



BRICK BY BRICK:

How LEGO Built a Bridge from Childhood to Adulthood

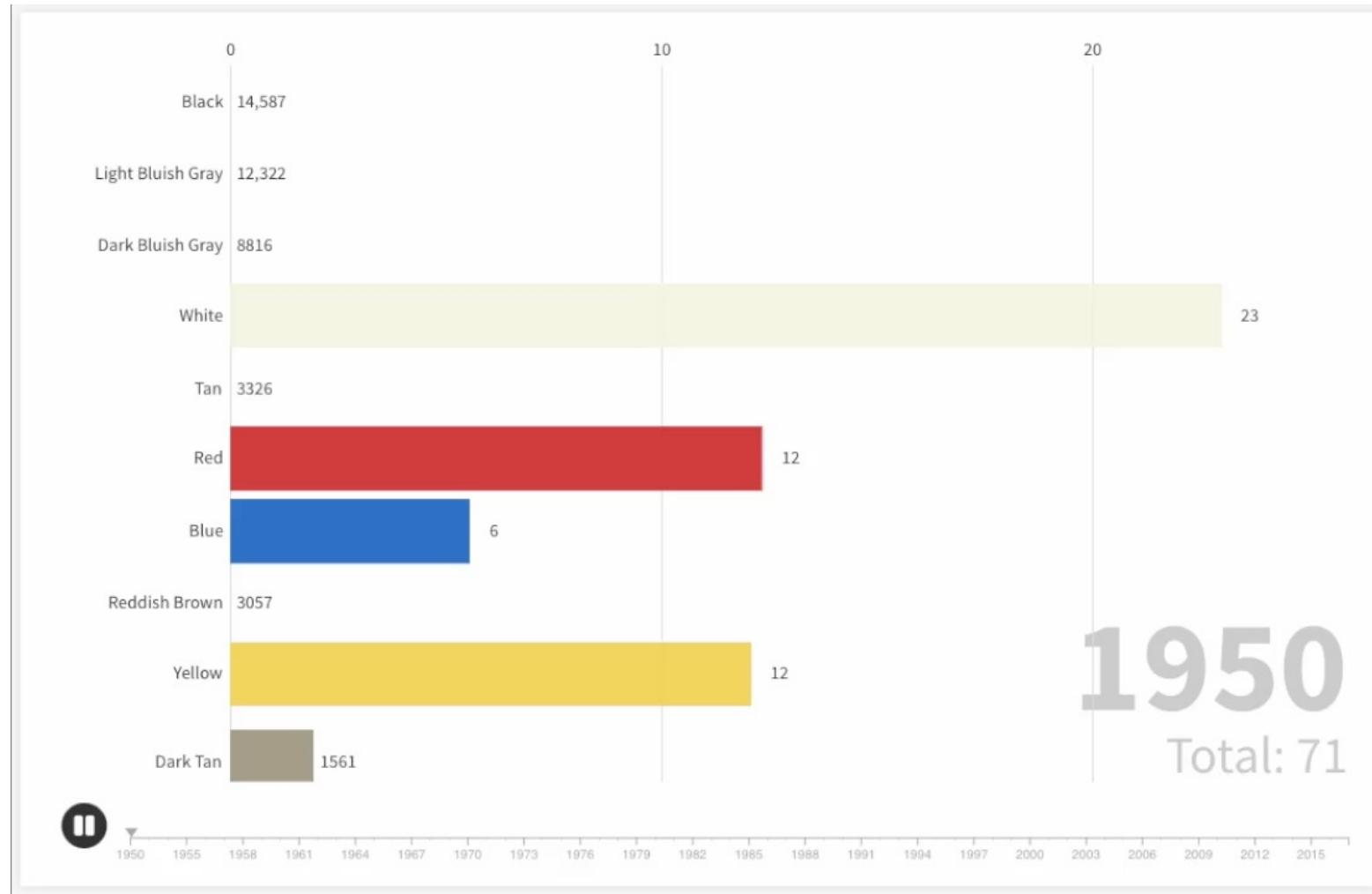
A Presentation by
Shubhankar Sharma
Seonkyu Kim



LEGO
System

How did a simple children's toy become a sophisticated hobby for adults?

