DIGITAL SKILLS & LITERACY TRAINING

FOR CONSUMER ONLINE BANKING SERVICES IN LESOTHO

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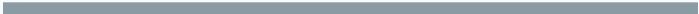July, 2023

Contents
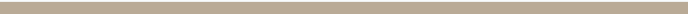
INTRODUCTION

About Lesotho

Lesotho is a **small mountainous country in Southern Africa and completely landlocked by South Africa** with a population of about 2.2 million people.

Lesotho was unified under the rule of King Moshoeshoe I, who founded the Basotho nation. It is home to the **Basotho people who have a rich cultural heritage.** They mainly speak **Sesotho and English** as a second language.

It is currently a **constitutional monarchy and is ruled by a king who is the Head of State, and a Prime Minister** as the Head of Government.

https://www.youtube.com/watch?v=CSgWuIXzwQ4

Lesotho demographic profile

Total population
2.2 million

- **70%** reside in rural areas
- **30%** reside inurban

GDP (2021)
US 2.4 billion

51% female
49% Male

1.5 million
adults 15 years & older

22%
Total population aged 15-24 years (2022)

32%
Individuals living below international poverty line

80%
Literacy Rate (2022)

Lesotho Economy

Lesotho has been affected by multiple shocks, which have constrained growth. Its development prospects are affected by the **challenging global environment characterized by the war in Ukraine, rising global geopolitical tensions, climate change, and the abating COVID-19 pandemic.** Political instability has contributed to its weak economic performance.

The economic activity is **expected to pick up in 2023,** underpinned **by the construction sector and in the mining industry.** GDP is expected to expand by 2.6% in 2023, 3.1% in 2024, and 3.3% in 2025.

The **agriculture and the services sectors are also expected to drive growth.** The services sector is expected to benefit from the positive spill overs of the construction sub-sector.

Poverty levels are estimated to remained high at 34.7% in 2022 (based on $2.15/person/day, 2017 purchasing power parities [PPP] terms). Other factors, **such as rising food prices, limit poverty reduction.**

Problem statement

The future of economies will defined by the widespread adoption and effective implementation of digital technology, crucial for their success on the global stage and the enhancement of citizens' quality of life. Despite this potential, various obstacles, **notably the lack of digital literacy and skills, are impeding progress. This is particularly evident in nations like Lesotho, which must strategically invest in the foundational components of their digital economy to remain competitive.**

Recognizing the pivotal role of financial inclusion in its development and poverty alleviation goals, Lesotho places significant emphasis on this aspect. However, **the challenge lies in the inadequate digital skills prevalent among the Basotho population.** This concern is particularly pressing for banks in Lesotho, as they have endeavored – albeit with limited success – to introduce digital banking services to their customers.

Research Question

What **would an effective, transformative digital skills and literacy training program for online banking for students in Lesotho ages 15 to 24,** (now accustomed to cash or traditional banking services) look like in Lesotho?"

1. How would it operate?
2. How will it be funded?
3. How might it be delivered?
4. How will it significantly increase adoption of digital banking services over time?
5. Who might it benefit beyond the students?
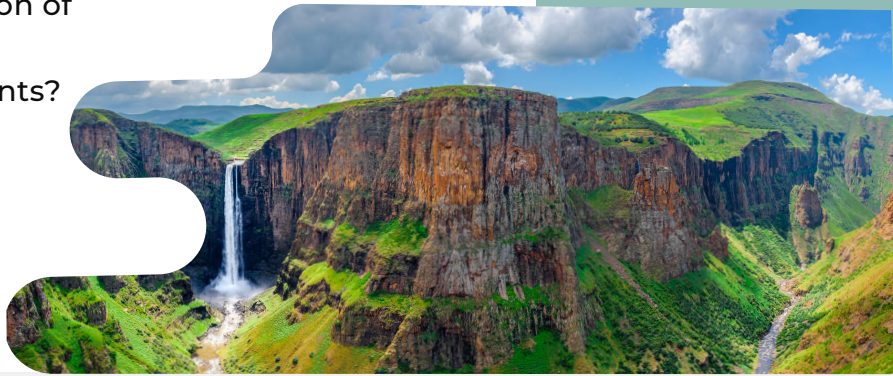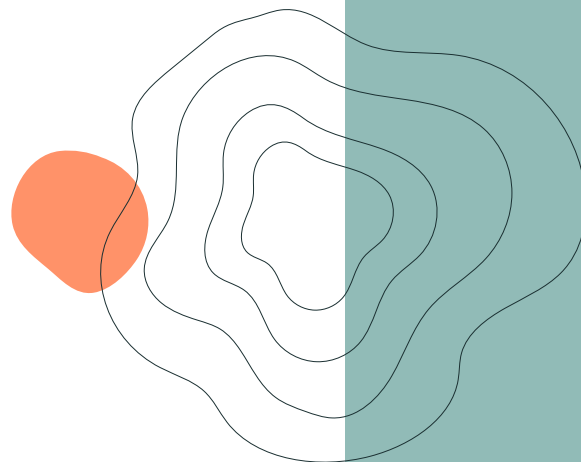
Objectives

1. Design **a mobile phone-based platform digital literacy training program** that will educate and influence the usage of digital banking services amongst High school and university students between the ages of 15-24 in Lesotho.

2. Determine the specific digital skills and literacy requirements necessary for effective digital banking usage.

3. Identify the most effective instructional methods, tools, and resources for delivering digital skills and literacy training.

4. To contribute to the promotion of financial inclusion and empowerment of students in Lesotho ages 15 to 24 through enhanced digital skills and literacy for online banking.

Design Process/Method

ANALYSIS
principles
SYNTHESIS
ABSTRACT
Frame **INSIGHTS**
Explore **CONCEPTS**
Frame **SOLUTIONS**
Sense **INTENT**
UNDERSTAND
MAKE
observations
plans
Know **PEOPLE**
Know **CONTEXT**
Realize **OFFERINGS**
RESEARCH
REAL
tests
REALIZATION

The Design Innovation Process adapted from Vijay Kumar: "101 design Methods", 2013

SENSE INTENT

What's currently happing in the world of digital banking and digital literacy training.

Before jumping straight into the project, I'll begin by looking at the changing world around us: the key facts and trends surrounding the field of digital banking and digital skills training.

1. **Sense Intent Statement**

2. **Definition of terms**

3. **Digital Banking worldwide**

4. **Importance of general digital banking**

5. **Digital literacy and skills worldwide**

6. **Importance of digital Literacy and skills**

7. **Learning and development trends**

Sense Intent Statement

To **empower students in Lesotho ages 15 to 24, who are accustomed to cash or traditional banking services, through a transformative digital skills and literacy training program for online banking.**

The research seeks **to understand their digital skills level, attitudes, and barriers towards online banking adoption, with the goal of designing an effective, user-centered training program.**

By equipping students with essential digital skills and boosting their confidence in using online banking services, the **project aims to foster financial inclusion, digital empowerment, and facilitate a smooth transition towards a more accessible and secure financial landscape.**

Definition of terms

DIGITAL LITERACY:

"It is the ability to use information and communication technologies to find, evaluate, create, and communicate information, requiring both cognitive and technical skills" (Digital Literacy Task Force, 2011)

MOBILE MONEY

Mobile money is a wallet that anyone can open if they have a national identity number (ID), SIM card and a personal mobile phone. It allows users to store, send, and receive money using their mobile phones, and does not require the Internet to perform transactions. The value of money is stored virtually (e-money) in an account linked to a SIM card. Such transactions are compatible with basic phones and do not require internet access or smart phone (The Health Finance and Governance, 2013).

DIGITAL BANKING

Digital banking combines traditional banking and transaction are conducted using the Internet. It provides regular banking services, but on a computer via a web browser or a smartphone via an app. Digital banking eliminates the need to visit a physical branch

Digital Banking worldwide

TYPES OF
DIGITAL FINANCIAL SERVICES

01 CARDS

02 ATMS

03 APIS

04 E-WALLETS

05 POS TERMINALS

06 INTERNET AND MOBILE BANKING
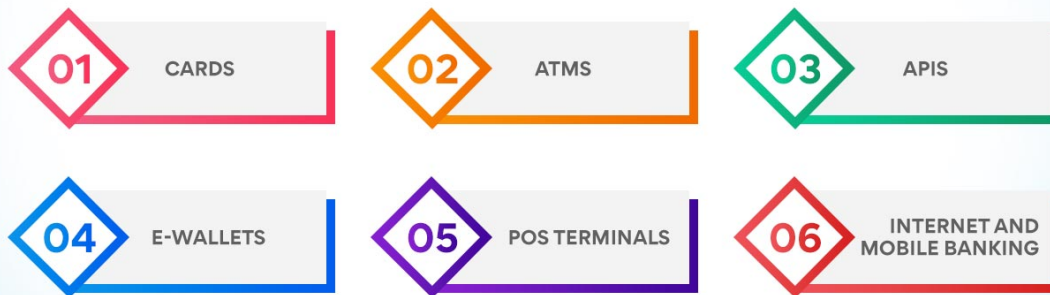
Everything is going digital and so are financial services.

Gone are the days when you had to carry money when going out. **A mobile phone is sufficient to take care of all your daily financial needs.** All banking services are within your palm. There is no need to go to a bank to get your transactions done.

Digital Banking worldwide

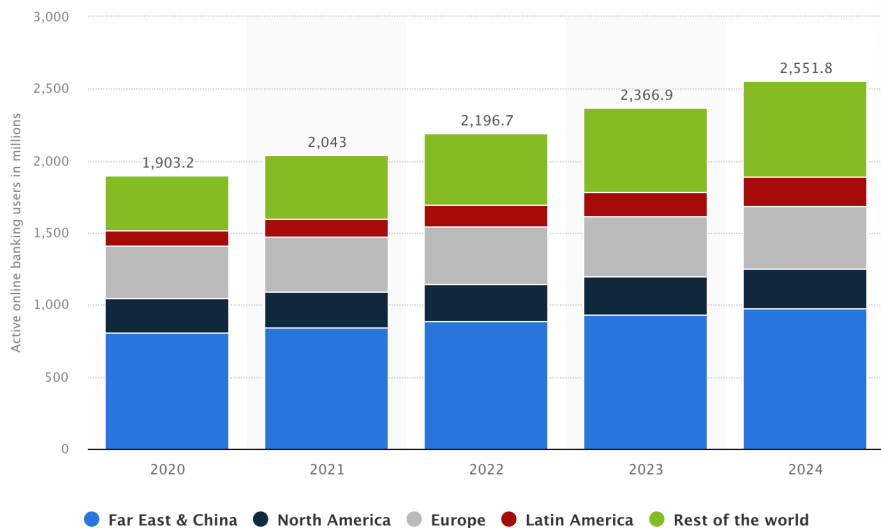### Number of active online & digital banking users worldwide in 2020 with forecasts from 2021 to 2024, by region (in millions)

Active online banking users in millions

- Far East & China
- North America
- Europe
- Latin America
- Rest of the world

© Statista 2023

The use of online and digital banking **is expected to increase steadily, with the Asian market being the largest.** This figure is predicted to reach nearly one billion by 2024.

