



Week 8 Update

Design × Art × Tech × Ops

You are not managing an idol. You ARE one.

1 · DESIGN

Design

Our first LLM character, Echo: three things I learned building her. Then art and UI.

AI drafts a persona. Details make a person.

Our first LLM character, polished this week.



AI DRAFT

A persona in one prompt

fast · plausible · flat

THE GAP

Unique · vivid · true

what a person has and a draft doesn't

MY JOB

The details

from real stories I've seen in this industry

Like Inside Out: core memories decide who she is

Build the memory first. Let it decide the person.



CORE MEMORY

40 minutes on stage



BELIEF

being seen matters



BEHAVIOUR

she passes it on

Art and UI this week

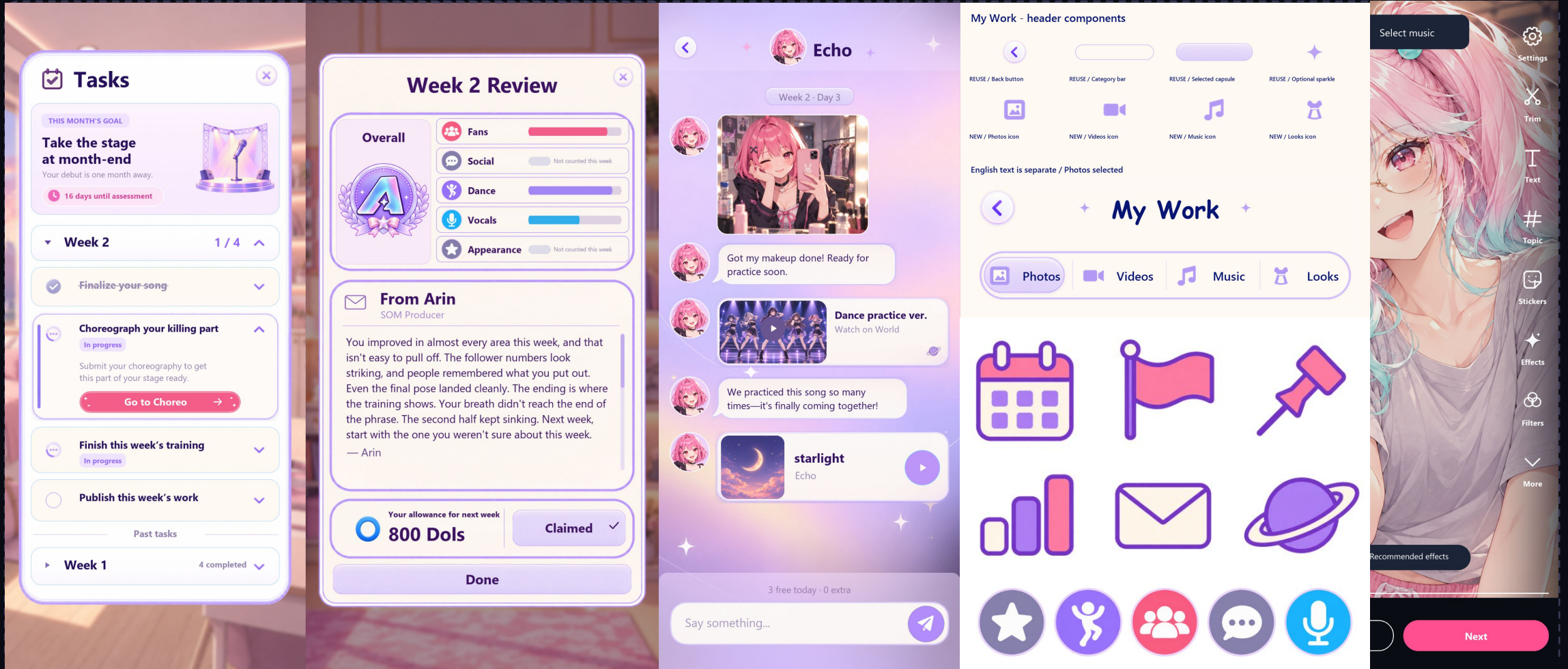
[Peter — Shop, Gacha, Styling Room Update]

N
R
SR
SSR



Art and UI this week

[Peter — Tasks, Review, Message, World]

