



I Move

Magnetic Jigsaw book:

Helping children piece together their day and movements

Part 1

Introduction

In the hope of supporting children's development, especially their emotional wellbeing throughout the transitional processes that they often face during their foundation phase, I have decided to create an interactive and engaging sensory based product. I have established the idea of designing a magnetic jigsaw book called 'I Move'.

What is my idea? 'I Move' Magnetic jigsaw book

This product is designed to be a 2in1 play resource/ activity and a visual supporting material that is engaging, motivating and promotes children's positive interactions.

I Move is a magnetic jigsaw book, containing multiple puzzle boards with pictures of regular transitional processes that children face daily. Which children can piece together to help them gain an understanding of the structure of their day.

These pictures may be places such as a school/ nursery setting, specific rooms like a lunch hall or classrooms. Also includes pictures of certain situations and activities such as snack time, a toilet or nappy changing, music, dancing, books for story time or other play resources.

Where and how did the idea of 'I Move' magnetic jigsaw book come about?

This idea had developed over the years in my past and current experiences working in early years settings. When it became apparent to me that the process of transitioning can sometimes be a difficult time for some children. Those children that mostly find transitioning and new changes to their routine difficult to deal with are those with signs of, are autistic, or have any other additional learning need.

To support children that I have worked with to improve their emotional wellbeing as they go through their transitional processes in my previous experiences, I conducted

some research to find out what I can use or do that might be able to help. After researching what supporting resource are available or what can be done to provide efficient support, I came across flashcards and simple visual charts that could easily be replicated.

With the acknowledgement that they can be easily replicated, I took the action of putting together these visual materials myself. Going through the process of making and utilising these visual materials has made me realise that necessary action is needed to be taken, to create something that is going to be reliable, promotes positive interactions, and is more engaging.

Why have I chosen to establish 'I Move' magnetic jigsaw book?

I have chosen to create I Move magnetic jigsaw book to try and help myself, practitioners in the early years, parents and carers in supporting children's emotional wellbeing as they experience big, small and frequent changes throughout their early stages of life.

I have chosen to produce an appealing and interactive jigsaw book so that children can develop a visual idea and understanding of how their day is planned and become aware of what will be going on.

The reason for choosing to create a jigsaw book was because after a few uses, I realised that the basic visual cues I had put together in my past experiences were not working as well as I had hoped as children were not responding well to them. The due cause of this was because those visual cues were basic and did not promote children's engagement or interactions.

To attract children's positive attention and help them learn and understand their structure of their day better, I believe that visual materials that are designed to support children's transitional processes should be engaging, promotes and stimulates children's motivation and participation.

Who is the 'I Move' magnetic jigsaw book for?

I Move magnetic jigsaw book is designed for all children between the ages of 3 – 7 years, especially those who have social and communication difficulties and are struggling with signs of or diagnosed with autism or any other additional learning need.

Why is my idea innovative?

My idea is unique because it is an interactive puzzle activity combined within a book that can be used to help children create and relate a story in their heads of how their day is going to look like using their imaginations. It is a play activity that can help children attain a visual idea, make sense and set the scene of their day and understand the changes that they will be experiencing.

Benefits and challenges

I used a SWOT analysis to review the strengths, weaknesses, opportunities and the threats that my idea may encounter.

Children's Development

I Move magnetic jigsaw book supports the children's physical fine motor skills, as it encourages the use of their pincer grip and enhances their hand/ eye movements. Children's intellectual development is supported as it enhances their concentration and problem-solving skills, as they make sense and understand their transitional processes better. Emotionally, this activity and visual resource helps children to feel calm and less distressed or anxious when transitioning from one place to another, supporting their mental health. Lastly, I Move supports children's social interactions, communication skills and helps to build a positive relationship between the child and an adult.

I Move also provides opportunities for children to exercise their minds, which is beneficial for their brain development and memory.

Areas of Learning

I Move magnetic jigsaw book supports children's mathematical, personal, wellbeing, language, literacy and communication development. As children put together the puzzle pieces it can support children in attaining recognition of different shapes, patterns, sizes, spacing and colours. I Move magnetic jigsaw book can support children build an understanding of themselves, helps children to identify their abilities and challenges. It also helps children to build on their languages skills as they express, communicate and reflect on the transitional processes that they see in front of them with an adult or their peers.

Challenges

Like every business idea I Move magnetic jigsaw book may encounter some challenges and barriers that can be big or small along the way.

As an entrepreneur and the founder of I Move magnetic jigsaw book, I have taken into consideration of what those challenges and barriers might be. The challenges that might be encountered are related to time as well as the expenditure, lack of support, not meeting requirements of legislations and marketing this product. This is due to the materials, the team and the machines that are used to manufacture this product. The materials might take a while to bring together as it may needed to be purchased in different areas of the world. Also, the process of manufacturing might take a lot of time because it may need to go through many processes that may not be as quick as other steps.

