

A(i)dol

You are not managing an idol. **You ARE one.**

OUR TEAM

Cheryl Wang · Yuelin Liu · Field Luo · Tao Jin · Lee Li · Peter Cheng

FACULTY ADVISOR

Derek Ham



ECHO

I saw you in the crowd. I swear, out of everyone, you just - you have IT!

Come audition. Just once. Please?

A mobile, single-player idol growth game.

Audition



Training



Debut



Fans

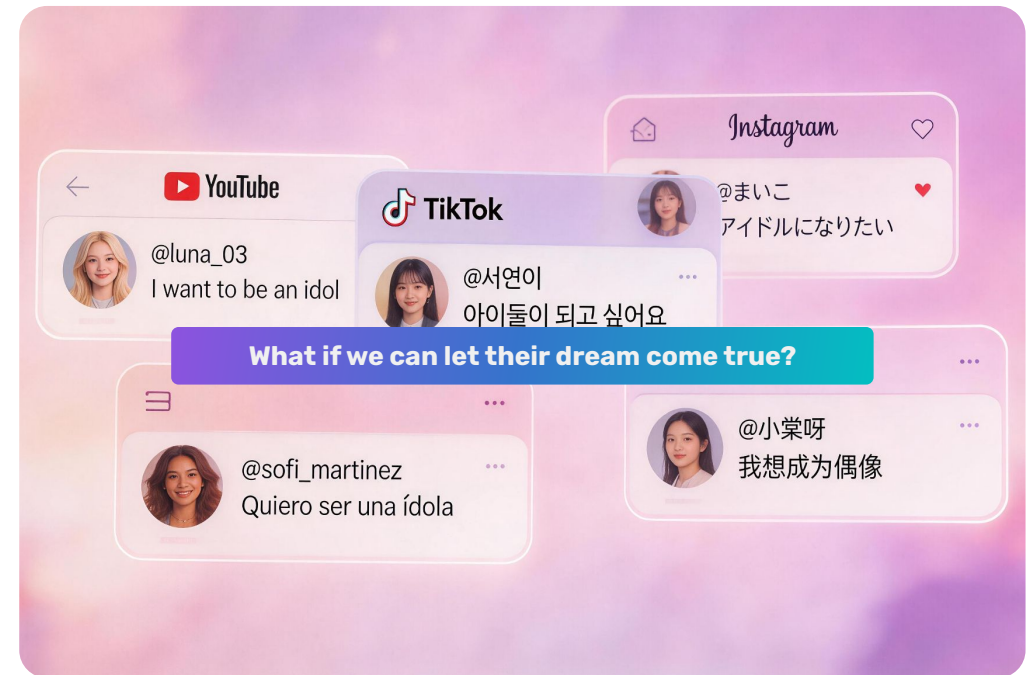
AUDIENCE

Idol and anime fans who already make things – edits, fan art, OCs, covers.

