

Similar Selection Matrix

		RATINGS			
Criteria	WEIGHT	Butterfly EduFields	WhalesBot B3 Pro	Rurvale Magnetic Tiles	Proposed Kit
Meets STEM Depth / Device Purpose		3 - themed builds, shallow mechanics	4 - intro coding, but limited logic	2 - spatial play only	5 - NGSS aligned, authentic inquiry
Instructional Clarity		3 2 - confusing instructions	3 - clearer, but repetitive	2 - simple but minimal guidance	5 - clear, scaffolded notebook-based
Customer Needs (Affordability, Durability, Access)		5 3 - mid-price, reusable	1 - very expensive	4 - affordable, low depth	5 - mid-price, durable, reusable
Expert Alignment (Inquiry, Gender-Neutral, Caregiver Role)		4 1 - explicitly "for girls"	4 - neutral, but shallow	2 - gendered packaging	5 - gender neutral, inquiry-driven, caregiver scaffolds
OVERALL VALUE	17	9	12	10	17