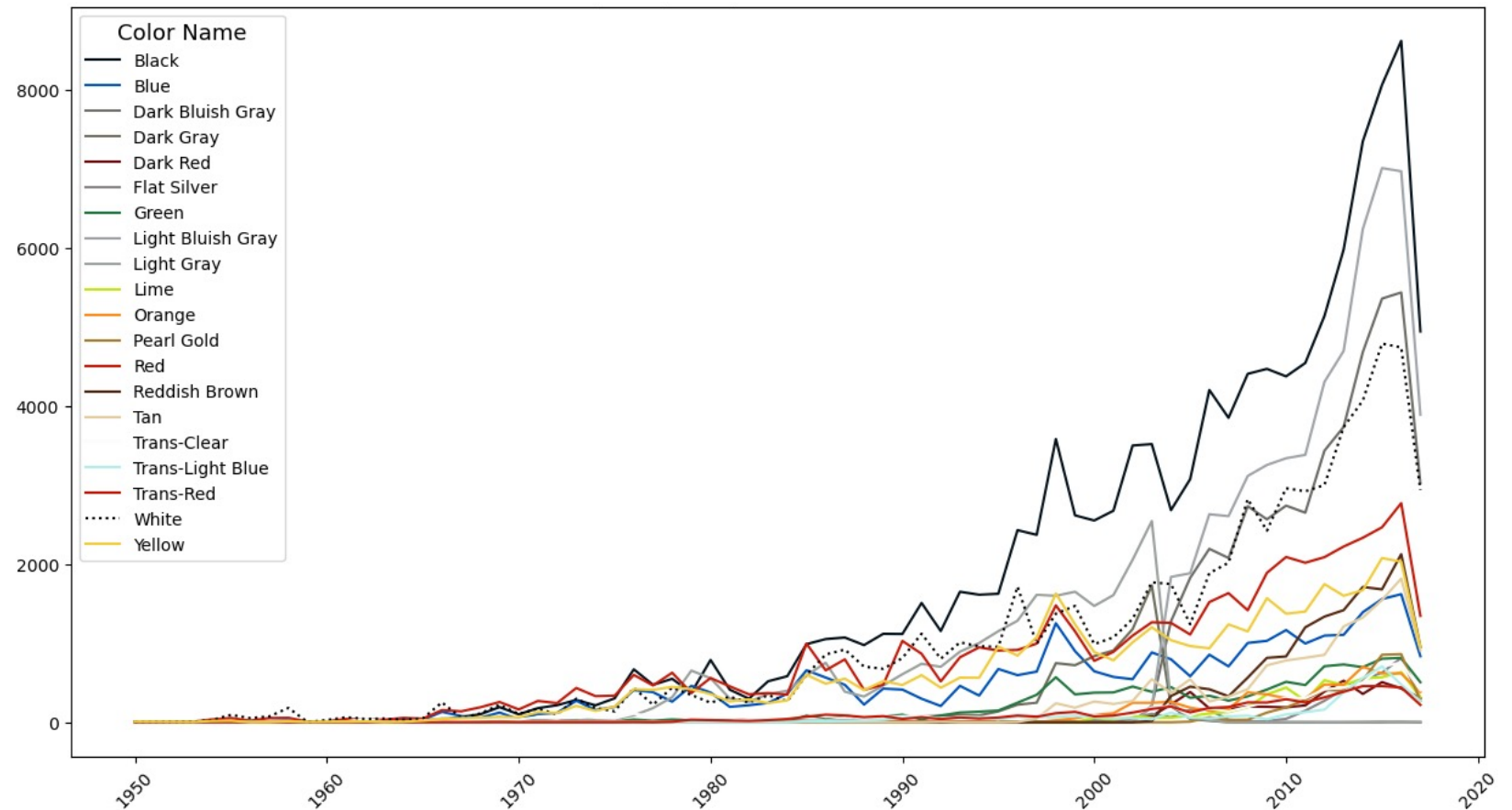
As LEGO's audience grew up, so did its color scheme.



Gone are the days of primary colors dominating the scene.

