

Content Template Bank for CampusWatch

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1. Promotional Template

Purpose: Announce major features, product launches, or campaigns.

Description: Bold headline with large keyword highlight (e.g., “SAFETY”) and supporting tagline. Background is minimal with device mockup or product logo.

Example Use Case: “The Future of Campus Safety” → Can be reused for “The Future of Campus Analytics” or “New AR Monitoring Feature.”

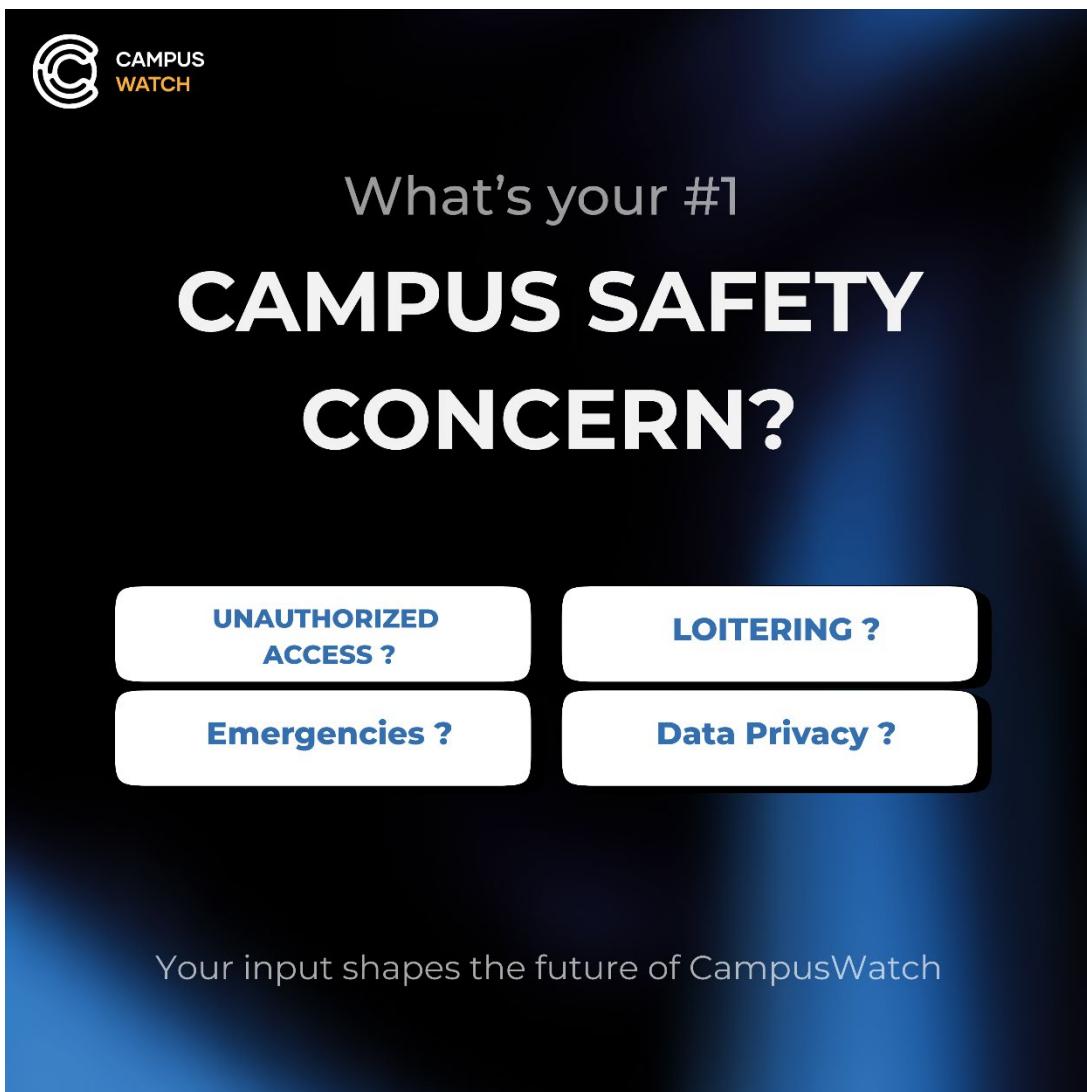


2. Engagement / Poll Template

Purpose: Spark audience participation and gather opinions.

Description: Simple question in bold (e.g., “What’s your #1 Campus Safety Concern?”) with clickable-looking buttons. Creates a poll-like format for comments or clicks.

Example Use Case: “What’s your #1 Challenge in Student Housing?” or “Which Feature Matters Most to You?”



3. Feature Highlight Template

Purpose: Explain specific product features and benefits.

Description: Large bold header, short supporting sentence, and product screenshot/mockup.

Keeps focus on product capabilities.

Example Use Case: “Smarter Campus Security” → Can be reused for “Real-Time AR Monitoring” or “Smarter Emergency Response.”

