

Kevin Mei | Apr-May 2026



Twitch Trade Show Booth

This is the summary of a Trade
Show Booth based off the brand
Twitch

Content overview

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What is Twitch?

Twitch is a live streaming platform where people broadcast and watch content in real time, especially gaming, while interacting through chat. It also hosts streams like “Just Chatting,” music, and creative content, allowing creators to build communities and earn money through subscriptions, ads, and donations.



What people do on Twitch

- Watch live gaming
- Chat with streamers
- Stream their own content



Types of Content

- Gaming
- Chatting
- Music and Art
- Real life streams



Key Features

- Live Chat (interaction)
- Following and Subscription system
- Donations
- Community building



Core Idea

Live streaming platform for real time content and easy to use where anyone can become a creator.

Research History

Twitch originally started as part of Justin.tv in 2007, a general livestreaming platform where gaming streams quickly became the most popular category. Because of that growth, the founders launched Twitch in 2011 as a dedicated gaming livestream platform focused on live chat, gaming communities, and streamer audiences.

Origins (2007 - 2011)

Began inside a company called Justin.tv, which launched in 2007. Justin.tv was a general livestreaming website where anyone could broadcast anything from daily life to events. One category quickly stood out: **video game streaming**. Gamers were using Justin.tv to broadcast gameplay, and this section became the most popular part of the site.

Rapid Growth (2012 - 2014)

Twitch exploded in popularity during this period because:

- Esports events started broadcasting on it
- Games like *League of Legends*, *Minecraft*, and *Dota 2* drew massive audiences
- Streamers could earn money through ads and subscriptions

Expansion (2015 - 2020)

In 2014 after Amazon had acquired Twitch, the platform expanded to more than just gaming, there was art, music, coding, sports, and IRL streams. With this happening it had opened up the platform more for internet culture.



Present (2020 - Now)

Twitch has continued to grow but also face competition from platforms like YouTube Live and Kick. Key trends include:

- Bigger focus on mobile and short-form discovery
- Increased creator monetization tools
- Stricter moderation policies
- Streaming becoming a mainstream entertainment career path

Brand Cues (Form)

Evidence

Twitch logo
(chat bubble shape)

Stream UI panels
(rectangular
modules)

Meaning / Rules

- Communication, conversation, live interaction
- Structured digital environment

Always: use geometric / blocky forms

Never: overly organic / soft shapes

Do / Don't Examples

- Do use soft corners for each button on the site
- Don't have buttons that are too curvy and liquid like

Brand Cues (Detail)

Evidence

Custom Emotes
and Notification
icons, badges

Meaning / Rules

- Personal expression, identity, community

Always: Keep details purposeful and clear to see

Never: Over decorate or expose unnecessary internal detail.

Do / Don't Examples

- Do have custom emotes and graphics that are useful
- Don't have too many decorations or useless details

Brand Cues (CMF)

Evidence

C- Purple and black for UI and items that have the twitch branding on it

M- depends on the product is it put on

F- Also depends on the product its put on

Meaning / Rules

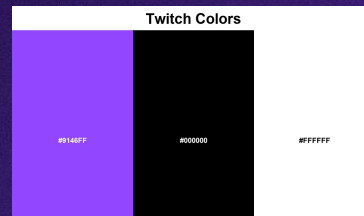
- Playfulness, fun, and emotional warmth.
- Durable and family friendly, not fragile or precious.

Always: include customizable details

Never: generic / non personal features

Do / Don't Examples

- Do use the correct color of Purple
- Don't have the colors be non related at all to Twitch



Brand Cues (Graphics)

Evidence

Live chat feed
Stream
overlays, UI
boxes

Meaning / Rules

- Real time interaction, fast paced content, easy usage

Always: simple looking and easy to use

Never: flat / non interactive surfaces

Do / Don't Examples

- Do use simple and easy to use graphics and emotes
- Don't put generic and plain icons that are not going to be used

Brand Cues (Use)

Evidence

Live streaming
interaction using
chat, alerts, subs,
and collabs
Multi screen setups