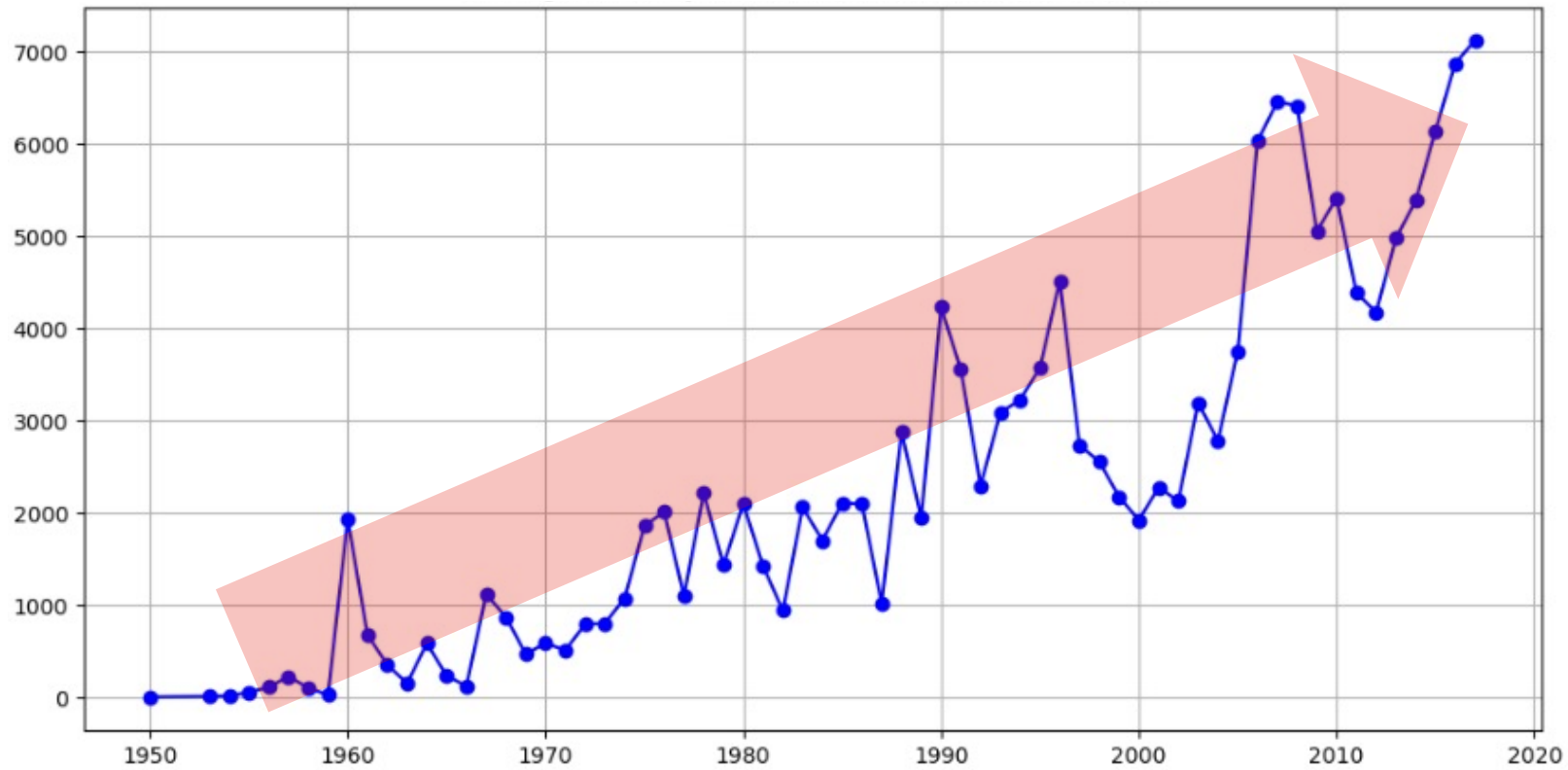
Now, shades of **black, white, and grey** paint a more sophisticated picture.

Number of LEGO Parts per Color (Top 20)



LEGO sets have become more complex.

