

A!

Aalto University
Shop

Aalto University

**Aalto University
Shop**



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When it all began

- 2010 - First idea with the advent of Aalto
- 2014 - Started offering products, services in a web shop
- 2017 - Work towards making the physical shop a reality





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Aalto Shop Insights / Concept





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Workshop task 1

Visitor Experience Evaluation

5th of June 2017





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Visitor Experience Evaluation

Participants in the workshop were asked to evaluate the Aalto campus visitor experience.

QUESTIONS:

A) What are the negative aspects of the visiting experience?

NEGATIVE ASPECTS

B) What are the good things, what works?

GOOD THINGS

C) Future visions: forget the resources, time and energy. What would create a positive visitor experience?

FUTURE VISIONS

⊗ = RELEVANCE





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VISITOR EXPERIENCE EVALUATION

Good Things

- 1st** DIVERSITY * * * *
- 2nd** IMPACT * *
- The idea of changing the world is perfect
- 2nd** WAY OF DOING * *
- The spirit of experimentation, anything we do we can always develop and try out new approaches
- 3rd** OTHER COMMENTS *
- Motivated students
 - Bookshop of Aalto Art Books
 - Beauty of the nature
 - The promise of cross-pollination
 - I like how approachable most of people in our Uni. are
 - Small community, students and staff know each other's



OTHERS

- Changes creates new opportunities
- One exciting venue to visit: Design factory & the PEOPLE there
- I like our heritage and how it shows through certain events! (Defences, May day, etc.)
- I like how much we embrace bottom-up / grassroots student-led activities
- Open doors: Visitors are allowed to enter
- Aalto university magazine freely available (no costs)
- Hands' on-doing is visible for visitors
- International students
- Multidisciplinary as an idea is great (Still lots of work to do)
- Creativity Art Design
- Readiness to do outside the box
- Learning centre place and services



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Visitor Profiles

Participants in the workshop were asked to create fictive Aalto campus visitor profiles

QUESTIONS:

- Name
- Age
- Portrait
- Visiting with...
- Time of visit
- Purpose of visit
- Needs / Goals
- Expectations
- Special needs
- Behaviours / Attitude

{ VISITOR PROFILE }

Draw a portrait

Name: Ramesh

Age: 35

Visiting with...
Indian Design University

Purpose of visit:
Academic Activities
benchmarking

Needs / Goals:
Quickly understand
who we do and
how we do it

Time: 2.5h

Expectations:
overall look of
university

Special needs:
Packaging and mailing
services,
Some kind of
take away or
something to bring back
example

Behaviours / Attitude:
Very happy & Impressed

pub@equim.fi

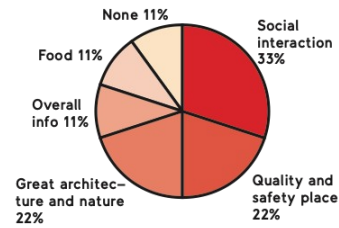


VISITOR PROFILES RESULTS:

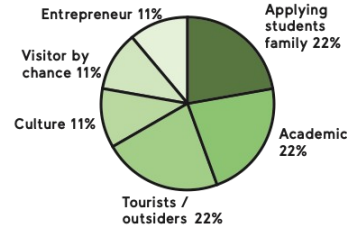
Visitor Main Characteristics

Workshop 5th of June

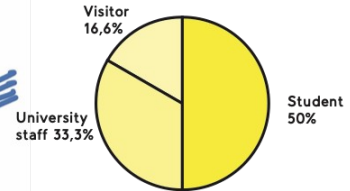
EXPECTATIONS FOR THE VISIT



VISITING PURPOSE

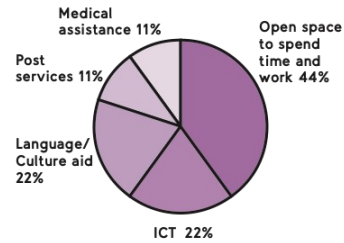


VISITING PURPOSE *

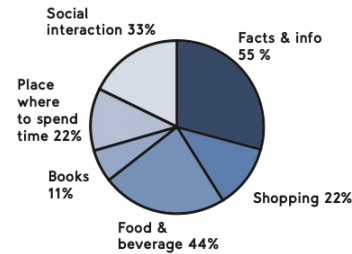


**The data used in these two charts were built by Niko Aho and Nina Riutta in a research done for Aalto Art Books 22.6.2016. The profiles and other information were used to enrich and compare observations obtained during the current project development.*

