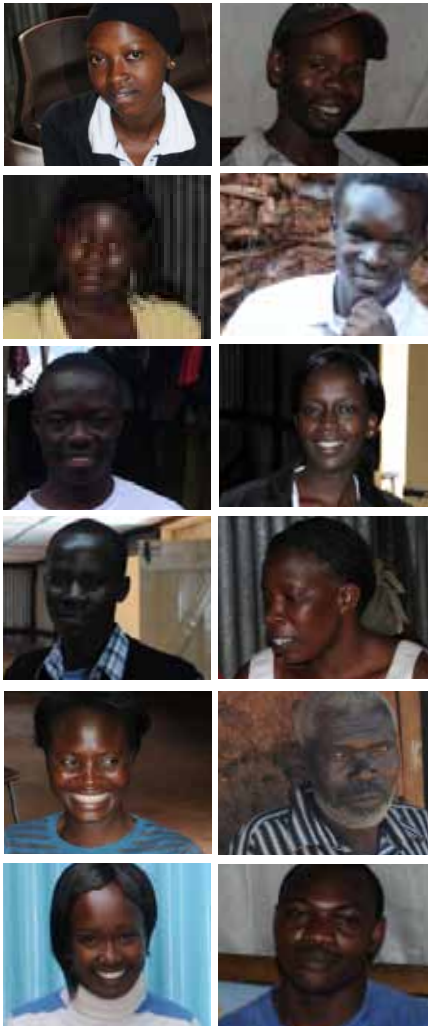


## Participant Overview



## Some facts about the people we interviewed

12 participants

6 women, 6 men

Age range: 18- 50

All are BOP (bottom of pyramid)

All live in Kibera, Kenya

None own a mobile phone

Some may have a SIM card

Some borrow a phone and pay their friend for minutes

Some, but not many, use Simu ya Jami

Most have limited to no access to the internet

Mobile phone is their primary mode of connection

From conversations and observations, we observed the following core needs, as they relate to both life and mobile phones.

MXShare is a superior product because it enables the following:



## Pride

Provides a log-in instead of swapping SIM cards, the incentive to the lender gives the borrower a sense of helping the lender whenever he borrows a phone.



## Privacy & Security

There is no lingering data left on the lenders phone, mobile account is protected by a secure PIN and all calls and sms are sent to the subscribers individual mobile account.



## Identity

Each user has their own phone number, ability to send and receive messages, Friends recognize who is calling and Friends can save you as a contact.



## Education

Consistent navigation model with MXshare, Incentivized lenders can teach borrowers, supporting educational materials from MXShare.



## Enablement

No SIM, just as simple login, Contacts stored in the account, Willing, incentivized phone lenders, Broader network of lenders will ensure all borrowers can access mobile phones.



