



Week 6 Update

Playtest × World × Roadmap × Ops

You are not managing an idol. You ARE one.

Playtest Round 1 · Sep 29

QA ·



Playtest Round 1 · in the room

K-pop class · two 30-minute rounds



1 · DESIGN

Design

Playtest Round 1 → World becomes the core loop → V2 / V3 roadmap rewritten around it.

Survey: N = 37

Google Form, filled on the spot · three baselines we will track from now on

OWNERSHIP

3.62 / 5

65%

scored it 4 or 5 (24 / 37)

SHARING

33%

50% vs 17%

makers vs non-makers

WORLD

46%

30% · 14%

positive · stuck (couldn't find it
/ didn't know when to stop)

Sample: 73% light or non-gamers · 8 play idol / dress-up / otome games · 7 pairs played together — floors, not verdicts.

What we learned

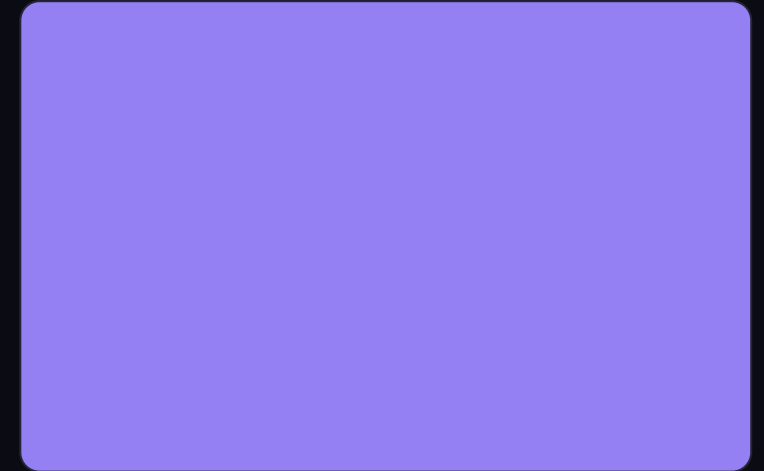
4 things, each from more than one independent source

