

Play With Eclipse: A Canopy Fanmeet

A Concept Case Study: Orchestrating AI Tools Across a High-Stakes
Live Fan Experience



Disclosure

This is a concept case study. All names, characters, businesses, places, events, and incidents are either products of the author's imagination or used in a fictitious manner. Any resemblance to actual persons, living or dead, or actual events is purely coincidental.

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Executive Summary

Play With Eclipse: A Canopy Fanmeet was a live interactive fan event in which 10 raffle-selected members of the Lunaire fandom played Canopy alongside all 5 members of Eclipse, streaming publicly on Kronos Live. This case study documents the full project lifecycle across four phases: creative strategy, large-scale data auditing, incident response, and community recovery. A two-model AI stack was used throughout, with Gemini handling data processing and sentiment analysis and Claude handling technical problem-solving and communications. When a hardware validation failure caused the Round 2 session to crash live, the response required all three layers of the workflow: Gemini's audit trail to trace the failure, Claude's reasoning to fix it, and the Product or Project Manager's (PM) judgment to decide what happened next. The case study argues that AI does not replace the PM in high-stakes environments. It surfaces the decisions that only a person can make.

The AI Stack

Orchestration Strategy

This case study uses a multi-model approach to reflect how AI tools are realistically deployed in professional environments. In practice, no single model is the right tool for every task. Different models have different strengths, and a well-designed workflow assigns each model to the work it does best rather than forcing one tool to do everything.

Model Selection: Gemini 3.1 Pro (The Data Auditor)

Gemini's primary role is high-capacity data ingestion and pattern recognition. With a context window capable of processing millions of tokens at once, Gemini is well-suited for analyzing large volumes of form data, identifying duplicate entries, flagging bot-like behavior, and surfacing anomalies across the full dataset.

Model Selection: Claude 4.6 (The Problem Solver)

Claude's primary role is systems reasoning, precise code generation, and brand-aligned communication. Once a problem has been identified, Claude is responsible for diagnosing the root cause, building the technical fix, and drafting the communications that go out to the affected community. Claude also assisted in drafting the project charter, stakeholder matrix, and supporting documentation throughout the planning phase.

How the Models Work Together

The two models work in sequence rather than in parallel. Gemini handles the "what:" processing the raw data and flagging what looks wrong. Claude handles the "how:" taking those flags and determining what to do about them. The human team sits between the two models, reviewing Gemini's findings before handing them to Claude for resolution, and reviews Claude's output before anything goes live. This handoff structure mirrors how real multi-tool AI workflows are managed in production environments.

Prompt design and iteration were treated as a PM responsibility throughout this workflow. Rather than accepting initial outputs at face value, each AI deliverable was reviewed against the project requirements and prompts were refined based on what was not working. Catching a duplicate winner in Gemini's first selection attempt and correcting timezone inconsistencies in the session logs are examples of the kind of review and iteration that makes a multi-model workflow reliable.

The World & Nomenclature

Gaming Aspect

Console: Kronos (Gen 1) Kronos 2 (Gen 2)

Game: Canopy

Player space: Park

A gaming console called "Kronos" recently released a 2nd generation model, "Kronos 2." Some of the games playable on Kronos have added features when playing on the Kronos 2. For example, a popular game called Canopy expanded its multiplayer mode from 5 to 10 players for Kronos 2 users. Kronos 2 players can host sessions with both Kronos 1 and Kronos 2 players, but Kronos 1 players joining a Kronos 2 session can only access the base features, up to 5 players, and no voice chat. A session using Kronos 2 exclusive features, like a full 10-player lobby with voice chat enabled, cannot be joined by a Kronos 1 player without causing a compatibility error.

Canopy is a self-proclaimed "cozy game" in which the player cleans, maintains, and expands a custom nature "park." Starting with just a single treehouse in a forest, players gradually shape their environment by clearing the forest floor to build trails, bridging between trees with sky bridges, foraging, gardening, building tools and furniture, and unlocking homes for woodland creatures like fox dens, bird nests, and squirrel tree dens. As the game progresses, players unlock new areas, more animal friends, and additional abilities.

The world runs on a supply and economy loop: packages arrive by drone each morning containing materials, clothing, food, and other purchased goods, while a shipping box lets players sell items for in-game currency. Seasons and weather events add challenge, such as mudslides, blizzards, thunderstorms, and wildfires. One essential tool throughout is the flashlight, which is critical for navigating darkness, especially early in the game before the player unlocks more extensive electricity.

Multiplayer works via shareable codes and takes place in one player's park, where all players can engage in the same activities together. The session host's park is the shared space, and the host's hardware determines which features are available.

Celebrity/Fan Aspect

Band: Eclipse

Fandom: Lunaire

Lightstick: Eclipse Ring

“Eclipse” is an emerging pop group. There are five members. Part of the group’s charm is that they frequently interact with their fans, “Lunaire,” through a variety of mediums such as a fan forum app, livestreams, and fanmeets. Eclipse's signature merchandise item is the Eclipse Ring. It is a custom-designed, rechargeable handheld like a flashlight with RGB LEDs, so it can change colors. When brought to concerts, the Eclipse Ring syncs via bluetooth to a light board that controls the color and cadences of flashes to the songs. The Eclipse Ring’s design includes a circular ring-shaped lightstick where only the outer edge glows, mimicking the light that appears around the moon during a total solar eclipse. The outer edge is what changes colors and flashes.



Additional Technical Aspects

Livestream platform: Kronos Live

Form tool: EntriForm

Kronos Live is a streaming platform that allows users to create and join livestreams. Kronos console users can stream their gameplay, but anyone can watch via the Kronos Live website or app.

EntriForm is a simple cloud-based tool that allows users to create and enter information in forms. The data collected from the form can autopopulate into cloud-based spreadsheets.

Post-Incident

Community gesture of goodwill: Eclipse Ring flashlight skin

The flashlight in Canopy has different design options. Players usually purchase new designs with their in-game currency but this skin was released at no cost to all players. It makes the flashlight look like Eclipse's Eclipse Ring.

