the program allows for formatting additional documents or deleting the original HTML files.

This process enables rapid conversion of video captions to accessible PDF transcripts, enhancing the service provided to users.

**Benefits**

Implementing VTT-2-PDF will:

* **Improve Service Level Agreement (SLA) Metrics**: Reducing ticket resolution time from days to minutes.
* **Enhance User Satisfaction**: Offering quicker turnaround and more accessible transcripts.
* **Save Costs**: Reducing operational expenses by eliminating the need for the Curriculum and Learning team to handle these requests.
* **Support Scalability**: Managing increasing transcript requests efficiently.

**Implementation Plan**

Implementation involves:

* Distributing the program to the Technical Escalations team.
* Conducting a brief training session on the program’s functionality.
* Integrating the solution into the existing process for handling transcript requests.

**Conclusion**

VTT-2-PDF aligns with our company's objective of delivering efficient, user-friendly solutions in the educational technology space. Its implementation will significantly improve our service delivery, enhance user experience, and reinforce our position as a leading technical support provider.