

Guidelines to work with the Aalto University Shop

What to do if your project gets selected

This guide aims to **facilitate the process of getting the projects developed during the course From Idea to Shelf to be sold in the shop.**

If the Aalto University contacts the student team to continue with the project the agreements between the client and the student team will happen outside the scope of the course. Below, this guide simply brings a series of steps to make this process simpler and quicker:

Define a team manager

Choose one team member to be the contact point with the shop. It is important to have clear contact points and efficient communication channels between the team and the client.

Define a schedule

Schedule a first meeting with the client as soon as possible and make sure to set reasonable deadlines to follow through this implementation phase. Define in advance with the client the dates when you expect to meet and when the final products should be ready to be on the shop shelves.

Refine the briefing

Use the product prototype to discuss and define with the client possible changes in the design. At this stage, the client may ask for small changes so the product fits better their selection, for example, changes on the packaging content or the brand application. Make sure to register all these changes on a revised briefing.

Agree on costs and quantities

Discuss with the client at the beginning of this implementation phase how much each product should cost and what amount the shop is willing to purchase. The team should have a clear idea of what are the costs of production and how much they expect to get as profit before this phase starts. Make sure to register all these values on a revised briefing.