User-Centric Design for Financial Inclusion Products Training Course

Professional Development Training Course Outline

Category	Microfinance & Financial Inclusion	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

User-Centric Design for Financial Inclusion Products equips participants with the advanced tools, methodologies, and human-centered strategies required to build financial solutions that are affordable, accessible, and deeply relevant to underserved populations. As digital finance, mobile money, behavioral insights, and fintech innovation continue to reshape financial ecosystems, user-centricity has become a crucial factor for sustainable product adoption, improved customer experience, and inclusive financial growth. User-Centric Design for Financial Inclusion Products Training Course provides a comprehensive foundation that integrates user research, prototyping, inclusive product architecture, design thinking, and evidence-based decision-making to ensure financial products effectively address diverse user needs.

The training emphasizes practical application through real-world case studies, co-creation exercises, and inclusive product testing techniques that strengthen product-market fit. By leveraging user journey mapping, segmentation analysis, low-cost experimentation, digital inclusion principles, and responsible design approaches, participants will gain the skills to create financial products that advance equity, drive financial empowerment, and support national financial inclusion goals. This combination of strong theory and practical insights positions learners to build impactful, scalable, and ethical financial solutions.

Programme Curriculum

User-Centric Design for Financial Inclusion Products Training Course

Introduction

User-Centric Design for Financial Inclusion Products equips participants with the advanced tools, methodologies, and human-centered strategies required to build financial solutions that are affordable, accessible, and deeply relevant to underserved populations. As digital finance, mobile money, behavioral insights, and fintech innovation continue to reshape financial ecosystems, user-centricity has become a crucial factor for sustainable product adoption, improved customer experience, and inclusive financial growth. User-Centric Design for Financial Inclusion Products Training Course provides a comprehensive foundation that integrates user research, prototyping, inclusive product architecture, design thinking, and evidence-based decision-making to ensure financial products effectively address diverse user needs.

The training emphasizes practical application through real-world case studies, co-creation exercises, and inclusive product testing techniques that strengthen product-market fit. By leveraging user journey mapping, segmentation analysis, low-cost experimentation, digital inclusion principles, and responsible design approaches, participants will gain the skills to create financial products that advance equity, drive financial empowerment, and support national financial inclusion goals. This combination of strong theory and practical insights positions learners to build impactful, scalable, and ethical financial solutions.

Course Objectives

1. Understand key principles of user-centric design in financial inclusion.
2. Conduct user research using trending customer insight tools.
3. Apply design thinking methodologies for inclusive product development.
4. Map user journeys for underserved customer segments.
5. Develop user personas based on qualitative and quantitative data.
6. Prototype financial products using rapid testing techniques.
7. Integrate digital inclusion and accessibility principles.
8. Apply behavioral insights to improve product adoption.
9. Use data analytics to guide product improvement.
10. Strengthen customer experience (CX) through iterative design.
11. Evaluate product risks and compliance considerations.
12. Implement feedback loops for continuous product refinement.
13. Develop actionable strategies for scaling user-centric solutions.

Organizational Benefits

- Improved customer satisfaction and stronger product adoption
- Reduced product failure rates through evidence-based design
- Enhanced understanding of underserved and vulnerable users
- Stronger competitive advantage in digital financial services
- Reduced operational and compliance risks
- More efficient product development cycles
- Better alignment with financial inclusion priorities
- Increased customer retention and loyalty
- Improved brand reputation and trust
- Data-driven innovation and continuous learning culture

Target Audiences

- Financial inclusion program designers
- Digital finance and mobile money practitioners
- Microfinance institution product teams
- UX/UI and human-centered design professionals
- Fintech innovators and product developers
- Government and regulatory officers

- Development finance practitioners
- Customer experience and insights teams

Course Duration: 5 days

Course Modules

Module 1: Foundations of User-Centric Design

- Understanding user-centricity in financial inclusion
- Principles of human-centered design and accessibility
- Barriers faced by underserved financial consumers
- Research ethics and responsible product design
- Tools for identifying user needs
- Case Study: User insights transforming microfinance product uptake

Module 2: User Research Tools and Techniques

- Qualitative and quantitative user research methods
- Conducting interviews, surveys, and field studies
- Segmenting underserved users and communities
- Leveraging digital research tools for insights
- Synthesizing findings for product decisions
- Case Study: Research-driven redesign of a mobile savings product

Module 3: Design Thinking for Inclusive Finance

- Design thinking process and mindset
- Problem framing for financial inclusion challenges
- Idea generation and co-creation techniques
- Low-fidelity and high-fidelity prototyping
- Testing prototypes with real users
- Case Study: Design sprint improving agent banking experience

Module 4: User Journey Mapping

- Mapping customer touchpoints in financial ecosystems
- Identifying pain points and service gaps
- Applying behavioral insights to journey analysis
- Designing end-to-end inclusive financial flows
- Integrating digital and physical user experiences
- Case Study: Journey mapping for improving loan application usability

Module 5: Prototyping and Product Testing

- Principles of rapid prototyping
- Creating wireframes and mockups for financial tools
- Low-cost testing approaches for underserved users
- Gathering feedback and iterating
- Ensuring accessibility and usability
- Case Study: Prototype iteration improving digital wallet adoption

Module 6: Inclusive Digital Financial Services

- Designing for digital inclusion and accessibility
- Addressing literacy, gender, and disability barriers
- Building user-friendly mobile interfaces
- Strengthening trust and security through design
- Ensuring high usability across diverse environments
- Case Study: Inclusive mobile money interface boosting rural usage

Module 7: Behavioral Design for Financial Inclusion

- Applying behavioral insights to product development
- Reducing friction and cognitive burdens
- Encouraging positive financial behaviors
- Nudging strategies for savings and repayment
- Enhancing engagement through tailored messaging
- Case Study: Behavioral nudges improving repayment consistency

Module 8: Scaling User-Centric Financial Solutions

- Scaling strategies for inclusive financial products
- Strengthening partnerships with ecosystem players
- Incorporating real-time data and analytics
- Monitoring performance and user outcomes
- Ensuring sustainability and alignment with national goals
- Case Study: Scale-up journey of a community-led savings solution

Training Methodology

- Instructor-led presentations and concept briefings
- Hands-on design thinking exercises and prototyping labs
- Group research activities and co-creation workshops
- Real-world case study discussions and scenario analysis
- Demonstrations of digital design and research tools
- Continuous feedback, peer learning, and reflective sessions

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.com or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to FINESKILL TRAINING CENTER account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
07 Sep 2026	11 Sep 2026	Physical	$1,500
14 Sep 2026	18 Sep 2026	Physical	$1,500
21 Sep 2026	25 Sep 2026	Physical	$1,500
28 Sep 2026	02 Oct 2026	Physical	$1,500
05 Oct 2026	09 Oct 2026	Physical	$1,500
12 Oct 2026	16 Oct 2026	Physical	$1,500
19 Oct 2026	23 Oct 2026	Physical	$1,500
26 Oct 2026	30 Oct 2026	Physical	$1,500

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com