Although **Asia was the largest market for online banking in 2020, the countries with the largest online banking penetration rate were all European.**

53% of the world's population will access digital banking services in 2026; reaching over 4.2 billion digital banking users, from 2.5 billion in 2021

Importance of general digital banking

1. Digital financial services (DFS) are a critical **enabler of a digital economy**

2. Increased **Financial Inclusion, accessibility and reduction in Poverty**

3. Efficient and improvement in access to **finance for Micro, Small and Medium Enterprises (MSME) to finance, and broaden prospects for job creation.**

4. DFS **can provide individuals and households with convenient and affordable channels through which to do transactions**

5. Security And Privacy measures to **protect users' financial data and prevent fraud**

Digital literacy and skills worldwide

Digital literacy has **become indispensable for every global citizen,** whether **to communicate, find employment, receive comprehensive education, or socialize.**

Acquiring the right set of digital skills is not only important **for learning and workforce readiness but also vital to foster more open, inclusive, and secure societies.**

People expect the internet to remain integral to their lives. 60% of global respondents in the Digital Citizenship Report said t**he internet became more significant in their lives due to the global pandemic.**

https://www.avast.com/c-digital-literacy
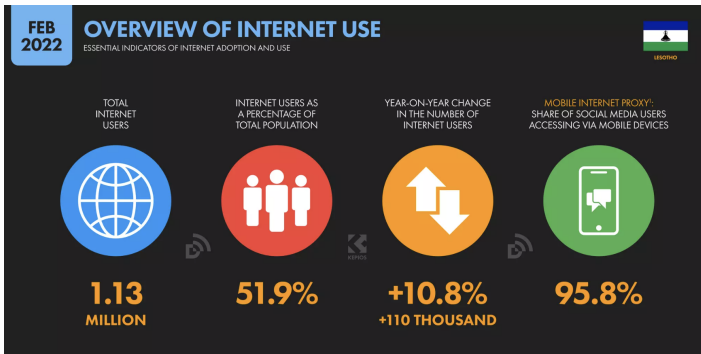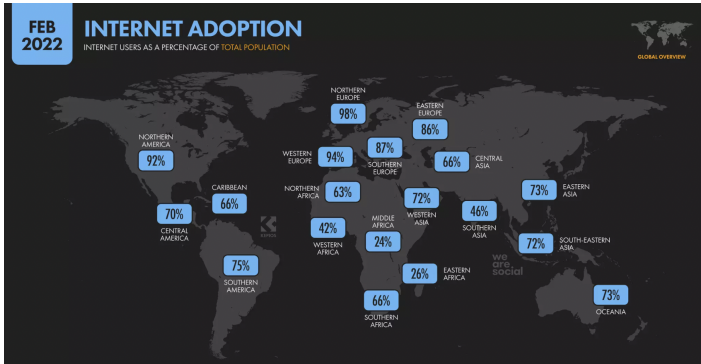
Digital literacy and skills worldwide
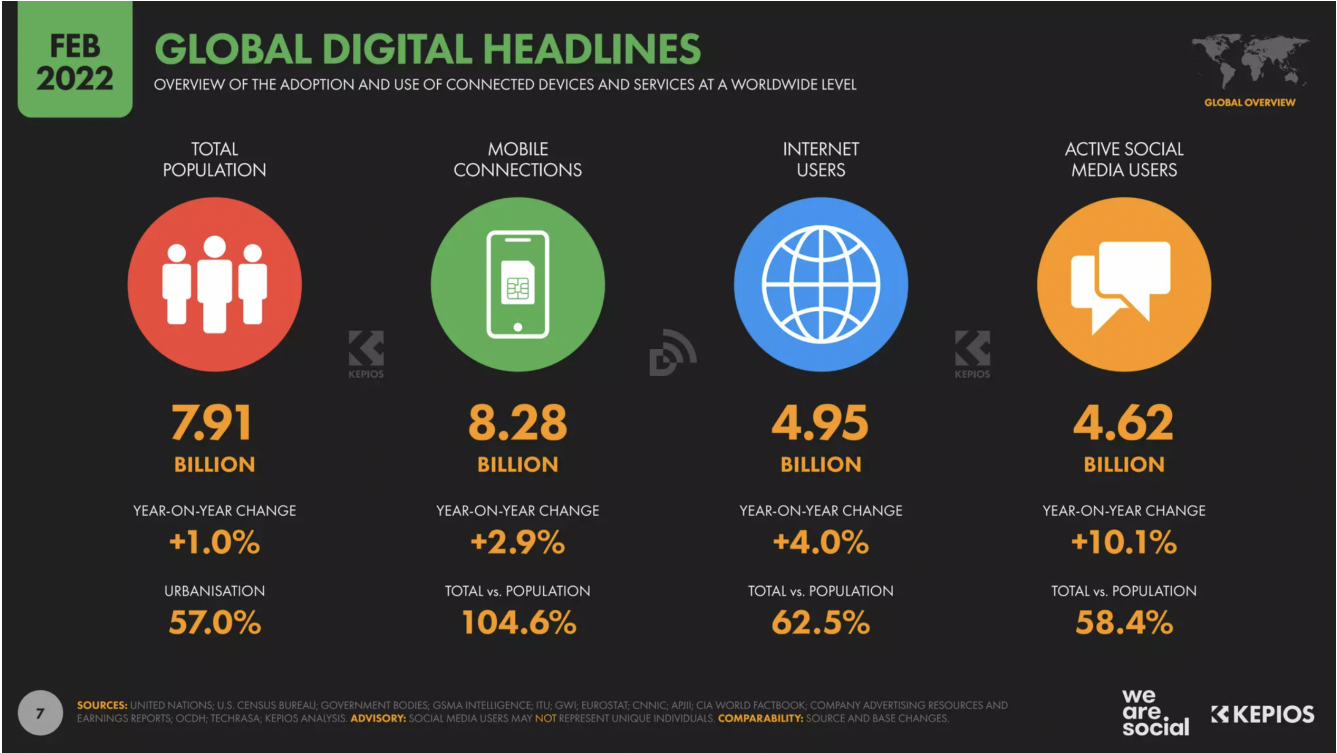
Digital literacy and skills worldwide

Increasing number of internet usage

4.6 billion people, or more than half of the world's population, have access to the internet. And that **number is growing rapidly**, with roughly 700,000 more people coming online every day

https://www.avast.com/c-digital-literacy

Digital literacy and skills worldwide

Not all internet users are created equal

Global internet usage trends show that **not all users have fixed broadband access in their homes or offices, relying instead on mobile phones to access the internet.**

Age is also a significant factor in someone's digital literacy, though digital natives and digital immigrants have their own unique literacy challenges.

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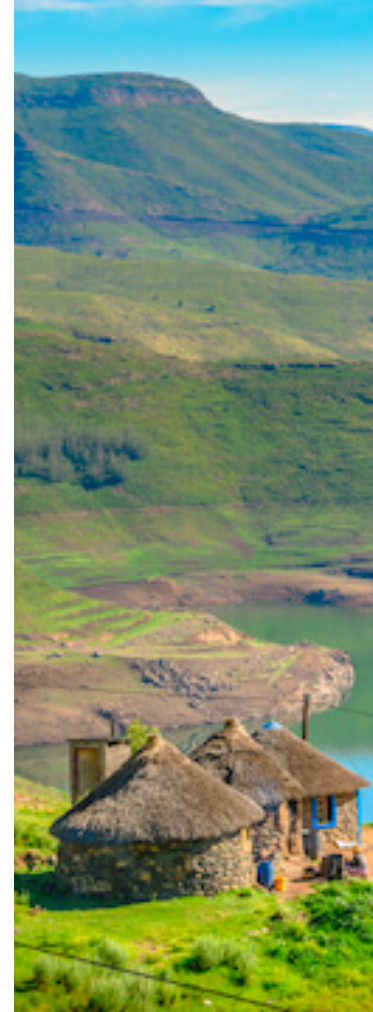
Digital literacy and skills worldwide

People expect the internet to remain integral to their lives

60% of global respondents in the Digital Citizenship Report said the internet **became more significant** in their lives due to the global pandemic. 1/3 of respondents said **they'd continue to do many activities online because they're used to it now.**

https://www.avast.com/c-digital-literacy

Digital literacy and skills worldwide

Older generations now rely on the internet & are more confidence using technology

One in five people, including 18% of people over the age of 65, **felt more confident using the internet, because they had to rely on it during lockdowns.** Only 7% of respondents reported finding it hard.

https://www.avast.com/c-digital-literacy
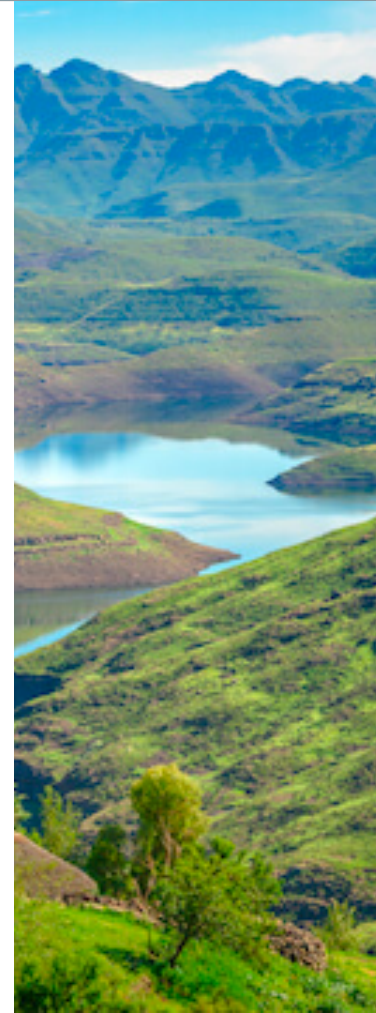
Digital literacy and skills worldwide

Digital literacy remains a concern for both digital natives & digital immigrants

Although people across all ages and from various backgrounds are coming online, **significant digital literacy challenges remain.** Older generations generally find themselves unable to learn to use the technologies as **quickly and easily as they might like**. And while younger generations that have grown up with these technologies can readily use them, they often **need more support in understanding the long-term consequences of their digital activities.**
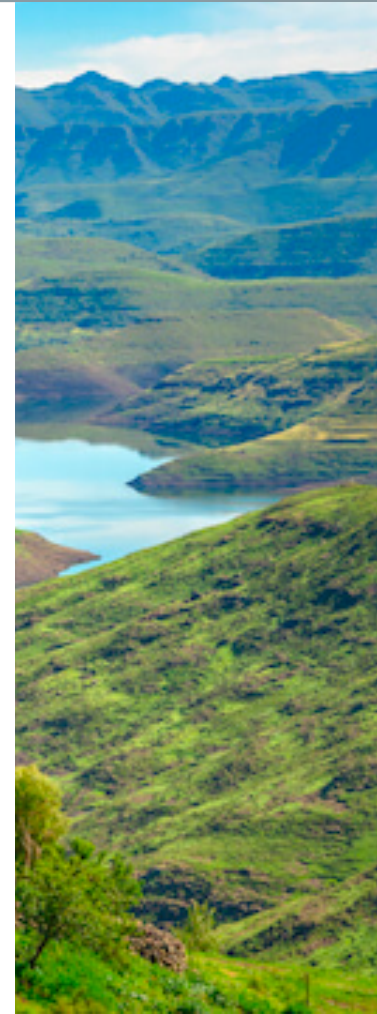
Importance of digital Literacy and skills
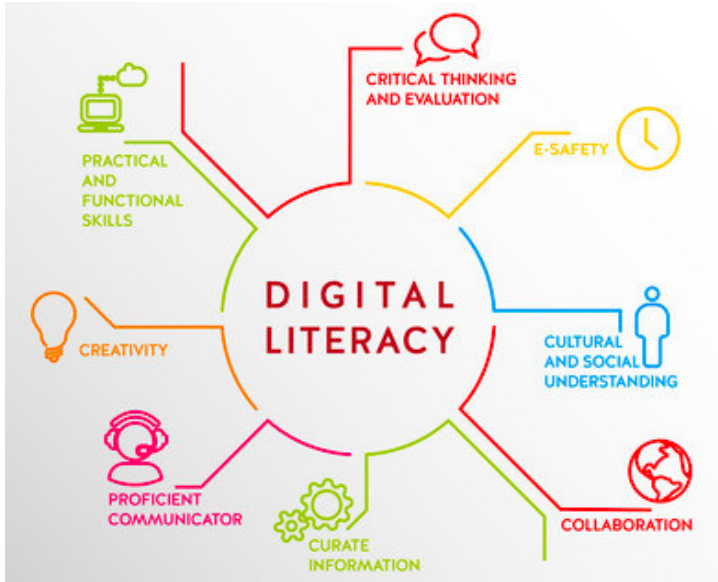
1. Improves communication

2. Make connections with friends, family, colleagues, or simply meeting more people

3. Enhances Problem-Solving Skills

4. Increases Efficiency

5. Improves Creativity

6. Better Time Management

7. Increase Online Safety

8. Improves Social Opportunities

9. Improve Digital Equity

10. Save time and money

Digital Learning and development trends

I read and analysed several articles on current and emerging digital learning trends and here is a summary:
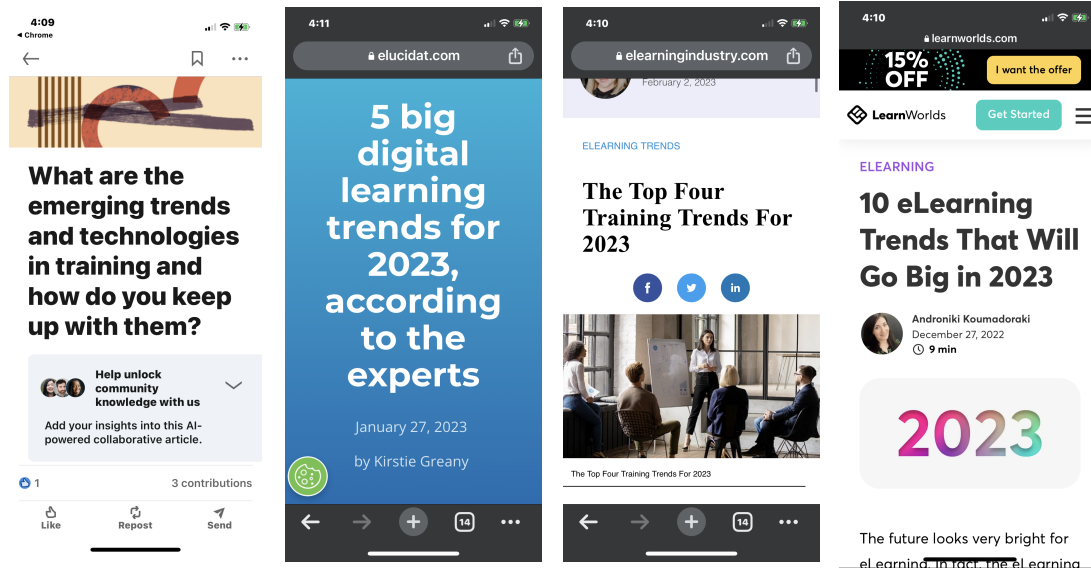
1. Virtual Training

2. Gamification & Interactive Content

3. Personalization And Individualization

4. Microlearning And Bite-Sized Content

5. Cultural Competency And Diversity

6. A Flexible Learning Platform

7. Learning Experience Platforms

8. User-generated content

KNOW CONTEXT

**What's the current state
of digital banking and digital
literacy in Lesotho.**

After a look at the broad topic of the digital industry,
I'll take a much closer look into the digital industry in
Lesotho and how it compares to the rest of the world.

