

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

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