Average Difficulty Score of LEGO Sets

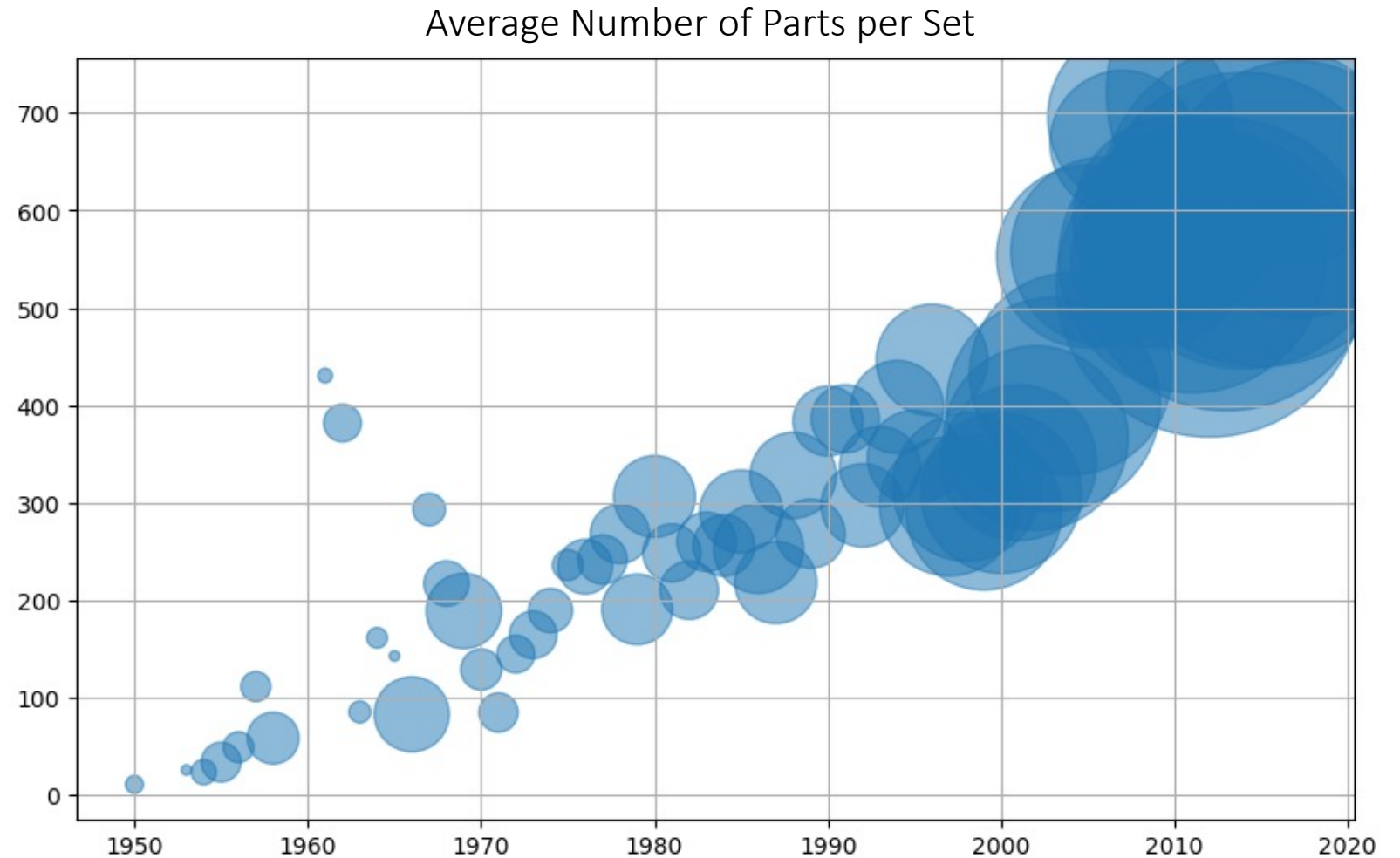


Difficulty Score = number of parts in a set \times number of unique part categories

With age comes complexity.

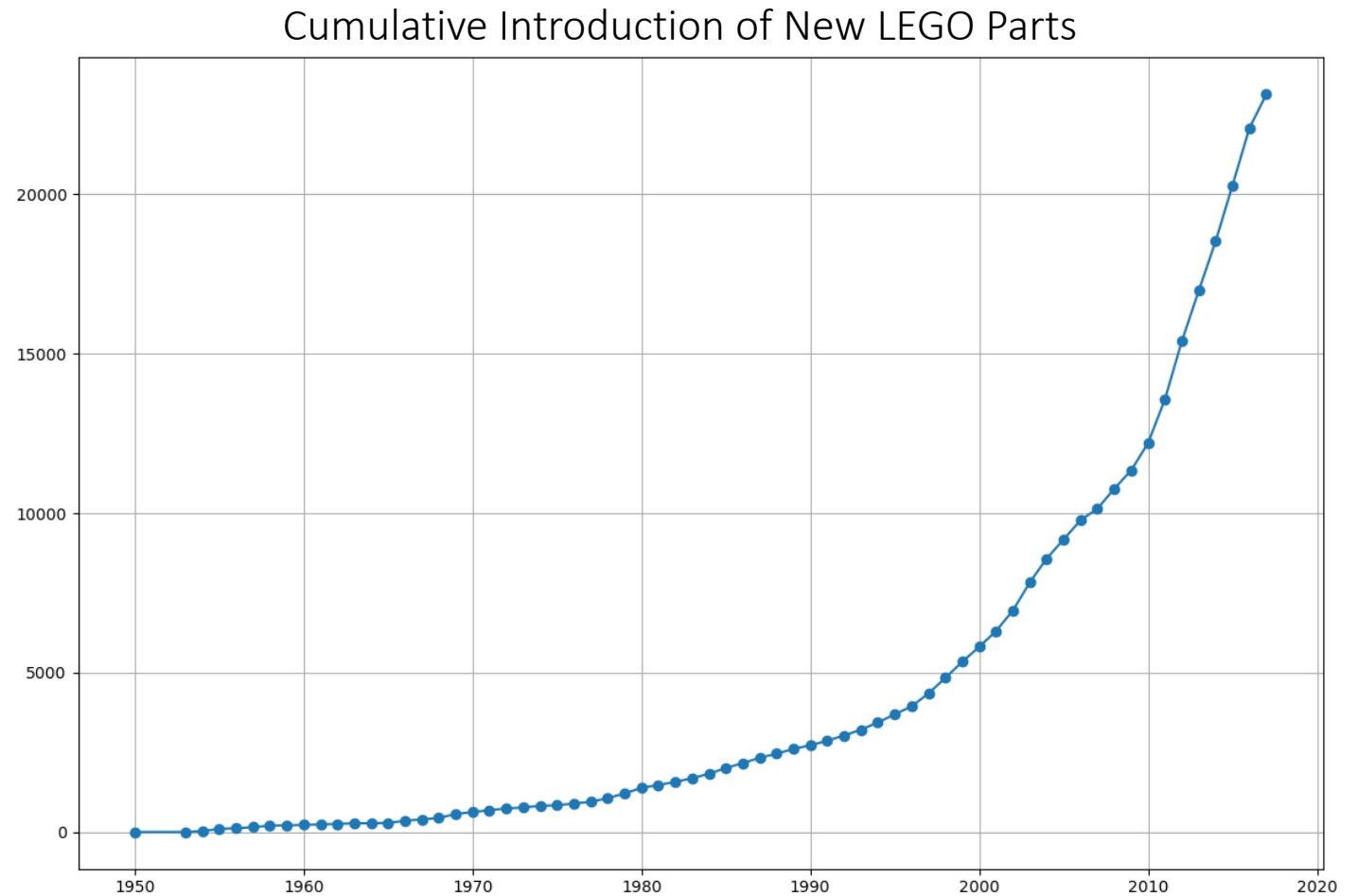
This graph is not just about the rising number of parts.

