



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 backgrounds
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Good lighting will create contrast between you and the background and help reduce the distracting halo-effect that you've probably noticed in past meetings. Avoid having windows at your back so you don't present a dark silhouette.

Virtual meeting software has been around since the 1990's and the ability to add a custom background began the summer of 2016.

In a world where so many people are working remotely, Zoom meetings are now commonplace.

This file format will provide the best-looking virtual background, especially if it's a photograph.

Since the advent of the COVID-19 pandemic, many of us have spent at least part of each workday on Zoom or other video conferencing platforms.

Avoiding any distracting or embarrassing "behind the scenes" glimpses into home offices

Build Brand Recognition and Trust

Creating a consistent look and feel for the business and brand

Create a Unique Visual Presence

Establishing brand reinforcement through repetition of logo and visuals

A branded Zoom virtual background does not need to consist of just your logo and brand colors.

Using external lights is a good idea or set up your meeting place in a well-lit 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?