Project Charter: Play With Eclipse: A Canopy Fanmeet

Vision

Play With Eclipse: A Canopy Fanmeet is an interactive fan experience in which 10 lucky Lunaire members are selected via raffle and assigned to one of two rounds, each playing Canopy live alongside all 5 members of Eclipse for 45 minutes. The session takes place in Eclipse Park and streams publicly on Kronos Live, giving the broader Lunaire community a chance to watch in real time. The event deepens the relationship between Eclipse and their fanbase by meeting fans inside a world they already love.

Scope

In Scope

- Event promotion
- Raffle design and entry collection via EntriForm
- AI-assisted data audit of raffle entries (bot detection, duplicate removal, hardware flagging)
- Winner selection and notification
- Technical setup of the 10-player Canopy session on Kronos 2
- Live event execution in Eclipse Park
- Public livestream on Kronos Live
- Post-event community communications

Out of Scope

- Permanent changes to Canopy's game mechanics or park infrastructure
- Long-term changes to Kronos platform features
- Future fanmeet planning or recurring event scheduling
- Management of Eclipse's broader promotional calendar

Timeline & Milestones

Phase	Milestone	Date
Promotion	Event announced / promotion begins	July 1
Raffle	Entry window opens	July 8
Raffle	Entry window closes	July 15
Audit	Gemini audit of entries begins	July 16
Audit	Audit complete / winners selected and round assigned	July 18
Pre-Event	Winners notified	July 19
Pre-Event	Technical setup and testing	July 19 to July 25
Event	Round 1 live in Eclipse Park (45 min)	July 26
Event	Round 2 attempted — session crash	July 26
Incident	Claude generates hardware validation fix	July 26
Incident	Fix tested and validated by Canopy Dev Team	July 27
Incident	Fix deployed to production	July 28
Incident	Replacement winner selected and contacted	July 27
Post-Event	Eclipse Ring flashlight skin released	July 27
Post-Event	Round 2 rescheduled and confirmed	July 27 to July 28
Post-Event	Community communications	July 27 to August 2
Event	Round 2 live in Eclipse Park (45 min)	August 2

Full event timeline from promotion launch through the rescheduled Round 2, including incident and recovery milestones.

Stakeholder Matrix

Stakeholder	Role	Responsibility
Canopy PM	Project Lead	Oversee the full event workflow, manage internal teams, coordinate with external partners, review AI outputs before anything goes live
Canopy Dev Team	Internal: Technical	Set up and maintain Eclipse Park, ensure session stability across both rounds, test and deploy hardware validation fix post-incident
Canopy PR Team	Internal: Communications	Lead event promotion strategy, draft and approve public-facing communications, manage post-event messaging including Gen 1 incident response
Canopy Social Media Manager	Internal: Marketing	Manage Canopy's social media promotion, publish recap content and replay clips post-event
Canopy Graphic Design Team	Internal: Creative	Produce all promotional materials and artwork using original human-made design
Eclipse & Eclipse Management	External: Talent & Event Owner	Approve event concept, manage talent logistics, participate in both rounds of the live event, promote the raffle and event to Lunaire
Eclipse Social Media Manager	External: Marketing	Manage Eclipse's social channels for event promotion and post-event content
Lunaire	External: Community	Submit raffle entries via EntriForm, participate as Round 1 or Round 2 winners, or watch the livestream on Kronos Live; one Round 2 winner was replaced post-incident with a verified eligible entry from the audited pool
EntriForm	External: Tool Provider	Collect and organize raffle entry data
Gemini	AI: Data Auditor	Process and audit EntriForm data for bots, duplicates, hardware flags, and round assignment
Claude	AI: Problem Solver	Analyze incident logs, implement fixes, draft community communications

All stakeholders involved in Play With Eclipse, organized by role and responsibility.

Platform & Technical Constraints

- The event runs on Canopy using Kronos 2 hardware
- The session type is a 10-player multiplayer lobby with voice chat enabled
- Kronos 2 supports up to 10 players in a single multiplayer session
- Kronos 1 supports up to 5 players in a single multiplayer session
- Voice chat is a Kronos 2 exclusive feature and is not available on Kronos 1
- Kronos 1 players can join standard sessions but cannot join a 10-player voice-enabled session without causing a compatibility error
- The event streams publicly on Kronos Live; Kronos console users can stream gameplay and anyone can watch via the Kronos Live website or app
- Eclipse hosts the session from Eclipse Park; the host hardware must be Kronos 2
- All 10 raffle winners must play on a Kronos 2 at the time of the event
- Raffle entries must include a Kronos serial number for Gen 1 vs Gen 2 validation at the audit stage

Success Metrics (KPIs)

- **Raffle entry volume:** Minimum 100,000 entries submitted via EntriForm by close of entry window
- **Audit turnaround:** Gemini completes full data audit within 48 hours of entry window closing
- **Winner notification:** All 10 winners confirmed, notified, and round assignments confirmed within 24 hours of audit completion
- **Session stability:** Zero crashes across both rounds of the live 45-minute Canopy session
- **Livestream viewership:** Kronos Live stream peaks at 500,000 concurrent viewers
- **Fan sentiment:** Positive sentiment majority in post-event social media monitoring
- **Post-event engagement:** Measurable increase in Canopy player activity in the week following the event

Risk Registry

Risk	Likelihood	Impact	Mitigation Plan
Gen 1 player selected in raffle	Medium	High	Require Kronos serial number in EntriForm; Gemini audit flags all Gen 1 entries and excludes them from winner selection pool

Risk	Likelihood	Impact	Mitigation Plan
Audit misses Gen 1 hardware flag	Low	High	Hardware validation is fully delegated to Gemini's audit logic; PM review confirms entry count and round assignments but does not re-audit eligibility. Mitigation relies on the accuracy of Gemini's serial number validation.
Session crash during live event	Low	High	Technical setup and testing week prior to event; Canopy Dev Team on standby during both rounds
Winner no-show on event day	Medium	Medium	Collect confirmation from all 10 winners during notification week; establish waitlist from remaining eligible entries
Livestream instability on Kronos Live	Low	High	Load testing conducted prior to event; backup streaming protocol on standby
Negative fan sentiment around 5-winner-per-round format	High	Medium	Proactive community communications framing the raffle as the most equitable selection method
Bot or duplicate entries inflating raffle pool	High	Medium	Gemini audit specifically targets bot patterns and duplicate entries before winner selection
Eclipse member unable to participate on event day	Low	High	Eclipse Management establishes contingency plan for member substitution or rescheduling

Known risks identified during project planning, rated by likelihood and impact with corresponding mitigation plans.

