

TEAM A(I)DOL · CMU ENTERTAINMENT TECHNOLOGY CENTER · WEEK 5 · SEP 21–25, 2026



Week 5 Update

Design × Technology × Business × Ops

You are not managing an idol. You ARE one.

V1 runs on Android

Packaged build · phone in hand · talking to the real backend



APK

packaged and installed on Android

JOINT TEST

first APK-to-backend test passed · 9/23

THE RUN

F1 → Home → Interview → Styling → Recording → Senior → your video

1 · DESIGN

Design

World comes alive: 17 videos, 16 idols, seven formats — and what they taught us about the video pipeline. Plus music, the look library, and personality reaching the prompts.

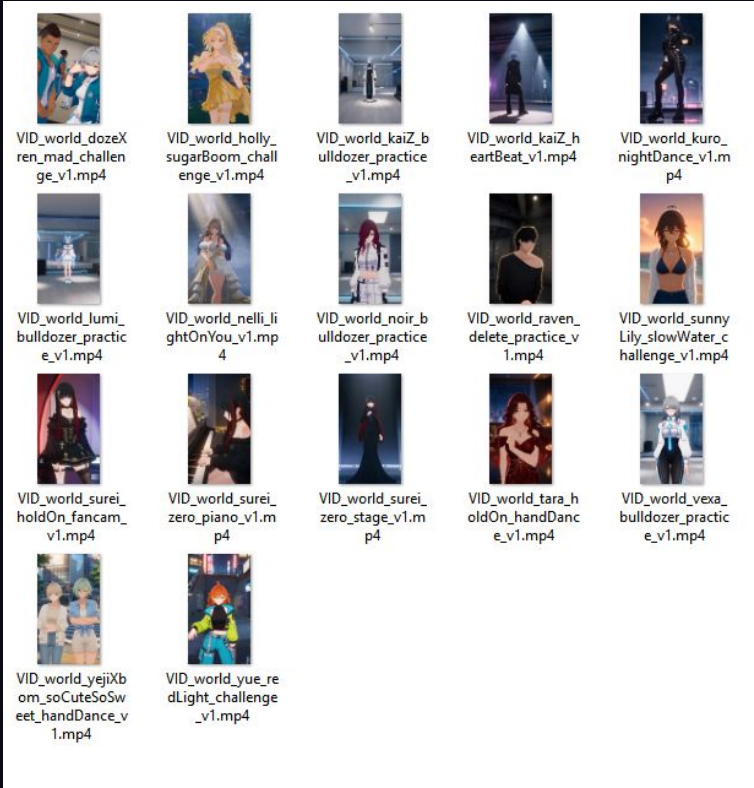
World: a feed you can scroll

The simulated short-video platform inside the game · prototype



17

videos in the feed



16

idols covered

 Nelli	nelli	ERIS	Idol	20	Female
 Bom	bom	ERIS	Idol	21	Female
 Yeji	yeji	ERIS	Idol	20	Female
 Zia	zia	ERIS	Idol	19	Female
 VEXA	vexa	SOM	Idol	23	Female
 NOIR	 OPEN noir	SOM	Idol	22	Female
 LUMI	lumi	SOM	Idol	20	Female
 KAI-Z	kaiz	SOM	Idol	21	Female
 Kuro	kuro	N/A	Idol		Female
 Tara	tara	LUN	Idol	27	Female
 Yue	yue	N/A	Idol	21	Female
 SunnyLily	sunnylily	N/A	Idol	22	Female
 Ren	ren	SOM	Senior	26	Female
 Raven	raven	ERIS	Idol	24	Male
 Doze	doze	SOM	Idol	23	Male

