CLAIMS

The invention is claimed as follows:

1. An apparatus for performing consumer research, the apparatus (10) comprising:
a rotatable platform (12) comprising at least one divider (26) separating the platform into at least two sections (14,16), each of the at least two sections comprising a life-like scenario configured for use by a consumer participant during a consumer research test, and
at least one stationary platform (18) at least partially surrounding the rotatable platform (12) for facilitating the consumer participant to access to different sections (14,16) of the rotatable platform, and wherein the apparatus further comprises at least one observation device selected from the group consisting of a camera, a microphone, a one-way mirror, a window, a television, or combinations thereof.

2. The apparatus according to Claim 1, wherein the divider (26) is selected from the group consisting of a wall, a curtain, a panel, and combinations thereof.

3. The apparatus according to Claim 2, wherein the wall is selected from the group consisting of stationary, moveable, foldable, collapsible, and combinations thereof.

4. The apparatus according to Claim 1, wherein the divider (26) comprises a cut-out portion selected from the group consisting of a window, a door, and combinations thereof.

5. The apparatus according to Claim 1, wherein the rotatable platform (12) comprises a trap door (34).

6. The apparatus according to Claim 1, wherein the rotatable platform (12) rotates using a force selected from the group consisting of manual, mechanical, hydraulic, pneumatic, and combinations thereof.

7. The apparatus according to Claim 1, wherein the life-like scenario includes stimuli selected from the group consisting of visual, audible, aroma, texture, and combinations thereof.