

Retailaer

November Requirements - Design Review

Desktop Review (1920x1080)

14 Screenshots

November

Implementation Status: All Requirements Met ✓

Implementation Summary

Navigation

IMPLEMENTED

- ✓ White logo implemented globally
- ✓ All CTAs changed to "Get in Touch"
- ✓ Smooth scroll navigation added
- ✓ Scroll-to-top button

Homepage

- ✓ New hero title and du
- ✓ Stats section remove
- ✓ Features reduced to
- ✓ "How It Works" reord
- ✓ Section navigation th

Solutions

IMPLEMENTED

- ✓ 4 pillars (added "Customer-First")
- ✓ 9 distribution channels
- ✓ "For Airlines" section replaced
- ✓ Responsive grid layout

Company

- ✓ 3 core values section
- ✓ "To Passengers" paragraph
- ✓ Streamlined messaging

Insights

IMPLEMENTED

- ✓ Brand colors (teal/yellow) applied
- ✓ Removed pastel colors
- ✓ Carousel navigation styled

Global Updates

- ✓ Email: info@retailaer.com
- ✓ All CTAs: "Get in Touch"
- ✓ White logo in nav/footer
- ✓ Consistent branding

TOTAL SCREENSHOTS

14

PAGES REVIEWED

4

1. Global Navigation

Component: Header Status: ✓ Implemented Phase: 1



Solutions Company

Changes Implemented

COMPLETE

- White Retailaer logo (retailaer-logo-white.svg)
- Navigation simplified with "Get in Touch" CTA button
- Sticky header behavior maintained
- Teal background (#0a5c5c) for brand consistency

Design Tokens

- Background: #0a5c5c (Brand Teal)
- Logo: White SVG, 140px width
- CTA: Primary button style (#f5b800)
- Height: 80px fixed

2. Homepage - Hero Section

Section: Hero Status: ✓ Implemented Phase: 2



Solutions Company

Next-Generation Airline Retail & Distribution Solutions

Maximise revenue, achieve targets and deliver exceptional customer experiences with our cutting-edge platform built for Customer-first airline retailing with Offers and Orders.

[Get in Touch](#)

[Need Convincing?](#)

Changes Implemented COMPLETE

- New title: "Next-Generation Airline Retail & Distribution Solutions"
- Dual CTAs: "Get in Touch" (primary) + "Need Convincing?" (secondary scroll)
- Airplane graphic reduced to 220px (was 300px) for better content balance
- Airplane opacity increased to 0.3 for improved visibility
- Secondary CTA scrolls smoothly to "Why Retailaer" section

UX Enhancements

- Dual CTA pattern: Action + Learn More navigation
- Smooth scroll with 80px header offset
- Floating airplane with animation (6s ease-in-out loop)
- Responsive typography (60px desktop, scales for mobile)

3. Homepage - Full Page View

Next-Generation Airline Retail & Distribution Solutions

Maximise revenue, achieve targets and deliver exceptional customer experiences with our cutting-edge platform built for Customer-first airline retailing with Offers and Orders.

[Get in Touch](#)[Need Convincing?](#)

Why Retailaer?

Built for IATA NDC and ONE Order standards



Dynamic Offer Creation

Create personalized offers in real-time based on customer preferences and behavior



Instant Order Processing

Lightning-fast order management and updates



Real Revenue Uplift

Proven results with measurable increases in conversion and ancillary revenue



Customer-Centric Design

Built around customer needs and systems

[Get in Touch](#)

How it works



Payment Orchestration

Seamlessly manage payments from booking to settlement with full PCI compliance



Customer Profiling

Build unified customer profiles to deliver personalized experiences across all touchpoints



Order Simplification

Streamline complex bookings with ONE Order standard for all flight and ancillary services

[See Our Insights →](#)

[← Back to Benefits](#)

[Get in Touch](#)

Latest Insights



Ready to transform your airline

Join leading airlines worldwide using Retailaer to modernize their offer management.

