



Week 4 Update

Design × Technology × Business × Ops

You are not managing an idol. You ARE one.

1 · DESIGN

Design

V1 scoped for the playtest build — and the full month the game becomes after V1.

Art this week

[Characters]



Art this week

[Assets and parts]



Business

Swartz Center progress, and a cost reality check from someone who has shipped in this market.

Swartz: application approved → customer discovery

Owner: Yuelin · approved 9/12



ALSO THIS WEEK

- Entrepreneur Week panel attended
- EIR list reviewed — 1:1 TBD
- Cheryl and Yuelin each run interviews, then align on who the user is

4 · OPS

Ops

Yuelin's week, the narrative playbook, SME progress, and cost.

This week in operations

[Yuelin — confirm and edit]

Pitch logistics

- 11 faculty consultations booked, run and noted during Round 1
- Round 1 written pitch submitted 9/20
- Round 2 pitch slides drafted

Swartz

- Startup Application approved
- Customer Discovery 101 prep: [5 new interviews](#)

Playtest

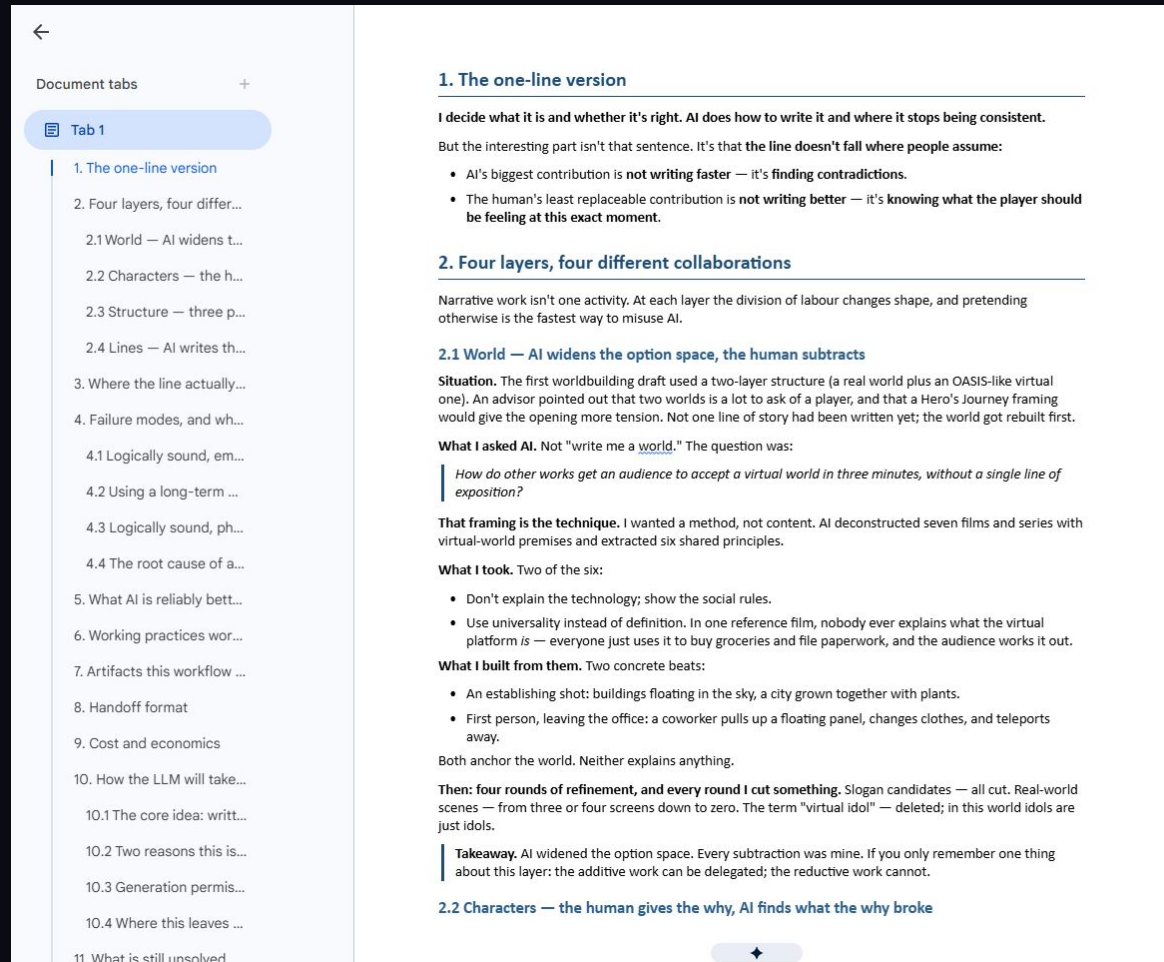
- [Pre-playtest survey](#) drafted
- Playtest build packaged week 5

Outward

- Project website: <https://projects.etc.cmu.edu/aidol/>
- Quarters wrapped: [Player experience walkthrough](#)

Narrative Production with AI — Playbook v1

How we write story content with AI without losing control of it · delivered to Chris 9/18



WHAT IT COVERS

- Assets table and rules — what exists, what each asset carries
- Narrative system rules — flow → stage → beat; what AI writes, what we decide
- Terminology principle — jargon in-game, plain words outward
- Where LLM output is allowed: judges' verdicts, producer's report wording — never the grade itself

SMEs: one answered, one booked, one to confirm

Each SME is paired to a risk we named in the pitch

Liang Zhang	Mobile game production & operations cost	Answered by text — see Business	REPLIED
Tak	Implementation difficulty of the pitched features	Meeting booked · Sep 26	9/26
Wanyun Zhong	Music production — the disagreement → negotiation mechanic	[status — confirm]	TBD

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.