Two things started this



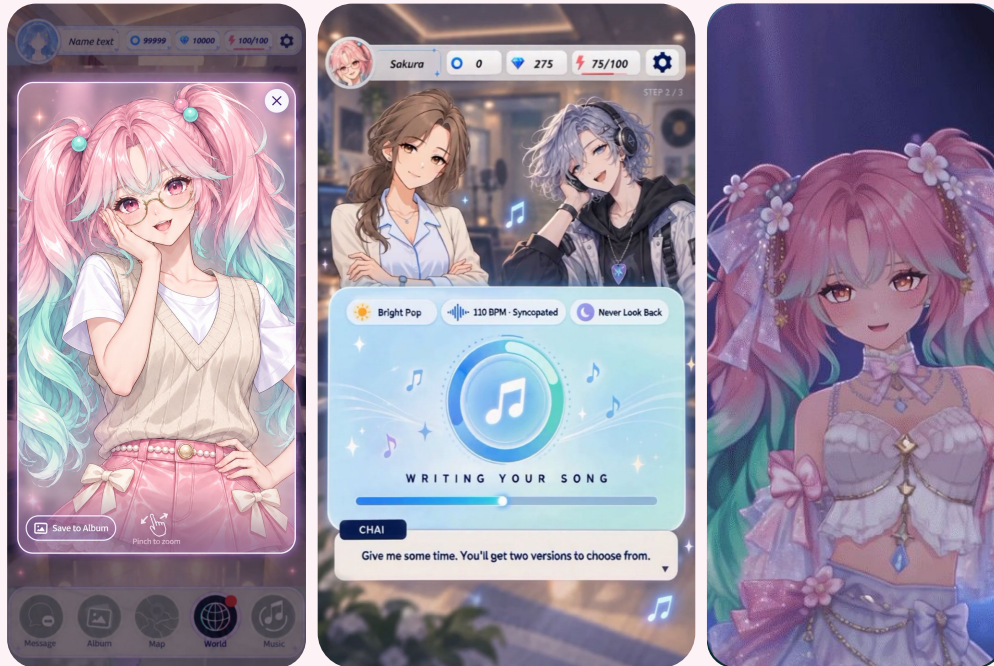
01 · A culture at a scale



02 · A dream with no door

Two things we are experimenting with

01 · Player creativity with AI



02 · Exploration in self-expression



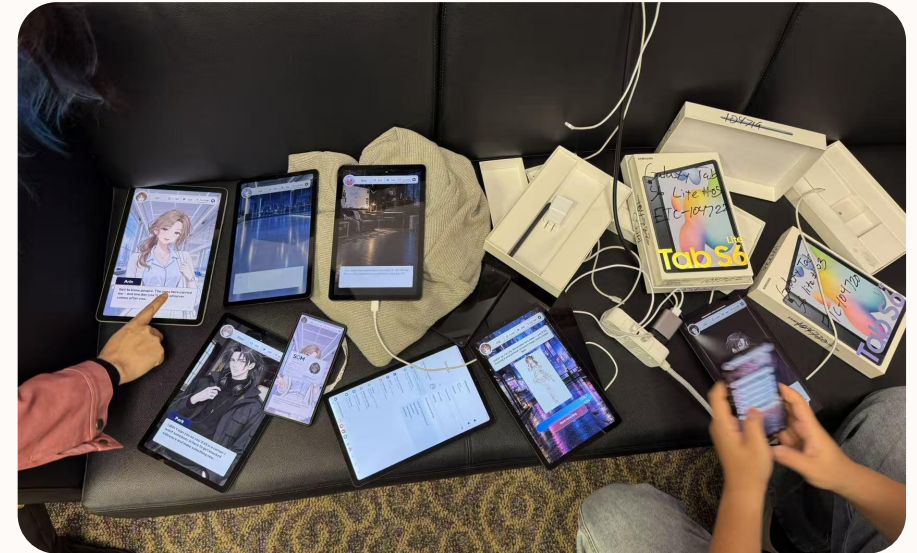


OPENING

An idol audition invitation

*ACTUAL GAMEPLAY FOOTAGE

Sep 29 Playtest with 37 K-pop fans



OUR K-POP SME

Dr. Mathieu Berbiguier

Teaches 82-255 K-pop at CMU. Blocked two test dates in his syllabus back in August.