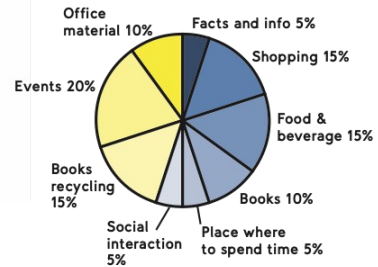
SPECIAL NEEDS



NEEDS DURING THE VISIT



NEEDS DURING THE VISIT *

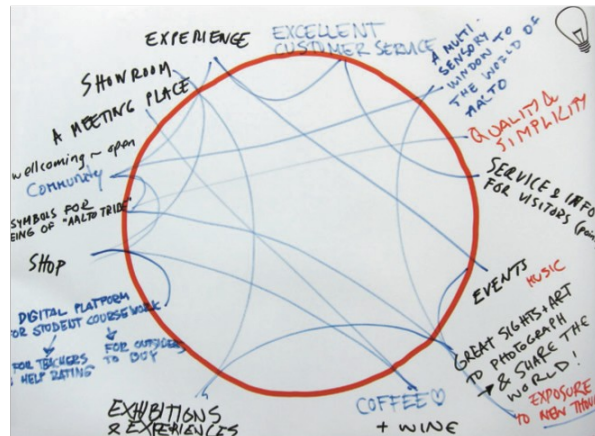




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Aalto Shop's Core Qualities

During the third task of the workshop the participants were asked to build a map describing the main values and qualities projected for the Aalto Shop. From this exercise we underline six core qualities and their meaning are presented starting on the next page.

