Kenya 1 - Report

1. **Background**

2. **Research**
   - 1 pager
   - Portraits
   - Workshop findings and app ideation

3. **Digital literacy program**



Photo album:
https://www.flickr.com/photos/laura_nk/sets/72157647756136177/

1. **Background**

- http://www.equitybank.co.ke/ suceeded into helping people at the bottom of the pyramid to access basic financial tools and first banking activity.
- Equity Group Foundation (EGF) operates through 7 pillars
    - Participants I met are from the entrepreneurship pillar, and are part of the “improve your business” program.
    - One EGF program manager is responsible for each pillar but does not interact directly with users.
    - Trainers are responsible for visiting entrepreneurs on the field and mentoring them.
- Equity Group launched an MVNO : My phone, my Bank, My Life.
- Webmaker is part of the “My Life” offering
    - The angle for now is entrepreneurship and small business

1 week in Nairobi = 2 days with users and 3 days of meetings with EGF

TL;DR

- **9 user**s - a mix of short interviews and 1 workshop
    - 3 feature phone users = 3 farmers
    - 1 samsung galaxy smartphone
    - Others were medium-low end smartphones
- **Most used apps**
    - Whatsapp
    - Facebook
    - The Bible
    - Twitter
- **Digital literacy level** = medium-low
    - Difference between a smartphone and feature phone unknown
    - Knowledge of app vs website unknown
    - What's possible with a smartphone unknown
    - Marketplace browsing for searching apps un-used
        - Apps installed with helps from friends
        - Side loading with SD cards
- **Common challenges for all entrepreneurs**
    - Daily employee management
    - Time management
    - Reaching out to new customers
    - Better recruiting
    - Employee trainings
    - Finding new ways to incentive their employees

Templates opportunities

- Chamas - Chamasoft exists, but there might be opportunities here for templates and remixes for smaller sized chamas?
- Small business management -> 1-10 employees
    - Employees incentives + gamification
    - Reporting tools
    - Basic accounting, finance, stock management ? Very simple
- Small business marketing
    - Advertising products
    - Taking orders
    - Reaching out to new potential clients
- Education
    - Teacher - Parent - Children relations
    - Syllabus

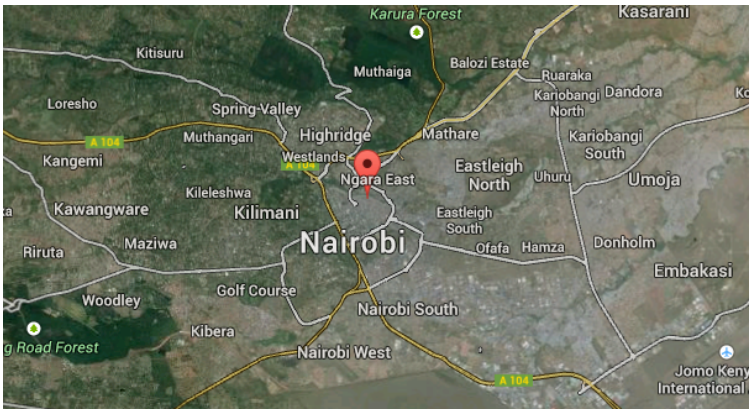
Other opportunities

- Education:
    - Working closely with high school computer science teachers
    - Gap year between high school and colleges

User research - Interviews & workshop transcripts

1. **Caroline -** Interview and workshop

Age: 33 years old.
Business name: **Hortfresh journal** - Central Business District of Nairobi







- Caroline has 2 female children, a 6 years old, and a 1 year old and lives in Nairobi
- She created her own company 7 years ago. She runs an horticulture magazine called Hortfresh journal.
    - Her clients are both in the city and outside, from the horticulture industry
    - SMES and individuals
    - She employs 4 persons in charge of selling the magazine around the country, reaching to retailers and street points of sales, they are on the ground, she is in the office

- Caroline has experience in the media industry, but she wanted to start her own:
    - to gain self satisfaction and prove to herself she could do it
    - increase her income
    - give the best of herself
- Today she reaches break-even and does not lose money, but still faces a lot of challenges while running her business (see below)
- She sees in Kenya
    - Strong opportunities for growth
    - No worries about business or employment here, entrepreneurial spirit is really strong
    - As a woman, she never faced specific problems in business
- Her dream is to become the #1 magazine and overcome her competitors
- Her second dream is to open a printing company because she finds it difficult to obtain the quality she wants for her magazine for acceptable prices. She thinks it would allow her to save money and grow her business.
- Her access to internet
    - **Office**: she owns a tour desktop computer, a laptop and a simple printer, and only browses work related content at the office, and emails.
    - **Home:** laptop shared with husband. She browses entertainment music and videos from this laptop
- **Phone**: She has a samsung trend lite. Her apps in order of preference / priority are: Whatsapp, Facebook and Twitter.

