MOO FAMILY

Little Jack’s Grandmother

Character & team guide

A cheerful gardener who shares
the garden’s small surprises with Jack.



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

Her gardener identity

Published role

The gardener

She grows food and shares the garden with her family.

Little Jack brings observations, questions and his own ideas.



Proposed direction: The Cheerful Gardener invites Jack to notice and help.

Character at a glance

Field	Development direction
Story role	Affectionate grandmother and capable gardening guide
Motivation	Enjoy the garden with Jack and welcome his ideas
Signature talent	Care for plants and notice small changes
Other strengths	Practical help, gentle humour and sharing
Recognizable habit	“Let’s have a little look.”
Character principle	Make room for Jack’s way of helping.

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

Personality in action

Trait	Visible behaviour
Capable	Prepares the task and helps with difficult parts
Observant	Notices a change or something Jack wants to show
Affectionate	Welcomes his company and listens to his feelings
Playful	Enjoys an unusual carrot shape or a little joke
Generous	Invites others to share the garden and its produce
Open to ideas	Tries a useful approach Jack suggests

Her practical care and enjoyment of Jack’s company make her recognisable.

Her signature skill

She makes everyday care something they enjoy together.

Gardening	Prepare a pot and help with a manageable task.
Noticing	Look closely and return to see what changes.
Sharing	Enjoy the discoveries and prepare something together.

A relatable grandmother

Her little habit

“Let’s have a little look.”

Her small weakness

She sometimes begins with her usual plan before asking Jack.

“I haven’t tried it that way. Show me.”

She considers Jack’s idea and adapts the plan with him.

The family’s different interests

Character	Storytelling strength
Mum	Exploration and musical discovery
Dad	Making and testing an idea
Grandpa	Shared stories and family memories
Grandma	Caring for living things over time
Little Jack	Questions, choices and unexpected ideas



Jack’s choices help shape what they do together.

Care, curiosity and humour belong to the whole family.

How she helps Jack care

A flexible pattern for gardening and shared discovery.

01	**Notice**	Follow what Jack sees, wants or feels.
02	**Choose**	Invite one manageable way to help.
03	**Care**	Work together and respond to what is needed.
04	**Return**	Look again across later visits.
05	**Share**	Enjoy the discovery or result together.

Her voice shows warmth and care

“Let’s have a little look.”

Warm adult speech. Gentle humour. Time for Jack to respond.

“Well, hello!”	She delights in a small discovery.
“Show me your idea.”	She welcomes a different approach.
“Some things take time.”	She acknowledges the wait.
“Let’s scoop it back together.”	She offers calm, practical help.

Her performance shows attention

Look closely.
Help, then leave room.

Get beside Jack.

Follow his gaze.

Let him try a useful action.

Respond calmly to a small mishap.



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	Garden example
Ages 2-3	One visible action and a simple choice	Choose where an empty pot goes
Ages 3-4	Compare two arrangements	Try a row or a curve
Ages 4-5	Plan a small change and explain it	Suggest a layout, then adjust it

One main care or discovery intention in each episode.

Pilot story: Jack’s Curvy Garden

Activity intention: arrange objects and make a shared choice.

01 **Jack wants to help**

They prepare a small collection of pots.

02 **Grandma begins**

She places the empty pots in a row.

03 **Jack has an idea**

He suggests a curve by their sitting place.

04 **They try his layout**

Together, they check the space.

05 **They prepare the pots**

Grandma gives useful help as they work.

06 **They enjoy the result**

They sit beside the garden they planned.

The first six story ideas

Working episode title	Main activity
Jack’s Curvy Garden	Arrange objects and make a shared choice
The Seed That Took Its Time	Notice changes across clearly marked days
Something for Everyone	Help prepare a welcoming shared experience
The Carrot with a Twist	Observe similarities and differences
Jack’s Garden Colours	Match colours and take turns leading
The Soil That Spilled	Ask for help and resolve a small mishap

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

When a little soil spills

Jack looks worried

Some soil lands on the table
while he helps prepare a pot.

Grandma responds calmly

She shows him a manageable way
to help scoop it back.

“Let’s scoop it back together.”

A calm response. A useful choice.

Jack chooses how to help.
They continue when he is ready.

The mishap becomes a small task they solve together.

Department handoff

Team	First deliverable	Review focus
Writing	Pilot, growth sequence and a reassuring scene	Jack makes real choices
Character art	Approved model, plants and prop references	Visual continuity
Animation	Looking, helping and calm reactions	Readable shared tasks
Voice	Discovery, waiting and reassurance dialogue	Warmth and timing
Music and sound	Garden ambience with room for clear speech	Audible responses
Production	One animatic of Jack’s Curvy Garden	Flow and participation

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

First pilot review

Three scene tests

A shared task

Jack’s layout changes their garden.

A small discovery

He notices the first shoot.

A little mishap

Grandma helps him scoop the soil back.

Review questions

Does Grandma feel capable and warm?

Does Jack influence what happens?

Is the main activity easy to follow?

Does growth show time passing?

Do warmth and humour feel natural?

Creative decisions for the team

Choice	Starting direction	Next step
Dialogue name	Use Grandma consistently in the English pilot	Writing confirms usage
Voice	Warm speech with gentle, lively humour	Compare voice samples
Recurring invitation	“Let’s have a little look.”	Test pause and response
Garden props	Pots, garden tools and large picture labels	Choose approved assets
Pilot duration	Around 2-4 minutes as a production test	Refine in the animatic

These choices develop her gardener identity through practical care and shared discovery.

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** **Grandpa’s guide**	Companion character directions 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.