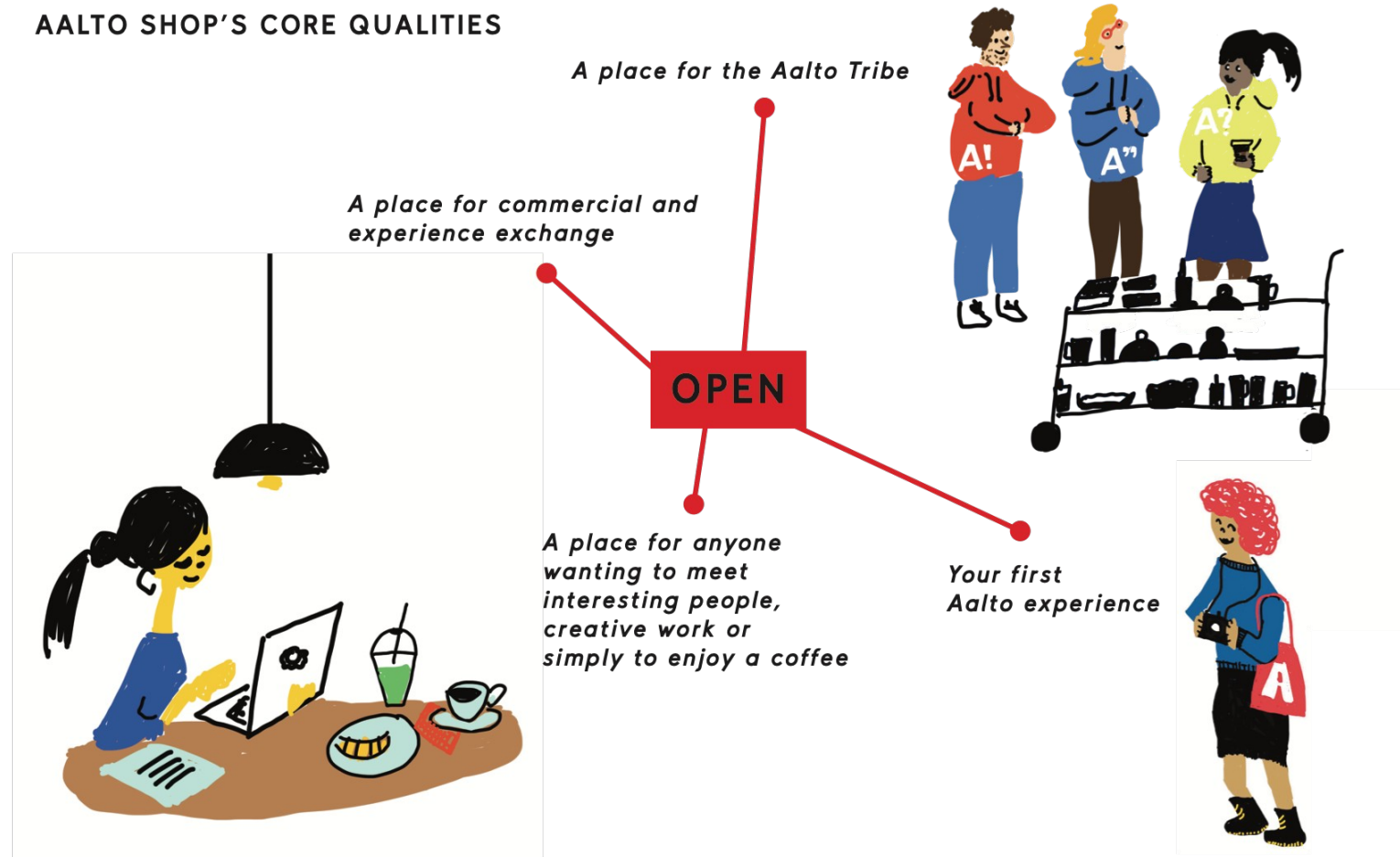


- Experience
- Excellent customer service
- A multisensory window to the world of Aalto
- Quality and simplicity
- Service and info point
- Events
- Music
- Great sights and art to photograph and share to the world
- Exposure to new thoughts
- Coffee + wine
- Exhibitions and experiences
- Digital platform for students, teachers and outsiders
- Shop
- Symbols of "Aalto Tribe"
- Community
- Welcoming and open place
- A meeting place
- Showroom



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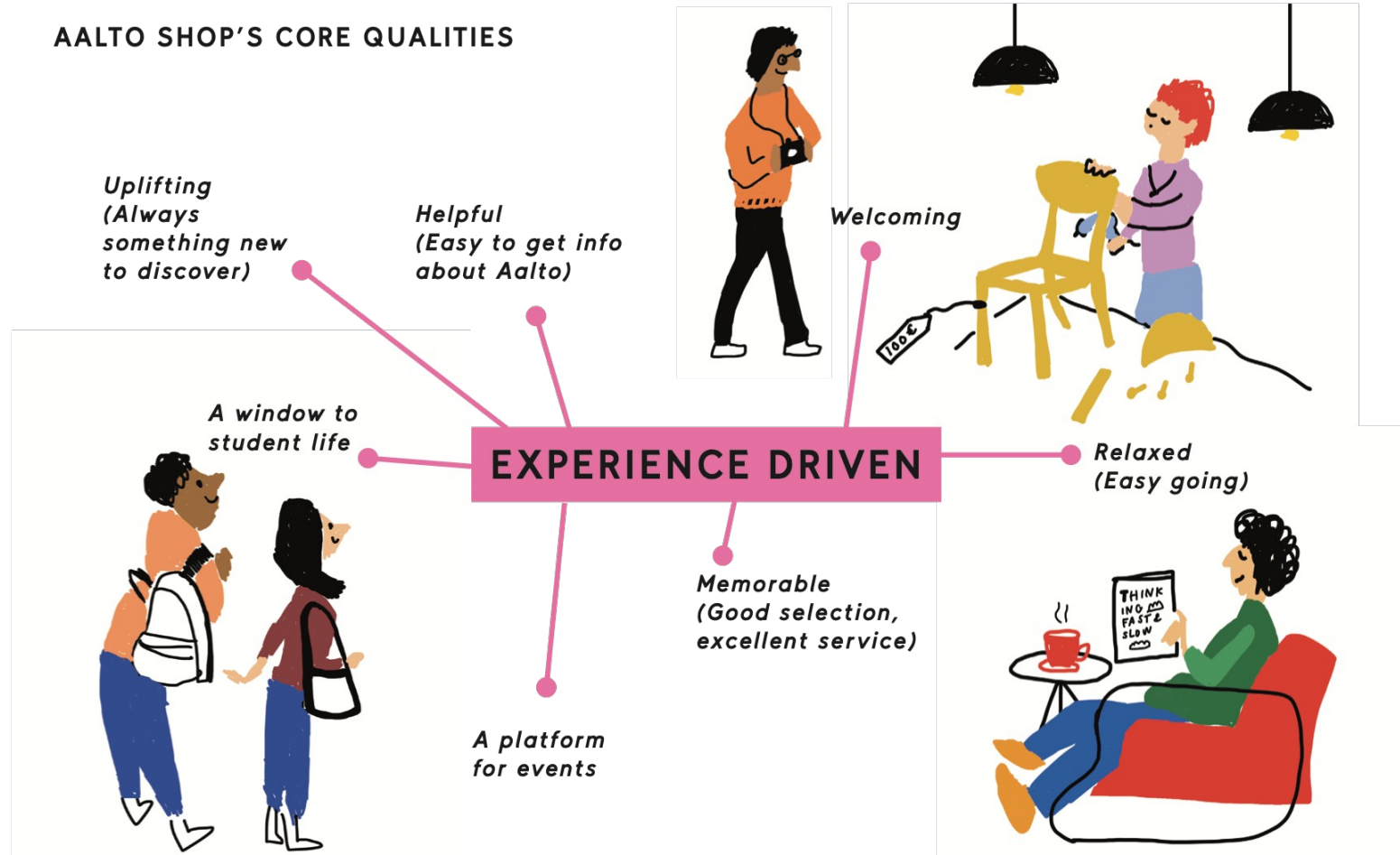
AALTO SHOP'S CORE QUALITIES





