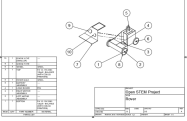
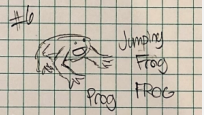
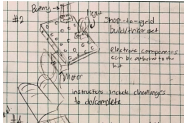
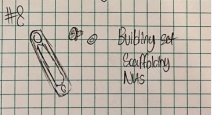





Decision Matrix								Expert Criteria		Total
	Affordability	Durability	Modularity	Complexity	Safety	Reusability	Aesthetics	Co-play Support	Gender Neutrality	
	4	4	5	4	3	4	4	4	5	37
	3	3	1	2	5	5	5	1	5	30
	4	3	5	3	4	4	2	3	5	33
	5	4	4	2	3	3	3	2	5	31
	2	2	5	5	4	3	5	3	4	33
	3	4	3	3	3	3	4	2	3	28
	1	4	2	4	5	5	3	2	5	31

Description of Criteria

Affordability	Cost-accessible to families (under \$30-40)?
Durability	Built to withstand extended play without breaking?
Modularity	Can be used in multiple ways/configurations?
Complexity	Appropriately challenging without frustrating?
Safety	No small parts/hazards for younger users?
Reusability	No consumables; can be used repeatedly? Also ties into durability.
Aesthetics	Does it look appealing to a marketable audience?
Co-play Support	Does it facilitate meaningful guardian-child interaction? (expert, Dr. Nancy Dayne)
Gender Neutrality	Avoids stereotyped themes/colors that limit appeal? (expert, Dr. Grace Paradis)