MOO FAMILY

Little Jack’s Grandfather

Character & team guide

A curious storyteller who makes room for Jack’s own ideas.



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

His storyteller identity

Published role

The storyteller

He shares tales and welcomes Jack into a story.

Little Jack brings observations, questions and unexpected ideas.



Proposed direction: The Curious Storyteller makes room for Jack’s voice.

Character at a glance

Field	Development direction
Story role	Affectionate grandfather and storytelling companion
Motivation	Discover how Jack sees the world
Signature talent	Make stories from observations and shared memories
Other strengths	Patient listening and playful imagination
Recognizable habit	An open-handed pause: “And then…?”
Character principle	Jack’s stories deserve to be heard.

Profile additions are proposed creative directions for the existing Grandpa character.

Personality in action

Trait	Visible behaviour
Affectionate	Welcomes Jack beside him and enjoys their routines
Observant	Notices a small detail and invites Jack to look
Imaginative	Builds a pretend story around Jack’s suggestion
Patient	Waits for a word, gesture, sound or idea
Mischievous	Enjoys funny voices and unexpected endings
Still curious	Says “I wonder too. Let’s find out.”

His interest in Jack’s contribution makes the personality visible.

His signature skill

He helps Jack find a story of his own.

Memories	Retell a familiar moment from Jack’s point of view.
Pretend play	Invite an imagined adventure and share the telling.
Listening	Enjoy Jack’s words, gestures and unexpected ideas.

A relatable grandfather

His little habit

An inviting pause: “And then…?”

His small weakness

He loves a story so much that he adds too many details.

“What happened to the sandwich?”

Grandpa hears Jack’s question and returns to the part he wants to hear.

The family shares an adventure

Character	Storytelling strength
Mum	Exploration and musical discovery
Dad	Making and testing an idea
Grandpa	Sharing stories and listening to memories
Little Jack	Questions, choices and unexpected details



Jack’s view helps shape the shared story.

Care, curiosity and humour belong to the whole family.

How he shares a story

A flexible pattern for observation, conversation and pretend play.

01	**Notice**	Follow what Jack sees, remembers or feels.
02	**Invite**	Ask him to share or imagine one small detail.
03	**Begin**	Offer a short opening he can build on.
04	**Pause**	Wait for his word, gesture, sound or idea.
05	**Follow**	Include his contribution and enjoy the result.

His voice invites Jack in

“And then…?”

Warm speech. Expressive storytelling. Unhurried pauses for Jack.

“What do you remember?”	He welcomes Jack’s view of an experience.
“Shall we make up a story?”	He clearly introduces pretend play.
“Show me what happened.”	He makes room for actions and sounds.
“Tell it your way.”	He follows Jack’s contribution.

His performance shows attention

His face invites a story.
His pause leaves room.

Get beside Jack.

Follow what he points to.

Open a hand for his turn.

React to his idea before speaking.



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

Activities across ages 2-5

Editorial starting points to test with families.

Audience emphasis	Activity treatment	Story example
Ages 2-3	One familiar action, sound or choice	Make the puddle splash sound
Ages 3-4	Choose what happens next	Choose who joins the picnic
Ages 4-5	Retell, sequence or suggest an ending	Tell a moment in Jack’s own way

One main story or activity intention in each episode.

Pilot story: Jack’s Little Story

Activity intention: share a personally meaningful experience.

01 **A walk to remember**

The family returns from an outing.

02 **Grandpa begins**

His retelling includes many details.

03 **Jack remembers**

“SPLASH!” The puddle was his favourite.

04 **Grandpa invites**

“Show us what happened, Jack.”

05 **Jack tells it**

He uses a big step and a splash sound.

06 **Grandpa follows**

He listens and joins in when Jack invites.

The first six story ideas

Working episode title	Main activity
Jack’s Little Story	Share a meaningful family experience
Big Shadow, Little Jack	Observe a shadow, then imagine a story
A Story for Grandpa	Take turns as storyteller and listener
Three Little Pictures	Arrange a familiar event in a simple sequence
The Story with Two Endings	Imagine how a choice changes the ending
A Seat in the Story	Consider how to welcome another character

Original development concepts. Each story has one main activity intention.

Room for a quiet moment

Jack does not want a story yet

After a busy afternoon, Jack sits quietly and shakes his head.

Grandpa follows his lead

He makes room beside him.
They enjoy a quiet moment together.

“We can just sit together.”

A soft voice. Space to respond.

Later, Jack chooses whether to point, talk or begin a story.

Their connection continues when the storytelling pauses.

Department handoff

Team	First deliverable	Review focus
Writing	Pilot, story-pause exchange and a quiet scene	Jack shapes the story
Character art	Approved model and expression references	Existing identity
Animation	Listening, inviting and reacting tests	A readable story pause
Voice	Story opening, Jack’s turn and quiet dialogue	Warmth and pacing
Music and sound	Light effects with room for Jack’s voice	Clear speech
Production	One animatic of Jack’s Little Story	Flow and participation

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

First pilot review

Three scene tests

A shared memory

Jack’s splash changes the retelling.

A pretend adventure

His suggestion changes what happens next.

A quiet moment

Grandpa enjoys being beside him.

Review questions

Does Grandpa feel warm and curious?

Does Jack influence the telling?

Are memory and pretend play clear?

Does the pause leave room for Jack?

Does their time together feel enjoyable?

Creative decisions for the team

Choice	Starting direction	Next step
Dialogue name	Use Grandpa consistently in the English pilot	Writing confirms usage
Voice	Warm, expressive speech with natural pauses	Compare voice samples
Recurring invitation	“And then…?” followed by Jack’s contribution	Test timing in dialogue
Story props	Familiar objects and large family pictures	Choose approved assets
Pilot duration	Around 2-4 minutes as a production test	Refine in the animatic

These choices develop his storyteller identity through dialogue and shared experiences.

References and scope

Moo Family website	Existing family profiles and original character artwork
Master Brand Guidelines	Identity, palette and typography. Version 1.0, 6 October 2026
Colour Guide, Ages 2-5	Application guidance. Version 1.0, 16 October 2026
Mum’s guide **Dad’s guide**	Proposed parent personalities and shared family roles
NAEYC: teaching and guided play	Meaningful choices, adult support and shared play
Harvard: responsive interaction	Attentive exchanges between caregivers and children

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