

the importance of knowing

**what participants
said!**

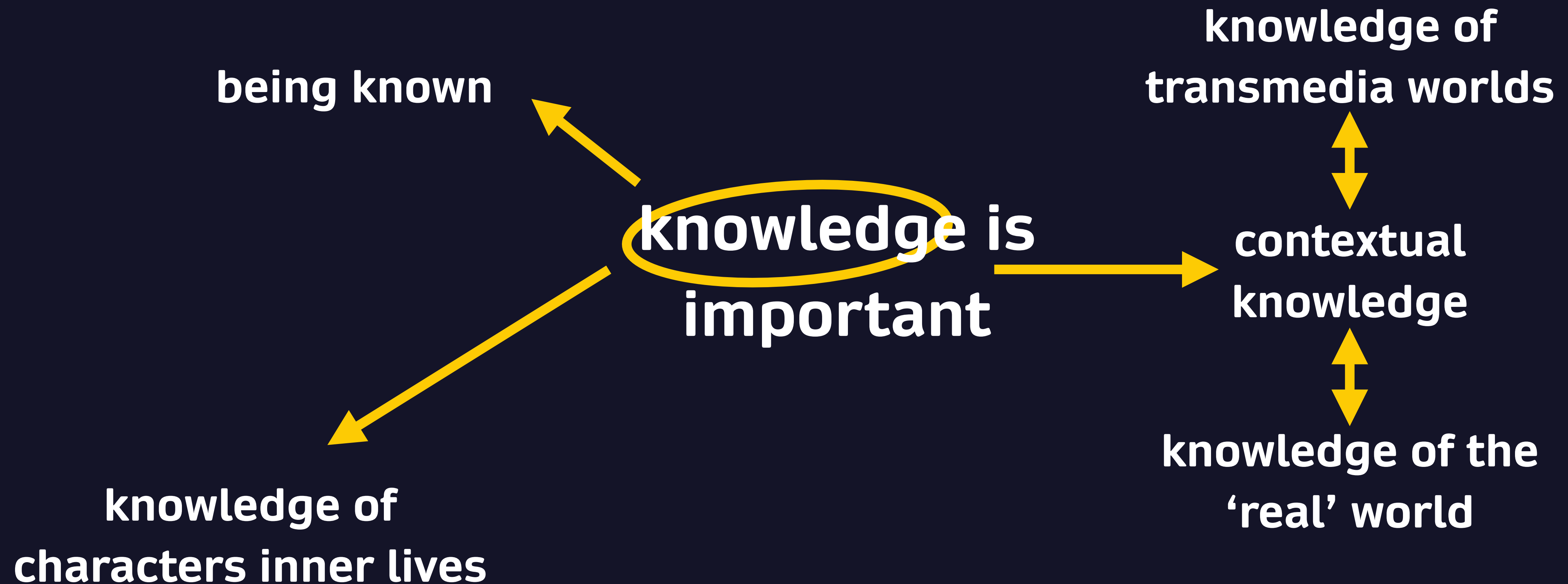
the importance of knowing

one-to-one character interactions made
participants feel like the character knew them
personally

what participants
said!



the importance of knowing



what participants said!