

Blocky doesn't ask nicely anymore

Launch film storyboard v4 · about 63 seconds · vertical 9:16 · iPhones only · Ahonui

#	TIME	SHOT	BLOCKY	ON-SCREEN TEXT	SOUND	MADE WITH	CREDITS
Hook							
1	0:00–0:01.5	The viewer's POV: a thumb scrolling an Instagram-style feed on an iPhone	His stubby hand slaps the iPhone out of their hand; the camera spins with it, it hits the floor, the screen goes black	<i>Not you too.</i>	Swipe, swipe, slap, clatter	Scenario still + 2s clip	54
Cold open							
2	0:01.5–0:03	Flat lava-orange background, a small pile of crushed iPhones behind him	Finger wag, "no, no, no", his lava flaring red	<i>I used to ask nicely.</i>	Record scratch	Rive + one still of the phone pile	14
3	0:03–0:05	Same, slow push in	Side-eye	<i>Not anymore.</i>	Beat drops	Rive	0
The toilet							
4	0:05–0:07	Bathroom, guy on the toilet (framed waist up) scrolling, legs asleep	A dark shape behind the shower curtain	<i>Minute 40.</i>	Phone taps, a fly buzzing	Scenario still + 2s clip	54
5	0:07–0:10	Curtain slides open, horror-movie style	Rises from the tub and slaps the iPhone out of his hand; it arcs through the air into the toilet bowl		Shower-curtain shriek, splash	Scenario still + 3s clip	74
6	0:10–0:12	Close on the toilet handle	Flushes, deadpan stare at camera		Flush	Scenario still + 2s clip	54
7	0:12–0:13	Card	Turns, bum wiggle, sparkle	<i>9 hours of Screen Time. 212 steps.</i>	Sparkle "ting"	Rive + HTML	0
The couch							
8	0:13–0:15	Living room at night, guy slouched on the couch swiping Tinder	On the coffee table, iPhone held up out of reach while the guy flails	<i>Hour three.</i>	Swipe sounds	Existing still + 2s clip	40
9	0:15–0:18	Close-up: he squeezes the iPhone in his lava fist until it glows white-hot, then opens his hand: it's a tiny diamond	Pockets the diamond	<i>Swiping isn't cardio.</i>	Crunch, then a ting	Scenario still + 3s clip	74
10	0:18–0:19	The guy doing push-ups on the rug	Drill-sergeant pointing	<i>Exercise first. Tinder second.</i>	Whistle	Scenario still	14
Third wheel							
11	0:19–0:21	Bedroom at 1am, a couple back to back, both faces lit blue by their iPhones	At the foot of the bed in his nightcap, eyebrows up	<i>1:12 am.</i>	Two phones scrolling	Scenario still + 2s clip	54
12	0:21–0:24	Wide on the bed	Collects both iPhones, sets them on the mattress, sits on them bum-first; they sizzle and melt as he wiggles to get comfy, then slaps the lamp off	<i>Only one thing should be happening in this bed at 1am.</i>	Sizzle, bedsprings, lamp click	Scenario still + 3s clip	74
13	0:24–0:26	Dark room, the couple's eyes wide	His eyes glow; he winks at camera	<i>It's sleep. No sleep, no TikTok.</i>	Snore	Scenario still + Rive wink composited	14