Meaning / Rules

- Reactive, social, performance, entertainment, and content creation

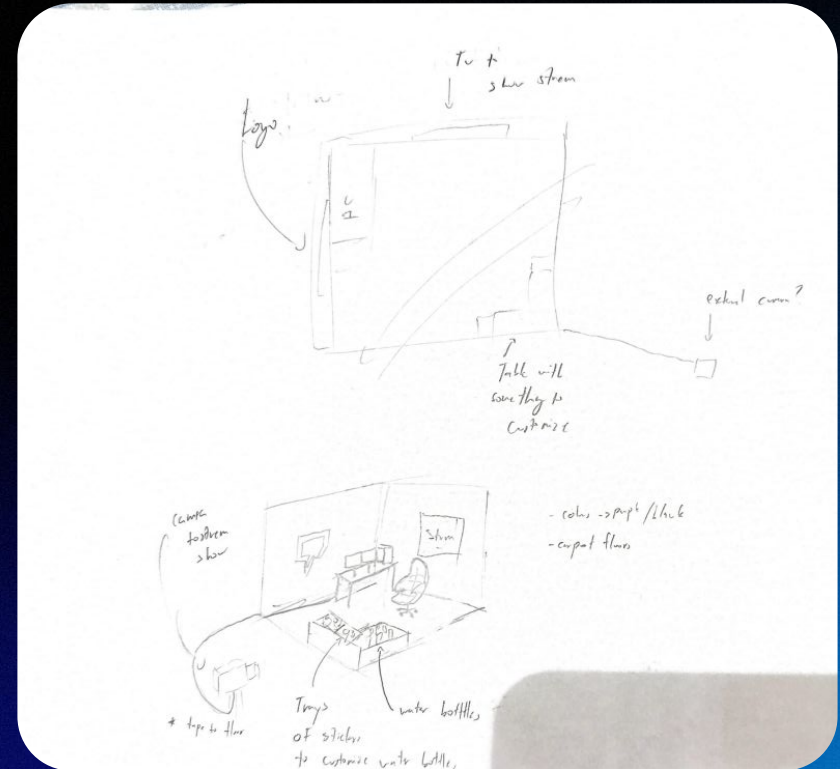
Always: design for interaction responsiveness

Never: static only experiences

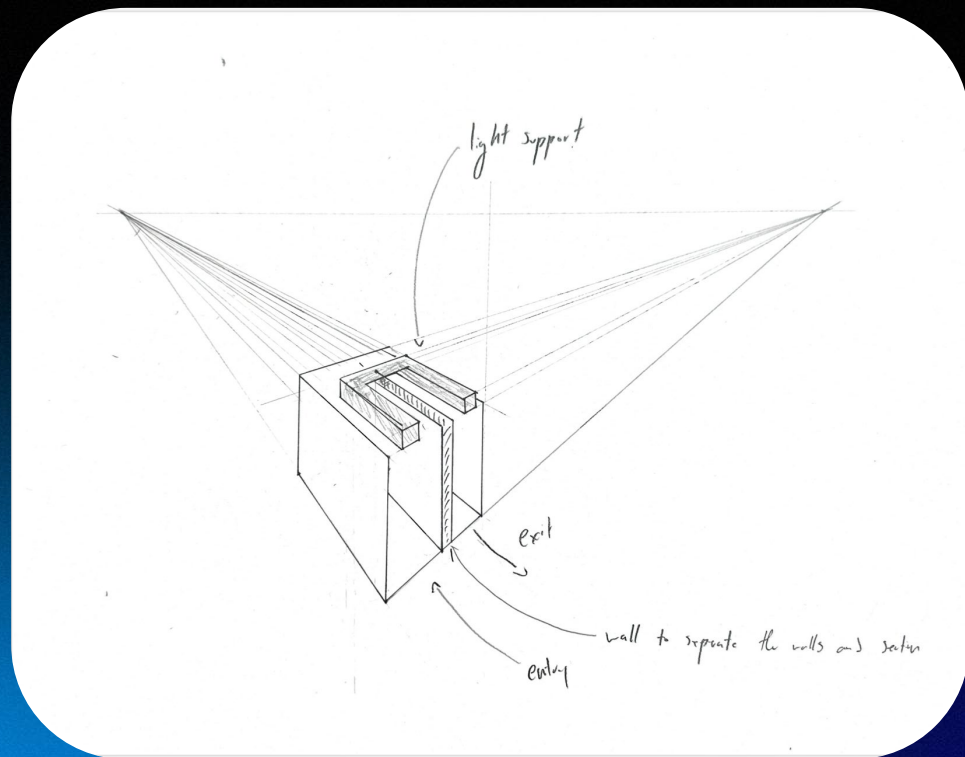
Do / Don't Examples

- **Do be active and interactive to others**
- **Don't be monotonic and bland with no variation and creativity**

These are some sketches of ideas that I had for a lay out that involves a streaming interaction as well as a little souvenir for the person to take.



Spatial Drawing and Render



Visitor Experience Map

This would be the overall experience and interaction a user would have with my booth

01

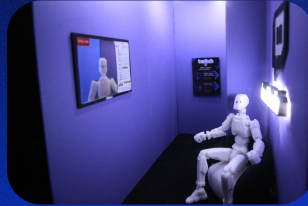
Entering



Here is where the User would enter the overall Twitch Booth.

