Susan Young

AI Avatar Video Project Proposal

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Mission Statement

Let's make e-Learning fun, interactive, and meaningful. Learners will love this fresh approach, remember key points, say goodbye to eye-rolling, and participate in user-friendly training!

22 examples for mission statement and how to write one | Indeed.com UK

Reflective Report Summary

NHS Northumbria Healthcare NHS Foundation Trust

SWOT

STRENGHTS
10 YRS EXP,
CHALLNEGE NORMS

WEAKNESS
FLY SOLO

OPPORTUNITIES -
PARTNERSHIPS

THREATS -
COMPATIBILITY

Project background

I am an e-Learning Facilitator for Northumbria Healthcare NHS Trust, and my role is to create engaging and interactive training. The challenges are working with text heavy content and transferring a PowerPoint classroom face to face delivery learning to e-Learning.

I work with clinical and non-clinical subject matter experts and manage 350 live e-Learning and build new bite size, microlearning and full course content.

It is important not to stagnate and keep updated with market trends, so I continue to research software and design options with the goal to add to the existing bank of software tools.

I want to include AI avatars and plan to use this additional resource to help break text heavy content for e-Learning. Using avatars will change the flow of content and break up the different sections. I am quick to pick up new software and feel confident that I can evidence and demonstrate the added value AI Avatar video creation will bring. I am determined to pursue this process through the NHS procurement process to purchase the most appropriate AI video software.
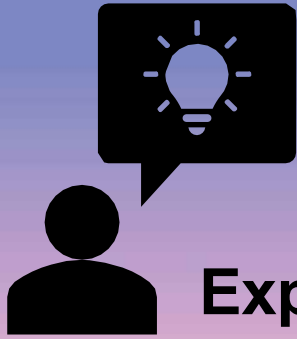
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Experience

My strengths are working with clinical and non-clinical subject matter experts to create training content using a range of e-Learning software. In our initial meeting, we will discuss the content and design ideas, I take this opportunity to showcase previous work. I ask if the specialist is happy to give me a free reign of design to create engaging content which is always a yes as they are happy for me to create the interactive design to engage the content they provide.

Prior to starting my design degree, I had no experience of using any Adobe software and had never heard of Spline. My degree has given me the opportunity to experiment, explore and build confidence using Adobe software packages, spline, and innovative design ideas that I have implemented into e-Learning packages, I have added Gifs, trendy images and received positive feedback on how this helps with engagement. Receiving positive feedback has generated a keen interest for me to continue to developing design skills and software knowledge.

Reflective Report Summary

Reflective Observations and SWOT analysis

Strengths – I am an experienced and confident e-Learning content creator with over 10 years' experience of creating engaging and interactive content using Articulate and Adapt software. I am confident that I can pick up new software quickly and put it into practice and share skills then bring them to my projects at work.

Weakness – I am the only skilled e-Learning facilitator in the department, which is a business risk, time to train additional staff is time-consuming. AI video is a new software concept, there may be minimal options available on the market to meet the 3 comparative quotes required by procurement.

Opportunity – Create new partnerships with the wider Trust. Share findings and resources with colleagues across the Trust. To meet regularly in the trust technology enhanced learning meetings to demonstrate, discuss and compare AI video software.

Threats – IT infrastructure may be problematic. The procurement decision may not support my preferred AI Video software choice. Cost, new software is usually expensive. The Trust has a lengthy procurement process. Compatibility with existing software packages and Learning Management System.

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ACTION PLAN

1 - RESEARCH

2 - TRIAL SOFTWARE

3 - PRESENT

4 - CRITICAL Q

5 - MEET

6 - SHARE

7 - PURCHASE

8 - SHOWCASE/JUSTIFY

Action Plan
Step 1

I will Independently research AI video software companies within 2 weeks of the project start date.

