

# “maymay” mobile app



26<sup>th</sup> Oct, 2016

# About maymay

- Myanmar's first maternal health app
- Launched in Sep 2014
- Developed in partnership with PSI\Myanmar, local social enterprise firm Koe Koe Tech and global telecom operator Ooredoo
- Initially funding from Groupe Speciale Mobile Association (GSMA) mWomen programme .
- 40,000+ monthly active user
- 60,000+ downloaded

koe koe



# Lessons learned

1. Be user friendly design -a lot of value in taking time to talk with end users (RPT)
2. Attract our target audience's phone have our app
3. Encourage to use more actively-everyday
4. Keep in mind the Myanmar Font- Zawgyi or Unicode?
5. Explore creative distribution options
6. Balance between online and offline mode
7. Keep an eye on user data

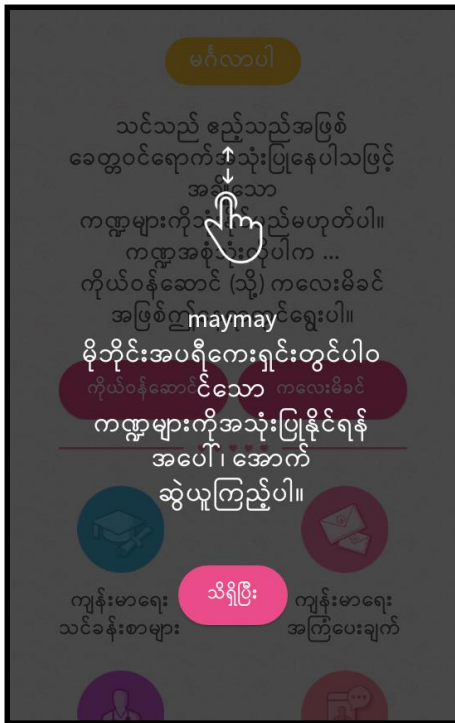
# #1- Be user friendly design

- App design - simple log in



# #1- Be user friendly design

- Clear explanation of how to use the app and what features you can see!



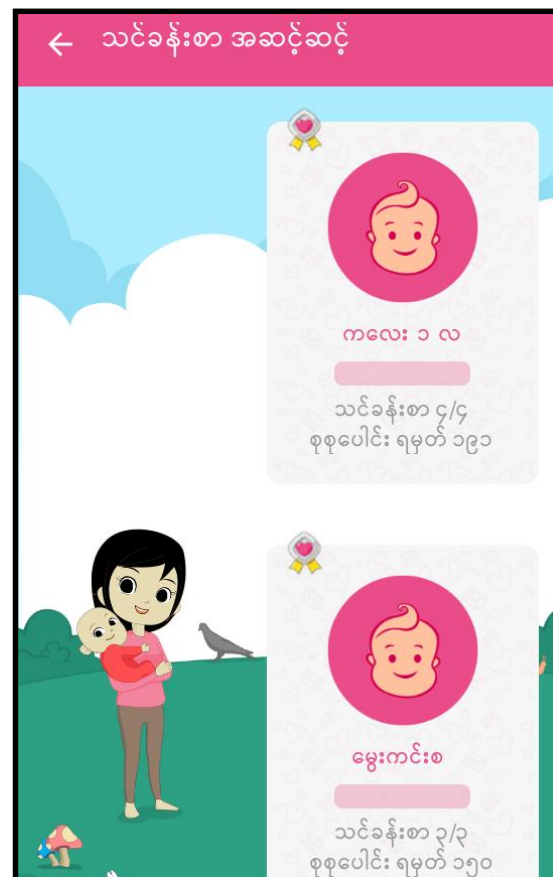
# #1- Be user friendly design

- In health lessons, users get confused where they should tap to answer, although design is cool



# #1- Be user friendly design

- New design of health lessons!!



