MOO FAMILY

Little Jack

The Curious One

Character & team guide

He notices small things, wants to try,
and shares his discoveries.



Ages 2-5 Development proposal v1.0
25 October 2026

His curious identity

Published role

The curious one

He asks questions and brings curiosity to family adventures.

Proposed personality:
He notices, tries and invites others to discover with him.



Jack’s wishes and choices give each adventure a personal reason to happen.

Character at a glance

Field	Development direction
Story role	Curious child who starts and shapes family adventures
Motivation	“I want to have a go, and my idea matters too.”
Signature strength	Notice a small detail and act on an idea
Other qualities	Imagination, affection and playful seriousness
Recurring phrase	“Let me try!”
Character principle	His curiosity starts the story. His choices shape it.

Personality additions are creative proposals for the existing Little Jack character.

Personality in action

Trait	Visible behaviour
Curious	Pauses at a new sound or a change in a familiar place
Eager	Wants a manageable part in a shared activity
Imaginative	Makes a rug into pretend grass for a picnic
Affectionate	Makes room beside him and invites someone over
Playfully serious	Carefully finds the best place for a toy at a picnic
Impatient at times	Begins quickly and feels disappointed by a setback

Curiosity can appear in a look, a gesture or an action as well as a question.

His signature contribution

He notices the small thing that starts an adventure.

A new sound	Jack adds a footstep sound to Mum’s walking song.
A useful idea	He suggests a different opening for a toy’s doorway.
A small change	He spots a new shoot and calls Grandma over.

A relatable child

What he wants

“Let me try!”

His small weakness

His excitement can run ahead of his patience.

“Help me with this part?”

He can try again, change the plan, pause or ask for help.

Jack and his family

With	Shared interest	Jack’s contribution
Mum	Exploration and music	Chooses a sound or destination
Dad	Making and testing	Tries an idea and suggests a change
Grandpa	Stories and memories	Tells the detail that matters to him
Grandma	Gardening and care	Notices a change or chooses a task

Care, curiosity and humour belong to the whole family.

How Jack shapes a story

A flexible writing pattern, with room for different feelings and endings.

01	**A wish**	Jack wants something specific and familiar.
02	**An attempt**	He takes part in making it happen.
03	**A change**	Something surprises or disappoints him.
04	**Support and choice**	Someone helps. Jack chooses what to do next.
05	**An ending**	They enjoy a discovery, result or shared moment.

His voice expresses what he wants

“Let me try!”

Natural, expressive speech with space for gestures and quiet reactions.

“Come and see!”	He shares a discovery.
“Can I do that bit?”	He asks for a role.
“I wanted it over there.”	He expresses a preference.
“Help me with this part?”	He asks for useful support.

His performance shows curiosity

A close look can begin the moment.

Notice before speaking.

Point or move closer.

Let a feeling register.

Invite someone into the discovery.



Original model and colours. No tails. Preserve asymmetric details.

Stories across ages 2-5

Editorial starting points to test with families.

Audience emphasis	Story treatment	Picnic example
Ages 2-3	One visible action and a simple choice	Choose a place on the rug
Ages 3-4	A clear change and an emotional response	Rain changes Jack’s plan
Ages 4-5	A choice that changes what happens	Suggest and arrange a new picnic

Ages 2-5 describes the audience. Jack’s exact age remains open.

Pilot: The Rainy-Day Picnic

Story intention: respond to a changed plan and choose another possibility.

01 **Jack makes a plan**

He chooses a garden picnic with Mum.

02 **Rain changes it**

He looks disappointed. Mum stays close.

03 **Jack sees the rug**

“Could that be our grass?”

04 **They choose pretend play**

Mum joins his idea for an indoor picnic.

05 **Jack adds a sound**

They make pretend rain with fingertip taps.

06 **He makes room**

“Your place is here.” Rain continues outside.

The first six stories

Episode	Jack’s wish	Personality focus
The Rainy-Day Picnic	Enjoy the picnic he planned	Flexibility after disappointment
The Little Sound Jack Found	Add a sound to Mum’s song	Observation and creative choice
A Bridge for My Toy	Cross a pretend river	Trying and asking for help
The Carrot with Knees	Share his funny discovery	Playful observation
My Turn to Tell It	Tell his favourite part	Confidence and his own view
Two Ideas for One Game	Play his game with a friend	Preferences and shared choices

Original story concepts. Each begins with something Jack wants.

When Jack needs help

The picnic load wobbles

He tries to carry too many
light picnic things at once.

He pauses and chooses

Mum steadies the load.
Jack asks her to take one part.

“Help me with this part?”

Support keeps him involved.

He carries his chosen part
and helps finish the preparation.

Jack can ask for help and still make a useful contribution.

Department handoff

Team	First deliverable	Review focus
Writing	Picnic pilot and the help scene	Jack’s wish and choice
Character art	Approved model and picnic prop references	Visual continuity
Animation	Noticing, disappointment and asking for help	Readable feelings and choices
Voice	Discovery, preference and help dialogue	Natural emotional range
Music and sound	Rain, quiet pauses and fingertip taps	Clear speech and sound play
Production	One animatic of The Rainy-Day Picnic	Pacing and Jack’s participation

Shared references: this guide, approved character assets and the Moo Family brand guide.

First pilot review

Three scene tests

An eager beginning

Jack chooses and helps prepare the picnic.

A changed plan

His disappointment has time to register.

His own contribution

His rug idea changes the activity.

Review questions

Is Jack’s wish clear?

Does his choice affect what happens?

Does support leave him a role?

Is the pretend picnic clear?

Do feelings and humour feel natural?

Creative decisions for the team

Choice	Starting direction	Next step
Dialogue name	Little Jack in titles, Jack in family dialogue	Confirm writing usage
Voice	Natural, curious and emotionally varied	Compare voice samples
Recurring phrase	“Let me try!” when it fits his wish	Test frequency and timing
Props	Existing approved picnic items and toys	Confirm asset selection
Pilot duration	Around 2-4 minutes as a production test	Refine in the animatic

These choices develop his curiosity through action and meaningful participation.

References and scope

Moo Family website	Published family identities and original artwork
Master Brand Guidelines	Identity, palette and typography
Colour Guide, Ages 2-5	Application guidance for the current audience
Mum’s guide	Exploration and musical discovery
Dad’s guide	Playful making and practical support
Grandpa’s guide	Shared stories and listening
Grandma’s guide	Gardening and everyday care
NAEYC: teaching and guided play	Meaningful choices with adult support
Harvard: responsive interaction	Attentive caregiver and child exchanges

The personality additions and episode concepts are creative proposals.
The references inform interaction principles. Programme outcomes require evaluation.