Step 2

Over the next 2 weeks, I will trial all software companies and will document pros and cons to support a business case for the procurement process. I will create content on trial accounts and document how easy, accessible, and intuitive the software packages are. I will investigate what training is available, costs, license arrangements, types of support, troubleshooting, which software outputs are available and compatibility with the Trust IT infrastructure, software and learning management system.

Step 3

In week 5, I will present my findings to the Senior management team, demonstrate the AI video software, explain strengths and weaknesses, and give reasons for the preferred provider with cost analysis.

Step 4

In week 6. I will prepare critical questions for software companies and arrange an initial meeting with myself and line manager. I will share my reported findings with appropriate colleagues and offer them an invite to meeting. This will provide the opportunity to share experiences and gather constructive feedback to support the business case. It may also provide the opportunity of shared costs if other colleagues from different business units are interested.

ACTION PLAN

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Step 5

In week 7. I will check the procurement process for timescales and follow the correct procedure. I will prepare a business case with senior management for procurement and submit request.

Step 6

Within a six-month period, once software is purchased, I will increase my skills and knowledge by learning software functions and skills to present the best version of AI avatars. I will share my knowledge, hints, tips, and skills with the wider team. I will learn from the software provider by attending bespoke training, research their case studies and share AI video experiences. I will experiment the different outputs i.e.. URL, MP4, weblinks and where software can be hosted

i.e. in e-Learning software, standalone for multiple uses i.e. embedded into PowerPoint presentations, staff portal, newsletters, and emails.

Step 7

After 6 months, I will present to lead trainers and senior management on the outcome of the AI video software to promote and generate interest. I will continue to research AI video software to discover what is new and if competition has created more opportunities. If I complete regular monitoring and document findings, this will save time when I complete the purchase process for the following year and will minimise time delays to prevent any period of time being without AI software.
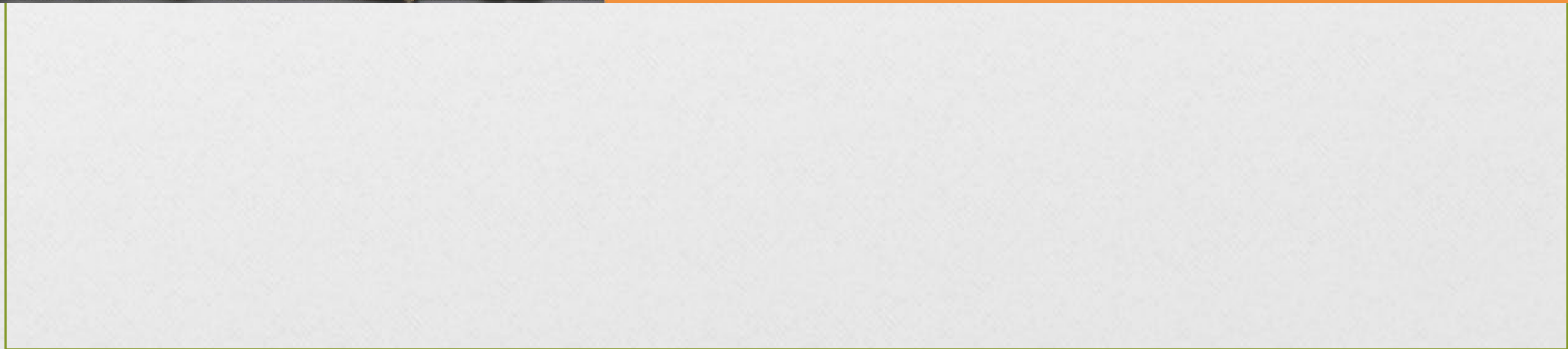
ACTION PLAN

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Step 8

Within 9 months of purchasing of the AI software, I will begin the purchasing process with procurement. I will present to senior management the different projects the AI video software has been used, introduce new partnerships and development new opportunities to work collaboratively across the Trust.

Research Analysis

I started researching AI Avatar video software and discovered there is limited software available to purchase to suit my specifics.