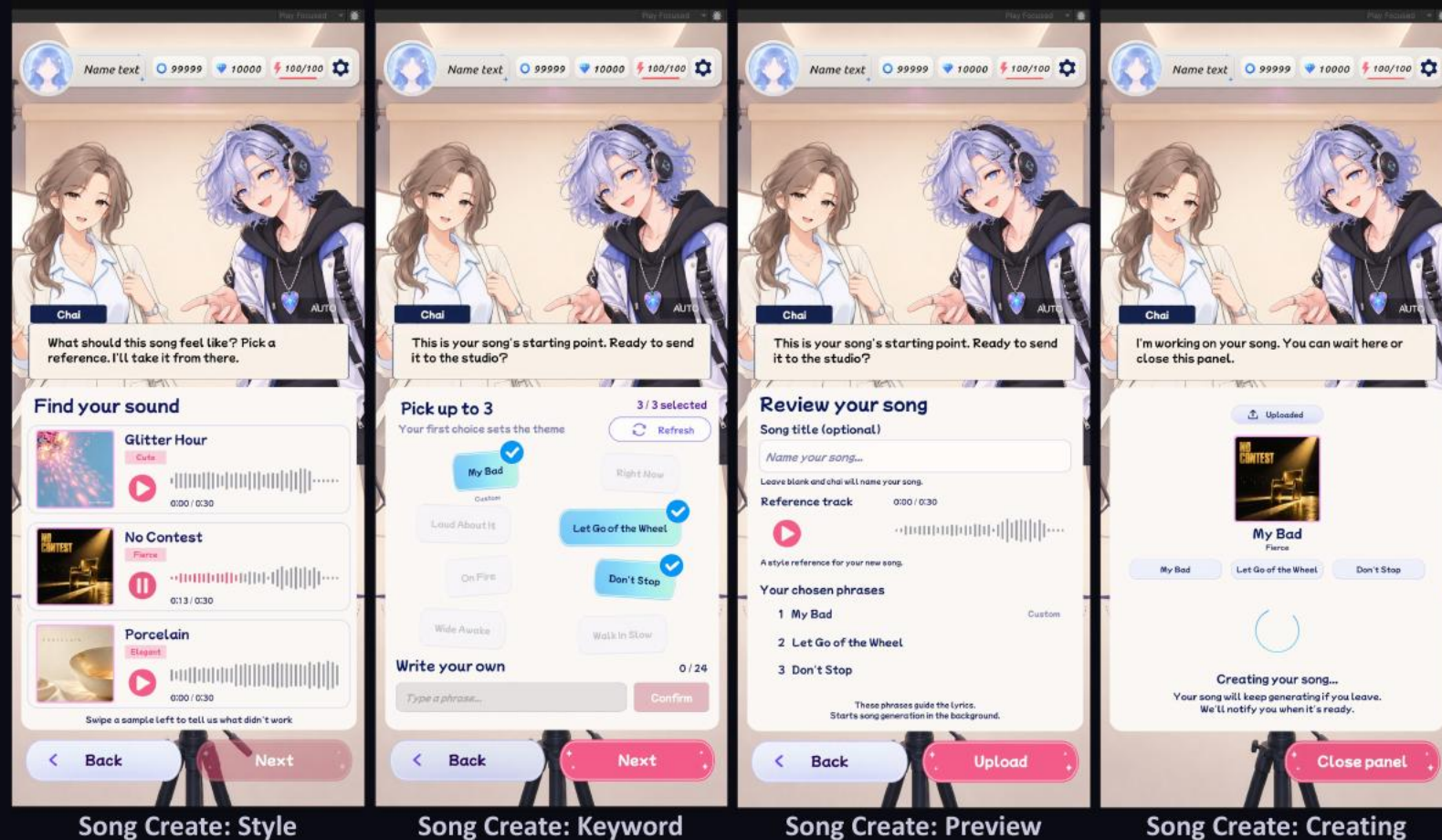


Technology

World, the stage video pipeline and Echo's chat went live. Song Create and the dorm systems landed in the client.

Song Create: style, keywords, preview

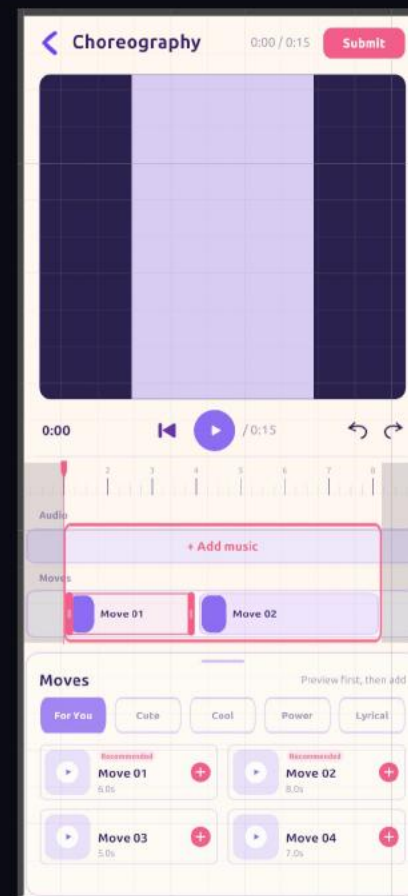
Four steps from a reference track to a finished song



Static Waveform:



Live Waveform:



Message, Calendar and Tasks



Message



Calendar



Tasks

- Message System
- Calendar
- New tasks system

World: publish your work



Select from my works



Edit



Post to world

By the “+” button,
you can publish your work

- Select
- Edit
- Post

3 · OPS

Ops

Incorporation before SXSW, the first EIR panel, and what the Week 12 playtest still needs.

This week in operations

Oct 19 – Oct 23

Incorporation · target early Nov

- Pillsbury ([Matt Kirmayer](#)) 10/21 — Delaware C-corp
- Founder agreement settled · six on the cap table
- Must be incorporated to attend SXSW Pitch

Customer discovery · EIR cohort

- First EIR panel 10/22 · presented solo
- Main note: player adaptation, more evidence instead of assumptions
- 10 interviews outside our network → cohort #2 Nov.17

Week 12 playtest · prep

- Decoration and theming · signed off by 10/27
- Gifts and merch to send to playtesters
- Survey: must ask willingness to pay — and how much?

Outward

- Spotify — 7 singles live:
<https://open.spotify.com/artist/60U82xc9foFmwRI374i6St>
- Suno Spark applied 10/22

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.