

I completed the project on my own, as my initial partner, Eveliina Ahola, decided to end the course. We approved with Antti Vassinen that I would complete the project on my own and that it would possibly be considered in the evaluation of the project, as well.

We came up with the initial product idea together with Eveliina. However, she did not participate in any of the execution of the project or the digital marketing strategy. All of the suggestions and research was done by only me.

- Heta Räikkönen