01

World is the
WOW MOMENT

02

Ownership
happens at the
REVEAL



03

Want to **TAKE**
AWAY

04

Want positive &
NEGATIVE
consequences

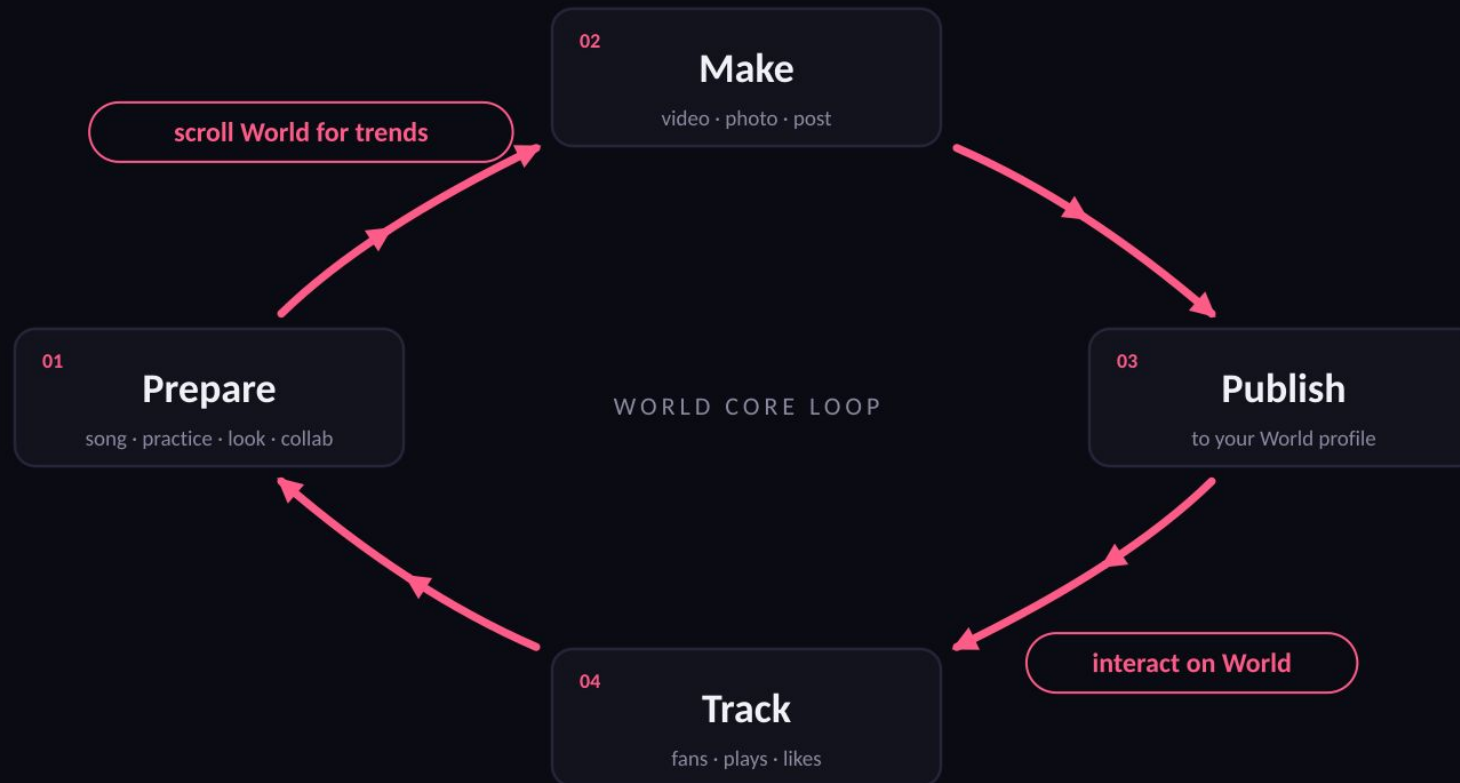
1 · WORLD AS THE CORE LOOP

World as the core loop

The simulated social platform moves from the waiting room to the centre of the game.

The core loop

Prepare → make → publish → track — and World sits on two of the arrows



DESIGN GOALS

- Always an audience
- Rules you can learn
- Losing fans: reversible, but felt
- Trending must pay back

What a simulated platform gives you that a real one can't

The fake audience is the product

A guaranteed audience

nobody posts into silence

Failure is safe

dare the bold thing · like
“crime” in an open world

A buffer, not a wall

no hate · no cold start · safer
for younger players

No inflation

the number keeps meaning

And the humans? Real players post into the same feed — the simulation surrounds them.