What we learned

01

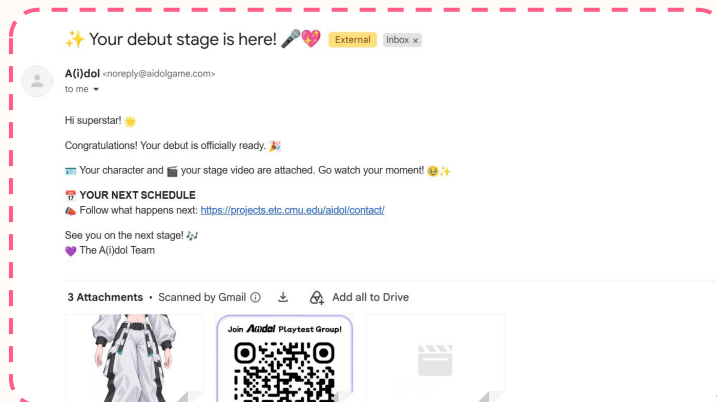
Want to
TAKE AWAY

02

Want positive &
NEGATIVE
consequences

03

World is the
WOW MOMENT



A different way to cover generation wait

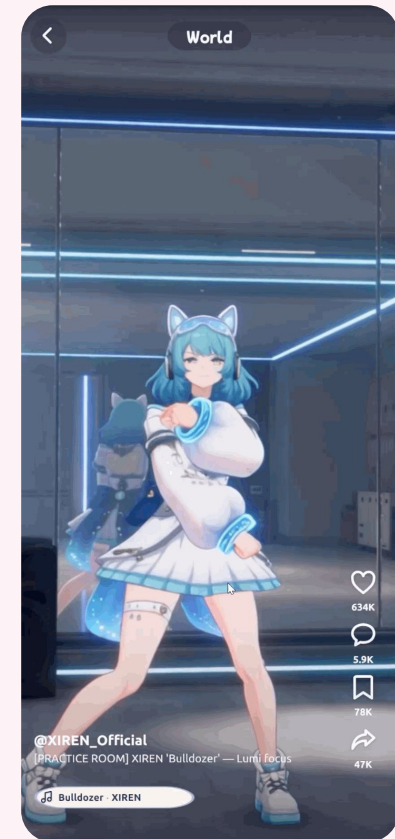
THE PLAN WAS

