# PRD – Top Roles: Music Label Manager (MVP)

**Version:** 0.9 (Draft for build)

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## 1. Product Overview

Run your own record label where every chart-topping hit—and every backstage blow-up—comes down to the relationships you build with the industry’s most powerful roles. This MVP delivers a browser-based, UI-first music management sim with monthly turns, role-driven meetings, simplified dialogue, and a clear 12-month campaign.

## 2. Goals & Non-Goals

**2.1 Goals**

• Ship a fun, replayable MVP in the browser with a full 12‑month loop.  
• Prove the “Top Roles backbone + dialogue choices” formula.  
• Enable rapid balancing via external JSON/CSV data.  
• Keep scope solo-dev friendly while leaving room to expand.

**2.2 Non‑Goals**

• No full album/tour simulation beyond EP + mini‑tour.  
• No 3D/real-time performance scenes.  
• No cloud saves at launch (local only).  
• No deep nested dialogue trees (use immediate/delayed flags).

## 3. Target Users & Platform

• Simulation/tycoon fans; music industry‑curious players.  
• Platform: Browser (desktop-first). Mobile-friendly is a stretch goal.

## 4. Scope (MVP Content)

Campaign & Time  
• Turn Scale: Monthly  
• Campaign Length: 12 months (soft end + scorecard; continue optional)  
• Focus Slots per Month: 3 (possible unlock to 4 late)  
Entities & Counts  
• Artists: 3 total; start with 1; max roster 2  
• Archetypes: Visionary, Workhorse, Trendsetter  
• Top Roles (8): Manager, A&R, Producer, PR/Publicist, Digital Marketing, Streaming Curator Pitches, Booking/Promoter, Distributor/Operations  
• Side Stories: 12 events pooled (15–25% chance/month)  
Projects & Actions  
• Projects: Single, EP (3–5 tracks), Mini‑Tour (3–5 dates)  
• Actions: Role meeting, Start/Advance Single/EP, Schedule/Advance Mini‑Tour, PR push, Digital ad push, Streaming pitch

## 5. Success Metrics

• Player completion rate of 12‑month campaign ≥ 35%.  
• Average session length 20–30 minutes.  
• ≥ 2 distinct viable strategies observed (Commercial vs Balanced/Artistic).  
• Bugs blocking progression: zero known at release.

## 6. Technical Requirements

**6.1 Stack**

• React + TypeScript + Vite  
• State: Zustand (XState optional for turn phases)  
• UI: Tailwind + shadcn/ui; Charts: Recharts  
• Data: JSON (validated with Zod); Dialogue: JSON (Ink optional later)  
• RNG: seedrandom (seeded runs)

**6.2 Performance**

• Initial load < 4s on mid‑range laptop  
• Advance Month resolution < 300ms with MVP data  
• Bundle size target < 1.2 MB gzipped (stretch, not blocker)

**6.3 Compatibility**

• Desktop Chrome/Edge/Safari/Firefox (latest 2 versions)  
• Minimum resolution 1366×768  
• Keyboard-only navigation for core flow (accessibility)

## 7. Save System

• Local-only saves via localStorage  
• 3 manual slots + 1 autosave (after Advance Month)  
• Export/Import JSON (human-readable)  
• Schema versioning + migrations on load; Zod validation  
• Error messaging on import failures (field-level)

## 8. Game Systems & Acceptance Criteria

**8.1 Turn Loop**

• Player selects up to 3 Focus actions.  
• End-of-month resolver applies queued actions deterministically (seeded RNG 0.9–1.1 variance).  
• Summary screen lists 5–8 key deltas with simple “why” notes.

**8.2 Dialogue System**

• Each Role/Artist scene shows 3–4 options.  
• On choose: immediate toasts (e.g., +Loyalty −Money) and optional delayed flags that fire at month-end.  
• Content is data-driven; no rebuild for copy tweaks.

**8.3 Projects**

• Single & EP: track stage, budget, quality (0–100), dueMonth.  
• Mini‑Tour: track cities, guarantees, sell‑through.  
• Producer tier and time investment modify quality & cost.

**8.4 Resources & Access**

• Track Money, Reputation, Creative Capital, Focus Slots, Artist Mood, Artist Loyalty.  
• MVP Access Tiers: Playlist (None→Niche→Mid), Press (None→Blogs→Mid‑Tier), Venue (Clubs).  
• Outcomes respect tier gates; badges visible on Dashboard.

**8.5 Market Outcomes**

• Streams\_first\_week = f(Quality, PlaylistAccess, Reputation, AdSpend) × RNG.  
• Press pickups = f(PressAccess, PR push, story flag).  
• Ticket sell‑through = f(VenueTier, Reputation local, Artist Popularity).

**8.6 Side Stories**

• 12 events in pool; 15–25% chance/month.  
• Each: 3 choices, clear immediate effect + optional delayed effect.  
• Events are optional; ignoring is allowed and has no hidden penalty.

## 9. Content Requirements (Writing Counts)

• Role meetings: 8 roles × 3 scenes × 3 choices = 72 choice lines  
• Artist dialogues: 3 archetypes × 3 scenes × 3 choices = 27 choice lines  
• Side stories: 12 × 3 choices = 36 choice lines  
• Tooltips/UX copy: ~30–50 strings

## 10. Economy & Balancing (Initial Ranges)

• Start Money: $75k; monthly burn $3–6k  
• Single: $3–12k; EP: $15–35k; PR push: $2–6k; Digital push: $1–8k; Mini‑Tour: $5–15k  
• Quality score: 0–100; Relationships/Mood/Loyalty: 0–100  
• Access starts at None; unlocks via thresholds and results  
• RNG band 0.9–1.1; seed visible in Settings

## 11. UI/UX

• Screens: Dashboard, Month Planner, Conversation Modal, Project Sheets, End‑of‑Month Summary, Saves  
• Visual language: clean cards, badges for access tiers, compact toasts for stat changes  
• Accessibility: font scaling, high-contrast mode (toggle), keyboard navigation for choices

## 12. Data & Files

• /data/\*.json for roles, artists, events, dialogues  
• Zod schemas in /data/schemas.ts  
• Version field in all top-level files; migrations in /data/migrations.ts  
• Optional: dialogue.ink supported later, compiled to JSON at build

## 13. Project Plan (Milestones)

M1 – Scaffold & State (Week 1–2): Vite+React+TS, Zustand store, Tailwind/shadcn  
M2 – Loop & Summary (Week 3–4): Basic actions, resolver, summary view  
M3 – Dialogue & Data (Week 5–6): JSON dialogues, Zod validation, toasts/delays  
M4 – Projects & Access (Week 7–8): Single/EP/Tour, access gating, charts  
M5 – Balancing & Content (Week 9–10): Fill initial content counts, tuning pass  
M6 – Saves & Polish (Week 11–12): Save slots, export/import, bug bash, performance

## 14. Risks & Mitigations

• Scope creep → Strict MVP counts; backlog anything extra.  
• Balancing difficulty → Externalize all numbers; daily tweak loop.  
• Performance regressions → Budget checks in CI (bundle size, perf tests where possible).  
• Content bottleneck → Reuse scene templates; focus on punchy, short lines.

## 15. Glossary

• Focus Slot: A monthly action/meeting opportunity.  
• Access Tier: Your relationship-powered reach in a channel (Playlist/Press/Venue).  
• Delayed Flag: A choice effect that resolves at month end.  
• Seeded RNG: Randomness with a repeatable seed for testing.