## #2- Attract our target audience's phone have installed

To make more attractive and useful-

- In addition to 3 messages per week through app
- In form of multiple choice questions
- Add more features
- More in-depth content like health articles and nutrition section





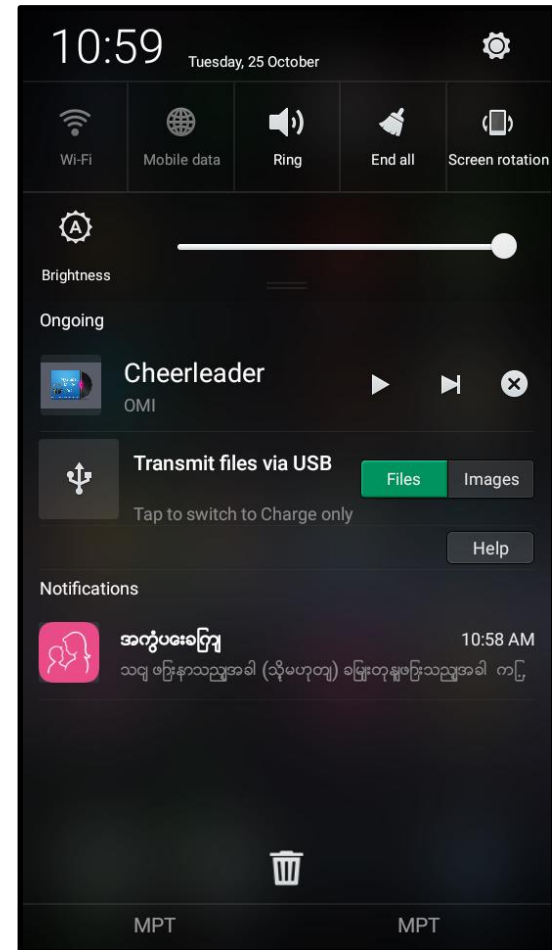
# #3- Encourage to use more actively

- More interactive- hotline, Facebook page chat box
- Doctors locator
- Hospital and clinics Address
- Lists of shops for mom fashion and baby products (online shopping in the future)



# #4- Keep in mind the Myanmar fonts

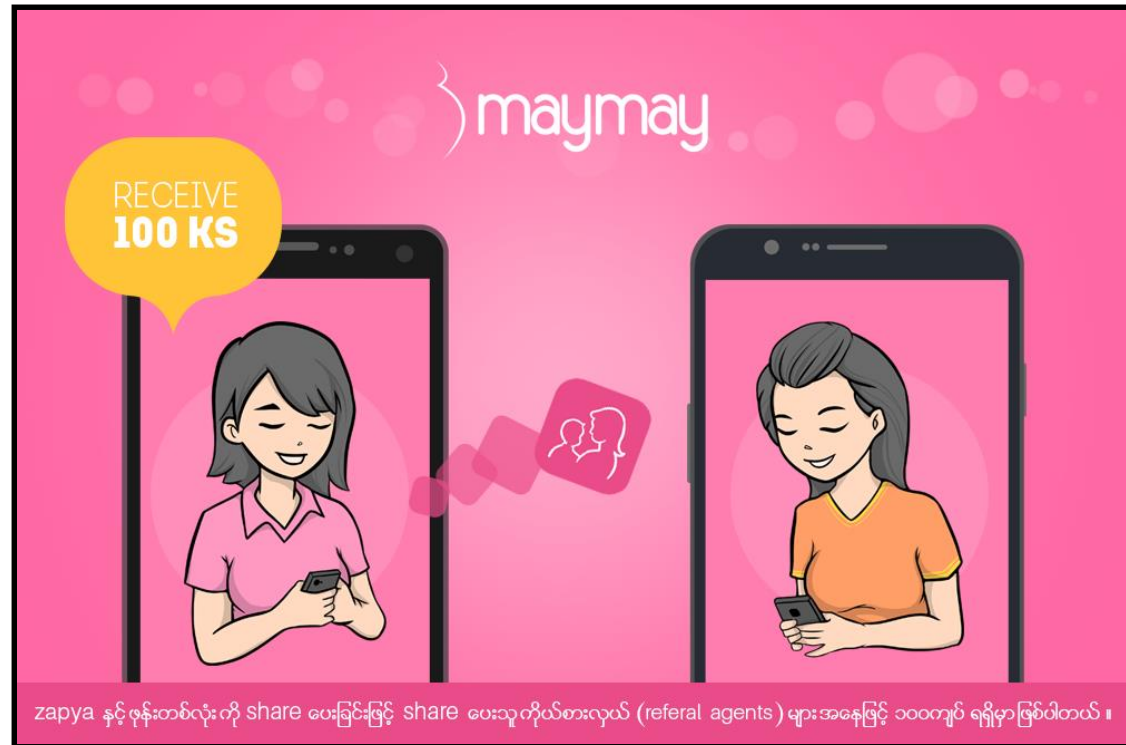
- Depends on mobile phone brands and need to fix it-very beginning of app launch (version 1.0)
- Still, in the notification bar- words are not readable in some!



