

Design Note

Criteria for Selecting Women-Centered Consumer Groups to Inform Inclusive IPS Design and Feedback

Description of mechanisms for ensuring that consumer group engagement in the Inclusive IPS design process is representative of the diversity of women end users.

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To ensure that any formal governance mechanisms or informal consultative processes are truly inclusive and informative, it is essential to engage organizations that represent and serve large and diverse populations of women. The following considerations are recommended to Inclusive IPS operators as they consider who to invite to a Consumer Forum or whom to consult in the ecosystem.

The relative importance of these considerations may vary based on maturity of implementation and which sets of on system usability, adoption barriers, feature effectiveness, and areas for improvement are most desired.

Consideration	Definition
Proportion of Women Users	Extent to which the organization's user base or membership is comprised of women <i>Example Indicators:</i> 60% women membership or customer base - Gender-disaggregated data available
Demographic Diversity of Women Served	Representation of diverse (or relevant) subgroups across geography, age, income, education, and vulnerability. <i>Example Indicators:</i> - Rural/urban mix - Inclusion of elderly, youth, informal workers, migrants
Geographic Reach and Scale	Size and coverage of the organization's network across regions or districts. <i>Example Indicators:</i> 1,000+ active women users - Presence in multiple localities
Capacity to Facilitate Feedback Loops	Ability to collect and report member/user input in structured and timely ways, and to report IPS updates back to end users. <i>Example Indicators:</i> - Community facilitators or agents - Survey, reporting, or training experience
Ability to Co-Design and Collaborate	Ability and willingness to participate in usability testing, governance forums, or iterative co-design sessions. <i>Example Indicators:</i> - Expressed interest - Prior experience in iterative testing, human centered design, product testing
Advocacy or Policy Engagement	Experience in digital financial inclusion, advocacy, or regulatory dialogue. <i>Example Indicators:</i> - Participation in working groups or networks - Policy recommendations made