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ARTICLE

Research on a Speculative Service for Instant Photo Booths Using Generative AI to Edit Posture and Layout of People Composing the Frame: Focusing on K-pop Artists

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Abstract

For Generation Z, instant sticker photos serve as a popular means of self-expression. Users can select the frame for their instant sticker photo, including options featuring K-pop artists. Generative AI technology enables image modification and video creation. This study aims to explore the experience of modifying the K-pop artist's image within the instant sticker photo frame. To achieve this, a photo frame featuring a K-pop artist was chosen, and the artist's posture was altered using AI. A prototype was developed to facilitate easy AI-based modifications during the post-shooting selection process. To enhance the realism of this experience, K-pop artists provided motion capture data of their movements when changing postures. Analysis of the results indicated that this AI-enhanced concept received positive feedback as an instant sticker photo service and was rated as having an acceptable level of usability. Furthermore, a positive correlation was found between relationship expansion, social emotion sharing, and the instant sticker photo service. The findings also confirmed that incorporating modification and enhancement functions of Generative AI in the instant sticker photo service can foster a positive user experience.

Keywords: UX, design, Generative AI, Speculative Design, Instant Photo

1. INTRODUCTION

A photograph is an image that captures and preserves the shape and moment of an object by collecting and exposing light rays through a camera lens. With technological advancements, instant photo booth services have emerged, allowing the process of taking pictures and printing them to be completed on the spot. One such service is the sticker photo service. In Korea, instant sticker photo services regained popularity in the 2020s, particularly with the advent of unmanned operation. This service involves steps for editing photos during the process of capturing and printing sticker photos. Photo editing occurs both before and after taking the picture. Users can select a picture frame prior to capturing the photo, and after the photo is taken, they can add decorations, text, and adjust the positioning. Notably, a feature was introduced that allows users to add celebrities to the picture during the frame selection step before taking the photo. However, this feature places celebrities in fixed positions, limiting customers' ability to pose or position themselves freely relative to the celebrities. Therefore, this study explores the impact of integrating Generative AI technology capable of creating specific individuals, their postures, and positions within the frame in an instant sticker through photo booth service. Through this exploration, we aim to envision new AI-driven services in this domain. Reason: The original text contained grammatical errors, awkward phrasing, and unclear expressions. The revision improves clarity, coherence, and technical accuracy by refining sentence structure, enhancing vocabulary, and ensuring

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logical flow. Technical terms are clarified, and the overall readability is enhanced to better convey the study's purpose and context.

In this study, a virtual prototype was developed to simulate the process of placing Generative AI within a specific area of an individual's image, including the person's posture and photo layout. The prototype generates an image by capturing this process. The system is designed so that Generative AI is utilized during the initial step of selecting a frame for taking a sticker photo. Specifically, the AI receives prompts that include a pre-identified person, their posture, and their position within the photo layout. The customer scenario is structured to guide users through taking and printing a sticker photo after setting the individual, posture, and layout arrangement as described above.

Following the confirmation of the video and UI design stages, the experiment employed a 5-point Likert scale to conduct cross-validation and usability assessments of the Generative AI integration and overall service evaluation. Additionally, qualitative data were collected through short-answer responses to explore factors influencing the quantitative evaluations. We anticipate that the experimental results will contribute to the development of a novel user experience in which Generative AI enhances instant sticker photo booth services, offering new perspectives and inspiring future AI-driven service innovations. Reason: The original text contained numerous grammatical errors, awkward phrasing, and unclear sentence structures that hindered readability and technical clarity. The revision improves sentence flow, clarifies the experimental procedure, and uses more precise vocabulary to enhance understanding while preserving the original meaning.

2. THEORETICAL BACKGROUND

2.1. Picture — The way of self-expression for Generation Z

Generation Z is characterized by heightened personalization and a strong sensitivity to self-expression. In the era of smartphone development, Generation Z values photography as a means of communication that reveals their appearance, behavior, and tastes. Highly accessible smartphones serve as tools for self-expression, and services supporting this trend are expanding [1]. Consequently, self-photography studios have become a cultural phenomenon among Generation Z. These studios offer personalized community experiences, various customization services, and dedicated photo spaces where individuals can capture images that present a different persona from their real-world selves, which has a positive impact [2-5]. One such self-photography service is the instant sticker photo service. This service, classified as a photo press service, functions as a cultural medium for self-expression and playful documentation of daily life for Generation Z [6]. A prominent example of this service is 'Life 4 Cut', an instant self-photography museum service operating in Korea. 'Life 4 Cut' captures photos in a 2x6 inch frame and prints them as sticker photos. The service offers various frames featuring specific individuals, characters, and backgrounds. For instance, users can print stickers with photos taken alongside idols. This example is shown in Figure 1. As above, Generation Z uses self-photography as a means of self-expression, and the culture of taking and sharing photos in various forms is widely popular.

