

Feb. 28, 2026.

Lee & Law

TOY DESIGN
SD3464

Cluebox/Puzzle box Report

CONCEPT.



MATERIAL.

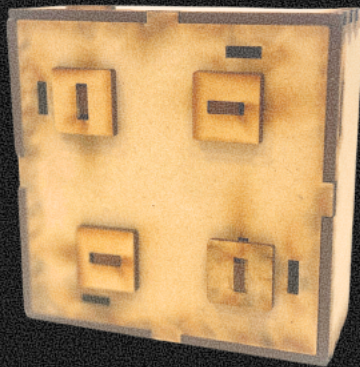
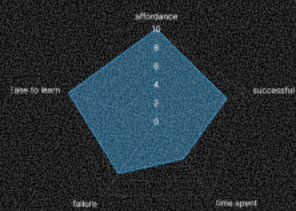


WOOD



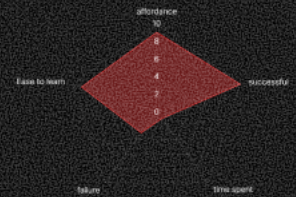
ACRYLIC.

Progressing

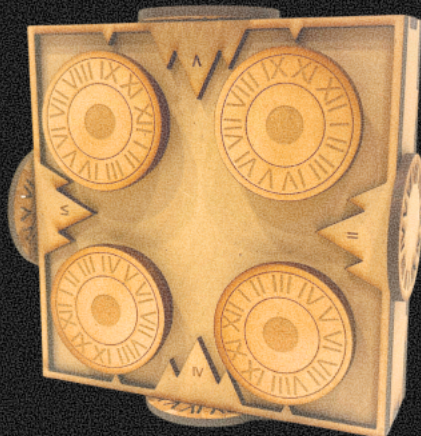
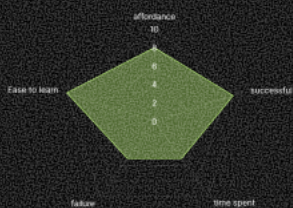
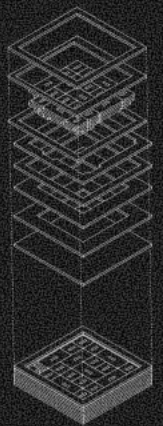
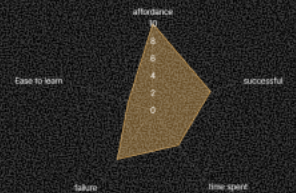


Affordance: 10
Successful: 8
Time spent: 5
Failure: 7
Ease to learn: 10

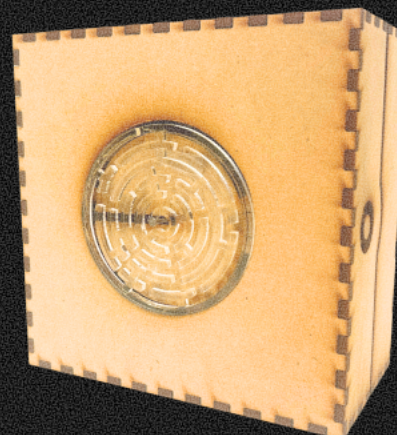
Affordance: 9
Successful: 10
Time spent: 1
Failure: 3
Ease to learn: 9



affordance: 10
successful: 7
time spent: 5
failure: 7
Ease to learn: 3



affordance: 8
successful: 9
time spent: 5
failure: 5
Ease to learn: 10



DIRECTION.

1. COLLECTIBLES
2. EDUCATIONAL
3. STRESS-RELIVING

MARKETING RESEARCH.

- Globally: puzzle toy ↑ around 6-7% annually, (educational, stress-relief, and collectible toys)
- Hong Kong's toy market: interactive, educational, and eco-friendly toys.

INTERVIEW.

Tai Yuen Street ("toy street"),
Wan Chai, 2 p.m.

PAST: wooden toys
PRESENT: card collection.

Many parents still bring their children