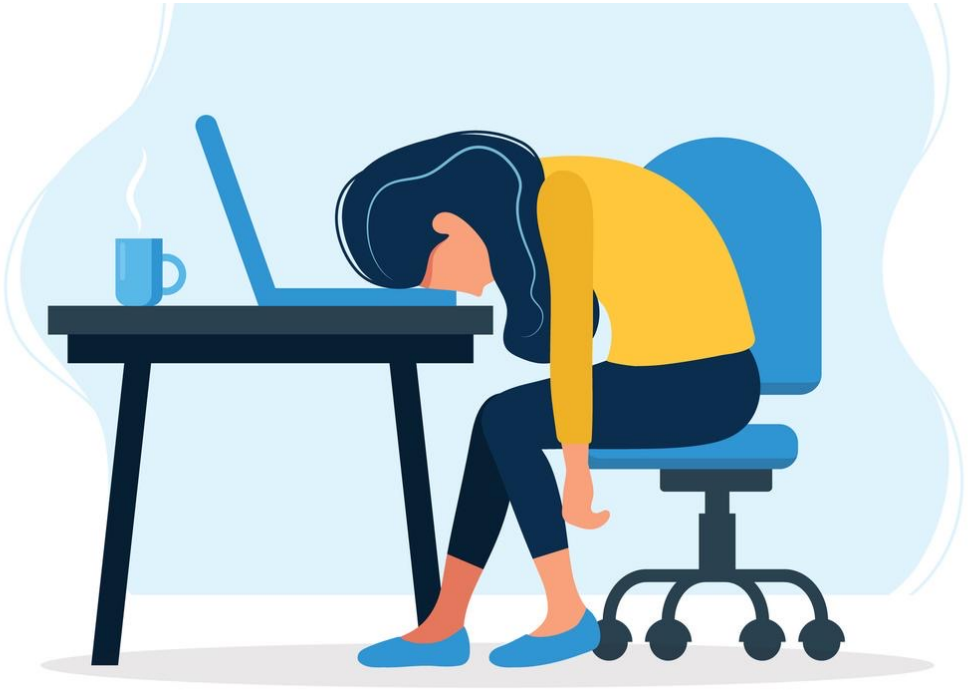
Not Another Zoom Meeting Please!

Conducting Human Centered Design Activities in a Virtual World.



National Conference on Health Communication, Marketing and Media

August 25, 2021

Olivia Burrus
Social Marketing and Digital Strategy Program
Center for Communication Science

RTI International is a registered trademark and a trade name of Research Triangle Institute.