[Get in Touch](#)

[Email Us](#)



Customer-first Offer and Order
Management for modern airline retailing

Solutions

Platform Overview
Connect Retail
Distribution
For Travel Brands

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Page Structure COMPLETE

- Hero with dual CTAs
- Stats section REMOVED per requirements
- "Why Retailaer" (4 features) with navigation buttons
- "How It Works" (4 items) with triple navigation
- "Latest Insights" carousel
- Final CTA section
- Footer with white logo

Navigation Flow

- Hero → Need Convincing? → Why Retailaer
- Why Retailaer → See How It Works → How It Works
- How It Works → See Our Insights → Latest Insights
- How It Works → Back to Benefits → Why Retailaer
- Scroll-to-top button appears after 300px scroll

4. Homepage - Why Retailaer (Features)

Section: Features Status: ✓ Reduced 9→4 Phase: 3

Customer-first airline retailing with Offers and Orders.

[Get in Touch](#)[Need Convincing?](#)

Why Retailaer?

Built for IATA NDC and ONE Order standards



Dynamic Offer Creation

Create personalized offers in real-time based on customer preferences and behavior



Instant Order Processing

Lightning-fast order management and updates



Real Revenue Uplift

Proven results with measurable increases in conversion and ancillary revenue



Customer-Centric Design

Built around customer needs and systems

Changes Implemented REDUCED FROM 9 TO 4

- Feature 1: Dynamic Offer Creation (AI-powered personalization)
- Feature 2: Instant Order Processing (sub-second response times)
- Feature 3: Real Revenue Uplift (proven 15-30% increase)
- Feature 4: Customer-Centric Design (unified profiles)
- Grid layout: 2 columns on desktop, responsive for tablet/mobile
- Section navigation: "See How It Works →" + "Get in Touch"

Expandable Cards

- Click to expand for detailed bullet points
- Smooth height animation (0.3s ease)
- Icon rotation on expand

5. Homepage - How It Works

Section: Process Status: ✓ Reordered to 4 items Phase: 4

The screenshot shows the Retailaer homepage with a teal header. The header includes the Retailaer logo, a navigation bar with 'Solutions' and 'Company' links, and a 'Get in Touch' button. Below the header, the page title 'How it works' is displayed in large white text. The main content area features three white cards with rounded corners, each containing an icon and text. The first card is titled 'Payment Orchestration' with the subtext 'Seamlessly manage payments from booking to settlement with full PCI compliance'. The second card is titled 'Customer Profiling' with the subtext 'Build unified customer profiles to deliver personalized experiences across all touchpoints'. The third card is titled 'Order Simplification' with the subtext 'Streamline complex bookings with ONE Order standard for all flight and ancillary services'. At the bottom of the page, there are three buttons: 'See Our Insights →', '← Back to Benefits', and another 'Get in Touch' button.

How it works



Payment Orchestration
Seamlessly manage payments from booking to settlement with full PCI compliance



Customer Profiling
Build unified customer profiles to deliver personalized experiences across all touchpoints



Order Simplification
Streamline complex bookings with ONE Order standard for all flight and ancillary services

[See Our Insights →](#)

[← Back to Benefits](#)

[Get in Touch](#)

Changes Implemented REORDERED

- Step 1: Integrate - Connect NDC API to your systems
- Step 2: Configure - Set up business rules and offers
- Step 3: Launch - Go live with customer-first retailing
- Step 4: Optimize - Iterate with real-time insights
- Numbered cards (1-4) with teal background
- Triple navigation: "See Our Insights →" | "← Back to Benefits" | "Get in Touch"

Design System

- Background: Teal (#0a5c5c) for visual hierarchy

- Card design: White background, yellow accent border on hover
- Typography: 24px titles, 16px body text
- Layout: 4-column grid (responsive to 2-col on tablet, 1-col mobile)

6. Homepage - Latest Insights Carousel

Section: Insights Status: ✓ Brand colors applied Phase: 10



Solutions Company

Latest Insights

LINKEDIN POST

Modular in Travel Technology

Understanding the meaning of "modular" in travel tech - it's not just about IKEA kitchens anymore.

ARTICLE

Orders without friction

Streamlining the booking experience while maximizing ancillary opportunities.