Caroline showed me how she uses Whatsapp for work, she says she cannot do without it. *"You see some partner just sent me a picture of the magazine being printed, and now I can know how things go" .*

- She doesn't really use her phone for entertainment apart from facebook and prefers to browse on the computer when she is home with her husband.
- She would like to increase her business by discovering apps to connect her to new clients, or creating her own to gain more customers.
- Has never bought anything online but would be comfortable doing it and does not scare her for small amounts of money.
- She has difficulties keeping her clients informed and reaching out to them. (Her facebook page)

Workshop

- Challenges:
    - Managing her employees = they are on the field doing marketing and sales, and she doesn't have the impression that they work well.
    - Balancing family life - working hours -
    - Meeting her deadlines - time management

2. **Stephen-** Interview and workshop

31 years old

Websoft development - Nairobi







- Stephen is a web developer, who created his own company, employing 2 persons and a team of contractor when necessary.
- Offers online solutions to SMEs : website creation, marketing and advertising
- The business is good, he observes the internet growth in Kenya, people are getting online with desire to grow their businesses
    - Increasing demand for online shops
    - Increasing demand for his services
- Webmaker would be amazing for the young talented individuals of Kenya.
    - Target students in high school to make it part of the curriculum as project based learning

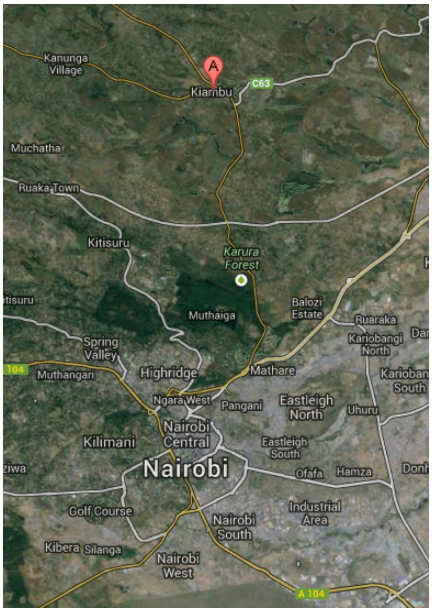
    - Problem today is learning old languages in school which are no longer relevant in the market - he sees lots of youth who cant find jobs because they dont have the right coding skills
- To get Kenya online, need for traction from the developers, not only the end-users
    - Bureaucratie could be hard to navigate when reaching out to high schools and colleges, so that's partly why Nokia, Samsung, Intel have labs.
    - Stephen sees in Webmaker App an important opportunity to contribute to high-school curriculum in computer science and implement project based learning momentum where developers would learn HTML5 by creating templates and bricks for Webmaker.
    - Stephen notes that today in Kenya, students are still studying obsolete languages such as COBOL, and end-up unemployed.
- Today there is little consideration for local content, youth have a sentiment that if its local its inferior.
- Payments :
    - Still a lot of hesitation and apprehension regarding online payments
    - Cash on delivery is huge
    - If you make it easier to use online payments, people will follow through.

Challenges:

- Financial management
    - Business and personal
- Saving money
- Project management and informing client of progress.