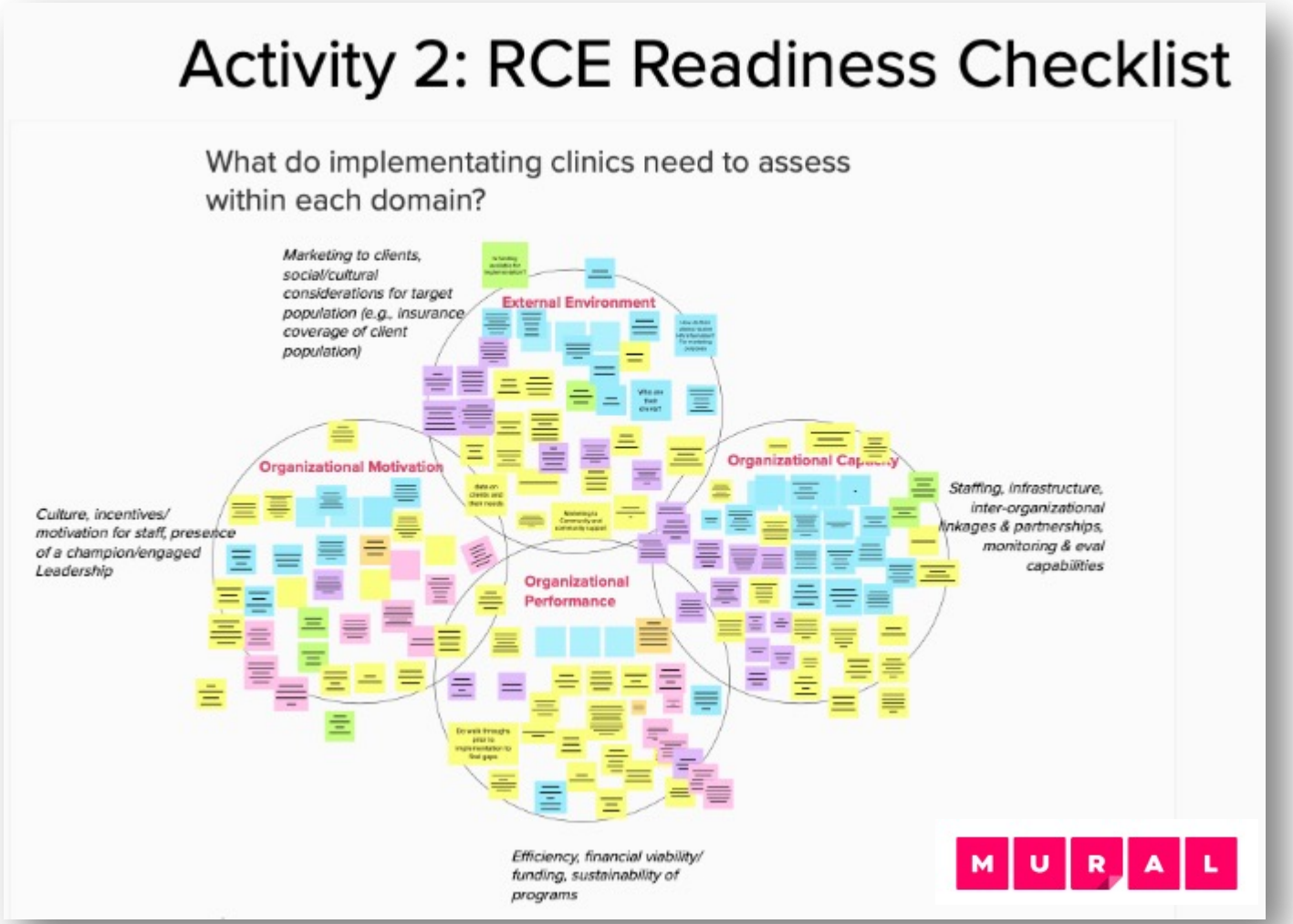
Where are You Calling in From?

Virtual Collaboration Tools are Amazing! Embrace Them.

RED CARPET ENTRY

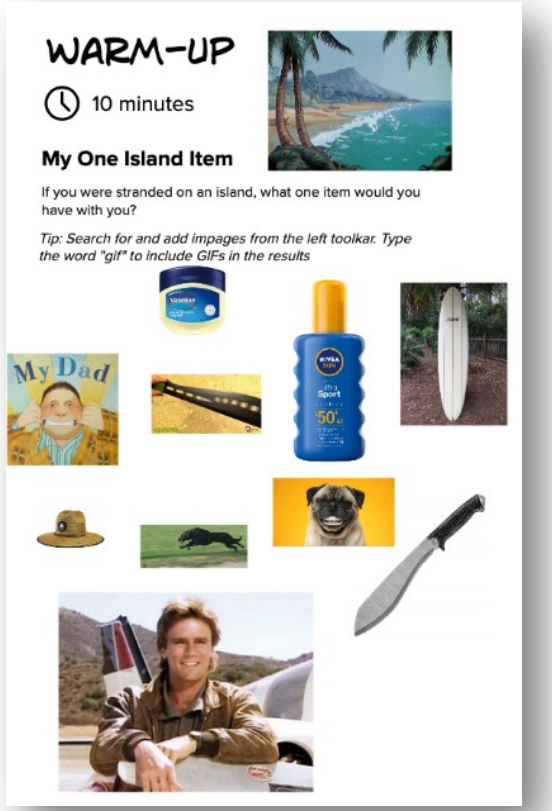
CDC
Centers for Disease Control and Prevention

Develop, implement, and evaluate a toolkit to disseminate RCE, a patient-centered structural intervention that links people with HIV who are newly diagnosed or returning to care within 72 hours.