Figure 1. Examples of the sticker photo based on the frame composing the K-pop idol with customers.

2.2. Digital Twin based on Generative AI

With recent advancements in AI technology, images and videos that match human-level quality have been produced. Among these AI innovations, Digital Twins—virtual replicas of real objects or people used within digital environments—are gaining significant attention. These digital twins digitally reconstruct real individuals through AI and regenerate them in realistic photos and settings to create images or videos. Consequently, digital twins are being applied across various consumer experience (CX) sectors, including fashion, entertainment, and advertising. For example, Musinsa, global fashion company by Korea, created and utilized a video featuring a virtual person composed of AI, an actor, and a toddler, placed within a real environment. Examples are shown in Figure 2. Google's Doppl app offers a service that uses AI to reconstruct the user's entire body and simulate how clothes fit and appear in a digital environment, allowing users to check the fit and color visually. This example is shown in Figure 3. As such, it can be seen that services employing AI technology to recreate people and objects and integrate them into real-world settings are becoming practical and widely used.

Figure 2. Example of the Digital Twin of Actor in a Musinsa Advertisement.

Figure 3. Example of Digital Twin by Google Dopple App.

2.3. K-pop and Fandom Culture

K-pop, or Korean pop music, has recently begun to lead global trends. The culture of K-pop fandom is attracting significant attention. Fandom culture means the culture in which a community with shared interests forms and evolves into a strong consumer group beyond mere enthusiasm. The foundation of K-pop fandom's high loyalty and consumption behavior lies in the psychology that fosters a strong emotional bond between fans and artists, characterized by a one-sided relationship formed through media interactions [7-10]. Beyond interactions between real people and fandoms, this influence also extends to digitally reconstructed individuals and fandoms. These digital entities are AI-generated virtual figures based on real people, and, influenced by anthropomorphism, they significantly impact the formation of Para-social Interactions between AI-based virtual figures and fans [11-13]. Consequently, K-pop fandom consumes artist-related services as a form of self-expression, suggesting that similar effects will emerge with AI-generated artists.

3. METHODS

3.1. Approach as Speculative Design

Speculative design is a practice grounded in observation and experience, representing a design culture that explores objects and phenomena to create a platform for discussion by envisioning futures

that consider the possibilities of imagination and coincidence without focusing solely on existing objects [14-16]. This approach critiques the limitation inherent in correlationism—a philosophical perspective dominant since Kant—that existence can only be explained through the interdependent relationship between objects and beings. Consequently, in the field of design, speculation seeks to imagine future experiences and explore potentialities rather than merely addressing problems or improving experiences based on existing objects and phenomena. This study, therefore, aims to speculate on the possible experiences that may emerge when technologies such as digital twins are applied to the sticker photography culture of modern Generation Z.

3.2. Concept

This study aims to expand the potential of the service depicted in which captures images featuring virtual representations of K-pop artists rendered digitally, as a means for consumers to express their identity as K-pop fans through related products and services. To achieve this, the digital twin method utilizing Generative AI technology is employed. This approach leverages AI to freely edit and enhance images of previously learned individuals, as illustrated in Figure 3 and rearranges the image to the real environment.

Currently, services resembling an artist have emerged, combining several fragmented Generative AI functions into a single offering. In other words, it becomes possible to provide functionality by integrating specific Generative AI capabilities that generate images and videos with other services. From a design perspective, rather than presenting K-pop artist characters within a fixed frame in the instant sticker photo service shown in Figure 1 in a fixed frame, a prototype that allows consumers to freely modify the characters' movements, expressions, and positions. This experiment introduces the process of 'inputting requests and prompts to AI' during the stages of selecting photo frames, taking photos, and obtaining sticker photos, which are traditionally part of the instant sticker photo-taking workflow. From a user experience (UX) standpoint, simplifying service stages generally leads to more positive user responses, and users who have experienced a streamlined service tend to resist returning to more complex processes [17-19].

