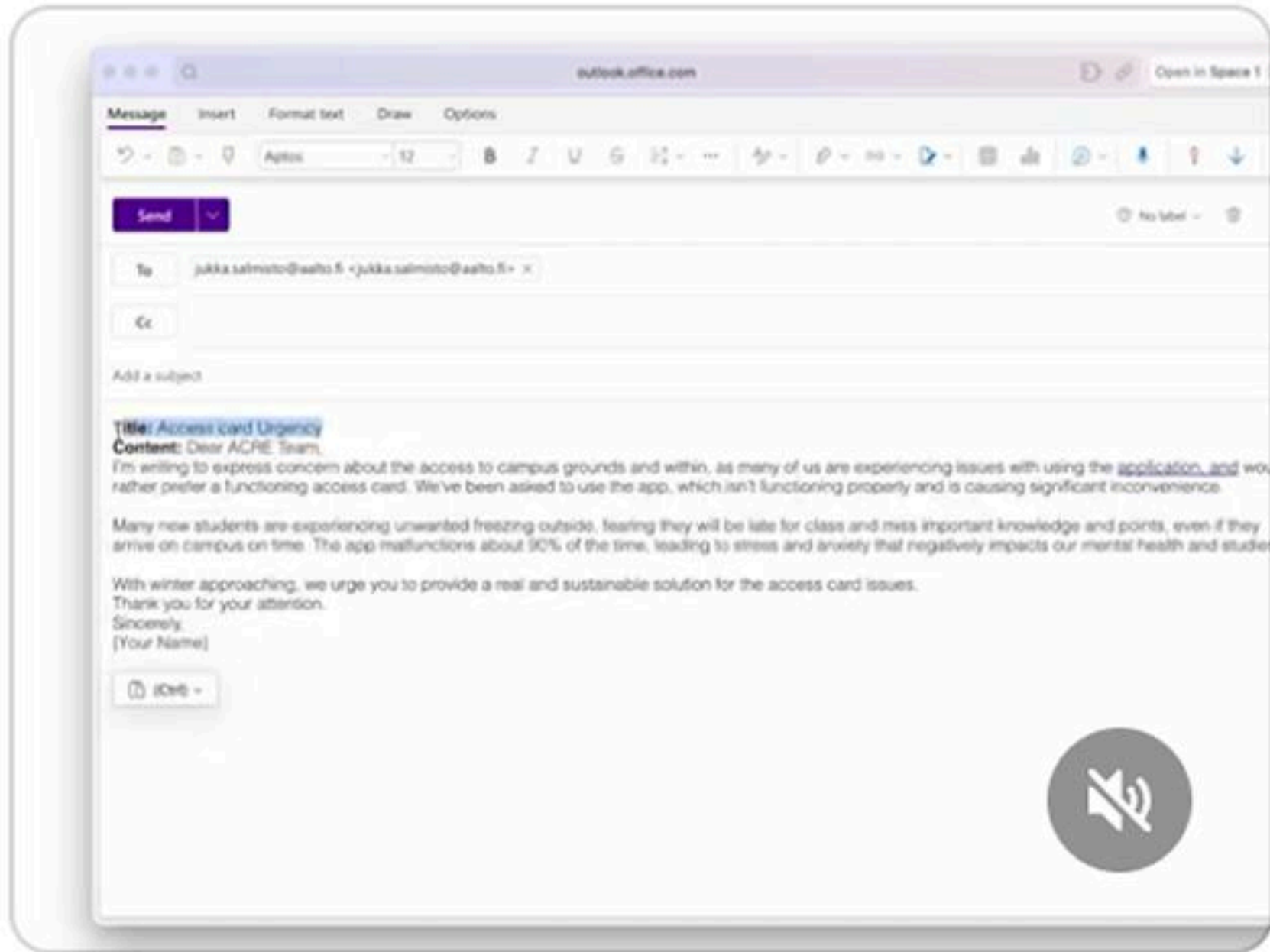




In memoriam single-page website and QR code poster.
The idea behind this movement is to raise awareness about the access card situation at Aalto university and inspire action to resolve it as quickly as possible.

