





the importance of knowing

**what participants  
said!**







# the importance of knowing

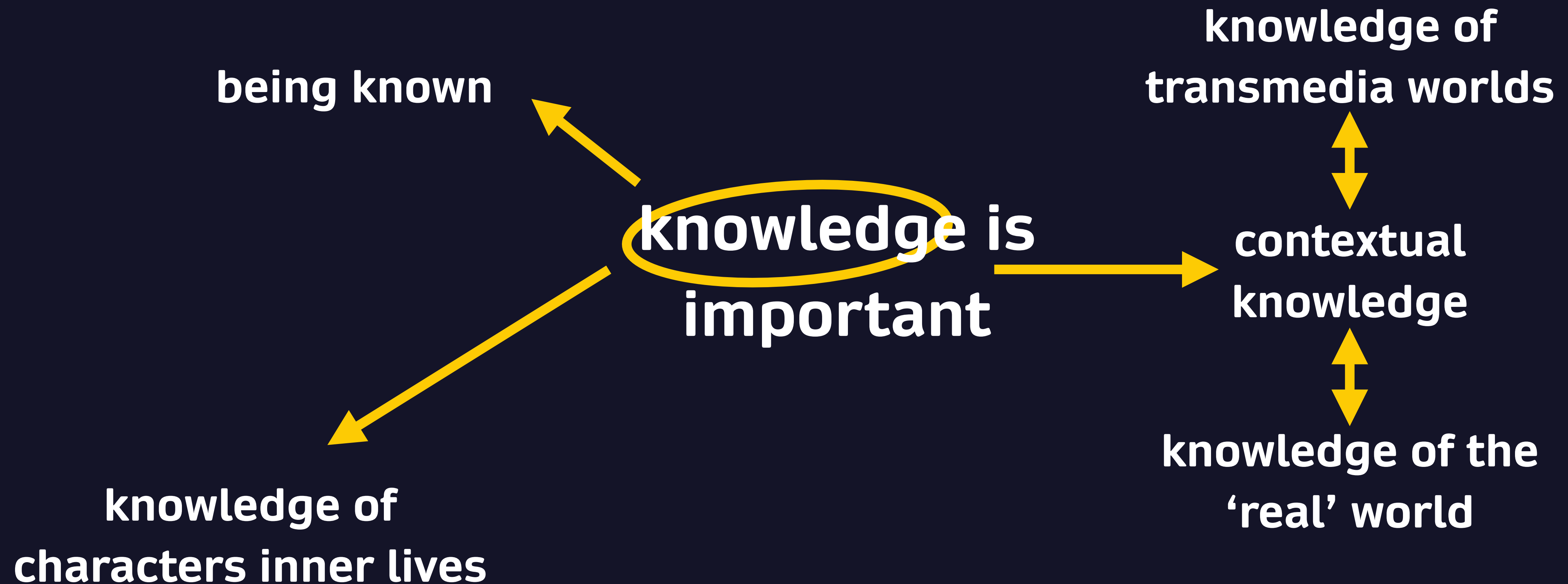
participants didn't just want to know about  
the characters themselves!

what participants  
said!





# the importance of knowing



what participants  
said!