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AALTO SHOP'S CORE QUALITIES





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AALTO SHOP'S CORE QUALITIES



*Take a book,
have a coffee*

*Take a piece of
Aalto with you*

*Get to know
students work*

*Learn about
Aalto values*

**INSPIRING /
ENGAGING**

*No purchase
obligation*

*A place to stimulate
your imagination*

*Meet the
students*



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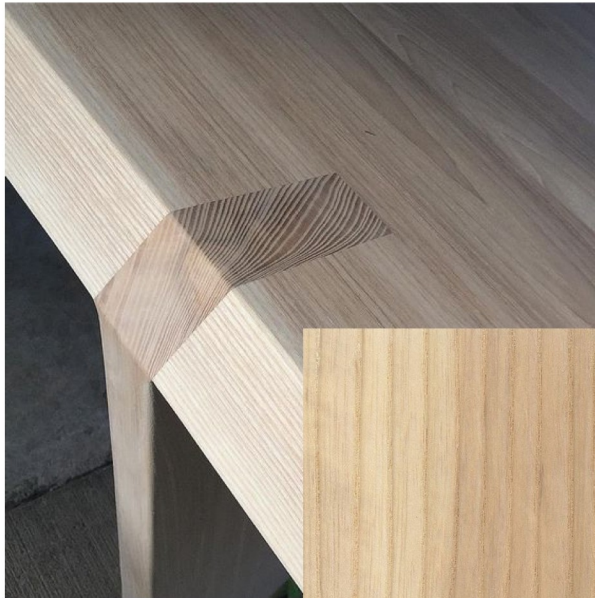
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Moods

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Vision

Aalto University Retail

To create a long term, profitable retail business plan that would include a omni-channel experience with a newly restructured web-shop, a physical shop in Väre, business gifts process, student work, additional pop-up shops and a long term retail roadmap.



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”We see the shop as a window into the University. A chance to offer everything we feel so proud of, from great student stuff to sustainably-minded clothing. The shop is really a point of pride of all us. A true showcase of what we do so well.”

David Lewis, Senior manager, Marketing and Brand



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Do you want art with that?

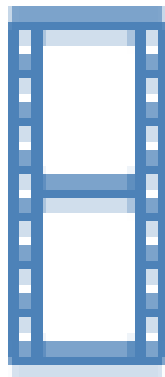
At this year's Helsinki Design Week, Wolt is celebrating its passion for great design by delivering, well, great design.

For two months local designers and artists have submitted their amazing work to Design Delivered, and after weeks of curating these items for you, we are ready to feature a diverse range of local art and design and deliver it straight to your doorstep.





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Can't wait to meet you



**See you in the beginning
of the semester!**

**Nähdään lukuvuoden
alussa!**

**Vi ses i början
av läsåret!**

With this card you get 5€ off from your purchase from Aalto University Shop in Otaniemi campus! Valid until 31.10.2019.