Help groups ‘see and feel’ emerging knowledge.

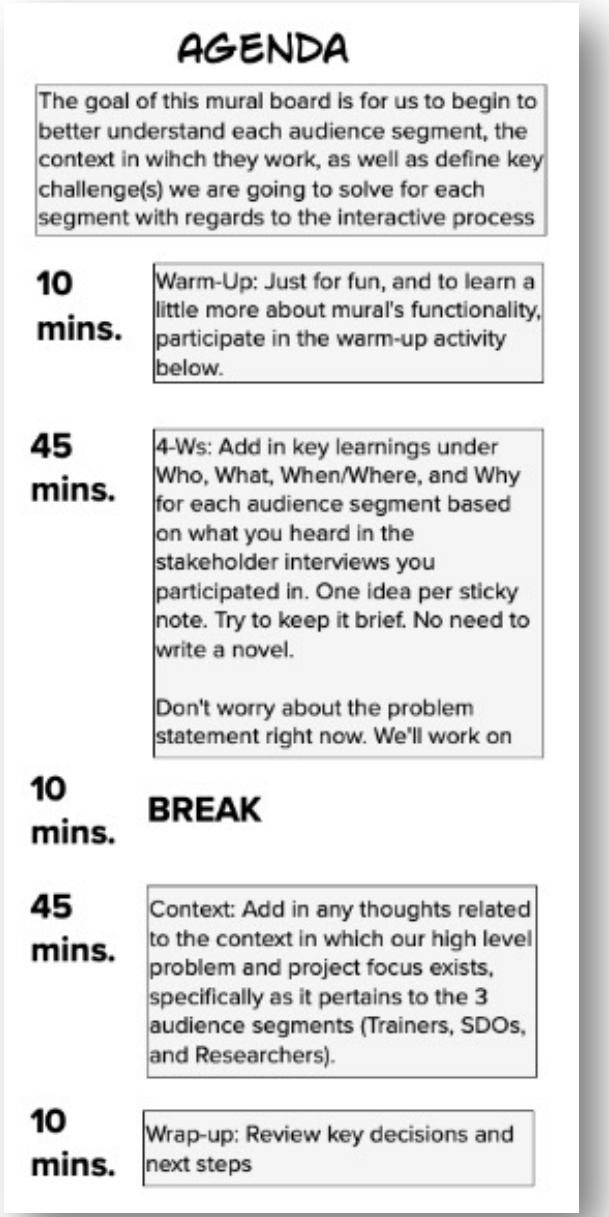
You CAN Keep People Engaged & Cultivate a Creative Mindset on Zoom!



Need Inspiration?