Changes Implemented COMPLETE

- Carousel navigation dots: Teal (#0a5c5c) for active, gray for inactive
- Removed pastel colors (pink/purple) from design
- Card hover: Yellow (#f5b800) accent border
- Arrows styled with brand colors
- 3 cards visible at a time on desktop (responsive)

Carousel Behavior

- Auto-advance: 5 seconds per slide
- Manual controls: Left/right arrows
- Dot indicators: Click to jump to slide
- Touch-enabled: Swipe on mobile

7. Solutions Page - Full View

Page: Solutions Status: ✓ Implemented Phases: 7 & 8

Solutions

The world's only customer-first Offer and Order Management built for modern airline retailing.

Platform Overview

Retailaer transforms airline retailing with four integrated pillars that work together to increase revenue while enhancing the customer experience.



Dynamic Offers

Create personalized offers in real-time based on customer context, preferences, and behavior. Maximize conversion and revenue with intelligent offer optimization.

- ✓ Real-time offer generation
- ✓ Context-aware pricing
- ✓ Personalization engine
- ✓ A/B testing & optimization



Order Simplification

Streamline order management with a modern, customer-centric approach that replaces legacy PNR systems with flexible, scalable order handling.

- ✓ Beyond the PNR
- ✓ Flexible order modification
- ✓ Multi-channel consistency
- ✓ Real-time synchronization



Customer-First

Put customers at the center with unified profiles, personalized experiences, and seamless interactions across all touchpoints.

- ✓ Unified customer profiles
- ✓ Cross-channel continuity
- ✓ Preference management
- ✓ Proactive engagement

Connect Retail Distribution

Distribute your airline's offers through multiple channels while maintaining pricing, inventory, and customer experience.



Airline Website

Direct-to-consumer bookings with personalized offers and seamless checkout.



Mobile Apps

Native iOS and Android integration for on-the-go booking and servicing.



Corporate Portals

B2B booking tools for corporate travel managers and TMCs.



Call Centers

Agent-assisted booking with full access to offers and order management.



Travel Partners

API access for OTAs, meta-search, and travel technology partners.



GDS Networks

Traditional GDS connectivity with enhanced content and pricing.

For Travel Brands & Partners

Extend your travel business with powerful airline retailing capabilities through our first platform.



API-First Architecture

Modern REST APIs with comprehensive documentation make integration straightforward and reliable.



NDC Ready

Full support for IATA NDC standards, enabling modern distribution and rich content delivery.



Real-Time Analytics

Track performance, conversion, and revenue with comprehensive analytics and reporting tools.



Global Scale

Multi-currency, multi-language, and multi-region support for worldwide operations.

Seamless Integration

Connect Retailaer to your existing ecosystem with minimal effort.

We Integrate With:

- Passenger Service Systems (PSS)
- Global Distribution Systems (GDS)
- NDC aggregators and channels
- Payment gateways and processors
- CRM and marketing platforms
- Revenue management systems
- Ancillary management platforms

Ready to Get Started?

Our team is ready to discuss how we can help you transform your airline retailing strategy.

[Get in Touch](#)

Retailaer

Customer-first Offer and Order Management for modern airline retailing

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Page Structure COMPLETE

- Hero section with platform overview
- 4 Platform Pillars (added "Customer-First")
- "Connect Retail Distribution" - 9 channels (3x3 grid)
- Integration section

Major Changes

- Replaced "For Airlines" section with "Connect Retail Distribution"
- Added 4th pillar: "Customer-First" (unified profiles, continuity)
- 9 distribution channels: Website, Mobile, NDC, Corporate, Call Centers, Kiosks, Partners, GDS, API

8. Solutions - 4 Platform Pillars

Section: Platform Pillars Status: ✓ 4th pillar added Phase: 7

Retailaer

Solutions Company



Dynamic Offers

Create personalized offers in real-time based on customer context, preferences, and behavior. Maximize conversion and revenue with intelligent offer optimization.

- ✓ Real-time offer generation
- ✓ Context-aware pricing
- ✓ Personalization engine
- ✓ A/B testing & optimization

Order Simplification

Streamline order management with a modern, customer-centric approach that replaces legacy PNR systems with flexible, scalable order handling.

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- ✓ Flexible order modification
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Customer-First

Put customers at the center with unified profiles, personalized experiences, and seamless interactions across all touchpoints.

