

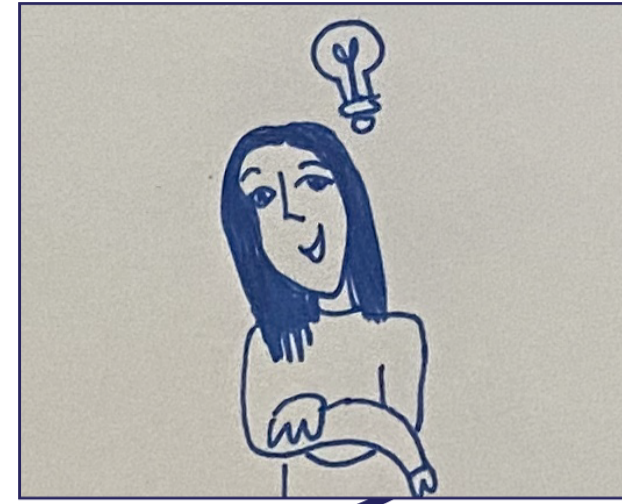
CUSTOMER JOURNEY



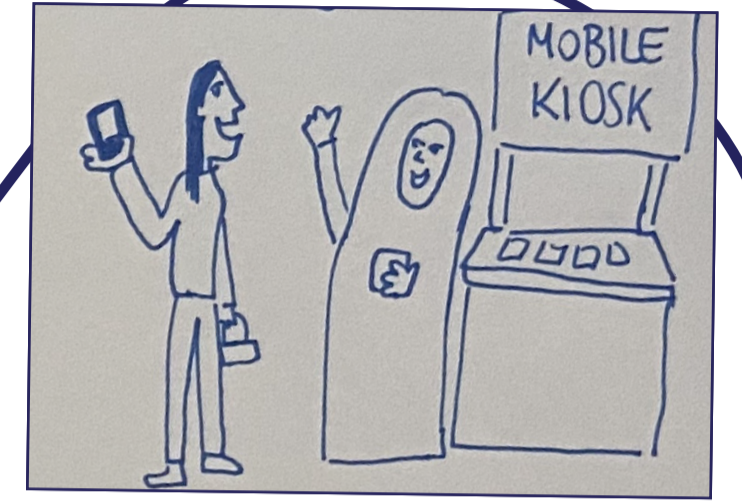
GRACE IS 43 YEARS OLD. SHE JUST BOUGHT A SMARTPHONE, SHE WOULD LIKE TO USE THE MPESA APP ON IT BUT SHE IS NOT VERY CONFIDENT IN DOWNLOADING AND USING APPS.



GRACE ASKS HER SON TO HELP HER DOWNLOAD THE APP AND TO TEACH HER HOW TO USE IT. HOWEVER, HE IS VERY BUSY AND NOT ABLE TO HELP HER AS MUCH AS SHE NEEDS.



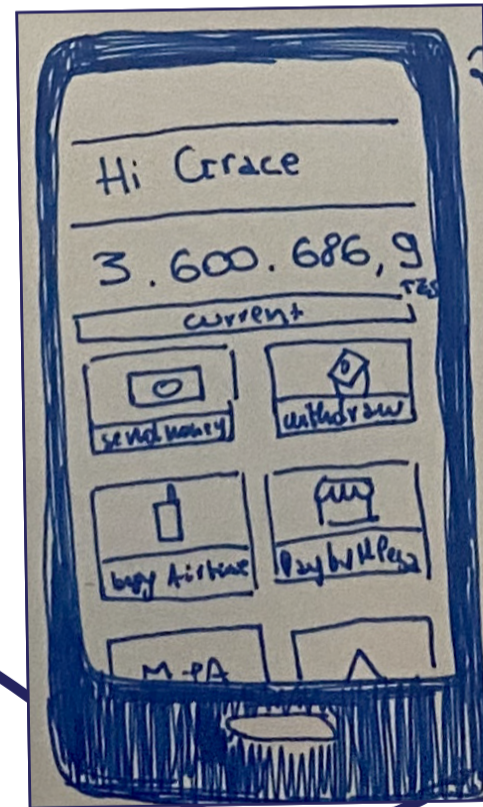
GRACE RECALLS THAT HER FRIEND, AMIRA, HAS A LOT OF DIGITAL KNOWLEDGE AND HAS A MOBILE KIOSK NEARBY.



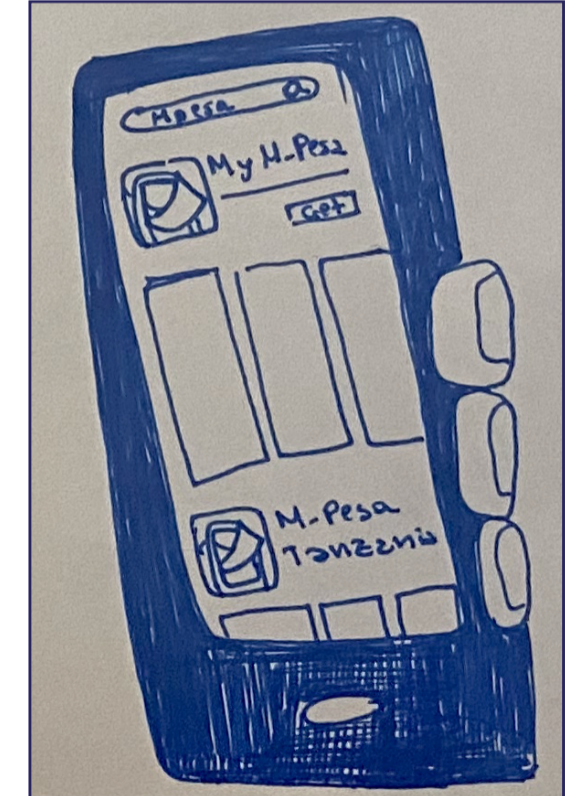
GRACE GOES TO AMIRA'S KIOSK TO GET HELP INSTALLING THE MPESA APP AND IN UNDERSTANDING HOW TO USE IT.



AMIRA OFFERS TO SEND AN SMS TO GRACE WITH ALL THESE INSTRUCTIONS GRACE NEEDS, AND TELLS GRACE SHE CAN ALWAYS COME BACK FOR A TOP-UP TRAINING OR SUPPORT FOR A SMALL FEE.



2. GRACE USES THE MPESA APP TO TRANSFER AMIRA THE MONEY FOR THE TRAINING SHE PROVIDED TO GRACE.



AMIRA SHOWS GRACE THE FOLLOWING STEPS TO USE THE MPESA APP:
1. DOWNLOAD THE MPESA APP FROM THE GOOGLE PLAYSTORE
2. NAVIGATE THE APP TO USE DIFFERENT FUNCTIONALITIES