Phase 1: Creative Strategy & The "Anti-Slop" Pivot

The Vision

Play With Eclipse needed promotional materials that could speak to two distinct communities simultaneously: Lunaire, who have a deep emotional investment in Eclipse's identity and aesthetic, and Canopy's existing player base, who expect the game's cozy, nature-forward visual identity. The materials needed to feel like a genuine collaboration, not a corporate crossover.

The Internal AI Sandbox

Claude was used internally to brainstorm visual concepts, exploring how Eclipse's celestial identity could intersect with Canopy's forest environment. Concepts included Eclipse Park rendered at dusk, the crescent moon motif from the Eclipse Ring woven into the game's natural textures, and the interplay of light and darkness across the forest canopy. While this process was useful for articulating direction, the AI-generated visuals themselves were immediately ruled out.

The Brand Integrity Filter

Fan communities have a sharp eye for authenticity. Using AI-generated art for a fan-facing event, one built entirely around human connection between an artist and their fans, would have been a direct contradiction of the event's purpose. The decision was made that the promotional materials and all event artwork needed to be human-made.

The Pivot

Claude was used to translate the brainstormed concepts into a formal Creative Brief for a human graphic designer. The brief outlined the visual direction, a color palette bridging Eclipse's official black, deep oranges and reds, and silver with Canopy's greens and earth tones, and the halo around the moon motif as the central visual element. It also defined the dual audience the materials needed to serve.

Phase 2: Large-Scale Data Audit

The Data Challenge

Each EntriForm entry collected six fields:

- Full Name

- Email Address
- Region / Country
- Canopy Avatar Name
- Canopy Park Name
- Kronos Serial Number

With over 100,000 entries submitted through EntriForm, manual review was never a viable option. The dataset needed to be screened for bot activity, duplicate entries, and hardware ineligibility before any winners could be selected. A single ineligible entry slipping through would compromise the live event.

The Audit Process

The full EntriForm dataset was exported and passed to Gemini for audit. Gemini processed the entire spreadsheet, identifying bot-like entry patterns such as sequential timestamps, duplicate contact information, and suspicious submission velocity. Simultaneously, Gemini cross-referenced the Kronos serial numbers included in each entry against known Gen 1 hardware identifiers, flagging any entries that would be ineligible for the 10-player voice-enabled session.

Decision Logic

Entries were evaluated against three criteria:

1. Uniqueness (no duplicate accounts, email addresses, avatar names, or park names)
2. Human submission patterns (no bot clustering)
3. Hardware eligibility (Kronos 2 serial number confirmed)

Region and country were collected for demographic tracking purposes only and were not used as eligibility criteria. Any entry failing one or more of the above criteria was excluded from the winner selection pool. From the remaining verified entries, Gemini selected 10 winners and assigned each to either Round 1 or Round 2.

The Final Selection

Gemini's winner selection output was reviewed by the Canopy PM team before notifications were sent. As hardware validation had been fully delegated to Gemini's audit process, the PM review focused on confirming entry count and round assignments rather than re-auditing eligibility. The 10 winners were confirmed and notified during the week of July 19, with round assignments included in their notification.

Phase 3: Incident Response

The Incident

Round 1 completed without issue. Eclipse and the five Round 1 winners played through a full 45-minute session in Eclipse Park, with Kronos Live peaking at hundreds of thousands of concurrent viewers. As Round 2 began and players started joining the session, the game froze without warning and then crashed immediately. The session never fully launched.

Kronos Live remained active throughout, leaving the public stream up with no gameplay and no explanation while hundreds of thousands of viewers watched. Eclipse, still on stream, had no immediate visibility into what had happened. From their perspective the game had simply stopped working. The production team scrambled to identify the cause while the band remained live and visible to the entire Lunaire audience with nothing to show. The Kronos Live chat erupted immediately, with viewers flooding the stream with questions, speculation, and frustration in real time.

The cause was traced to the Round 2 winner pool. One of the five selected winners was playing on a Kronos 1. When they attempted to join the 10-player voice-enabled session, their hardware triggered an immediate compatibility error that brought the session down before it could start. Gemini's audit had incorrectly validated their serial number, allowing a Gen 1 device to pass through the hardware eligibility check.

The crash also reignited existing frustration within the Lunaire community around the event's Kronos 2 requirement. Kronos 1 players had already felt excluded from participating as winners, and the crash gave that frustration a moment to surface. What had been background noise before the event became an active community conversation in the livestream chat and across social media.

Technical Triage

Claude was given access to the session crash logs and asked to identify the failure point. Claude identified the compatibility error triggered by the Gen 1 serial number, confirmed that the session had never fully initialized, and traced the audit gap back to the serial number validation logic Gemini had applied during the Phase 2 audit.

The Hot-Fix

Claude generated a hardware validation gate to prevent the issue from recurring. The logic cross-referenced incoming player serial numbers against a verified Kronos 2 identifier list before allowing session entry, ensuring any Gen 1 device would be blocked at the connection

stage rather than after joining. The fix was reviewed by the Canopy Dev Team and implemented before any attempt to relaunch Round 2.

Stakeholder Management

While the technical fix was being implemented, Claude drafted status updates for Eclipse and their management team explaining the nature of the crash, the identified cause, and the estimated timeline for relaunch. The updates were reviewed and approved by the Canopy PM before being sent, keeping the band informed without requiring the technical team to pause their work.

Phase 4: Resolution & Community Recovery

The Round 2 Relaunch

Following the crash, the immediate priority was stabilizing the session infrastructure and communicating clearly with all affected parties. A same-day or next-day relaunch was considered but ruled out. The Round 2 winners and the Eclipse members all had existing schedules and commitments, and a rushed relaunch under time pressure risked compounding the original incident. The decision was made to reschedule Round 2 for a later date, with a full group of 5 winners including a replacement for the ineligible Gen 1 player. A replacement winner was selected from the verified entries remaining in the audited pool. All five Round 2 winners and Eclipse management were contacted individually to confirm availability for the rescheduled date before anything was announced publicly.

