

TEAM A(I)DOL · CMU ENTERTAINMENT TECHNOLOGY CENTER · SEP 4, 2026



Team Update

Design × Technology × Business

You are not managing an idol. You ARE one.

Design

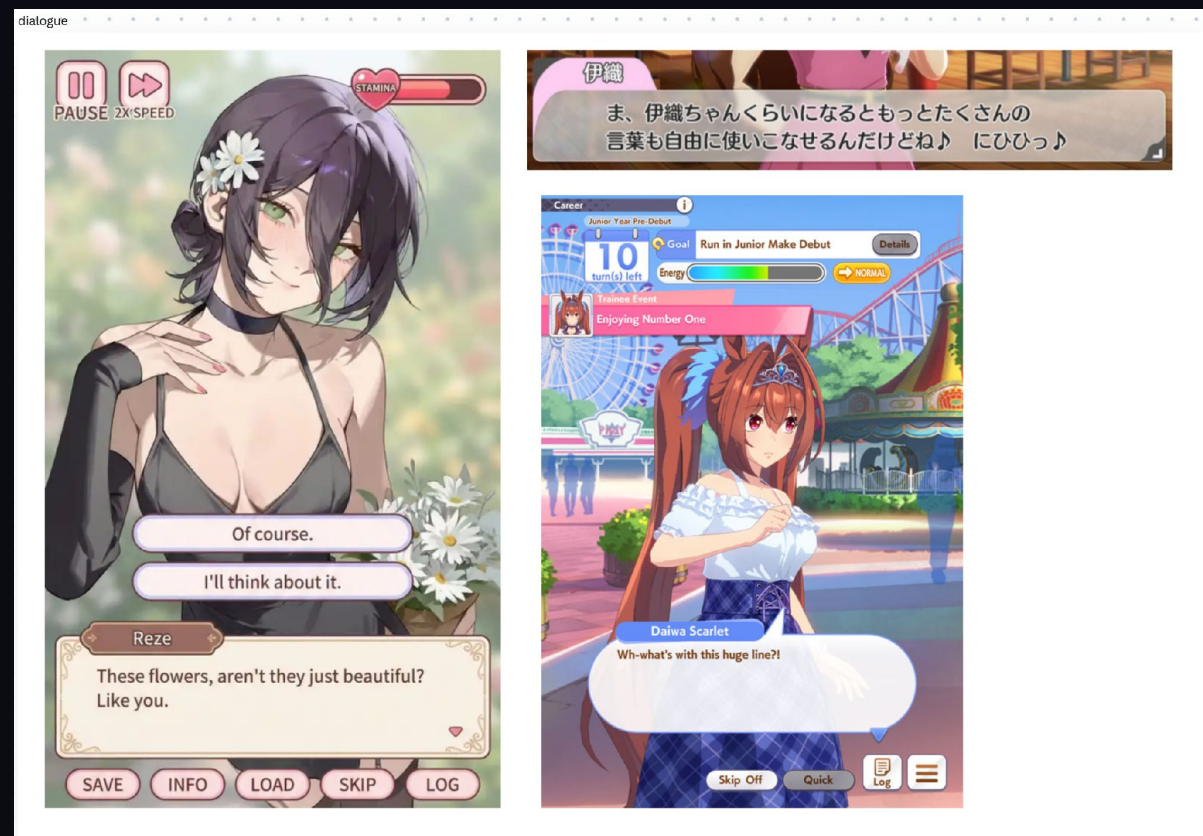
■ The full V1 player experience: **a feature-by-feature walkthrough from first invite to debut report** — plus our current art, UI, and NPC direction.

Art Direction

Cel-shaded anime / MHY ZZZ-like / pastel K-pop idol aesthetic. Key words: soft light, collectible, ceremonial.



