



# Designing User Interfaces for Low-Literacy Populations in Sub-Saharan Africa: A Case Study from The Gambia

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## Abstract

Low-literacy populations in Sub-Saharan Africa face significant challenges accessing financial services through digital platforms. A mixed-methods approach was employed, combining surveys to gauge user preferences ( $N = 100$ ) with usability testing sessions ( $n = 20$ ). In the survey, 75% of respondents preferred simple and clear interfaces over complex ones. Usability tests revealed an average improvement in task completion time by 40% when users interacted with simplified UI elements. User-centred design principles were effective in improving digital financial access for low-literacy populations in The Gambia, although further testing is needed to refine these designs. Future studies should include more diverse sample groups and incorporate user feedback loops into the design process. Low-literacy, User interfaces, Digital finance, Sub-Saharan Africa, The Gambia

**Keywords:** *Sub-Saharan, Africa, Literacy, UserInterface, Design, ThematicAnalysis, QualitativeResearch*

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