



BRANDING & PROJECT OVERVIEW



Logo



Mascot

Logo

The Clawtopia logo features a stylized claw gripping the letter “T,” evoking the thrill of winning prizes. The playful typeface and vibrant colours establish a welcoming identity that resonates with youngsters and families. Each letter in “Clawtopia” is uniquely designed with delightful details, emphasizing the brand's creativity and character.

Mascot

Clawtopia's mascot is a charming eagle inspired by the Bible, symbolizing strength, protection, and renewal. Designed to reflect the client's Christian values, the eagle features a crown and a welcoming expression, representing victory and encouragement. Playful yet meaningful, the mascot combines faith and fun, adding heart and personality to the Clawtopia brand.



Concepts

Clawtopia reimagines the claw machine experience with a strong emphasis on branding, interactive entertainment, and youth culture. By fusing nostalgic arcade charm with contemporary design thinking, it creates a larger and more engaging entertainment space for audiences.



Opportunities

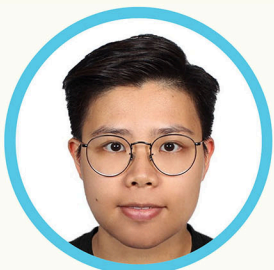
Claw machines frequently lack consistent branding and a sense of reward beyond gameplay. Clawtopia addresses this issue by providing themed designs, a rewards system, and a digital interface that allows users to preview prizes and track their participation.



Mascot

- A unique visual identity featuring a custom logo and mascot
- More than 10 branded design items to enhance brand awareness
- Social media templates and QR code stickers for seamless online engagement
- A responsive and user-friendly website for exploring prizes and rewards
- Interactive showcase with photo booth experience

TEAM & ROLES



Becky Li

Project Manager/ UX Designer

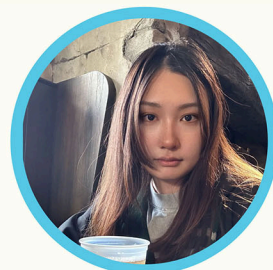
- Oversees the project, ensuring alignment with objectives timelines.
- Created intuitive, enjoyable claw machine experiences.
- She loves winning Lilo & Stitch plush toys in arcades!



Huating Li

UI/UX Designer

- Creates visually appealing user interfaces functional.
- Collaborates with Becky to ensure a seamless user journey engaging.
- Her passion for vibrant interfaces arises from her children's affection for arcade games.



Jiayi Xue

Graphic Designer

- Produces striking graphics for Clawtopia theme.
- Designs branding, including neon signs and plush toys visuals.
- Her dream was to design the world's largest digital claw machine!



Qinghua Mao

Graphic Designer

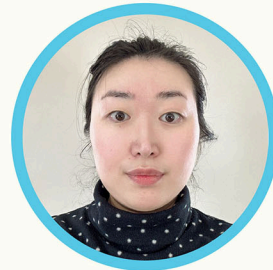
- Creates immersive visual elements for the backdrop playful.
- Illuminates the claw machine's whimsy through illustrations artwork.
- His children excel at claw machine games and have an impressive collection of plush toys!



Jiwen Zhang

Web Developer

- Develops the project's website, ensuring functionality, smoothness, and ease of use navigate.
- Brings virtual claw machine experience to life web.
- She showed interest in claw machines, bringing curiosity to team tasks.



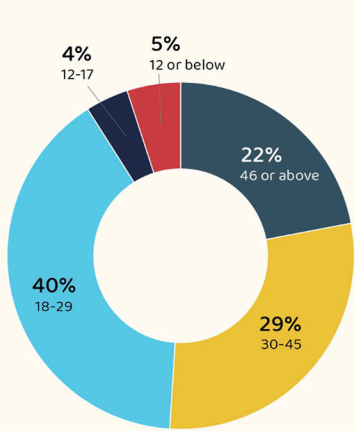
Yuan Yao

Web Developer

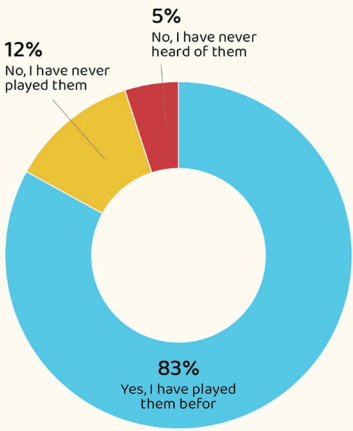
- Makes the website interactive with features like online claw machines or prizes galleries.
- Maintains backend systems, ensuring functionality smoothly.
- She enjoys claw machine competitions and once won a complete set of limited-edition toys!