For anyone interested, you could come and visit the website here:
markkulaskujarvi.com/ACER

Design n code: @voth000



{Problem Definition}

Issue: Aalto students cannot access campus buildings due to access card shortage and malfunctioning mobile app alternative.

Individual student complaints ignored by administration

{Root Caused}

Lack of coordinated student pressure

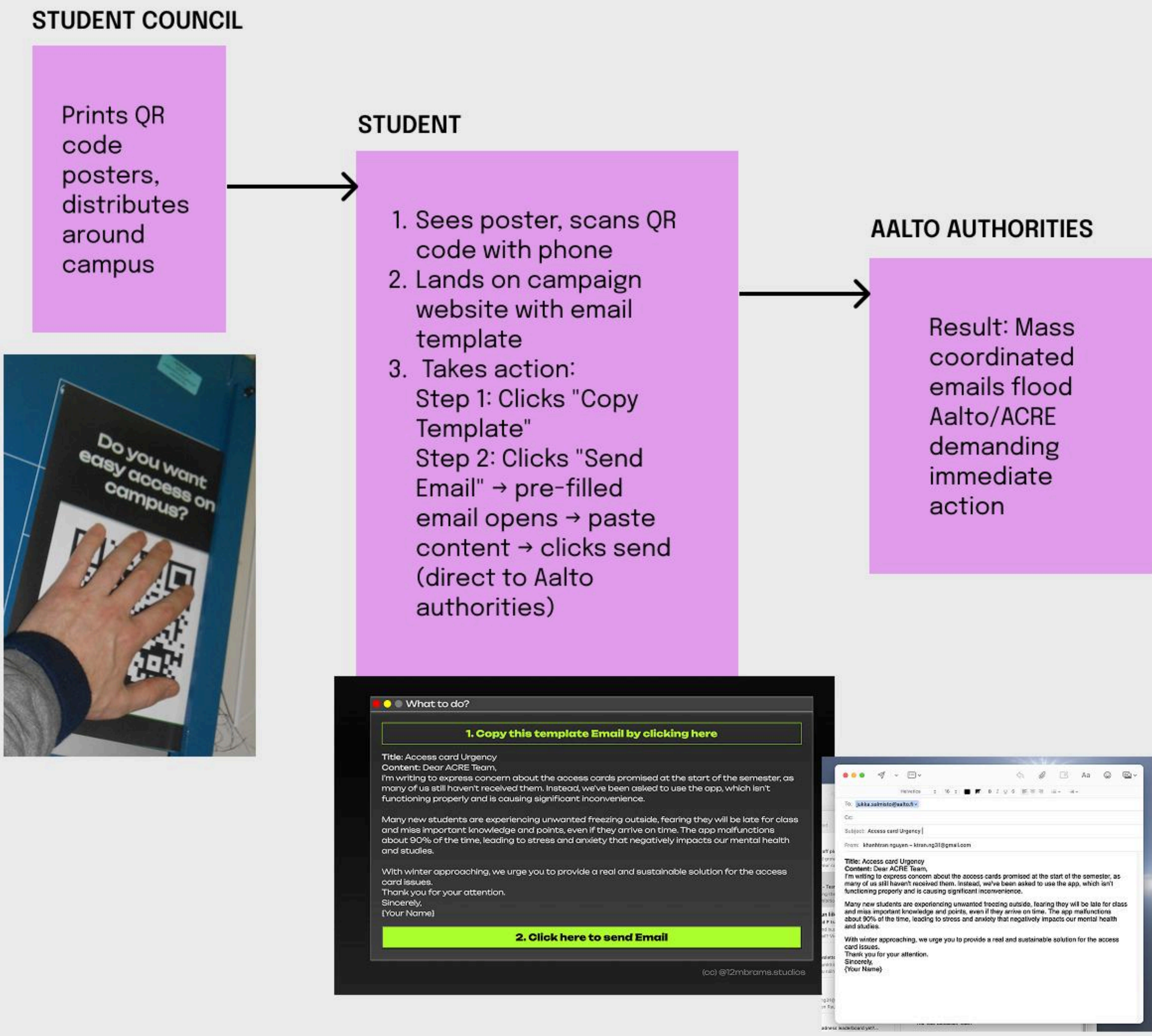
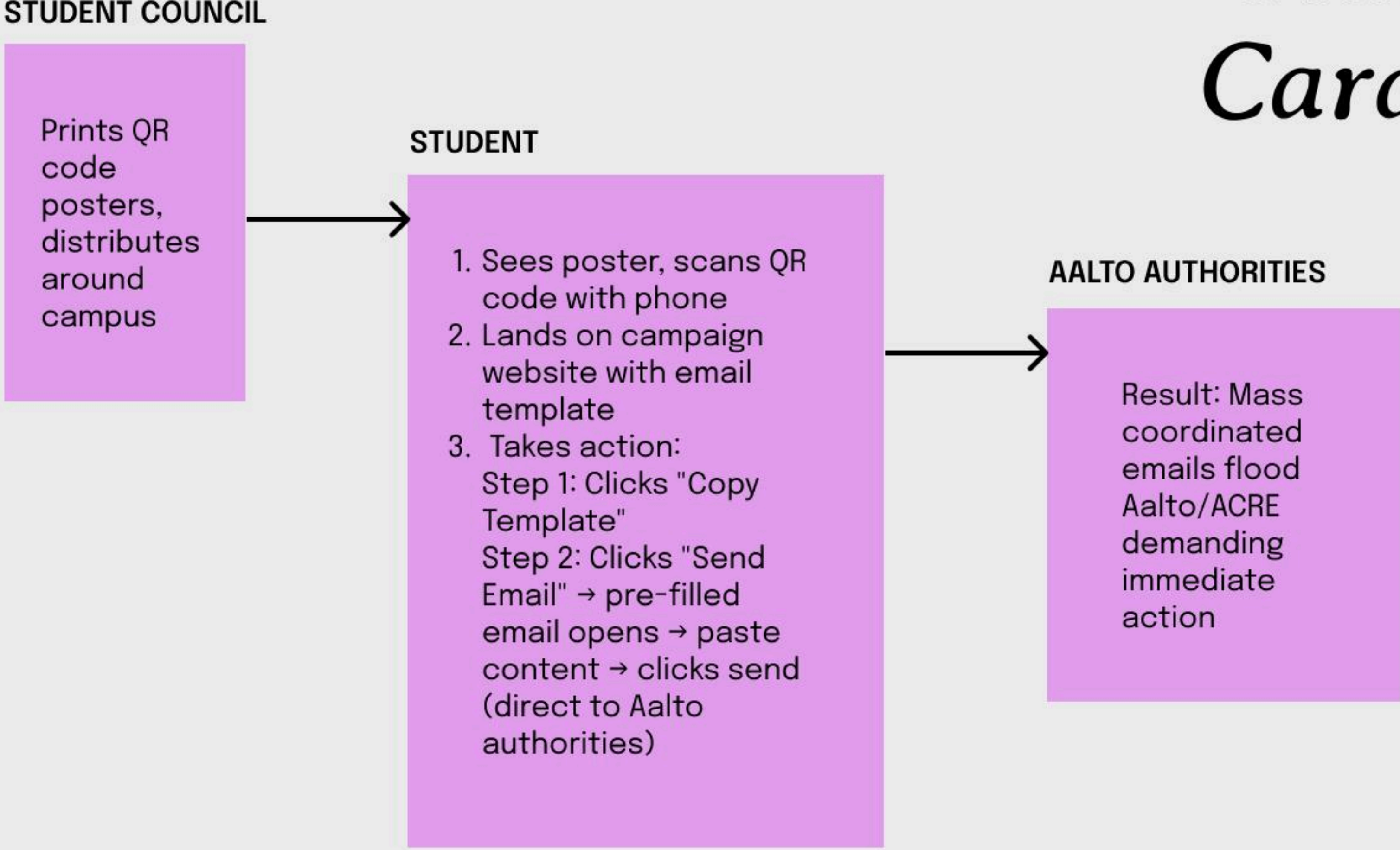
{Solution}

- Solution: Mass email campaign via QR code distribution
- QR posters → Website → Email template → Direct send to authorities
 - Converts individual frustration into collective institutional pressure
 - Two-click process removes participation barriers