## Connection

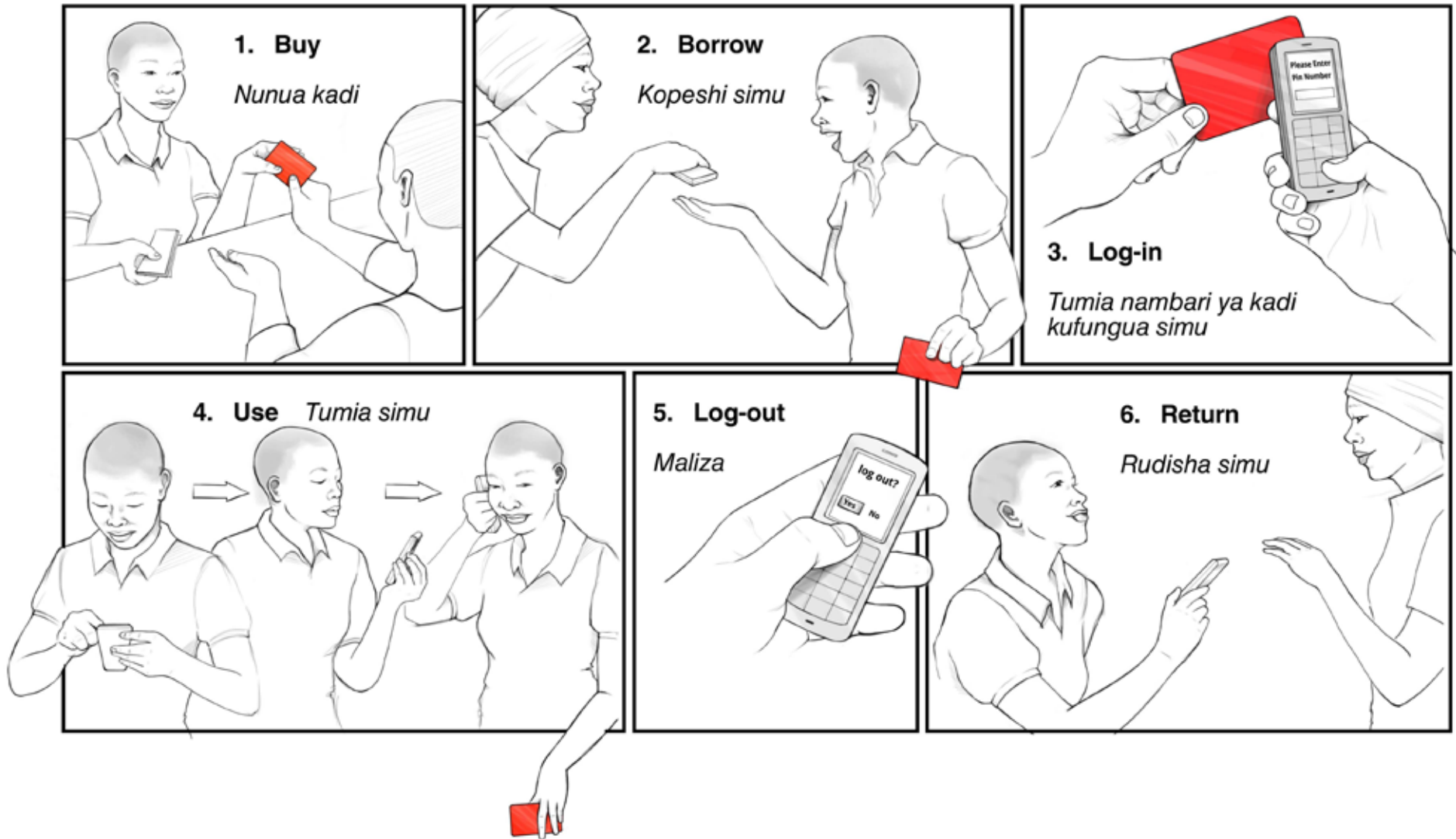
Welcoming community of lenders, stored contacts, messages and incoming calls, missed calls, and received calls are stored in your account only.

In the case of Kibera residents,  
a product that satisfies these needs, isn't only a successful product-

It ultimately provides empowerment to the disempowered.