Different kinds of video, like a real platform

17 videos · 16 idols · the formats a short-video feed actually has



Fancam



Singing + piano



Stage performance



MV trailer

Different kinds of video, like a real platform

17 videos · 16 idols · the formats a short-video feed actually has



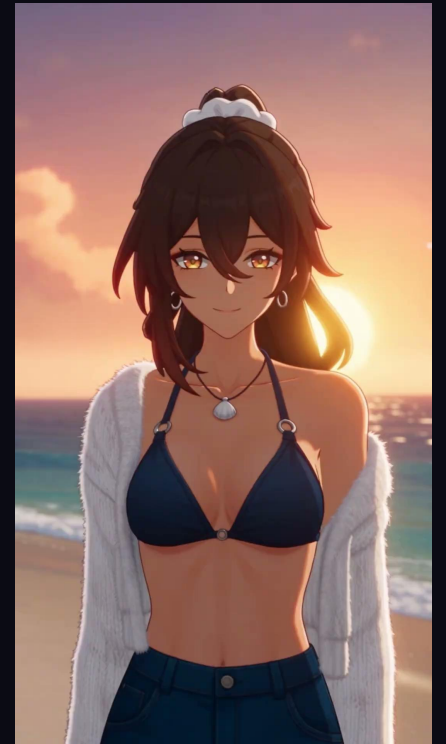
Hand-gesture dance



Practice room



Challenge duet



Challenge

Video prompt template — and what it exposed

The same pipeline that will make the player's evaluation showcase video

TWO PROBLEMS

Lip sync

Mouth doesn't match the vocal perfectly

Beat alignment

Dance moves and the generated song only line up with manual alignment.

WHY IT MATTERS

Both hit the evaluation showcase video — the player singing and dancing to their own song. The final pipeline still has to be validated and designed around them.

Your personality now decides how you stand and smile

Producer interview → IDOLTI report → pose & expression prompts

Aa Name	≡ Prompt	🕒 性格类型	🕒 类别
PRE-EXPR-05	winking one eye with a smile, the other eye open and looking directly at the	Presence 高	Expression
EXP-EXPR-05	a bright open-mouthed smile with eyebrows raised, looking directly at the	Expression 高	Expression
BAL-EXPR-01	a natural smile, looking directly at the camera	均衡	Expression
PRE-POSE-04	Front-facing standing pose, one hand at the side of the head pushing the hair back, the other arm relaxed at the side	Presence 高	Pose
SLF-EXPR-02	 OPEN a blank neutral expression, looking directly at the	Self 高	Expression
EMP-POSE-02	Front-facing standing pose, upper body leaning slightly forward, both palms cupping the chin	Empathy 高	Pose
EXP-POSE-02	Front-facing standing pose, both hands in fists raised beside the chin	Expression 高	Pose
EXP-EXPR-01	eyes wide open and mouth open in surprise, looking directly at the camera	Expression 高	Expression
PRE-EXPR-02	a big smile showing teeth, looking directly at the	Presence 高	Expression
EXP-POSE-05	Front-facing standing pose, upper body leaning slightly	Expression 高	Pose



PRESENCE · EXPRESSION · SELF · EMPATHY

16 TYPES

→ POSE + EXPRESSION

Art this week

[Peter — icons, production, thumbnails]



A(i)dol

You are the next Idol!

A(i)dol is a first-person K-pop idol growth game in which the music, the look and the performance video are generated for you, from your choices.



Player Creativity w/ AI Music and Video

At the end you have a song, an idol and a video, none of which existed before you played, and none of which will be the same for the next player.



Exploration in Self-Expressions

Underneath the fiction, the design goal is a safe, bounded space to try on questions about identity, ambition and self-expression without the consequences of doing it for real.

<https://projects.etc.cmu.edu/aidol/>

Carnegie Mellon University
Entertainment Technology Center

Carnegie Mellon University

Entertainment Technology Center

A(i)dol

You are the next Idol!



