



Whole-Room Research Capabilities

CAPABILITY STATEMENT

Research. Evaluate. Understand.
Design better for everyone.



Human & Audience Research



Experience & Usability Testing



IEER™ Experience Evaluation



Dwell Reports™



Open & Closed Rooms



Strategic Research & Insights



Insight Synthesis & Reporting



Whole Room Research™ by PLAYSTRUCK is a research and evaluation practice that helps organizations better understand the people, products, services, programs, brands, environments, and systems they create.

Grounded in the Whole Room Theory™ and Multiminded Design™, we combine established research practices with proprietary frameworks to support planning, innovation, evaluation, and transformation.

Every engagement is intentionally designed around your question: not a predetermined methodology.

CORE CAPABILITIES

01 RESEARCH & DISCOVERY

Helping organizations better understand people, communities, experiences, products, services, brands, environments, and systems.

EXAMPLES INCLUDE

- Audience & Stakeholder Research
- Brand & Ecosystem Research
- Curriculum & Learning Research
- Product, Service & Experience Research
- Museum, Exhibit & Visitor Research
- Community Engagement Research
- Journey & Ecosystem Mapping

02 EXPERIENCE TESTING & VALIDATION

Reducing uncertainty before implementation through structured research and testing.

EXAMPLES INCLUDE

- Product & Experience Testing
- Character, Brand & Content Testing
- Illustration, Signage & Wayfinding Evaluation
- Playtool™ Testing
- Curriculum, Product Kit & Packaging Evaluation
- Public Communication Evaluation
- Scenario Testing
- Usability Testing
- Concept & Prototype Testing
- Playtesting

03 INTEGRATED EXPERIENCE EVALUATION & RESEARCH (IEER™)

Expert-led evaluations designed to understand how experiences perform in the real world. Applications include products, services, programs, museums, exhibits, brands, ecosystems, public initiatives, curriculum, digital experiences, physical environments, and community experiences.

SUPPORTING PROPRIETARY EVALUATIONS

- IEER™ Reports
- Dwell Reports™
- Experience Evaluations
- Ecosystem Evaluations

04 OPEN & CLOSED ROOMS

Purpose-built research engagements designed around your organization's goals.

- Open Research Communities
- Participant Recruitment & Screening
- Multi-Stakeholder Research
- Confidential Research Engagements
- Executive Interviews
- Co-Design Sessions
- Longitudinal Research
- Moderation

05

STRATEGIC INSIGHT & TRANSFORMATION

Research should do more than answer questions. It should help organizations make better decisions. Whole Room Research helps organizations translate research into meaningful action through strategic recommendations, implementation priorities, and future opportunities.

DELIVERABLES MAY INCLUDE

- Executive Briefings
- Research Insight Reports
- Opportunity Identification
- Strategic Recommendations
- Experience Requirements
- Product Requirements
- Communication Recommendations
- Curriculum Recommendations
- Transformation Strategies
- IP & Ecosystem Expansion

06

INDUSTRIES SERVED

Whole Room Research partners with organizations across the public, private, nonprofit, and cultural sectors, including:

- Federal, State & Local Government
- Education
- Higher Education
- Healthcare
- Museums & Cultural Institutions
- Nonprofit Organizations
- Foundations
- Consumer Products
- Retail
- Technology
- Workforce Development
- Corporate Innovation
- Community Organizations

WHY WHOLE ROOM RESEARCH

**People are
never just
one thing.**

Products, services, programs, and experiences rarely impact only one audience. Whole Room Research helps organizations understand the broader relationships, environments, systems, and moments surrounding every decision: creating stronger experiences and more confident outcomes.

SELECTED EXPERIENCE

TRUSTED BY



TEAM BACKGROUND

Sesame Workshop · MIT Media Lab · Disney · Khan Academy Kids · Syracuse University Partnerships · Independent PhD Cognitive Researchers

CAPABILITY CODES

NAICS classifies the industry a business is in. PSC / FSC describe what a federal agency is buying. SIC is the older industry system some state and prime-contractor forms still ask for.

NAICS

541910 (primary) · 541720 · 541611 · 541612 · 541613 · 541618 · 541690 · 611430 · 611710 · 712110

PSC / FSC

B506 · B599 · R407 · R408 · R499 · U004 · U008 · U009 · U099

SIC

8732 · 8742 · 8748

CERTIFICATIONS

NYS MWBE (WBE + MBE) · File ID 74111 · valid through Sept 5, 2030 · EIN 93-4322790