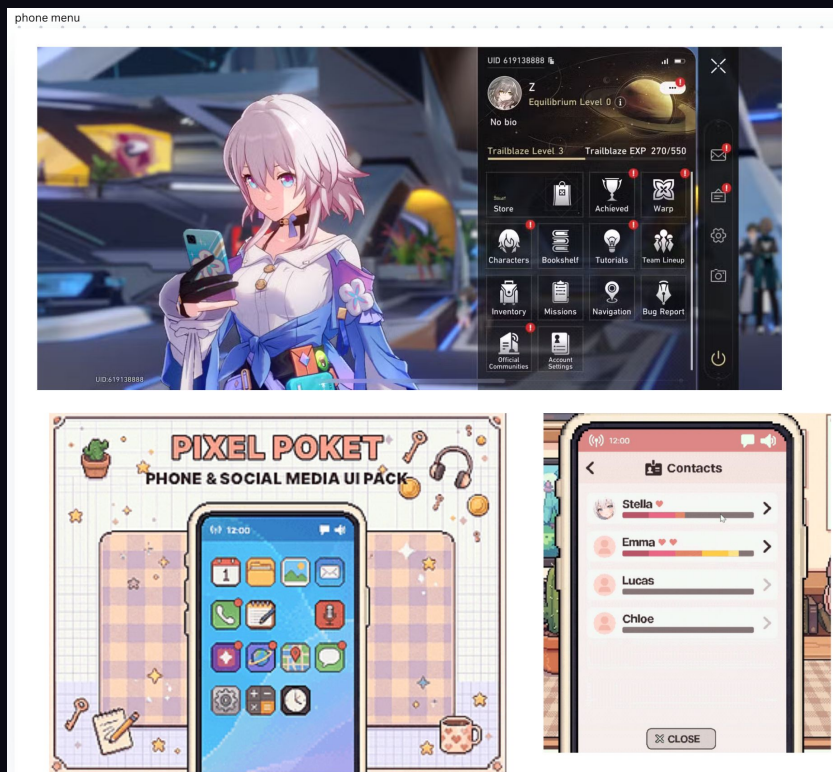
Mood board



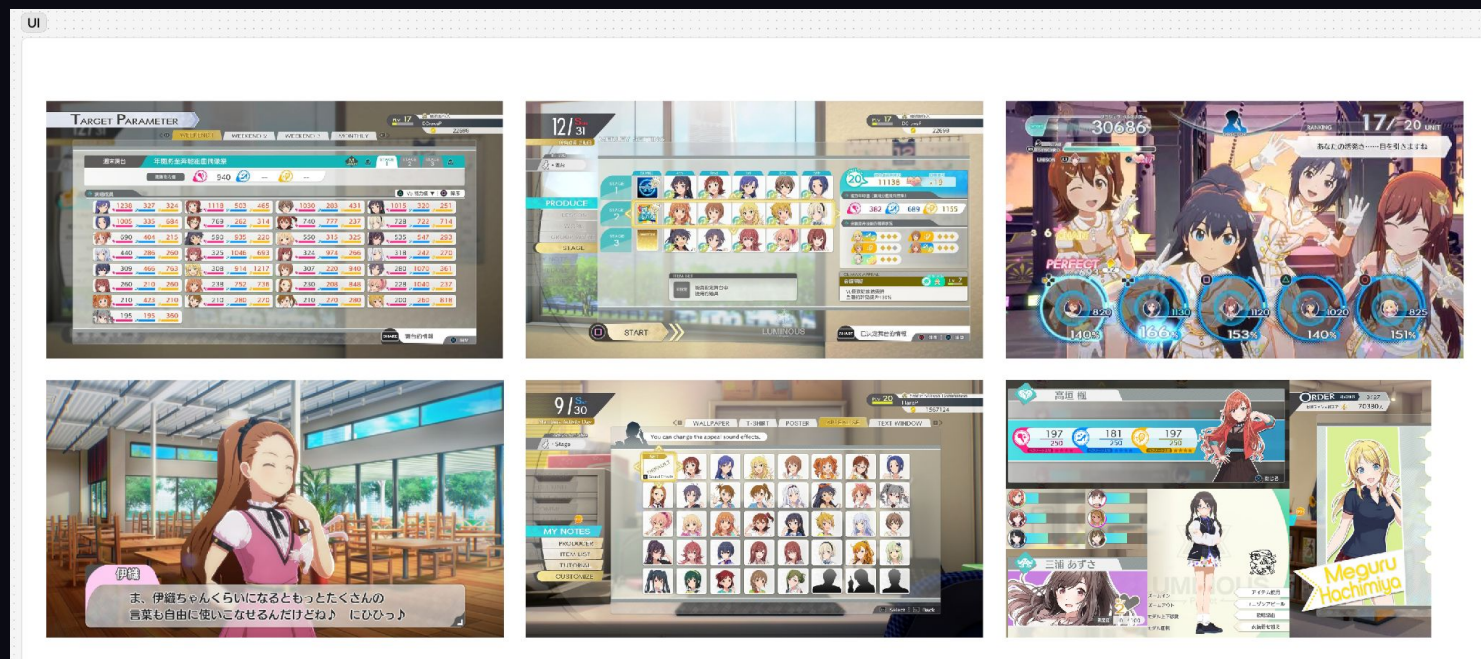
Dialogue

UI Direction