Therefore, it is possible that consumers might react negatively to the additional step of composing photo frames by requesting AI input. Furthermore, this study develops the prototype based on the device and user interface (UI) based on the most popular instant sticker photo service in Korea. This choice is made to assess the impact of the added steps within the context of the most familiar UI. Through this approach, we aim to explore whether interacting with AI-generated K-pop artist representations and experiencing instant sticker photos can serve as a positive form of fandom expression and self-expression for Generation Z.

3.3. Experimental Scenario

The concept is based on the fundamental task flow structure of instant speaker photos. This process involves selecting a frame to be photographed upon entering the photo booth, modifying and selecting candidates after taking the picture, and finally outputting the photo. In this context, AI intervention selects a frame featuring a K-pop artist and then adjusts the posture of the person in the frame. After the photo is taken, the AI suggests candidate corrections, such as matching the skin tone of the person in the frame. Throughout this process, the intervention of Generative AI is represented as a color box. The task scenario for the experiment is illustrated in Figure 4.

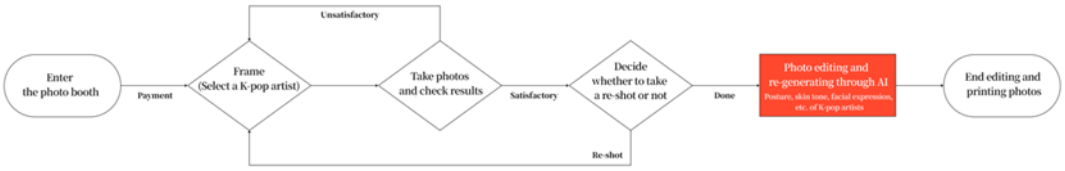
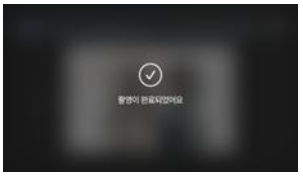


Figure 4. User Scenario Flow Model for Concept Service

And, the prototype user interface (UI) was developed based on 'Life 4 Cut' — Korean popular photo booth service — process concept. Considering the standard screen size, which makes keyboard input somewhat difficult, the Generative AI was designed to accept voice commands as the primary method for prompt input to the AI assistant. The keyboard remains available for use as needed. After

capturing a photo, the system includes a process for selecting a candidate image from the existing pictures. This is summarized in Table 1.

Table 1. The prototype UI design based on conceptual scenario

Scenario	UI design	
#1. Select a frame and take a picture		
		
		
#2. Enter prompt (voice input, keyboard input)		
		
		
#3. Edit photo and re-generated K-pop artist's posture and skin tone		
		


3.4. Setting Evaluation Criteria

The evaluation of the experiment was conducted using three criteria. First, the instant sticker photo service was assessed. It has been suggested that this service functions as a cultural product, meaning that immersion, communication, and expressiveness influence instant photo shoots [6]. Second, by incorporating a correction step through AI, a usability evaluation distinct from previous methods was performed using the System Usability Scale (SUS) test. This aligns with previous studies that confirmed the potential for future services through the usability evaluation of virtual reality applications involving people[4]. This approach assesses the new usability aspects of the instant photo service and examines whether the two factors are validly related. Additionally, open-ended, non-structured short-answer questions were included to analyze the underlying causes influencing the quantitative results. The evaluation questions are presented in Table 2.

Table 2. Evaluation Contents and Questions

Factors		Questions
Instant Sticker Photo Service	(1) Extension of relationship	Does the above service help you understand and get close to people who are having difficulty talking?
	(2) Sharing Social Emotions	Does the above service help you understand other cultures
	(3) Resolving Cultural Conflict	? Does the above service help you overcome difficulties in different cultures from me?
System Usability Scale (SUS)	1	I think that I would like to use this system frequently.
	2	I found the system unnecessarily complex. ®
	3	I thought the system was easy to use.
	4	I think that I would need the support of a technical person to be able to use this system. ®
	5	I found the various functions in this system were well integrated.
	6	I thought there was too much inconsistency in this system. ®
	7	I would imagine that most people would learn to use this system very quickly.
	8	I found the system very cumbersome to use. ®
	9	I felt very confident using the system.
	10	I needed to learn a lot of things before I could get going with this system. ®
(Subjective Question)		Please feel free to describe the factors and environment that influenced this evaluation.

