



Fun Word game Category: Toys & Game

MARKET

The toys relating to word building is quite an easy sell in the market, as parents would like to improve their kids' vocabulary in a fun way. If the game also has other topics it becomes cherry on the top and makes it more easier to sell and gift.

Ref image.



MANUFACTURING

It's made of play cards and plastics, could be made in wood too.

OBSERVATION / TREND / PROBLEM

Observation

- The kids are often seen playing with letters, either with blocks or with flash cards
- Many new apps focus on word building and improving the vocabulary
- Word games have been an evergreen category in toys

OVERVIEW OF THE IDEA

The idea is to create a toy that prompts kids to make words quickly but then also bring a degree of randomness to it, the words are not your own, could be taken away and someone else's word may be given to you. It is fun and easy game to understand and can be made interesting in many ways, it could be maths, geography, history also – not only words.

VALUE

High value game on word building. Engaging the kids for an hour and easy to play without parental training and guidance.

VARIANTS

It can have a lot of different sizes, shapes and levels. The cards could vary from just letters to numbers and images too. Even sequences also.

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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