Understanding the Problem

1. **Internet use in Lesotho**

2. **Financial Sector in Lesotho**

3. **Digital Financial services in Lesotho**

4. **Challenges to digital adoption in Lesotho**

5. **Digital literacy and skills in Lesotho**

6. **Lesotho Youth**

Internet use in Lesotho

NETWORK PROVIDERS

There are **2 mobile network operators** in Lesotho

NETWORK COVERAGE

5G network does not yet exist in Lesotho (as of 2021). The penetration rate of 4G, with at least LTE speed is at 85.09 %.

Voice and Data Coverage Map

90% 3G coverage (2022)

Legend:
- LTE
- 3G
- 2G
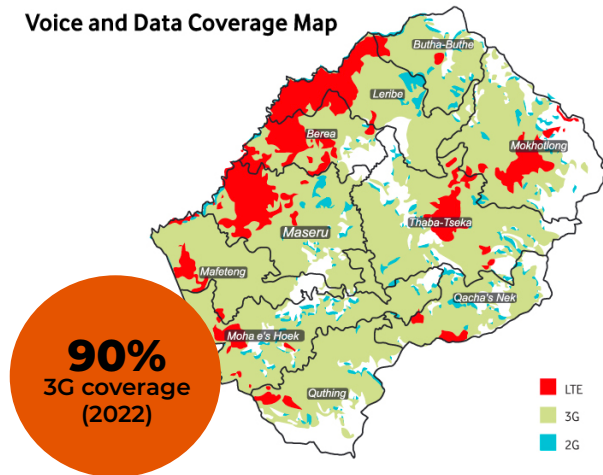
INTERNET ACCESS

Compared to the rest of the world Lesotho is massively lagging behind in the development of telecommunication.

48% of population has internet access

0.35% have their own fast broadband internet connection

52% internet penetration rate

86% use smartphone for internet access
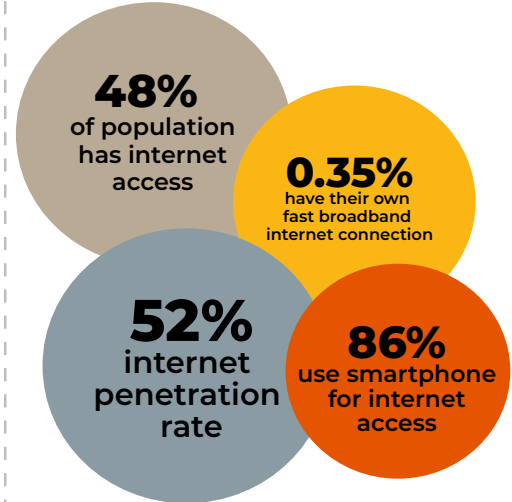
Internet use in Lesotho

INTERNET USAGE

Internet users increased by **11 thousand** (+1.0 %) between 2022 and 2023

1.13 million
51.9 % internet users (2022)
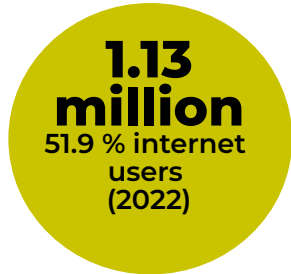
1.21 million people in Lesotho did not use the internet at the start of 2023, suggesting that **52% of the population remained offline** at the beginning of the year.

ELECTRICITY ACCESS

Only **47%** of the population has access to electricity. In the rural areas, only **11.4 %** have access to power

47%
of the population has access to electricity
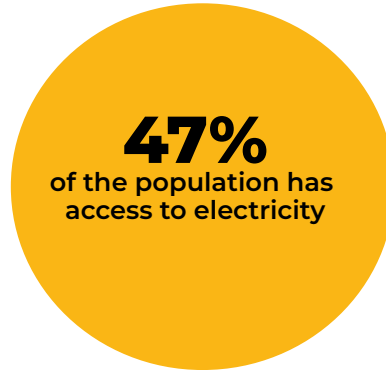
WEB TRAFFIC BY DEVICE

The Percentage of total web pages served to web browers tunning on each kind device.

69.85%
mobile phone

29%
Laptop & Desktop

1.2%
Tablet

Internet use in Lesotho

Internet use in Lesotho

FEB 2022

AFFORDABILITY OF MOBILE INTERNET ACCESS

THE COST OF BUYING A SMARTPHONE HANDSET AND 1GB OF CELLULAR MOBILE DATA, AND COMPARISONS WITH AVERAGE MONTHLY INCOME

LESOTHO

PRICE OF THE CHEAPEST SMARTPHONE HANDSET (IN USD)

PRICE OF THE CHEAPEST SMARTPHONE HANDSET vs. AVERAGE INCOME

AVERAGE PRICE OF 1GB OF CELLULAR MOBILE DATA (IN USD)

AVERAGE PRICE OF 1GB OF CELLULAR MOBILE DATA vs. AVERAGE INCOME

$19.99   **22.2%**   **$2.66**   **2.9%**

SOURCES: HANDSET PRICES: ALLIANCE FOR AFFORDABLE INTERNET; ACCESS THE FULL DATASET AT A4AI.ORG. MOBILE DATA PRICES: CABLE.CO.UK; WORLD BANK. COMPARABILITY: VALUE FOR HANDSET PRICES vs. MONTHLY INCOME AS PUBLISHED BY A4AI, AND MAY USE A DIFFERENT VALUE FOR AVERAGE MONTHLY INCOME COMPARED WITH THE DATA USED TO CALCULATE THE PRICE OF 1GB OF MOBILE DATA vs. MONTHLY INCOME. AS A RESULT, VALUES MAY NOT CORRELATE ACROSS DATA POINTS.

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we are social   KEPIOS

Internet use in Lesotho

Financial sector in Lesotho

Lesotho's financial sector mostly comprises actors in the **banking** and **insurance** sector, **Mobile Network Operators (MNO)** providing mobile money services, and some **informal financial service providers (FSP):**

Banks
4

Mobile Money
5

Insurance
10
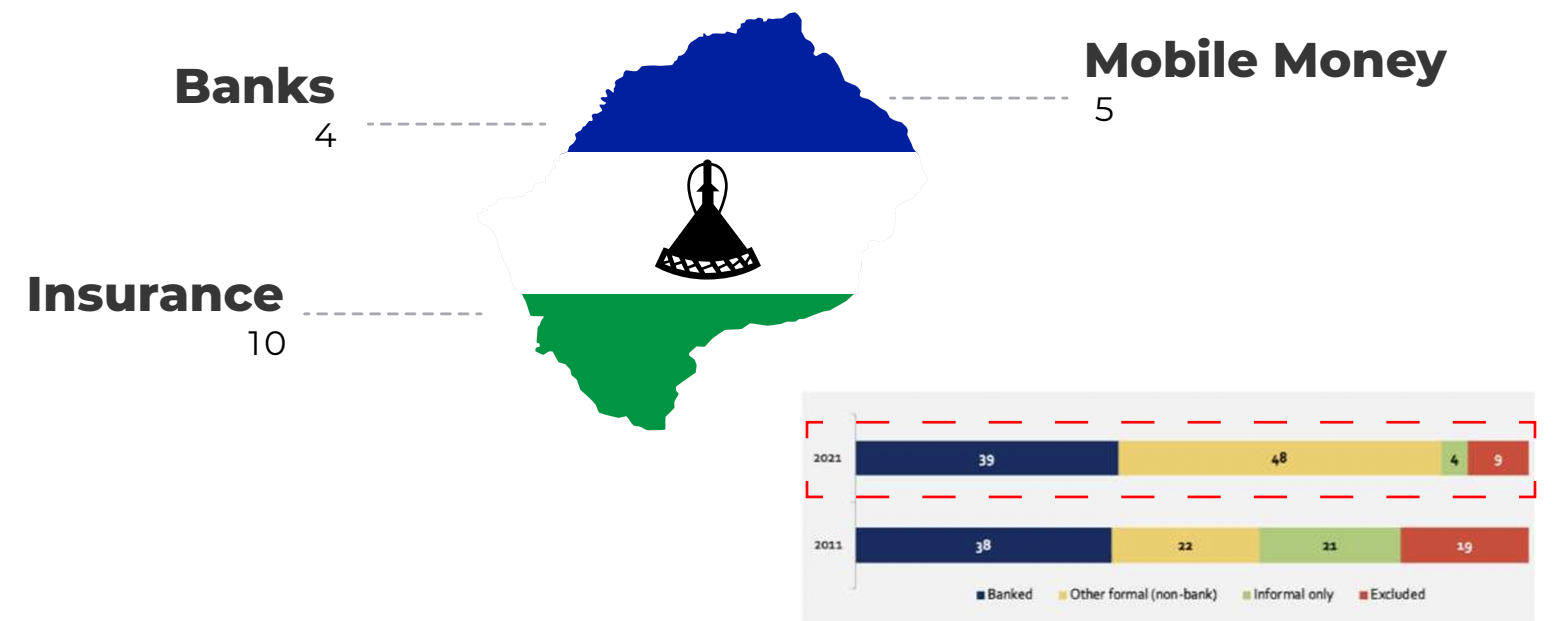
Figure 16: Lesotho Financial Access Strand (FAS) 2021 and 2011 (%)

Financial sector in Lesotho

FEB 2022

FINANCIAL INCLUSION FACTORS

PERCENTAGE OF THE POPULATION AGED 15+ THAT OWNS OR USES EACH PRODUCT OR SERVICE

LESOTHO

ACCOUNT WITH A FINANCIAL INSTITUTION
33.3%
FEMALE 33.0% | MALE 33.7%

CREDIT CARD OWNERSHIP
3.4%
FEMALE 2.8% | MALE 4.2%

DEBIT CARD OWNERSHIP
20.4%
FEMALE 20.9% | MALE 20.0%

MOBILE MONEY ACCOUNT (E.G. MPESA, GCASH)
27.6%
FEMALE 30.8% | MALE 24.3%

MADE OR RECEIVED DIGITAL PAYMENTS IN THE PAST YEAR
37.8%
FEMALE 40.4% | MALE 35.1%

MADE A PURCHASE ON THE INTERNET IN THE PAST YEAR
2.0%
FEMALE 1.3% | MALE 2.8%

USED ONLINE BANKING IN THE PAST YEAR
26.2%
FEMALE 28.8% | MALE 23.3%

USED THE INTERNET TO PAY BILLS IN THE PAST YEAR
8.5%
FEMALE 7.5% | MALE 9.5%

SOURCE: WORLD BANK. NOTES: SOME FIGURES HAVE NOT BEEN UPDATED IN THE PAST YEAR, SO MAY BE LESS REPRESENTATIVE OF CURRENT BEHAVIOURS. PERCENTAGES ARE OF ADULTS AGED 15 AND ABOVE, NOT OF TOTAL POPULATION. MOBILE MONEY ACCOUNTS ONLY REFER TO SERVICES THAT STORE FUNDS IN AN ELECTRONIC WALLET LINKED DIRECTLY TO A PHONE NUMBER, SUCH AS MPESA, GCASH, AND TIGO PESA. FIGURES FOR MOBILE MONEY ACCOUNTS DO NOT INCLUDE PEOPLE WHO USE 'OVER-THE-TOP' MOBILE PAYMENT SERVICES SUCH AS APPLE PAY, GOOGLE PAY, OR SAMSUNG PAY.

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we are social

KEPIOS

Digital financial services (DFS) in lesotho

DFS consist of a broad range of financial services accessed and delivered through digital channels. In **Lesotho the use of mobile money and or bank accounts aids in driving the use of digital financial services.**
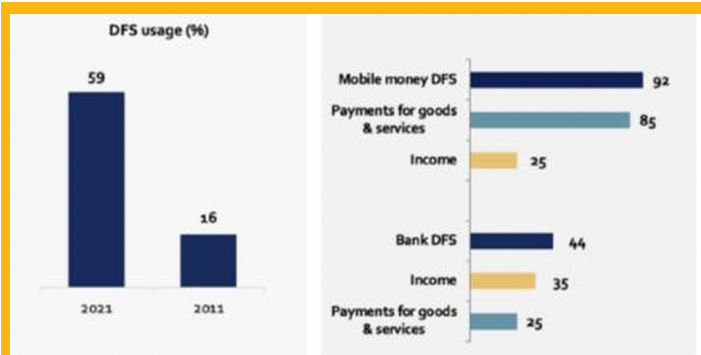
Significant growth in the usage of digital financial services in 2021 to 59% compared to only 16% since 2011.