#	TIME	SHOT	BLOCKY	ON-SCREEN TEXT	SOUND	MADE WITH	CREDITS
Grandma							
14	0:26–0:28	Living room, grandma in her armchair, iPhone at arm's length, Candy Crush, glasses on the end of her nose	Snatches the iPhone	<i>Hour six.</i>	Candy Crush chime	Scenario still + 2s clip	54
15	0:28–0:31	He frisbees the iPhone out the window; grandma catches it one-handed without looking up	Stunned		Whoosh, catch	Scenario still + 3s clip	74
16	0:31–0:34	Kitchen-table arm-wrestle; she slams him flat	Face down on the table	Her speech bubble: <i>"#@!% off, rock."</i>	Table slam	Scenario still + 3s clip	74
17	0:34–0:37	Sidewalk, grandma power-walking in a tracksuit, iPhone in her pocket	Huffing behind her in his sweatband	<i>Steps first. Candy Crush second.</i>	Track returns	Scenario still + 3s clip	74
Shopping							
18	0:37–0:39	Apartment at 2am, a woman in bed, thumb on "Buy now", a wall of plain brown boxes behind her	Pops out of the top box like a jack-in-the-box	<i>Order #47 this week.</i>	Order ding	Scenario still + 2s clip	54
19	0:39–0:42	He tapes her iPhone into a box, stamps it RETURN TO SENDER, and drop-kicks it out the window into a passing delivery truck	Kick, then side-eye to camera	<i>Your bank account called. So did your legs.</i>	Tape screech, thud, truck horn	Scenario still + 3s clip	74
20	0:42–0:44	Her doing squats holding a box, an avalanche of boxes behind	Sitting on top of the box like the weight	<i>Exercise first. Shopping second.</i>	Beat	Scenario still + 2s clip	54
Montage							
21	0:44–0:46	Four half-second cuts on the beat: an iPhone in a blender, under an anvil, in a slingshot, in a deep fryer	Calm in every one		Blend, clang, twang, sizzle	4 stills with punch-in	56
Bouncer card							
22	0:46–0:48	The phone pile is now a mountain; he sits on top like a throne	Arms folded, deadpan	<i>I'm not your coach. I'm not your friend. I'm your bouncer.</i>	Bass hit	Rive + the pile still, larger	0
The reveal							
23	0:48–0:51	Everyone from the scenes in workout clothes, glaring at camera	Shrugs, center	<i>Relax. Blocky doesn't actually flush, melt, or fry your phone.</i>	Silence	Scenario still + Rive Blocky composited	14
24	0:51–0:54	Real app: the block screen, "Tinder unblocks after a workout"	Small, in the block's ring, as in the app (no wiggle on a block)	<i>He just blocks the app.</i>	Lock click	App screens + HTML	0
25	0:54–0:57	Real app: Apple Health logs a walk, the block lifts by itself	Happy bounce, sparkles	<i>Unblocks when you're done. Not when you're bored.</i>	Unlock chime	App screens + Rive	0
Close							
26	0:57–1:00	Flat background	Tapping his foot, judging	<i>You just watched this for 60 seconds. That's about 100 steps you didn't take.</i>	Clock ticking	Rive + HTML	0
27	1:00–1:03	End card: app icon, App Store badge	Turns, full wiggle with sparkles, turns back and winks	Blocky doesn't ask nicely. <i>Seven days free. Tag who needs Blocky.</i>	Sparkle, final hit	Rive + HTML	0

Caption copy: ★★★★★ "Really fun and really annoying." (App Store review)

Budget (Scenario credits)

Character sheets for the 5 people (references)	~70
Stills and clips, one clean pass	~1,050
Music (Lyria, 2 takes)	~25
Retries (people and hands; ~1.5 takes per clip)	~650
Total	~1,800

Cutdowns, from the same footage at no extra cost

CUTDOWN	SHOTS	LENGTH	AD TAG
The toilet	1–3, 4–7, 27	~16s	new: no-steps-scrolling
The couch	1–3, 8–10, 24, 27	~17s	exercise-tinder
Third wheel	1–3, 11–13, 27	~15s	no-sleep-tiktok
Grandma	1–3, 14–17, 27	~19s	new: steps-candy-crush
Shopping	1–3, 18–20, 27	~15s	exercise-shopping

Rules across every shot

- iPhones only. No real app logos or screens; app names appear only in text.
- Violence is against phones only. People never get hit.
- No body jokes, no medication. The swear is a grawlix only.
- Text and key action stay clear of the bottom fifth and right edge, where the platforms put their buttons.
- At about 63 seconds the main cut runs long for Reels and TikTok. Easiest trims: the montage (2s, 56 credits) or grandma's frisbee catch (3s, 74 credits).