Tällä kortilla 5€ alennus Aalto University Shopin ostoksista Otaniemen kampuksella! Voimassa 31.10.2019 asti.

Med den här kortet får du 5€ rabatt på ditt inköp från Aalto University Shop på Otnäskampus! Giltig till 31.10.2019.

To:



**Aalto-yliopisto
Aalto-universitetet
Aalto University**

into.aalto.fi



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Revenue share:

2018

53% vs 47 %

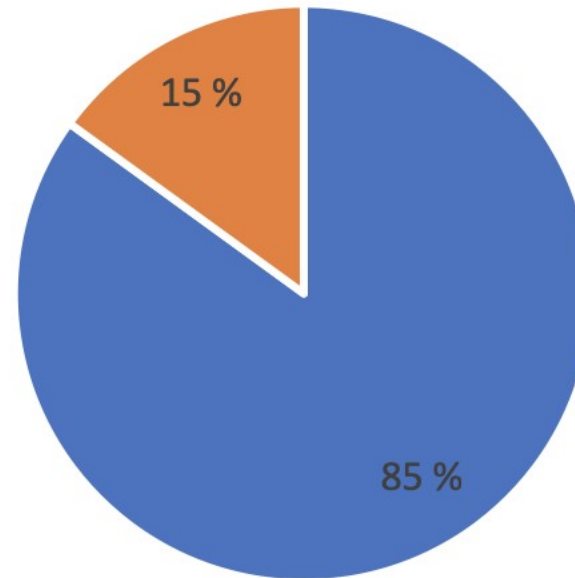
2019

41% vs 59 %

2020

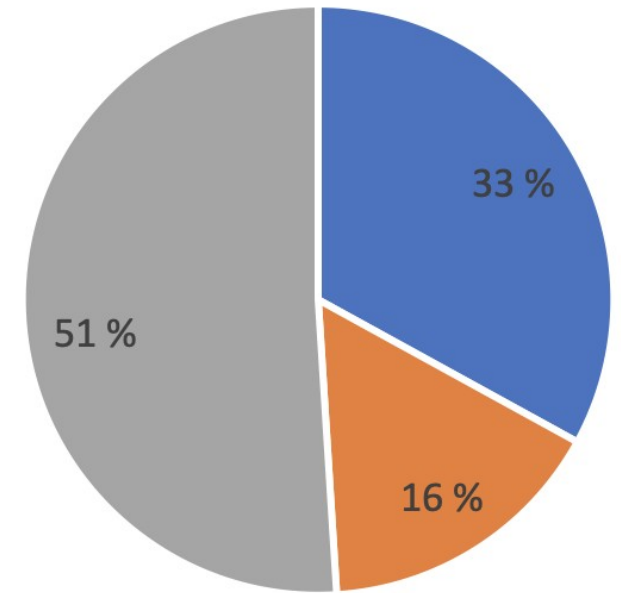
41% vs 59 %

Online Customers



■ Staff ■ Others

Customers



■ Students ■ Staff ■ Other



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Aalto University Shop - Visitor Tracker

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total		
<i>Ranking</i>	4	1	2	3	5	6	7		↑↓%	↑↓%
<i>Phasing</i>	18 %	21 %	19 %	19 %	18 %	6 %	0 %			
<i>Total</i>	7976	8952	8176	8068	7756	2583	0	43511		
									To Last Week	To Average
35	268	192	214	253	262	122	1311	↑ 32 %	↑ 44 %	
36	583	496	428	460	387	65	2419	↑ 85 %	↑ 153 %	
37	529	428	423	339	311	85	2115	↓ -13 %	↑ 114 %	
38	267	242	260	258	257	133	1417	↓ -33 %	↑ 42 %	
39	299	361	268	312	324	91	1655	↑ 17 %	↑ 63 %	
40	245	235	344	232	223	40	1319	↓ -20 %	↑ 29 %	
41	193	235	205	260	202	119	1214	↓ -8 %	↑ 18 %	
42	280	239	275	244	260	56	1354	↑ 12 %	↑ 31 %	
43	162	251	134	176	185	91	999	↓ -26 %	↓ -4 %	

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Branded Goods

Aalto University Goods

Offer a variety of high quality branded goods for internal and external audiences — the mission is to be sustainable, Finnish focused and tied to the values of Aalto University.