The introduction of mobile money mainly drives growth and banking digital platforms are lacking behind.
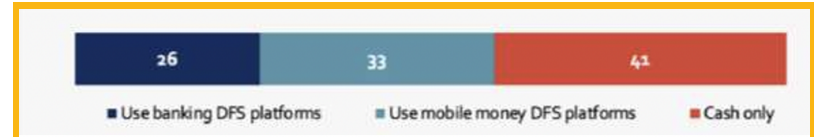
Basotho use cash regularly and DFS is the least used to make transactions.

Lesotho remains a cash economy and significant efforts are needed to kickstart Lesotho's digital financial transformation.

Challenges to Digital Finacial services adoption in Lesotho

1. They still prefer to use cash

2. Internet is expensive

3. They cannot afford smartphones

4. Low levels of financial literacy

5. They have no 24hr access to a computer

6. Reluctance and lack of digital skills and literacy

7. Digital phobic

8. Customer-oriented KYC and Customer Due Diligence requirements are considered constraining and burdensome

Digital literacy and skills in Lesotho

1. Basic digital skills are developed mainly through the formal education system, and to a lesser extent through employer-led training, private training companies, and non-state actors.
2. Basic digital skills are introduced into the formal curriculum at grade 4 level; however, challenges such as a lack of electricity93, unavailability of ICT equipment, and the inadequacy of teachers' ICT skills hinder effective implementation.
3. Secondary schooling offers some prospect of digital skills development and attendance at higher education institutions (HEI) presents a greater likelihood of digital skill attainment, since these institutions routinely teach basic digital literacy.
4. Gross enrolment ratio in secondary education for Lesotho was 53.8 %.
5. Gross enrolment ratio in tertiary education for Lesotho was 10.2 %.
6. Suggest that a high percentage of the population might not have basic digital skills.
7. Majority of the population used smartphones to access the Internet, demonstrating some level of basic digital literacy
8. These figures suggest that a significant proportion of the population does not have basic digital skills and that the skills gap can at worst be estimated to be at around 2/3 of the population.

Youth of Lesotho (15-24 years)

22%
Total population aged 15-24 years (2022)

Lesotho has a relatively young population, with a significant percentage falling within the age range of 15 to 24. According to the World Bank data from 2022, the youth population (15-24 years old) made up around 22% of Lesotho's total population.

DEMOGRAPHICS:
Age: 15 to 24 years old
Gender: Both male and female
Location: Primarily urban, peri-urban and rural areas of Lesotho
Educational Background: Students enrolled in high schools, colleges, and universities.
Income Level: Varied, with many being dependent on allowances or part-time jobs.

DIGITAL ADOPTION:
- Youth in Lesotho are increasingly adopting digital technologies, especially smartphones.
- Social media usage is common among this demographic, indicating a certain degree of digital connectivity.

WHY THIS SPECIFIC DEMOGRAPHIC
- This demographic is at a crucial stage of their lives, transitioning from adolescence to adulthood. Their formative years present an opportunity to equip them with essential digital skills and financial literacy.
- The age range aligns with the segment that is naturally more open to adopting new technologies, making them a potential audience for digital banking education.

CHALLENGES:
- Many youth in Lesotho may face challenges related to unemployment and underemployment.
- Access to quality education and vocational training can be limited for some due to various socio-economic factors.

ASPIRATIONS:
- Youth in Lesotho often aspire to better their economic prospects through education and skill development.
- There is a desire for better employment opportunities, career growth, and financial stability.

Youth of Lesotho (15-24 years)

CULTURAL AND SOCIETAL CONTEXT
- Lesotho has a rich cultural heritage, and many youth are influenced by traditional values while also embracing modern trends.
- Gender roles and societal norms can play a role in shaping the aspirations and opportunities of youth.

FINANCIAL LITERACY AND INCLUSION:
- Youth in Lesotho might have varying levels of financial literacy.
- There is a need for targeted financial education and inclusion programs to help them manage their finances effectively.

URBAN AND RURAL DIVIDE:
- While Lesotho is predominantly rural, there is a significant urban population.
- Youth in urban areas might have better access to digital resources and educational opportunities compared to their rural counterparts.

KNOWING PEOPLE

Who is the end user? What do they say, think, feel, and do?

In this section my goal is to understand the end use or students. My key objective in this mode is to extract the most valuable insights from observations and survey
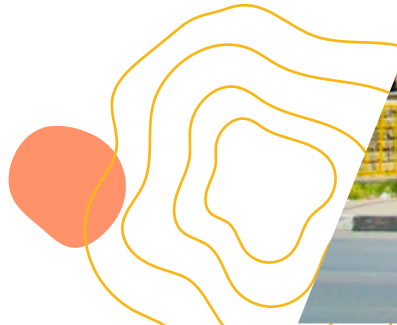
Understanding People

1. My Online Survy

2. Inteview Highlights / Wish List
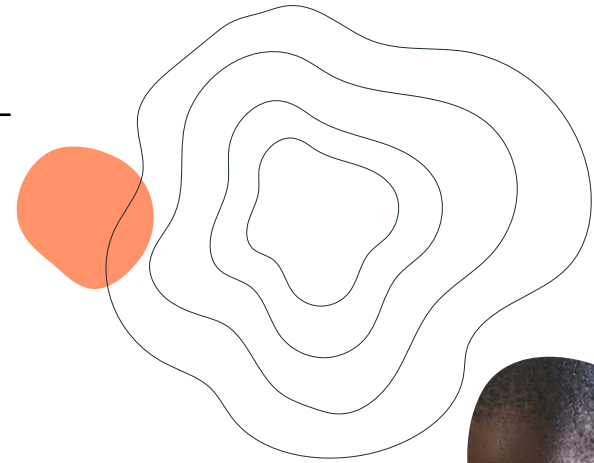
My Online Survey

Digital Skills and Literacy Training for Online Banking in Lesotho

Thank you for participating in this survey. Your responses will help us design an effective digital skills and literacy training program for online banking in Lesotho. All responses will be kept confidential and used for research purposes only. **Participants must be between the ages of 15-24 years old.**

Age:

Short answer text

Gender:

◯ Male

◯ Female

Which district do you live in?

◯ Maseru

◯ Leribe

N = 65 Participants

(sampled from local universities & High schools)

Ages 15-24 years old

Male & Female

19 questions

My Online Survey : Gender Information

Gender:

● Male
● Female

75%

25%
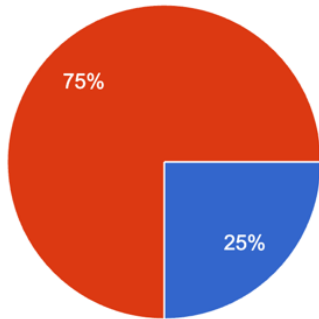
75%
Female

25%
Male

My Online Survey : Age Information

Age:

- 5 (8.1%) — 15
- 6 (9.7%) — 16
- 1 (1.6%) — 17
- 1 (1.6%) — 18
- 8 (12.9%) — 20
- 13 (21%) — 21
- 11 (17.7%) — 22
- 7 (11.3%) — 23
- 8 (12.9%) — 24
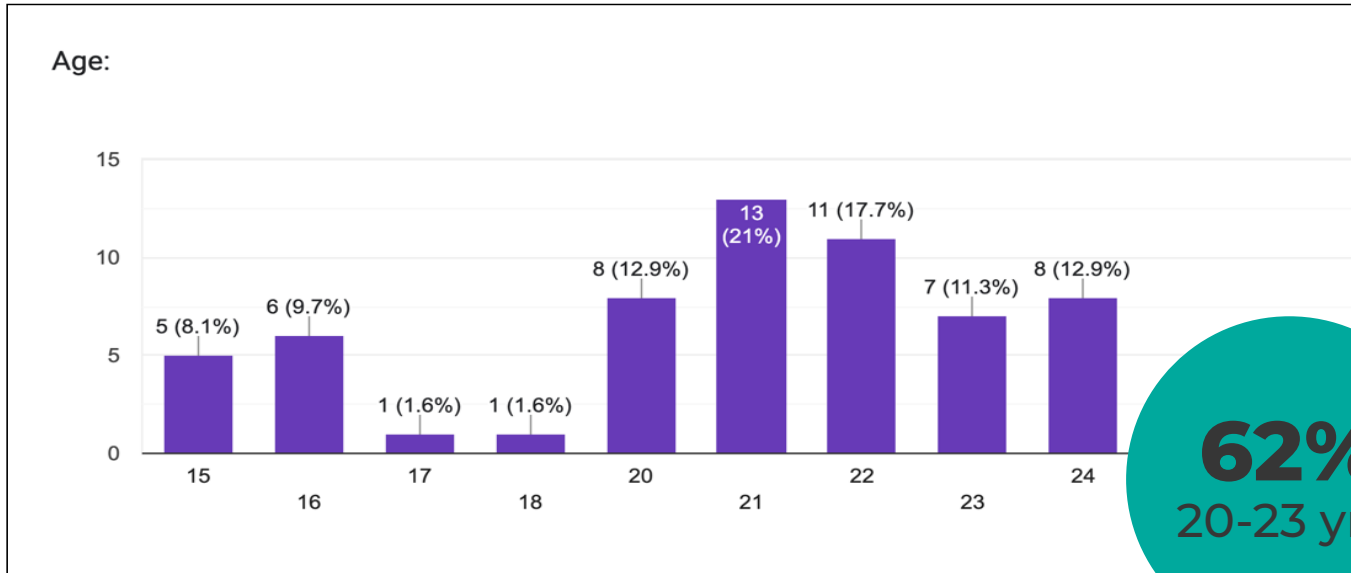
62% 20-23 yrs

My Online Survey : Location Information

Which district do you live in?
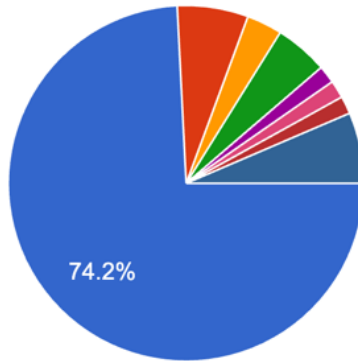
Legend:
- Maseru
- Leribe
- Mafeteng
- Mohale's Hoek
- Quthing
- Qacha's Nek
- Mokhotlong
- Berea

74.2%

1/2

74.2% live in the City

My Online Survey : Employment Information

What is your current employment status?

80.7%
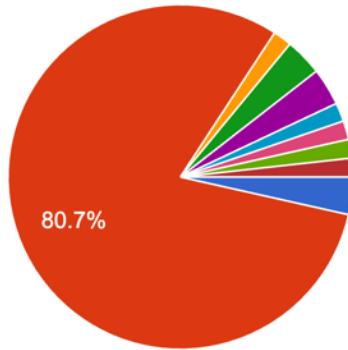
- Unemployed
- Student
- Employed
- Intern
- Internship
- I'm a working Student
- Self employed
- Learner
- Self-employed

80%
students

My Online Survey: Current Banking Habits

Do you currently use any form of banking services?

Yes	57 (89.1%)
No	7 (10.9%)
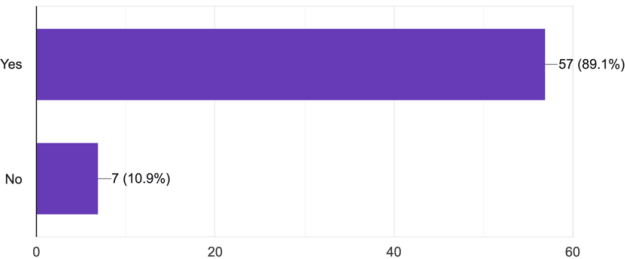
If yes, which Bank do you bank with?

