



Compatibility game Category: kids game

MARKET

Kids toys below 5 yrs are hugely popular and have good market if the MRP is around INR 500 or less.



MANUFACTURING

It's a combination of plastic, metal, magnets, Velcro, etc. and a lot of other materials. It is easy to combine and assemble.

OBSERVATION / TREND / PROBLEM

Observation

- Below 5 yrs. Kids don't understand at start why magnets don't stick to wood. Or what is Velcro.
- Most of the kids learn by experimentation and no one teaches them that.
- It is important for them to learn what is matching with its counterpart. It is interesting to learn.

OVERVIEW OF THE IDEA

The Product designed is an interesting way to explain compatibility. It is a combination of a lot of pairs that go together – the kids understand over time what is compatible with what and will ask why and become curious.

VALUE

With this product, the kids have a play against time or compete against each other to complete the pairing of different compatible items as they come. It would be time consuming and can be played anywhere.

VARIANTS

The product can be made thousands of variants and interesting combinations. It just needs a good manufacturing and sourcing partner.

Disclaimer: The idea explained here is only to give an insight that a product can be made catering to this domain, that is answering a need.

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