



Says

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



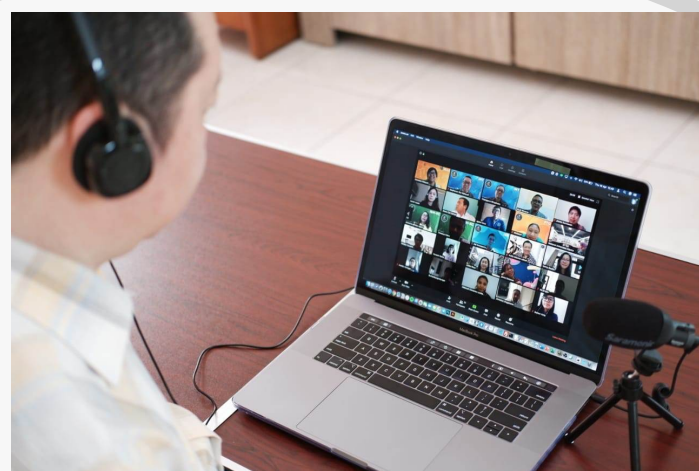
Thinks

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

Zoom meeting invited
link through an email,
calendar invitation, or
directly from the meeting
hosts

he check box if you
want to always allow
Zoom to open links of
this type in the associated
app

The Zoom app will
open and direct you
to the meeting.



Zoom Meeting
Team Members
N. Kalaiselvam
A. jegankumar
A. Gunasekar
S. Karankumar

Zoom has simply
Become the cost
Of doing business
Of many industries

Establishing brand
Reinforcement through
Repetition logo and
Visual

Allowing audience
To focus on. tha
Speaker

Build brand
Recognition and
Trust

Create a unique
Visual presence

Conceal Your
personal /office
Space

Using virtual meetings
backgrounds Offer of variety
of benefits to Both meeting
hosts and Attendees

These backgrounds
present an excellently
branding Opportunity

Additionally
backgrounds
Offers a higher degree
Of privacy to everyone
On the call



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?