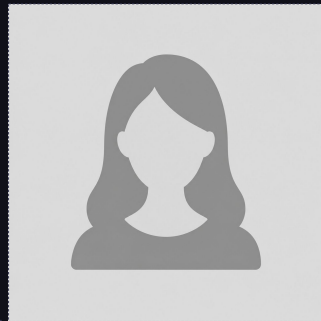
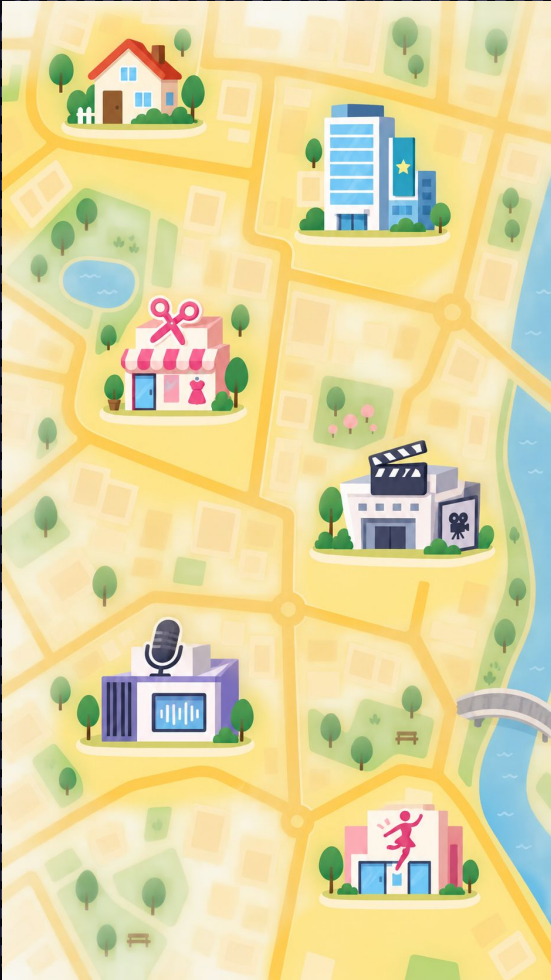
An AI integrated idol-raising game

<https://projects.etc.cmu.edu/aidol/>

A brighter you awaits.

Art this week

[Peter — maps, icons, merchandise]



Technology

Backend and client joined up on the APK; the surprise gacha runs end to end.

F8 recording studio

[Tao — adjust title]