Standard Lesotho Bank	32 (62.7%)
Nedbank Lesotho	5 (9.8%)
First National Bank (FNB)	13 (25.5%)
Lesotho Post Bank	3 (5.9%)
FNB & Standard Bank	1 (2%)
They are not always available….	1 (2%)
Ubank	1 (2%)
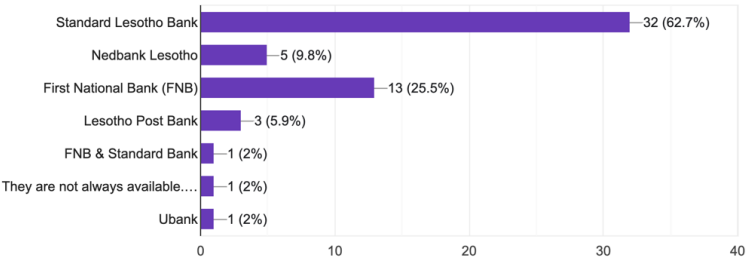
89%
Currently use banking services

62%
Bank with Standard Lesotho Bank

My Online Survey: Current Banking Habits

If yes, what types of banking services do you use? (Select all that apply)

Service	Value
Cash deposits and withdrawals	39 (70.9%)
Traditional banking services (e.g., in-person transactions at the b...	18 (32.7%)
Mobile banking (e.g., USSD, mobile apps)	28 (50.9%)
Online banking (e.g., internet banking)	16 (29.1%)
Mobile & Online Banking	1 (1.8%)
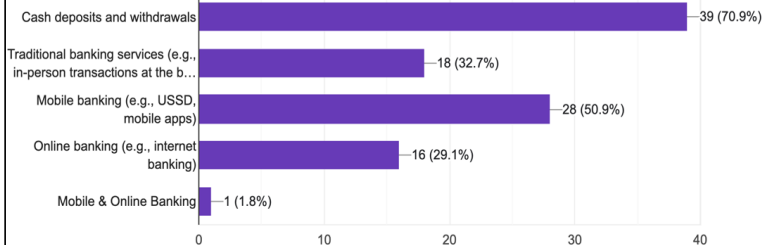
What are the specific challenges you face when it comes to learning and using digital or online banking? (Please select all that apply)

Challenge	Value
Difficulty understanding the use...	14 (28%)
Lack of awareness or knowled...	24 (48%)
Inadequate support or guidanc...	14 (28%)
Limited access to digital literac...	12 (24%)
	2 (4%)
Online services are fine. My ca...	1 (2%)
I...	1 (2%)
The challenge i face is difficulty...	1 (2%)
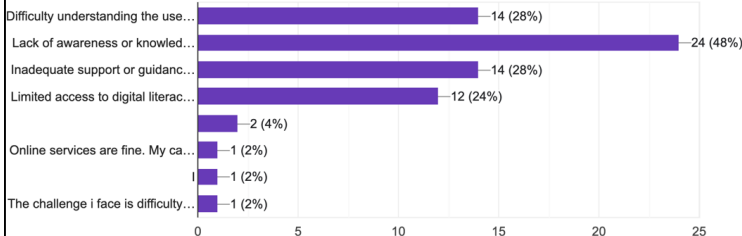
48% Lack of awareness

70% Use banks for cash & withdrawal services

Most common Banking Services:
- Cash deposits & withdrawals
- Mobile banking (USSD, mobile apps)
- Traditional banking services

Major Challenges you face when it comes to learning and using digital or online banking:
- Difficulty understanding the user interface or navigation of online banking platforms
- Lack of awareness or knowledge about the available online banking features and functionalities
- Inadequate support or guidance in using online banking services

My Online Survey: Current Banking Habits

If no, what are the reasons for not using banking services? (Select all that apply)

Reason	Count
Lack of access to banking facili…	3 (16.7%)
Lack of knowledge about banki…	8 (44.4%)
Lack of trust in banking systems	1 (5.6%)
Prefer using cash	2 (11.1%)
I prefer to use Mobile Money (e…	4 (22.2%)
	4 (22.2%)
I have yet to set up an account…	1 (5.6%)
I'm too young for banking servi…	1 (5.6%)
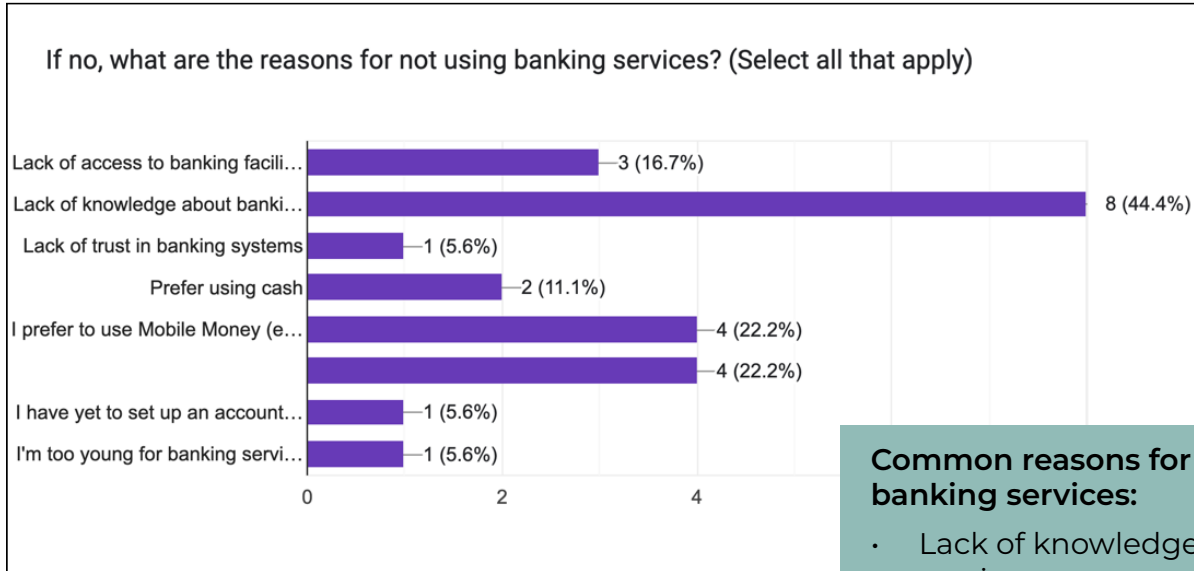
Common reasons for not using banking services:

- Lack of knowledge about banking services
- Prefers to use Mobile Money
- Prefers using cash

My Online Survey: Digital Skills and Literacy

Have you received any formal digital skills training?

- Yes
- No

71.9%

28.1%
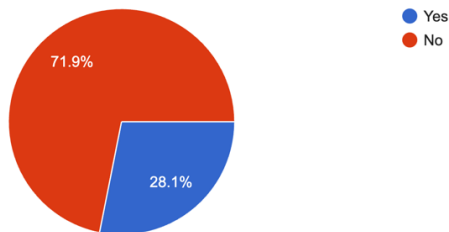
If yes, how would you rate the effectiveness of the training?

- Very Ineffective
- Ineffective
- Neutral
- Effective,
- Very Effective

52%

8%

36%
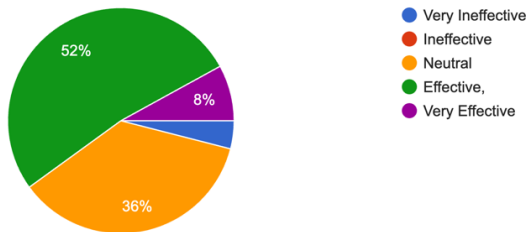
72%
Have had formal digital skills training

62%
thought the training they had was effectivie/ neutral

My Online Survey: Digital Skills and Literacy

How would you rate your current level of digital skills?

- Very Low
- Low
- Moderate
- High
- Very High

23.4%

62.5%

What specific digital skills would you like to improve? (Select all that apply)

Skill	Value
Internet browsing and searching	11 (17.5%)
Using mobile apps	25 (39.7%)
Online financial transactions	36 (57.1%)
Online security and privacy	23 (36.5%)
Email communication	15 (23.8%)
Social Media	9 (14.3%)
	1 (1.6%)
Cyber attack defense	1 (1.6%)
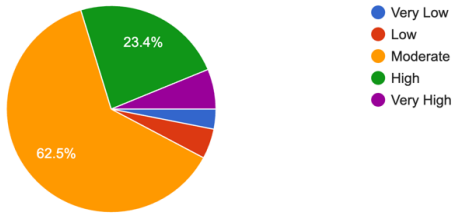
85%
thought their current digital skills are moderate-High
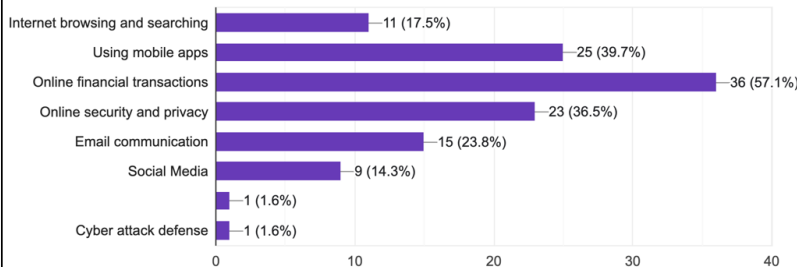
Specific digital skills they would you like to improve:

- Online Financial Transactions
- Using mobile Apps
- Online security & Privacy

My Online Survey: Digital/Online Banking

Have you ever used online banking services?

- ● Yes
- ● No

41.3%

58.7%
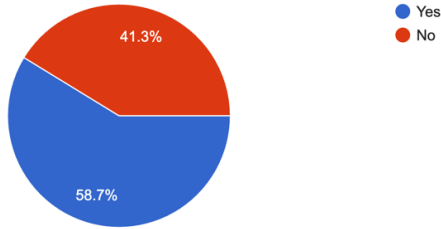
If yes what device to did use for Online banking services?

- ● Mobile Phone
- ● Desktop / Laptop
- ● Tablet

8.1%

91.9%
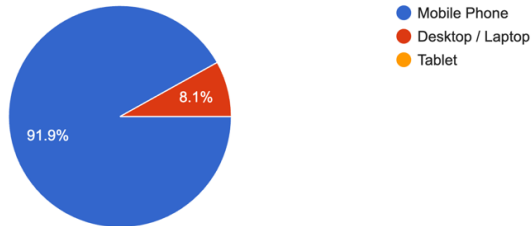
58%
Have used online banking services

91%
Use a mobile phone for online banking

My Online Survey: Digital/Online Banking

If yes, what are the benefits you see in using online banking? (Select all that apply)

Benefit	Count
Convenience of accessing banking services anytime, any…	26 (65%)
Faster and easier transactions	31 (77.5%)
Better control over personal finances	15 (37.5%)
Access to a wider range of banking services	14 (35%)
	1 (2.5%)
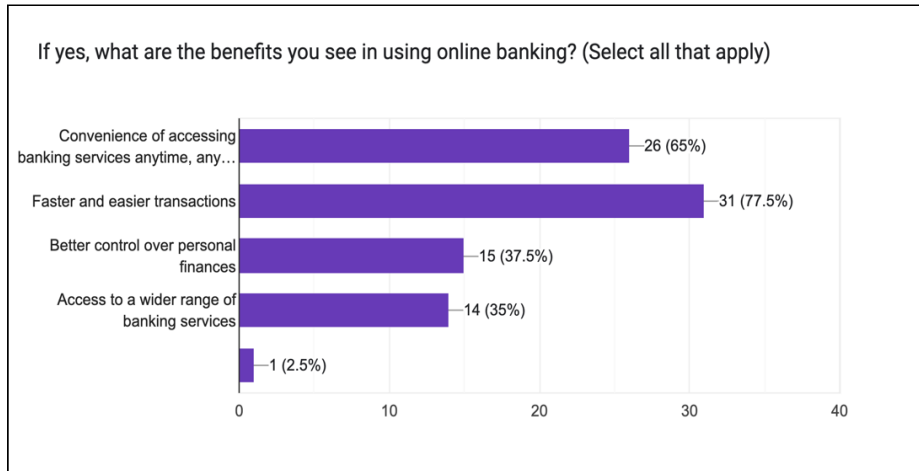
Benefits they see in using online banking:

- Convenience of accessing banking services anytime, anywhere
- Faster and easier transactions
- Better control over personal finances

My Online Survey: Training Program Preferences

What format of digital skills and literacy training would you prefer? (Select all that apply)
64 responses

Format	Responses
Online video tutorials	27 (42.2%)
Interactive webinars or live sessions	12 (18.8%)
Self-paced online courses	18 (28.1%)
Mobile apps for learning	18 (28.1%)
In-person workshops or training sessions	24 (37.5%)
Step-by-step written guides or manuals	27 (42.2%)

What topics or areas would you like to be covered in the training program? (Select all that apply)
64 responses

Topic	Responses
Basics of online banking and financial literacy	45 (70.3%)
Internet safety and security	37 (57.8%)
Mobile banking apps and transactions	37 (57.8%)
Managing personal finances online	35 (54.7%)
	1 (1.6%)

Format of digital skills and literacy training preferred
- Video tutorials
- Step-by-step written guides or manuals
- In-person workshops or training sessions

Topics or areas they would like covered in the training program
- Basics of online banking and financial literacy
- Internet safety and security
- Mobile banking apps and transactions
- Managing personal finances online

Wish List

"I wish there was a way for the youth to access digital banking services for free."

I live in the rural areas of Lesotho & do not have access to a computer, my only way to access internet is through my phone. I wish there could be a mobile phone friendly digital skills training.

I wish more training & education would be done to teach us about financial literacy & digital skills

I wish there was a hands-on practice and application of digital skills

I wish there was more awareness about online security & Privacy. I am afraid of doing transactions digitally becuase of fruad.

I wish there was a beginner-friendly self-paced interactive online training for digital banking services

FRAME INSIGHTS

Who is the end user? What patterns emerge?

After conducting the survey, the next challenge is to bring structure to the data collected and learn from it. I'll analyze contextual data and identify patterns that point to untapped market opportunities or niches.

