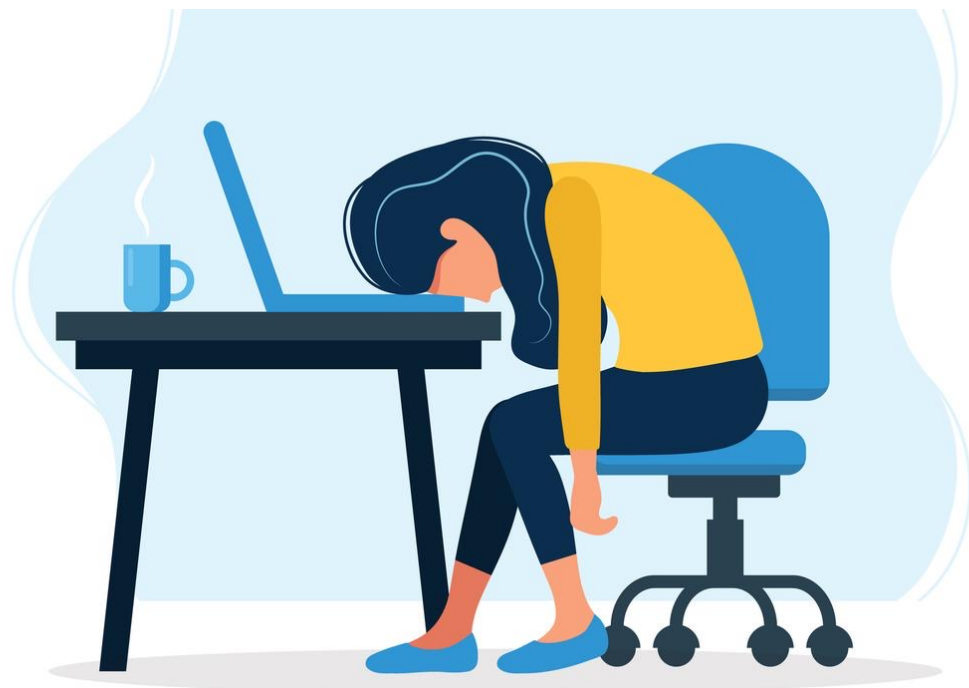


Not Another Zoom Meeting Please! Conducting Human Centered Design Activities in a Virtual World.



National Conference on Health
Communication, Marketing and Media

August 25, 2021

Olivia Burrus

Social Marketing and Digital Strategy Program
Center for Communication Science

Where are You Calling in From?



Virtual Collaboration Tools are Amazing! Embrace Them.



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.

Activity 2: RCE Readiness Checklist

What do implementing clinics need to assess within each domain?



Help groups 'see and feel' emerging knowledge.

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

WARM-UP

🕒 10 minutes



My One Island Item

If you were stranded on an island, what one item would you have with you?

Tip: Search for and add images from the left toolbar. Type the word "gif" to include GIFs in the results



Need Inspiration?

M U R A L

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

DARESAY

<https://checkin.daresay.io>

AGENDA

The goal of this mural board is for us to begin to better understand each audience segment, the context in which they work, as well as define key challenge(s) we are going to solve for each segment with regards to the interactive process

10 mins.

Warm-Up: Just for fun, and to learn a little more about mural's functionality, participate in the warm-up activity below.

45 mins.

4-Us: Add in key learnings under Who, What, When/Where, and Why for each audience segment based on what you heard in the stakeholder interviews you participated in. One idea per sticky note. Try to keep it brief. No need to write a novel.

Don't worry about the problem statement right now. We'll work on

10 mins.

BREAK

45 mins.

Context: Add in any thoughts related to the context in which our high level problem and project focus exists, specifically as it pertains to the 3 audience segments (Trainers, SDOs, and Researchers).

10 mins.

