



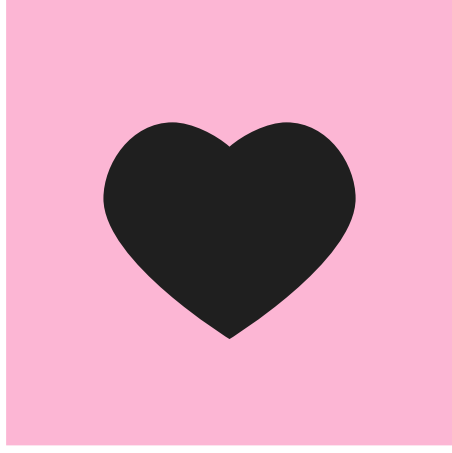
Says

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?



Feels

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



Does

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



Persona's name

Team 9

Click your profile picture, then click Settings.

Check 'I have a green screen' if you have a physical green screen or block-color backdrop set up. You can then click on your video to select the correct color for your green screen or backdrop.

Click on an image to select a virtual background or add your own by clicking '+' and choosing if you want to upload an image or a video.

Use high-quality, high-resolution images. Zoom recommends using background images with an aspect ratio of 16:9 and a minimum resolution of 1280 x 720 pixels.

Want to show your colleagues and clients that you mean business? Go for a boardroom or sleek office background setting, or incorporate your branding by way of your company logo, fonts, and color palette.

Bring a bit of peace and tranquility to the (virtual) workspace by using a calming color as your virtual background. A blue or pastel shade should do the trick, as will a soothing scene.

Said meetings have to be boring? A cheeky or humorous backdrop will add a little personal flair, lift spirits and spark instant rapport with your colleagues.

Humans retain more information when they are visually stimulated. A compelling backdrop will better engage meeting members and keep your key points and messages front of mind.

Zoom recommends using background videos (MP4 or MOV file) with a minimum resolution of 480 x 360 pixels (360p) and a maximum resolution of 1920 x 1080 pixels (1080p).

We can't all be Marie Kondo. Using a virtual background will ensure that your unmade bed, unwashed dishes and underpants drying on the heater stay under wraps.

Those new to the virtual meeting space may feel a little awkward at first, especially if they're not accustomed to seeing themselves on camera.

We've all seen those bungled news interviews where someone's kid runs through the shot. A virtual background holds attention by blocking out busy spaces and unexpected interruptions, making for a more focused and productive meeting.

The beauty of virtual backgrounds is that you can hold your meeting anywhere – at the beach, on the moon, or the set of your favorite movie or television show.

Need for daggy name tags. A virtual background can introduce you, your job role, email address, social handles, most beloved snack and any other details you care to share with the group.