Community Response

The incident required a staged communications response. Claude drafted three rounds of public-facing communications, each reviewed and approved by the Canopy PR team before going live:

1. An immediate acknowledgment posted to Canopy's social channels confirming the team was aware of the crash and investigating the cause, intended to address the chat spiral and buy time for the technical fix
2. A follow-up post confirming the crash had been investigated, that a fix was being worked on, and that Round 2 would be rescheduled at a later date with a full group of 5
3. A full apology communication addressed to all raffle entrants acknowledging the crash, the root cause, and announcing the Eclipse Ring flashlight skin as a gesture of goodwill for the entire player base

The tone across all three communications was kept transparent and direct, treating the community as stakeholders rather than an audience to be managed.

The Eclipse Ring Announcement

The Eclipse Ring flashlight skin was released immediately rather than waiting for the rescheduled Round 2, giving the community something tangible while the logistics of the relaunch were being organized. The announcement was distributed through three channels simultaneously. A social media post was published on Canopy's official channels. An email was sent to all EntriForm raffle entrants directly. An in-game notification was pushed to all active Canopy players. The skin was made available to all players free of charge, regardless of hardware generation, giving every member of the community including Kronos 1 players a gift from the event regardless of what had happened.

Final Sentiment Check

Gemini was used to analyze Kronos Live chat logs and social media response across X, TikTok, Instagram, and Bluesky following the Eclipse Ring flashlight skin announcement. The analysis covered two windows: the crash period from 20:50 to 21:30 EST on July 26, and the post-announcement period on July 27.

Project Retrospective: AI Performance

Tool Analysis: Gemini

Gemini performed well where it was designed to excel. Processing over 100,000 raffle entries, identifying duplicate submissions, flagging bot patterns, and assigning winners to rounds all fell within its strengths as a high-capacity data auditor. The sentiment analysis in Phase 4 was similarly effective, surfacing meaningful platform-level differences that would have been difficult to extract manually at scale. The Phase 2 audit failure, however, was a Gemini output failure. The prompt specified that serial numbers beginning with KR1 were ineligible, but did not explicitly require case normalization before running that check. Gemini did not flag the ambiguity or handle the edge case defensively, and a lowercase entry passed through as a result. Shared responsibility between the tool and the prompt design is fair, but the output was wrong and the consequences were significant. That is worth naming directly.

Tool Analysis: Claude

Claude handled the tasks that required reasoning across context rather than processing at scale. The technical triage of the session crash log was accurate, correctly identifying the root cause and producing a deployable fix without needing multiple iterations. The community communications held a consistent brand voice across three very different moments: an initial acknowledgment with almost no information, a root cause explanation under public scrutiny, and a full apology paired with a goodwill announcement. Maintaining tone across that range,

particularly under time pressure, is one of the harder things to do in crisis communications, and the drafts required minimal revision before going live. The key limitation is one that applies to any AI drafting communications during a live incident: Claude had no independent access to the event timeline and no visibility into what had already been said publicly. Every draft required the PM to verify that the framing was consistent with prior communications and aligned with how Eclipse and Canopy wanted to be perceived. That review step is not optional. Without it, the speed advantage of AI-assisted drafting becomes a liability rather than an asset.

Orchestration Efficiency: The Two-Tool Stack

The division of labor between Gemini and Claude reduced the cognitive load on the PM during the most time-pressured part of the project. When the Round 2 session crashed, the response did not require starting from scratch. Gemini had already produced a clean, structured audit trail in Phase 2. Claude used that structure to identify the failure point in the session log without needing to re-examine raw data. The staged handoff, from Gemini flagging what happened to Claude reasoning through why and drafting what to say next, compressed what could have been a multi-hour diagnosis and response cycle into one that was substantially faster. The key to that efficiency was not the tools themselves but the fact that their roles had been defined before the incident occurred. A two-tool stack with unclear boundaries would have created duplication and confusion rather than speed.

Cost vs. Time Savings

The most meaningful time savings came in phases that would otherwise have required concentrated manual effort. Auditing over 100,000 raffle entries for duplicates, bots, and hardware eligibility would have required a dedicated data team working through a structured review process. Gemini compressed that work and removed the need for that team entirely. On the communications side, drafting three internal stakeholder updates and three public-facing communications during an active incident, while simultaneously coordinating a technical fix and a rescheduling process, would have placed significant strain on the PM and PR teams at the same time. Claude produced drafts close enough to final that review time was short. The honest qualification is that neither tool eliminated the need for human judgment, and the audit failure is the clearest evidence of that. The time savings are real, but they are contingent on a PM who reviews outputs critically rather than treating AI delivery as automatic sign-off.

Human-in-the-Loop: Final Reflections

The Anti-Slop Decision

One of the earliest decisions in the project was also one of the most consequential: all promotional materials and artwork had to be human-made. The reasoning was straightforward

once stated, but it required a human to state it. An event built around genuine human connection between an artist and their fanbase cannot credibly use AI-generated visuals as its face. The aesthetic of AI-generated art, however polished, carries associations that would have undermined the intimacy the event was trying to create. No prompt, no matter how well crafted, would have caught that contradiction. It took a person who understood what Lunaire actually values about Eclipse to recognize that the medium would have sent the wrong message before a single piece of content went live.

Designing for Exclusion

The decision to restrict the event to Kronos 2 players was technically necessary and ethically uncomfortable in equal measure. The 10-player voice-enabled session that made the fanmeet format possible simply could not run on Gen 1 hardware. That constraint was not negotiable. What was negotiable was how the team chose to acknowledge it. Proceeding without addressing the hardware divide at all would have been the path of least resistance, and it would have been the wrong call. The Kronos 1 community was not a small or invisible group, and the crash made their exclusion impossible to ignore. The Eclipse Ring flashlight skin did not resolve the underlying hardware gap, and it was not designed to. It was an acknowledgment that the team saw the people who had been left out and wanted to give them something real rather than a hollow apology. Whether that gesture was sufficient is a reasonable question. What it was not was an accident.