3. **James -** Interview and workshop

Age unknown - **Answered Prayer Butchery** - Kiambu Town

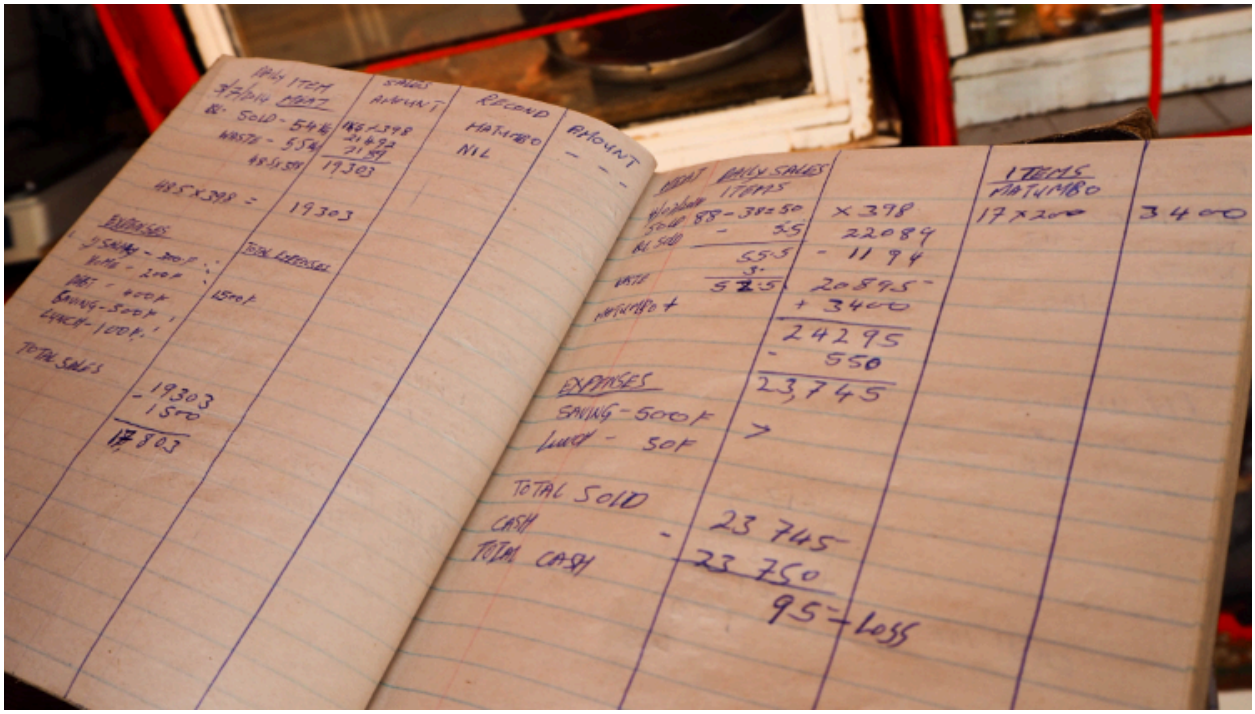






- English was difficult for this interview we received help from a translator.
- James is an ambitious entrepreneur who opened his butchery 5 years ago in Kiambu, a small town north of Nairobi. He has 2 employees.
- He wants to open a second business of animal feed retailing, and he can finance it thanks to the butchery, he will open it soon in a larger town near by, and he is very confident about this second business.

- His profit is good, he was allowed to buy a car and a house. He has children.
- Thanks to the “Improve your business ” training by EGF, he now does accounting and keep records of his transactions, which he never did before.
- Aside from the butchery, James also cooks and sells his food to customers.



- He goes to buy meet in cash early morning, writes down expenses and sales for the day.
    - His employees have their own record books
    - He has 2 types of meat, therefore 2 different records.
    - He calculates the daily salary and puts it in the daily expenses
- His business is cash-only.
- He faces problems with his employees
    - who are drinking too much
    - provide poor customer services
        - He wants to train them to do better
- Has an Android smartphone and uses it to
    - Facebook : keep on top of what is going on, politics, news, etc.
    - Whatsapp : friends and sometimes business

When asked to show me his Facebook profile, James was struggling to log in to the app, and got lots in the help center. We never managed to log in.



“ I want to learn more about technology, but I don”t really understand it, and I would love to have someone to teach me. I don’t really understand what is going on. I have heard the word “download” before, but I don’t know what it means. You teach?”

- James is not scared, he just needs help to learn and is willing to work.
- He is chairman of a Chama *(group of people co-guaranting each other to obtain loans)*. Today they use whatsapp to communicate.

<u>Challenges</u>

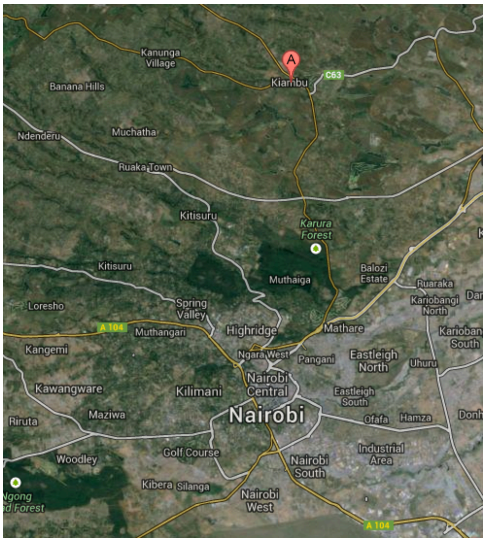
- His employees and himself having trouble to wake up early enough to go buy the meat at the market
- Sometimes he buys meats, and he only discovers the quality is bad when clients come to complain.
- Transportation to the market is unsure, too expensive, traffic is too dense
- Monitoring his employees who lack basic business skills
- Difficulty to manage his stock

2. **Joyce-** Interview only

Age : 41 years old

Kenpoly Agrovet - Kiambu Town (central)





- Joyce sells agrovet products to farmers, in the center of Kiambu town.
- She has a smartphone, and uses it for Whatsapp, Bible, Facebook and emails (gmail).

- She would be interested in learning more about mobile apps, and eventually creating her own.
- She did not really want to talk and was too busy for the interview, she said she would show up to the workshop but did not.



3. **Lucy** - Interview and workshop

43 years old

Farmer - Dairy and horticulture. 2.3 acres





- When we arrive in the farm, the first thing Lucy shows us is the biogas installation, she is currently building.
    - Installing this new biogaz structure will enable her to save money on gas and improve her waste management.
    - She received a training and technical help to implement it.
- Lucy has a worker family living on her farm.
- She has a low-end Nokia feature phone.
- She has 3 boys and 1 girl, the eldest, who is back home after university because she has trouble finding a job.
- She needs to buy feed from Uganda, because Kenyan feed is not of good quality and more expensive.

