



Says

What have we heard them say?
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?



Designing virtual zoom backgrounds

Short summary of the persona

Smiling people were also deemed more trustworthy and competent than neutral faces

With a virtual background, you'd be able to look professional and presentable

while women were also rated more highly than men

you should choose a background with houseplants or a bookcase, and crack your best smile.

You can even take a casual photo of your office layout

add that image as the virtual background for your videos.

A virtual background is anything but authentic. Let's be clear what it is: a computer

While in a meeting, tap the settings gear icon on your Zoom Room controller.

A virtual background allows you to display an image

Online meetings require less cost and time compared to physical sessions.

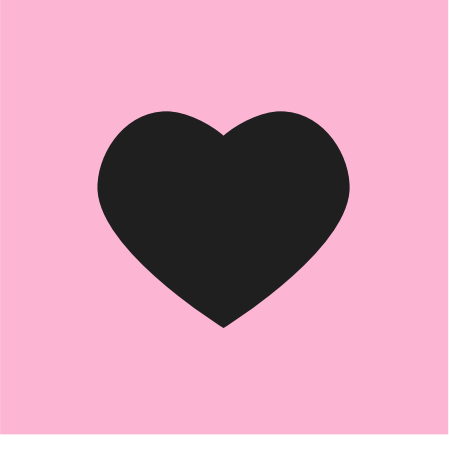
as your background instead of whatever is naturally behind you

allows you to display an image or video as your background during a meeting in a Zoom Room.



Does

What behavior have we observed?
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

See an example