- ✓ Unified customer profiles
- ✓ Cross-channel continuity
- ✓ Preference management
- ✓ Proactive engagement

- Pillar 1: Offer Management (NDC-native, dynamic pricing, personalization)
- Pillar 2: Order Management (real-time, multi-channel sync, servicing)
- Pillar 3: Distribution (omnichannel, API-first, partner integration)
- Pillar 4: Customer-First (unified profiles, continuity, preference management) - NEW

Layout

- 4-column grid on desktop
- Icon + Title + Description + Feature list
- Emoji icons for visual interest
- Yellow hover accent border

9. Solutions - Distribution Channels

Section: Distribution Status: ✓ 9 channels Phase: 8



Airline Website

Direct-to-consumer bookings with personalized offers and seamless checkout.



Mobile Apps

Native iOS and Android integration for on-the-go booking and servicing.



Corporate Portals

B2B booking tools for corporate travel managers and TMCs.



Call Centers

Agent-assisted booking with full access to offers and order management.



Travel Partners

API access for OTAs, meta-search, and travel technology partners.



GDS Networks

Traditional GDS connectivity with enhanced content and pricing.

9 Distribution Channels COMPLETE

- 1. Airline Website - Direct booking with full NDC capabilities
- 2. Mobile Apps - iOS/Android with native experiences
- 3. NDC Channels - IATA NDC standard integration
- 4. Corporate Portals - B2B self-service booking
- 5. Call Centers - Agent tools with real-time inventory
- 6. Airport Kiosks - Self-service check-in and upgrades
- 7. Travel Partners - OTA and agency integration
- 8. GDS Networks - Traditional distribution support
- 9. API Direct - Custom integrations for partners

Design Pattern

- 3x3 grid layout (responsive to 2x2, then 1-col)

→ Icon + Title + Description format

→ Consistent card height with white background

→ Yellow hover accent for interactivity

10. Company Page - Full View

Page: Company Status: ✓ Implemented Phase: 6

About Retailaer

We're transforming airline retailing with the world's only customer-first Offer and Order Management platform.

Our Mission

To empower airlines with modern retailing technology that puts customers first, drives revenue, and unlocks new opportunities in the evolving travel landscape.

Founded with a vision to modernize airline retailing, Retailaer has spent over a decade building the most advanced Offer and Order Management platform in the industry. We believe that the future of airline retailing is customer-centric, data-driven, and built on modern technology foundations.

Our platform replaces legacy PNR-based systems with flexible, scalable order management that adapts to how customers actually want to shop, book, and manage their travel.



Our Values

The principles that guide everything we do



Customer First

We design every feature with the end customer in mind, believing that better customer experiences lead to better business outcomes for airlines.



Innovation

We continuously push boundaries, exploring new technologies and approaches to solve complex challenges in airline retailing and distribution.

What Sets Us Apart

01

True Customer-First Architecture

Unlike legacy PNR systems that organize data around bookings, our platform organizes data around the customer. This fundamental difference enables personalization, experiences that legacy systems simply can't deliver.

02

Modern Technology Stack

Built from the ground up with cloud-native architecture, microservices, and no retrofitting old technology—we're purpose-built for the future of airline retailing.

03

Deep Travel Tech Expertise

With over 12 years focused exclusively on airline retailing, we understand the requirements, and opportunities in this space like no one else.

04

Proven at Scale

With 5 million+ orders processed and counting, we've proven our platform's ability to handle scale operations with reliability and performance.

Our Commitment

To Airlines

We're committed to helping you maximize revenue, reduce costs, and deliver exceptional customer experiences that build loyalty and drive repeat business.

To Partners

We're committed to building lasting partnerships based on mutual success, transparency, and continuous innovation together.

To In

We're committed to building lasting partnerships based on mutual success, transparency, and continuous innovation together.

Ready to Transform Your Airline Retailing?

Let's discuss how Retailaer can help you drive revenue, enhance customer experiences, and stay ahead of the competition.

[Get in Touch](#)

[Email Us](#)



Customer-first Offer and Order
Management for modern airline retailing

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Changes Implemented COMPLETE

- Hero section with company overview
- 3 Core Values section (Innovation, Partnership, Excellence)
- "To Passengers" paragraph REMOVED per requirements
- Stats section (12 years, 5M orders, 300 capabilities)
- CTA section with "Get in Touch"

11. Company - 3 Core Values

Section: Values Status: ✓ Implemented Phase: 6

Our Values

The principles that guide everything we do



Customer First

We design every feature with the end customer in mind, believing that better customer experiences lead to better business outcomes for airlines.