4. RESULT

4.1. Process of the Experiment

In the experiment, after viewing the prototyping video in Table 1 on the online Google form, the items in Table 2 were evaluated. Participants of the experiment consisted of those in their 20s and 30s who have experienced ‘Life 4 Cut’ — Korean popular photo booth service —. This is because it is a generation with high frequency of instant sticker photo service and AI use. Additionally, the participants were recruited primarily from the researcher's affiliated institution. A total of 73 people took part in the

experiment, including 29 men and 44 women.

4.2. Analysis

As a result of the survey evaluation, all factors of the instant sticker photo service were rated at an acceptable level of 3.5 or higher. Additionally, it was confirmed that the usability test results were acceptable if the average score was 68 points or above. It is summarized in Table 3.

Table 3. Summary of evaluation average results (n=73)

Instant Sticker Photo Service			(SUS)
(1) Extension of relationship	**(2) Sharing Social Emotions**	**(3) Resolving Cultural Conflict**	
4.27	4.56	3.61	79.61

Furthermore, since three factors with different effects on the service evaluation of instant sticker photos were identified, multiple regression analysis was conducted to examine the relationship between each factor and usability as a concept. A total of 73 participants took part in the experiment, assuming normality and verifying the results according to the central limit theorem. The analysis showed that the relationships between usability (SUS), (1) extension of relationships, and (2) sharing social emotions in the instant sticker photo service were significant, with p-values below the 0.05 threshold.

However, the relationship between (3) resolving cultural conflict and usability was not significant, as its p-value exceeded 0.05. Therefore, usability, extension of relationships, and sharing social emotions demonstrated a positive correlation. Additionally, the adjusted R^2 value was 0.238. Since this value is below 0.4, the model indicates a low level of fit between usability and the instant sticker photo service. This suggests that the evaluation of the instant sticker photo service has a limited impact on usability, likely due to the convenience of use. The cause of this low impact may be related to the brief nature of the responses. Based on these results, this study predicts that a strategy focusing on the significant impact of AI technology's new functions, such as photo correction and utilization from a distinct perspective, will help build a more positive service. This result of analysis is summarized in Table 4.

Table 4. Result of Analysis (n=73)

Dependent variable	**Independent variable**	**Unstandardized Coefficient**		**t**	**p**
		β	**SubHead2**		
Usability (SUS)	(Constant)	0.798	6.637	0.121 [a]	0.009
	(1) Extension of relationship	0.635	1.298	0.489 [b]	0.026
	(2) Sharing Social Emotions	0.163	1.549	0.106 [b]	0.021
	(3) Resolving Cultural Conflict	0.598	0.806	0.742	0.064
Adj R^2=0.238, F=4.642* p=0.27					

a: $p<0.001$

b: $p<0.05$

4.3. Interview for Discussion

An affinity diagram was conducted to categorize similar thoughts and opinions among short answer responses. In this process, the subjects who influenced the experiment were the expansion of the experience felt in a single photo, and the positive cause of recognizing it as a culture of communion, new filming, and sharing through the experience of shooting with celebrities in real life. In addition, it was confirmed that it would be necessary to create a bizarre pose or control variables and problems occurring during pose change for AI. The above opinions are summarized in Table 5.

Table 5. Result of Interview (n=73)

Reason	Opinion
(a) Extend the experience in a single photo	*"If it's modified to the posture and facial expression I want, everyone will take different pictures, so I think it'll feel like a premier." (P9)* *"As a celebrity changed his posture as I wanted, I felt more special because I felt like he was reacting directly to me." (P21)* *"The same pose, not the same picture, it felt more meaningful because I felt like there was only one in the world." (P55)*
(b) Communion with celebrities as like real life	*"It's easier to switch to the position I want and make it look like it's taken right next to me, so it's really like we took it together. It was fun." (P2* *"It's good for me to make it into the pose I want and fit it more, and when I change my posture in the middle (after asking for posture modification with a prompt), the idol moved, so it felt fresh." (P41)*
(c) Recognize as a new filming and sharing culture	*"This function fits well with the experience of taking pictures with idols who are popular. If I change my facial expressions and outfits while filming the person I want, it will be more meaningful as each album style will be changed." (P25)* *"If idol postures and facial expressions are different, it would be nice to post them on social media and share and talk about what prompt this picture was." (P64)*
(d) Precautions	*"If you make or use strange or grotesque poses, you will likely have a negative perception of AI or a sense of separation, so it would be good to restrict your posture." (P32)* *"I think if I ask an idol to change his posture, the photo time will be deducted when I move, so I can be sensitive to this part." (P46)*

