

Name: Matthew Jeide

Date: 10/27/2025

**W11: Element C 6.0 Expert Review-PR1 Project Proposal Feedback Analysis****INTRODUCTION****Expert Review:**

- Evidence provided of expert review of the design requirements.
- Evidence provided of consumer reviews of the design requirements.
- Discussion of comments and thoughts provided by experts/consumers.
- Discussion of changes made in design requirements/benchmarks as a result of the design review by those stakeholders.

The purpose of the Project Proposal is to determine whether the **problem** you have identified is worth pursuing. The Project Proposal is also an indication of whether you and your team have researched the problem thoroughly enough that you can be considered experts on the problem.

- Is seeking a solution to the problem justified when the effort is balanced against the cost and effort?
- Is the problem you identified **valid** (recognized by a credentialed source)?
- Are you an expert on the problem?

**Professional Panel 25-26**

In a paragraph, describe how the feedback from the panel was useful in understanding the voice of the customer. Each member must answer the following questions independently.

1. What feedback did you receive, and why was it useful?

The panel mostly asked for clarification about our design and how we plan to market it. This was useful because it showed we need to better explain our strategy for reaching parents who might be skeptical about buying construction toys for their daughters. Their questions revealed we hadn't fully thought through how to communicate our product's value to traditional families who are used to gendered toys.

2. What are some of the customer requirements suggested by the panel?

The panel emphasized we need a clear plan to reach girls without using stereotypical pink packaging. Key requirements include: convincing traditional parents that building toys benefit daughters, creating messaging that focuses on learning and skills rather than gender, and making sure the product appeals to both kids and the parents making the purchase. They also

Name: Matthew Jeide

Date: 10/27/2025

asked how we position this as good for girls without falling into the same traps we're criticizing.

3. Will you be able to generate new ideas to brainstorm?

Yes. The feedback opened up new areas to explore, especially around marketing. We can brainstorm ways to highlight real female engineers, create messaging that addresses parent concerns directly, and develop examples of girls successfully using mechanical toys. We can also think through co-play scenarios that show parents how to support their daughters' learning and come up with packaging that signals inclusivity without gender stereotypes.

4. What improvements should you make to your proposal?

We need to add a stronger marketing section that explains how we'll reach traditional parents. This should include: sample messaging that challenges gender stereotypes without alienating buyers, clear explanation of our target audiences (progressive vs. traditional families), and specific tactics like testimonials or demo videos. We also need to better explain our branding approach—how we achieve "neutral" design while still making it clear that girls are encouraged to use this product.

5. Are you an expert on the problem and why is customer feedback important?

We're building expertise through our research and market analysis, but the panel showed us we need to better understand how traditional parents make purchasing decisions, especially when it comes to non-stereotypical toys. Customer feedback is critical because it tests our assumptions and reveals gaps in our thinking. The panel caught issues we hadn't considered, which shows that real feedback helps us create practical solutions, not just good-looking research.

**[UPDATED PROJECT]**

6. What changes to your design were a direct result of the feedback provided by your customer, expert, or panel of judges? Discuss the factors that influenced your updated design.

Based on the panel feedback, we're planning several changes. First, we'll create a detailed marketing strategy that shows how to pitch our product to traditional parents while staying true to gender-neutral design. This includes sample messaging and partnerships with female STEM role models.

Second, we'll enhance our guardian co-play guide with conversation starters that help parents explain why mechanical learning matters for daughters. This directly addresses the panel's concern about breaking into the traditional market.

Third, we'll do targeted research with parents who currently buy gendered toys to understand

**Name:** Matthew Jeide**Date:** 10/27/2025

their concerns and decision-making process. This will shape our pilot testing and help us collect testimonials that resonate with skeptical buyers.

Finally, we'll develop clearer brand identity materials that balance our research-based approach with accessible, welcoming messaging. These changes reflect our understanding that having a good product isn't enough. We need to communicate its value effectively to people who might be hesitant about challenging gender norms in toys.

In an effort to thank the panel, we will be designing personalized thank-you cards for each of the panel members using Canva. In your group, each member is assigned to write a thoughtful thank-you note to one of the panel members.

**Attach the card link below.**



**THANK  
YOU!**

Name: Matthew Jeide

Date: 10/27/2025

Thank you for reviewing our project proposal and providing valuable feedback. Your questions about our marketing strategy and how to reach traditional buyers really helped us see where our proposal needed more work.

We appreciate your time and expertise. Your feedback will make both our product and our marketing approach much stronger.

*Sincerely, Team M.O.D.O*