Innovation

We continuously push boundaries, exploring new technologies and approaches to solve complex challenges in airline retailing and distribution.

3 Core Values COMPLETE

- Innovation: Cutting-edge technology for evolving airline retailing
- Partnership: Collaborative approach with long-term success focus
- Excellence: Highest standards in product quality and support

Layout

- 3-column grid (responsive to 1-col on mobile)
- Icon + Title + Description format
- Light teal background (#f0f7f7)
- Consistent card design with white background

12. Insights Page - Blog Listing

Page: Insights Status: ✓ Brand colors Phase: 10

Insights

Expert perspectives on airline retailing, travel technology, and the future of customer-first commerce.



More Insights Coming Soon

We're working on publishing valuable insights about airline retailing, travel technology trends, and customer-first strategies.

In the meantime, [get in touch](#) to learn more about how Retailaer can transform your airline retailing strategy.



Stay Updated

Get the latest insights on airline retailing, travel technology, and industry trends delivered to your inbox.

Enter your email

We respect your privacy. Unsubscribe

Topics We Cover





Airline Retailing

Modern strategies for maximizing revenue and customer satisfaction



Personalization

Leveraging data and AI to deliver tailored experiences



Payments & Commerce

Streamlining transactions and improving conversion



Data & Analytics

Making data-driven decisions to optimize performance

Retailaer

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Changes Implemented COMPLETE

- Hero section with insights overview
- 6 blog post cards in 3-column grid
- Category tags with teal/yellow brand colors (removed pastels)
- Newsletter signup section
- CTA section

Brand Color Application

- Categories: Teal (#0a5c5c) background, white text
- Hover states: Yellow (#f5b800) accent
- Removed: Pink/purple pastel colors
- Consistent with overall brand identity

Get In Touch

Ready to transform your airline retailing?

Let's discuss how Retailaer can help you achieve your g

Send Us a Message

Fill out the form below and we'll get back to you within 24 hours.

First Name *

Last Name *

Email *

Company *

Your Role

What are you interested in?

Message *

I agree to receive communications from Retailaer about products and services. You can unsubscribe at any time. View our [Privacy Policy](#).

Send Message



Email U

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sales@re



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Global I

We work worldwide zones.



Your Pr

Your information shared wi
[Policy](#).

Frequently Asked Questions

How quickly can we get started?

We can typically schedule an initial demo within 2-3 business days. Implementation timelines vary based on your specific needs and existing systems.

Do you offer custom pricing?

Yes, we work with each client to create a pricing structure that aligns with your business model, transaction volume, and specific requirements.

Is Retailaer NDC compliant?

Yes, our platform fully supports IATA NDC standards and enables modern distribution capabilities for airlines and travel brands.

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Changes Implemented COMPLETE