Barriers

There are a few barriers of I Move magnetic jigsaw book that I have also taken into consideration that maybe encountered along the way. The barriers might be that this product could be favoured to some children than others. Also, the children's level of involvement, interactions and attention with this product may be short and temporary.

Strengths

I Move magnetic jigsaw book:

Weaknesses

Could take some time to get used to
Could be time consuming

Supports all aspects of children's development Supports areas of children's learning that is underpinned within the Foundation Phase for Wales Framework Supports children's brain development Supports adults in managing children's challenging behaviour Promotes children to become more engaged and involved with their transitional processes Acts as a visual tool which can be easily transported, used anywhere and at any time. Encourages parent's/ carers involvements Supports their emotional wellbeing and mental health, helps them to feel relaxed and less anxious Is easily accessible Pieces of the puzzle is less easy to misplace or lose because it is magnetic, and pieces will not fall out Are sustainable as biodegradable and ecofriendly materials are used.	Could take while to manufacture Could be misunderstood Could be expensive for some adults Could be over stimulating and overwhelming for some children May face a challenge of competing with the new generation and popularity of the use of emerging technologies and online materials.
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Opportunities	Threats
Would help new skills and knowledge to be attained Would help to teach children learn about themselves, the world, society and the environment.	May not be as popular or have many interests May not be as engaging as I hoped it would be May only provide temporary support and not permanent or lasting support. May not be as durable as wooden puzzle boards and may not last as long as they do.

Audience

I Move magnetic jigsaw book is designed for young children ages from 3 – 7 years. However, as they are not old enough to purchase these materials by themselves, the audience for I Move would be the early years practitioners. Such as head teachers, Deputy or senior staff within schools and daycares, nursery or teaching assistants, childminders, nursery supervisors, a 1 – 1 practitioner, ALNCO, play therapists and paediatricians. Parents and carers would also represent as an audience for I Move magnetic jigsaw puzzle book.

Stakeholders

The stakeholders for I Move magnetic jigsaw book would be an online retailer Amazon and other retailers such as Smyths toys stores, Ikea, Tesco's or Asda, as they sell a various of recourses already for children from birth to 18 years. Organisations like schools, Daycare, Childminding centres and the NHS would also

be my stakeholders for I Move magnetic jigsaw book as they work with young children in different employment areas within the NHS industry.

Why Would I be Best for this idea?

I believe I would be best suited for this business idea because I have been working within the early years industry since finishing college. I believe I carry extensive amount of research and knowledge that other practitioners may not have after completing higher early years qualifications. Throughout the years I have attained a good amount of experience working with and supporting young children throughout their foundation phase. Also, my interests lie with providing children with efficient support so that they can have the best start to education and future.

Part 2

The topic of transitions in the early years was chosen for this business idea as research has suggested that they are not properly supported due to the lack of research and studies that are available (O'Farrelly and Hennessy, 2013; Harju et al., 2023).

Although children's transitions are infrequently studied, there are evidence such as Vogler, Crivello, and Woodhead (2008) and Jiron, Brogie, and Giacomini (2018), explaining that it is common for children to experience many transitional processes and changes throughout their early years. Although it is common for children to face changes from an early age, research such as O' Farrelly and Hennessy (2013), Butler and Ostrosky (2018), and Jiron, Brogie, and Giacomini (2018) suggests that it can be emotionally difficult for some children and adults to deal with and cope with due to the change in behaviour that these transitional processes can cause.

According to Stoner et al. (2007), planning for children to transition smoothly and positively is a necessity for all children, as well as the providence of play resources claims Gautam and Bansal (2019). Therefore, to support children throughout their transitional processes, for this business plan, a play and visual resource a magnetic jigsaw book was chosen to be designed. As children learn and develop most through the approach of playing with educational play materials (Aral, Gursoy, and Yasar, 2012).

A jigsaw puzzle book was chosen for this business plan as in accordance with Bergen (2021), they are an important play resource for children that can positively impact the development of their brain. Furthermore, have positive impacts on all aspects of children's development (Doherty et al., 2020) and learning claims, Gacia (2016). As I Move is a magnetic jigsaw puzzle play resource that is formed in the style of a book, it has these beneficial characteristics. It can positively impact children's physical, intellectual, emotional, and social development, as well as their cognitive, mathematical, and brain development. Doherty et al. (2020) and the University of East Anglia (2020) explain that when children play and engage with jigsaw puzzles, it benefits and enhances their physical, fine, and gross motor coordination skills. When playing with I Move, children's hand/eye coordination and muscles are strengthened as they engage with this play material using their fingers,

pincer grip, and eyes to pick up, move, adjust, and assemble the puzzle pieces together to form a picture and see where each piece of the puzzle sits. Which can further improve children's other pincer grip skills, including holding a paintbrush or pencils or pens to paint and draw (University of East Anglia, 2020).

