Does this toy lead a child into exploring an aspect of STEM (science, technology, engineering, and math)?

Is this toy engaging, approachable, appealing, and fun?

Does this toy encourage open-ended play?

Does this toy engage the imagination and promote creativity?

Does this toy relate STEM to the real world?

Does this toy encourage problem-solving?

Does this toy spark divergent thinking to allow for trial and error?

Does this toy build confidence?

Does this toy promote hands-on play?

Does this toy encourage child-led play?

Does this toy include supportive materials for parents?

Does this toy provide a curriculum for guided play?

Does this toy encourage inclusive play appealing to boys and girls, different cultures and/or children with special needs?

Does this toy offer opportunities for building social and emotional skills?

These questions can also be used as a guideline for new product development. It should be noted that qualifying for more characteristics does not necessarily make the product better. However, the more characteristics a product qualifies for, the more multidimensional the play experience can be; and from a child’s point of view, the more the merrier.