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CLAUDE DESIGN

The 3-Feature Lobotomy

Why Anthropic's Apr 17 launch makes Figma, Stitch, and every design-handoff MCP server look like 2024 tech, and how to use the three features that actually matter this week.

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Charles Dove

C&C Strategic Consulting / ccstrategic.io



Anthropic shipped a Figma killer.

On April 17, 2026, Anthropic Labs launched Claude Design, a research-preview product that turns a chat box into polished designs, prototypes, decks, and one-pagers. It is powered by Claude Opus 4.7, lives at claude.com/design, and is included with every paid Claude plan (Pro, Max, Team, Enterprise). The early reaction was loud: 1,231 Hacker News points in 24 hours and an OSS clone with 1,173 GitHub stars in 4 days.

Three features that lobotomize the competition

01

Claude Design Capture

A browser web-capture tool. See a layout you like on any live site, capture it, drop it in Claude Design as visual reference. The agent reads colors, typography, and layout patterns directly from the source.

02

Direct Hand-Off to Claude Code

When the design is ready, Claude packages everything into a hand-off bundle (assets, design tokens, component spec) that Claude Code can build with a single instruction. No copy-paste from Figma. No Stitch export. No MCP middleman.

03

Baked Into Your Claude Plan

No separate seat. No new SaaS line item. Pro at \$20/mo, Max at \$100-200/mo, Team and Enterprise: all get Claude Design at zero added cost. The cheapest design tool on the market is now bundled with the model you already pay for.



Claude Design Capture

The bookmarklet that ate Figma's mood-board workflow.

Anthropic calls it the web capture tool. It is a browser extension that lives one click away in your bookmark bar. Highlight any region of any live site (a YouTube video card, a Stripe pricing block, a competitor's nav bar), click the bookmark, and it lands inside your Claude Design canvas as inspiration. Claude reads colors, type, and spacing directly from the rendered page, not from a screenshot, so your prototype matches the real product instead of an AI hallucination of it.

WHY IT MATTERS

Designers used to take screenshots, drop them into Figma, then rebuild the layout by eye. Capture skips all of that. The design system you copy is the design system you ship, down to the hex codes and font weights.

How to use it (60 seconds):

- Open Claude Design at claude.com/design and install the web capture browser extension when prompted.
- Browse to any live site you want to pull inspiration from.
- Click the capture bookmark, draw a box around the section you want.
- It auto-uploads to your active Claude Design project as a visual reference.
- Prompt Claude: 'use this as the visual style for the dashboard' and watch it match colors, type, and spacing.



Direct hand-off to Claude Code.

The design-to-code MCP server is dead.

This is the feature that should scare every design-to-code tool on the market. When your Claude Design prototype is approved, you do not export to Figma, you do not run a raggedy MCP server to translate components, you do not copy-paste Tailwind from a third-party plugin. You hit 'Build with Claude Code'. Claude packages the entire design (assets, design tokens, component spec, copy) into a single hand-off bundle and drops it into a Claude Code session with one instruction. The agent then writes the actual app.

WHAT THE BUNDLE CONTAINS

Design tokens (colors, typography, spacing) as code-ready variables. Component spec as structured JSON. Static assets (images, icons) packaged for direct import. A single Claude Code prompt that wires the whole thing into the framework of your choice (Next.js, Vite, plain HTML).

WHO LOSES

Google Stitch: built around code export, now sitting on two clicks more friction than Anthropic's flow. Figma Make: still requires a Figma seat. Design-to-code MCP servers: the entire reason they exist (translating design files to code) is now native.



Baked into your Claude plan.

Zero added cost. The pricing alone kills three product categories.

Claude Design is included with every paid Claude plan during research preview. There is no separate Design seat, no per-user design fee, no 'AI add-on' line item. If you already pay for Claude, you already own it.

PLAN	PRICE	CLAUDE DESIGN
Claude Pro	\$20 / mo	Included
Claude Max 5x	\$100 / mo	Included
Claude Max 20x	\$200 / mo	Included
Claude Team	\$30 / seat	Included
Claude Enterprise	Custom	Included
Figma Pro (compare)	\$15-20 / seat	Design only, no code
Stitch (compare)	Free / paid	Code export only

THE TAKEAWAY

If you sell client websites, decks, or one-pagers, you do not need a Figma seat for fast prototypes anymore. The same Claude subscription that runs your agency now runs the design tool too. Real margin recovered, real tool stack shrunk.



Open it. Two panes. Done.

Go to claude.com/design, sign in with your existing Claude account, accept the research preview disclaimer. The interface is two panes: chat on the left, canvas on the right. You talk, Claude builds.

Four ways to start a project:

- Text prompt** Describe what you want. 'A pricing page for an AI automation agency, dark theme, three tiers.'
- Image upload** Drop in a sketch, screenshot, or reference image. Claude rebuilds it as a working design.
- Document upload** Upload DOCX, PPTX, or XLSX. Claude turns the contents into polished slides, one-pagers, or dashboards.
- Web capture** Use the bookmarklet from page 3 to pull live design from any URL as visual reference.

PRO TIP

The fastest first prototype is the image upload path. Sketch a layout on paper or a whiteboard, photo it with your phone, drop it in. Claude treats hand-drawn boxes as layout intent and ships a polished version inside a minute.



Polish, then ship anywhere.

Four ways to refine:

- Chat with Claude in the left pane: 'make the hero darker, tighten the headline.'
- Leave inline comments directly on canvas elements (Figma-style).
- Click and edit text on the canvas itself.
- Use custom sliders: drag to adjust spacing, color saturation, layout density in real time.

Five ways to export:

Internal URL	Share a live link with your team or client.
Folder export	Download the full design as an organized folder.
Canva	Push directly into a Canva design for further polish.
PDF / PPTX	One-click export for decks and one-pagers.
Standalone HTML	Self-contained HTML file. Host it, send it, ship it.

CLIENT-WORK PLAY

The agency move: prototype in Claude Design, export to PDF for the client review call, hand-off to Claude Code after approval. Three deliverables (mockup, deck, working build) from one tool, one subscription, one afternoon.



THE BOTTOM LINE

Use it this week. Or watch it use you.

The window where Claude Design is a competitive edge instead of a baseline expectation is roughly six weeks. After that, every agency in your space is shipping prototypes the same way you are. The 1,173-star OSS clone in 4 days tells you which way the market moves. Build the muscle now.

NEXT MOVE

Follow @charlieautomates

for the full Claude Design walkthrough and weekly AI agency playbooks.

[YouTube / charlieautomates](#)

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Sources: Anthropic.com/news (Apr 17 2026), claude.com/design, Anthropic Help Center, TechCrunch, VentureBeat.
Compiled for the C&C; Strategic Skool community.