

## W3: EDD Element A Interview Experts

### Interview Information

(minimum of two per team member)

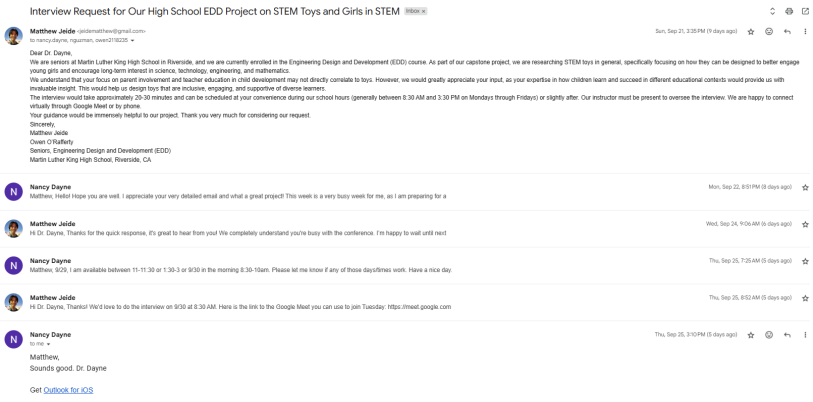
Meeting Date: 9/30/25

Meeting Location: Virtual Meet

Team Members Attending: Matthew Jeide, Owen O'Rafferty

### Problem Statement:

First Name Last Name	Nancy Dayne
Field of Study	Child Development
Consultant WorkSite/Role	Professor at California State University, Long Beach
Contact Information	Phone: 562.985.4491      Email: <a href="mailto:nancy.dayne@csulb.edu">nancy.dayne@csulb.edu</a>
Date Scheduled and Time	9/30/25 at 8:30am
Type of Interview*	Virtual Meet (Google Meet)
Questions and Response Summary	<p>Questions</p> <ul style="list-style-type: none"> <li>How does gendered marketing influence parent-child interaction with STEM toys?</li> <li>Would dual marketing (gender-neutral + "STEM for girls") be beneficial in reaching a wider audience?</li> <li>What types of toys (construction, coding, robotics, etc.) are most effective in sparking interest in STEM?</li> <li>How can parental involvement be encouraged?</li> <li>Fundamentally, do boys and girls learn any differently due to biology and or society?</li> </ul> <p>Obstacles</p> <ul style="list-style-type: none"> <li>Socialization and ingrained gender norms influence parents' choices.</li> <li>Parental prejudice may influence the purchase of gender-inclusive or specific products.</li> <li>Parental familiarity with STEM (e.g., coding) may influence their purchasing decisions.</li> </ul>
Voice of the Expert	<p>The expert reinforced that children do not inherently differ in STEM ability; disparities come from socialization and cultural expectations. They recommended a neutral or mixed-color design to avoid reinforcing stereotypes.</p> <p>They also highlighted the critical role of parents; their comfort</p>

	<p>with the subject matter strongly impacts what they purchase and how engaged they are. The expert stressed that the child's environment is crucial for engagement and learning, and the parents act as our entry point into this environment.</p>
<p>Evident of the Interview</p>	 <p>The screenshot shows an email thread. The top email is from Matthew Jelle to Nancy Dayne, dated Sun, Sep 21, 2:30 PM. It is an interview request for a high school EDD project on STEM toys and girls. The email explains the project's focus on researching STEM toys, specifically how they can be designed to better engage young girls and encourage long-term interest in science, technology, engineering, and mathematics. It mentions that the project is currently enrolled in the Engineering Design and Development (EDD) course. The email also states that the interview would be approximately 20-30 minutes and can be scheduled at the respondent's convenience during school hours (generally between 8:30 AM and 3:30 PM on Mondays through Fridays) or slightly after. The email concludes with a thank you and a request for guidance. The bottom email is from Nancy Dayne to Matthew Jelle, dated Mon, Sep 22, 8:53 PM. It is a response to the interview request, stating that she is very busy with work and is preparing for a conference. She also mentions that she is happy to wait until next week for the interview.</p>
<p>Notes:</p> <p>Main focus: designing an educational STEM toy that avoids gender stereotypes while remaining accessible.</p> <p>Gender &amp; Marketing</p> <ul style="list-style-type: none"> <li>Boys and girls biologically show no inherent STEM differences; disparities arise from socialization and cultural expectations.</li> <li>Packaging and colors strongly influence parent/child perception.</li> </ul> <p>Parental Involvement</p> <ul style="list-style-type: none"> <li>Parents play the largest role in how kids use STEM toys.</li> <li>Not only do parents purchase the toys, but their guidance also heavily increases child engagement with the toys.</li> <li>We absolutely need to do more market research on the parents.</li> </ul> <p>Toy Type &amp; Cost</p> <ul style="list-style-type: none"> <li>Depending on our final market, either parents or teachers, we can concentrate value into one toy or spread it out across multiple toys for a classroom setting.</li> <li>Price is a big factor; we are still considering the competitive range to be \$20-\$40 for parents.</li> <li>Expensive toys (\$100+) don't necessarily provide more learning value.</li> </ul> <p>Market Reality</p> <ul style="list-style-type: none"> <li>The "STEM" label is a broad category. Need to prove authentic educational value.</li> </ul> <p>Next steps:</p> <ul style="list-style-type: none"> <li>Consider gender-neutral design.</li> <li>Prototype should encourage parent-child interaction and be affordable, accessible, and genuinely educational.</li> </ul> <p style="text-align: right;">Meeting #</p>	



\*Proof of video call: Must ask for permission to take a screenshot of the screen.