Understanding People

1. **Persona development**

2. **User Jorney Map**

Analysis of Survey Interview Data

Based primarily on the online survey I mapped all 64 participants 3 personas:

1. Traditional Bank User
2. Digital Learner
3. Digitally-Savvy Student

Traditional Bank User

"I've always relied on traditional banking methods and mobile money, but I'm open to trying digital banking. It's just that I need an income and some guidance and reassurance to make the transition smoothly."

Digital Learner

"I'm eager to learn digital skills and understand how digital banking works. It's like unlocking a whole new world of possibilities!"

Digitally-Savvy Student

"I love exploring new digital tools and platforms. Using Digital banking sounds interesting, it's a no-brainer for me; it's all about convenience and staying ahead in the digital world!"

User Persona

Lerato
Traditional Bank User

m-pesa

"Right now I really dont care too much about using banking services. I dont really have an income or need a bank account. If I need to do any transactions I just use mobile money."

Age: 16 years old
Occupation: High school student
Location: Leribe (Rural)
Personality: introverted, shy, laid back
Hobbies: chilling with friends
Budget: None
Digital skills: Poor

Characteristics
- Familiar with traditional banking methods
- Prefers to use mobile money

Goals & Needs
- Cost effective
- Easy to use & understand
- Preparing for university
- Needs support or guidance in using digital banking services

Frustrations
- No access to the internet
- Has a low cost smart phone with basic features
- Limited access to digital literacy training or resources
- No income

Core Needs
- Free/affordable access to digital banking services
- Clear explanations of online banking processes
- reassurance about security measures
- seamless integration between online and traditional banking services

User Persona

Neo
Digital Learner

Standard Lesotho Bank

"I am really eager to learn and imporve my digital banking skills. I would like an engaging and interactive learning material tailored for beginners".

Age: 19 years old
Occupation: university student
Location: Maseru (Urban)
Personality: Bubbly, Smart, Extrovert
Hobbies: TV, Social Media & Music
Budget: $
Digital skills: Moderate

Characteristics
- Enthusiastic about learning digital skills
- Open to exploring new technologies

Goals & Needs
- Cost effective
- Convenience
- Needs the assurance that her funds are safe
- Needs support or guidance in using digital banking services

Frustrations
- Internet is expensive: limited funds for internet access
- Lack of trust in digital banking systems
- Lack of knowledge about digital banking services
- Concerns about online security and fraud

Core Needs
- Free access to digital banking services
- Beginner-friendly online banking interface
- Interactive and engaging learning materials
- Guidance on online security best practices

User Persona

Napo
Digitally-Savvy Student

Standard Lesotho Bank

"My digital skills are great; however, I am not very good at managing my finances. I sometimes prefer to use cash; it seems easier & more convenient for me. "

Age: 22 years old
Occupation: Intern
Location: Maseru (Urban)
Personality: Loves IT, Bubbly, Smart, Extrovert
Hobbies: Soccer, Social Media & video Games
Budget: $
Digital skills: Very High

Characteristics
- Highly proficient in technology
- Early adopter of digital trends
- Comfortable with online platforms and mobile apps

Goals & Needs
- Cost effective banking
- Convenience
- Needs the assurance that funds are safe

Frustrations
- Internet is expensive: limited funds for internet access
- Security concerns regarding online transactions and data privacy
- Lack of knowledge about digital banking services

Core Needs
- Affordable access to digital banking services
- Better control over personal finances
- Seamless mobile banking experience
- Personalized financial insights. Interactive & Self paced training

Prospective Features and Functionality

Awareness

-Learns about the training program through school announcements & SMS.
-School activations

Registration & Onboarding

-Clicks SMS link,
-Creates account,
-Completes a quiz,
-Receives personalized recommendations for training modules

Personalised Learning Material

-Explores materials, including video tutorials & interactive module.
-Begins personalised modules -Sets goals

Practice & Application

-Engages in simulated online banking activities
-Practises
-Builds confidence & proficiency

Support & Assistance

-Accesses support feature to seek guidance
-Receives personalized tips based on their learning progress

Assessments & Rewards

-Takes assessments
-Earns certificates /badges/ Prize
-digital skills portfolio to showcase their accomplishments

Transition

-Gains confidence
-Gradually starts digital banking services

Continuous Learning & Updates

-Engages in ongoing learning opportunities
-stay updated.

Prospective topics to be covered in the training program

1. Digital Skills Fundamentals
2. Intro to Digital Banking
3. Online Security & Privacy
4. Mobile Banking & App Usage
5. Benefits of Digital banking
6. Budgeting & Financial Planning
7. Online Banking Services & Features

Lerato's User Journey Map

Emotion	Awareness	Registration & Onboarding	Personalised Learning Material	Practice & Application	Support & Assistance	Assessments & Rewards	Transition	Continuous Learning & Updates

Emotion curve labels:
- Curiosity mixed with skepticism
- Anxiousness & uncertainty
- Intrigue & motivation
- Frustration & determination
- Relief & gratitude
- accomplishment & validation
- confidence & satisfaction
- Appreciation

| Actions | -Learns about the training program through school announcements & SMS. -She is keen. | -Clicks SMS link, -Creates account, -Completes a quiz, -Receives personalized recommendations for training modules | -Explores materials, including video tutorials & interactive module. -Begins personalised modules -Sets goals | -Engages in simulated online banking activities -Practises -Builds confidence & proficiency | -Accesses support feature to seek guidance -Receives personalized tips based on their learning progress | -Takes assessments -Earns certificates /badges/ Prize -digital skills portfolio to showcase their accomplishments | -Gains confidence -Gradually starts digital banking services | -Engages in ongoing learning opportunities -stay updated. |

User	Digital Skills Fundamentals	Intro to Digital Banking	Online Security & Privacy	Mobile Banking & App Usage	Benefits of Digital banking	Budgeting & Financial Planning	Online Banking Services & Features
Lerato Mohale — Traditional Bank User	X	X	X	X	X		X

Neo's User Journey Map

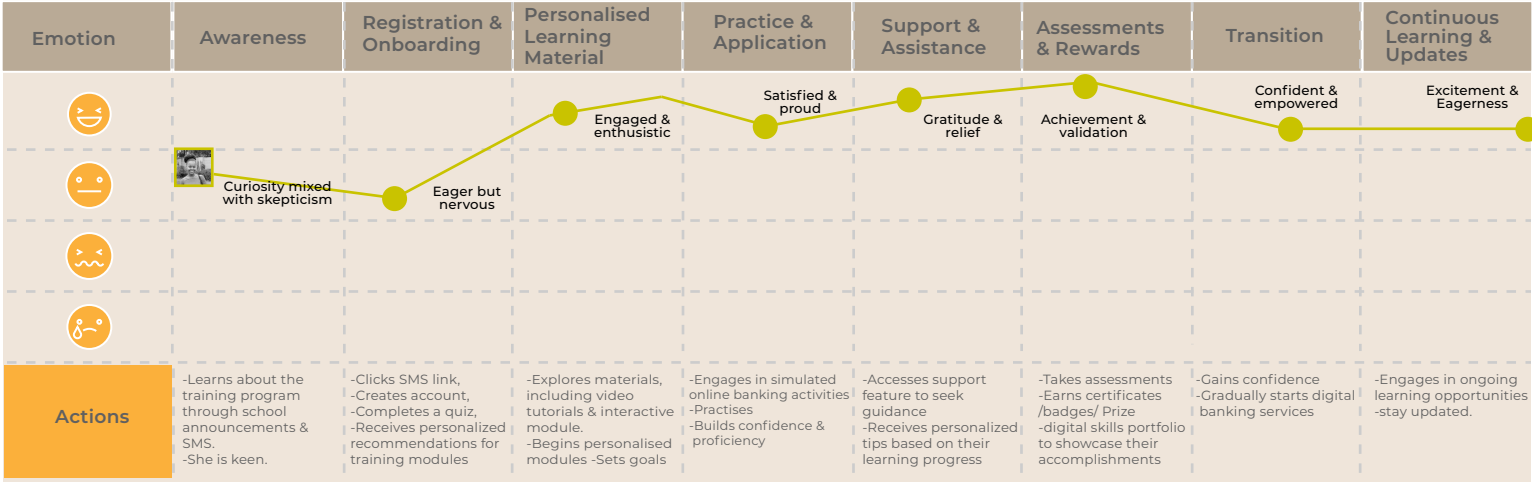| Emotion	Awareness	Registration & Onboarding	Personalised Learning Material	Practice & Application	Support & Assistance	Assessments & Rewards	Transition	Continuous Learning & Updates
	Curiosity mixed with skepticism	Eager but nervous	Engaged & enthusistic	Satisfied & proud	Gratitude & relief	Achievement & validation	Confident & empowered	Excitement & Eagerness
Actions	-Learns about the training program through school announcements & SMS. -She is keen.	-Clicks SMS link, -Creates account, -Completes a quiz, -Receives personalized recommendations for training modules	-Explores materials, including video tutorials & interactive module. -Begins personalised modules -Sets goals	-Engages in simulated online banking activities -Practises -Builds confidence & proficiency	-Accesses support feature to seek guidance -Receives personalized tips based on their learning progress	-Takes assessments -Earns certificates /badges/ Prize -digital skills portfolio to showcase their accomplishments	-Gains confidence -Gradually starts digital banking services	-Engages in ongoing learning opportunities -stay updated.

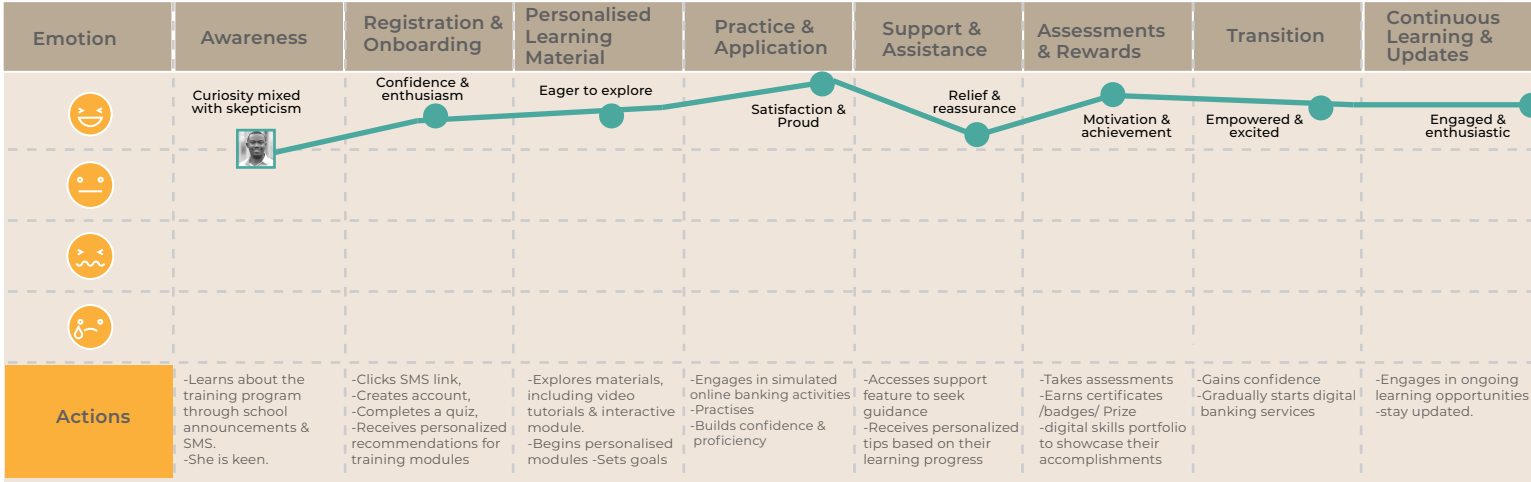| User	Digital Skills Fundamentals	Intro to Digital Banking	Online Security & Privacy	Mobile Banking & App Usage	Benefits of Digital banking	Budgeting & Financial Planning	Online Banking Services & Features
Neo Shale Digital Learner	X	X	X	X	X		X

Napo's User Journey Map

Emotion	Awareness	Registration & Onboarding	Personalised Learning Material	Practice & Application	Support & Assistance	Assessments & Rewards	Transition	Continuous Learning & Updates
😄 😐 😣 😢	Curiosity mixed with skepticism	Confidence & enthusiasm	Eager to explore	Satisfaction & Proud	Relief & reassurance	Motivation & achievement	Empowered & excited	Engaged & enthusiastic
Actions	-Learns about the training program through school announcements & SMS. -She is keen.	-Clicks SMS link, -Creates account, -Completes a quiz, -Receives personalized recommendations for training modules	-Explores materials, including video tutorials & interactive module. -Begins personalised modules -Sets goals	-Engages in simulated online banking activities -Practises -Builds confidence & proficiency	-Accesses support feature to seek guidance -Receives personalized tips based on their learning progress	-Takes assessments -Earns certificates /badges/ Prize -digital skills portfolio to showcase their accomplishments	-Gains confidence -Gradually starts digital banking services	-Engages in ongoing learning opportunities -stay updated.

