



Toddler rings and tubes Category: Toddler games

MARKET

The toddler game category is by far one of the most liked and sought-after categories as toys are often bought by the parents, to keep them entertained. It is also a good gifting toy.

Ref image.



MANUFACTURING

It's made of plastic and rope.

OBSERVATION / TREND / PROBLEM

Observation

- Kids love putting rings in a stand.
- It has to be colorful, easy to understand
- Usual rings are placed in reducing diameter for kids to understand size.
- Kids like to drag their toys around, sometimes a car or an animal toy on wheels.

OVERVIEW OF THE IDEA

The game is to encourage creativity in toddlers, by giving them a combination of rings, tubes, drag along combinations. Encouraging them to assemble also – like blocks, giving meaning to their construction.

VALUE

Easy to understand, safe and friendly game play. No parental guidance would be needed. Good enough to keep the kid involved for a good half an hour.

VARIANTS

It can be made with many different colors, shapes, illustrations and dimensions.

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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