Humans and AI in one feed — who is who

One feed, four badges

YELLOW ✓

Key NPCs

Holly · Echo · Puff · Orei

PURPLE ✓

Real players

earned at N fans — a goal in itself

PINK ✓

Official

A(i)dol World · SOM · ERIS — trends and events

—

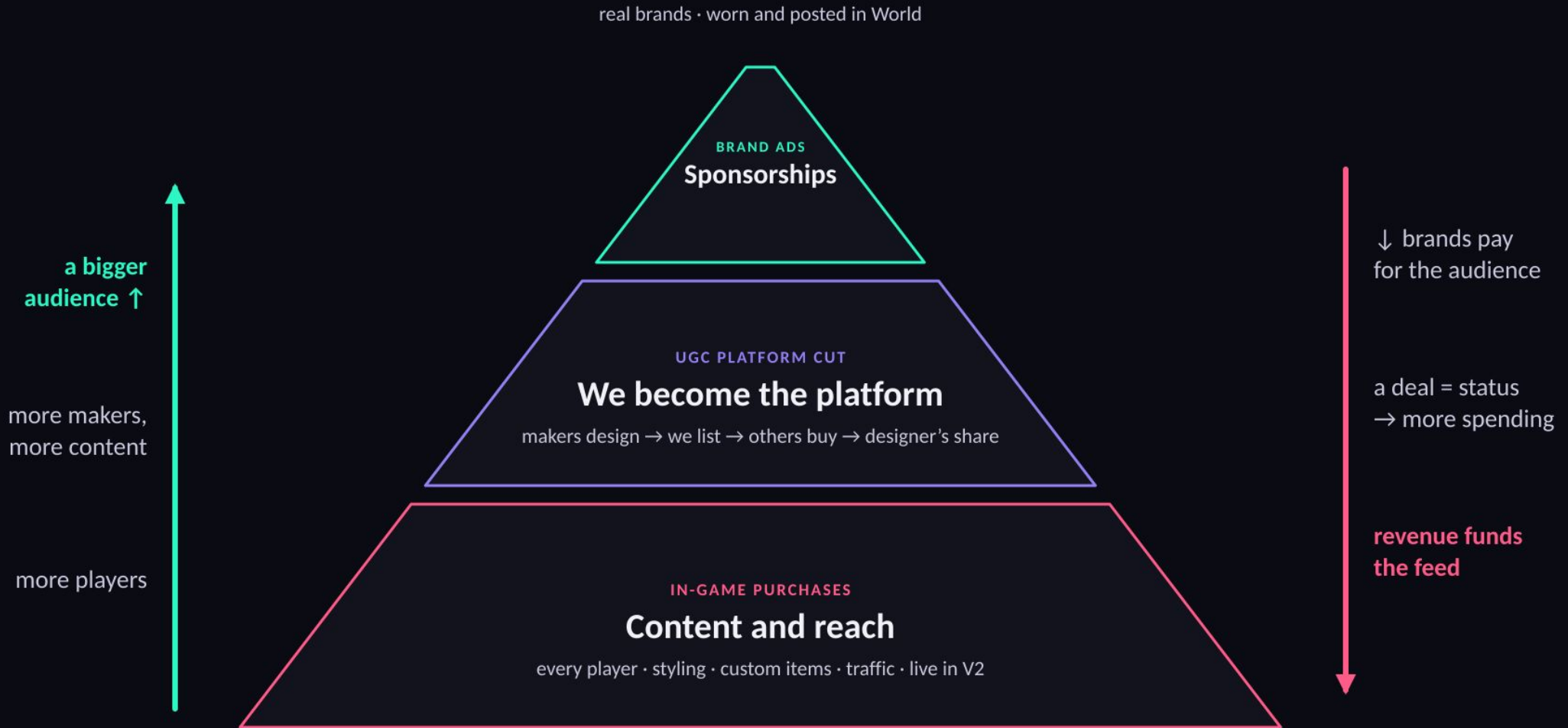
No badge

the generated crowd

Cold start NPCs and official accounts carry the feed until there are enough purple badges.

Three businesses in one loop

Each one feeds the other two



How a brand gets exposure inside World

A sponsorship your idol takes — and other players see

HOW EXPOSURE HAPPENS

■ Worn, not a banner

the product is on your idol, inside your video

■ Earned

a brand asks you once you have the fans

■ Labelled

posted to World as an ad — like a real platform

THREE SIDES, ALL WILLING

BRAND

deep exposure — worn,
discussed, reshared

PLAYER

a deal is status, and it
pays in-game

OTHER PLAYERS

“my friend got a deal — I
want one”

Playtest: fictional brands only · live: ad labelling + brand-safety rules



1 · ROADMAP · V2 AND V3

Roadmap · V2 and V3

V2 on Oct 28, V3 on Dec 1 — rewritten around World.

In one sentence

We are moving the centre of the game from the main story and minigames to a highly simulated social ecosystem — where players create, grow fans, win rewards and reinvest, at their own pace.

CREATE

song · look · video

GROW

fans

EARN

deals · sales · royalties

REINVEST

next piece

Art this week

[Peter — Dorm UI redesigned]



A(i)dol · Home UI

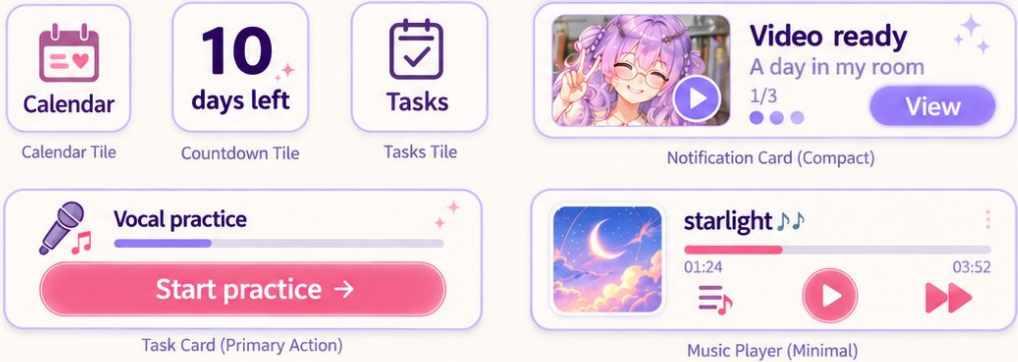


Home (Pink Dorm) — Reference
Approved screenshot for context. Structure, colors, and components below are derived from this screen.

