

Whole Room Research™ Capabilities

CAPABILITY STATEMENT

**Research. Evaluate. Understand.
Design better for everyone.**

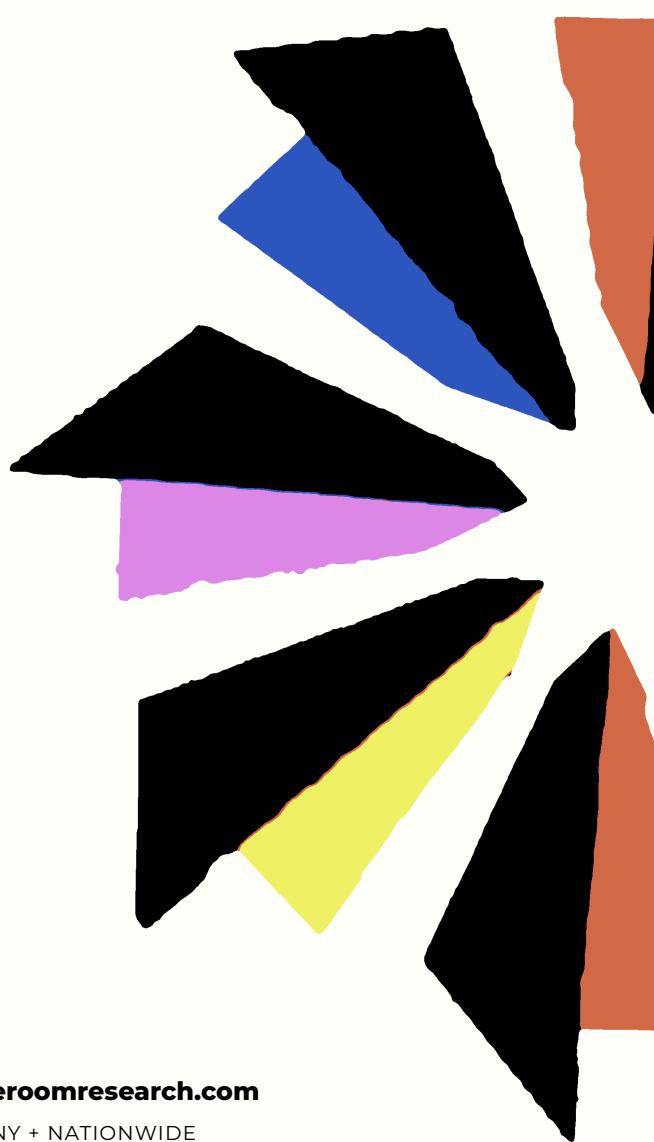
- 01 Experience + Ecosystem Evaluation**
- 02 Audience + Human Insight**
- 03 Program + Impact Evaluation**
- 04 Opportunity + Growth Research**
- 05 Measurement + Learning**

Delivered through IEER™, Open + Closed Rooms and Dwell Reports™.

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● NYS CERTIFIED MWBE ● MINORITY WOMAN-OWNED ● ROCHESTER, NY + NATIONWIDE

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People are never just one thing.

We help organizations understand the people they serve and the whole ecosystem around them: what's working, what's in the way and where the opportunity is.

Grounded in Whole Room Theory™ and Multiminded Design™. Every engagement is designed around your question, not a predetermined methodology.

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01 **Research & Evaluation**

UNDERSTAND

The research and evaluation arm of PLAYSTRUCK.

TWO WAYS INTO THE ROOM

For organizations

Research and evaluation you can act on.

START THE CONVERSATION

For people

Share your perspective and help shape what gets made.

STEP INTO AN OPEN ROOM

Core capabilities

01

Experience + Ecosystem Evaluation

- Journey + ecosystem mapping
- Museum + visitor research
- Usability testing

02

Audience + Human Insight

- Audience + stakeholder research
- Community engagement
- Co-design sessions

03

Program + Impact Evaluation

- Program evaluation
- Curriculum + learning research
- Communication evaluation

04

Opportunity + Growth Research

- Brand + ecosystem research
- Concept + prototype testing
- Playtesting

05

Measurement + Learning

- Baselines + benchmarks
- Before + after measurement
- Longitudinal research

Every engagement ends in a report you can act on.

OUR PROPRIETARY EVALUATION

Integrated Experience Evaluation Report (IEER™)

A 360° evaluation of your whole ecosystem, or one part of it, showing what to prioritize next. Five levels, scaled to the question.

[WHOLEROOMRESEARCH.COM/IEER](https://wholeroomresearch.com/ieer)

RESEARCH COMMUNITIES

Open + Closed Rooms

Open Rooms welcome the public. Closed Rooms are confidential and by invitation.

WHAT YOU RECEIVE

Reports

IEER™ Reports
Dwell Reports™
Research Insight Reports
Capture Summaries

AFTER THE REPORT

What happens next is your call.

Whole Room finds the opportunity. PLAYSTRUCK builds the response.

01

Act on it with your team

02

Take it to another firm

03

Build with PLAYSTRUCK

playstruck.com

SELECTED EXPERIENCE • TRUSTED BY



TEAM BACKGROUND Sesame Workshop • MIT Media Lab • Disney • Khan Academy Kids • Syracuse University • PhD cognitive researchers

INDUSTRIES SERVED

- Government
- Education
- Museums + culture
- Healthcare
- Nonprofits + foundations
- Consumer products + retail
- Technology
- Workforce development

CAPABILITY CODES + CERTIFICATIONS

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



UNDERSTAND THE WHOLE ROOM

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