

TREATMENT

TAGLINE & SYNOPSIS

SYNOPSIS

John is a lonely and unsatisfied gamer who is trying to escape the grasp of his unhealthy energy drink addiction. He stumbles upon the Instagram page for Station 8 Coffee and their mascot, The Conductor, magically becomes animated within the posts and beckons John to visit the cafe. John eventually goes to the cafe and meets The Barista who brews him a special cup of coffee. Once John takes a sip of the coffee, the world becomes more vibrant and he can see things he wasn't able to before. The cafe becomes a fantastical place with cute fairy-tale anthropomorphic creatures roaming about. John is now able to see that his energy drinks had a nasty creature hiding within them and can now part with his addiction.

TAGLINE

Take a sip to take a trip.

Website

Website will host basic information about the cafe's menu, location and community events that the shop hosts.

Video

YouTube videos will be used to promote specific meet-up events and brewing demonstrations.

Live-stream

Instagram live-streams will be used to give users a way to participate in the meet-up events that are hosted in the cafe.

Social Media

Regular posting on *Instagram* and *TikTok* for drink showcases and calming brewing videos.

AR

Augmented reality filter to allow user to interact with The Conductor character.

BACK STORY

Located in the Railway Heights Market, Station 8 Coffee is a stop that is open to the human world and magical world with animal people. The Conductor is the user's guide to the cafe as he mans the station in both worlds. The drinks served at Station 8 Coffee have a unique quality to them as they allow drinker to see the magical world when consumed.

SETTING

- | | |
|-------------------|-------------|
| Beginning: | End: |
| • Dark room | • Cafe |

LOOK & FEEL

- | | |
|-------------------|-------------|
| Beginning: | End: |
| • Dreary | • Colorful |
| • Lifeless | • Magical |

EMOTIONAL IMPACT

- | | |
|-------------|----------------|
| • Uplifting | • Relaxing |
| • Joyful | • Heartwarming |



STORY ACTS

ACT 01

The story starts by introducing John and the life he normally lives. He is seen in his dark room, illuminated only by his computer, playing games. He takes a swig of his energy drink and visibly doesn't seem like he enjoys it. He then picks up his phone to scroll through social media for a bit. He comes across a post by Station 8 Coffee on Instagram featuring The Conductor holding a delicious-looking drink. John stares at the post for a while and is taken aback as The Conductor starts becoming animated and gestured for John to come over.



ACT 02

John's intrigue is piqued after that interaction, so he starts looking into Station 8 Coffee more. He follows their Instagram and TikTok and looks through their website to learn more about the shop. Every day after the first encounter, John becomes more and more enticed by the advertising and drink selection that is shown off on Station 8 Coffee's social media pages. Finally, a post to promote an upcoming meet-up event with a promo code to use on that day pushes John to the edge. He is now ready to expand his world.



ACT 03

John goes to the cafe and meets The Barista who brews him a special cup of coffee. The drink-making process is visibly enhanced with animated magical elements. Once John takes a sip of the coffee, the world becomes more vibrant and he can see things he wasn't able to before. The cafe becomes a fantastical place with cute fairy-tale anthropomorphic creatures roaming about. John is now able to see The Conductor in person as well as the creature hiding within his energy drinks. Energy Sludge is the source of John's addiction and The Conductor's lifelong enemy. The Conductor uses his powers to swiftly take out Energy Sludge so John can finally be free from the monster.



CHARACTERIZATION & ATTITUDE

JOHN

25 | Single | Asian | Male

- Strengths: Learning new things.
- Weaknesses: Has a short attention span.
- Likes: Watching easygoing and feel-good media.
- Dislikes: Things that lack in variety.
- Desires: New connections and a healthier lifestyle.
- Fears: Getting stuck at a low-point in life.
- Physical Attributes: Scrawny and disheveled man.



THE CONDUCTOR

Ageless | Single | Bear | Male

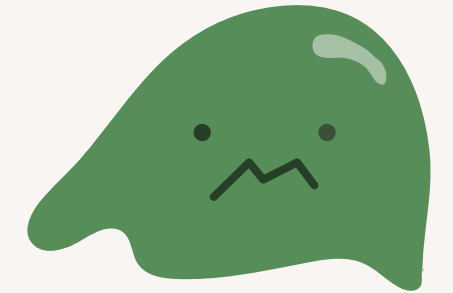
- Strengths: Communicating through body language.
- Weaknesses: Getting through to people who have no interest in him.
- Likes: Guiding people to new experiences.
- Dislikes: Staying in one place.
- Desires: Bringing new people to his world.
- Fears: Not being able to help someone in need.
- Physical Attributes: A plump bear who can change from life sized to miniature form.



THE BARISTA

20 | Single | Asian | Female

- Strengths: Talking with people.
- Weaknesses: Too trusting towards strangers.
- Likes: Creating new things.
- Dislikes: Feeling lonely.
- Desires: Unique interactions with different kinds of people.
- Fears: Failing to fulfill a request from another person.
- Physical Attributes: Youthful and spry woman.



ENERGY SLUDGE

Ageless | Monster | Male

- Strengths: Gaining people's trust.
- Weaknesses: Has no emotional attachments.
- Likes: Getting attention.
- Dislikes: Healthy people.
- Desires: Getting more people to rely on him.
- Fears: Being left behind.
- Physical Attributes: Small, green sludge monster.

USER JOURNEY

