



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?

Virtual zoom background.

Short summary of the persona

Studies show that viewing images of nature can reduce stress

Use colour intentionally

Inspired by an elegant resort, this cozy background adds a relaxed vibe.

Harness your executive presence by giving a short speech or presentation with this impressive office view.

Consider contrast and use it to your advantage.

Choose colour carefully.

Makes small decisions

Don't make it a high-traffic corridor

Allow you to display an image or video as your background during a zoom meeting.

Focus on lighting.

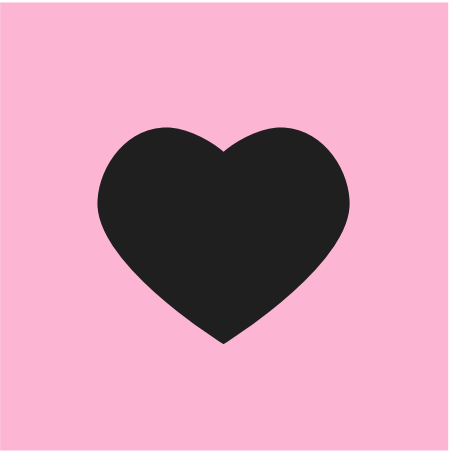
Don't use bad green screen.

Anxious



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](#)