





the importance of knowing

**what participants  
said!**







# the importance of knowing

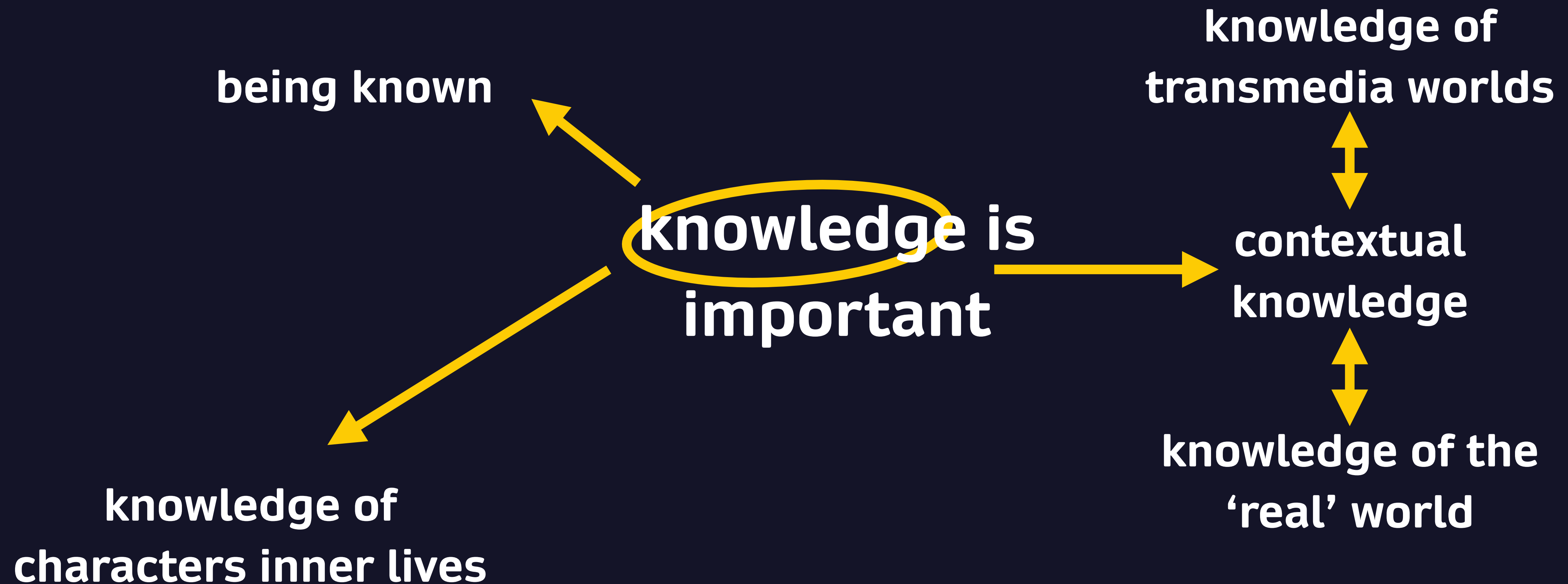
participants wanted to know the world in which characters live, not just characters themselves

what participants said!





# the importance of knowing



what participants  
said!