Brand Colors

Surface	Border	Ink	Lilac	Pink
#FFF9F3	#D1BDF7	#3D1263	#A186F4	#F45D88

Core Components



Bottom App Navigation



+ Clear edges · Dynamic text · Shared radius · No baked labels +

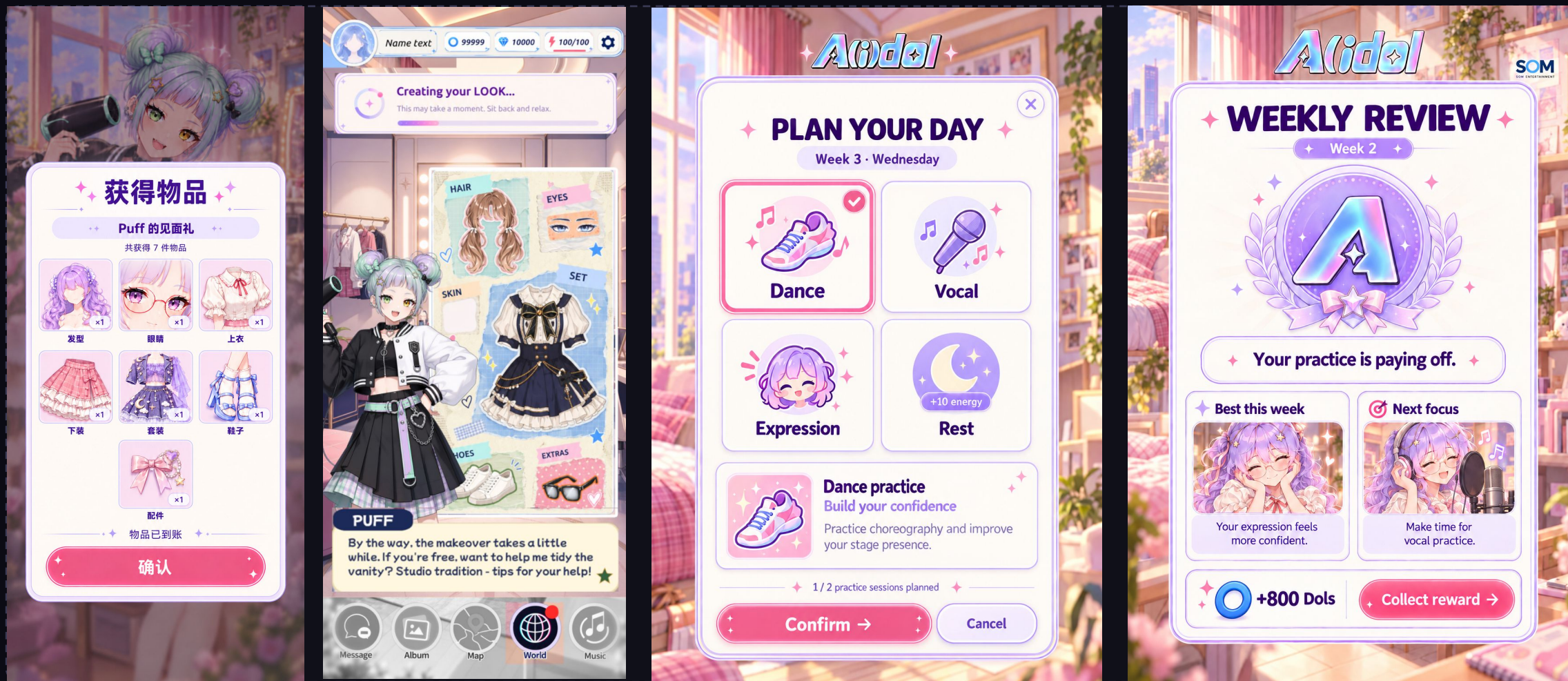
UI STYLE GUIDE
Based on approved screenshot UI

Typography

Title	24/32 · Semibold
Body	16/24 · Regular
Label	14/20 · Medium
Numbers	28/32 · Semibold