02

Waiting



The booth is designed for one person at a time to use the streaming desk, with a small waiting area where others can sit and watch the stream

03

Starting Stream



After getting to the streaming set up the user will be able to experience how simple it is to start a Twitch stream and channel

04

Leaving



Lastly after finishing there stream and account making the user can take a water bottle and stickers to customize as well as keep to remember the booth

Key touchpoints



This screen here shows the live stream going on which allows those in the waiting area to have something to watch in the meantime while either standing or sitting on the chair

This is the streaming set up that the user will be interacting with to experience how simple it is to create their own Twitch channel and to see how simple it is to start their first stream.

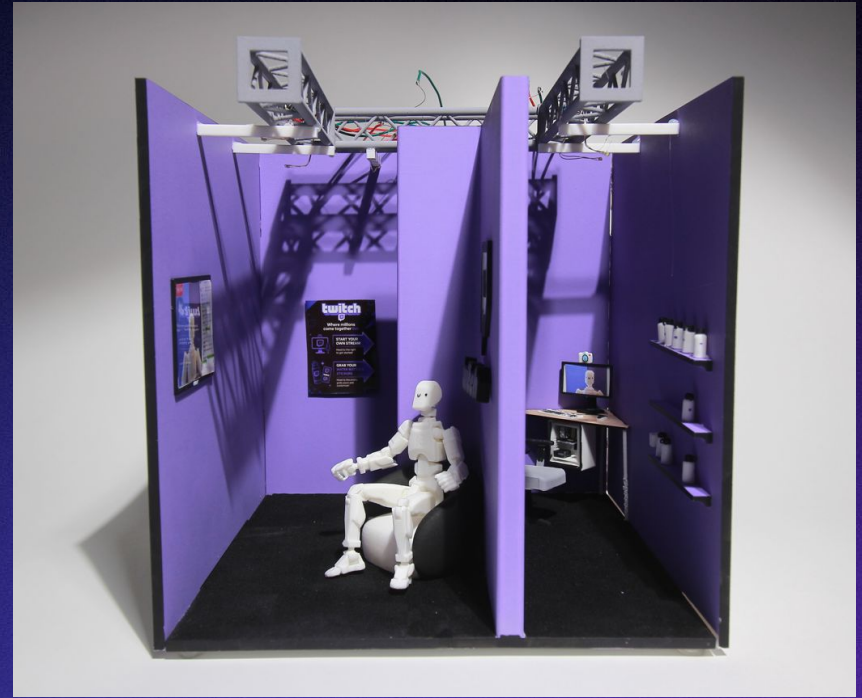


The last thing the user would interact with at the booth would be grabbing stickers they enjoy and a water bottle so they can customize it to their own liking.

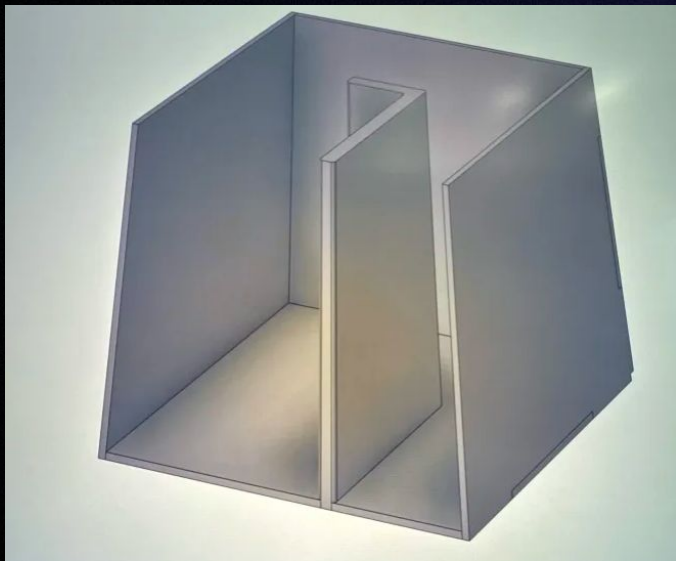
Final Images



Final Images



3D models used



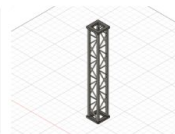
waterbottle_thermal.3mf

2020-05-01 22:27:27



Twitch Booth truss bracket.stl

2020-05-01 20:34:47



Stage_v24x1_v2(2).3mf

2020-05-01 19:23:26



Camerakeychain_MonkeyLab.3mf

2020-05-01 14:12:48



Twitch Booth TV.stl

2020-05-01 13:40:18



Fotel_pokoj.3mf

2020-04-30 20:27:24



keyboard-computer.3mf

2020-04-29 18:46:16



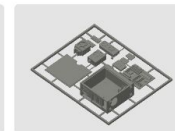
new_screen.3mf

2020-04-29 18:36:33



Twitch(7).3mf

2020-04-29 18:36:37



Gaming_PC_Kit_Card.3mf

2020-04-29 17:42:24



Twitch.3mf

2020-04-29 17:00:32



Twitch+Logo.3mf

2020-04-29 15:30:25



twitch 20 cm.3mf

700 3.144444

Thank you!