Alexandra Crossley

First released for Outbox 2021

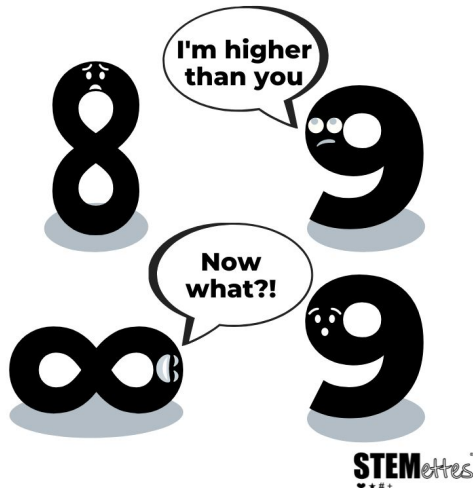Outbox Junior 2021

Alida

Starters *5-10 mins*

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

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

Meet Her.. 5 mins
Alex is the Senior Director of Customer Success for Europe, Middle East and Africa at Alida CXM. She leads a global team of Customer Success Managers who coach and inspire customers to use Alida's software in new and innovative ways to drive business value. She has worked at Alida for the past 8 years, joining as a market research manager to work on global brands like adidas, Pirelli and Yoox Net a Porter, before moving into leadership roles in both research and customer success.

Discuss:
★ *What do you think of Alexandra's job?*

Mains *20 mins - choose ONE only*

ACTIVITY... 20 mins
Ingredients: *internet access*
PART3: So far in this series, you've designed an app, you've now received feedback from your target audience about your app design and today we are making sure you are taking the feedback onboard and editing your app designs accordingly., this is similar to the process Alida follow to help their clients improve their products.
Spend 5 minutes reading over all the feedback on your app so far, make a note of any feedback you think is important and achievable by the end of this session, this is you priority list. Remember to prioritise the feedback which is in line with your goals, e.g. if your app is a planner and someone is talking about saving the environment, that might not align with your goals of the app.
Spend the rest of the session editing your app pages. Alexandra will be able to provide some more information on how to include innovative design into your app and some good practise for app design. Use Alexandra's expertise to help design and refine your app in this week's final session.
If you've got some spare time towards the end of the session, you can always create a new page for you 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.