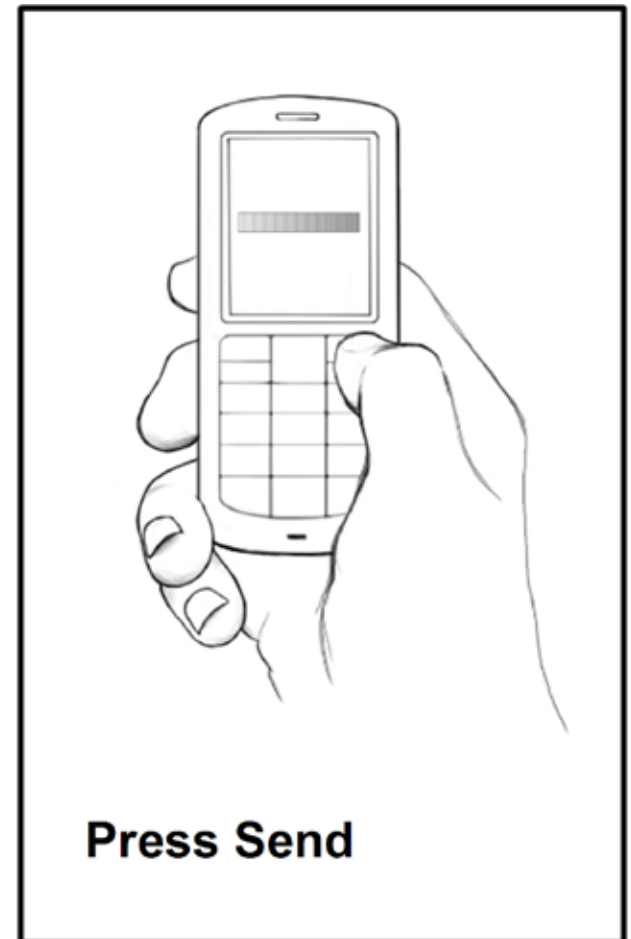
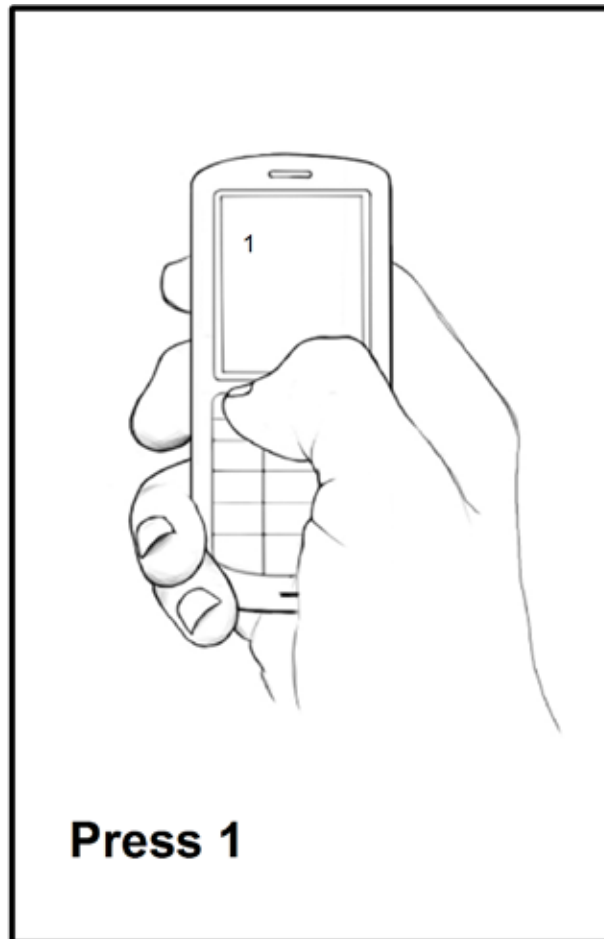
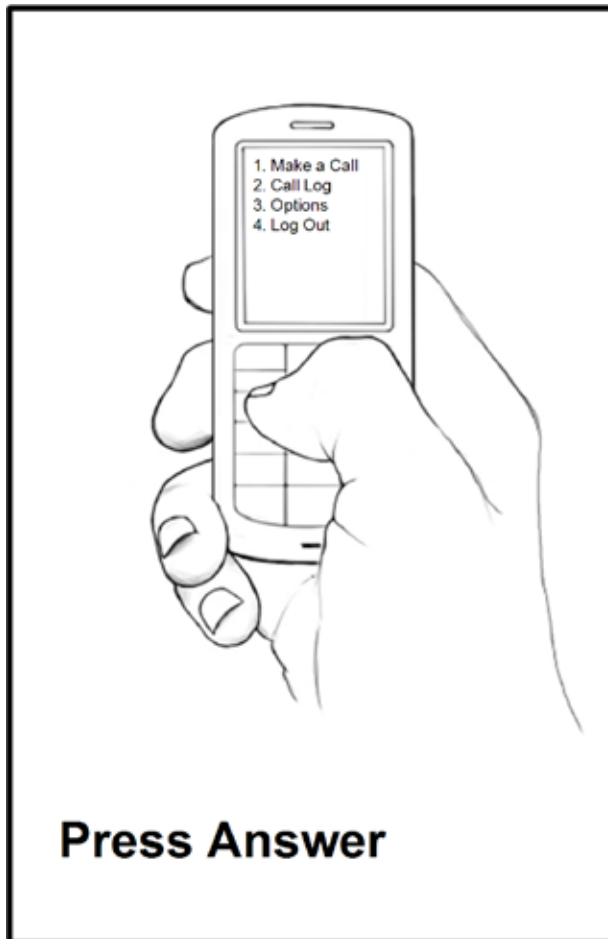
# MXShare Testing Assets: Concept Storyboard