Problems encountered were:-

- Limited video outputs to create independently without the software companies' involvement that would create additional costs
- Brand matching issues, colour corrective problems
- Speed and quality of video output
- Limited output sources i.e. only weblink or MP4 available
- Free trial limitations and quality of Video's received
- Information about their future plans to demonstrate they are ahead of competition and keeping up with trends
- Limited numbers of licenses
- Expensive software
- Ensure the software company was compatible with our IT infrastructure to ensure GDPR and Data Protection was followed according to Trust policies. This process is checked and authorised as part of our Trust procurement process.

Due to the limited software options available, I used Google search and found the University of Sussex had they had used Synthesia for their Day 5: Let's make a video (Avatar) : 6 days of AI : … : University of Sussex Business School : University of Sussex
https://www.sussex.ac.uk/business-school/news-and-events/festival-of-sustainable-education/6-days-of-ai/day-5

The next slide shows snapshots of the emails that I received whilst using software free trails and then it's the summary of my comparisons with recommendations presented to Senior Management options.

synthesia

Susan, your AI video is ready! ✌️

Want an AI video superpower? You can now create videos 10x faster than before. No filming crews, studios, or complicated editing software required.

Watch your AI video

Quick and brilliant quality

Spam only — no video

Colossyan ⬡

Hey creators 👋

We hope you're having an incredible week! Brace yourselves, because the long-awaited Colossyan features have arrived:

💾 SCORM export: Easily export your videos in SCORM format. Then, upload them to your LMS and share with your learners.

👥 Introducing Workspaces: Collaborate with your team to create effective training videos together.

🎥 Don't miss Live Colossyan Demo tomorrow: Save your spot now.

Let's dive in!

Research Analysis – summary

AI video	Comments	Pricing Structure
Synthesia **Synthesia - #1 AI Video Generator**	I managed to create a Free video Synthesia STUDIO: Your AI video which took a few minutes create & to produce. The access didn't allow the opportunity to change the accent, or character, which seems to be an option if purchased.	Synthesia Official Pricing | From $30 per Month
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Further research **10 "Best" AI Video Generators (October 2023) - Unite.AI**	1st & 2nd aren't what we need. 3rd is Syntehsia & Colloysan 9th HeyGen looked good but I couldn't get the free trail to work.	HeyGen - AI Spokesperson Video Creator

Project Proposal Support

I'm excited to share my project AI Avatar Video proposal as an actual live project I have been working on for the last 12 months as my role as e-Learning Facilitator whilst studying my apprenticeship digital design degree with Newcastle College. I feel this proposal includes real learning opportunities, developments, live projects and is continues as working progress as project continues to grow and becomes part of my objectives to make e-Learning more fun and engaging.

Where to start?
I received the email below to give me the permission to go ahead with my project proposal for AI Avatar video software

From: Ryder Graeme (RTF) NHCT <Graeme.Ryder@northumbria-healthcare.nhs.uk>
Sent: Thursday, October 12, 2023 11:07 AM
To: Young Susan (RTF) NHCT <Susan.Young2@northumbria-healthcare.nhs.uk>
Cc: Stewart Callum (RTF) NHCT <Callum.Stewart@northumbria-healthcare.nhs.uk>
Subject: AI Videos

Hi Susan
I've just met with Stu Richardson to start to look at how we can deliver finance training at apprenticeships and other leadership courses. Theres some work to do to build the content, but he wondered if we could offer something similar to these(?):
- https://www.colossyan.com/ai-video-creator?gclid=EAIaIQobChMI5KjIrpThgQMVha3VCh2rww5xEAAYAyAAEgJdCvD_BwE
- Synthesia - #1 AI Video Generator
I understand that we already have Vyond, but I wondered if this might expand our offer and present us with something different.
What do you think?

