**Deliverable 2: Enhanced Mobile Money Platform UI (Mobile + USSD)**

**Description:**

This deliverable focuses on revamping the user interface and user experience for both smartphone and feature phone users. It includes UI/UX redesign, accessibility improvement, and customer journey optimization for the Safaricom M-Pesa platform.

**Components:**

* **Mobile App (Android/iOS):**
  + Redesigned dashboard with smart shortcuts for frequent transactions
  + Improved authentication flow (FaceID, fingerprint, MPIN fallback)
  + Push notification integration for real-time transaction updates
* \*\*USSD Interface (e.g., \***334#):**
  + Streamlined menus and reduced interaction steps (from 6 to 3 in key journeys)
  + Local language support (Swahili, Sheng options)
  + Dynamic menu rendering based on user profile

**Techniques and Tools:**

* **Figma** for prototyping UI elements.
* **User testing labs** in Nairobi and Eldoret (urban + rural coverage).
* Safaricom internal analytics (from MySafaricom App usage) to define top journeys.

**Complexity and Relevance at Safaricom:**

* Requires **support for over 20M USSD users**, many on feature phones.
* Must comply with **accessibility requirements** (e.g., vision impairment options).
* Balancing **legacy device support** and modern smartphone features.
* Collaboration between **external UI/UX vendors** and internal DevSecOps teams.