MyGuineeExpress

Case Study

Problem Statement

French citizens struggle with slow, fragmented, and opaque processes when sending money home. Current online systems lack transparency, real-time tracking, and secure delivery, creating the need for a unified digital platform.

Solution

MyGuineeExpress is a secure digital platform that enables people in France to easily request and manage money transfers to Guinea, with integrated identity verification, payment, and delivery, reducing fraud, costs, and processing delays.

Workplan and Sprint Scheduling

Sprint Planning and Scrum Ceremonies for Agile Development and Collaboration

Research — Understanding the Problem and Gathering User Feedback

Brainstorming — Creative Ideating to Define Solutions and Prioritize Features

Sketching — Paper Sketching and Wireframe Iterations

UI Design — Visual Design in Figma Applying Design Principles and Prototyping

Testing — A/B Testing, Usability Testing, Design Validation

Sprint 1 — Sprint 2 — Sprint 3 — Sprint 4 — Sprint 5

Research Lead: Gathered user feedback and insights

Brainstorming Lead: Facilitated ideation sessions, prioritized features

Sketch Artist: Created initial wireframes and low-fidelity prototypes

UI Designer: Refined wireframes into high-fidelity designs, created prototypes

Tester: Conducted usability testing, gathered feedback, validated design decisions

Competitive Analysis

Comparison of Wise, Western Union, and Sparkling Money highlights strengths and weaknesses in Finance and offer UX/UI improvement opportunities. This guides and informs design decisions to address identified gaps and enhance user experience and overall performance.

	Overview	Strengths	Weaknesses / Gaps
Western Union	Official French government partner for some document requests	Trusted source, official database access	Complicated navigation, limited tracking, not optimized for mobile
Wise	Private company for document legalization and attestations	Variable legalization and translation	No tracking system, slow updates, limited transparency
Sparkling Money	Unofficial Paris-based company	Safe, easy authentication	Doesn't manage document requests — attention

Understand the Problem

Understanding the problem and identifying the pain points and user experiences are essential to ensure that helps us finding a better solution and understanding the problem.

User Flows Analysis

Task flow analysis ensures that users can navigate an interface seamlessly by ensuring that interactions are logical, efficient, and user-centric.

1. User Flow: Sign up / Sign in

2. User Flow: Apply of Documents

Mariama Diallo

Age: 28
Location: Paris, France
Occupation: Nursing Assistant

Mariama moved to France five years ago for better job opportunities. She love works as a nursing assistant in a public hospital and supports her family back home. For her legal and professional life in France, she often needs APS documents such as birth certificates or marriage certificates.

"The process is always stressful — I'm lost to contact private such home, send money informally, and wait months without updates. Once, she lost a document in the mail and had to restart the entire process."

Mariama's communities using Facebook and mostly uses it to secure, transparent, and trackable platform like MyGuineeExpress would make her life much easier.

Goals:

- Get official Guinea documents without travelling
- Track her document request in real time
- Receive updates through the app

Frustrations:

- It breaks promises to stay
- Takes too long to respond
- No tracking or transparency

Quote: "I just want a service and feel very lo get the legal papers from home."

Ibrahim Bah

Age: 35
Location: Lyon, France
Occupation: Construction Worker

Ibrahim came to France eight years ago seeking better work opportunities. He works as a daily wage construction worker and sends money to his family back home. He doesn't have an in-line office papers in order and needs help requesting them through a trusted system.

"I don't speak French well, so I need someone I can trust to handle my paperwork for me. In language barrier, and lack of clear information, he has difficulty navigating this process."

Ibrahim uses a smartphone and some apps daily, but he prefers simple, clear interfaces in his native language in French.

Goals:

- Request a genuine Guineé's serviceby
- Receive updates in a clear, simple way
- Have a secure way to pay for the service

Frustrations:

- Language and legal confusion
- Hidden fees
- Fear of fraud

Quote: "I need a simple and trusted service to get my documents without any risk."

Fatoumata Sow

Age: 24
Location: Marseille, France
Occupation: Freelancer / Student

Fatoumata was born in France but moved years ago to pursue her master's degree in Digital Marketing. She often helps her community with online paperwork, payments, and document requests. She's fast, savvy, organized, and believes in the power of digital solidarity.

"I don't want to be the person people call when they need something done. I want to be the person who helps them, and see it's helpful. Fatoumata believes a without, easy-to-use digital platform would save time, cost, and effort for many people."

She represents the digital-native persona — someone who quickly adapts to new tools and helps others use them.

Goals:

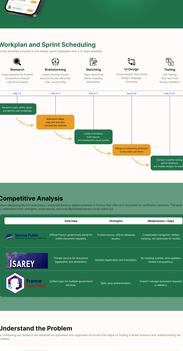
- Help others easily, safely
- Earn a small income ethically
- Save time and money

Frustrations:

- It feels unfair when it's complex
- Fear of hidden fees or scams
- Wasting time on broken systems

Quote: "Having one reliable digital app for all document requests would change everything."

Sketches

High Fidelity Mockups

Experience the accessibility of sports in the future with our design system, which uses parametricity created by visionaries inspired in cities, citing our cutting-edge white days, our ideas range from micro-business and user-friendly.