Experiential Network (XN) Project Submission Form

Thank you for proposing an experiential opportunity! Please complete the following fields
and email your submission back to us. We will be in touch soon after
with any revisions and next steps on executing your project!

Feel free to contact us anytime at projects@northeastern.edu with any questions.

Company: The Knots Studio

Address: No.343, Daiwik Gokul, 14th cross 2nd Block, Jayanagar, Bangalore, India 560011

Point of Contact (Name, Role): Aarthy Balachandran, Founder

Email: Theknotsstudio@gmail.com

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Project Title: Project Pilots

Project Description: *In a paragraph or two, create a narrative around the project work. What purpose will the content serve within the company's context? What are the problems to be solved; it may help to define the scope of the project in a few questions.*

The Knots Studio, a gifting solutions company based in India, is looking to strengthen its digital presence and streamline customer engagement through the design and launch of a professional website. Founded in 2022, the company specializes in stylish and affordable bulk gifting for corporate events, personal celebrations, and social functions. While The Knots Studio has cultivated a strong offline presence and a loyal customer base, it currently lacks a dedicated digital platform to showcase its offerings, collect inquiries, and tell its brand story.

This XN project aims to address that gap by designing a mobile-friendly, SEO-optimized website that highlights the company's unique value proposition, past gifting collections, service categories, and client testimonials. The website will also feature functionality to support lead generation and improve customer engagement, such as inquiry forms and a visual gallery. The project will involve gathering business requirements, identifying pain points in the current client journey, aligning design with brand aesthetics, and delivering a ready-to-deploy website along with documentation for future content management.

Key questions the project will explore include:

1. What content and features are most critical to support business growth through the website?
2. How can the new site improve the client acquisition process and reduce reliance on social media referrals?
3. What digital storytelling methods best communicate the company's core beliefs and product quality?

The sponsor, Aarthy Balachandran (Founder of The Knots Studio), will provide weekly input and approvals to ensure the solution aligns with business goals and branding needs.

Goal:
At a high level, what should be accomplished by this project? And more specifically, what is expected to be produced as a deliverable? (Address content, format, depth, and a clear measure of accomplishment.)

High-Level Objective:
 The project aims to strengthen *The Knots Studio's* digital presence by designing and launching a professional, user-friendly website that showcases the brand's offerings in corporate and event-based gifting. This site will serve as a central hub to highlight the company's unique value proposition, display past gifting projects, and streamline customer engagement.

Expected Deliverables:
 The primary deliverable will be a mobile-responsive, SEO-optimized website that aligns with the founder's vision and brand identity. The website will include:

- A visually appealing home page presenting the brand's story and values

- Service pages detailing different types of gifting solutions (corporate, events, etc.)

- A visual gallery of past projects with image-rich content

- Inquiry/contact forms to enable lead generation

- Testimonials and client highlights for credibility and trust

- Navigation and layout optimized for clarity and ease of use

- Basic SEO structure and metadata setup for discoverability

- A short guide for content updates to enable future website maintenance

Format & Depth:
 The website will be developed using a modern platform (e.g., Wix or WordPress), with clean design, optimized performance, and basic branding elements such as logo, color schemes, and typography. It will be designed with scalability in mind, so future features (like e-commerce) can be added.

Measure of Accomplishment:
 The project will be considered successful when:

- A functional, live website is delivered and reviewed by the sponsor

- The site reflects brand aesthetics and messaging

- Users can navigate, inquire, and learn about services easily

- The founder can independently update core content using the provided documentation

- Stakeholder feedback confirms alignment with original business goals