





the importance of knowing

**what participants  
said!**







# the importance of knowing

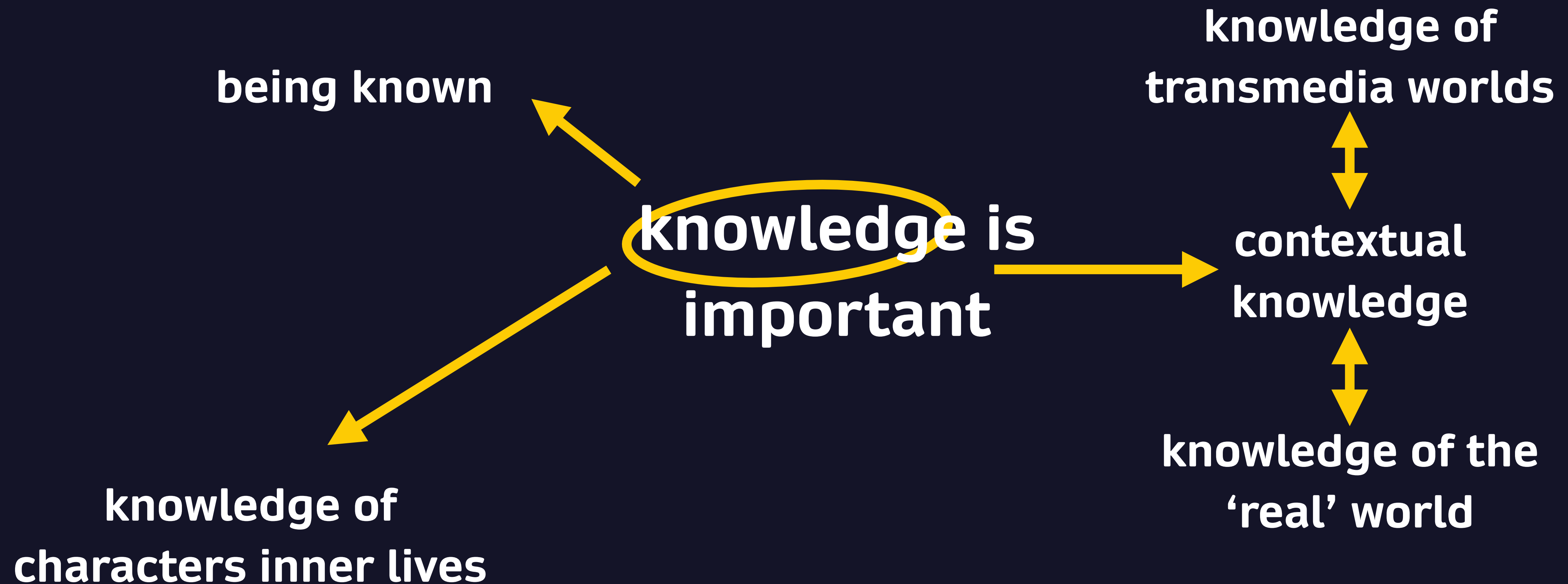
one-to-one character interactions made  
participants feel like the character knew them  
personally

what participants  
said!





# the importance of knowing



what participants said!