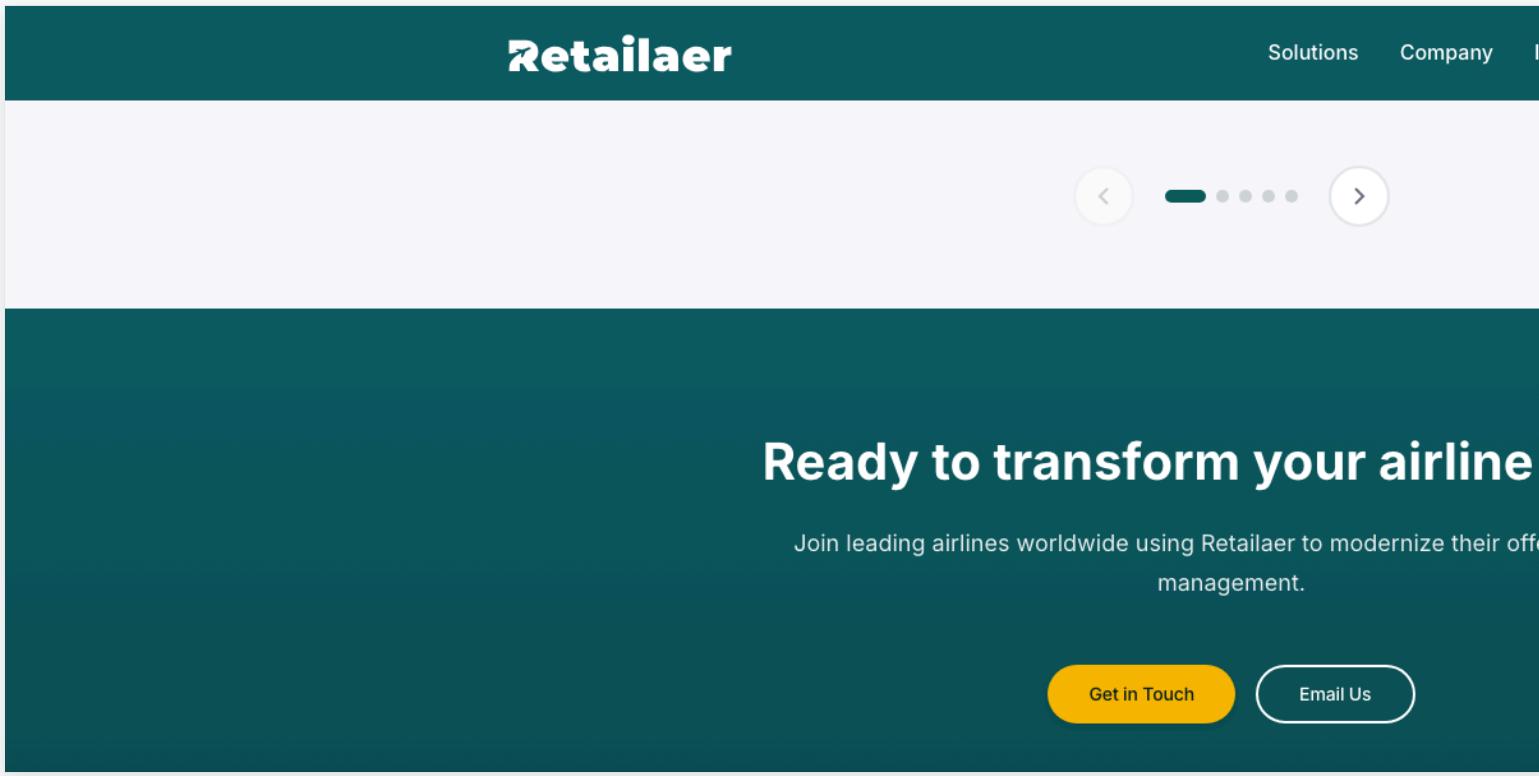
- Contact form with validation
- Email updated to: info@retailaer.com (was sales@retailair.com)
- Response time information
- CTA section with dual buttons

Form Fields

- Name, Email, Company (required)
- Phone (optional)
- Message (textarea, required)
- Submit button: "Send Message"
- Cloudflare Function backend (functions/api/contact.js)

14. Global Footer

Component: Footer Status: ✓ White logo + email Phase: 11



The screenshot shows the Retailaer homepage. At the top, there's a dark teal header bar with the white 'Retailaer' logo. To the right of the logo are navigation links: 'Solutions', 'Company', and a partially visible 'Insights' link. Below the header is a large, light teal section containing a central heading 'Ready to transform your airline' in bold white font. Underneath the heading is a subtext: 'Join leading airlines worldwide using Retailaer to modernize their offe...' followed by 'management.' A horizontal ellipsis with a central dark teal dot is positioned between the two lines of text. At the bottom of this section are two buttons: a yellow rounded rectangle labeled 'Get in Touch' and a white rounded rectangle labeled 'Email Us'. Above the main content area, there's a thin yellow horizontal bar. At the very top of the page, below the header, is a thin white bar containing the text 'Component: Footer Status: ✓ White logo + email Phase: 11'.

Changes Implemented COMPLETE

- White Retailaer logo (retailaer-logo-white.svg)
- Tagline: "Customer-first Offer and Order Management for modern airline retailing"
- Email link: info@retailaer.com (updated globally)
- Navigation links: Solutions, Company, Insights, Contact
- Copyright with current year

Design

- Background: Teal (#0a5c5c)
- Text: White for high contrast
- Logo: 120px width
- Centered layout with max-width container