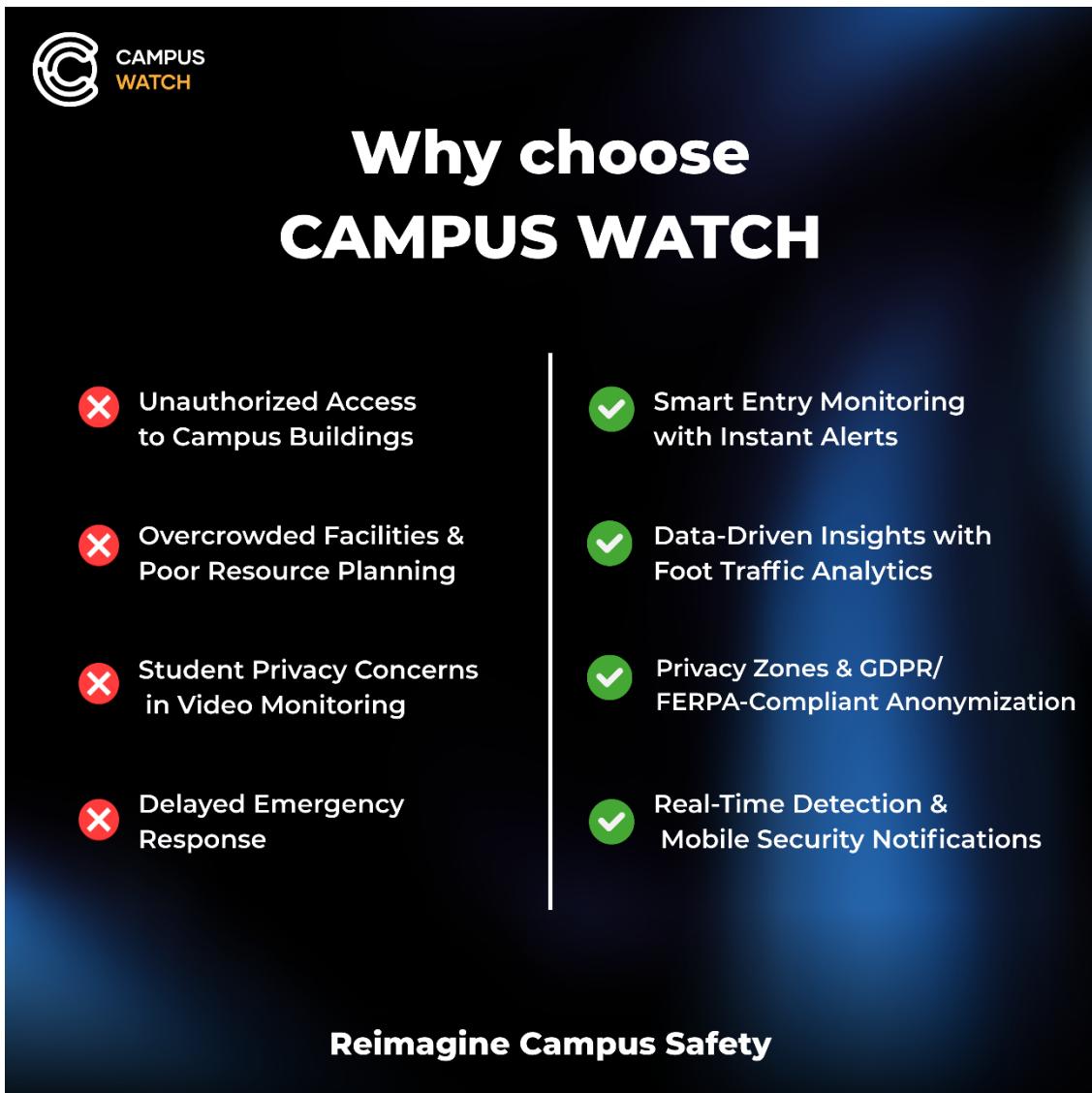
The image displays a landing page for 'CAMPUS WATCH' and a 'Dashboard for student'. The landing page features a dark blue background with the 'CAMPUS WATCH' logo and the text 'SMARTER CAMPUS SECURITY'. Below this, a subtext reads: 'Turn campus activity into clear insights with traffic heatmaps and usage reports.' A large smartphone icon shows the 'Dashboard for student' interface, which includes a sidebar with 'Smart' and various menu items like Dashboard, Lessons, Schedule, Materials, Forum, Assessments, and Settings. The main screen shows a greeting to 'Hello Grace!', a performance section with a score of 95.4, and a calendar view. At the bottom of the dashboard, there is a call-to-action button labeled 'Explore how it works..'

4. Comparison / Value Template

Purpose: Show why CampusWatch is better than competitors or the status quo.

Description: Split design with red X pain points on one side and green ✓ solutions on the other.

Example Use Case: “Why Choose CampusWatch?” → Can be reused for “Old vs New Security Methods” or “Before/After Analytics.”



The slide features a dark blue background with a white vertical line separating two columns of content. At the top left is the Campus Watch logo (a stylized 'C' icon) and the text "CAMPUS WATCH". The main title "Why choose CAMPUS WATCH" is centered in large white font. Below the title, the left column lists four pain points with red X icons, and the right column lists four solutions with green ✓ icons. At the bottom center is the tagline "Reimagine Campus Safety".

| Pain Point | Solution |
|---|---|
| Unauthorized Access to Campus Buildings | Smart Entry Monitoring with Instant Alerts |
| Overcrowded Facilities & Poor Resource Planning | Data-Driven Insights with Foot Traffic Analytics |
| Student Privacy Concerns in Video Monitoring | Privacy Zones & GDPR/FERPA-Compliant Anonymization |
| Delayed Emergency Response | Real-Time Detection & Mobile Security Notifications |

Reimagine Campus Safety

5. Data / Awareness Template

Purpose: Share stats or industry insights to build credibility.

Description: Large statistic in bold, contrasting colors to draw attention (e.g., “85% of incidents go unnoticed...”). Background often includes heatmap/visual data.

Example Use Case: “60% of Students Feel Unsafe at Night” or “40% of Emergencies Go Unreported.”



6. Community / Trust Template

Purpose: Humanize the brand and build trust with students and stakeholders.

Description: Inspiring tagline with highlighted keywords (e.g., “SEE” / “TRUST”), paired with authentic student/community imagery.

Example Use Case: “Security You Can Count On. Insights You Can Trust.” → Can be reused with variations like “Protection You Can See. Support You Can Feel.”

