



# Mobile Health Apps in Maternal Care: An Ethnographic Study of Nairobi Slums, Kenya 2012

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## Abstract

Mobile health apps (mHealth) have emerged as a promising tool for enhancing maternal care in urban and rural settings globally. However, their adoption among vulnerable populations like Nairobi slums remains underexplored. The study employed qualitative research methods including participant observation, semi-structured interviews, and focus group discussions with a purposive sample of women from low-income backgrounds. Data was analysed using thematic content analysis. Users expressed significant interest in mHealth apps for routine prenatal monitoring and health education. However, challenges such as limited internet access and app functionality issues were prevalent. Despite initial enthusiasm, the integration of mHealth apps into maternal care requires addressing technological infrastructure and user interface improvements to ensure widespread adoption and efficacy. Developers should prioritise simple, intuitive interfaces and offline features. Health organizations need to collaborate with local communities to enhance app usability and relevance.

**Keywords:** *African Geography, Mobile Health Apps, Ethnography, Maternal Care, Vulnerable Populations, Community Engagement, Contextual Analysis*

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