Her Challenges

- How to know the quality of a seed? you think you buy a good one, but you can only know when it has grown.
- Security around her neighborhood is really bad.
- Marketing her products to the right person
- Dealing with middle-man: she can never know who she is actually selling to and adjust her prices accordingly. She loses a large amount of money because of the middle-man.
- Water = uncertainty if no rain
- Electricity, petrol and gas are too expensive, that is why she is building Biogaz

- Interests in loans are too high, she cannot get one
- Managing her money and estimations : variation of income between 50-100% between months
- Proper farming skills for her and her workers
- Diseases killing her crops and animals

4. **Patrick** - workshop only

Dairy Farmer

- Middle-man (same as Lucy)
- Hiring good employees with actual farming skills
- Buying the equipment - its expensive and you can never know the quality - How can you know if you are buying garbage or not?
- Lacking of capital
- Weather, rain and sun
- His major personal challenge: His kids need help for homework, and if Patrick doesnt help they fail at school, so he needs more time to help more. Working hours are too long
- ‘“ *I am internet illiterate, and that is very difficult, so I came here to learn today, I want to change this. “*

5. **Joel**- workshop only

Farmer

Same as Patrick +

- Prices fluctuation
- Finances
- Training workers
- Bad quality seeds



6. **Rachel** - workshop only

Rachel owns a retail shop, selling phones. She is also an mPesa and Equity agent.

- Needs to be awake at 4 am every day
- Cannot delegate opening the shop to employees because they are not trustworthy
- Her only day of rest is Sunday, she works too much
- Employees steal from her and then disapear
- Customers don’t pay on time
- Keeping up with the market = every 2 weeks there is a brand new phone, and she needs to be able to sell it.
    - Lots of dead stocks
- Dollar fluctuation is also a challenge

7. **Richard** - workshop only

Richard is very dynamic entrepreneur-music-teacher, and a community leader deeply involved in conservation work.

His challenges

- Engaging communities and people around conservation on social media
    - How to get more followers
    - how to get followers who care
- He employs other teachers to give classes for him in different schools, he can not be in different places at the same time.
    - How to know if they perform well? It is often the case that he discovers poor performance and only games happened in the classes
- Wants to engage more regularly with parents
- wants to be able to share updates on curriculum easily
- Wants to prove to the world that his job matters. People do not take music seriously, but its proven that the children taking his classes perform better in other academics thanks to learning the musical discipline and other elements
- How to build little portfolio to promote the progress of children? it would help them for later
- Personal challenge : he wants to be the best Dad, and does not really know how to - what is the best education for my child?

8. **Alice**

- Employee trust
- Time management
- Corruption, policy, government => linked to her car importation business> If you don't have the network or not willing to bribe
- Suppliers are unreliable

9. **Grace the trainer**

- Grace is an EGF trainer, from the "improve your business program".
- Her job is to mentor the entrepreneurs on the field directly, she goes to visit them regularly and understands the challenges they face.
    - They do a first training lasting 4 days
    - Then entrepreneurs have a month time to implement learnings
    - Grace monitors challenges regularly and has reporting tools and set of questions for interviews.

Workshop notes



What would you like to learn today?

- Use digital for their business
- More marketing skills
- Create a dynamic webpage for my business
    - easy to manipulate and update
    - Linkable
    - shareable on google or other search engines
- Improving business skills
- How can I extend my business
- Mobile applications for my business
- How to run a dairy farm
- How to use my mobile to do business
- Link my business with the right market

What are 3 things you like about technology?

- Its fast
- It educates a lot
- It is constantly changing
- Freedom
- makes life better
- Job creation opportunities
- Sense of community
- Links me with almost anything and everyone I want
- I get to know better ways of doing things
- It has become easy, cheap, and fast to shop for different items
- Communication is much easier, faster and cheaper too
- Helps me to know about jobs

- about news
- How I can live (James the butcher)

What are 3 things that scare you, or that you don't like about technology?

- Needs electricity
- To the young children knowing many things over their age
- I have to keep changing my gadgets every time in order to keep up with new trends and its expensive to do so
- technology may have a negative impact on our society
- it increases crime
- it increases immorality
- Competition have greatly increased
- My kids to knowing more that I don't them to know
- Something I dont share with my parents
- Sometime I see fear things I don't believe it
- I fear losing my phone
- I fear internet hacking
- When the internet fails
- Bringing children is a challenge

Fears for you, your community, your country

- Hacking and lack of security in Kenya
- Lack of policy
- My kids are ahead of me in technology

Hopes for you, your community, your country

- Kenya becomes a hub of technology
- Better and faster internet for progress
- Hopes that mobile empowers us
- Internet can get everyone get education
- Use technology to fight crimes
- technology help grow our business and creates jobs

Design opportunities

- **Stephen**- I want to build an app that can help me monitor progress of my projects with my teams
    - Target is me, my 2 employees, and the client
    - I want the app to have reminders, lists of tasks and progress

- **Lucy** - I want to build an app to help me get rid of the middle-man and sell directly to wholesalers

- **Richard** - I want to monitor my other teachers and for that I want to put CCTVs in the classrooms

<after a debate>
I will build an app to engage with parents and children, to get feedback on courses. It will help me evaluate better the performance of other teachers and will also have other benefits.

- **James** - I want to build a game app with geo localization. I will give a phone to each employee, and when they cross the door of the shop, it tells me. This way I can know if they are on time. Also, I will do some game to incentive them to work better and if one does not work well, his bonus salary will go to the other employee. There will also be a special alarm on the phone, to help them wake up.