Graeme Ryder
People Development Lead (L&D)

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Graeme Ryder

People Development Lead (L&D)

Project Proposal

Due to cost implications, it can be difficult to propose new software, and this is my reply:

From: Young Susan (RTF) NHCT <Susan.Young2@northumbria-healthcare.nhs.uk>
Sent: Monday, October 16, 2023 9:22 AM
To: Ryder Graeme (RTF) NHCT <Graeme.Ryder@northumbria-healthcare.nhs.uk>
Cc: Stewart Callum (RTF) NHCT <Callum.Stewart@northumbria-healthcare.nhs.uk>
Subject: RE: AI Videos

Hi Graeme

These both look great! On initial viewing I prefer Synthesia, they are completely different to Vyond and will certainly add to our tool box and will expand our offer.

Please let me know if you would like me to do any further research.

Thanks

Susan

This is the permission I needed ☺

Ryder Graeme (RTF) NHCT
To 🔴 Young Susan (RTF) NHCT
Cc ✅ Stewart Callum (RTF) NHCT

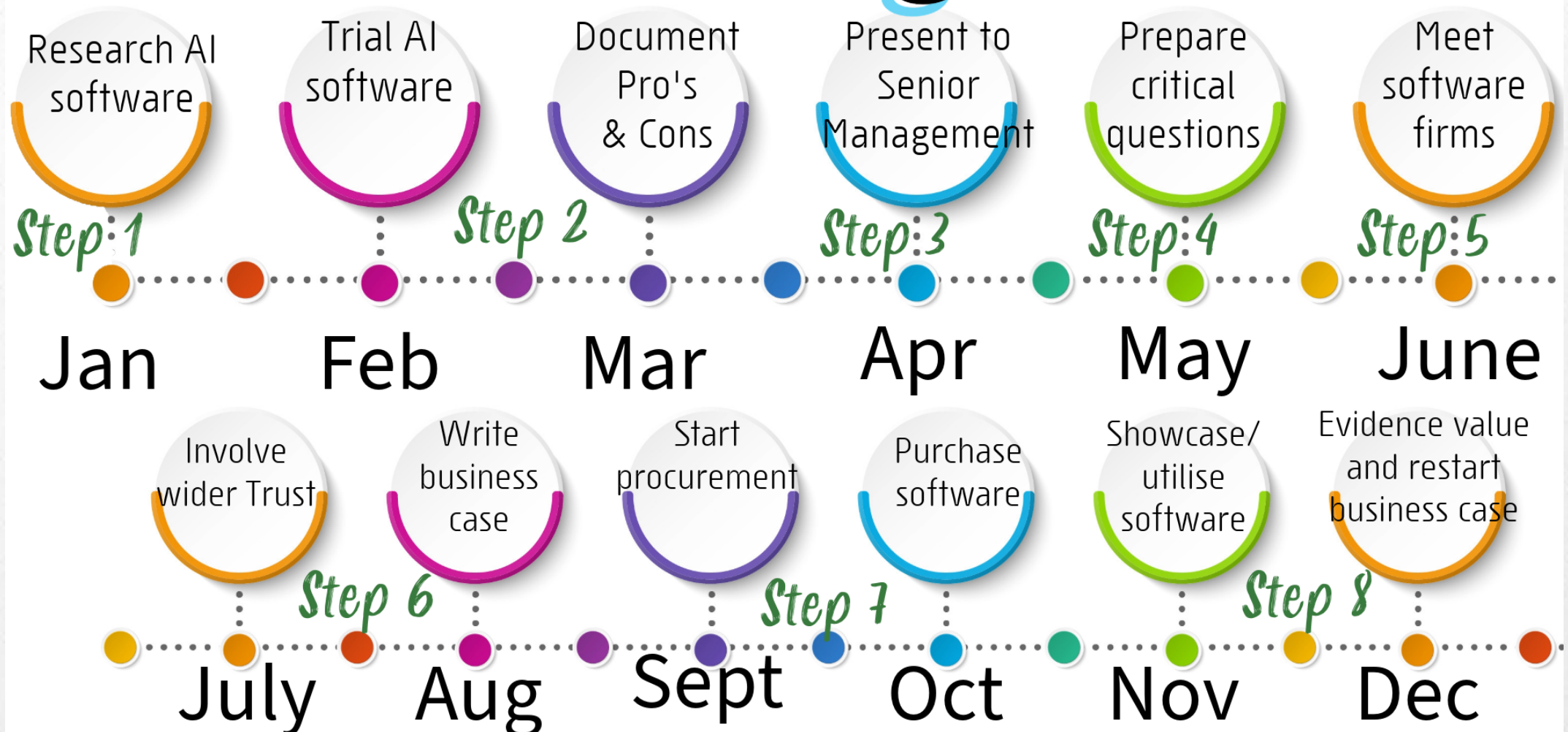ⓘ You replied to this message on 24/10/2023 11:53.

