

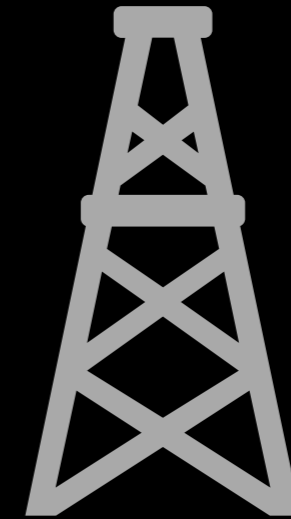
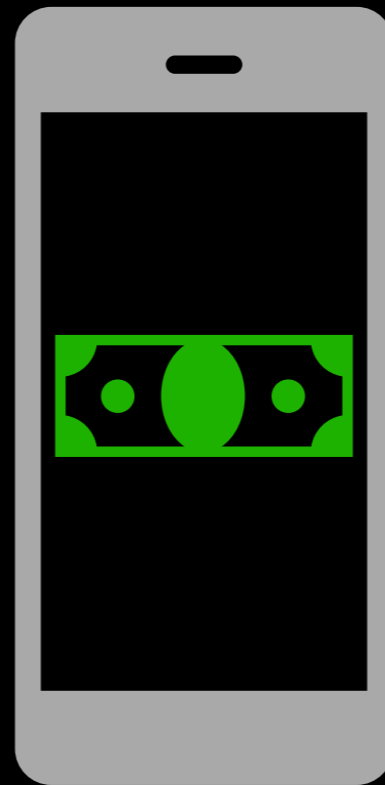
A Qualitative Exploration of Mobile Money in Ghana

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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



- Forward-Thinking Regulatory Framework (2008, 2015)

Mobile Money Readiness

Rank: **1** **2** **3** **4**

	KENYA 	TANZANIA 	RWANDA 	GHANA 
% of adults with required ID				92%
% of adults with basic numeracy				95%
% of adults who own a mobile phone				91%
% of adults who have ever sent/received text messages				74%

