



# From Informal to Formal: Insights and Approaches to Digital Financial Services

April 25, 2018



Women's World Banking

# Who We Are



Global Non-profit



Nearly 40 years of experience



Diverse Partners

# Why DFS Matters for Women

## Barriers

Psychological: banks are  
“not for me”

Women face time and mobility  
constraints

Women have a preference for  
confidentiality

## What DFS provides

- Accessibility
- Familiarity
- Convenience
- Privacy
- Security

# Take the Bank to Her



Malawi: Financially excluded are rural, female and poor  
Reducing distance and cost through fixed agents makes it possible for her to save.

# Malawi: NBS Bank Pafupi Savings model

## Instant Account Opening

Mobile Sales Team



Starter Pack



## Simplified KYC



## Multi-channel Access

Bank Pafupi Agent



ATM



Branch



# Take the Bank to Her

## Nigeria: Time poor

Women may be close to banks but cannot lose time and income to bank. Mobile agents make it relevant and convenient.







**BETA =**

**No Wahala**



**Check balance**

**Buy airtime**

**Send money**

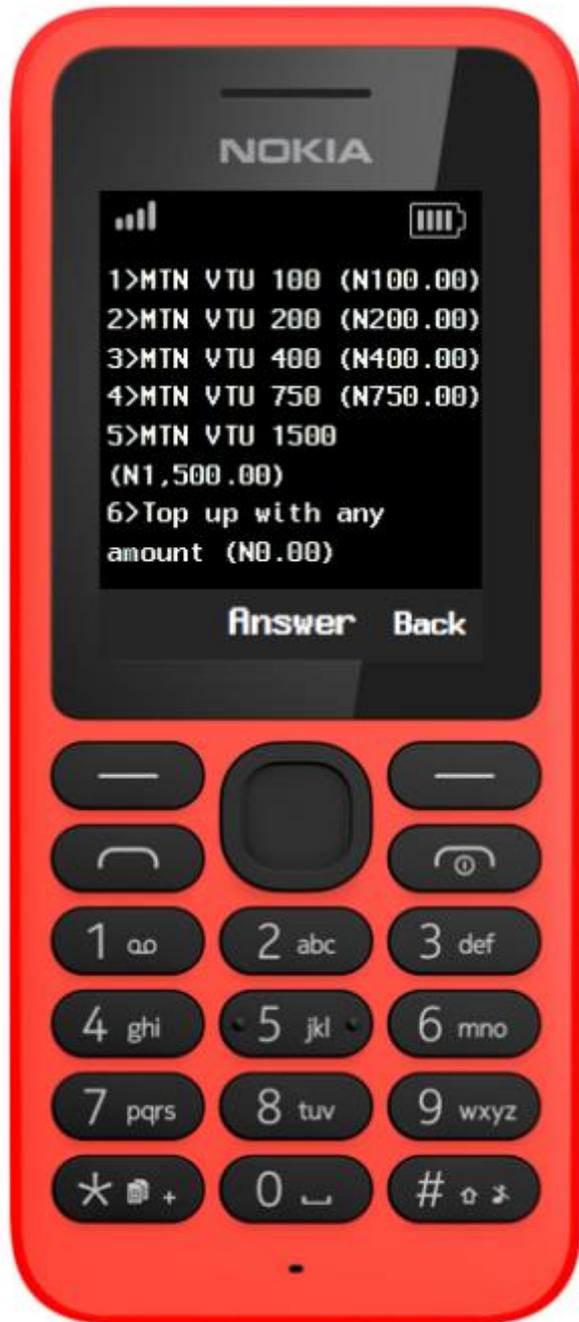
**Pay bills**

~~Trust?~~

Why?

