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Assessing the Development, Design, and Implementation of Gender-Responsive mHealth Solutions for Nigerian Women

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ABSTRACT This study investigates the development, design, and implementation of gender-responsive mHealth apps for Nigerian women, aiming to evaluate their potential impact, develop recommendations, and assess existing mHealth apps' effectiveness. Through interviews with five mHealth app decision-makers, developers, and owners, the study explores perspectives on addressing the unique needs of Nigerian women. The results showed different motivations behind gender-responsive mHealth solutions, primarily focused on improving healthcare accessibility and addressing specific health challenges. The study highlights the importance of user-centred, culturally sensitive design approaches considering Nigerian women's health needs and challenges. The results emphasise the need for tailored features, cultural competence, and strategies to overcome awareness, language, and infrastructural barriers. This research contributes valuable insights for creating effective, accessible, and culturally relevant mHealth solutions that can significantly improve healthcare access and outcomes for Nigerian women, promoting gender equity in health.