{Result}

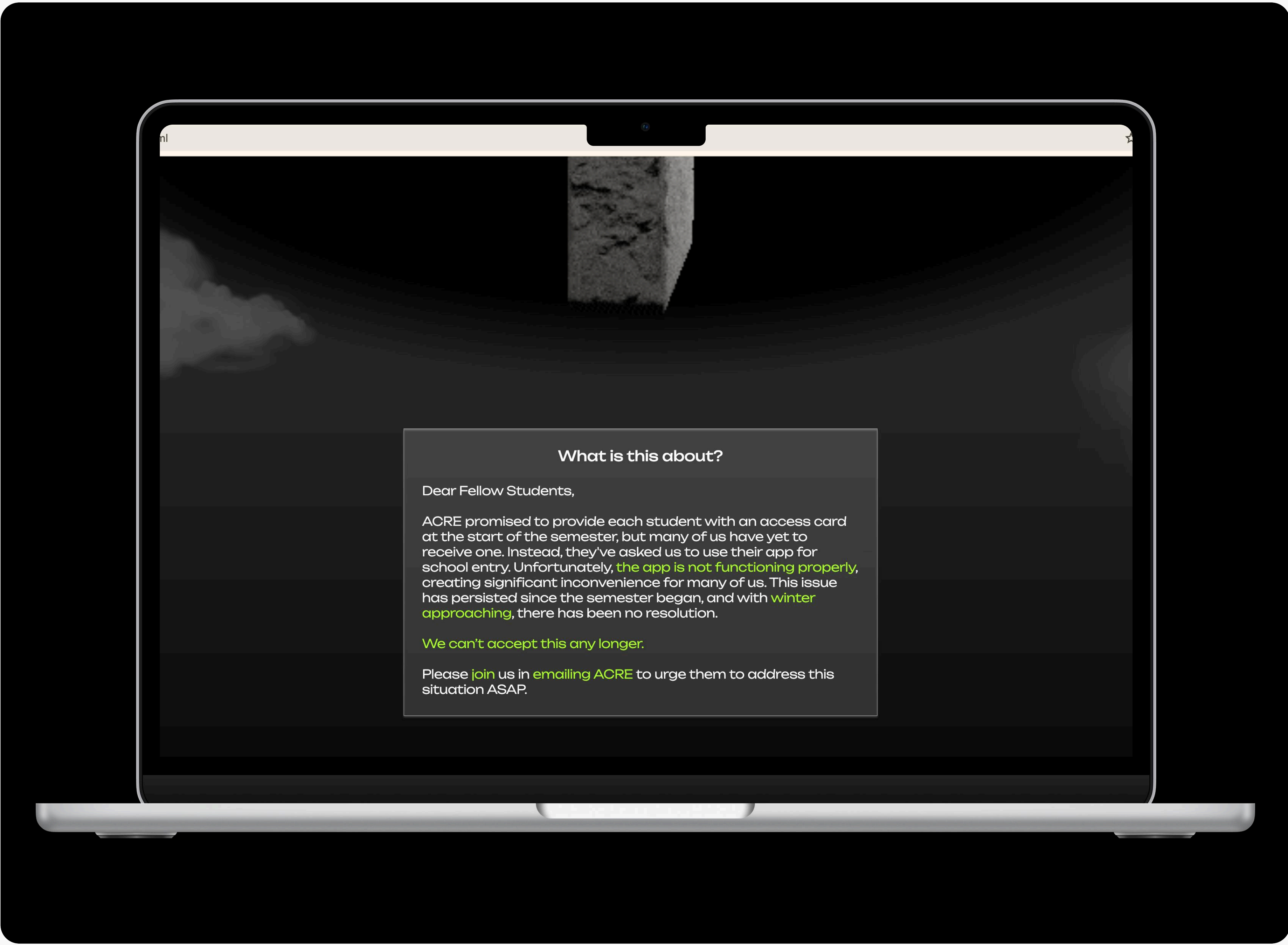
Dean responds within one week, problem resolved

{User Journey: Student Access Card Campaign}



SECTION TITLE

[LINK](#)
campaign website with email template



Voth000

LOGOS

QR CODE POSTER
CTA QR Poster



Voth000