It's about the **growing challenge and the joy in conquering it.**



Number of new parts increased exponentially.

Each new piece represents **a leap in creativity and engineering**—a testament to LEGO's commitment to evolving with its builders.



But complexity isn't just about pieces or colors.



It's about the **builders** themselves.

Each of us brings a unique personality to the table when we embark on a LEGO adventure.

For the **Challengers** among us, those who thrive on testing their limits, the most intricate sets await.

Our analysis has identified LEGO sets with the highest difficulty scores.



Top 1
Star Wars
Millennium Falcon UCS



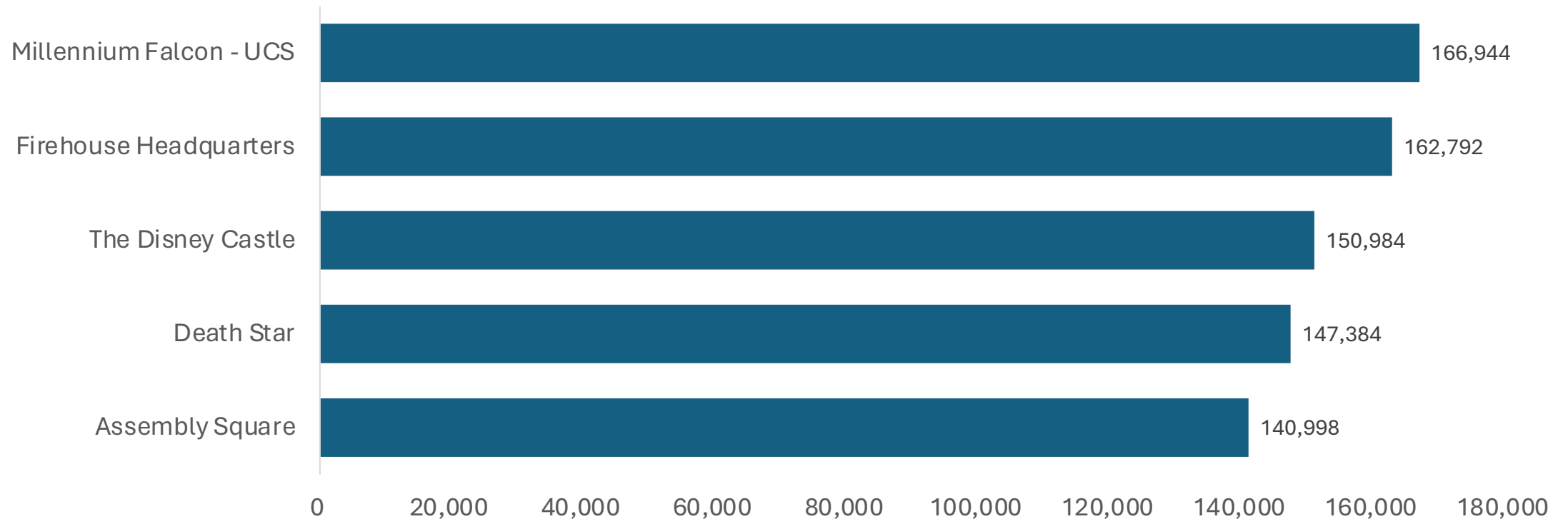
Top 2
Ghostbusters
Firehouse Headquarters