Art this week

[Peter — other UI panels]



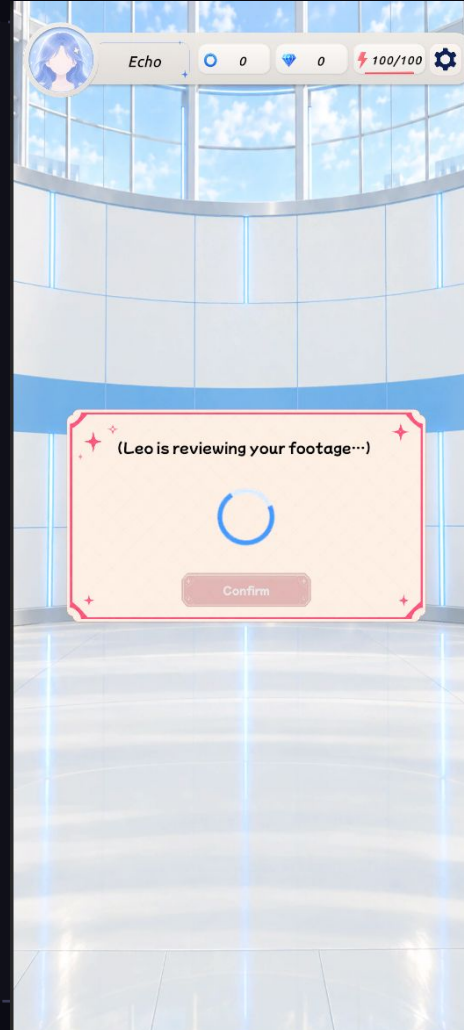
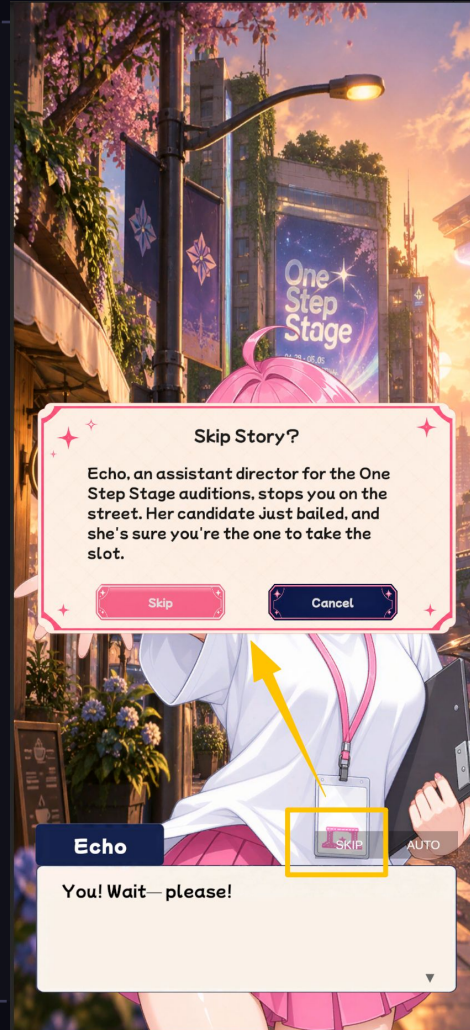
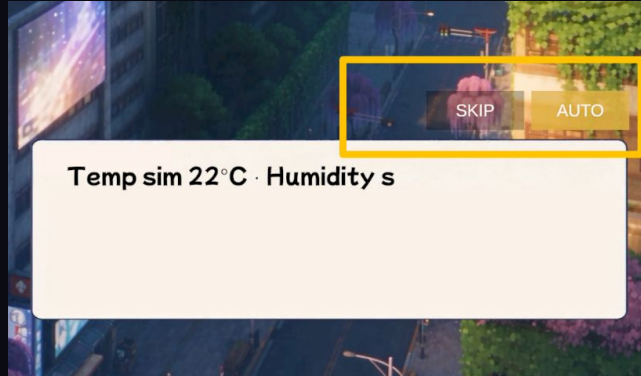
2 · TECHNOLOGY

Technology

Halves playtest fixes, V2 spec freeze, and the first World features.