Financial Inclusion Insights: Ghana 2015

Mobile Money Readiness

Slow Uptake of Mobile Money

48% Financially Included

34% with Bank Accounts

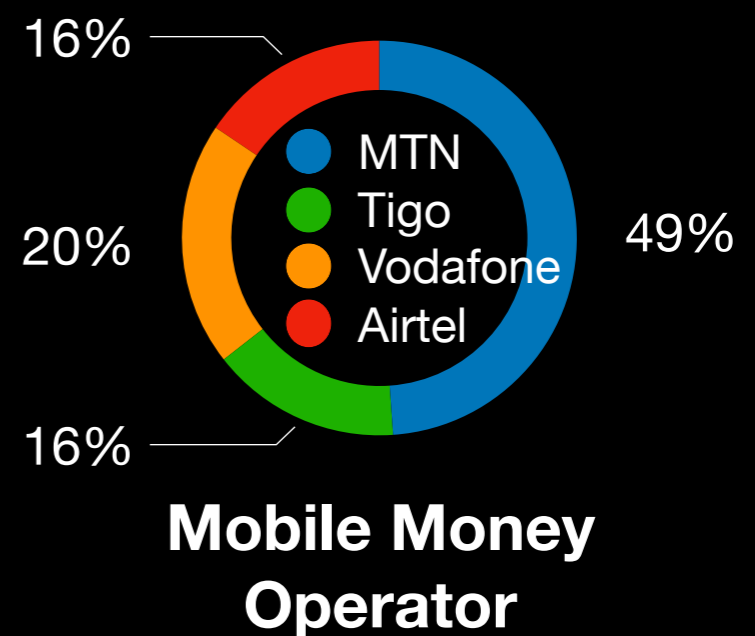
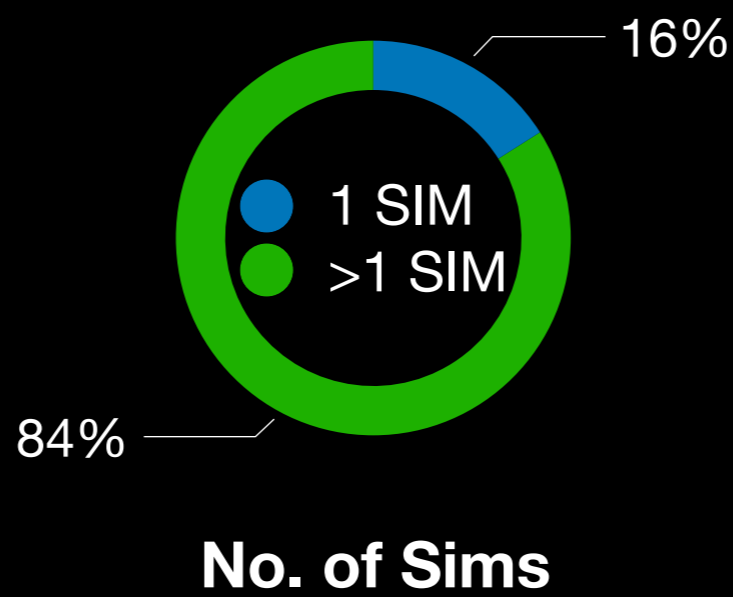