Top 3
The Disney Castle

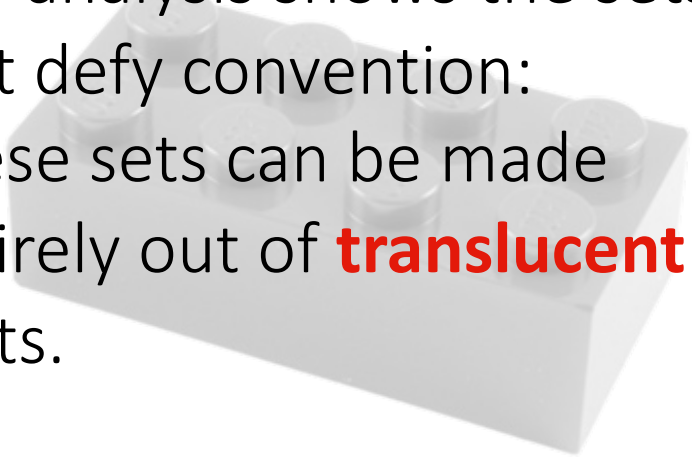
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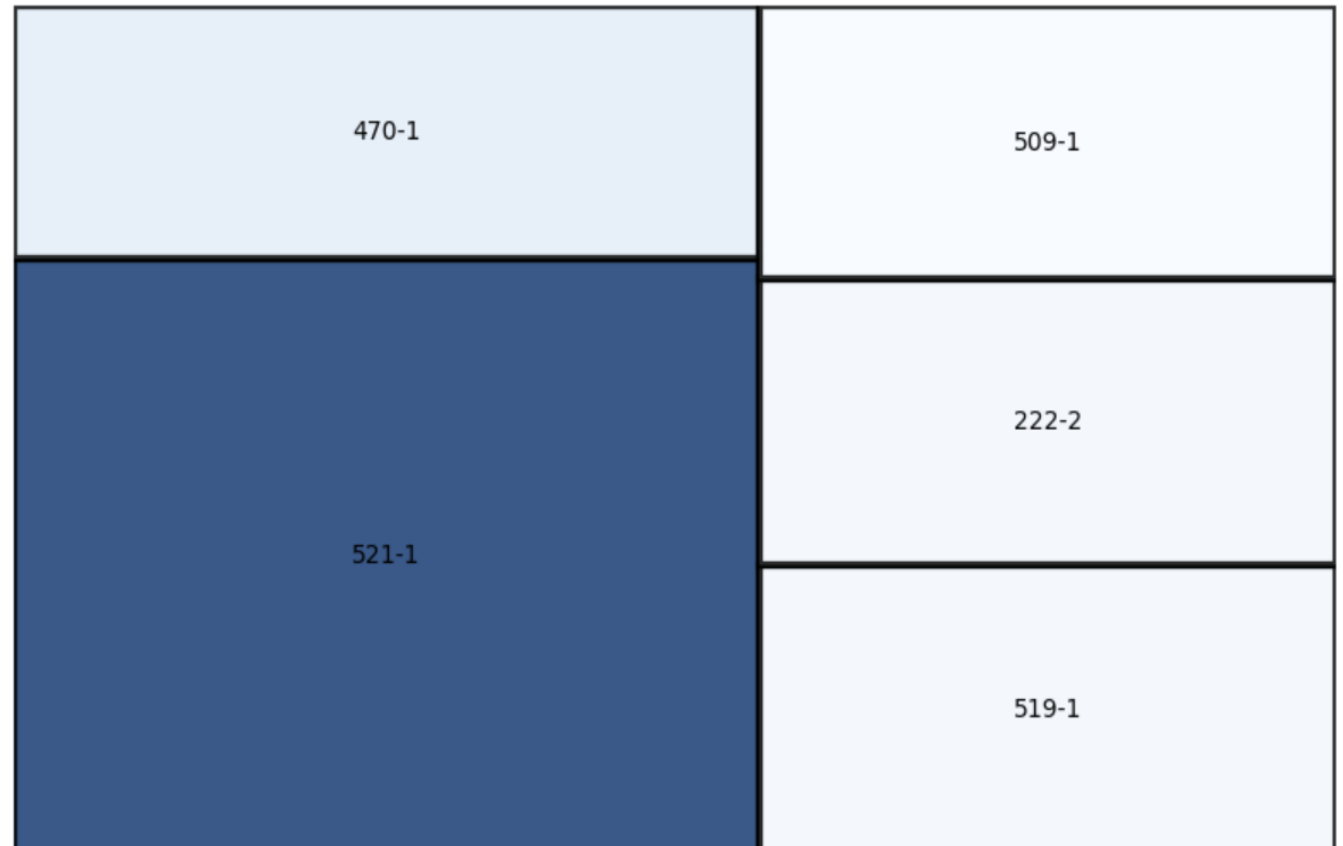


For the **Innovators**, who seek to stand out, might find sets with rare or translucent parts appealing.

Our analysis shows the sets that defy convention: These sets can be made entirely out of **translucent** parts.