A match-3 minigame

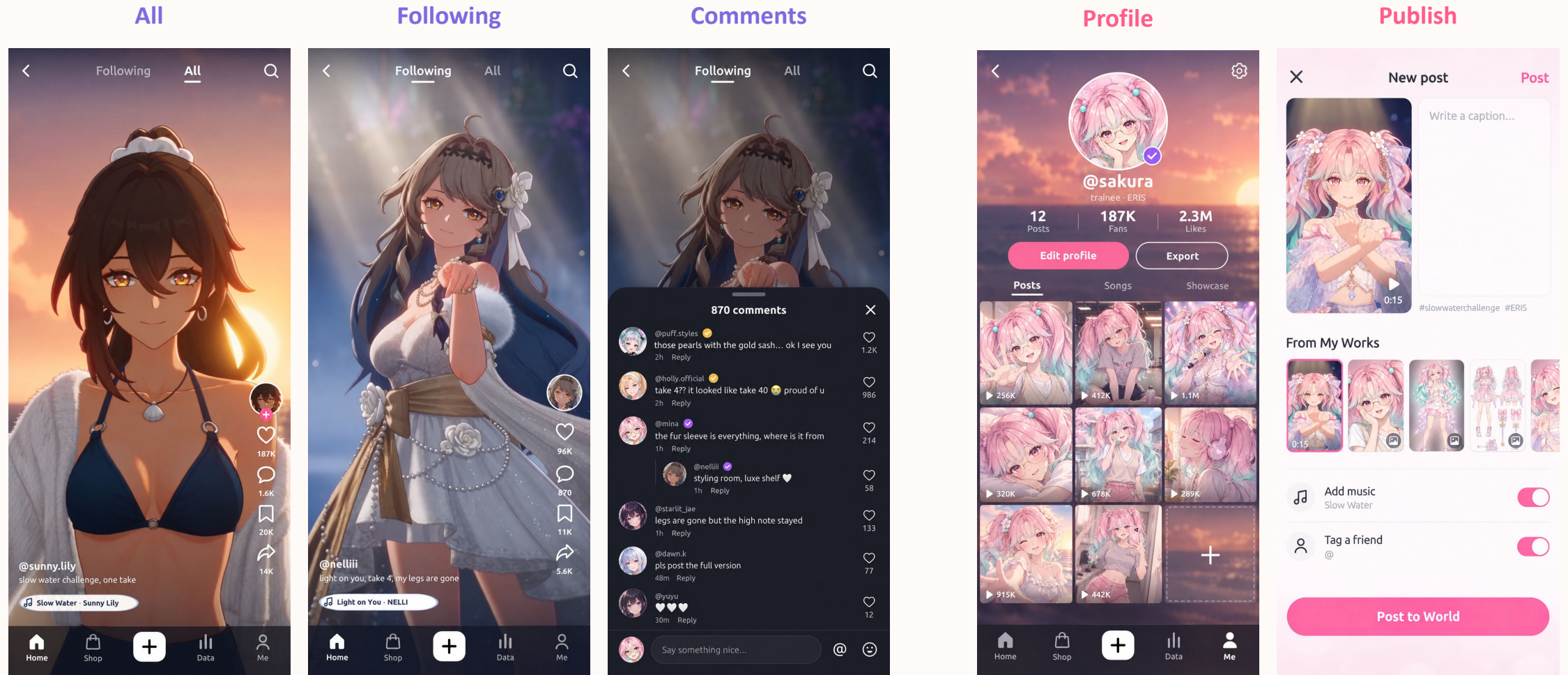


WHAT WE LEARNED

They leaned in at World

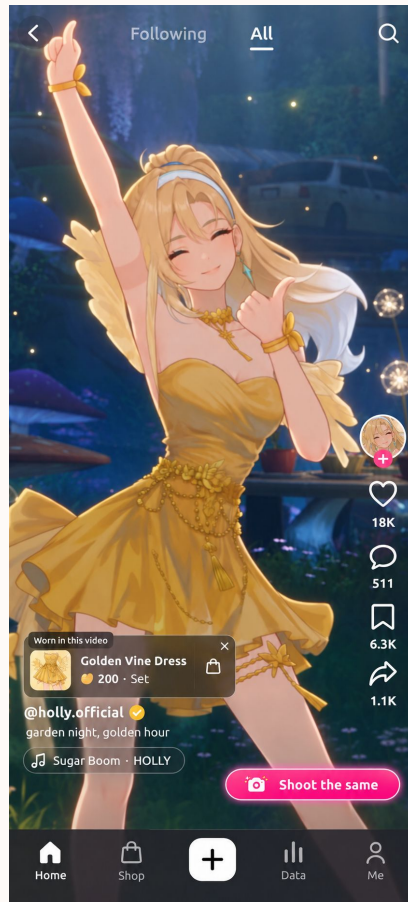


What ships in World • the feed

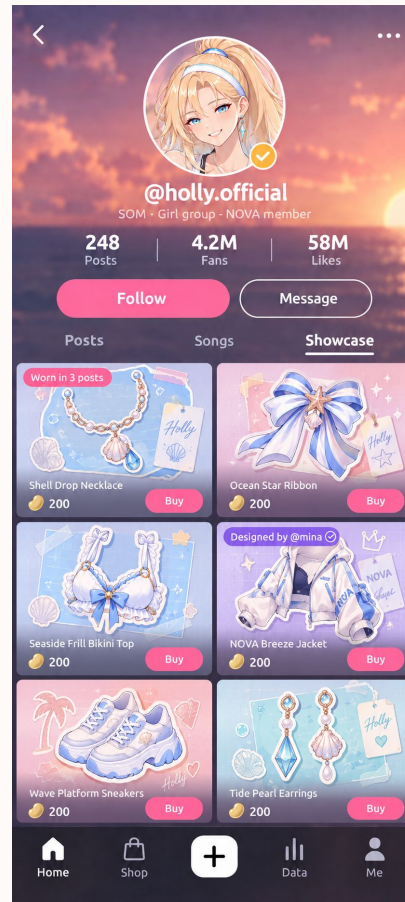


What ships in World • commerce

