

## Unlocking the Rural Market with User Centric Product Design

**Friday 9<sup>th</sup> October 2015, 11.45 – 13.45**  
**Crystal Towers Hotel, Century City, Cape Town**

This session will feature short presentations from mobile operators and other stakeholders actively working on Agriculture Mobile Financial Services. The GSMA mAgri Programme will launch a new toolkit designed for operators and service providers who want to follow a user-centred design process to understand their rural customers and design demand-driven products and services. The discussion will then focus on how to unlock the potential of rural market with user centric product design.

11.45 – 12:45	<p><b>Panel Discussion: Understanding Rural Customers through Human Centric Design</b> Moderated by: Natalia Pshenichnaya, GSMA mNutrition Programme Director Presentations (20 min) followed by Panel Discussion (40 min)</p> <p><b>Panellists:</b> Lilian Tse, Senior Program Manager, frog Fasahat Feroze, Insights and Innovation Partner, Telenor Pakistan</p>
12.45 -13:45	<p><b>Panel Discussion: Partnering for Scale: Spotlight on Agriculture Mobile Financial Services</b> Moderated by: Daniele Tricarico, GSMA mAgri Insights Manager Presentations (15 min) followed by Panel Discussion (45 min)</p> <p><b>Panellists:</b> Max Mattern, Financial Innovation for Smallholder Families, CGAP Laura Crow, Principal Product Development Manager, Vodafone Group Francis Matseketsa, Airtel Money Country Director, Airtel Malawi</p>