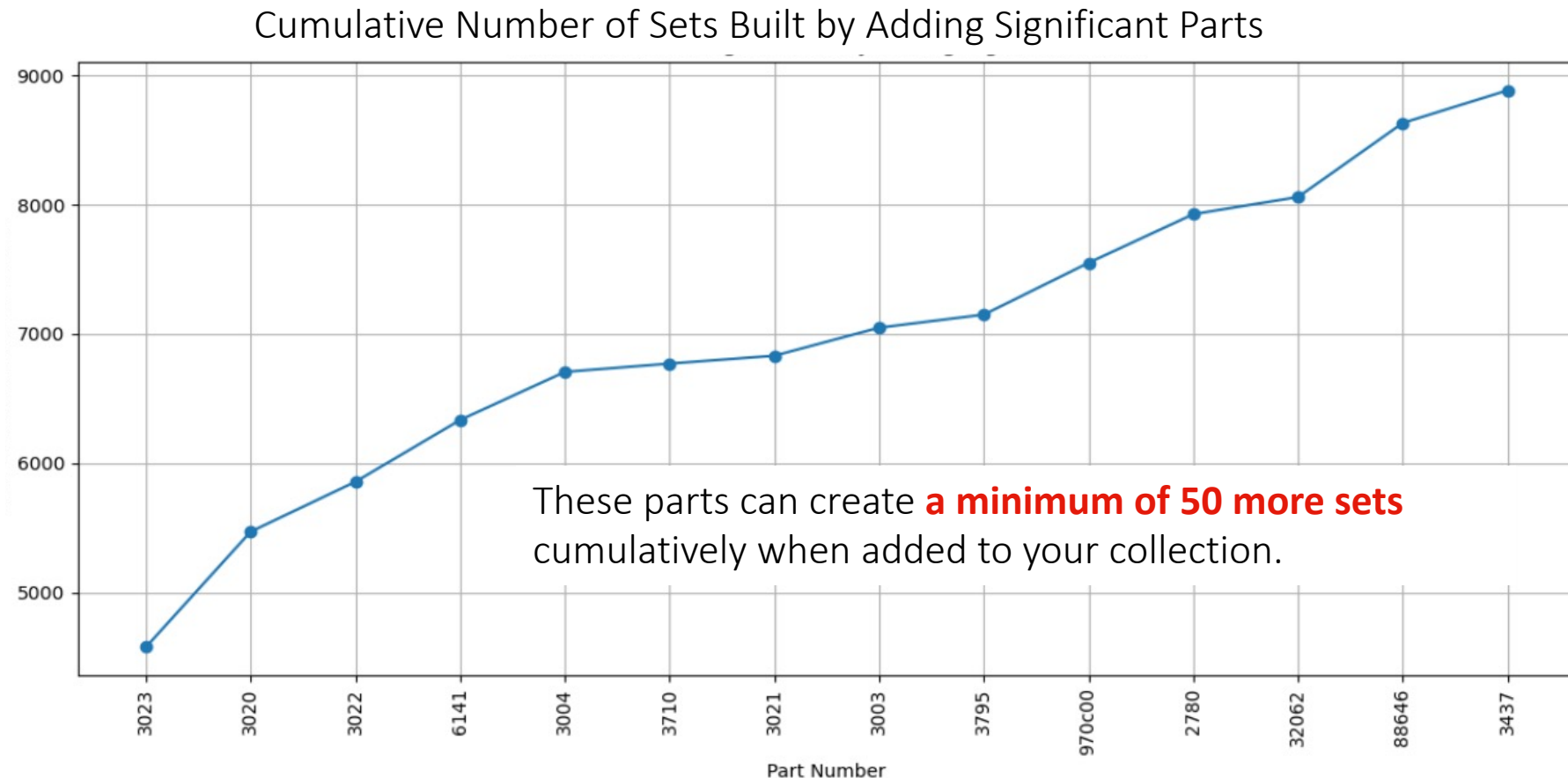


Top 5 Sets by Total Parts Required (Translucent Parts Only)



For the **Strategists**, efficiency is the key.

We've pinpointed parts that offer the most versatility, allowing the creation of numerous designs from a single part.