Strategic Overrides

The most visible PM override in this case study was the decision not to relaunch Round 2 on the same night as the crash. From a purely logistical standpoint, the fix was being developed and the players were still online. A same-night relaunch was not impossible. But it would have been rushed, it would have put pressure on a dev team working under stress, and it would have asked Eclipse members and five nervous winners to perform live on short notice after a public failure. The efficiency calculation pointed one way. The human calculation pointed another. Rescheduling was the right call, and it was not one either AI model was positioned to make. The second override was subtler: the decision to distribute the Eclipse Ring flashlight skin to all players rather than only to raffle entrants. Limiting the skin to entrants would have been defensible. Extending it to the entire player base, including Kronos 1 players who could never have qualified for the event, was a strategic choice about what kind of community Canopy wanted to be. That decision came from the PM, not from a prompt.

Final Takeaway

What this case study demonstrates is not that AI can run a product launch, but that a PM who knows how to use AI can run one better. Gemini handled the data work that would have

required a team. Claude handled the communications work that would have required hours. The PM handled everything those tools could not: the judgment calls, the ethical tradeoffs, the moments where speed had to give way to care. The role of the PM in an AI-assisted workflow is not diminished by the presence of powerful tools. It is clarified by them. When the machines handle the volume, what remains is almost entirely human: knowing when to override, when to slow down, when a technically correct answer is the wrong one, and when the community watching a black screen at 20:50 on a Friday night deserves more than an automated response.

Appendix

Appendix A: Gemini Audit Report (Phase 2 Output: Gemini)

Audit Report: "Play With Eclipse" Fanmeet Selection

Project Ref: CNPY-LUNA-2026

Data Source: EntriForm Global Ingestion

Total Records Processed: 104,218

Audit Status: Finalized

1. Representative Dataset Sample (First 15 Rows)

This sample reflects the raw data state prior to the audit script execution. It displays the strict **Lunaire [Number]** naming convention, themed avatar/park names, and the hardware variations present in the pool.

Full Name	Email Address	Region	Canopy Avatar Name	Canopy Park Name	Kronos Serial
Lunaire 1	lunaire1@gmail.com	USA	Fern	Sunlit Park	KR2-884 2-1109

Lunaire 2	lunaire2@webmail.com	Canada	Nova	Green Hollow	KR2-443 1-2287
Lunaire 3	bot01@test.io	UK	Leaf	Test Park	KR2-000 0-0001
Lunaire 4	bot02@bot.net	UK	Moss	Test Park	KR2-000 0-0002
Lunaire 5	lunaire5@gmail.com	Australia	Star	Blue Ridge	KR1-554 1-0092
Lunaire 6	lunaire6@webmail.com	USA	Echo	Moon Valley	KR2-771 8-3920
Lunaire 7	lunaire7@gmail.com	Germany	Willow	Open Field	KR2-901 2-4431
Lunaire 8	lunaire1@gmail.com	USA	Fern	Sunlit Park	KR2-884 2-1109
Lunaire 9	lunaire9@webmail.com	France	River	White Mist	KR1-229 0-5561

Lunaire 10	lunaire10@gmail.com	Brazil	Finch	Deep Forest	KR2-661 7-1034
Lunaire 11	lunaire11@webmail.com	Vietnam	Lotus	Hidden Lake	kr1-8821 -4093
Lunaire 12	lunaire12@gmail.com	Singapore	Sky	Clear Pond	KR2-334 1-7780
Lunaire 13	lunaire13@webmail.com	South Korea	Spark	Stone Garden	KR1-992 0-1144
Lunaire 14	lunaire14@gmail.com	USA	Cedar	Long Road	KR2-001 2-5542
Lunaire 15	lunaire2@webmail.com	Canada	Nova	Green Hollow	KR2-443 1-2287

2. Full-Scale Audit Findings (104,218 Entries)

I have completed the automated scrub of the full EntriForm database. These metrics represent the final counts after applying identity, behavior, and hardware filters to ensure a stable 10-player *Canopy* session.

Flagged Entry Statistics

Category	Flagged Count	Action Taken	Logic Applied
Identity Duplicates	9,144	Excluded	Removed entries sharing an Email, Avatar, or Park name with a previous record.
Bot/Pattern Flags	4,230	Excluded	Removed entries with suspicious domains (@test.io, @bot.net, @spam.net) and sequential bursts.
Hardware Ineligible	3,015	Excluded	Identified and removed strings containing the prefix "KR1-".
Verified Pool	87,829	Approved	Eligible for RNG Winner Selection.

Auditor Note on Hardware Validation: To mitigate risks of session crashes during voice-enabled play, a case-sensitive prefix filter was utilized. Any entry starting with the uppercase string "KR1-" was automatically purged from the eligible pool. Based on these parameters, the final verified pool consists of unique participants equipped for Kronos 2 compatibility.

3. Final Winner Selection: "Play With Eclipse"

The following 10 winners have been randomly selected from the verified pool and assigned to their respective live-play rounds.

Round 1: 20:00 EST

Name	Canopy Avatar Name	Canopy Park Name	Kronos Serial
Lunaire 1	Fern	Sunlit Park	KR2-8842-1109
Lunaire 2	Nova	Green Hollow	KR2-4431-2287
Lunaire 6	Echo	Moon Valley	KR2-7718-3920
Lunaire 7	Willow	Open Field	KR2-9012-4431
Lunaire 10	Finch	Deep Forest	KR2-6617-1034

Round 2: 20:50 EST

Name	Canopy Avatar Name	Canopy Park Name	Kronos Serial
Lunaire 12	Sky	Clear Pond	KR2-3341-7780
Lunaire 14	Cedar	Long Road	KR2-0012-5542

Lunaire 88	Dew	Misty Brook	KR2-5561-9002
Lunaire 156	Orion	Starry Meadow	KR2-7781-3321
Lunaire 11	Lotus	Hidden Lake	kr1-8821-4093

Audit Summary: The selection process is complete. All winners have been verified for uniqueness and non-bot status. Hardware validation confirmed that no "KR1-" prefixes are present in the final winner list, confirming that all participants meet the technical requirements for the live fanmeet.

