



Puzzle with jigsaw 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 kappa board and plastic. Can be made in different materials too. These are most economical.

OBSERVATION / TREND / PROBLEM

Observation

- Kids like puzzles.
- Young kids enjoy jigsaw, but not the large 500 or 1000 pc ones as they take time, space and need days to solve. Plus, the pieces become exceptionally small to identify.
- Kids like Maze, solve Rubik's cube kind of puzzles that can keep them engaged and give them a challenge.

OVERVIEW OF THE IDEA

The idea is to create jigsaw within a jigsaw which is also a complex puzzle to keep the kids engaged in three levels. The kid needs to solve a larger easier jigsaw, then the tougher one and lastly solve the puzzle with the pieces of the jigsaw.

VALUE

Engaging toy, keeping the kid busy, interested and also motivates thinking analytically. Doesn't need parental involvement.

VARIANTS

It can have a lot of different sizes, shapes and levels. Art work is important and needs to be very pleasing

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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