Roundtable Discussion on Mobile Usage at the Base of the Pyramid (BoP)

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This Thursday, iHub Research and Research Solutions Africa (RSA) will host an open roundtable discussion for developers about the usage of mobile devices at the base of the economic pyramid (BoP) in Kenya. This event is perfect for those of you building services and products for consumers on the lower economic scale, in order to better understand your consumer's habits and patterns of use.

iHub Research and Research Solutions Africa conducted a 6 month study in 2012 with 800 users of mobile devices at the BoP. We also collected information through focus groups and other methods. Through this interactive session with tech start-ups, we hope to give you insights on the current usage of mobile phones by the BoP and also hear your opinions of this information and what further information would be helpful as you build for your end user.

The roundtable will take place at the UX Lab on Thursday from 11 am to 12:30 pm. Please RSVP if you will be joining us!We look forward to seeing you!

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