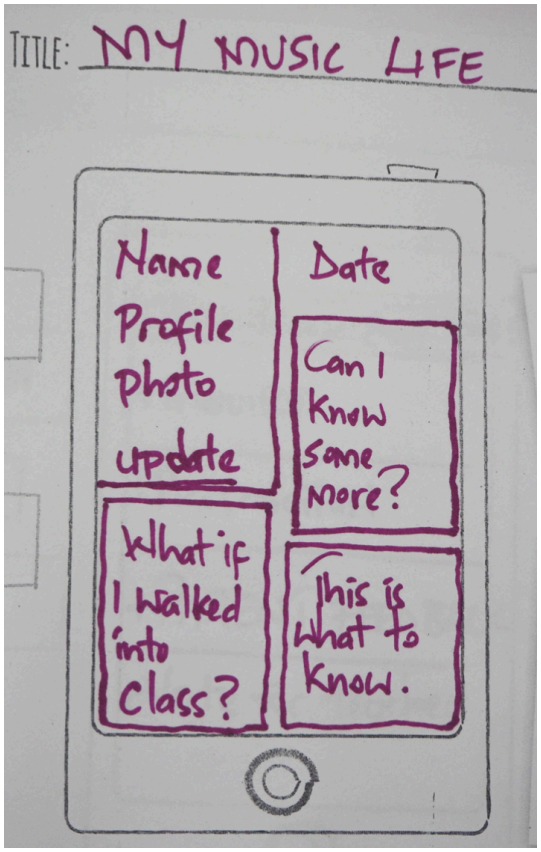
- **Alice** - I want to build an app that helps me find good employees for my beauty shop.

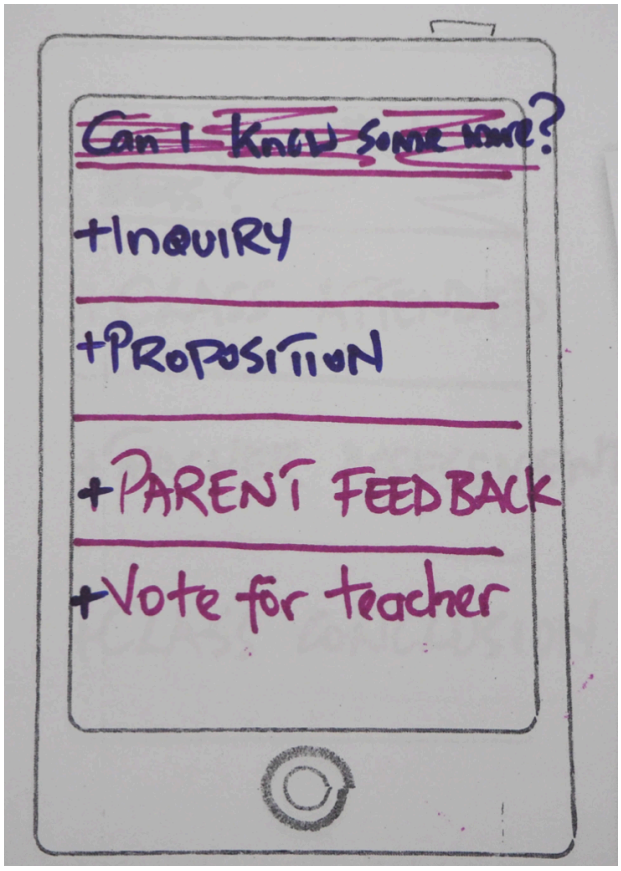
- **Patrick** - I want to build a program to help me buy better farming equipment and to get assisted with best practises.

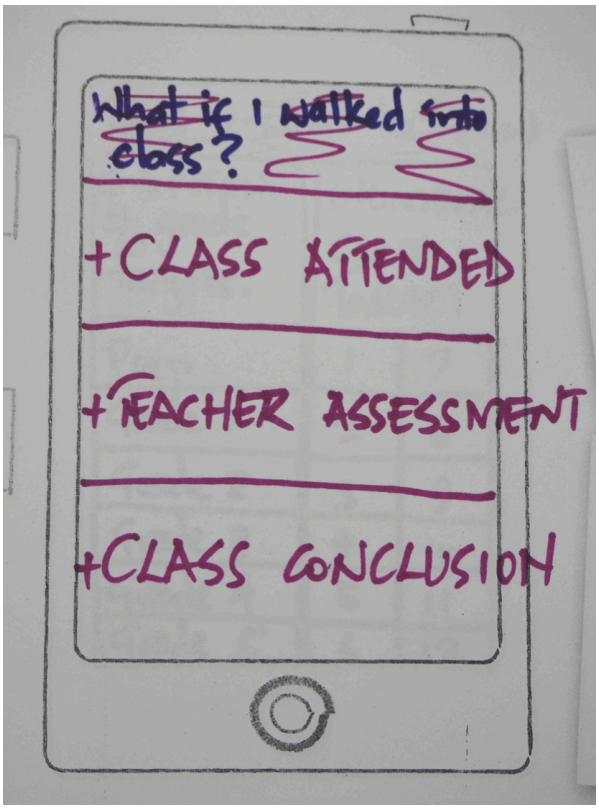
- **Joel**- I want to build an app to get good agricultural skills and find out about the resistant crops.
- **Rachel** - I will design an app featuring my new products and also another one to train my employees.