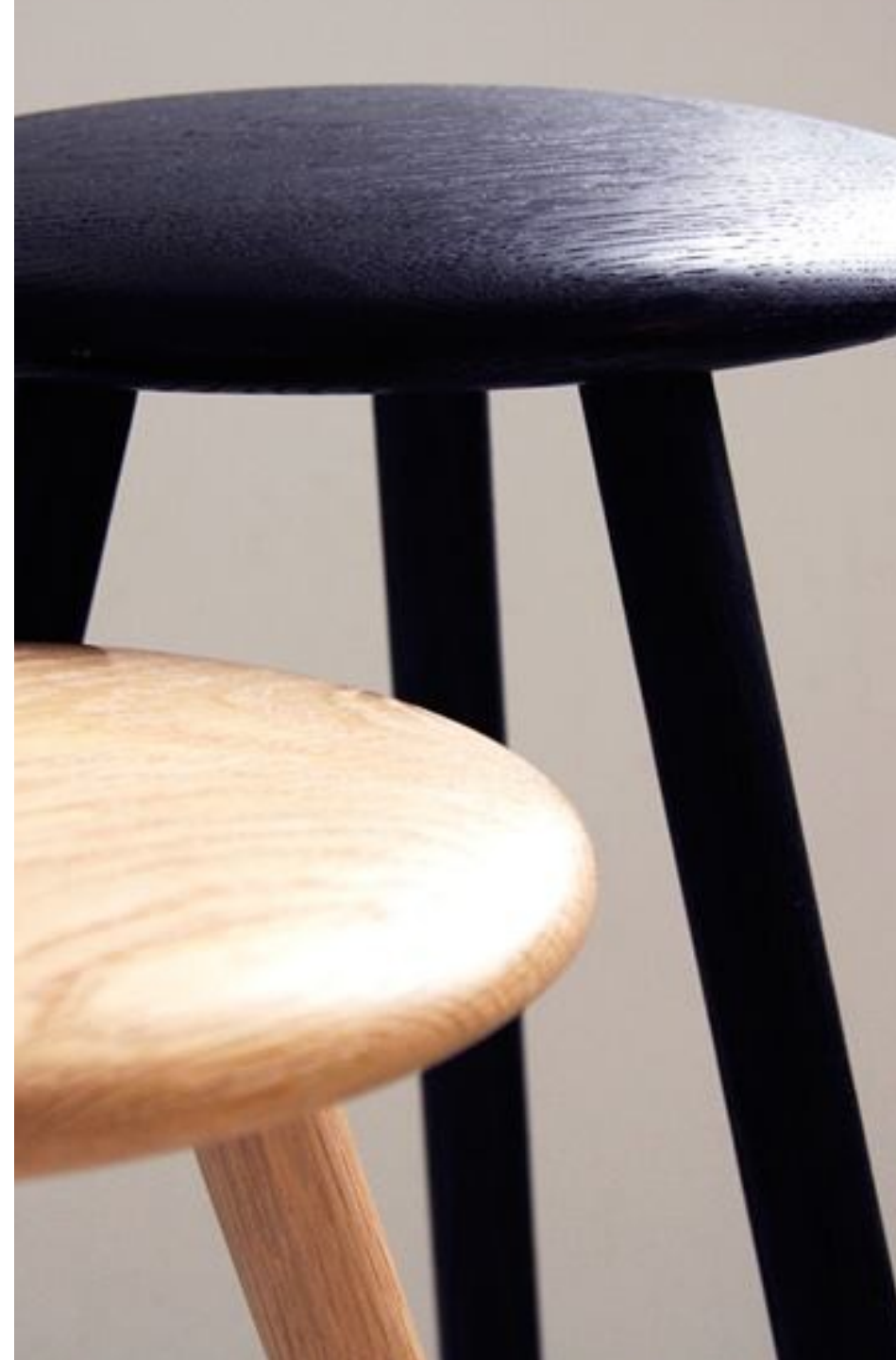
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Student Work

Student Work

Working closely with the School of Arts, Design and Architecture and Tokyo student union to provide a selection of beautiful student products available for sale and as gifts.



