



Complex Puzzle App Category: Game Apps

MARKET

Puzzle and games related to them are huge market on app store and iOS. It is especially popular among introverts, thinkers, senior citizens and people who want to pass their time.

Ref image.



DEVELOPMENT TIME

It could take around 3 months of development time to launch the game.

OBSERVATION / TREND / PROBLEM

Observation

- A lot of people love puzzles across the world
- People start with easy puzzle and then go on to play more challenging ones.
- Puzzles excite the mind and delays Alzheimer's disease
- Puzzles can be a cheerful way of starting ones day as it increases the levels of dopamine and improves memory retention and concentration

OVERVIEW OF THE IDEA

The app is smartly designed to keep a person engaged for at least 6 minutes on one stage, there are a lot of permutation and combinations that can be designed that make the game more interesting. Difficulty level increases as time passes and the game is played against time. It is also a self-improvement and assessment game.

VALUE

The game promotes thinking, concentration and memory retention that is very much needed in this age of low IQ and short video memory format. It is good for all ages and especially for teens to develop their focus and intellect.

VARIANTS

Numerous variations can be brought in, different color schemes, characters can be brought in to make it more interesting.

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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