Mobile-first, bottom dock navigation, wallet HUD, and room-based hotspots.



Layout Reference



UI reference

NPC / Character Direction

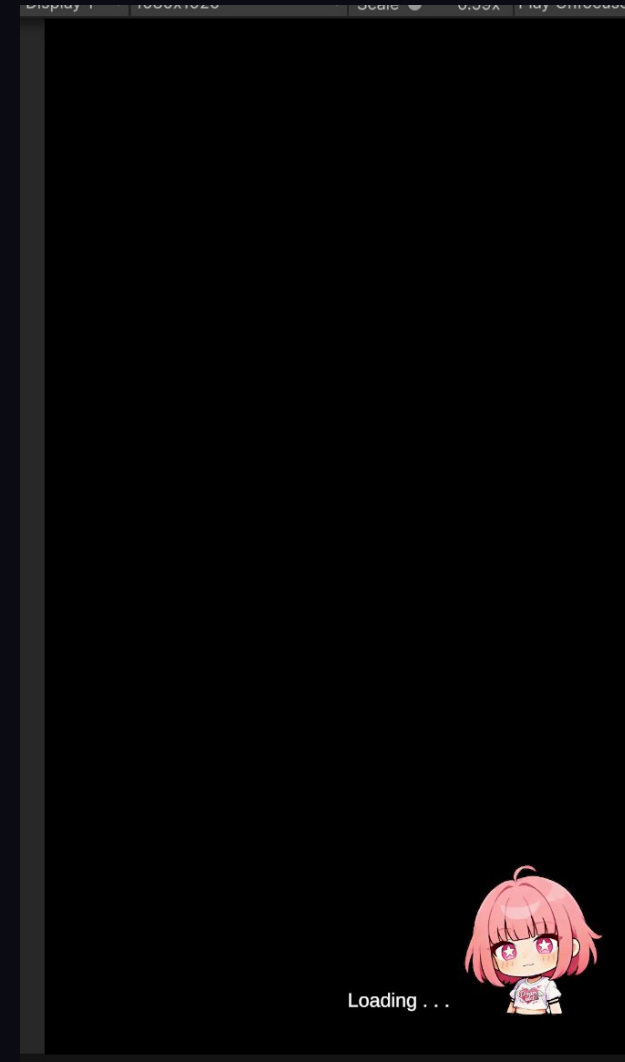
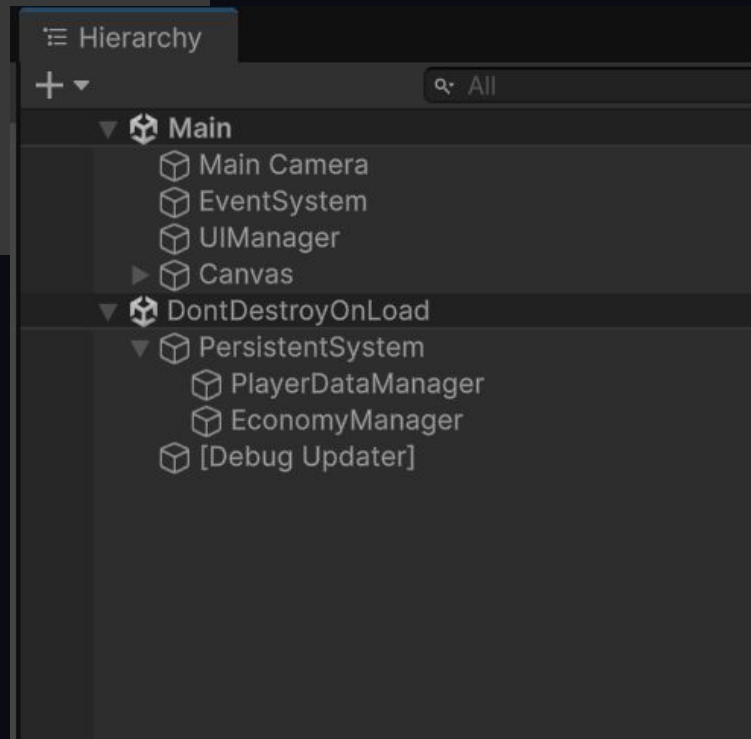
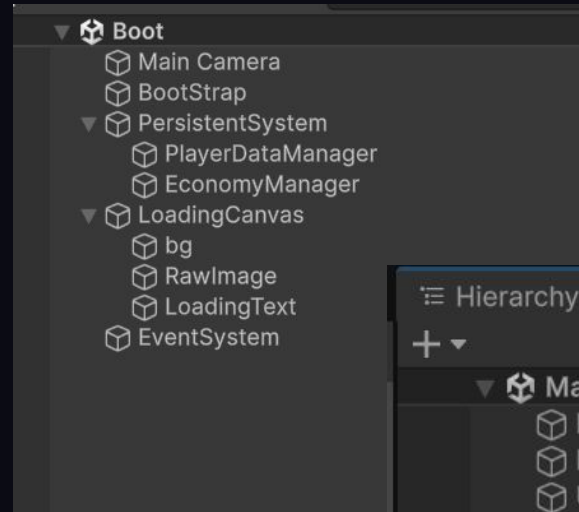
Senior idols, CEOs, and stylists.