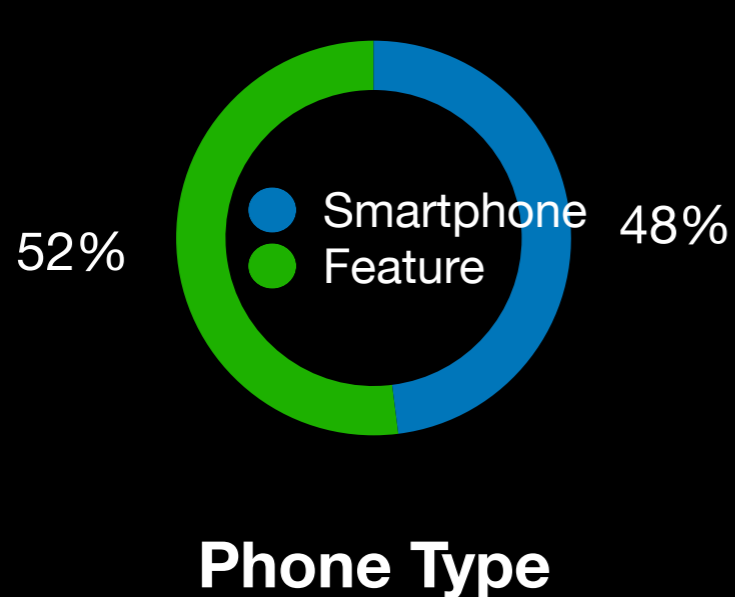
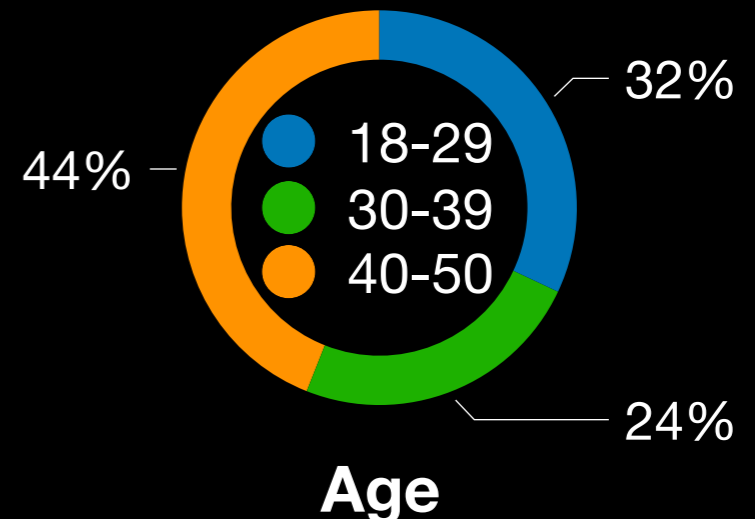
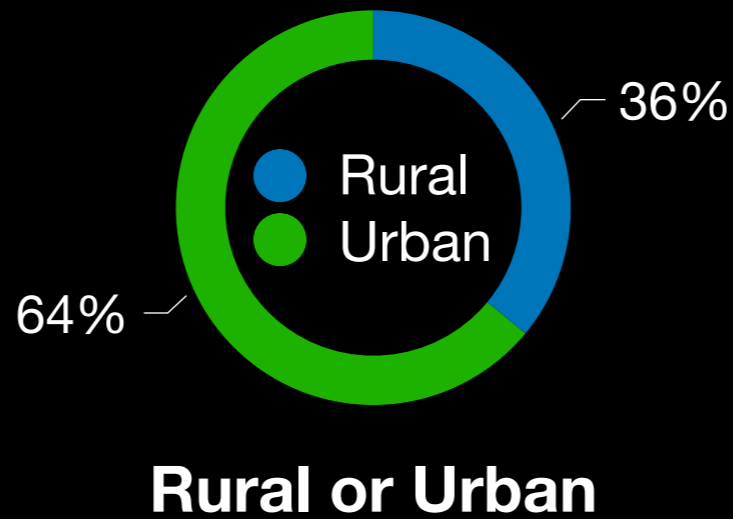
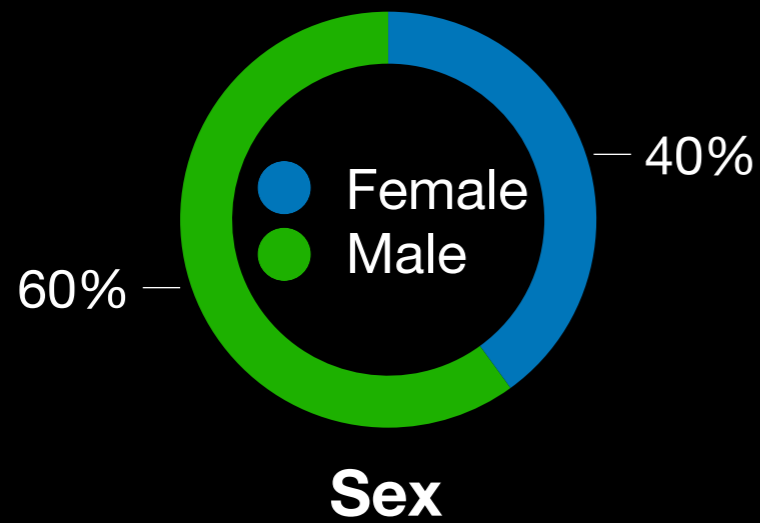
20% Mobile Money Account