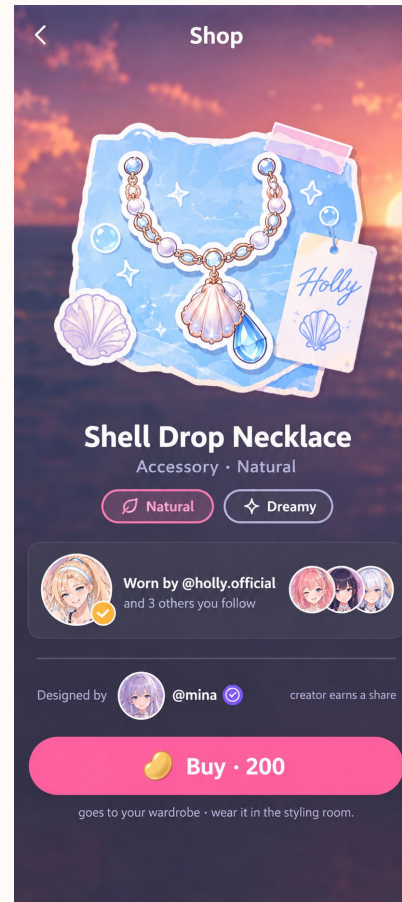
Product Card



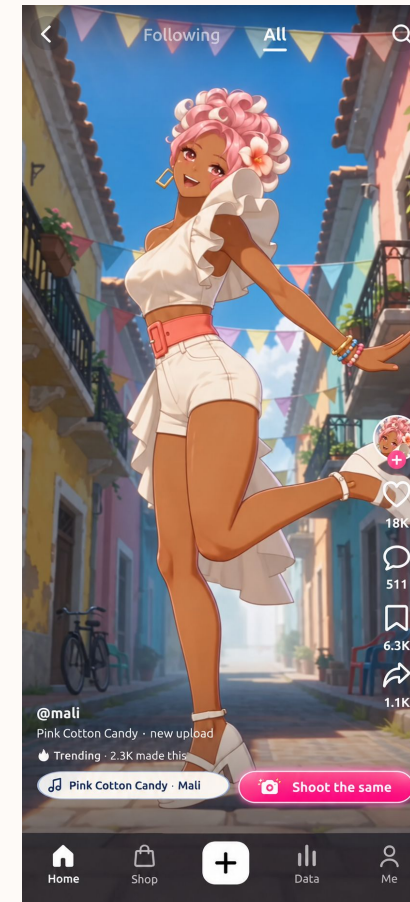
Product Showcase



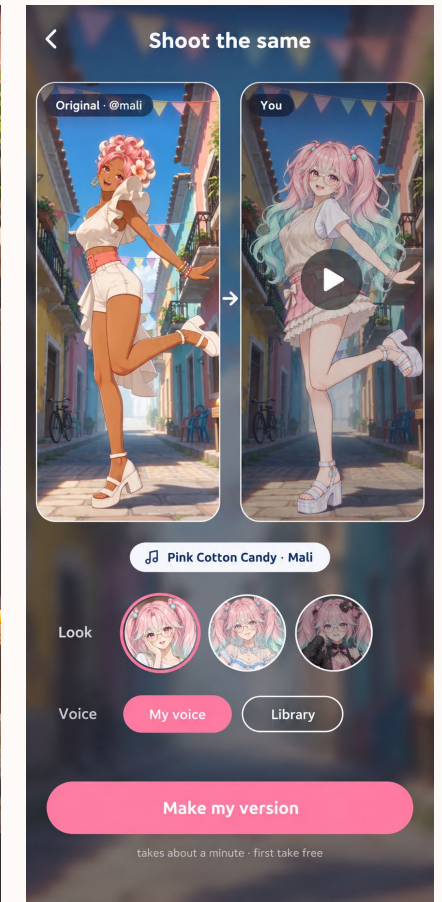
Shop



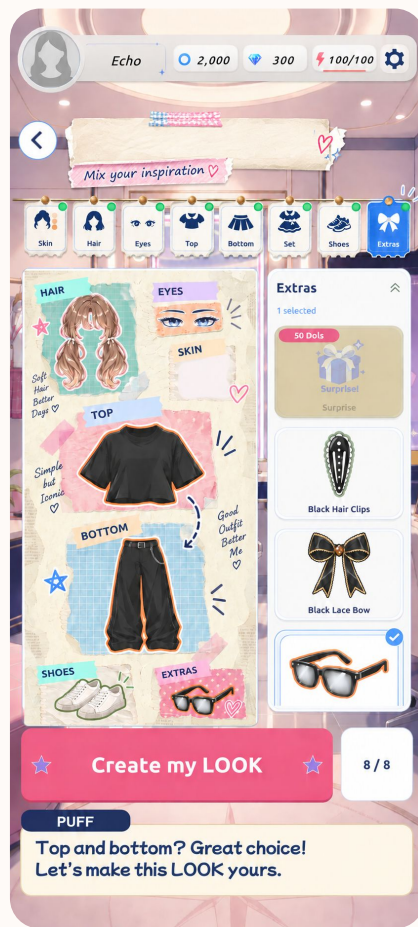
Trending



Your version • one tap



