Outbox Junior 2021

Nicole Kealey
First released for Outbox 2021

[LinkedIn](#)

Meal Plan
#126
60 mins

Starters *5-10 mins*

Snack, Cackle & Pop.................................. 2 mins
Snack: *Grab a snack before beginning*
Cackle:

There are 10 kinds of people:

```
0 0 0 0 0 0 0 0
1 0 1 1 1 0 1 1
0 1 0 0 0 1 0 0
0 0 0 0 0 0 0 0
```

those who understand binary and those who don't.

STEMettes

Pop: *Stemillions playlist on Spotify:*
bit.ly/stemillionsplaylist

Meet Her... 5 mins
Nicole recently joined Alida as Chief Strategy Officer, to focus on go-to-market strategy and marketing. Nicole was with SAP for 8 years where she led the marketing teams responsible for SAP's messages across 25 different industries. She's also worked in Industry Marketing and Product Marketing. With over 20 years of experience in enterprise software, Nicole has lots of experience in strategy, marketing & solution management.

Discuss:
- ★ *What do you think of Nicole's job?*
- ★ *Can you name any coding languages?*

Mains *20 mins - choose ONE only*

ACTIVITY.. 20 mins
Ingredients: internet access
PART1: Alida are experts with transforming customer feedback into real changes to help improve customer satisfaction. Across these 3 connect sessions you will have a go at this yourself. Today's activity you will design an app for other members of Connect. This app can be on anything, it could be about improving mental health, an app planner to organise events in your life, it could be a homework app or a womxn in STEM app, the world is your oyster here. Get creative and remember to consider…
- ★ *Your target audience*
- ★ *Colour schemes that work*
- ★ *The images you use*
- ★ *The placement of buttons*
- ★ *Keeping the app simple enough to use*

Create a file in the Connect general workspace, we recommend doing this on a PowerPoint presentation with a different page of your app on each slide. Try to aim to design at least 3 pages of your app so everyone can get the feel of your app. We aren't giving you long to do this, so don't worry if it isn't perfect or completely done, UX and UI design can take weeks-months to complete in the real world. Make sure you title your powerpoint by putting your name first and then the name of your app.

Desserts *5 min*

Share with us .... 1 min
Upload photos on [Twitter](#) or [Instagram](#) and tag @Stemettes and #Stemillions.

Ask Them.. 2 mins
Got a question? Ask Away! bit.ly/Ask-Away

Digest... 2 mins
Digest this Meal Plan - fill out the feedback form.