Used by the frog research team to explain the concept to users  
Ideally used by the Movirtu small business owner to explain the concept to customers.



## MXShare Testing Assets: Usability Storyboard

Used by the frog research team to explain the “answer- number-send” protocol for usage.  
Ideally used by the Movirtu small business owner to explain the concept to customers.



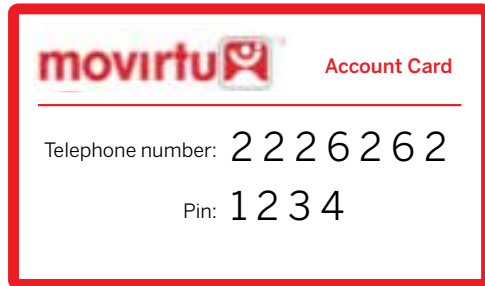
# MXShare Testing Assets: Account Cards

Used by the frog research team to quickly illustrate an Account Card and a Top-Up Card

## Account Card

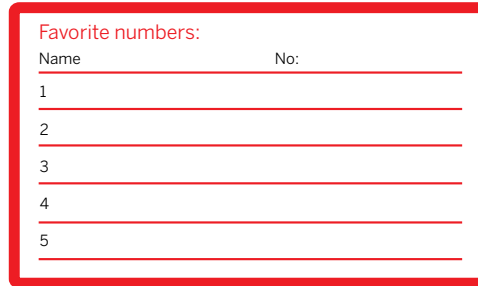
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Front: In English



Front of Account Card: The card features the 'movirtu' logo in red and black on the top left, followed by 'Account Card' in red. Below a horizontal line, the text 'Telephone number: 2 2 2 6 2 6 2' and 'Pin: 1 2 3 4' is displayed in black.

Back: Vertical




Back of Account Card: The card is titled 'Favorite numbers:' in red. It has two columns: 'Name' and 'No.'. Below these are five rows of input fields, each with a number 1 through 5 on the left side.

## Top Up Card

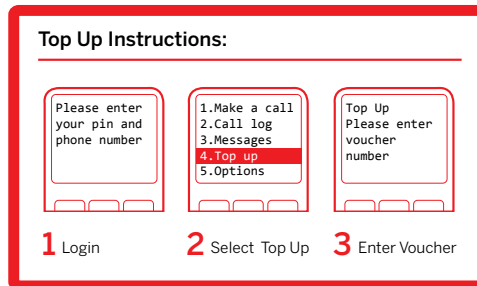
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Front



Front of Top Up Card: The card features the 'movirtu' logo in red and black on the top left, followed by '100 minutes' in red. Below a horizontal line, the text 'Voucher No. 2 2 3 3 4 4 5 5' is displayed in black.

Back



Back of Top Up Card: The card is titled 'Top Up Instructions:' in red. It contains three panels: 1. 'Please enter your pin and phone number' with a red border and a red bar at the bottom. 2. '1. Make a call, 2. Call log, 3. Messages, 4. Top up (highlighted in red), 5. Options' with a red border and a red bar at the bottom. 3. 'Top Up Please enter voucher number' with a red border and a red bar at the bottom. Below the panels are three numbered steps: '1 Login', '2 Select Top Up', and '3 Enter Voucher'.