Hi Susan
Yes please 😊
I had a chat with Ruth today and we both agree with you that this will add to the existing offer and give you further options for supporting subject matter experts.
Could you identify some things that you could potentially use this for, including the finance training that I'm looking at, and then start to look at procurement please?
Thanks

Time Management

Research AI software

Trial AI software

Document Pro's & Cons

Present to Senior Management

Prepare critical questions

Meet software firms

Step 1   **Step 2**   **Step 3**   **Step 4**   **Step 5**

Jan   Feb   Mar   Apr   May   June

Involve wider Trust

Write business case

Start procurement

Purchase software

Showcase/ utilise software

Evidence value and restart business case

Step 6   **Step 7**   **Step 8**
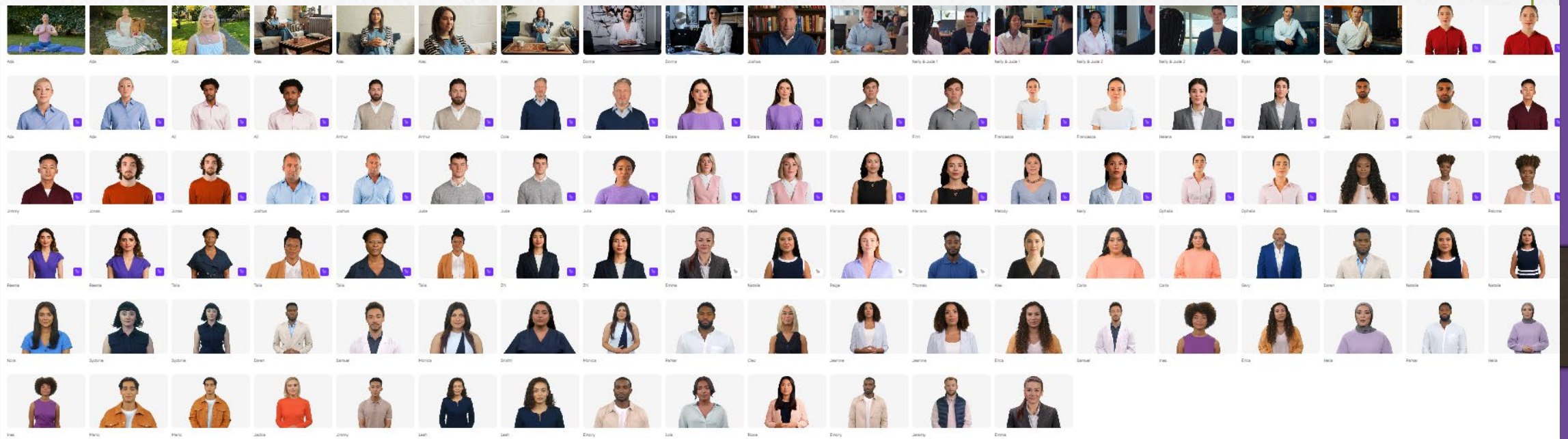
July   Aug   Sept   Oct   Nov   Dec

This is the live time management process and it's good news! I'm ahead of schedule and successfully at step 8 at the end of October. This is good news as it helps me to gather evidence in time to present and restart the procurement process early.