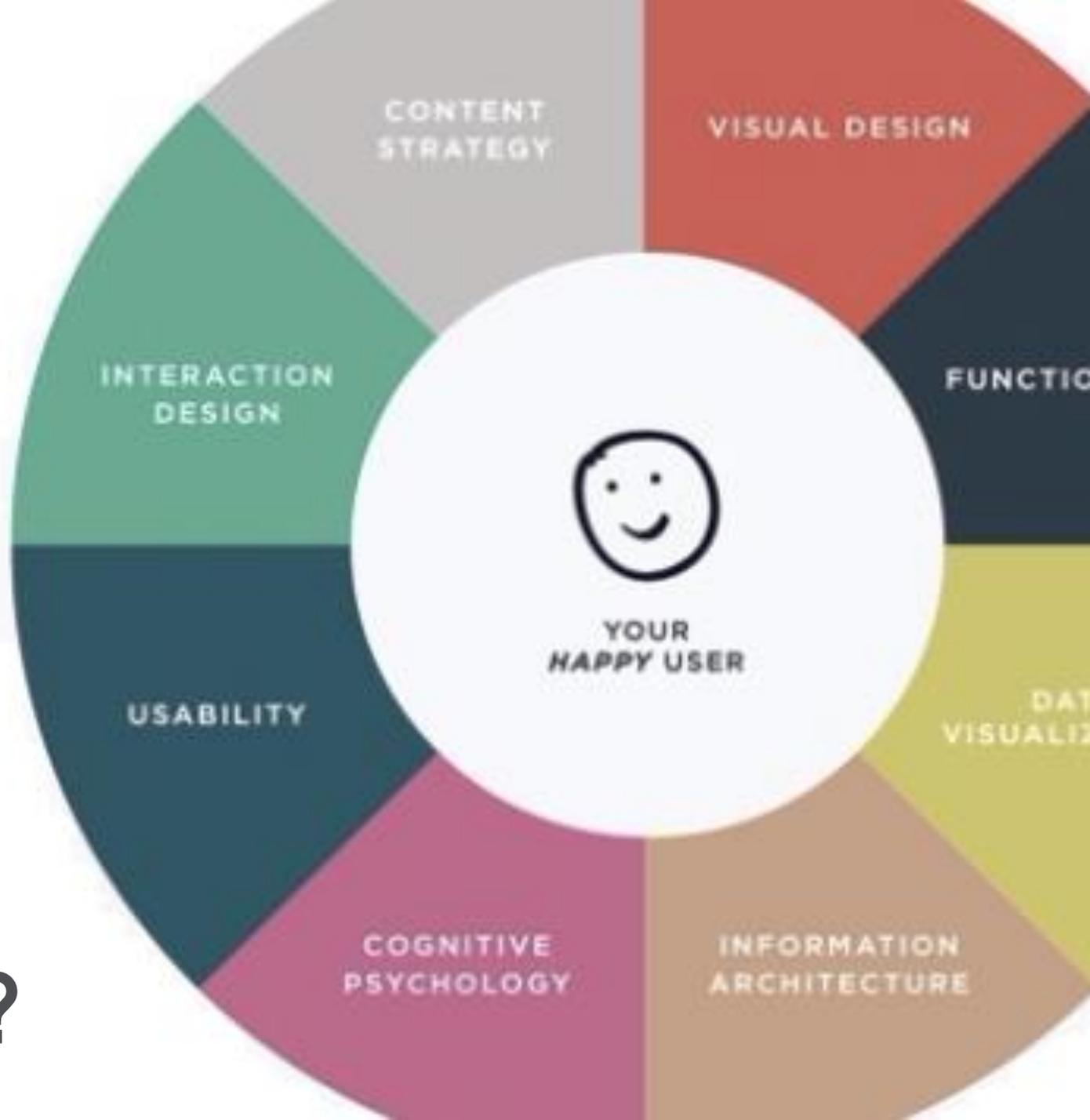
~~Interest?~~

Design?



**Buy airtime**

# What is “UX Testing”?







# Key Elements for BETA

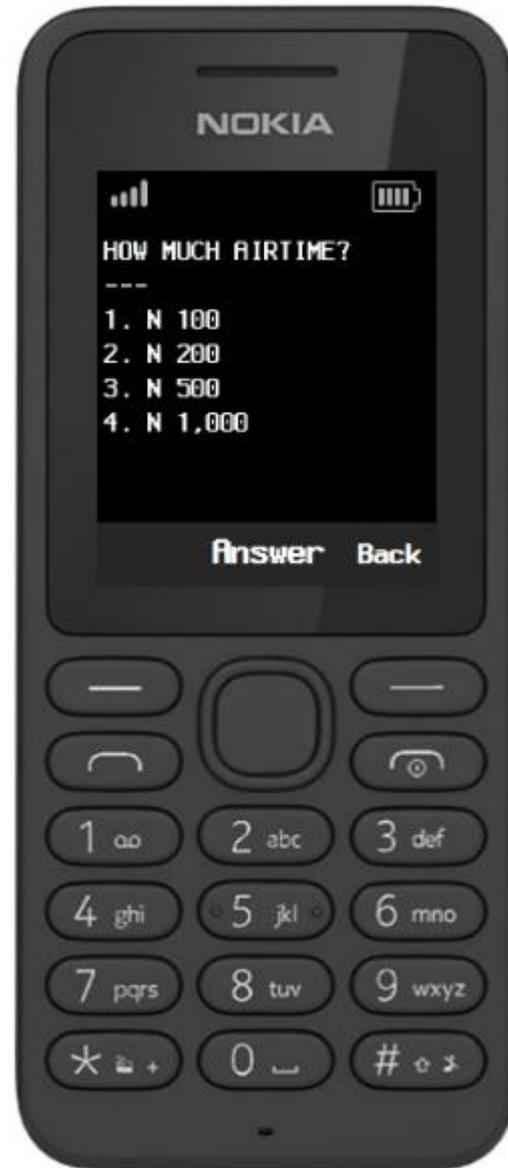
# Findings

Clean Design

Simple Words

CAPITAL Letters







# UX Testing Benefits

# Benefits

Reduces Risk

Consumer Perspective

Low Cost





**Women's World Banking**