Research on Women and Usability of Mobile Financial Services in Uganda
Human Centered Design Methods

Contextual Interviews

Usability Sessions

Observation
Top 5 Findings

1. Registration for mobile money is still expensive and inconvenient.

2. Women are stuck at home with household duties so they outsource.

3. Rural mobile money agents are facilitators.

4. Small changes can make a big difference for user’s experience.

5. Customers don’t know how to use mobile financial services independently but with proper training and support resources, they can learn.
3 User Types

Annett
The Potential User

Grace
The Outsourcer

Rachel
The Agent-Assisted User
Recommendations

1. System Transparency
2. User Capabilities
3. Remoteness
Recommendations

4. Trust

5. Support
Thank you.