**MOBILE APP STATUS REPORT**

1. **BACKGROUND**

One of the Authority’s key mandates is leveraging technology to drive efficiency in the capital markets value chain. In the spirit of innovation and continuous development, the Education, Awareness and Certification department decided to tap into the mobile application niche as a means of creating awareness. This was intended to be achieved through development of a Capital Markets Mobile Application in line with the current Investor Education Strategy with respect to Leveraging technology.

The user department submitted a proposal to hold an internal mobile app competition to receive ideas which was approved, and the process initiated in February 2020, where the department sent a message to all staff requesting them to participate in an internal mobile application concept competition. Ideas from the top three winners were combined and summarized for purposes of developing the mobile application. The idea was to have a soft launch internally as the system continued to be developed and optimized before an external launch slated for October 2022 as part of post-World Investor Week 2022.

1. **OBJECTIVES OF THE CAPITAL MARKETS MOBILE APPLICATION**

The main objectives of the Capital Markets Mobile Application are to:

1. Provide access to Capital Markets Authority / capital markets services via a mobile platform.
2. Provide information in an interactive nature with an edutainment element to the users.
3. **APP FEATURES**
4. Sign in feature to get personalized experience in modules such as scavenger hunt and saving tool.
5. News and alerts feature for publicizing emerging issues in the capital market space.
6. Provision of information on the different investment products available.
7. Direct links to approved institutions and market intermediaries for users to open trading accounts and trade.
8. Access to real time market statistics.
9. Whistle blowing and complaints report feature.
10. Savings and investment tracking tool with an option to set weekly, monthly, annual challenges on savings & investment.
11. Financial education aspect, with short clips and brochures to provide education and curated updates on the developments from the Capital Markets Authority, NSE and CDSC.
12. **APP UPGRADES**

The following are upgrades done to app in the past six months.

1. Introduction of app feedback feature where users can rate and review the app.
2. Enhanced look and feel.
3. Introduction of a visitor counter feature.
4. Fixed incompatibility issues with the IOS version of the app.
5. Updated links to intermediaries so that users can land directly on the area to sign up for online services.
6. Enhanced timing for visibility of the app when the app icon is tapped.
7. Updated obsolete data and removed redundant ones.
8. **APP SECURITY**

The android version of the app is currently hosted under a new google developer account. The initial developer account was compromised, and we were unable to recover it. The new developer account gives us full control of the Playstore console with regards to two factor authentication, recovery email and managing developer accounts. The IOS version is hosted in Appstore, and we have the full control of the developer account. Thes new privileges will enhance security and integrity of the app.

In terms of user privacy, we do not collect any user data apart from email address for purposes of authentication for those who want to sign up for services that require login.

1. **Availability**

The app is available as CMA KENYA both on Playstore and Appstore. The link to the IOS app is <https://apps.apple.com/ke/app/cmakenya-ke/id1611505620> while the one for android is <https://play.google.com/store/apps/details?id=ke.or.cma>.

1. **Challenges**

One of the biggest challenges during development is lack of an IOS environment where one can make updates to the app and deploy it to the Appstore. So, currently we have to share an iMac with another department, and this can be frustrating at times.

1. **Recommendation**

ICT should acquire its own iMac so that updates can be done in a timely manner.