Wrap-up: Review key decisions and next steps

3-4 Hours Max

Visual Agenda

Time-Box Activities

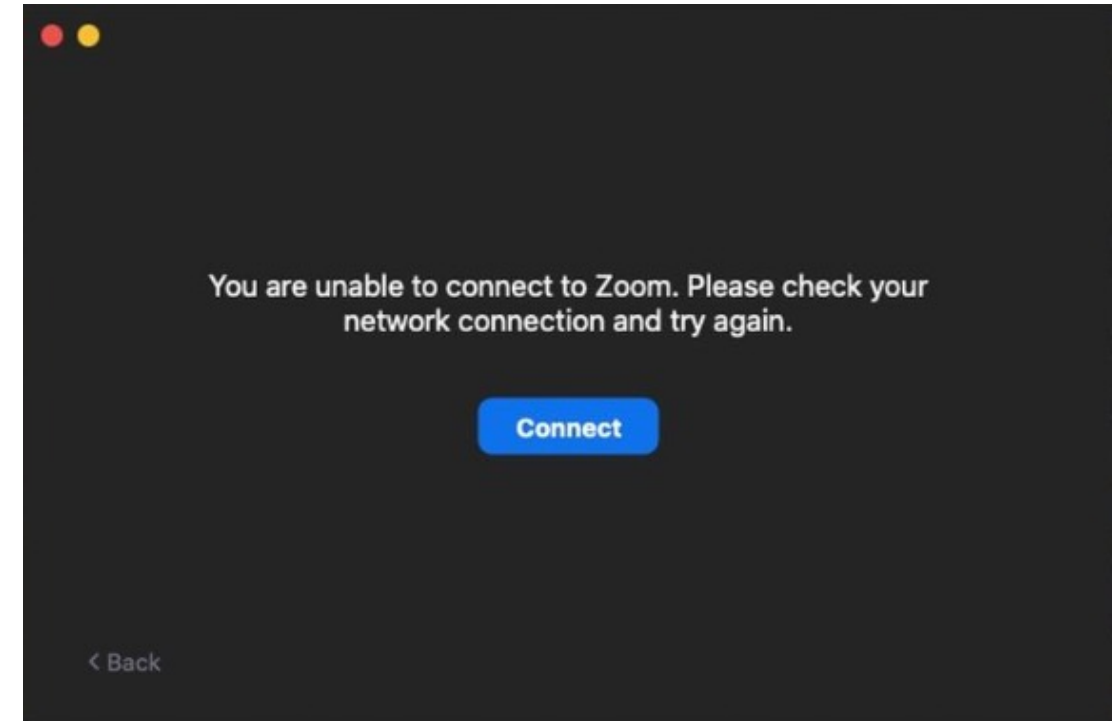
Shorter Activities

Schedule Breaks

End on Time

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

"Alice, turn your video on. No, it's the button on the bottom. Not that one, over to your left Jan, you're on mute. UNMUTE YOURSELF!"



Give Participants Access to the Tech in Advance


Pre-Meeting Activity ▾ ↺ ↻ 📄 🔍 ⌚ ⚙️ Facilitator ✓ All changes saved!

Who's Who - Youth Social Media Innovation Team


INSTRUCTIONS

- 1 CHOOSE A PHOTO**
Use the photo search tool in Mural to find a picture that represents you - or upload your own. Just don't use your corporate mugshot!
- 2 TELL US ABOUT YOURSELF**
Share your name, the company you work for, and where you're located. Then share a quote that exemplifies you in some way.


TO EDIT, DOUBLE CLICK THE TEXT BOX




Olivia Burrus
RTI International
Brunswick, Maine
"I think that image would look better 2mm to the right."



Jon Poehlman
RTI International
Durham, NC
"Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has." Marge Mead



Alexandra Bornkessel
RTI International
Bentonville, AR
"Persevere in the pursuit of passion + purpose."



Veronica Thomas
RTI International
Brooklyn, NY
"What good is being strong if you don't have empathy?" - Michelle Obama

Red Carpet Entry

Share your thoughts, this is a judgement free zone!

Pre-Meeting Sandbox

INTRODUCTION | Using Mural


Zoom slider
Click in here to move board
Zoom settings

Zooming in
1) Use the slider on the bottom right of the screen
2) Click and drag the board to move around or click where you want to go in the bottom right of the screen

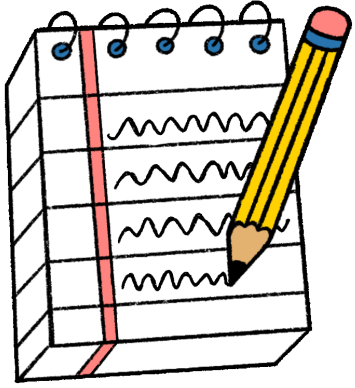
Adding a sticky note
1) Double click anywhere on the board to add a new sticky note
2) Begin typing to enter text
3) To edit an existing sticky note, click the note and begin typing

Give it a try! | What is your favorite SPRING activity?

To add a sticky note you can either:
A. Double click and start typing
B. Right click and select "Add sticky note"
C. Use the navigation menu on the left. Click the icon that looks like a sticky note and select the sticky note size and color you would like to add



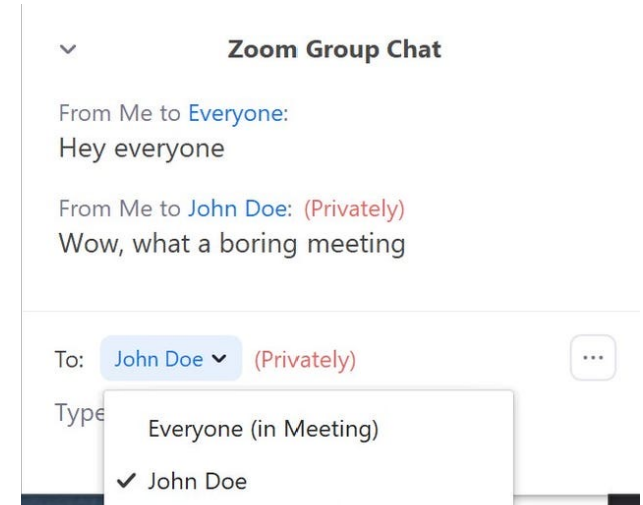
Always Have a Backup Plan!



Individual Brainstorm
on Paper

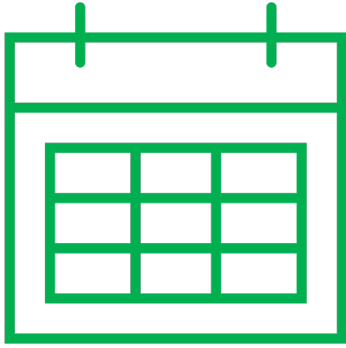


One (tech comfortable) Person
Records Thoughts & Discussion on
Virtual Whiteboard



Dot Vote Using Zoom Chat

Don't Forget, It's Not ALL Bad



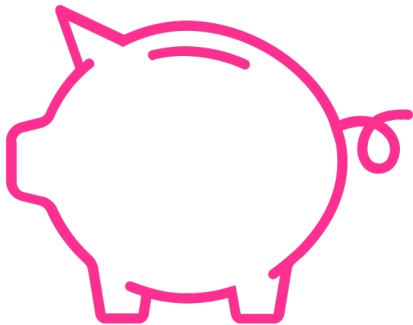
Scheduling



Travel



Accessibility



Budget



Asynchronous



Record Keeping