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

Participant Details



Observations & Discussion

Literature-Field Gap

Literature: Low Mobile Money Uptake/Usage

- FII Survey, CGAP notes, Academic Literature sparse
-

Ghana: Mature MM Market

- Primarily P2P
- Merchant Payments
available in Ho



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

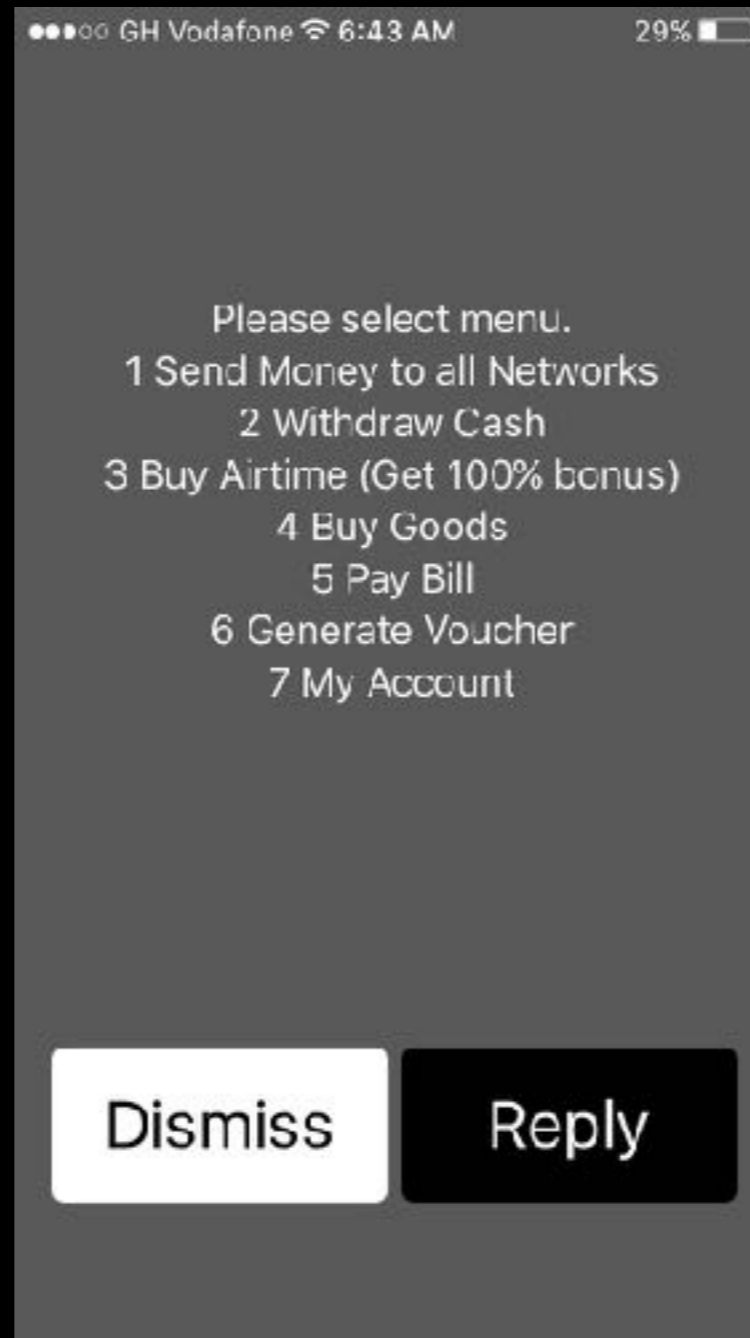
Mobile Money usage should be measured against existing financial practices to properly measure financial inclusion.

