

Monkshop outside climbing story concept

Character: Boulderer

Guide: Monk guide (a character/mascot that represents Monkshop)

Problem: Boulderer doesn't have the right equipment

Scenario: Monk guide aids boulderer with the right advice and tools for a successful climb

Results: After listening to the Monk guide, the boulderer has a successful climbing sessions and continues to follow that advice on going to Monkshop from now on

Storyboard idea 1

1. Boulderer goes outside climbing. Boulderer is seen with the wrong equipment/tools for the climb. (He is wearing sandals, he has no crashpad)
2. Boulderer attempts to go climbing but gets in an accident. (makes a wrong move and falls 5-10 meters in the air)
3. Monk guide (in this idea is a superhero) comes and catches him before he gets in a fatal accident