



Northeastern University

Capstone – Background Work and Initial Questions

Team Project Pilots

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Company Profile Summary: The Knots Studio

1. About the Company

- Founded: 2022
- Location: India
- Focus: Gifting solutions with a strong emphasis on style, affordability, and customer obsession.

2. Founder

- Name: Aarthy Balachandran
- Experience: 16 years in corporate roles at companies like Symphony, Genpact, Amazon
- Philosophy: “The best gifts come from the heart, not the store!”

3. Services Offered

- Bulk gifting for various events:
 - Corporate
 - Birthdays
 - Marriages
 - Family gathering
 - Sports events
 - Return gifts

4. Core Belief

- Gifts can be small or big — what matters most is the heartfelt intent.
- Some gifts are designed to convey messages from society.

5. Sample Clients

- Happy Tales, Venus Wine Boutique, HIGHNES, PEGS, House of Booze, TYAAN, SEWELLERY, Johar Brale.

(Note: Some names appear informal or stylized—may need clarification for official use)

6. In-Frame / Out-of-Frame Exercise

In-Frame (What's in Scope)	Out-of-Frame (What's not in Scope)
Designing and launching a professional website	Managing social media accounts (Instagram, etc.)
Highlighting corporate gifting product offerings	Handling logistics/delivery of gifts
Telling the brand story and values	Creating physical marketing materials
Providing visual gallery of past gifting collections	Designing packaging
Ensuring website is mobile- and SEO-friendly	Managing influencer collaborations or PR

7. Initial Questions for Project Planning

To better understand the goals and expectations for our capstone collaboration, we've identified several key areas where we'd love more insight from *The Knots Studio*. These questions are designed to help us move forward efficiently with planning, ensure alignment

with the company's vision, and define a clear and valuable scope for the final deliverable (e.g., a website or digital solution):

1. Business Goals & Vision

- What are your short-term and long-term goals for *The Knots Studio*?
- Are you looking to scale your business, expand into new markets, or focus more on brand identity?

2. Current Challenges

- What challenges are you currently facing in managing or marketing your bulk gifting services?
- Are there any operational bottlenecks or customer engagement issues you would like to resolve?

3. Website Scope & Needs

- Do you currently have a website or digital presence? If so, what do you feel is lacking?
- What core features would you like your website to have? (e.g., service showcase, inquiry form, portfolio, order management, testimonials)

4. Customer Journey & Engagement

- How do most clients currently reach out to you — through social media, referrals, email?
- Would you like the website to serve more as an information hub, lead generation tool, or both?

5. Content & Branding

- Do you already have branding guidelines, logos, or preferred design aesthetics you'd like us to use?
- Are there any sample websites or styles you admire?

6. Collaboration Expectations

- How involved would you like to be throughout the development process?
- Who will be our point of contact for decision-making, content approval, and feedback?

7. Technical & Logistical Considerations

- Would you prefer a website built on a particular platform (e.g., Wix, WordPress, Shopify)?
- Do you have a hosting/domain provider, or would you like help setting that up?