THE BITÁCORA

AI AS SOLO GAME STUDIO DIRECTOR

AI EXPERIMENT

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Entry 0 — Why this experiment exists

Most indie game projects fail because they never reach the finish line.

Many solo developers start with strong motivation, make real progress, and even solve complex problems along the way. Yet at some point, the project slows down, loses clarity, or quietly stalls. Not because the work is no longer interesting, but because the direction becomes harder to sustain over time.

Creative direction and project management are skills that develop with experience. New, inexperienced game developers lack those skills, so they have a lower chance of finishing their game on time. They will spend years learning technical and managerial skill before they can complete their first game.

This experiment starts from a simple and very concrete promise.

If an artificial intelligence is used not only to execute work but to assist with direction and project management, can it meaningfully increase the chances of finishing and shipping a game?

Not making it perfect. Not making it ambitious. Just finishing it.

What this experiment is really about

Knowing what to do first. Knowing what not to do yet. Knowing when something is good enough to close. Knowing how to sequence work across weeks without losing momentum.

The focus is direction, planning, and tracking.

The role of the AI in this experiment

The ai functions as a layer of direction and organization that a solo developer often lacks.

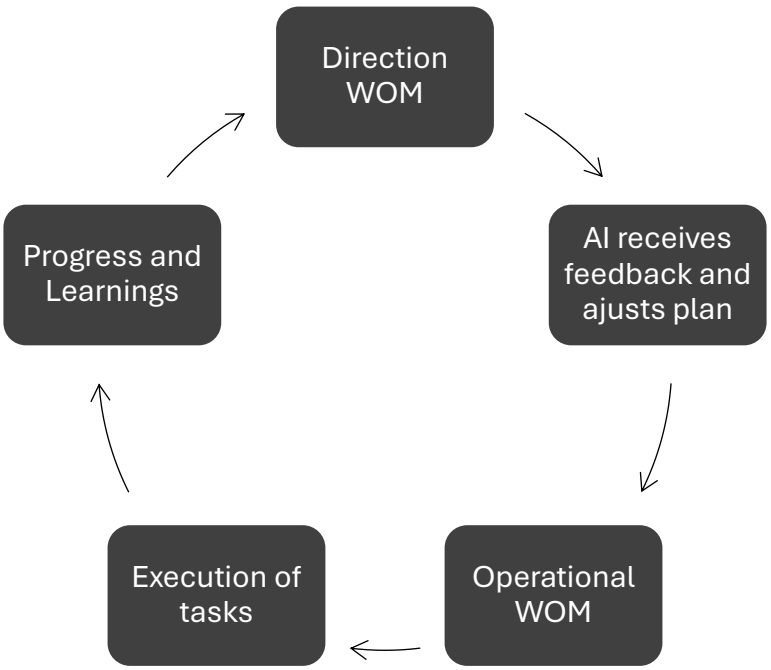
In practical terms, the ai acts as a project director whose responsibility is to help structure the work, maintain focus, and protect the project from drifting. Its value is not creativity, but consistency.

AI does not get tired, distracted, or emotionally attached to ideas that are not yet necessary.

The ai does not execute work. It structures execution to follow your goal.

How the experiment operates week to week

The core of the experiment is a disciplined weekly rhythm, in the form of weekly operational meetings (WOMs).



Direction WOM: each week begins with a project-level status review between two co-directors. The human developer and the ai acting as director. This is where overall progress is reviewed, risks are identified, and direction is clarified. The goal of this session is alignment: are we still moving toward the intended milestone? Are there new constraints? Has anything shifted that requires reordering priorities?

Dev/mkt/accounting WOMs: once direction is aligned, the ai then moves into a more operational role. It works with the developer across different internal perspectives or hats, such as development, marketing, and publishing. For each of these perspectives, priorities are revisited and adjusted based on the current state of the project.

What matters here is not the number of tasks, but their order. A task that is correct in isolation may be wrong if done too early. WOMs allow priorities to change without chaos, delays to be absorbed without panic, and problems to be addressed before they cascade.

This cadence is what creates calm. It is also what creates momentum.

Scope, direction, and calm execution

One of the most underestimated challenges of solo development is emotional noise. When everything depends on one person, uncertainty grows quickly. The absence of external direction often leads to overthinking, premature expansion, or avoidance of difficult work.

By introducing a structured review and prioritization process every week, this experiment aims to reduce that noise.

This creates space to execute with focus rather than anxiety.

Timeframe and commitment

This is not an open-ended experiment.

It has a defined duration of 22 weeks, divided into phases that move from a playable core toward a commercial release. The plan is not rigid, but the commitment is real.

The primary objective is clear: to ship a commercially playable game before june 30, 2026. not a prototype. Not an endless demo. A finished product.

Phase 1 — Playable MVP (Weeks 1–6)

- Core enemies
- Progression system (Intel)
- Functional POIs
- MVP boss
- Fully playable run

Phase 2 — Tuning and Minimal Content (Weeks 7–12)

- Balance pass
- Loot and progression
- Minimal UX
- Critical fixes

Phase 3 — Polish and Presentation (Weeks 13–18)

- Stability
- Clear UX
- Solid build
- Steam preparation

Phase 4 — Publishing and Release (Weeks 19–22)

- Steam page
- Basic marketing
- Release

The bet

This experiment does not attempt to prove that ai is impressive. It attempts to use ai for direction and a structured knowledge source to ensure all efforts accomplish the goal of publishing a game.

How to set it up

1. Create a new chat with your ai of choice. Ask it to maintain this conversation isolated from your other inquiries. We are trying to replicate the same weekly dynamics of a corporation, where top management have meeting and reviews reports from lower levels, makes decisions, and deploys next steps. Lower levels take this input, work, and report back the result in their WOMs. Since a sales director is not being bothered with every task a trainee is doing, our ai co-director should only receive inputs during our formal meetings.

2. Have an alignment meeting. Tell your ai director what the mission is, what resources you have, your skills, your experience, the status of your game, etc. It is important to pace this conversation. Probably, your ai will start programing o offering to create a logo for your game. You have to stop it and review the plan many times, so that it understands the context. You have to explain the WOM concept, maybe add this entry aswell.

3. First direction WOM. After reviewing the mission, the current status, resources, and timing, define who is working on this project. Just you? Ok, but with how many hats? Defining the hats will aid you in separating tasks and creating roles. If in the future you hire or partner with someone, you will have a proper position with well define responsabilities. Ask for a weekly plan by hat to achieve your goal on time and ask the ai with whom the next WOM should be.

4. First operational WOM. Start telling your AI-director what hat you are wearing at that moment, then ask him for your tasks for the week, and take notes. Once that hat has its to do list clear, ask what hat follows.

5. Start working. You now have To Do lists for each aspect of your project. Do not use this conversation for execution; keep it clean.

6. Weekly tracking. After a week, have another direction WOM, tell the ai the status of your tasks, your learnings, your feelings about this experiment, and update your next task in operational WOMs.

That's it, now you have a development partner with infinite experience keeping track of your progress, helping you to avoid common pitfalls, and with a solid plan to accomplish your goals.

Next entry

Entry 1. Week one results.