



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?

The Main Purpose of a Virtual Background is to Limit Visual Distraction in a Users Video and to Provide Privacy.

SAYS

The Virtual Backgrounds Feature Allows you to Displays an IMAGE or VIDEO as your Background during a Zoom Metting.

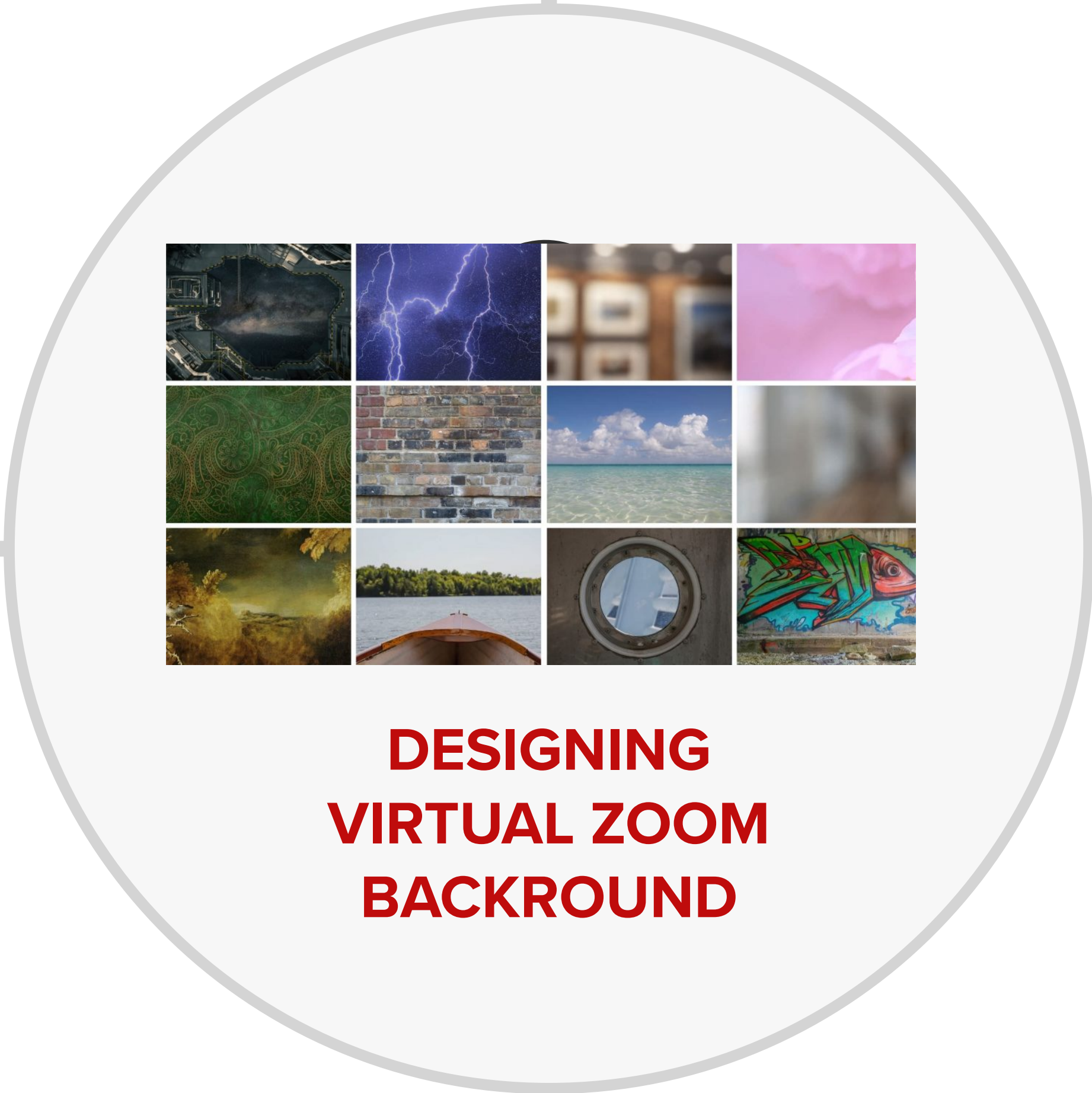
Zoom Backgrounds Make Online Meeting a Whole lot Better.

The Virtual Background FEATURE Requires A Green Screen to Allow Zoom to Detect the Difference Between You And Your Background.

THINKS

When you Personalize your Background IMAGE, You're more Likely To Build A UNIQUE VISUAL IDENTITY.

Zoom Background Are Used to Filter Your REAL-LIFE Background Making your ENVIRONMENT Appropriate for Your Virtual Meetings.



DESIGNING VIRTUAL ZOOM BACKGROUND

The Minimum Dimension Is 960px And The Maximum Is 1920px.

The Best Image SIZE For A Zoom Background Is 1920x1018px With A 16:9 Aspect RATIO.

FEELS

You Use A High Contrast Backdrop In a Solid Colour Ideally A Green Screen.

Do Not Wear Clothing That Is The Same Color As The Virtual Background. Use Uniform Lighting And COLOUR.



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?