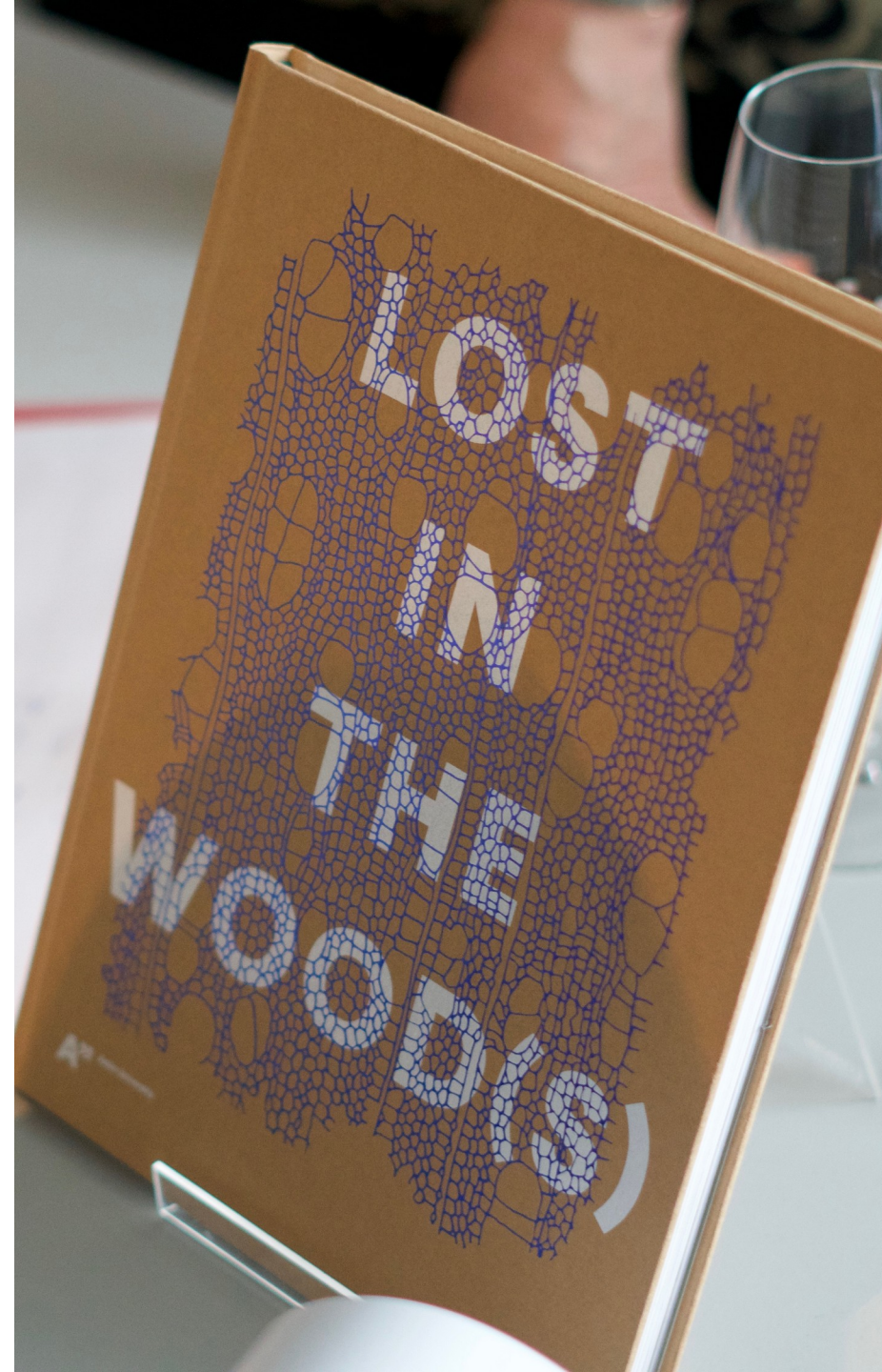


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Arts Books

Aalto Arts Books

Offer a compelling retail experience to showcase the amazing books on design, media, art, art education and architecture published by Aalto School of Arts, Design and Architecture each year.



