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**INTERNAL MEMO**

T0 : Director, Technology Research and Knowledge Management

Thro : Senior Manager, ICT & SO – Enterprise Systems

From : Temporary Assistant Software Developer

Ref : CMA/ICT/APP/01/2023

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RE **: 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 requested ICT department to explore the use of mobile application niche as a means of creating awareness. To this end ICT proposed to develop a Mobile Application to target the younger generation.

The user department provided a proposal to hold an internal mobile app competition to receive ideas which was approved by the CEO. The process was initiated in February 2020, through a competitive concept competition by all staff. The top three concepts were combined and summarized to come up with the idea of how the application would look like. The proposed road map was to be undertaken in two phases. The first phase was to actualise the concept and implement a basic information application while phase two was to enhance the application by making it more interactive.

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. **Phase I Features**
4. Security features; controlled access through registration and signing in before gaining access to the application. Those details would allow personalized experience in modules like 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. **Phase II Features**

Phase two targeted the following features,

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 App was scanned for vulnerability, and it was ensured that is has sufficient security features that can protect the Authority from hackers and malicious access where personal data can be compromised and abused which can cause serious reputational damage. A scan was conducted for vulnerability, and it passed the minimum requirements for publishing in the two platforms. The user privacy compliance has also been considered and clear terms and conditions are acknowledged and approved by the users before any data is collected.

There was a downtime in the android version of the app because previous developer account holders may have engaged in activities that infringed on google play policies leading to the removal of the app on playstore. To solve this, we created a new google developer account and the app was reinstated.

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**

The major challenge during development was the lack of IOS development environment. A shared resource is available with the Corporate Affairs and International Relation team. However, access to the desktop has been highly restrictive. A dedicated resource would be useful to minimise frustration during development.

1. **Recommendation.**

The objectives of the App having been met; it is recommended for official Launch to the general public through the Investor Education & Certification team. The Mobile Application will be launched both on the Android and the IOS platforms. Secondly, it is recommended for the ICT department to acquire a dedicated working tool, Macintosh (iOS Computer) for development and enhancement of the App for the iOS platform. The developers have gained good experiences and skills sets through the development of phase I and phase II of the Mobile Application. This can be utilised further to develop more Mobile Applications for the Authority as we leverage on technology to reach to the younger generation and those in the diaspora.

1. **Action required.**

This is for your information and to notify you that ICT is ready and prepared for the official launch of the CMA Mobile App.

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