

ALFRED TA

AlfredTA is a modern take on a massive industry. Transition Planning. AlfredTA allows individuals and their family members to plan a seamless end-of-life transition

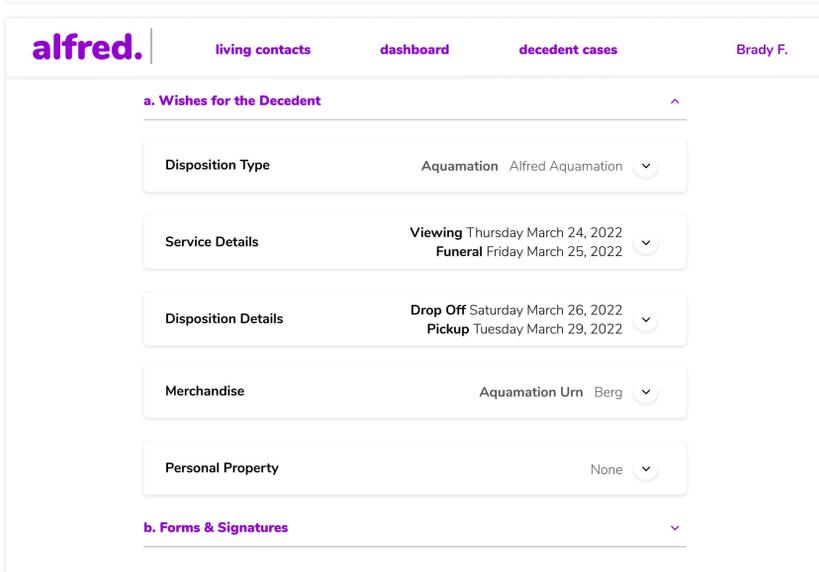
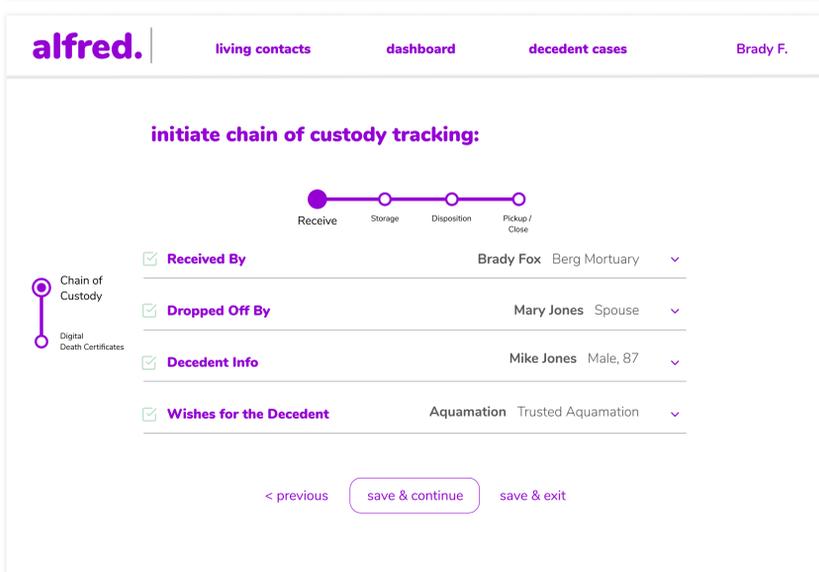
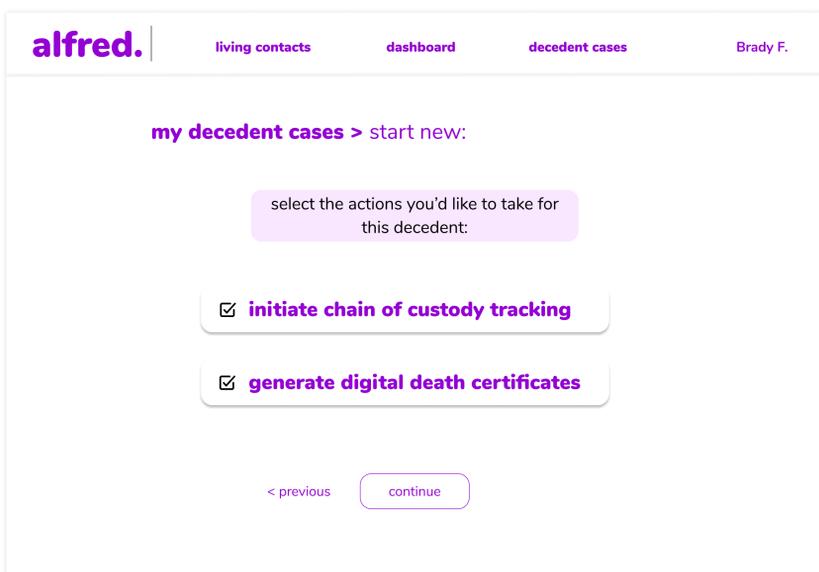
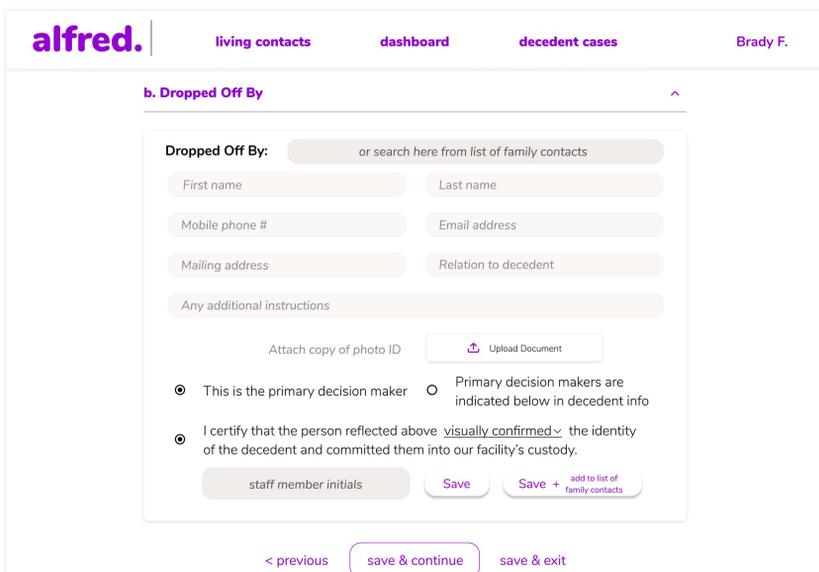
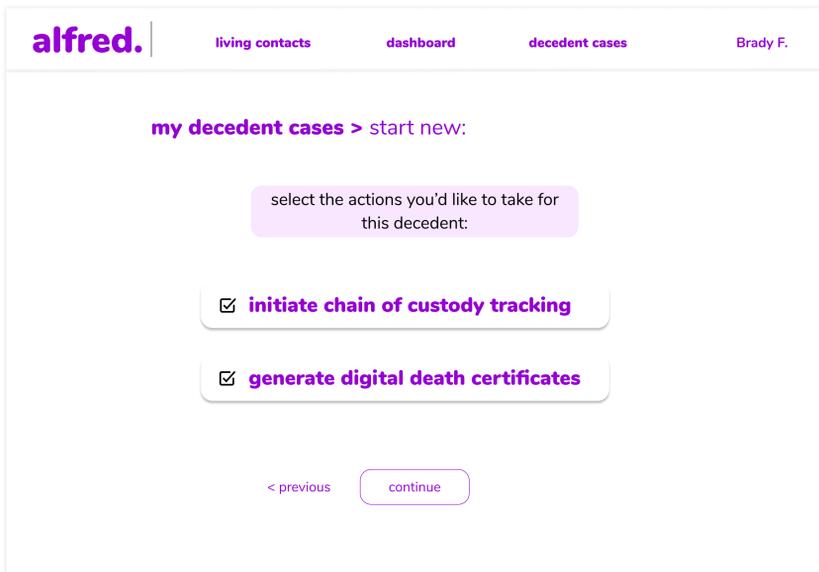
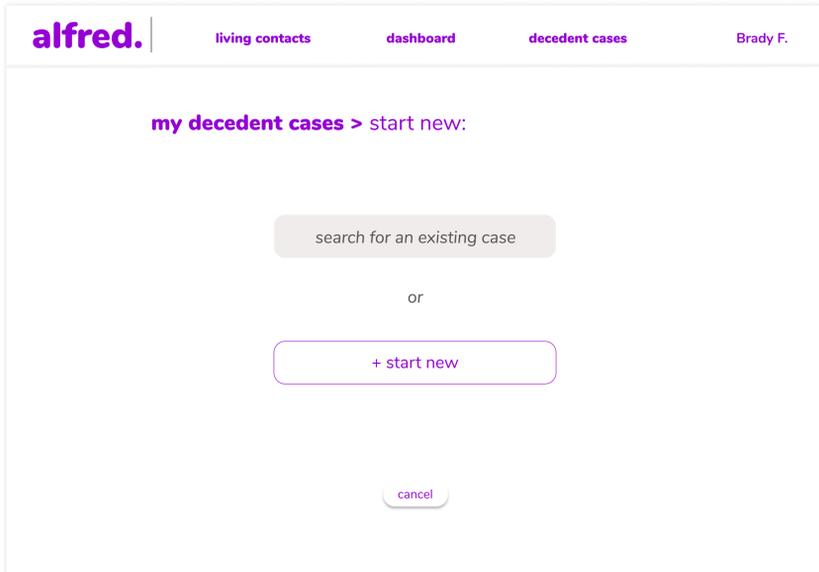
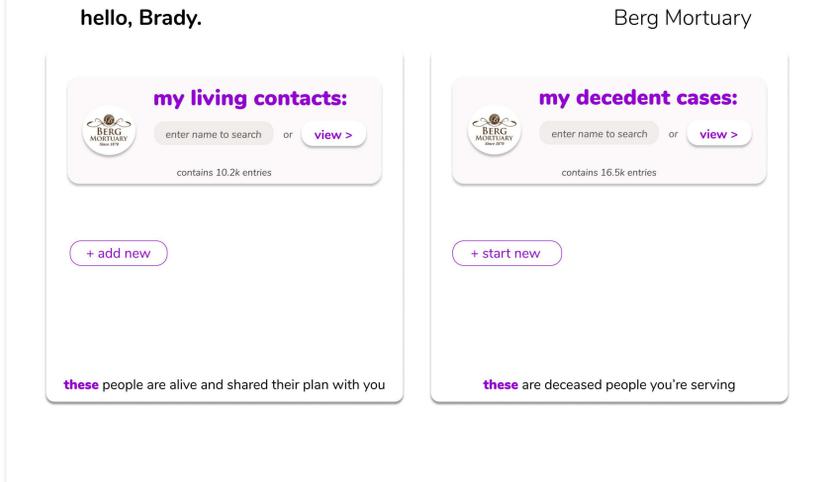
- UX/UI Design
- Brand Identity
- Custom Web App

The Challenge & Initial Research

XLR8 was brought in right from the beginning. From napkin sketches to wide scope discussions, we assisted with the planning, design, and overall Web App build for the entire project. Our goal was to provide our industry and technology expertise to help AlfredTA get off the ground on the smallest budget possible and help them get to market to get feedback from their customers. This goal was realized and the project was delivered on time, and on budget, to allow for large-scale testing and allowing for deeper conversations with industry partners.

Final Delivery

AlfredTA needed hundreds of screens to make their vision come to life. Important in that process is ensuring that their brand identity, as well as excellent User Experience, shines through.



Next Steps

AlfredTA was launched shortly after development was completed, and is currently seeking active partnerships with key industry clients, as well as a funding round, prior to official Public Launch.