



## Hand worn toy Category: Toys & Game

### MARKET

The toys and games segment are a large global market and the product can be an instant hit with good marketing and packaging, having good material finish and use of kid friendly materials.

Ref image.



### MANUFACTURING

It's made of plastic and strap to wind around on the hand.

### OBSERVATION / TREND / PROBLEM

Observation

- Kids have always liked the idea of wrist band, Spiderman kind of units on their wrists, small laser units etc.
- Hand worn toys come in many range from just being aesthetic (like wonder-woman accessory) or have water gun on their wrist, etc.
- Hand worn toys are easy to role play with and can be worn all day long by the kids.

### OVERVIEW OF THE IDEA

The idea is to create a simple toy that just launches things in air, could be a soft ball or an item. The idea is to teach kids about projectile. It doesn't follow any theme related to iron man or superman, but a toy that is convenient to wear for long and useful for target practice. With this toy the kid is also able to learn trajectory, distance and angle required to put something in target.

### VALUE

Engaging toy with high repeat value and fun with friends and family to challenge and compete together.

### VARIANTS

It can have a lot of different sizes, shapes and levels. The strap needs to be of good quality, soft touch. Can be two sizes, one for kids and other for teens.

**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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