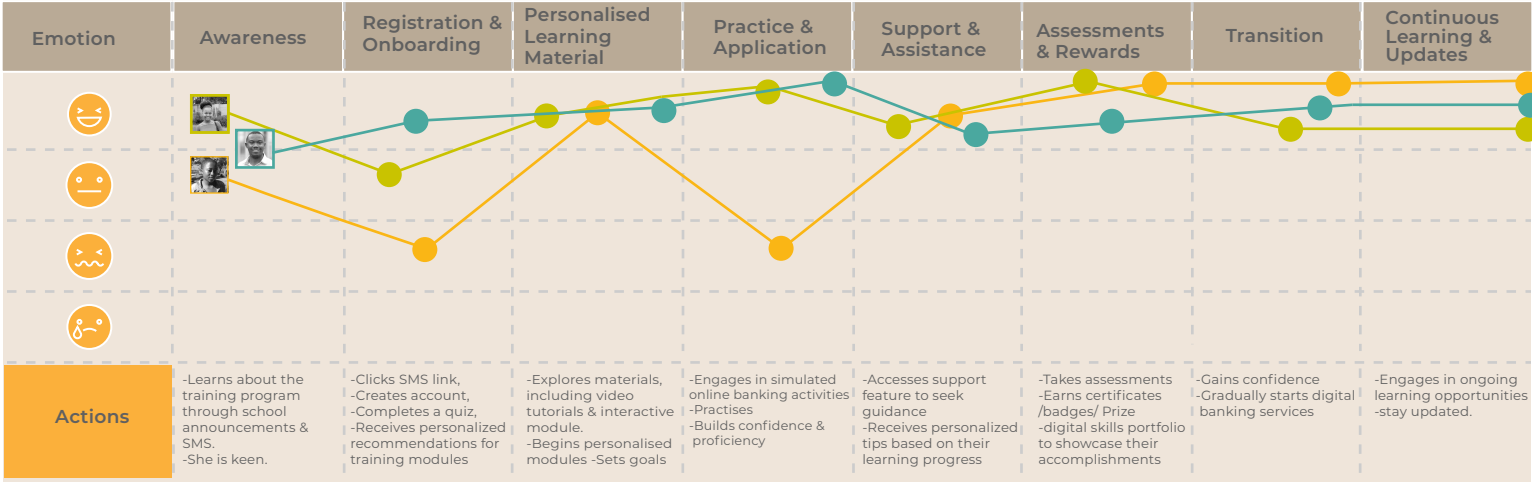| User	Digital Skills Fundamentals	Intro to Digital Banking	Online Security & Privacy	Mobile Banking & App Usage	Benefits of Digital banking	Budgeting & Financial Planning	Online Banking Services & Features
Napo Qeto Digitally-Savvy Student		X	X	X	X	X	X

User Journey Map

Emotion	Awareness	Registration & Onboarding	Personalised Learning Material	Practice & Application	Support & Assistance	Assessments & Rewards	Transition	Continuous Learning & Updates
Actions	-Learns about the training program through school announcements & SMS. -She is keen.	-Clicks SMS link, -Creates account, -Completes a quiz, -Receives personalized recommendations for training modules	-Explores materials, including video tutorials & interactive module. -Begins personalised modules -Sets goals	-Engages in simulated online banking activities -Practises -Builds confidence & proficiency	-Accesses support feature to seek guidance -Receives personalized tips based on their learning progress	-Takes assessments -Earns certificates /badges/ Prize -digital skills portfolio to showcase their accomplishments	-Gains confidence -Gradually starts digital banking services	-Engages in ongoing learning opportunities -stay updated.

User	Digital Skills Fundamentals	Intro to Digital Banking	Online Security & Privacy	Mobile Banking & App Usage	Benefits of Digital banking	Budgeting & Financial Planning	Online Banking Services & Features
Lerato Mohale Traditional Bank User	X	X	X	X	X		X
Neo Shale Digital Learner	X	X	X	X	X		X
Napo Qeto Digitally-Savvy Student		X	X	X	X	X	X

CONCEPTS

Explore Concepts. What are my ideas and proposed solution??

I will use the insights and principles framed earlier as the starting places to generate concepts
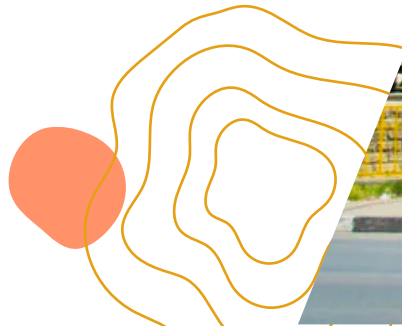
EXPLORING CONCEPTS

1. **Value Hypothesis**

2. **Concept Scenarios**

3. **Strategy**

4. **Funding**

Value Hypothesis

"Providing a tailored digital skills and literacy training program for online banking, students in Lesotho ages 15 to 24, who are accustomed to cash or traditional banking services. To help them **experience increased digital empowerment, enhanced financial literacy, and improved confidence in adopting online/digital banking services.** This will lead to **greater financial inclusion, allowing them to effectively manage their finances, make informed financial decisions, and access banking services securely in the digital age."**

WHO ARE THE TARGET USERS?

The target users are students in Lesotho ages 15 to 24 who are accustomed to cash or traditional banking services.

WHAT ARE THEIR UNMET OR UNDERSERVED NEEDS?

Students lack the necessary digital skills to effectively navigate digital banking platforms.

Lack of awareness or knowledge about the available digital banking features and functionalities

Inadequate support or guidance in using digital banking services

Uncertain about the security of online transactions and lack confidence in using digital banking services

WHAT ARE THE PROPOSED NEW OFFERINGS?

A mobile based transformative digital skills and literacy training program designed specifically for students in Lesotho ages 15 to 24.

Interactive learning module covering online banking basics, digital security, financial planning, mobile banking, and more.

Personalized learning paths to accommodate varying skills levels and learning preferences.

Simulated digital banking activities for hands-on practice.

Support channels for assistance and clarification.

WHAT ARE THE BENEFITS TO USERS?

Improved digital skills, allowing them to confidently navigate online platforms.

Enhanced financial literacy, enabling them to make informed financial decisions.

Secure and responsible use of online banking services for efficient money management.

Empowerment to transition from traditional banking methods to digital options.

WHY WILL USERS CHOOSE THESE OFFERINGS?

Tailored to their specific needs: The program is designed exclusively for students in Lesotho, addressing their unique challenges and concerns.

Comprehensive curriculum: The training covers both digital skills and financial literacy, offering a holistic learning experience.

User-centric approach: Personalized learning paths and interactive modules ensure engagement and relevance.

Support and guidance: Access to support channels and assistance fosters a supportive learning environment.

Concept Scenarios

SCENARIO 1: INTRODUCING ONLINE BANKING BASICS

User: Lerato, a 16-year-old student

Scenario: Lerato has heard about online banking but is unsure how it works. He enrolls in the training program.

Narrative:
Lerato logs into the training platform. He starts with the module on "Basics of Online Banking." He watches an engaging video that explains concepts like account setup, login procedures, and navigating the online banking interface. Interactive quizzes help him reinforce his understanding. By the end of the module, Thabo feels more confident and excited to try online banking.

SCENARIO 2: LEARNING ABOUT DIGITAL SECURITY

User: Napo, an 22-year-old student
Scenario: Palesa is interested in online banking Naporrieabout security.

Narrative:
Palesa accesses the module on "Digital Security and Privacy." She learns about encryption, strong passwords, and two-factor authentication. The module also covers tips on recognizing phishing scams. Palesa interacts with simulations of real-life scenarios to practice identifying potential threats. She realizes that online banking can be secure with the right precautions.

SCENARIO 3: TRANSITIONING SMOOTHLY TO ONLINE BANKING

User: Neo, a 19-year-old student

Scenario: Neo, has used traditional banking but wants to shift to online banking.

Narrative:
Neo enrolls in the "Transitioning from Traditional to Online Banking" module. The module provides step-by-step guidance on setting up an online bank account, linking it to her existing accounts, and transferring funds. Tsebo completes interactive exercises that mimic real transactions. She realizes the convenience and starts transitioning her financial activities online.

SCENARIO 4: GAINING FINANCIAL CONFIDENCE

User: Neo, a 19-year-old student

Scenario: Neo wants to improve his financial literacy and manage his money better.

Narrative:
Neo engages with the "Budgeting and Financial Planning" module. He learns about creating budgets, tracking expenses, and setting financial goals. Interactive tools help him create his own budget plan. Neo feels more in control of his finances and is excited to implement what he's learned.

SCENARIO 5: OVERCOMING APPREHENSIONS

User: Lerato, a 16-year-old student

Scenario: Lerato is interested in online banking but is apprehensive about making the switch.

Narrative:
Lerato joins the program and goes through modules on online banking basics, security, and transitioning. She finds the content easy to understand and appreciates the step-by-step instructions. Mpho interacts with a virtual assistant built into the training program to clarify doubts. Her confidence grows, and she starts using online banking for simple transactions.

Proposed Solution

A **mobile-based, zero-rated website** for a Digital Skills and Literacy Training Program designed to equip students in Lesotho ages 15 to 24 with essential digital skills and financial literacy knowledge, enabling them to confidently and responsibly use online banking services. The program will blend interactive learning, practical application, and personalized support to bridge the digital divide and promote financial inclusion.

SOLUTION

How will the proposed soultion look and function?

In this section I will build the proposed prototype of the training program.

Strategy: Recruit, activate, engage & retain

Awareness
Recruit

+

Customer Activations
Recruit
Engage

=

Acquisition
Retain

- Position Message appealing to youth, value proposition & training program benefits .
- Create a clear call to action with simple & eye-catching creatives that youth can identify with
- Communicate training program benefits

- Create interactive and engagement on different digital platforms, social media & radio shows through constant customer education, promotions & rewards for better experience
- Exciting campus ground activations

- Loyalty program, Rewards for continuous use
- Develop strategic partnerships with youth relevant brands
- Convenience & easy access: Cellphone, App and Online Banking
- Care for youth through CSI & sponsorships

KPI
- Acquire New registrations
- Increase in digital/online banking activity
- Increased training program awareness

Key initiatives
- Campus take overs/ Activations
- Partner with influencers as brand ambassadors
- Value added offers: Food, fun, fashion, educational rewards
- Partner & sponsor youthful events in music, entertainment and sport

Prototype

1. **Concept Name**

2. **Registration & Onboarding**

3. **Personalised Learning Material**

4. **Practice & Application**
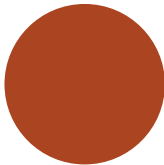
5. **Support & Assistance**

6. **conclusion**

Name and logo

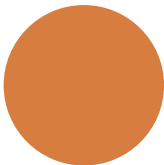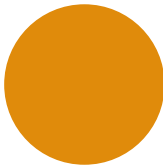**BANKSMART ACADEMY**
Thriving in the Digital Age

Colours

Primary
Hex #BA3B0A
RGB rgb(186,59,10)
CMYK 0 68 95 27
Pantone 17-1449

Secondary
Hex #E8772E
RGB rgb(232,119,46)
CMYK 0 49 80 9
Pantone 16-1255

Accent
Hex #E08B0B
RGB rgb(232,119,46)
CMYK 0 49 80 9
Pantone 16-1255

Background
Hex #FFFFFF
RGB rgb(255,255,255)
CMYK 0 0 0 0
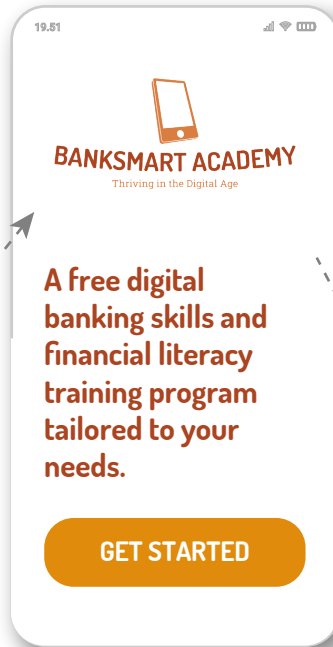Pantone 11-0601

