



Craft tiles Category: Hobby

MARKET

With interior decorations being one of the top priorities and expenditures by people, the market is huge and people with smaller budgets can also be interested in this. It is not to be sold in 1 or 2 pieces, but in bulk and hence volumes can be huge.

Ref image.



MANUFACTURING

It's a combination of plastic and metal support. It can be made in different sizes and transparencies. It is part of the hobby culture and can be painted upon for more pop versions.

OBSERVATION / TREND / PROBLEM

Observation

- People like to have their walls decorated
- Most of them have paintings, art work, stickering, wallpapers
- Painting the wall with textures is also something that is in fashion
- Usually the wall art is often changed after every year, as it becomes boring.

OVERVIEW OF THE IDEA

The idea is to offer the people a new way to put up wall art, that is customizable, stores memories and also easy to replace and renew again to look fresh.

The product is simple yet has to be installed in bulk to create beautiful art work with multiple options to upgrade in either texture, shape or size.

VALUE

The product is not static and boring, like an art work. It can be constantly updated, memories are stored and creates discussions around it. It can be updated by kids also and rearranged as per need.

VARIANTS

Numerous variants can be made with this and there is a lot of possibility to price it higher and make it premium.

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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