CLIENT CAPABILITIES

PLAYSTRUCK

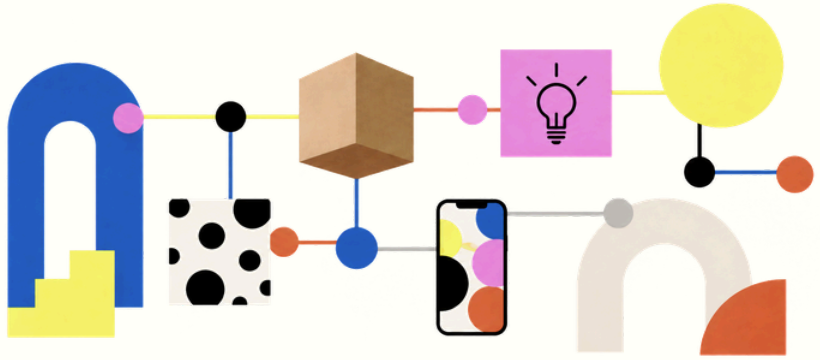
SEE OUR WORK
playstruck.com/work

AWARD-WINNING COGNITIVE DESIGN + INNOVATION STUDIO

NYS CERTIFIED MWBE **MINORITY WOMAN-OWNED** **ROCHESTER, NY + LOS ANGELES (NATION WIDE)**

See more. Know what to do next. Build what matters.

PLAYSTRUCK is a minority woman-owned studio helping organizations understand what's actually happening, determine what needs to change and how it connects, and create what needs to exist next.



EXPERIENCE BEHIND THE STUDIO

Capital One • Cornell • MIT Media Lab • Disney • Make-A-Wish • FAA • U.S. Department of Defense • BEGiN / Little Passports

Our team brings experience working with and for leading organizations across business, government, education, technology, learning and social impact.

OUR PROPRIETARY STARTING POINT

Integrated Experience Evaluation Report (IEER™)

A proprietary 360° evaluation of an entire ecosystem, or a focused part of it. It shows what's happening, why, for whom, what's working, what's getting in the way, where opportunity exists and what to prioritize next.

WHOLEROOMRESEARCH.COM/IEER

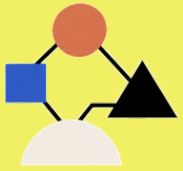


01

Research & Evaluation

UNDERSTAND

Understand what's happening, why, and for whom. Whole Room Research™ and the IEER™ establish the evidence base.



02

Strategy & Ecosystems

DETERMINE + CONNECT

Determine what should stay, what needs to change, what's missing, what depends on what, and how the pieces should work together.



03

Invention & Design

CREATE + DEVELOP

Create and develop what people actually encounter: products, programs and learning, experiences, creative, media, brands and IP.

The scope follows the problem. Not a predetermined package.

Every Strategy & Ecosystems and Invention & Design engagement begins with an IEER™. Research returns whenever the work calls for more evidence.

START A CONVERSATION • PLAYSTRUCK.COM

CAPABILITIES

Understand. Determine + connect. Create + develop.

PLAYSTRUCK



01 Research & Evaluation

Experience + Ecosystem Evaluation
Evaluate the whole ecosystem or a focused part to see what is shaping the experience and outcome.

Audience + Human Insight
Understand who people are, what they need, how they behave and how experience differs by audience and context.

Program + Impact Evaluation
Determine how well a program, initiative or experience is achieving its intended purpose and where it can improve.

Opportunity + Growth Research
Uncover unmet needs, gaps, new audiences, applications and opportunities for growth or expansion.

Measurement + Learning
Establish baselines, measure change and turn evidence into learning that informs what happens next.



02 Strategy & Ecosystems

Direction + Transformation
Turn an ambition, challenge or opportunity into a clearer direction and determine what needs to change.

Experience Strategy
Define how an experience should work across people, moments, channels, services, environments and contexts.

Brand + Narrative + Design Systems
Create the strategic story, principles and systems that keep a brand or idea coherent as it grows and changes.

Standards + Activation
Set the standard and make it usable across teams, partners, markets and cultures.

Communications + Clarity
Make complex ideas, information, strategies and change easier to understand, navigate and act on.

Learning + Enablement
Determine what people need to understand, learn and be able to do for a new direction to take hold.

Growth + Expansion
Identify where something with value can reach new audiences, markets, applications, partnerships or opportunities.

Alignment + Adoption
Help the people carrying a direction forward understand it, work from it and make effective decisions.



03 Invention & Design

Product + Service Design
Create or evolve products, services and offerings around human needs, behaviors and opportunities.

Program + Learning Design
Create programs and learning experiences that help people understand, participate, practice and build capability.

Experience Design
Design what people actually encounter across digital, physical, service, environmental and hybrid experiences.

Creative + Multimedia + Content
Develop creative direction, storytelling, content and multimedia that give an idea expression and meaning.

Entertainment + Media Development
Develop entertainment and media concepts, including children's and educational entertainment and interactive formats.

IP + Narrative + Worldbuilding
Create and expand original concepts, characters, stories, worlds and narrative systems.

Brand Development
Create or evolve a brand's identity, meaning, expression and behavior.

Activations + Events + Exhibits
Create physical and hybrid experiences people can enter, explore, participate in, learn from and remember.



WE ALSO BUILD OUR OWN
PLAYSTRUCK Originals™
Evaluators • Playtools™
Experiences + IP
Partnerships + Licensing

FEDERAL / PROCUREMENT

NAICS
541611 Management Consulting · 541618 Other Management Consulting · 541430 Graphic Design · 541490 Other Specialized Design · 541910 Marketing Research / Public Opinion · 541720 Social Sciences / Humanities R&D · 611430 Professional / Management Development Training · 611710 Educational Support Services

Business status
NYS Certified MWBE
Minority woman-owned
Certification numbers on request

SEE THE WORK • PLAYSTRUCK.COM/WORK
hello@playstruck.com • +1 585-210-0516 • Rochester, NY •
Remote + Nationwide

AWARD-WINNING MINORITY WOMAN-OWNED