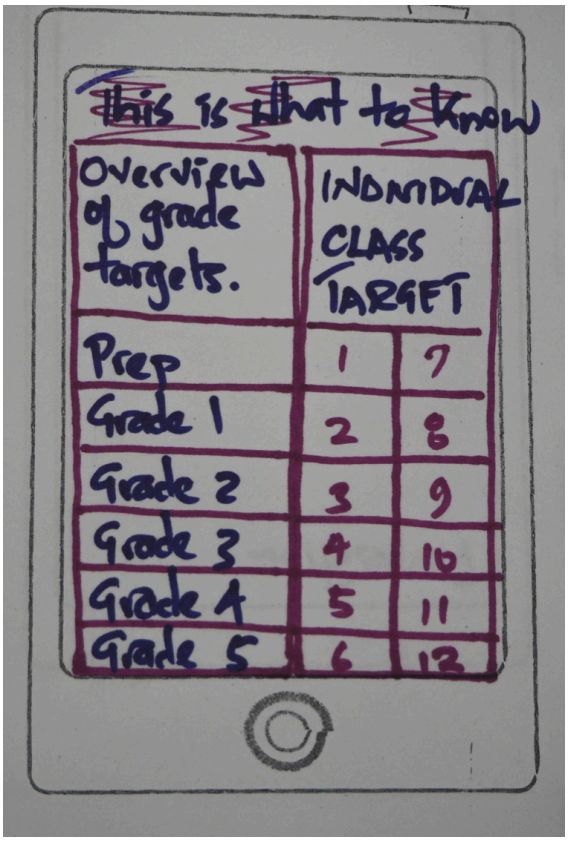
Richard: *" Imagine my app is successful, what's in it for me? Can I make money out of this ? "*

