



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?



Thumbnail

Designing virtual zoom background

Use background colour dark gray

The background in attractive.

Title colour in white

Include our company address, phone number, Email I'd.

Zoom has that fancy little feature that allows you to add virtual backgrounds to chat.

Wonderful gift in this isolating time.

I am happy for making a wonderful.

Females in work from home most useful.

Creativity work in unique.

Company logo in 3D.

Added images are in clipart.

Company name bold front.



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?