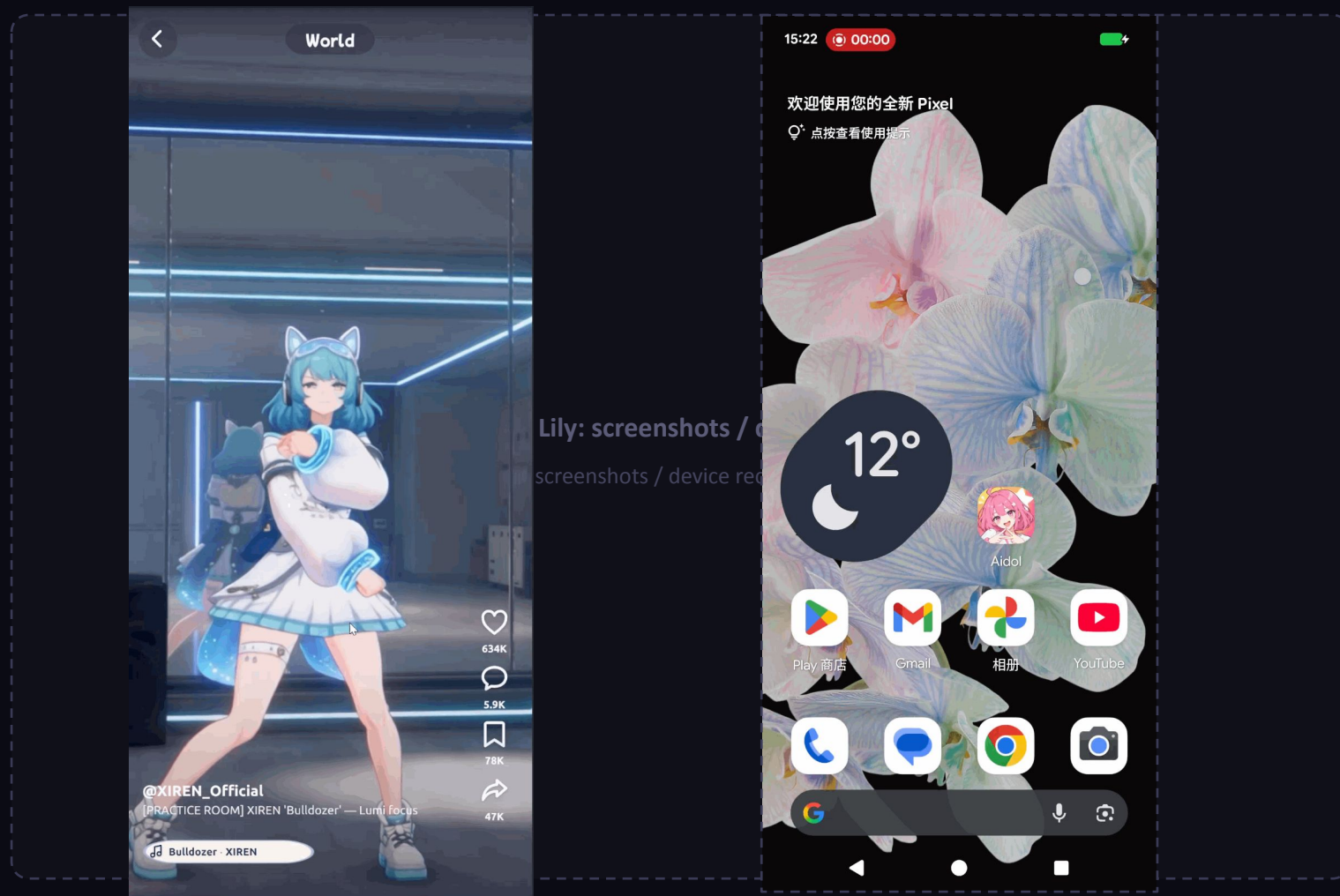


SUGGESTED CONTENT

- F8 recording studio — finish
- Joint test with backend on the APK path
- styling & recording front-backend communication.

[Lily — Connecting every scene ; Make the build]

[Lily — adjust title]



Progress

- Every scene has been connected,
- APK released, tested on Google Pixel 6

4 · OPS

Ops

Yuelin's week, the playtest survey, SME progress, and cost.

This week in operations

[Yuelin — confirm and edit]

Customer discovery

- Interview plan written
- Interviews [2] / 5 done: target audience changed (a little)

Swartz follow-through

- Meeting with Aleks 9/22
- CTTEC IP disclosure: follow-up sent
- 1 [law firm](#) + 2 mentors ([Jeremy](#), [Matt](#)) meetings scheduled

Outward

- [Project website](#) live: Home · About · Contact
- Week 4 blog post
- Round 2 pitch in preparation: Meet w/ Derek

Playtest 9/29

- Survey draft v1 (next slide)
- Observation sheet + survey + follow-up questions
- Room: WEH 4623 / device: Android / headcount: 37 + 1

Playtest survey: draft v1

≤ 5 minutes · filled on the spot · three tools, not one

SURVEY

what only they know — understanding, ownership, AI, coming back

TWO SIGNALS WE ARE AFTER

“Mine”

How much did the character feel like yours? 1–5

Show your work

Is there someone specific you’d show this to?

A(i)dol Playtest Survey

Playtest round: 1 · Date: Sept 29, 2026 · Build: V1 · Player # _____ (the number your facilitator gave you)

Thanks for playing! This takes about 3 minutes. There are no right or wrong answers. We're trying to find what's confusing or missing, so **honest and negative answers are the most useful ones**. Please don't write your name. Nothing here is shared outside our team.

A · In your own words

A1. In your own words, what were you doing just now?

A2. If you were telling a friend about this, what would you say it is?

B · The experience

B1. Was there a moment where you weren't sure what to do next?

☐ Yes ☐ No

If yes, which part? _____

B2. Was there a moment you enjoyed? *(It's fine to say no.)*

B3. How much of what happened felt like your choices? *(Circle one.)*

The game decided almost everything 1 2 3 4 5 Almost everything was my choice

B4. When you saw the character you made, how much did it feel like yours? *(Circle one.)*

Not mine at all 1 2 3 4 5 Completely mine

B5. For your character's voice, what did you use?

☐ My own voice ☐ A preset voice ☐ I didn't get to that part

What made you choose that? _____

C · Pull and push

C1. What made you want to keep going?

C2. Was there anything that made you want to stop, or lose interest?

C3. Was there something you wanted to do but couldn't?

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.