[Tao — title]

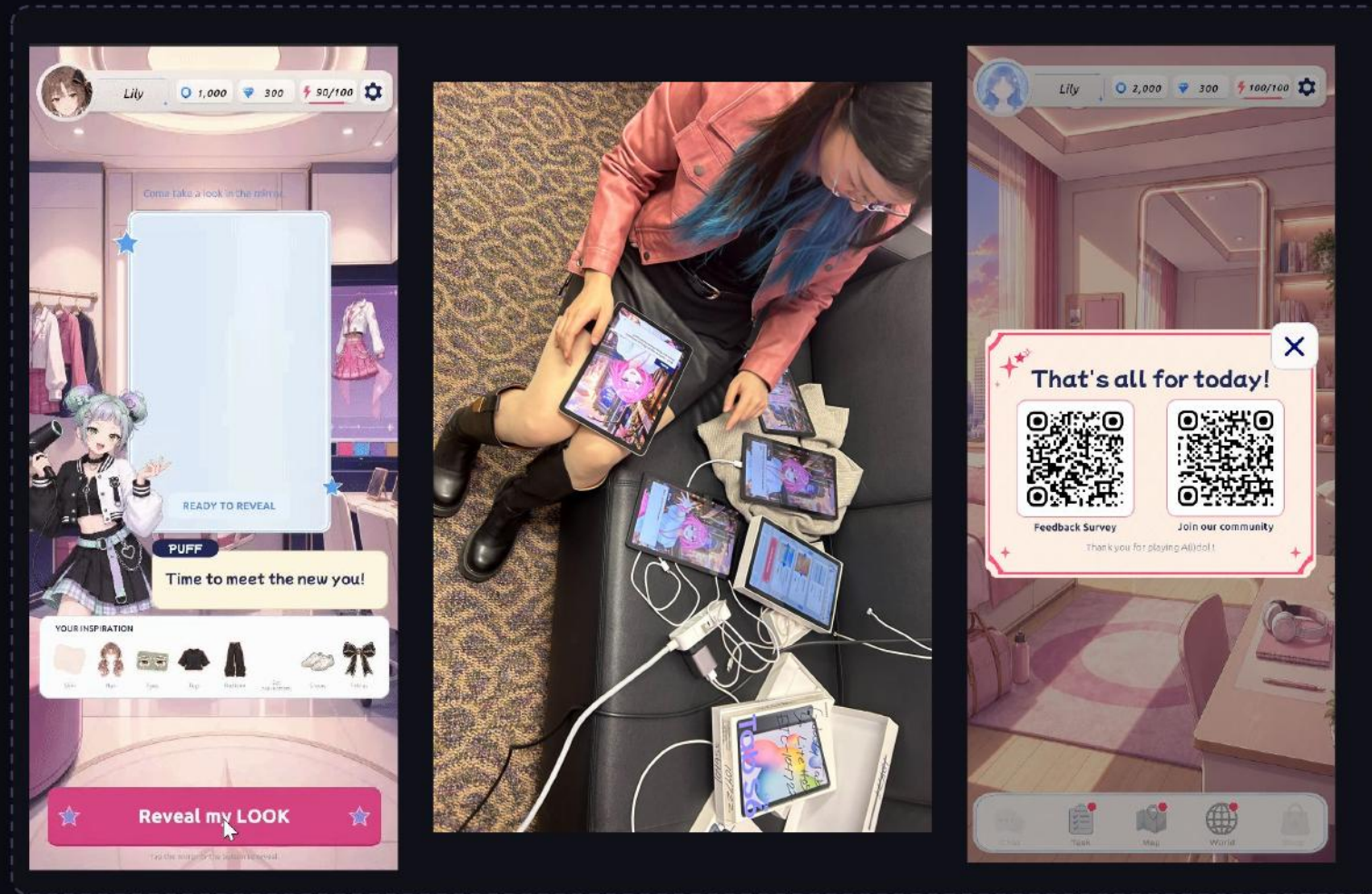
[Tao — adjust title]



SUGGESTED CONTENT

- Dialogue System Skip & Auto Play
- Bug fixes & dynamic UI in recording stage

[Lily — Fixing bugs and adaptation]



- Halves fixes: match-3 → World during generation · export with watermark · end popup + survey QR

3 · OPS

Ops

Yuelin's week, the playtester group, releasing A(i)dol World songs, and cost.