From Assets to UI System

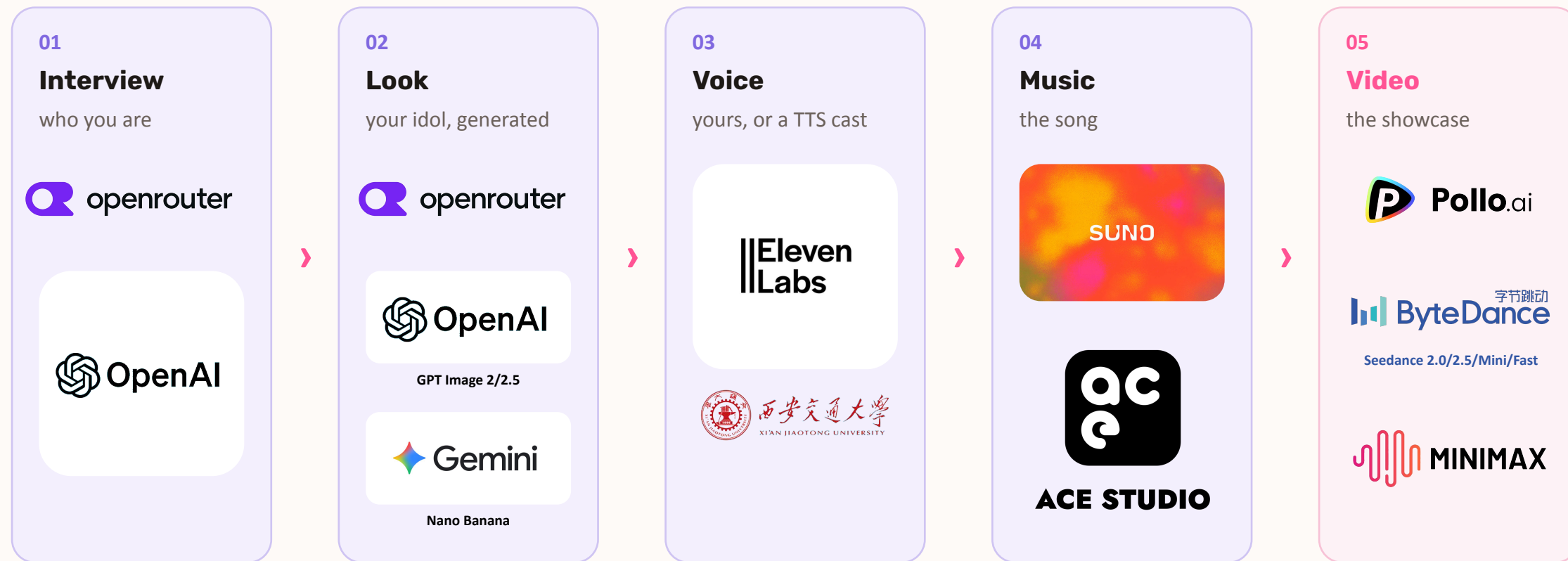


Two Brands, Two Visual Identities



One pipeline, every call metered

One doorway for every call, priced as it runs, **with a cheaper fallback behind each one.**