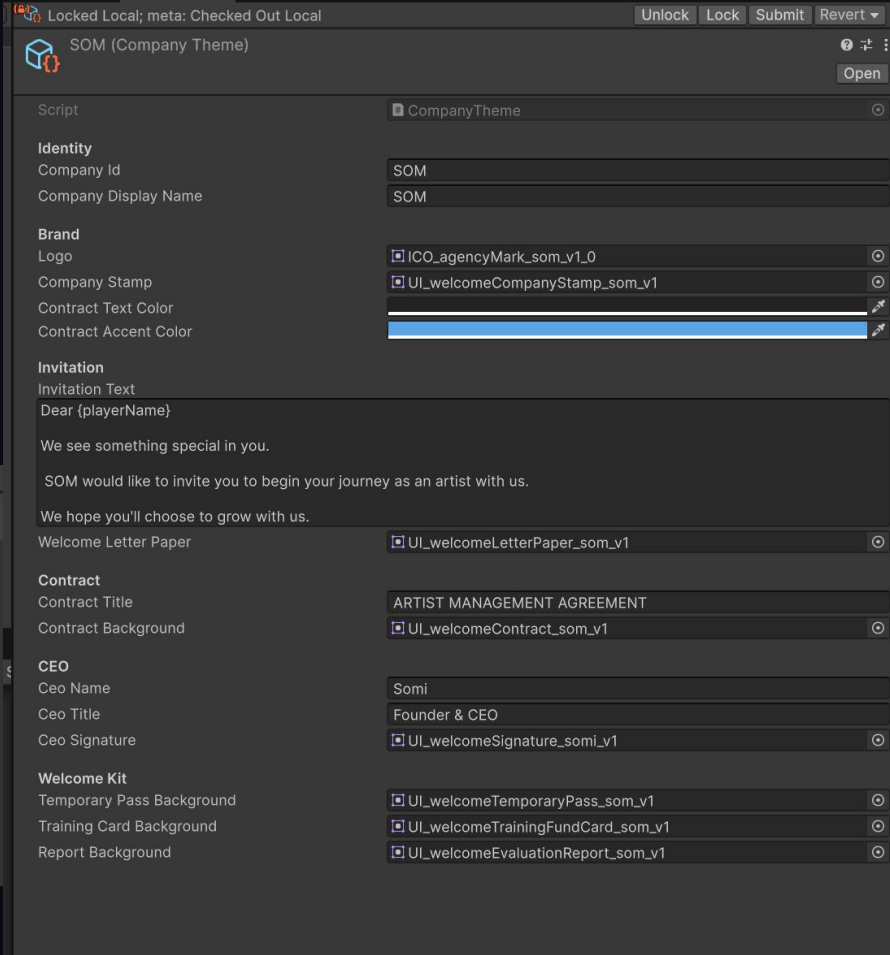
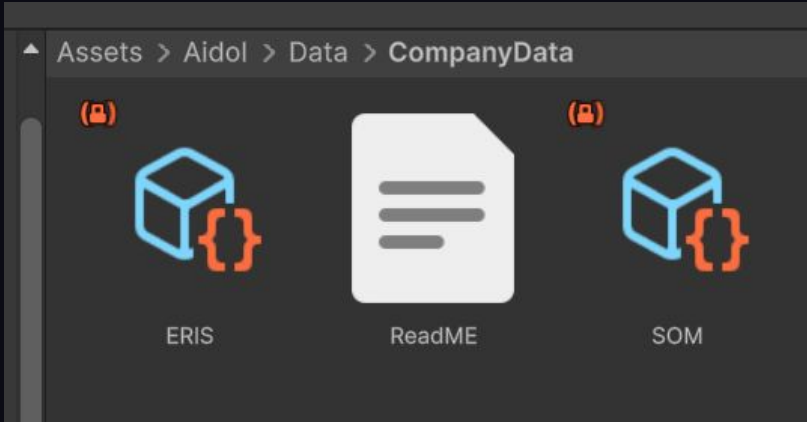
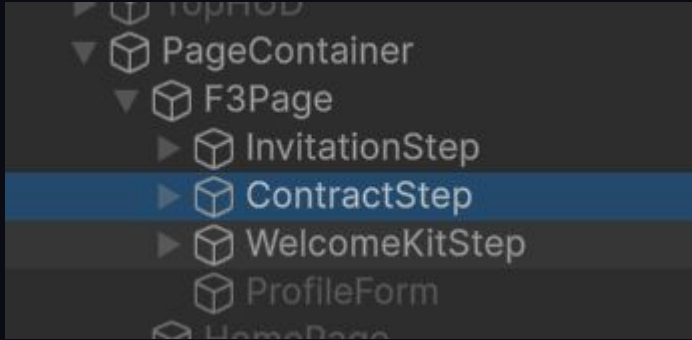


