

rakhichawla.com

Personal brand website for Rakhi Chawla — TEDx speaker, author, educator, founder of Ed3Dverse.

1. The project

Design and build a personal brand website for Rakhi Chawla — TEDx speaker, author of 8 published math textbooks, IIT Delhi alumna, and founder of Ed3Dverse.

This is not an edtech product site. This is a thought leader's personal brand. Reference points: Seth Godin, Adam Grant, Esther Perel, Sahil Bloom, Tim Ferriss — not Byju's, Khan Academy, or Unacademy.

Copy is finalized. Your job is to make it feel like the work it represents.

2. Who it's for

The site serves multiple audiences from one homepage:

- **School leaders & principals** — looking for advisors and curriculum partners
- **Event organizers** — booking keynote speakers
- **Publishers & EdTech** — exploring authorship or partnerships
- **Journalists & podcast hosts** — looking for an expert voice
- **Parents & educators** — discovering Rakhi for the first time

The design must feel authoritative to professionals and warm to parents — at the same time.

3. The feeling it should create

In 3 seconds, a visitor should feel: **This person is serious. This person is human. This person is the real thing** — not a course-seller, not a guru, not a generic edtech founder.

Toward: considered, warm, grounded, intelligent, modern, uncluttered.

Away from: cluttered, corporate, edtech-stocky, gimmicky, pastel, childish, condescending.

4. Aesthetic direction

Typography is the design. This is a writer's site — let the words breathe.

- **Headlines:** a confident serif (NYT, The Atlantic, Stripe Press). Suggested: Söhne, Tiempos, GT Sectra.
- **Body:** a clean, highly readable serif or warm sans. Generous line height. Generous margins.
- **Palette:** restrained. Off-white background. One deep accent (ink-blue, forest green, or oxblood — not edtech orange/teal). Black text. That's it.

- **No stock photography. Period.** Only real photos of Rakhi, real classroom moments, real book covers.
- **Whitespace is non-negotiable.** This site should feel expensive because of what's *not* on the page.

5. Pages to build

- Homepage
- My Story
- Speaking
- Press Kit
- Essays (landing + individual essay template)
- MathX
- TeenX
- ParentX
- EducatorX
- Contact / Work With Me
- Newsletter (The Sixth Quotient)

Plus a global header, footer, and newsletter capture component.

6. Key design principles

- **Mobile-first.** 70%+ of visitors will be on phones.
- **Reading-experience over feature-density.** A site to be read, not navigated.
- **One CTA per page.** No CTA stacking.
- **Press-kit-ready downloads.** One-click PDFs, photo ZIPs, bios.
- **Fast.** Sub-2-second load on 4G.

7. Technical requirements

- CMS Rakhi can update (Framer, Webflow, or Ghost — not WordPress)
- Newsletter integrated with ConvertKit / Kit
- Analytics: GA4 + privacy-friendly alternative (Plausible / Fathom)
- Per-page SEO meta fields (drafted, handover available)
- Contact form routing
- Press Kit page as standalone shareable URL
- All images: WebP, lazy-loaded, alt text

8. Deliverables & timeline

- Moodboard + 2 visual direction options (Week 1)
- Homepage design (Week 2)
- Full site design across all 11 pages (Weeks 3–4)
- Development + CMS handover (Weeks 5–7)
- Pre-launch QA, mobile, SEO audit (Week 8)
- Launch + 30 days of post-launch support

Estimated timeline: 8 weeks. **Budget:** to be discussed.

9. What I'll provide

- Finalized copy for all pages
- High-resolution photography (post photoshoot)
- Book covers, TEDx footage, speaker reel
- Logo assets (Ed3Dverse, partner publishers)
- Testimonials (rolling)

10. References (inspiration, not imitation)

- sethgodin.com — restraint and authority
- estherperel.com — warmth and gravitas
- sahilbloom.com — modern personal brand structure
- stripe.press — typography and quiet confidence
- paulgraham.com — the writer-first principle

11. One thing I will push back on

I will not approve any design that makes this look like a typical edtech site. No 3D illustrations of children with backpacks. No gradient blobs. No “Trusted by 10,000+ learners” badges in primary colors. This is a thought-leader’s site. Design accordingly.

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