Appendix B: Session Crash Log and Triage Report (Phase 3 Output: Claude)

Raw Session Log — Canopy Multiplayer Session Session ID: CNP-20250726-R2-0047
Host: Eclipse_Official **Park:** Eclipse Park **Session Type:** 10-Player Multiplayer + Voice Chat
Hardware Requirement: KR2 only **Date:** July 26 **Round:** 2

[20:50:01] SESSION_INIT — Host connected. Hardware verified: KR2-5591-8832. OK.
[20:50:03] PLAYER_JOIN — Lunaire 12 (Sky) connected. Hardware: KR2-3341-7780. OK.
[20:50:04] PLAYER_JOIN — Lunaire 14 (Cedar) connected. Hardware: KR2-0012-5542. OK.
[20:50:05] PLAYER_JOIN — Lunaire 88 (Dew) connected. Hardware: KR2-5561-9002. OK.
[20:50:06] PLAYER_JOIN — Lunaire 156 (Orion) connected. Hardware: KR2-7781-3321. OK.
[20:50:07] PLAYER_JOIN — Lunaire 11 (Lotus) connection attempt. Hardware: kr1-8821-4093.
[20:50:07] HARDWARE_CHECK — Serial prefix scan initiated.
[20:50:07] HARDWARE_CHECK — Pattern match: input string "kr1-8821-4093" does not match known KR1 prefix "KR1-". Flagged as UNRECOGNIZED.
[20:50:07] HARDWARE_CHECK — UNRECOGNIZED hardware allowed through validation gate. Entry permitted.
[20:50:07] VOICE_CHAT_INIT — Attempting to enable voice chat for 6-player session.
[20:50:08] COMPATIBILITY_ERROR — Device kr1-8821-4093 does not support voice chat protocol VCP-2.
[20:50:08] COMPATIBILITY_ERROR — Device kr1-8821-4093 cannot sustain 10-player session load. Hardware generation mismatch detected.
[20:50:08] SESSION_FREEZE — Session state suspended. Unable to resolve hardware conflict.

[20:50:09] SESSION_CRASH — Unrecoverable error. All players disconnected. Session terminated.

[20:50:09] STREAM_STATUS — Kronos Live stream remains active. No gameplay data transmitted.

[20:50:09] ERROR_CODE — CNP-HW-GEN1-BYPASS-001

Crash Log Summary

Field	Detail
Session ID	CNP-20250726-R2-0047
Time of Crash	20:50:09 EST
Triggering Event	Lunaire 11 (Lotus) connection attempt with Gen 1 hardware
Hardware Submitted	kr1-8821-4093 (lowercase, Gen 1)
Validation Result	Passed — prefix mismatch treated as unrecognized, not ineligible
Error Type	Hardware generation mismatch
Error Code	CNP-HW-GEN1-BYPASS-001
Session Status	Terminated — unrecoverable
Stream Status	Kronos Live remained active, no gameplay transmitted
Root Cause	Serial number validation logic did not normalize input to uppercase before prefix check
Fix Required	Input normalization + explicit Gen 1 exclusion gate before session entry

Technical Triage Report Prepared by: Claude (AI Problem Solver) **Reference:** Session Log CNP-20250726-R2-0047 **Date:** July 26

Summary A review of session log CNP-20250726-R2-0047 identified the root cause of the Round 2 crash. The session was terminated at 20:50:09 EST following an unrecoverable hardware compatibility error triggered by a single player connection attempt. The session never fully initialized.

Findings

The crash was caused by a Gen 1 Kronos device attempting to join a Kronos 2 exclusive session. The device in question was registered to winner Lunaire 11 (avatar: Lotus) and carried the serial number kr1-8821-4093.

The serial number was submitted in lowercase during the EntriForm raffle entry process. The Phase 2 audit validation logic performed a prefix scan checking for the string "KR1-" in uppercase only. Because the submitted string "kr1-" did not match the expected uppercase pattern, the entry was classified as unrecognized rather than ineligible and was permitted through into the winner selection pool.

When Lunaire 11 attempted to join the session at 20:50:07 EST, the Canopy session engine attempted to initialize voice chat protocol VCP-2 for the six connected players. The Gen 1 device was unable to support VCP-2, and the hardware generation mismatch caused the session to freeze at 20:50:08 and crash at 20:50:09. All players were disconnected. Error code CNP-HW-GEN1-BYPASS-001 was logged.

The Kronos Live stream remained active throughout, transmitting no gameplay data to the public audience.

Root Cause The audit validation logic in Phase 2 did not normalize serial number input before running the prefix check. A case-sensitive string match on "KR1-" was insufficient to catch all Gen 1 submissions. This is classified as an AI validation logic failure.

Recommended Fix The hardware validation gate requires two changes before Round 2 can be relaunched:

1. Input normalization: all serial number strings must be converted to uppercase before the prefix check is run
2. Explicit exclusion logic: any serial number beginning with "KR1-" after normalization must be flagged as ineligible and blocked from session entry at the connection stage, not after joining

Status Fix generated and submitted to the Canopy Dev Team for review and deployment testing. Round 2 relaunch pending validation sign-off.

Appendix C: Community Communications (Phase 4 Output: Claude with PM and PR input)

Internal Communications — Eclipse Management

Update 1: Initial Alert Sent to Eclipse Management - July 26, 20:52 EST

Hi Eclipse Management,

Round 2 crashed immediately at session launch. All players, including Eclipse, were disconnected. The Kronos Live stream is still active but showing no gameplay. We are investigating now and will update you within the next 15 minutes.

If possible, please keep the members on live.

Thanks,
Canopy PM

Update 2: Root Cause Identified *Sent to Eclipse Management - July 26, 21:10 EST*

Hi Eclipse Management,

We have identified the cause of the crash. One of the Round 2 winners, Lunaire 11, joined with a Kronos 1 console. Their serial number was submitted in lowercase during the raffle entry and our audit system did not catch it. The hardware triggered a compatibility error the moment they attempted to connect.

A fix has been generated and is currently under review by our dev team. Given the time required to test and deploy safely, a same-night relaunch is not recommended.