MURAL
https://www.mural.co/blog/online-warm-ups-energizers#energizers

DARESAY
https://checkin.daresay.io



3-4 Hours Max

Visual Agenda

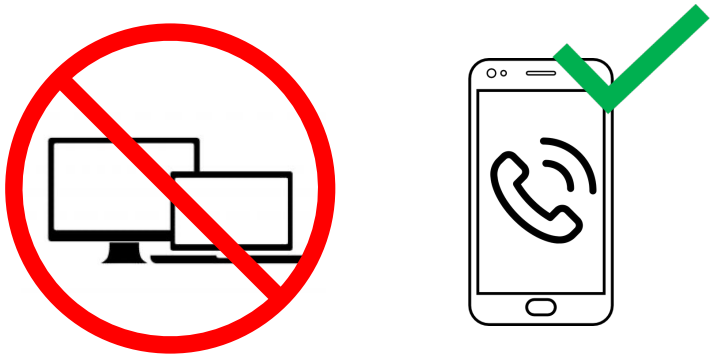
Time-Box Activities

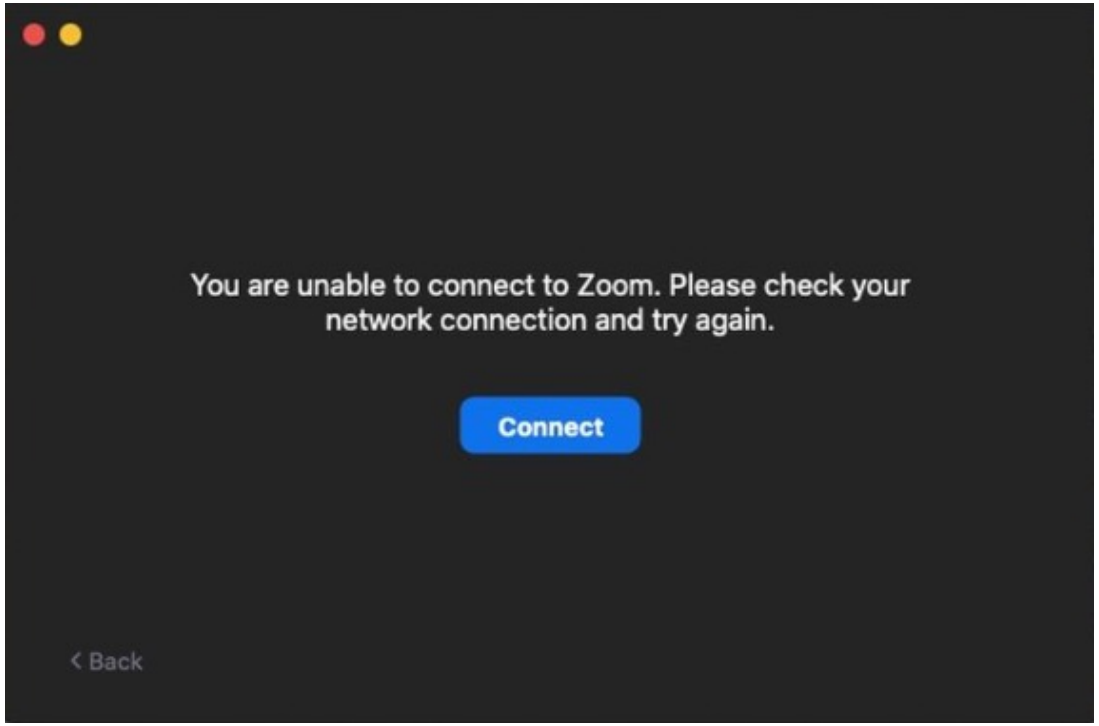
Shorter Activities

Schedule Breaks

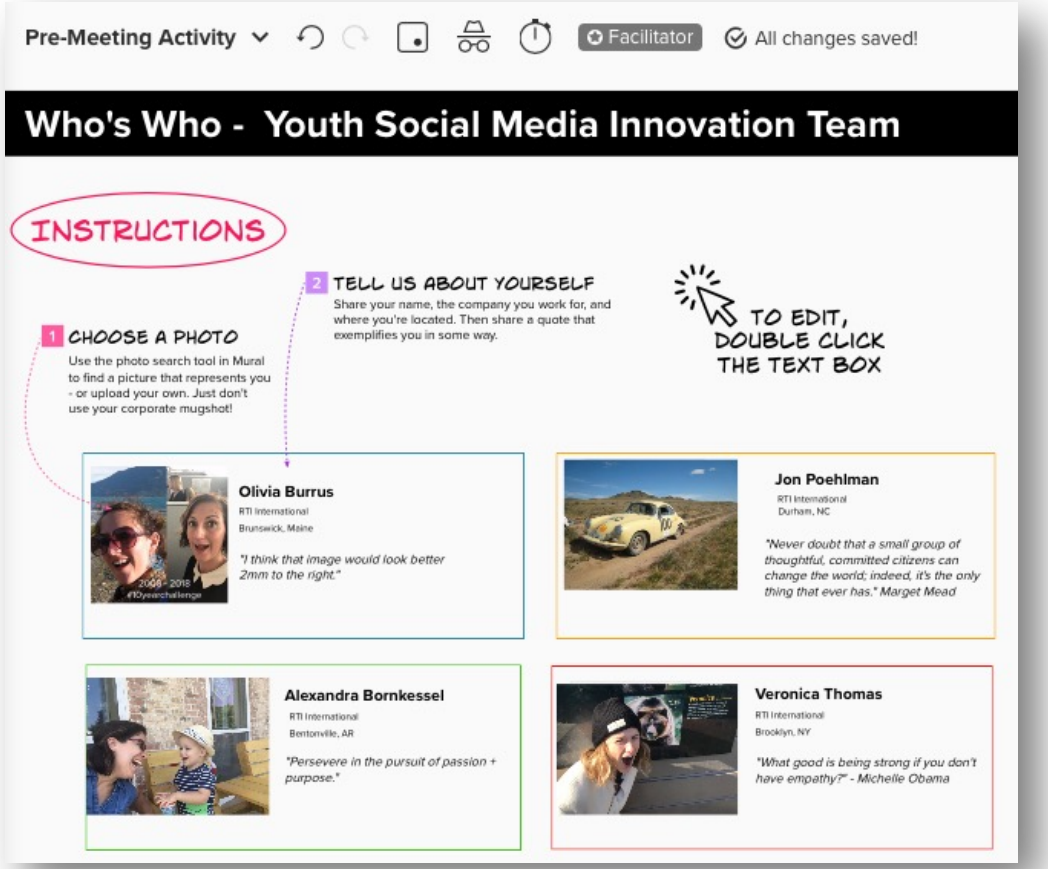
End on Time

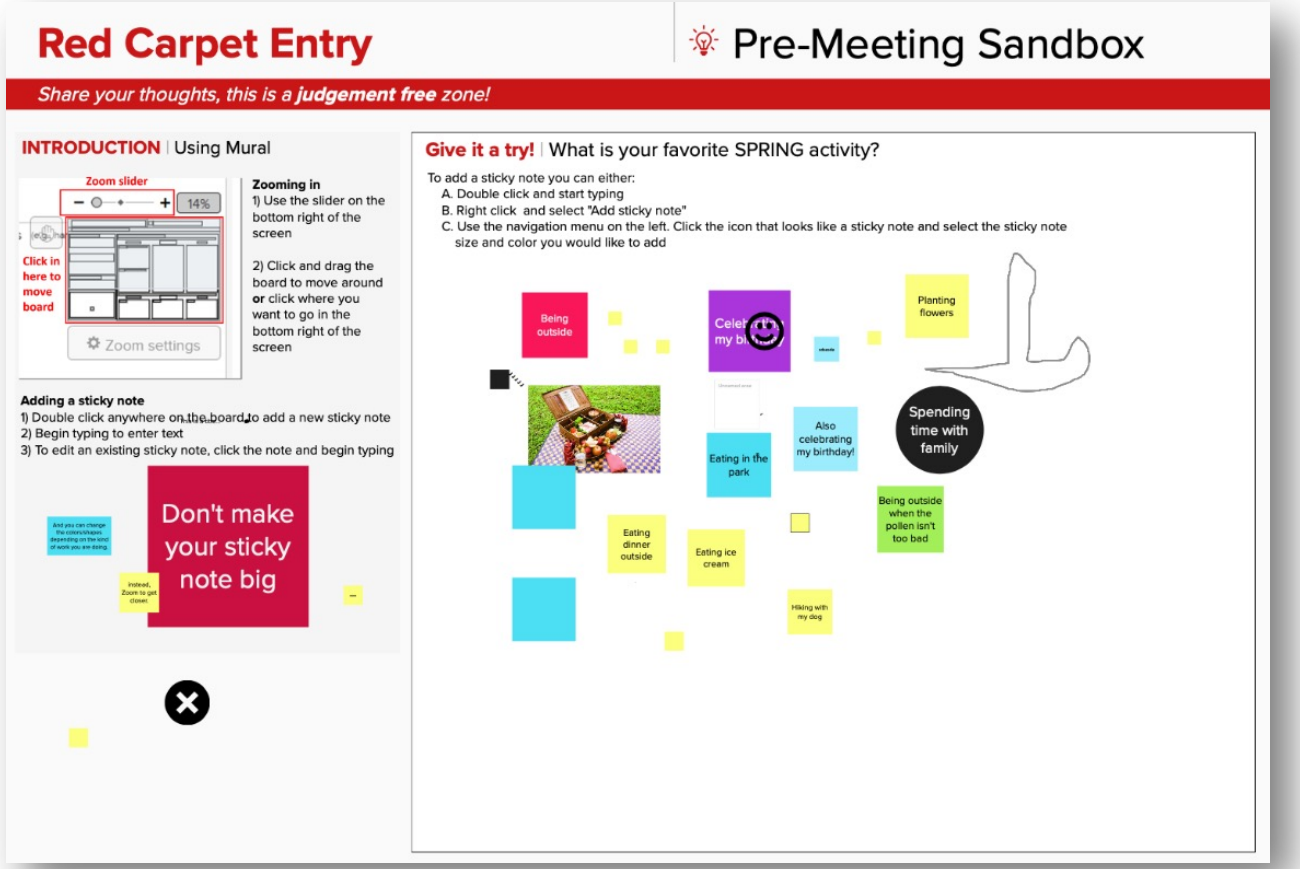
You’re on Mute: Tech Strugglers & Limited Tech Access



