

## the importance of knowing

## what participants said!







## the importance of knowing

participants didn't just want to know about the characters themselves!

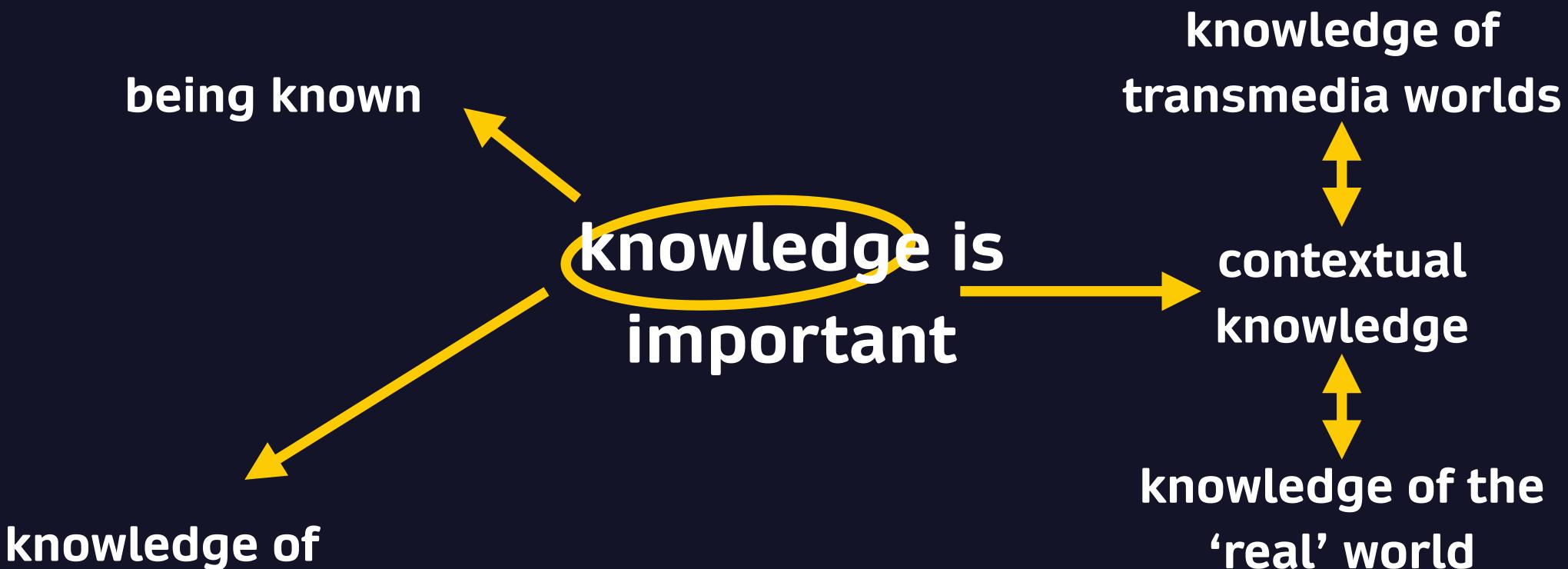
what participants said!





## the importance of knowing

characters inner lives



what participants said!