A Qualitative Exploration of Mobile Money in Ghana

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Mobile Money for Financial Inclusion
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Ghana’s Mobile Money Scene

- 4 Major Players - Tigo Cash, MTN Mobile Money, Airtel Money, Vodafone Cash

Mobile Money Readiness

Financial Inclusion Insights: Ghana 2015
Mobile Money Readiness

Slow Uptake of Mobile Money

48% Financially Included
34% with Bank Accounts
20% Mobile Money Account
17% Active (used in past 90 days)
Methodology

• 25 Semi-Structured Interviews, 5 Southern Ghanaian cities
  • Accra, Ada, Ho, Cape Coast, Kumasi

• Recruitment: Facilitated and Public Spaces
Observations & Discussion
There exists a gap between the state of the literature and the field because of the nature of mobile money and its market.
Financial Inclusion & Metrics

“Why aren’t people using Bill Pay?”

“People don’t have a lot of bills to pay” (Student, Accra)

- Current metric: Total Cedis Transacted
- Proposed metric: Transactions digitized
  - Normalized by individual spending

Mobile Money usage should be measured against existing financial practices to properly measure financial inclusion.
Education & Usability

- 20-30 minutes during signup
  - New User Pamphlet
- Most learn from friends or use intermediaries
- Participants find apps easy to use
  - Most are one-service type users

While most participants do not remember the education, they find the apps easy to navigate and self-explanatory
Education & Usability

Please select menu.
1 Send Money to all Networks
2 Withdraw Cash
3 Buy Airtime (Get 100% bonus)
4 Buy Goods
5 Pay Bill
6 Generate Voucher
7 My Account

Dismiss  Reply
Education & Usability
Education & Usability

![Image of a mobile app keyboard interface with a text box labeled "Enter amount" and a message indicating 182 characters remaining. The keyboard shows a standard QWERTY layout with numbers and special characters.]
Education & Usability
Users find tariffs / fees self-explanatory because they operate consistently within the same band of transfer amounts.
Intermediaries & Accounts

Intermediaries

• Language Barrier: All apps are (currently) only offered in English

• Technology Barrier: Some users mainly relied on others for phone usage

Multiple Accounts

• Default and Backup/Emergency Accounts

• Actively suppressed use of MM account
Use Cases

Sending Money to Friends and Family
- Out of Country
- Children
- School Fees
- Borrowing Money

Backup Accounts
- Emergency Accounts
- Default Accounts

Business
- Accept MM Payment
- MM Partner
Looking Forward

Value-Added Services

School Fees  Fair Business Transactions
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