SWITCH Website Specification

tagline

SWITCH – We Never Snitch

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header navigation

- home

- about us

- contact us

- download the app

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landing page (first fold)

- minimal black and white design with the switch logo in center

- tagline under the logo: we never snitch

- three large sleek buttons:

  - know more about switch → scrolls to app description section

  - pre-register as a user → opens google form (link)

  - become a creator → opens creator registration page/google form

- secondary option below buttons:

  - submit anonymous story → button + link to form for story submissions

- ○ spy glass icon for anonymous/incognito mode

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section: about switch (description)

switch is the first-of-its-kind social app designed exclusively for campuses. unlike crowded mainstream platforms, switch is a verified, students-only community, safe, authentic and meaningful.

on switch, you choose how you show up:(make these into a table format to make it appear bold)

- as yourself: build a profile with your real name, branch, year, hobbies, and photo

- incognito mode: pick an avatar + your vibe
  Here you have a different name for everyone you talk to. So complete anonymity is assured.

why switch is different:

- limited slots to avoid clutter, every connection feels meaningful

- combines the best of popular platforms:

  - ○ matching of tinder

  - ○ lifestyle showcase of instagram

  - ○ streaks and exclusivity of snapchat

  - ○ anonymous fun of omegle

  - ○ verified student community like linkedin

- no strangers, no spam, no risk, only real students from your campus exclusively
- switch mode: one tap and instantly become an anonymous avatar where you have different name for everyone you talk to

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pre-registration benefits (users)

be among the first few thousand users of switch. advantages:

- join the first 1,000 users to unlock exclusive rewards

- Be a part of something students from all 1,078 registered universities across india will use

- directly share your feedback with the founding team before official launch

- chance to win exclusive lifetime SWITCH + memberships

call to action button: pre-register as a user → google form link or however app pre registration works

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creator program benefits

become a campus creator and become the face of switch at your college. benefits:

- visibility across all our social media platforms catering to an audience of over 40 million all indian college students

- Bring switch to your campus be the face of switch at your campus

- exclusive perks and recognition

- access to all premium features for free

- chance to release promo codes under your name when paid version launches

call to action button: become a creator → google form link

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anonymous stories section(lets call it anonymous mode with switch)

share your anonymous stories about the experiences you've had with ex-friends, classmates, partners, parents, co-founders, co-workers, or anyone else, the strange, funny, or unforgettable moments you'd never put your name on. your identity stays hidden, but your story gets a voice.

selected stories will be featured in our instagram talkshow series, giving you the chance to see your experience spark conversations across campuses.

- title: your story, your mask

- students can share stories without revealing their identity

- button: submit anonymous story → opens google form

- include spy with a glass icon to reinforce incognito mode

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download app section

- app store button + play store button

- qr code generator (click to enlarge/download) that links directly to the app download page

- simple instruction text: scan to download on your phone

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visuals / ui to include

- mockups of phone screens showing switch's ui shared in drive etc or you can use ai to create creative and aplleaing mockups of phone screens having switch opened on them. (profiles, avatars, chat interface, incognito avatars)

- use minimal grayscale palette with switch logo accents

- display avatars/icons for anonymous mode (spy glass, masked avatars, silhouettes)

Make the incognito emoji put to use for representing the anonymous mode

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footer

- contact us (email/socials)

- terms and privacy

- copyright © switch
- etc