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Top Sellers



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Vendors

- Mozo
- Chjoko
- Costo
- Mizu
- Pure Waste
- Helsingin Villasukkatehdas
- Sopiva
- Marja Kurki



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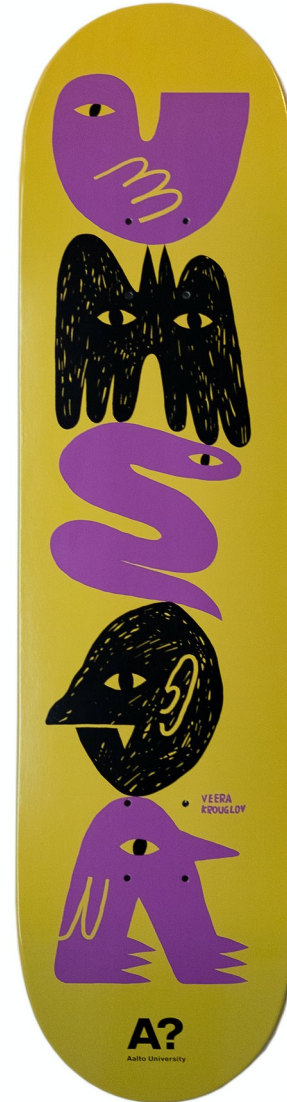


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Aalto University Skateboard Deck

- Design by current/former Aalto students
- The only university-designed skateboard deck in the world...?



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Thinking of You Chocolate - Berry chocolate & card in English

- Surprise someone you know with a delicious Aalto University chocolate bar made in Helsinki

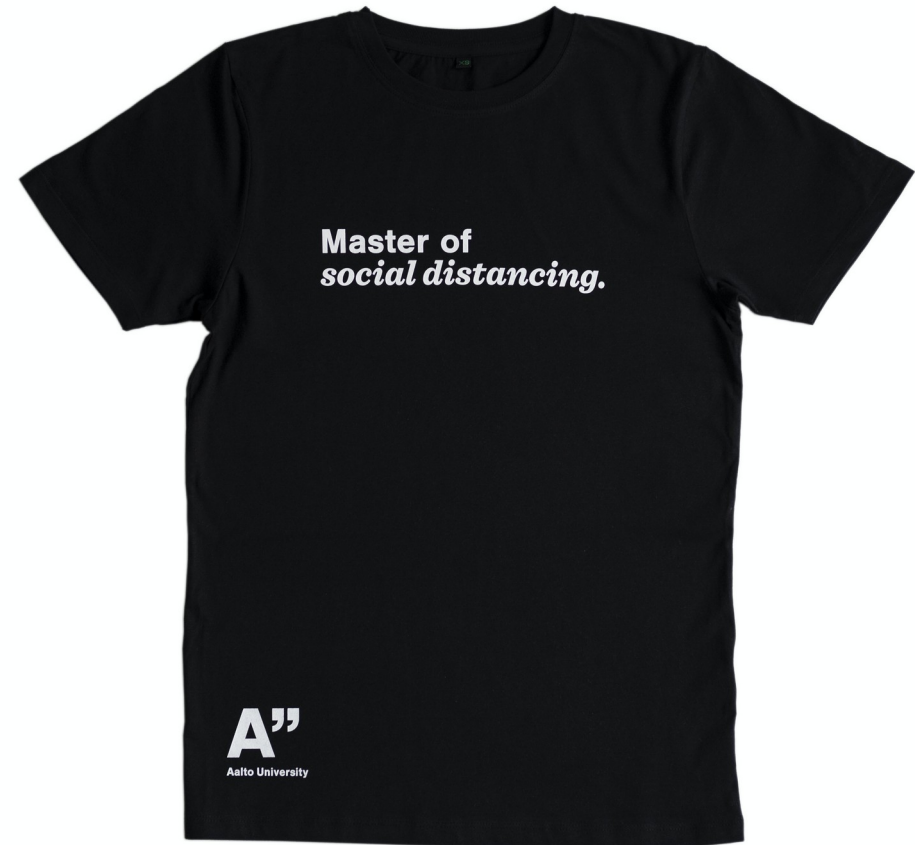




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Master of social distancing T-Shirt

- Unisex T-shirt with a Master of social distancing print.





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Space Key

- Designed at Aalto University Design Factory, Space Key is a touch tool and a door opener made of naturally antibacterial copper.



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What's next?

- We have introduced 70+ SKUs over the past two years
- All have been selling well
- There's a continuous demand and interest in something new and exciting





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Customer profiles

- Students
- Service staff
- Teaching/Professors
- Visitors
- Executive assistants
- Visitors
- Other stakeholders





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Thank you!