What it costs

PER RUN

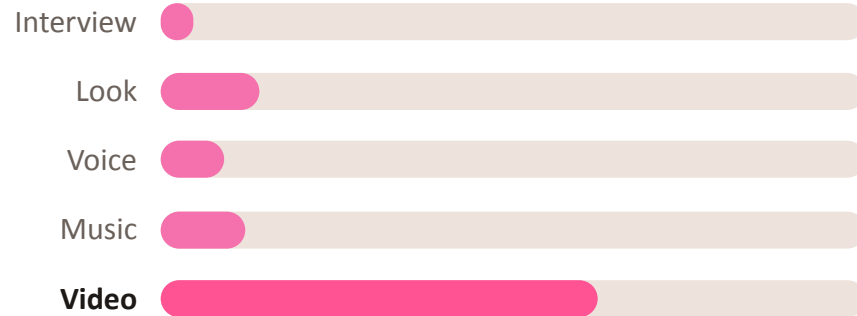
\$xx

MEASURED TODAY



\$xx

HARD CAP BY DECEMBER



THIS SEMESTER

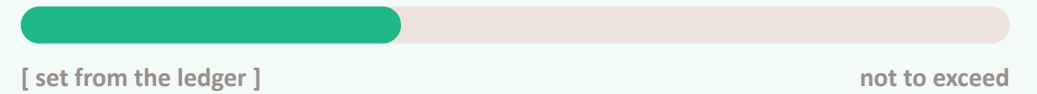
\$xxx

SPENT TO DATE

of

\$xxxxx

APPROVED CAP



For this semester, we offer **starting resources**



Dols

Soft currency
Daily activity / exchange

2000 Dols



Diamonds

Hard currency
Top-up / monthly pass

300 Diamonds



Stamina

Progress gate
Time regeneration

100/100

What we will have at the end of the semester

DELIVERABLE 01

A playable prototype

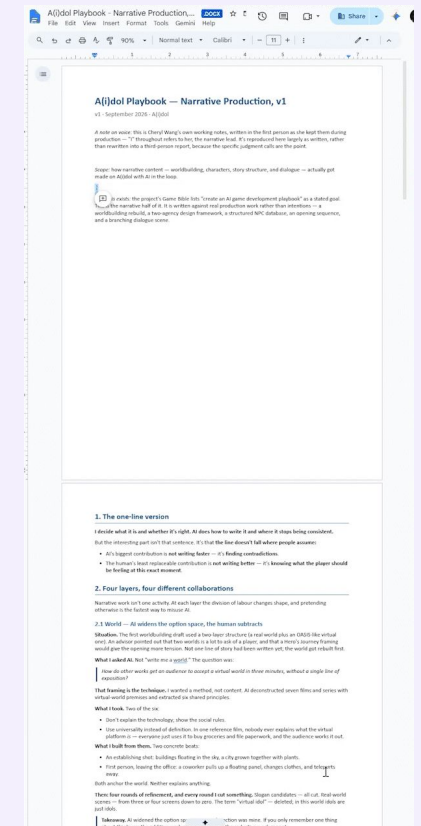
~30 minutes, first launch to a finished debut. V3 closes Nov 22, ships at Finals.



DELIVERABLE 02

An AI development playbook

What building with generation in the live loop really costs, in money and in hours.



V1 finished on time, two builds left

OCT 28

V2



Music, video, World

DEC 1

V3



The final build

DEC 7

Finals



Fall Festival · and the playbook

Two more playtests to test V2 and refine for V3

OCT 28

V2



Music, video, World

OCT 31

Playtest 2



ETC open house · tests V2

NOV 19

Playtest 3



Same class · refine for V3

DEC 1

V3



The final build

DEC 7

Finals



Fall Festival · and the playbook

Thank you for watching.

Come and be an **idol!**