Project Benefits

Quality

- AI Avatars – quality and diverse options to select

Customise with Trust colours and logo's

Thomas

Project Challenges

Cost

3 licenses cost £25,000 per annum – so I have been showcasing the AI Avatar video software and have created over 100 AI Avatar videos that include:-
40 standalone toolbox talks
50 embedded into clinical and non-clinical e-Learning
10 emails and PowerPoint presentations

Policy breech

I was notified of a policy breech with the software company and have challenges this as I have used the media provided by the software company. It was a news bulletin for emergency preparedness where I have mocked up a train derailment and as this is false news, then they need to protect their actors. A workaround is that we can create our own Avatar and create the news bulletin, and I am working with the lead to troubleshoot.

Managing the increased in workload

Due to the increase in demand, once I created the toolbox talk template, I trained Bryan who has helped with toolbox talks and is able to support with additional requests.

Project Benefits

Time efficient

I worked on a separate project with Health & Safety to create toolbox talks which are health & safety briefs.

At the start of using the software it would take me 1 day to create an AI Avatar toolbox talk video ready for output. Once I created a template, mastered the software I could produce an output in 10 minutes.

The software is intuitive and using AI can make suggestions to edit and design which is a feature Synthesia have introduced since we purchased the software.

This means I can turnout project quickly and efficiently on the majority of times as the first output.

AI function is also a great addition to help sync the Avatar into a natural spoken word rather than text speak or when a script is provided.

Versatile software

The outputs available allow the AI Avatar video to be embedded into Articulate e-Learning software, or as a standalone video added to staff portal, learning management system, sent in an email, embed into a PowerPoint presentation.

High Demand

The project is growing and in high demand across the Trust, I'm working with critical care, emergency preparedness on new exciting project to incorporate new thinking of how to deliver key messages.

Bibliography

Mission statements (slide 3)

22 examples for mission statement and how to write one | Indeed.com UK

University of Sussex (slide 10)

Day 5: Let's make a video (Avatar) : 6 days of AI : … : University of Sussex Business School : University of Sussex

Research (slide 12)

11 Best AI Video Generators (2024 an Beyond) (synthesia.io)

https://www.unite.ai/best-ai-video-generators/

PRP300 Project Proposal
KSB'S

LO1 , LO2, LO3, LO4

K6, K7,K8,K9,K10,K11,K12,K13,K14,K15,K16,K17,K18

S7, S8, S10, S18

What to expect

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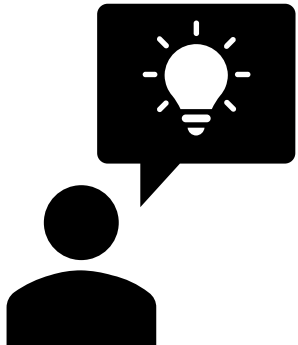
Reflective Report Summary

Focused on transforming text-heavy, PowerPoint-based classroom sessions into engaging e-Learning

Manage 350 live courses and create new content

Stay updated with trends and software tools

20 years in Learning and Development

Skills in education delivery, project management and procurement

I mentor colleagues in design, time, and project management to ensure business continuity

My design degree expanded my skills in Adobe software and innovative design, enhancing engagement in e-Learning

ACTION PLAN

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Step 2 — Feb — Trial AI software

— Mar — Document Pro's & Cons

Step 3 — Apr — Present to Senior Management

Step 4 — May — Prepare critical questions

Step 5 — June — Meet software firms

Step 6 — July — Involve wider Trust

— Aug — Write business case

Step 7 — Sept — Start procurement

— Oct — Purchase software

Step 8 — Nov — Showcase/ utilise software

— Dec — Evidence value and restart business case