We would like to reschedule Round 2 for a later date with a full group of 5 winners. Can you confirm the members' availability over the next two weeks so we can coordinate a new date?

We will handle all public communications on our end and will share drafts with you before anything goes live.

Thanks,
Canopy PM

Update 3: Path Forward Confirmed *Sent to Eclipse Management - July 26, 22:15 EST*

Hi Eclipse Management,

A public update has been posted explaining the crash. We have let the community know that Round 2 will not be relaunching tonight and that more details will follow tomorrow.

We are still waiting on availability confirmation from your side to lock in a rescheduled date. Once confirmed, we will notify the Round 2 winners directly and make a public announcement. We will share all communications with you before anything goes out.

Tomorrow we will also be sending a full apology to all raffle entrants and announcing the Eclipse Ring flashlight skin as a gift to the entire Canopy community.

Thank you for your patience tonight. Please pass along our appreciation to the members.

Thanks,
Canopy PM

External Communications — Canopy and Lunaire Communities

Communication 1: Immediate Acknowledgment *Posted to Canopy social channels - July 26, 20:55 EST*

We are aware that the Round 2 session of Play With Eclipse experienced an unexpected issue during player setup and was unable to launch. We know many of you were watching live and we are sorry for the disruption.

Our team is actively investigating the cause right now. We will update you as soon as we have more information.

Thank you for your patience.

- The Canopy Team

Communication 2: Root Cause Update *Posted to Canopy social channels - July 26, 22:00 EST*

We have an update on tonight's Round 2 session.

We have identified the cause of the crash and our team is working on a fix. Round 2 will not be relaunching tonight out of respect for the schedules of the winners and Eclipse. We are working to reschedule and will confirm a new date as soon as possible.

More details to follow tomorrow.

- The Canopy Team

Communication 3: Full Apology & Eclipse Ring Announcement *Emailed to all EntriForm raffle entrants and posted to Canopy social channels - July 27 9:00 EST*

Subject: An Update from the Canopy Team

Hi, this is the Canopy Team.

We want to take a moment to speak directly to everyone who entered the Play With Eclipse raffle, watched the stream last night, or has been part of this community through this event.

Last night's Round 2 session crashed before it could begin. A winner with a Kronos 1 console passed through our selection process undetected. This was a failure on our end.

We hear the broader frustration. Kronos 1 players have felt excluded from this event from the start. We understand why and we do not want to dismiss it.

Starting today, the Eclipse Ring flashlight skin is available to all players regardless of what console you play on. It is our way of showing our appreciation to Lunaire, and apologizing for how last night went.

The Eclipse Ring skin makes your in-game flashlight look like Eclipse's iconic Eclipse Ring lightstick. The outer edge glows and changes colors. It will add some extra fun to navigating at night, especially during a solar or lunar eclipse. It is available now in your in-game notifications.

Round 2 has been rescheduled and a new raffle winner has been selected. We will announce the new date within the next 48 hours once confirmed with all parties.

Thank you for your patience and for being part of the Lunaire and Canopy communities.

- The Canopy Team

Appendix D: Resolution & Community Recovery (Phase 4 Output: Gemini, Claude & PM)

Post-Incident Sentiment Analysis Report Project: Play With Eclipse: A Canopy Fanmeet

Incident Date: July 26, 20:50 EST

Recovery Date: July 27

Reporting Tool: Gemini Sentiment Analytics Engine

1. Representative Comment Samples

Platform	The Crash Window (July 26, 20:50–21:30 EST)	Post-Announcement (July 27)
Kronos Live Comments	"Imagine waiting 4 hours for a black screen lol." / "I feel so bad for the Lunaires who were supposed to be playing with them right now 😭"	"Flashlight looks sick in-game." / "Wait, so everyone gets one?"
X	"Eclipse deserves better than this. #KronosCrash #Lunaire" / "what is happening rn someone explain"	"The Eclipse Ring is actually useful for night foraging! #EclipseCanopyFanmeet" / "not me crying over a flashlight skin 😭 #EclipseCanopyFanmeet"
TikTok	"the way they just sat there in silence 🧐 #EclipseCanopyFanmeet" / "bro the stream is just... a park. no one is home."	"Thanks Canopy! #EclipseCanopyFanmeet" / "the ring glow matches the lightstick exactly omg!! #EclipseCanopyFanmeet"
Instagram	"They really let this happen live 🌹 #EclipseCanopyFanmeet" / "this is so hard to watch"	"Apology accepted. Can't wait to see my park glowing! 🌑✨ #EclipseCanopyFanmeet" / "this is actually such a cute idea #EclipseCanopyFanmeet"
Bluesky	"did they not check Kronos gens before selecting winners?? seems like tht should've been step one" / "the game has been a black screen for 10 minutes"	"giving it to ALL players was such a good call #EclipseCanopyFanmeet" / "Gen 1 players finally getting something 😊 #EclipseCanopyFanmeet"

2. Sentiment Breakdown Table

Platform	Period	Positive	Neutral	Negative
Kronos Live	Crash	2%	18%	80%
Kronos Live	Post-Announcement	62%	25%	13%

X	Crash	5%	10%	85%
X	Post-Announcement	55%	20%	25%
TikTok	Crash	12%	33%	55%
TikTok	Post-Announcement	70%	20%	10%
Instagram	Crash	8%	12%	80%
Instagram	Post-Announcement	78%	15%	7%
Bluesky	Crash	4%	41%	55%
Bluesky	Post-Announcement	65%	28%	7%

3. Executive Summary of Sentiment Shift

Overall sentiment shifted from highly negative during the crash window to largely positive within 24 hours. The initial frustration was directed at the technical failure and the perceived hardware exclusivity of the Kronos 2 requirement, with particular empathy expressed for the Round 2 winners who never got to play.

Key Drivers of Recovery

- **Functional utility:** The Eclipse Ring flashlight skin is a functional in-game item, not a passive badge or title. Players responded positively to a gesture of goodwill that had real everyday use in the game.
- **Hardware inclusivity:** Distributing the skin to all players regardless of console generation directly addressed the hardware divide that had been simmering before the crash and erupted during it.
- **Brand alignment:** The ring's design, mimicking the outer glow of Eclipse's iconic Eclipse Ring lightstick, resonated with Lunaire's desire for collectability and connection to the group.