5. CONCLUSION

This study explored design plans for integrating Generative AI into instant sticker photo services, such as photo booth service ‘Life 4 Cut’. Specifically, it investigated the feasibility of using Generative AI to modify the expressions and postures of K-pop artists within photo frames, allowing users to select these AI-generated modifications after taking a picture. The experiment involved creating a prototype video featuring a conceptual user interface and evaluating it through a questionnaire based on a 5-point Likert scale. Results indicated that participants rated the usability of the concept at an acceptable level. Furthermore, usability demonstrated a positive correlation with the extension of relationships and the sharing of social emotions, which are key factors in evaluating instant sticker photos.

In this context, it is suggested that changing posture and facial expressions based on the user's prompt creates a positive experience, as it results in a unique image that no one else can have. This approach also enhances the sense of realism by directly showing posture changes through motion when prompted. It was noted that this method could become a new filming culture, as each image is one-of-a-kind and reflects the user's customization. Additionally, it was recommended to prevent requests for unnatural postures and to consider the sensitivity regarding the time required for such changes. In the instant sticker photo service, Generative AI modifies the frame of a celebrity, such as a K-pop artist, to the pose desired by the user. This concept, which includes using AI for candidate selection after taking a photo together, demonstrates positive usability and fosters an enhanced experience by extending relationships and sharing social emotions.

However, due to the inadequacy of the current relationship model in evaluating usability and the instant sticker photo service, further variable setting and statistical modeling that clarify causal relationships are necessary. In other words, the experimental results of this study are significant in confirming the potential of usability as an exploratory foundation for improving the fandom experience.

Therefore, it is hoped that Generative AI will be used positively in instant sticker photo services. Moreover, in real photo booth environments, various factors—such as limited filming time, prompt recognition failures or delays, fluctuations caused by lighting, angle, and the number of people, as well as psychological pressure from waiting—have not been controlled. These variables have only been addressed in a controlled or simplified manner, which may lead to significant differences between real user experiences (Real UX) and scenario-based user experiences (Scenario-based UX).

Future studies will aim to clearly verify these differences through further research. Reason: The original text contained numerous grammatical errors, awkward phrasing, and unclear sentence structures that hindered readability and comprehension. The revision improves clarity, coherence, and technical accuracy by restructuring sentences, refining vocabulary, and ensuring consistent terminology.

This study is significant because it specifically discusses how to use Generative AI as a component of popular culture. It is time to approach the interaction between humans and AI as a multidisciplinary field by integrating Generative AI technology into various services [20]. The current functions of Generative AI—such as creating images of prototype characters, editing photos, and composing images—are reflected in this study. Therefore, it serves as a valuable early conceptual investigation into the potential applications of Generative AI in the near future. Additionally, the revision enhances the logical flow and explicitly defines key concepts, making the content more accessible and precise for an academic audience.

6. COMPLIANCES

Funding Statement: This study was not funded by any external sources.

Contribution: The authors contributed to the research and writing of this article and have read/agreed to the published version of the manuscript.

Informed Consent Statement: Not applicable.

Data Availability Statement: The raw data supporting the conclusions of this article will be made available by the authors, without undue reservation.

Conflict of Interest Statement: This study does not involve any animal subjects. However, this study employed a 5-point Likert scale survey and short-answer questions involving human participants. The participants, identified as Generation Z, were not requested sensitive personally identifiable information beyond general data such as experiences about reading book and using generative AI, and age group — 20s to 30s —. Additionally, the survey was administered online in a non-face-to-face format. Therefore, the authors declare that there are no ethical concerns related to the collection of sensitive personal information in this study.

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