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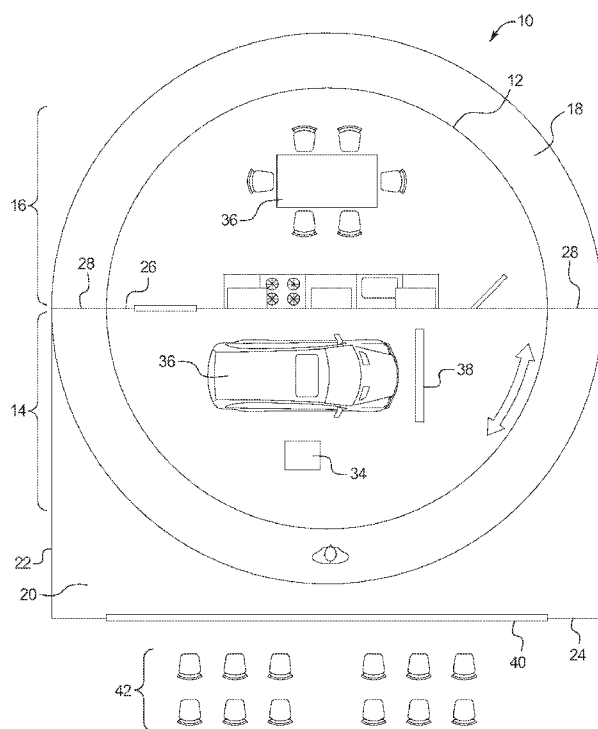
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[Continued on next page]

- (54) Title: APPARATUSES FOR PERFORMING CONSUMER RESEARCH AND METHODS FOR USING SAME

FIG. 1



(57) Abstract: Apparatuses for performing consumer testing and methods for using same are provided. Methods for administering consumer research are also provided. In a general embodiment, the present disclosure provides apparatuses having a rotatable platform with at least one divider separating the platform into at least two sections, where each of the at least two sections includes a life-like scenario configured for use by a consumer participant during a consumer research test. Such apparatuses provide flexibility and efficiency of time, space and cost for performing consumer research since the research may be performed in a timely fashion, in a number of different life-like scenarios, in a limited amount of space, and may be directly observed from one location or using one set of audio/visual equipment.



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