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

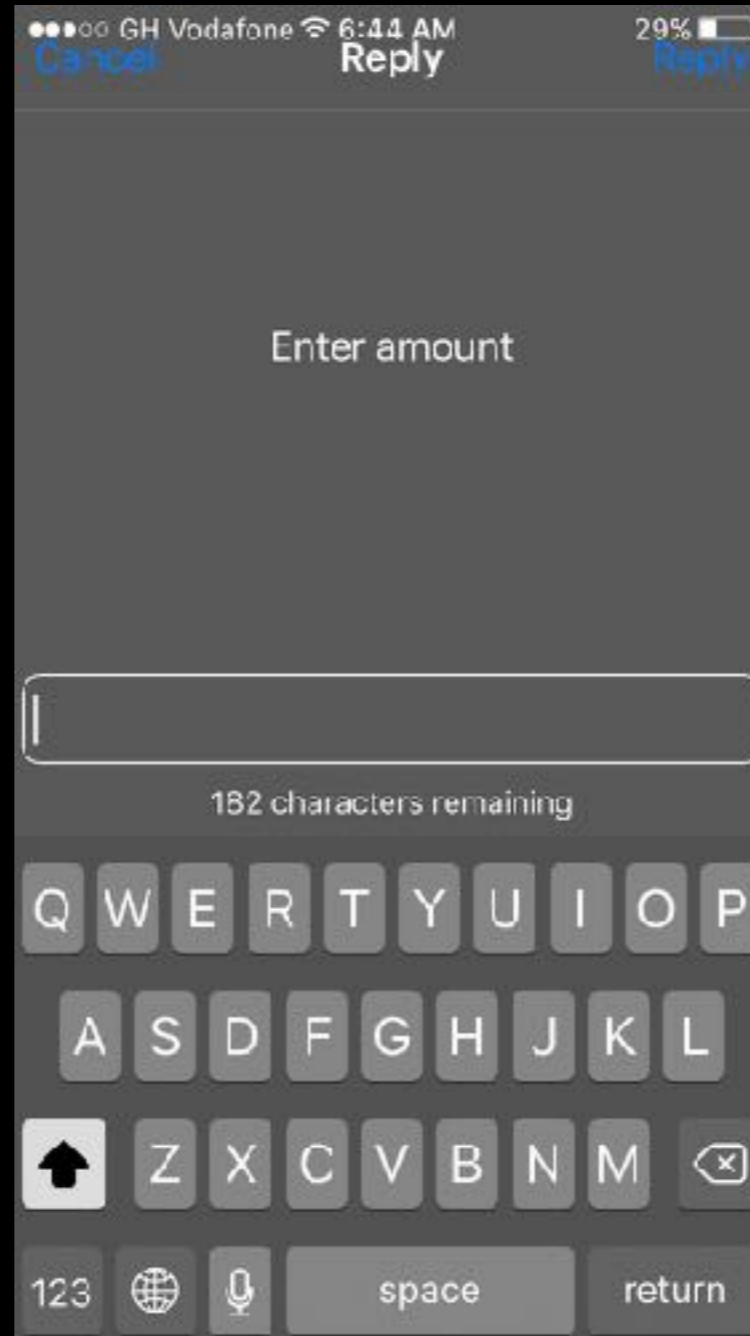
Education & Usability



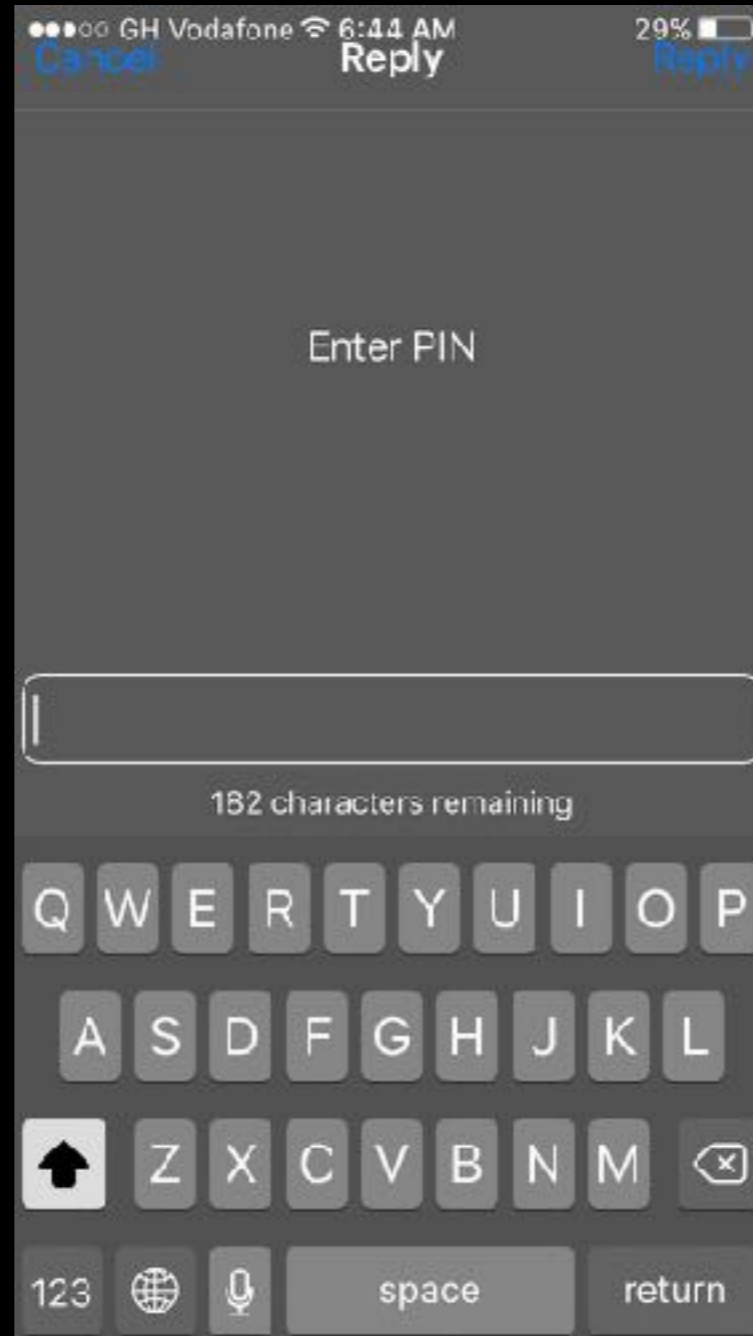
Education & Usability



Education & Usability



Education & Usability



Tariffs / Fees

TARIFF TABLE
TAR CODE - 100544

Customer Charges

Transaction (TZS)	Unit	Charges	Rate	Limit	Frequency
10000	100	No Charge	0.00	1000	1000
10000	100	No Charge	0.00	1000	1000
10000	100	No Charge	0.00	1000	1000
10000	100	No Charge	0.00	1000	1000
10000	100	No Charge	0.00	1000	1000
10000	100	No Charge	0.00	1000	1000
10000	100	No Charge	0.00	1000	1000
10000	100	No Charge	0.00	1000	1000
10000	100	No Charge	0.00	1000	1000
10000	100	No Charge	0.00	1000	1000

Other Transactions

Transaction Type	Charge
Buy Airtime	No Charge
Buy Airtime (Prepaid)	No Charge
Buy Airtime (Postpaid)	No Charge
Buy Airtime (Prepaid)	No Charge
Buy Airtime (Postpaid)	No Charge

Bill Payment

Transaction Type	Charge
Bill Payment (Prepaid)	No Charge
Bill Payment (Postpaid)	No Charge
Bill Payment (Prepaid)	No Charge
Bill Payment (Postpaid)	No Charge