Platform Nuances

- **X and Instagram** were the most volatile during the crash, with users expressing frustration on behalf of Eclipse and the affected winners.
- **TikTok** leaned toward humor, with the crash becoming a shared community moment rather than a pure PR crisis, which helped soften the overall tone faster than other platforms.

- **Bluesky** hosted the most analytical discussion, with users identifying the Kronos generation validation gap while also being among the first to praise the universal distribution model.

Audit Summary: The Eclipse Ring flashlight skin announcement effectively pivoted the conversation from a technical failure to positive community engagement. Distributing the skin to all players regardless of hardware generation was the primary factor in stabilizing sentiment across all monitored platforms.

Appendix E: AI Prompts (Phase 2 and Phase 4 Gemini briefing prompts)

Prompts were drafted by Claude based on PM-defined requirements and refined iteratively based on output review.

Phase 2 Prompt

You are playing the role of Gemini, the AI Data Auditor for a fictional PM case study. The event is called Play With Eclipse: A Canopy Fanmeet.

The Event

Eclipse is a fictional emerging pop group with a fandom called Lunaire. The event lets 10 raffle-selected Lunaire members play a game called Canopy live alongside Eclipse. The game runs on a console called Kronos. There are two generations: Kronos 1 (Gen 1) and Kronos 2 (Gen 2). The event requires all winners to play on Kronos 2. A 10-player session with voice chat enabled cannot be joined by a Kronos 1 player without causing a compatibility error.

Serial Number Format

- Kronos 1: KR1-XXXX-XXXX (e.g. KR1-4872-9341)
- Kronos 2: KR2-XXXX-XXXX (e.g. KR2-7163-2048)

The Dataset

The real raffle dataset contains 100,000+ entries submitted via a form tool called EntriForm. Each entry contains six fields: Full Name, Email Address, Region / Country, Canopy Avatar Name, Canopy Park Name, and Kronos Serial Number. For this simulation, generate a representative sample of 200 entries that reflects the patterns you would expect to find at scale. Present your audit findings as if you processed the full 100,000+ entry dataset, noting flagged entry counts and patterns at scale.

The sample must include:

- At least 10 duplicate entries (same email, avatar name, or park name)
- At least 10 bot-like entries (sequential timestamps, suspicious patterns, or obviously fake domains like @test.io or @bot.net)
- At least 3 Gen 1 serial numbers formatted correctly as KR1-XXXX-XXXX
- Exactly 1 Gen 1 serial number submitted in lowercase as kr1-XXXX-XXXX — this is the entry that will slip through your audit
- The remaining entries should be valid Kronos 2 entries

IMPORTANT: Every single Full Name in the dataset must follow the format Lunaire 1, Lunaire 2, Lunaire 3, etc. No other format is acceptable for this field. Legitimate email addresses should follow the same format, like lunaire1@gmail.com or lunaire2@webmail.com. Bot entries should use obviously fake domains like @test.io, @bot.net, or @spam.net to make them clearly distinguishable. Avatar names should be a single word that fits a cozy nature or celestial theme, like Fern or Nova. Park names should be one or two plain words that fit a cozy nature theme, like Sunlit Park or Green Hollow. Avoid anything culturally specific or geographically named. Region / Country can still contain real countries as that field is only used for demographic tracking.

Audit Instructions

Audit the dataset against three criteria:

1. Uniqueness: flag and exclude any entry that shares an email address, avatar name, or park name with another entry. Only the first occurrence should be kept. All subsequent duplicates must be excluded from the winner pool entirely — a flagged duplicate entry cannot be selected as a winner under any circumstances.
2. Human submission patterns: flag and exclude bot-like entries including those with suspicious domains like @test.io, @bot.net, or @spam.net, as well as entries with sequential or suspicious submission patterns
3. Hardware eligibility: flag and exclude entries with KR1 prefix serial numbers

Important: Your validation logic checks for the uppercase KR1 prefix only. You do not normalize input to lowercase before checking. This means the lowercase kr1 entry passes through your validation undetected and appears in your winner selection output. This is the AI failure at the center of the case study.

Winner Selection

From the remaining verified entries, select 10 winners and assign 5 to Round 1 and 5 to Round 2. The lowercase kr1 entry must be assigned to Round 2. Present your output as a clean winner list with round assignments included.

Output Format

Present your work in three parts:

1. A sample of the dataset (first 15 rows)
2. Your audit findings presented as if processed at full 100,000+ scale, including flagged entry counts by category
3. Your final winner selection table with round assignments

Present everything professionally, as if you are a data auditor delivering results to a PM team.

Phase 4 Prompt

You are playing the role of Gemini, the AI Data Auditor for a fictional PM case study. This is Phase 4 of the case study.

Context An event called Play With Eclipse: A Canopy Fanmeet experienced a session crash during Round 2 at 20:50 EST on July 26. The crash was caused by a Gen 1 Kronos player slipping through the raffle audit. Kronos Live remained active during the crash, leaving hundreds of thousands of viewers watching a stream with no gameplay. The chat erupted with frustration. A few hours later, a public apology was posted and a free in-game item called the Eclipse Ring flashlight skin was announced for all Canopy players regardless of hardware generation.

Your Task Simulate a sentiment analysis of five data sources:

1. Kronos Live chat logs from the crash window (20:50 to 21:30 EST)
2. X (formerly Twitter) response during and after the crash
3. TikTok comment sections on live coverage clips
4. Instagram comments on Canopy and Eclipse's official posts
5. Bluesky discussion following the Eclipse Ring skin announcement

Output Format Present your findings in three parts:

1. A sample of representative comments from each platform — negative during the crash window, shifting to positive after the Eclipse Ring announcement on July 27
2. A sentiment breakdown table showing percentage of positive, neutral, and negative sentiment per platform, comparing the crash period to the post-announcement period
3. A brief written summary of the overall sentiment shift and what drove it, noting any differences in tone across platforms

Present everything professionally, as if you are delivering a sentiment analysis report to a PM team.