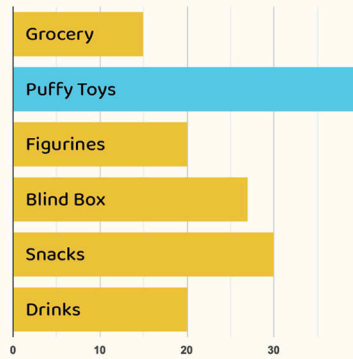
USER & MARKET RESEARCH INSIGHTS



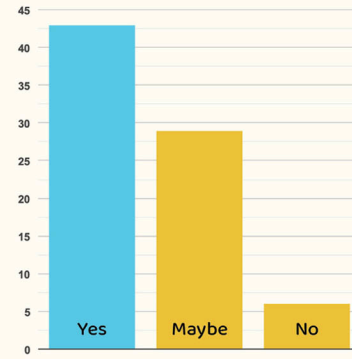
Respondents' Age Range



Claw Machine Awareness & Engagement



Preferred Prize Types



Store Design Preferences

- **Result:** Most respondents were 18–29 (40%) and 30–45 (29%).

- **Design Impact:** Clawtopia's branding and colour palette appeal to nostalgic young adults and polished, modern professionals and families.

- **Result:** 83% have played claw machines; 12% have heard of them but never played.

- **Design Impact:** Improve Clawtopia's accessibility for beginners and veterans through clear instructions, appealing visuals, and interactive features like placeholder cards and a redemption system.

- **Result:** Attractive prize categories included plush toys, blind boxes, figurines, and snack drinks.

- **Design Impact:** These insights guided the selection of prizes and packaging designs, emphasizing surprise, cuteness, and collectability to enhance user excitement.

- **Result:** 47% found the design of Clawtopia's store appealing, while 38% responded with "maybe."

- **Design Impact:** Designed a vibrant store theme with decorations and an immersive photo booth to convert hesitant visitors into loyal customers. Ensured consistent branding across all displays.

Clawtopia vs. Other Arcades

Feature	Clawtopia	Traditional Arcades
Prize Variety	Toys, gadgets, snacks, drinks, mystery boxes, essentials	Primarily toys and plush items
Interactive Features	Game point tracking, online leaderboard, rewards program	Basic gaming experience, no integration online
Target Audience	Teenagers and young adults (ages 12-25), social influencers	General family-friendly, broader age group
Social Media Engagement	Active social media presence, influencer collaborations	Limited to in-store marketing and basic promotions
Rewards Program	Points can be redeemed for products like groceries	No loyalty or reward systems
Store Design & Atmosphere	Vibrant, cyber-tech aesthetic with engaging visuals	Standard arcade designs, often uninspiring
Location Strategy	Located near malls and campuses, high foot traffic	Typically stand-alone locations with less focus on prime spots
Event and Community Engagement	Themed events, tournaments, live demos	Focus mainly on game play with occasional promotions
Cultural Influence	Brings Taiwanese claw machine culture to North America	Traditional arcade experiences, usually local or Western-focused

Key Takeaways

- Strong design builds identity and user connection
- Research-driven decisions improve product-market fit
- Collaboration between design and development ensures consistency
- Customized prizes and digital tools enhance replay value

Acknowledgements

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- Capstone Instructors for mentorship and direction
- Clients for their collaboration and trust
- Our friends and families for cheering us on and understanding us throughout this journey

Competitive Analysis

What Makes Clawtopia Different?

Many arcades prioritize competitive gaming but overlook emotional connections that make experiences memorable. They often lack branding and digital engagement, giving customers little reason to return or share. Clawtopia transcends traditional claw machines, offering a playful, story-driven experience focused on discovery, reward, and personal connection. Its strong brand identity and immersive design add heart to the arcade. By harmonizing nostalgia with modern appeal, Clawtopia creates an inclusive space for casual players and collectors.

Integrated Digital Experience

How Can Digital Strategy Turn Visits Into Lasting Experiences?

Unlike conventional arcades with a limited online presence, Clawtopia employs a robust digital strategy. Its appealing website, prize redemption system, and engaging social media presence increase user interaction, effectively connecting physical and digital experiences. This positions Clawtopia as an innovative entertainment brand that fosters lasting impressions and strengthens customer loyalty.



Store website



Leaflet