THE BITÁCORA

AI AS SOLO GAME STUDIO DIRECTOR

AI EXPERIMENT

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LIMA - PERU

Entry 2 — week two results

The second week of the experiment was shaped by an unexpected but critical event: the temporary loss of my main development computer.

A hardware failure made it impossible to work in unity for most of the week. Under normal circumstances, this would likely have resulted in frustration, partial progress, or a lost week altogether. Instead, this disruption became a real stress test for the experiment itself.

This entry focuses less on what was built, and more on how direction, structure, and prioritization adapted when execution was suddenly constrained.

Experiment status

The defining characteristic of this week was forced adaptability.

Because hands-on development was not possible, the role of the ai co-director shifted naturally from execution planning to strategic reallocation. Rather than attempting to "push through" development tasks without the proper tools, priorities were reorganized toward areas that are usually postponed or treated as secondary.

This reordering did not feel chaotic. It felt deliberate.

The existence of a clear plan and an external layer of direction made it possible to quickly reassess what still moved the project forward, even when the original plan could not be followed as written. The system absorbed the shock instead of collapsing under it.

Key activities of the week

Publishing and store presence

Significant progress was made on the publishing side of the project.

The steamworks account was fully configured, and the first version of the store page was submitted. While the page is still rough and lacks trailers, animations, and varied screenshots, the full structural foundation is now in place. The project has an external presence.

This alone removed a long-standing psychological barrier. Steam and marketing-related tasks had always felt like something to address later, once the game was more complete. Being forced to confront them earlier reframed them from a looming obstacle into an iterative process.

Design and documentation

Without access to the engine, time was redirected toward design clarity.

Gameplay micro loops and macro loops were documented in full. The MVP boss design was closed at a systems level, including phases, attacks, logic, and pacing. The base UI structure was defined, and a visual language glossary was created to standardize colors, states, alerts, and feedback cues.

These tasks are rarely urgent, but they are foundational. Completing them now reduced future ambiguity.

Marketing and content infrastructure

Social media accounts were created and initial content was published, with no expectation of immediate results.

More importantly, the week marked the beginning of a shift toward systematizing marketing rather than managing it manually. Different platforms were assigned clear roles: long-form writing, short updates, visual posts, and video reuse. The long-term goal is to reduce cognitive load by relying on rules, templates, and ai-assisted workflows rather than constant personal decision making.

Ai infrastructure

Project materials were centralized into a single structure, including documentation, visuals, and written content. This highlighted the need for a formal brand book, not only for external consistency but as a shared reference point that allows the ai co-director to operate with greater autonomy and coherence over time.

Experiment metrics

Planning accuracy - 4 out of 5

Despite the disruption, the plan adapted without breaking. Adjustments were strategic rather than reactive.

Momentum - 4 out of 5

Development slowed, but progress continued in parallel tracks. The week maintained forward motion instead of stalling.

Anxiety and mental noise - 4 out of 5

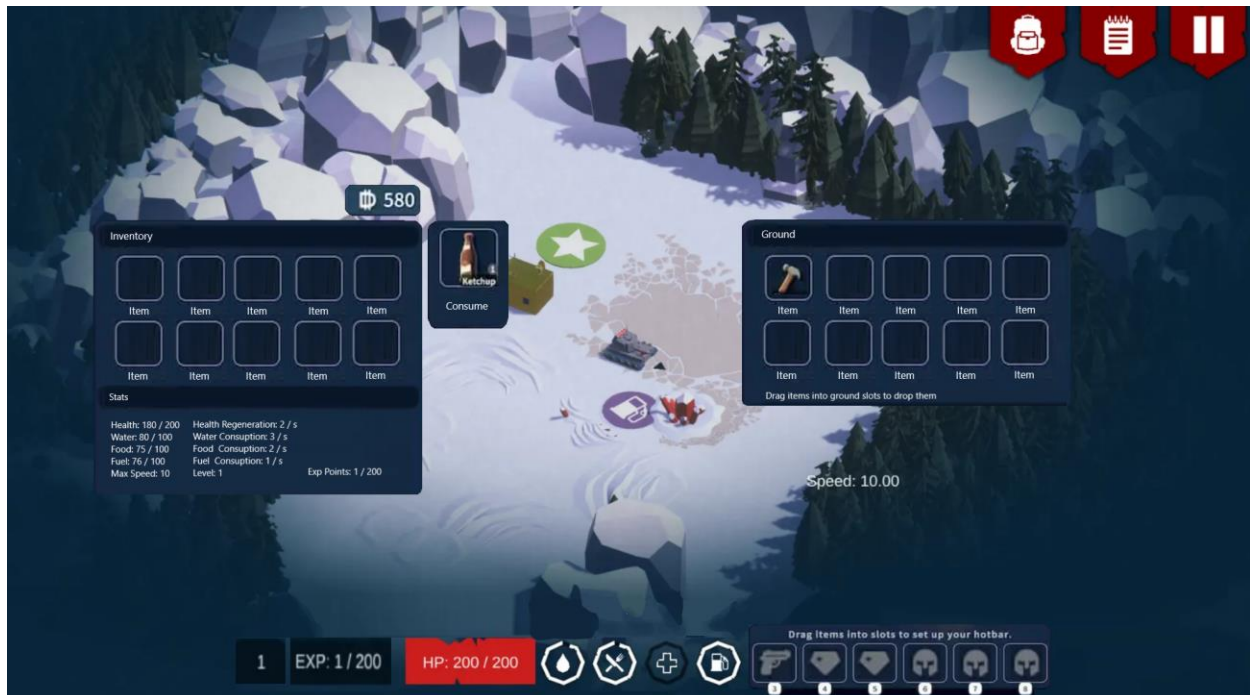Initial stress was present, but it did not escalate into paralysis. Direction remained clear.

Rework level - 5 out of 5

Almost no work was discarded or undone. Time was invested in tasks with long-term value.

Game development update

From a pure development standpoint, engine work was limited.

However, key design decisions were finalized, systems were specified in detail, and future implementation was de-risked. The game itself did not grow larger this week, but it became more defined and easier to execute once development resumes.

Key insight of the week

A strong plan is not one that assumes ideal conditions.

It is one that can absorb failure, delay, and unexpected constraints without losing direction.

This week demonstrated that ai-assisted direction is not only useful when things go smoothly, but especially valuable when they do not.

Closing

The second week ends with a sense of calm rather than urgency.

Not because progress was perfect, but because the project continued to move forward even when a core dependency failed. Structure replaced panic. Adaptation replaced guilt.

Confidence in the experiment is growing, not because it accelerates execution, but because it stabilizes it.

Next entry

Entry 3 — week three results

Returning to execution under restored conditions.