

Mobile Phone Accessibility for Illiterate Moroccans

Our goal was to help working illiterate Moroccan adults use their mobile phones independently. As project manager on a team of four U.S. and three Moroccan students, I led the design process through user research, problem definition, prototype iteration, and pilot testing.

Problem Definition

Illiterate users struggle to unlock their phone, find the contact's number, dial the number, add contacts, and add minutes. We focused on finding and dialing contacts because these needs are more time sensitive.

Landscape



Abdelrahim
auto mechanic



Fatima
baker



Mohamed
bicycle mechanic

90% of illiterate mobile users store contacts written on notebooks or cardboard scraps.

Solution Prototype

