

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

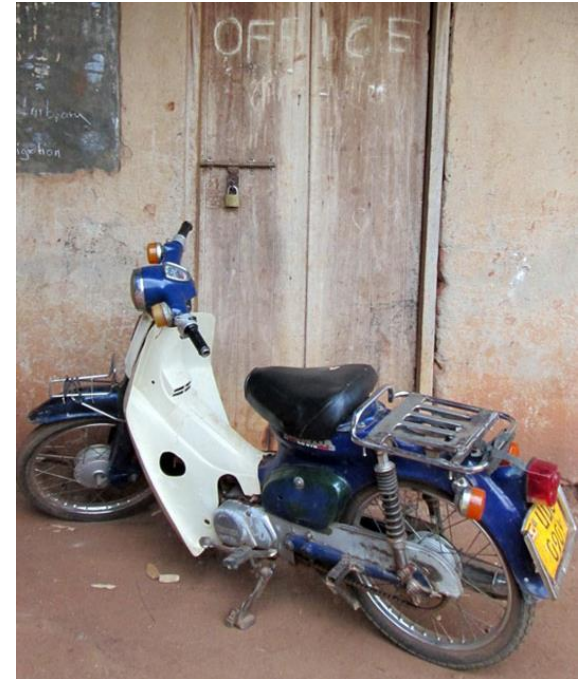
Recommendations



1. System Transparency



2. User Capabilities



3. Remoteness

Recommendations



4. Trust



5. Support

Thank you.



Connecting the World's Poor to Their Potential

GRAMEENFOUNDATION.ORG