Technology

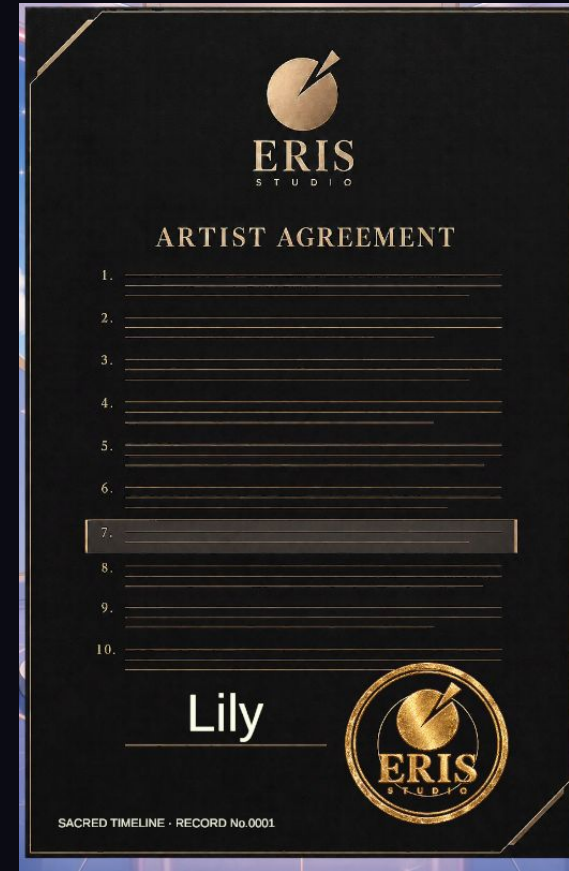
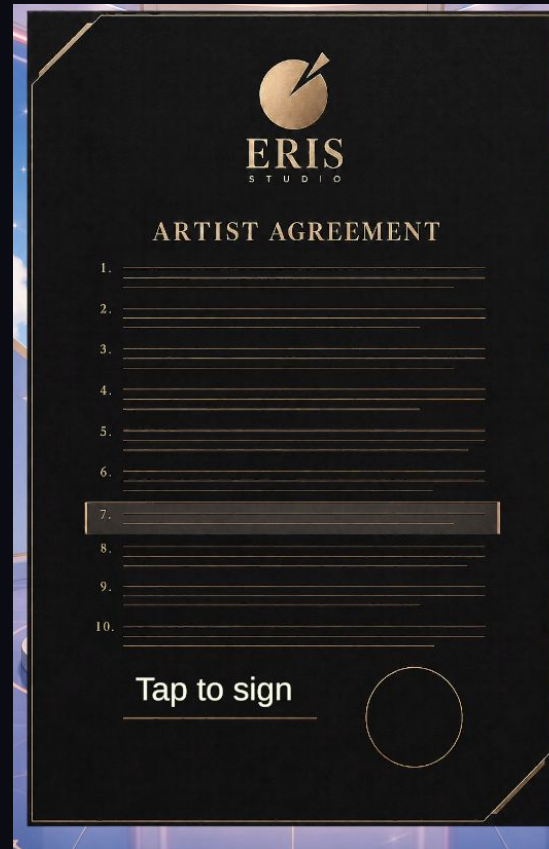
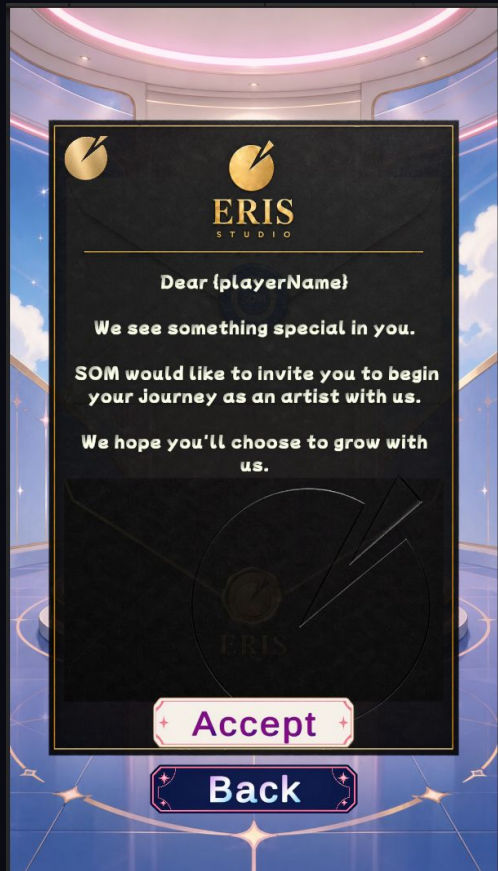