My music Life : Richard's app prototype

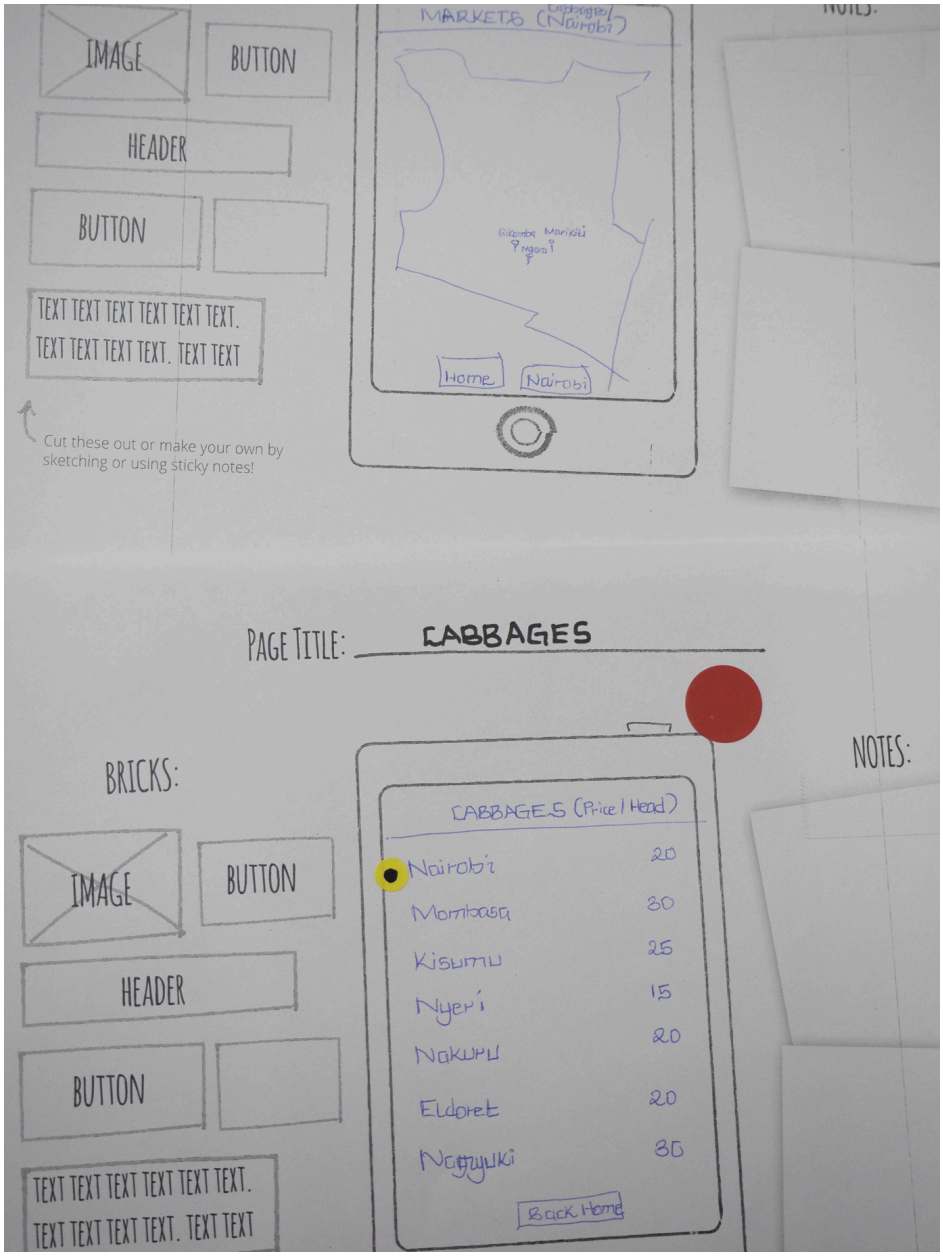

TITLE: MY MUSIC LIFE
Name
Profile photo update
Date
Can I know some more?
What if I walked into Class?
This is what to know.


Can I ~~know some more~~?
+INQUIRY
+PROPOSITION
+PARENT FEEDBACK
+Vote for teacher


~~What if I walked into class?~~
+CLASS ATTENDED
+TEACHER ASSESSMENT
+CLASS CONCLUSION


~~This is what to know~~
Overview of grade targets.
INDIVIDUAL CLASS TARGET
Prep 1 7
Grade 1 2 8
Grade 2 3 9
Grade 3 4 10
Grade 4 5 11
Grade 5 6 12

Lucy's app prototype with help from Stephen



Lucy wants to create an application that will allow her to track demand directly from wholesalers and advertise her production. Her app features:

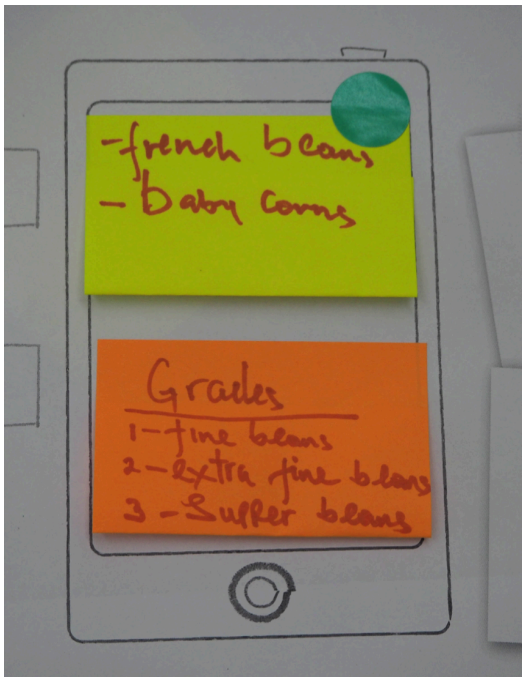
- geolocation
- Receiving an order through whatsapp

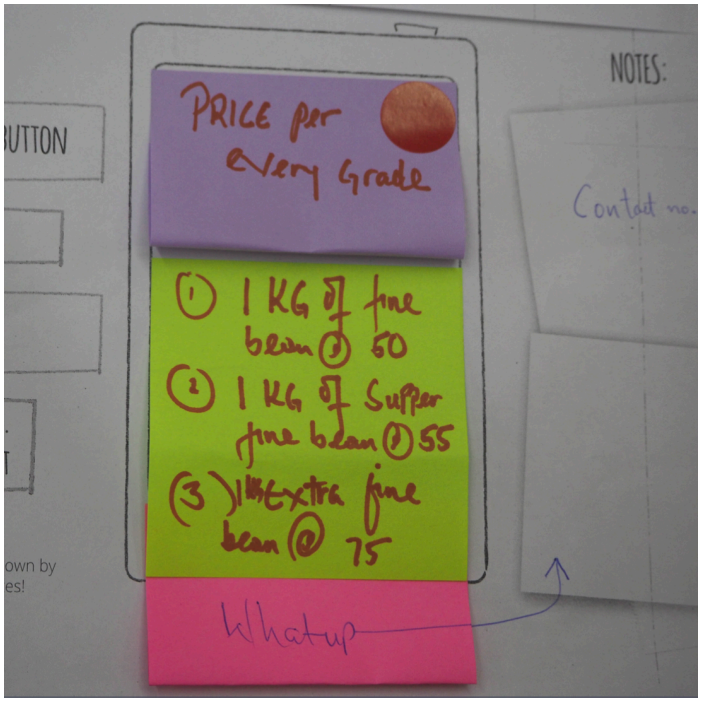
This way she could bypass the middle man, and adjust her production according to on-time demand.