Typography

Primary
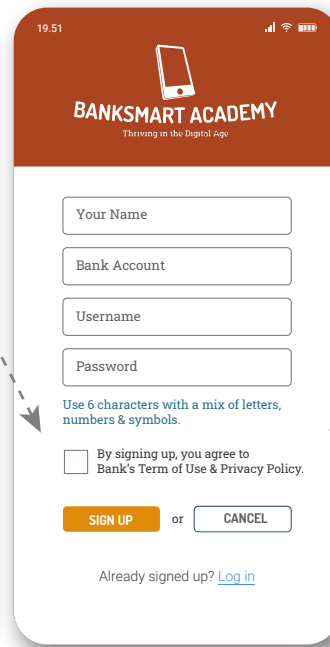**Dosis Bold**

Aa Bb Cc

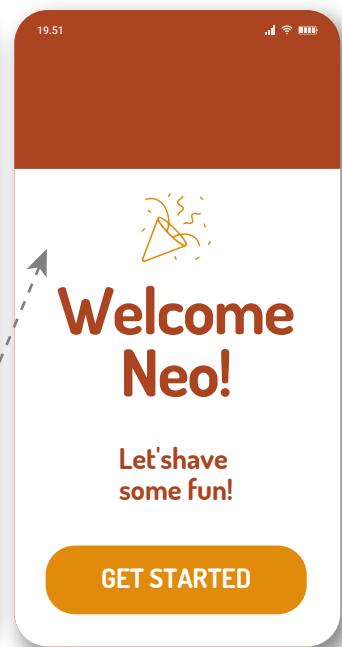# Registration & Onboarding
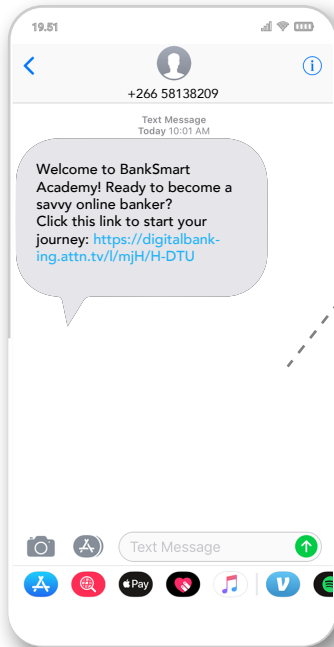
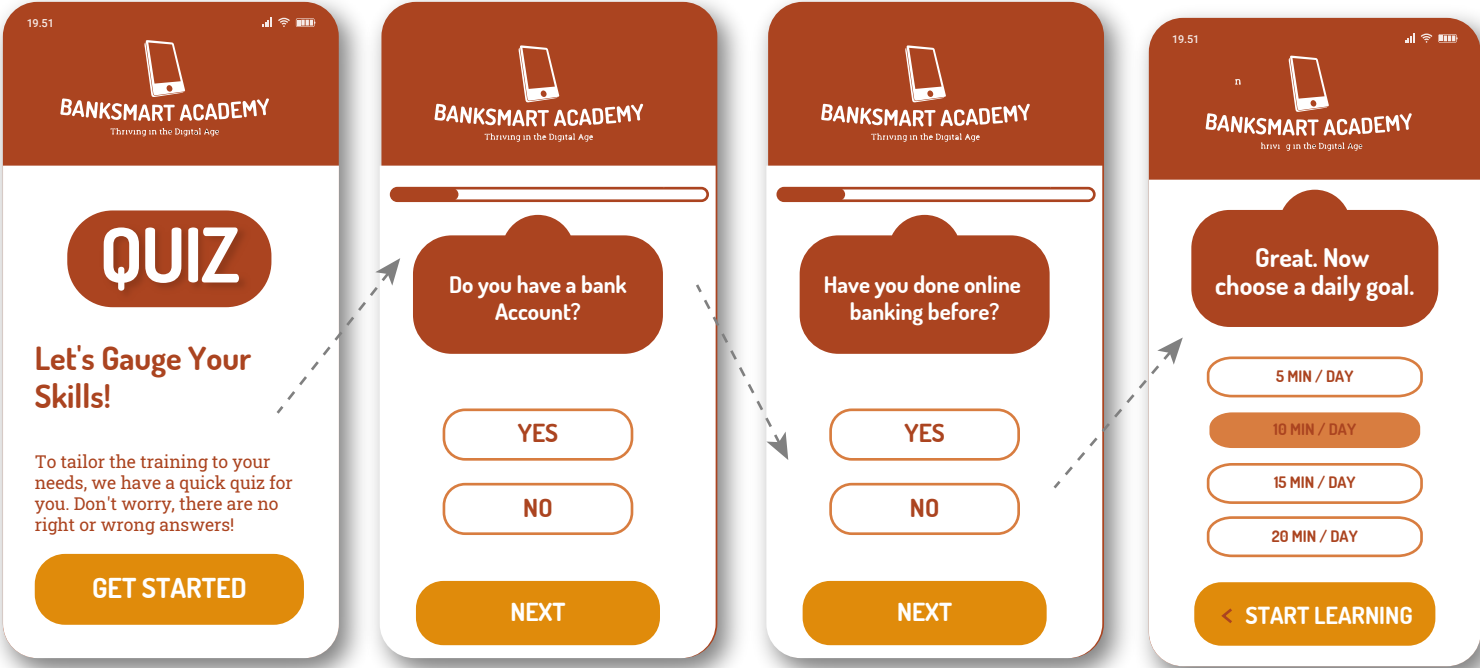A welcome SMS with activation link

Home

Registration

A welcome page once registration is complete

Personalised Learning Material

Quiz to tailor the training modules

Sample questions

Student chooses how often they want to learn

Personalised Learning Material

BANKSMART ACADEMY
Thriving in the Digital Age

Your Personalized Learning Path

Based on your quiz results, here are recommended training modules:

ONLINE SECURITY

INTRO TO DIGITAL BANKING

ONLINE BANKING SERVICES

< NEXT

BANKSMART ACADEMY
Thriving in the Digital Age

Intro to Digital Banking

WATCH AND LEARN

Introducing all the different services you can do with digital banking

How to make a deposit >

How to make a transfer >

How to pay your bills >

How to send money >

How to open an account >

< NEXT

BANKSMART ACADEMY
Thriving in the Digital Age

Intro to Digital Banking

HOW TO SEND MONEY

VIDEO TUTORIALS
Video introducing the concept of digital banking, its benefits, and how it's transforming the financial landscape.

< WATCH MORE VIDEOS

BANKSMART ACADEMY
Thriving in the Digital Age

Intro to Digital Banking

LET'S SEE HOW MUCH YOU'VE LEARNED....

What is digital banking?

Banking with traditional paper documents

Banking carried out over electronic platforms

Banking with traditional paper documents

< NEXT

Receives Personalized Recommendations for Training Modules

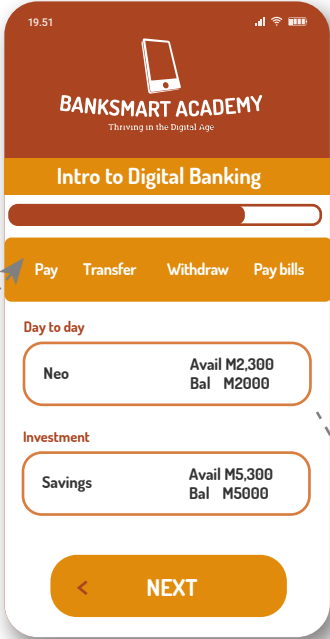Student has chooses topic of interest

Student watches tutorial

Student engages with Video Tutorials

Practice & Application

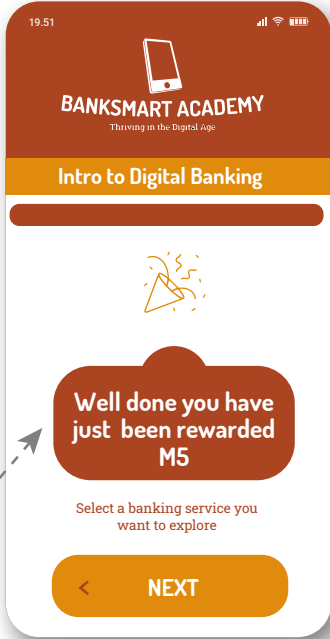Interactive Modules to Practice & Apply
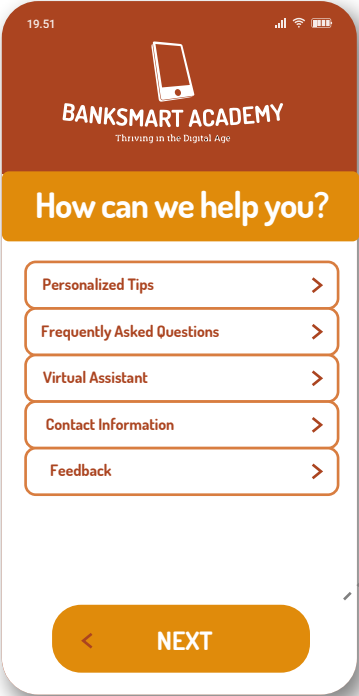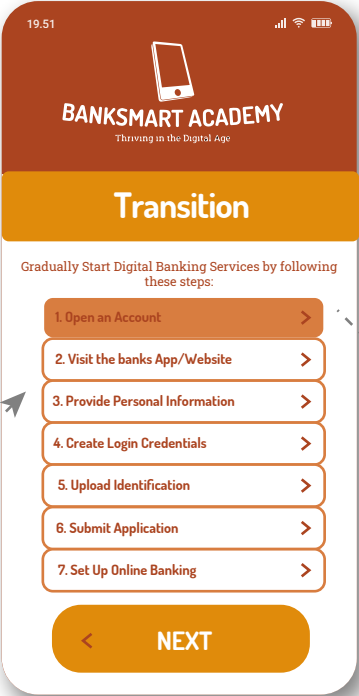
Continues to Practice

Continues to Practice

Rewarded fro succesful trial

Support & Assistance

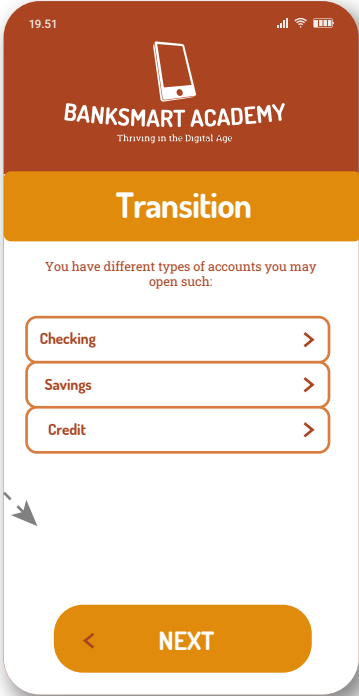**BANKSMART ACADEMY**
Thriving in the Digital Age

How can we help you?

Personalized Tips	>
Frequently Asked Questions	>
Virtual Assistant	>
Contact Information	>
Feedback	>

< NEXT

Accesses Support
Features

BANKSMART ACADEMY
Thriving in the Digital Age

Transition

Gradually Start Digital Banking Services by following these steps:

1. Open an Account	>
2. Visit the banks App/Website	>
3. Provide Personal Information	>
4. Create Login Credentials	>
5. Upload Identification	>
6. Submit Application	>
7. Set Up Online Banking	>

< NEXT

Features and steps to
help students transition

BANKSMART ACADEMY
Thriving in the Digital Age

Transition

You have different types of accounts you may open such:

Checking	>
Savings	>
Credit	>

< NEXT

Features and steps to
help students transition

Conclusion

Transition to digital banking is a gradual process. It will take time to explore and for Lesotho youth to get comfortable with each step. They will gradually become more confident, as they start using the diferent digital banking platforms.

BankSmart Academy program goes beyond just teaching digital skills. It's about instilling confidence and responsibility in Lesotho youth as they navigate the intricacies of online banking.

The unique needs of personas led to personalized learning pathways and interactive modules, all designed to ensure a comprehensive learning journey.

FUTURE DIRECTION

- Conduct user testing
- Get feedback from different stakeholder
- Expanded Demographic Reach: Consider extending the program's reach to other age groups or even to underserved populations beyond the youth segment.
- Impact Measurement: Implement mechanisms to measure the impact of the program on participants' financial behaviors and literacy.
- Feedback and Improvement Loop: Establish a feedback mechanism that allows users to provide input on the program's effectiveness and areas for improvement.
- Multilingual Support: To reach a broader audience, consider providing content in Sesotho
- Partnerships with Financial Institutions: Collaborate with local banks and financial institutions to offer users real-world experience

Funding

Government Ministries of Education or Youth Affairs: Government departments focused on education, youth, or technology advancement might allocate funds for projects that promote digital literacy and skill development among youth.

Financial Institutions: Banks and financial institutions have a vested interest in promoting financial literacy and online banking among the youth. They might offer grants or sponsorships to support such initiatives.

International Development Agencies: Organizations like the United Nations (UN), United States Agency for International Development (USAID), and other international bodies often support projects aimed at education, digital empowerment, and financial inclusion.

NGOs and Foundations: NGOs working in education, youth empowerment, and digital literacy could be potential partners. Look for organizations like the Bill & Melinda Gates Foundation, Omidyar Network, or local foundations with similar objectives.

Telecommunication Companies: Companies in the telecommunications sector might have an interest in promoting digital skills and online services adoption. They could provide funding or technical support.

Corporate Social Responsibility (CSR) Programs: Corporations operating in Lesotho might have CSR initiatives that align with your program's goals. These initiatives often focus on community development and education.

Educational Institutions: Universities, colleges, and schools might be interested in collaborating or providing resources for your program, especially if it aligns with their curriculum objectives.

THANK YOU

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