# #5- Explore creative distribution options

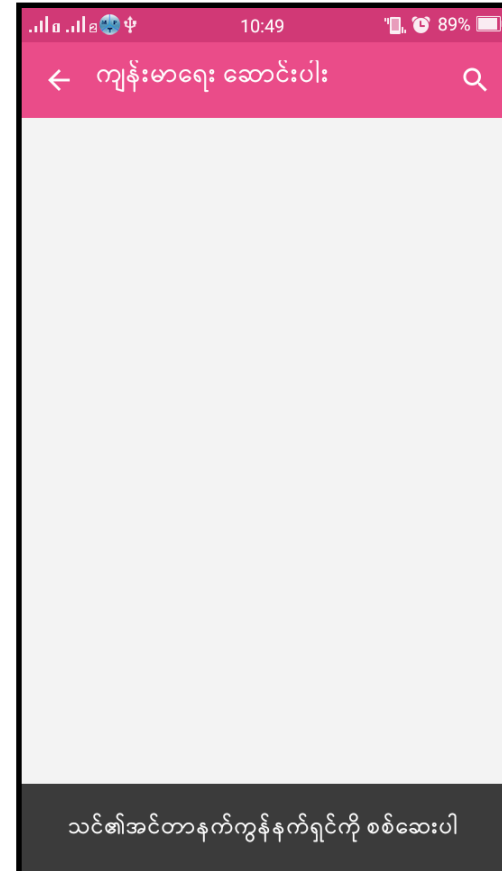
Myanmar people rarely download from google play store, may be-

- Most people don't have email account
- Not very familiar with technology
- Not verily willing to use mobile data to download



# #6- Balance between online and offline

- Most users might give feedback that it would be great if all the features are offline
- But still, there are some benefits of being online

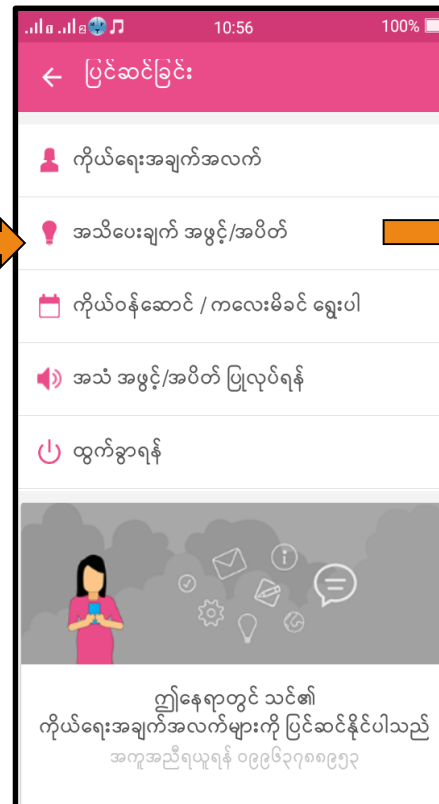


# #7- Keep an eye on user data

Benefits-

- Can easily know which feature is most popular
- Can guess whether they got annoyed or not

(In setting, there is one tap which can off the notification)



# Thank you

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