Joel's app prototype for his farm

note: on the last image "whatup" is meaning "whatsapp"







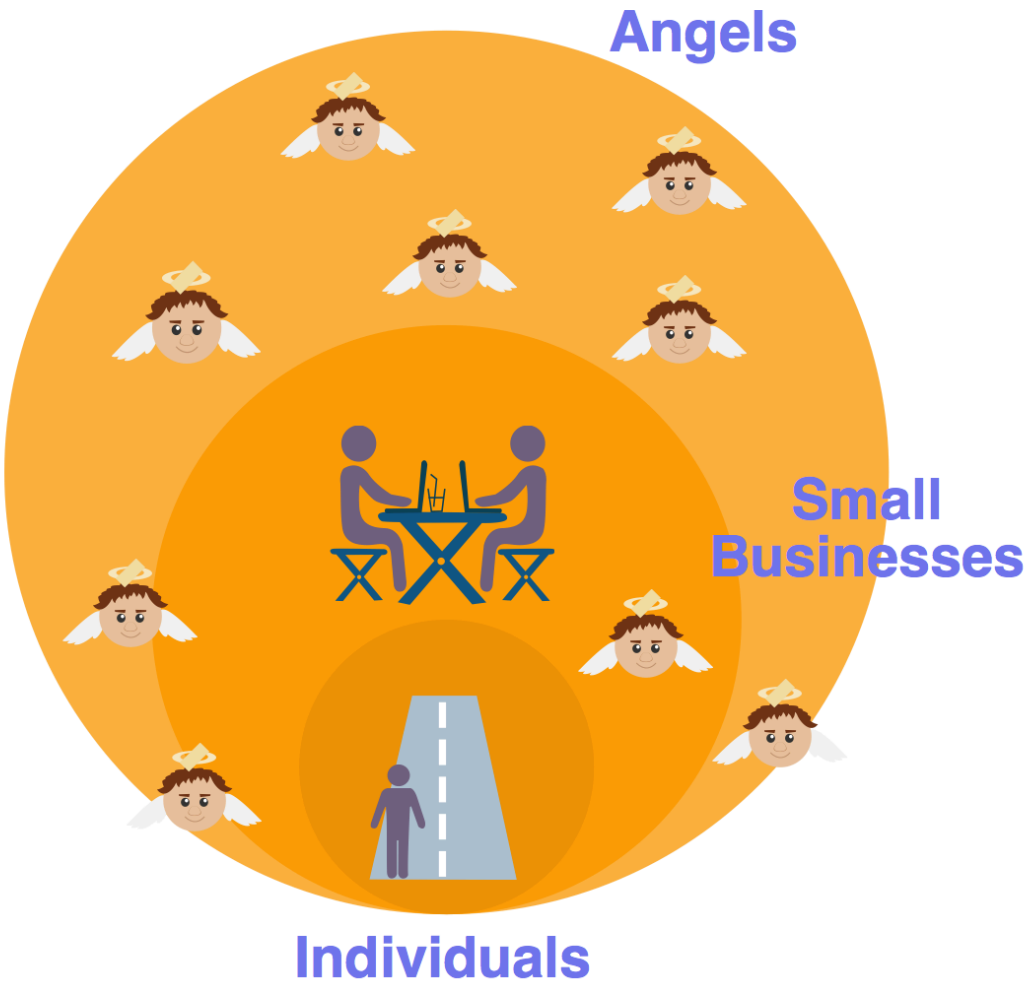
Notes from the workshop

- When asked to put their design idea into a paper prototype, a wave of overwhelming panic spread within each participants (but Stephen)
- The words “button” and “page” from the template did not make sense to participants
- I had to do a live demo of the bible and whatsapp apps, to explain the link between a button and a page.
- During the prototyping activity, I realised this activity was very limited, simply because the participants are not yet aware of the possibilities of the internet.
- *Example*: Patrick wanted to design an app featuring recommendations from other farmers to buy equipment. We had a lot of difficulties of going from idea to paper simply because Patrick has never seen or experience p2p recommendations on the web, and did not adopt the concept of rating a machine through a click.
- Each participant said they could not wait to do the workshop on mobile.
- Lucy was the one encountering the most difficulty, she said:

“This is the most difficult for me, but it’s 5pm and I’m still here, so it means I want more. And you know, I told my daughter I would quietly sneak out during a break, but I’m here, and I live far”

3. Web Literacy Program

After conducting research, we sat down with EGF program managers to design a Web Literacy Program and embed it in the Foundation's existing program. Here is what we came up with.



1-
Individuals = Life improves at the individual level

- Digital awareness 101
    - Posters in Equity branches and possibly elsewhere
    - videos on phones

  => do you know that this is possible?
- New smartphone user puts a first step in the digital world

2- Small Businesses = my phone can help me grow my business

- Entrepreneurs from Equity Group Foundation program receive trainings to improve their business: finance, accounting, marketing…
- Adding a digital component to each step of the training

- Decision making is more informed
    - More customers
    - Better production

3- Angels

Different types of Angels are possible

- **Equity agents in branches**
- **Students**

Embed the digital literacy program in the Wings to Fly and overall education pillar of the Foundation. There is a big opportunity and a big gap between high school and college. Students have a gap year to fill, and no existing social programs addressing them.

- Invite tech-savy students to attend a special Bootcamp
    - They receive a phone
    - Get trained on Webmaker
    - Get trained on helping others
- Their mission is to help others 1- Individuals 2- Small Businesses
    - Through workshops
    - Mentoring a business
- At the end of the project, they can get a Mozilla certificate which would help them be recognized for the skills they have and
    - Access a college ?
    - Get a better job
- During the different phases of the project, they would also get badges.

- **Teachers**

Teachers could be trained separately and become Angels in the education world.