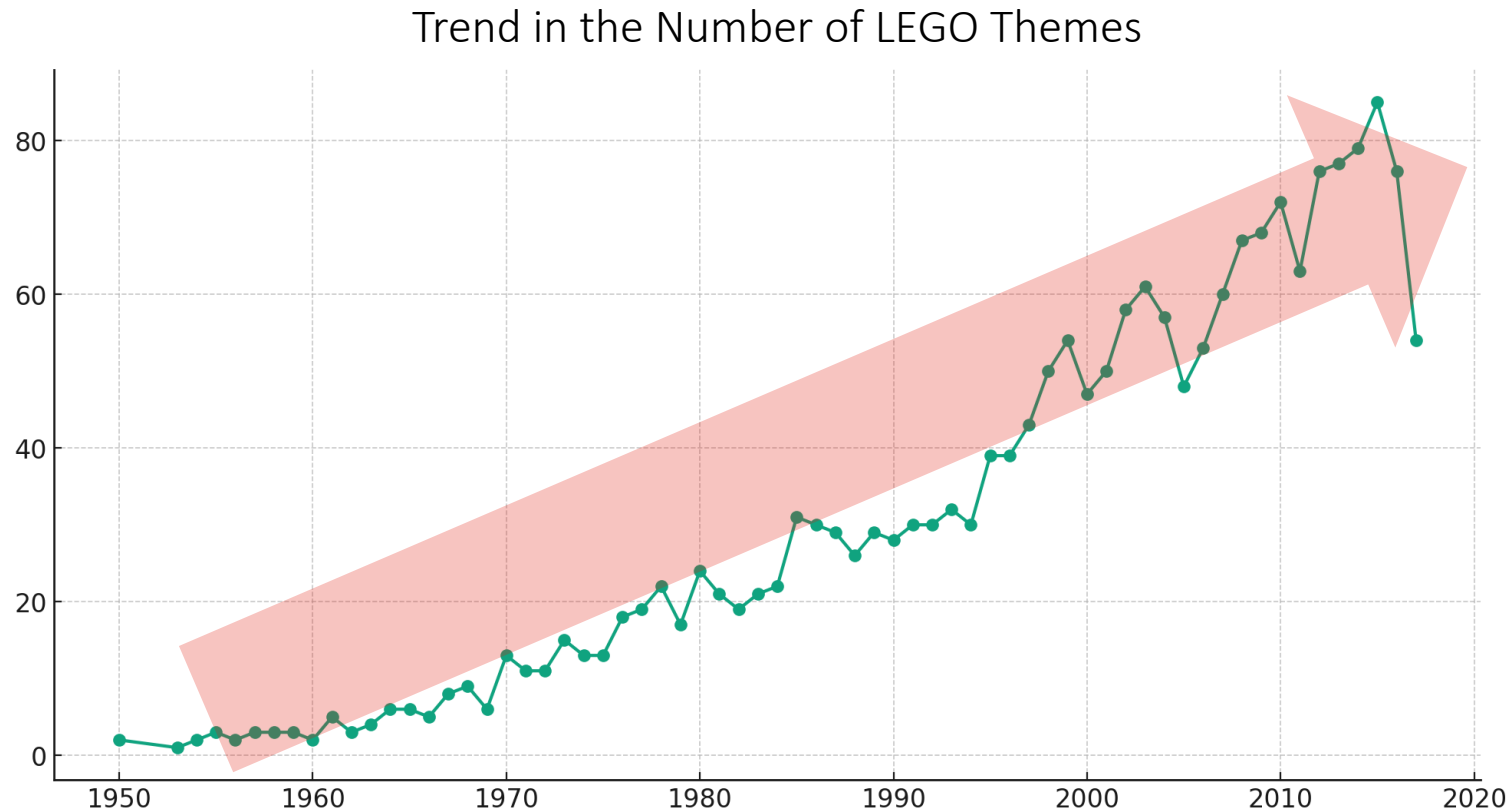


A large, colorful LEGO minifigure sculpture stands in the foreground. The minifigure has a yellow head with a smiling face, a red torso, and blue legs. It is positioned in front of a modern building with a glass facade. The building's windows reflect the sky and surrounding environment. The text "What's Next?" is overlaid in white, bold, sans-serif font across the center of the image.

What's Next?

LEGO themes will continue to diversify.

LEGO can leverage the diversified themes to provide personalized and unique experience to builders with varying personalities and interests.



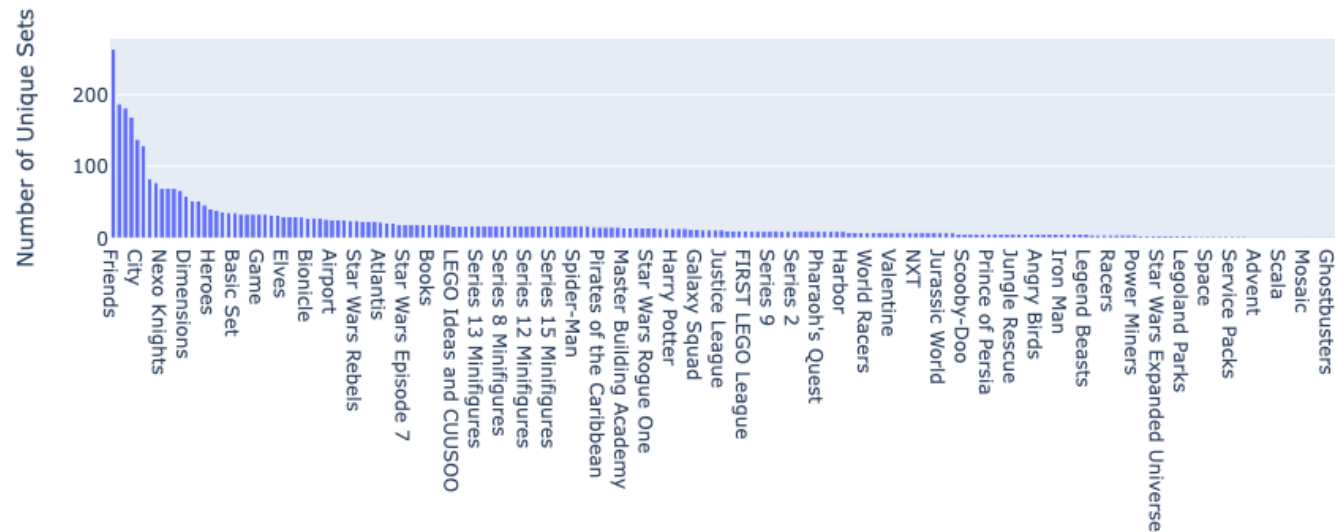
Tools such as **Interactive Dashboards** can provide more insights about LEGO trends and builders.

Example of Interactive Dashboards

2010s × ▾
Theme × ▾
Number of Sets × ▾

Decade: 2010s, X-Axis: Theme, Y-Axis: Number of Sets

Number of Unique Sets by Theme in the 2010s



Ideas for the LEGO team

Customer Interactions:

- Consider adding an interactive element like a brief quiz where audience members can identify their LEGO personality type.

Personalized Building Experiences:

- Develop a platform where users can input their interests and personality traits to receive recommendations for LEGO sets that align with their preferences.

Ideas for the LEGO team



Advanced Building Tools:

- Create advanced digital tools or apps that help builders visualize and plan complex constructions, especially useful for intricate and large-scale models.

Customizable Sets:

- Offer customizable LEGO sets where customers can choose colors, themes, and difficulty levels, catering to a wide range of personalities and skill levels.



**LEGO will continue its journey
from Simplicity to Complexity**

Thank you

