

- I wish there limited time offers
- I wish I would've known they sell student works
- I wish the shop showcased latest retailing theory
- How to promote pure waste
- I wish KY/other school's stuff
- In students could submit branded ideas
- I wish the shop could design a mascot with students
- I wish the shop would spill out of its space
- How to raise awareness of submissions
- How to get the shop to sponsor my event
- How to get more involved with student life
- I wish there was pre-Aalle stuff to attract Alumni



- I WISH AALTO ARTS GRANTS COULD BE USED FOR STUDENT PRODUCTION COSTS
- I WISH FOR PRODUCTS RELATED TO WHAT'S GOING ON (MILESTONES, HISTORY)
- INSTAGRAM
- I WISH THE STORE COULD FUNCTION AS A PLATFORM FOR BIZ AND ARTS COMING TOGETHER
- I wish there were exhibitions of students' products
- I wish there was a simple brochure on how to get your product to the shop
- I wish there was a bar



• I WISH I COULD VISIT A POP-UP STORE

• I WISH FOR A WAY TO REMOVE BARRIERS IN IDEA → PRODUCT

• HOW TO TURN AALTO STORE INTO A CHAIN?

• HOW TO BE SURE THAT EVERYTHING SOLD IS SUSTAINABLE?

• I WISH I DIDN'T HAVE TO GO TO THE HELSINKI THINK CORNER EVERY TIME THERE IS A COOL EVENT



• I wish the shop would support friendly competition between schools

• How to increase awareness of students' work being on sale?

• How to sell larger customizable student works

• I wish all of the branded goods wouldn't be black

• I wish there'd be more product competition

• I wish the branded goods were seasonal

• I wish to know the history of the products I'm buying



HT increase the % of student work

HT make the branded goods cool

IW the products would show different cultures

IW a well-known calendar for stock renewal

HT sell the branded goods to prospective Aalto students

IW I'd know what to buy to my friends when they graduate

IW find a roommate

IW there was a good reason to visit

IW psychedelics

IW the store'd connect all 3 schools

IW weekly discounts



- / wish you could browse the products by category (e.g. Alumni's fav.)
- I wish there were branded goods with students' design on them
- I wish I could buy some fashionable things
- / wish I could buy events' tickets
- & I wish I could book a tour of Aalto from the store
- I wish there'd be <sup>exclusive</sup> sample sale
- / wish there'd be more collaborations with estab. design companies
- How to reward loyal customer



IW I could buy student design clothes from the store

IW I could buy branded sports clothes

IW I could buy a story book made in Aalto

HT collect customer data

IW you could buy lootboxes

IW I could get course books

IW Amazon would deliver to the store

IW Aalto Shop App

IW the store would showcase ideas that aren't yet products

W auctions for unique goods

IW second-hand store

IW very exclusive items

IW could buy a house



- How can the shop make money from students' designs ethically & fairly?
- How to inspire people from outside Otamiemi to come here
- I wish all new students would get free store credit
- I wish the products would be more functional
- How to increase the online store's visibility
- I wish I could crowdfund through the store
- I wish I could receive a newsletter
- I wish there were bookreading nights



IW for an event when seasons change

IW also invented new seasons

IW there was a design competition for 4 seasons products

IW students would see the benefits of collaborating

HT increase student wellbeing through the shops

IW I could personalize my branded goods

IW existing business accelerators would get involved

HT use student group rivalry to sell more products



HT make an "IT" product among the students

HT protect the students' interests while selling their products

HT spread knowledge through all the three schools (different ways of communicating)

HT increase awareness of new products

HT support students through their difficult seasons

W these were perfect wedding gifts for cross-school marriages

W there was mentoring/guidance on how to get or product into the store

W the products would link with the season their being sold in



- If the shop would give lectures
- If there were courses that focus on making a product
- If the store would showcase student works (from courses)

HT motivate students to create products for the store

If the shop's design was seasonal

HT expand products into services

If there was an opinion board

HT make getting us product into the store into a "honor"

HT present different mto majors through the products

If could buy the products in places other than the store inside the campus (events etc.)



- HT sell other seasonal stuff (music, food etc.)
- |W there were seasonal products related to big student events
- |W ~~for~~ I could track where my product was in the product pipeline
- |W we had standard manufacturing partners
- |W big companies would sponsor / offer grants for production
- |W students could volunteer their labor
- |W it was easy to find people to collab w/
- |W I could sell my ideas instead of products in the store
- HT avoid fast fashion with the seasonality
- |W I could test the viability of product before manufacturing
- |W the store would sell these costumes / goods



- HT collab w/ students from other universities
- HT ~~in~~ get the creative Aalto courses (design factory etc.) involved
- HT ~~to~~ help the products sell on a larger scale / increase the prestige of them
- W there was a way to buy products before they get manufactured (pre-order)
- HT correct the seasons with the study periods
- W some of the seasonal products would be humorous
- W the products played w/ student stereotypes
- W there was a checklist for getting the product in to the store
- HT assure high quality of products
- HT ensure students choose production partners  
(the right)