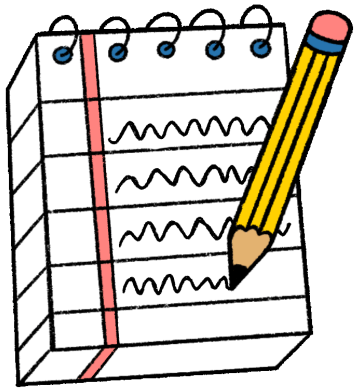


Give Participants Access to the Tech in Advance



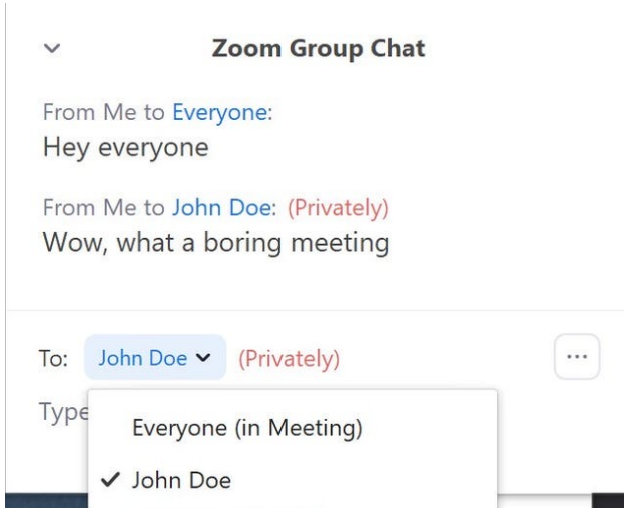


Always Have a Backup Plan!



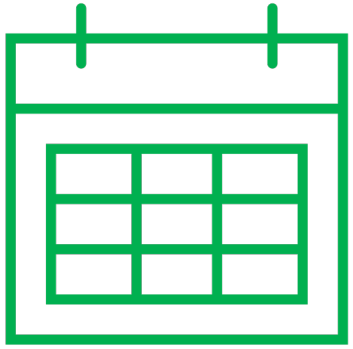
Individual Brainstorm on Paper

One (tech comfortable) Person Records Thoughts & Discussion on Virtual Whiteboard



Dot Vote Using Zoom Chat

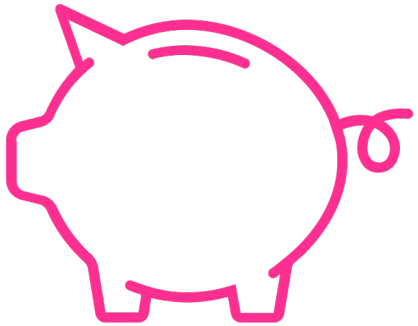
Don’t Forget, It’s Not ALL Bad



Scheduling

Travel

Accessibility



Budget

Asynchronous

Record Keeping