Customer Fees AGENT CODE 105053

***FREE**

- Deposit Cash (Only for TigoCash Account)
- Withdraw Cash (All as registered customer)
- Buy Airtime
- Mini Statement
- Change PIN

Transaction Amount (TZS)	Withdraw Cash	Send Cash with Tigo Cash			
		Send Cash to Self	Send Cash to Other	Send Cash to Other (Prepaid)	Send Cash to Other (Postpaid)
1.00-50	0.80	0.50	1.30	2.00	0.80
51-100	1.50	1.00	2.50	4.00	1.50
101-250	2.80	1.50	4.30	8.00	2.50
251-500	4.00	2.00	6.00	17.00	3.50
501-1000	6.00	2.50	8.50	-	-

Dial *110# for Tigo Cash

Please call 110 for TigoCash and 110 for TigoCash for more information regarding the application.

tigocash  Love it.

Vodafone (left) and TigoCash (right) tariff tables

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

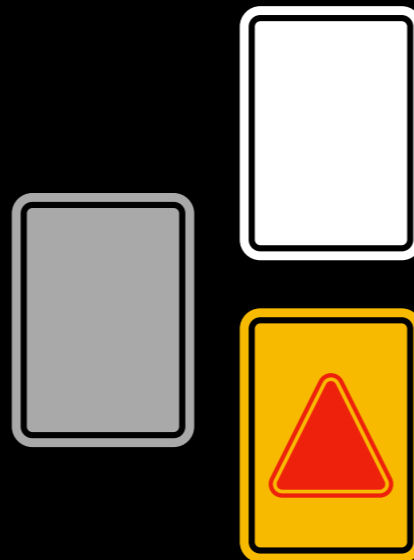
- Default and Backup/Emergency Accounts
- Actively suppressed used of MM account

Use Cases



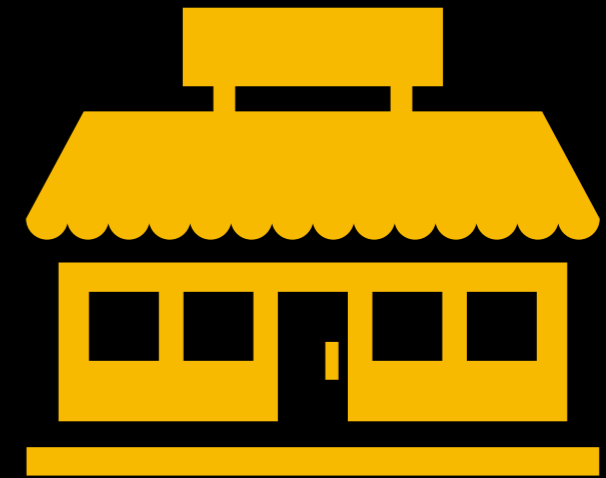
Sending Money to Friends and Family

Out of Country
Children
School Fees
Borrowing Money



Backup Accounts

Emergency Accounts
Default Accounts

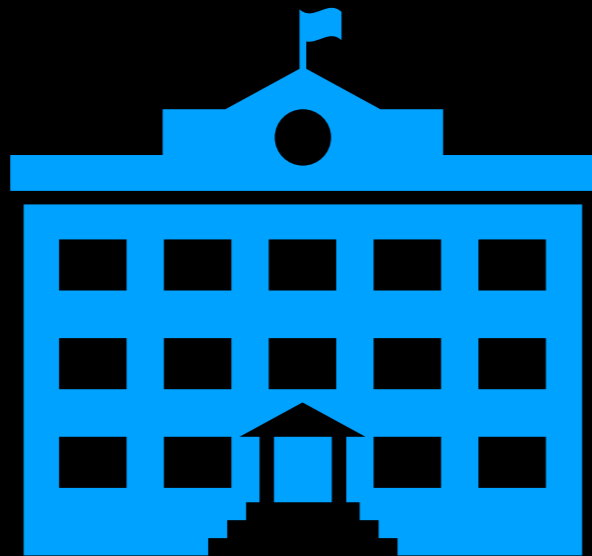


Business

Accept MM Payment
MM Partern

Looking Forward

Value-Added Services



School Fees



Fair Business Transactions

Acknowledgements

Special Thanks to:

Samia Ibtasam

Richard Anderson

Trevor Perrier

Shrirang Mare

Sam Castle

Chris Rothschild

Araba Sey

UW Department of African Studies

UW DFSRG