Boot Scene (Prepare the Data)

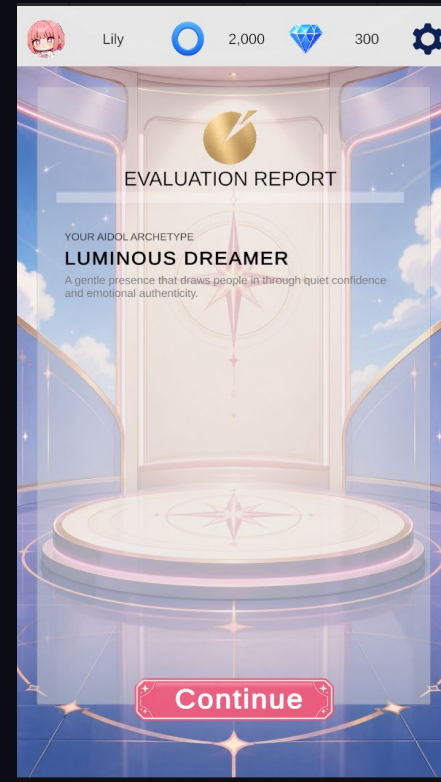




Contract step



Welcome Kit



Business

■ Grounding our economy design in **attachment theory** — and scouting the closest competitor in the OC space.

Attachment Theory × Economy Design

A theory-driven starting point for what players will pay to keep

01 · The Paper

Teenagers and Their Virtual Possessions
(CHI 2011 — Odom, Zimmerman & Forlizzi)

Teens treasure virtual possessions as extensions of identity — a possession's value grows with the self invested in it, not with its utility.

02 · The Outreach

We contacted the two authors directly.

Both professors responded and pointed us to Celebrity Attachment Theory as the closer lens for our idol-fan product.

03 · The Lens

Celebrity Attachment Theory

Fans attach through identification and self-expansion — suggesting an economy built on identity-anchored goods (your idol's look, voice, story) rather than stat power.

Why this matters for commercialization

If virtual possessions are identity anchors, monetization should sell self-expression and permanence — keepsakes, styles, and memories of the idol you built — not pay-to-win shortcuts.

Next step: offline meeting with both professors scheduled — theory will directly feed our V3 economy design.

Product Research: Bside

The closest shipping product in the AI + OC (Original Character) space

What Bside is · Kotoko AI's OC social playground (mobile + Steam). LLM-driven characters, deep avatar customization, shared social Spaces, and idle Adventure mode.

Why it matters · It already ships the two things we're betting on: avatar economy + photo/OC → AI video. Our twist: Bside makes generic OC clips; A(i)dol turns your look into a narrative debut.



Hub · Chat / Adventure
/ Playground



Wardrobe · Avatar
customization



Gacha · Stars Align



Photo + OC → AI Video

Next Semester • Pitch Plan

The framework we will pitch for next semester — product, research, and legacy

01 • PRODUCT VISION

A(i)dol World

Expand from idol raising to idol socialization — a shared world that enriches the simulation experience through social play.

02 • RESEARCH COLLAB

“Attachment Theory” × HCII

Building on Odom et al., CHI 2011: teens are possessive about virtual assets and eager to show creations as self-presentation — our playtests echo this.

Next question: what happens when a creation is made by a group of players?

03 • TEAM LEGACY

AI Dev Playbook

A reusable playbook for student teams — how to leverage AI tools to build a deeply AI-native interactive experience.

Documentation covering pipeline, cost, and project management.

Some slides are held back

This is the public edition of an internal advisor deck.

Model comparisons, prompts, cost tables, architecture and unreleased design are withheld.

They are published in full in the A(i)dol AI game development playbook, December 2026.