This week in operations

[Yuelin — confirm and edit]

Playtest Round 1 · 9/29

- 37 players · 9 phones · pairs · two 30-min rounds
- Survey N = 37 · observation sheet

Halves Presentation/Playthrough

- Presented 10 min

Swartz follow-through

- Law firm consult done
- Mentors Jeremy · Matt
- CTTEC IP — [in progress]

Building the playtester group

Seed users for World



WHERE

Discord + WeChat · since 10/1

HOW THEY JOIN

QR after the session · in-game “+”

WHY THEY JOIN

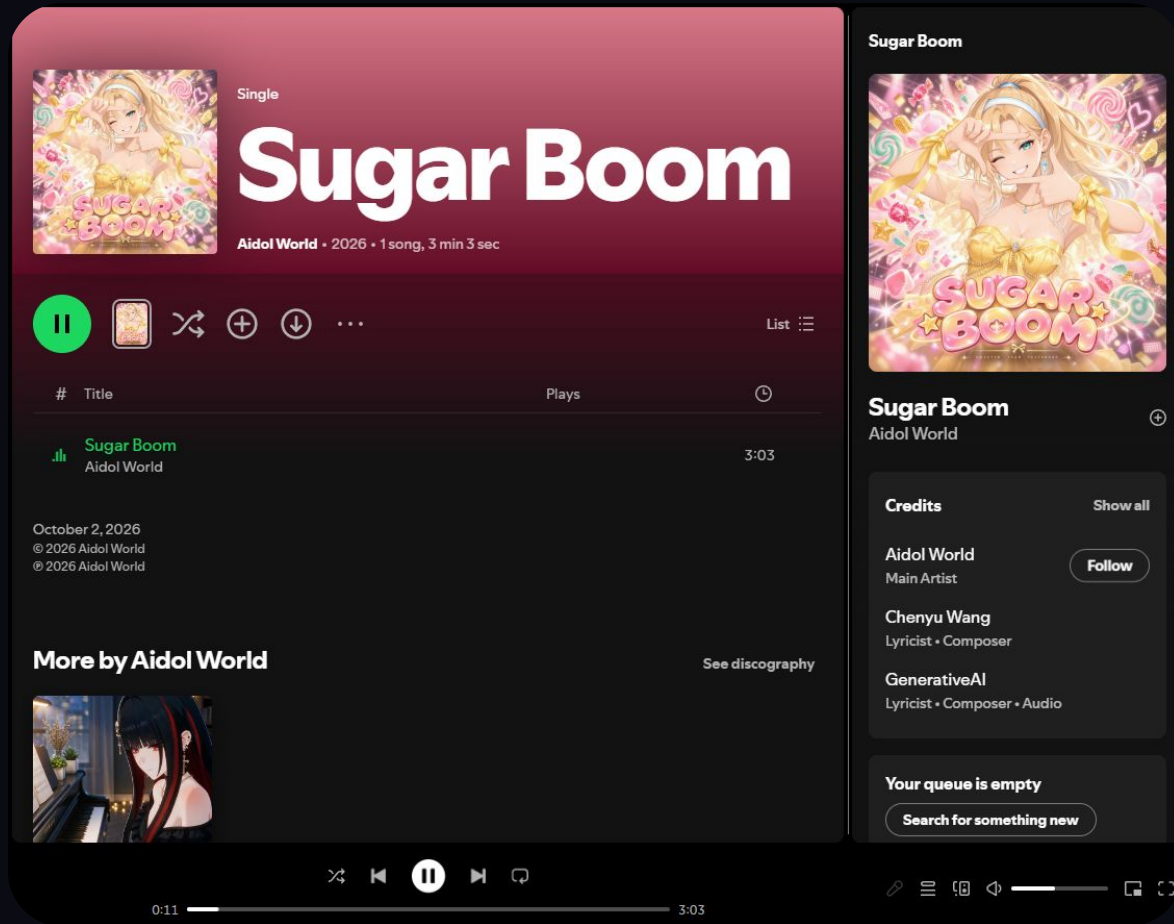
100 diamonds

WHAT IT'S FOR

first real players in World · Round 2 · retention tests

Releasing A(i)dol World songs

The game's songs, outside the game



WHAT

the songs behind the World videos, as A(i)dol World

WHERE



WHY

release workflow · community · IP

OPEN

credits · AI disclosure · platform policy

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.