Jigsaw puzzles can also help children improve their perception of space (Levine 2020; Doherty et al. 2020) as well as their problem-solving skills, claims Garcia (2016). I Move encourages these beneficial characteristics as it encourages children to look for the correct pieces of the puzzle and figure out where they go and how they fit together. According to Aral, Gursoy, and Yasar (2012), playing with puzzles can also help improve children's ability to focus and memorise. Utilising I Move can help with children's concentration skills as it has a simple design that is not overstimulating and helps to strengthen their visual ideas and understanding of what is going on in a simpler way.

Furthermore, engaging in jigsaw puzzles can also help children recognise different shapes and size differences, suggests Gautam and Bansal (2019) and develop image recognition and representation as children adapt and assemble pieces together to form a specific image (Leclercq et al., 2023). Playing with I Move enables children to improve these beneficial characteristics, as each piece of the puzzle is slightly different from the others and is different in size. I Move also enables children to develop image recognition and representation as it has pictures of those common transitions that the children may be familiar with and encourages children to form pieces together to make links between the two pictures that they see in front of them and themselves. It is also colour-coordinated with each page to clarify different transitional experiences.

According with Doherty et al. (2020) when playing with jigsaw puzzles children can develop the ability to socially interact with peers and adults, think and comprehend. I Move can help children improve their social skills as it can be utilised as group activity or be enjoyed as a one – one activity with a peer or an adult around them. I Move enables children to engage in communication as children can talk about the different transitional processes they see before them, the colours, shape and sizes of the pieces as well as how they feel about each transition. Which can further improve their ability to mentally understand and become aware of the structure of their day,

as well as improve their listening skills as they listen to what their peers or an adult who they are communicating with has to say regulate their emotions.

Aral, Gursoy, and Yasar (2012) argue that puzzles can convey meaning and a message. I Move supports this positive trait with the provision of pictures of specific transitional processes that are familiar to children, so that it can help children develop a sense of what those changes are for and why they experience these transitions on a regular basis. According to Aral, Gursoy, and Yasar (2012), playing with puzzles can also help improve children's personal and emotional development and wellbeing. Children will develop a boost in confidence and help them become aware of their emotions and behaviour (Aral, Gursoy, and Yasar, 2012). I Move supports this trait as it is designed with soft colours as well as designed to challenge children's abilities, which they will discover over time helping to improve their confidence and self-regulation. I Move enables children to gain a visual idea of what their day and those transitions may look like, which can improve their emotions and decrease the likelihood of challenging behaviour occurring,

As a new entrepreneur with a new business idea, challenges throughout the startup and during the whole process of the business may be encountered. Which in accordance with Kanchana, Divya and Beegom (2013) is common. To ensure the business and the business idea thrives, the challenges that entrepreneurs come across should be faced and dealt with in an efficient way (Kanchana, Divya and Beegom, 2013; Hefer, Cant and Wiid, 2015).

The path to success in business is not always simple and effortless suggests Hefer, Cant and Wiid (2015). Therefore, the challenges throughout the process of creating and making I Move a reality has been taken into consideration. One of the challenges that may be experienced is related with time. I Move could take time to get used to or could take a lot of time to produce, due to materials that would need to come from different places.

Challenges that may be encountered throughout the process of I Move are the lack of support regarding finance and from efficient employees. Which are both seen as

familiar challenges that can be encountered throughout the startup of a new business suggests Kanchana, Divya and Beegom (2013). The lack of financial support can be due to unpredicted economic issues that occur without any awareness (Fong, et al. 2020). This could be due to the cost-of-living crises that is happening within the UK over the recent years which has been on the rise since 2021, claims Roberts (2023). It can also be due to having a lack in knowledge and awareness of those governmental funds that could be also available to support the startup of a business (Dr Bhajkar, Prof Girivasuki, and Prof Vanaja, 2022).

Not following the requirements prepared by the law, such as rules and regulations that are needed to be followed within the business field, can also be a challenge, suggests Fong et al. (2020). As this business idea involves a product that is a toy and play resource for children below the age of 14 years, the requirements within the Toys (Safety) Regulations 2011 should be followed (Office for Product, Safety, and Standards, 2023). If those requirements within the Toy Safety Regulation 2011 are not followed efficiently, it can lead to further challenges and consequences, such as paying fines (Office for Product Safety and Standards, 2023). According with Dr Bhajkar, Prof Girivasuki, and Prof Vanaja (2022) facing this challenge can be due to a lack in understanding and knowledge of what those requirements suggests.

In compliance with Hefer, Cant and Wiid (2015), ensuring the consumers satisfaction can be one of multiple challenges that entrepreneurs may also encounter throughout their business process. I Move may encounter this challenge as the puzzle industry has a greater mass within the markets and I Move will have to compete with other puzzle brands. According with Fong, et al. (2020) being in competition with other businesses can decrease the number of customers as well as find it difficult in gaining a good number of customers, suggests Dr Bhajkar, Prof Girivasuki, and Prof Vanaja (2022) to ensure cash flow is efficient. Which can also lead into another challenge that may be encountered as their will be a lack on profits going into the business to make further and better improvements.

To conclude, the development of I Move will hopefully go into markets not only within the UK but within the markets worldwide in the future.

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