# RICH PLASTOW

A web app I built with **Node, Mongo** and **jQuery** which was the centerpiece of a ten week promotional campaign. By the end, **150,000 users** had registered and designed a dream holiday.

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| CASE STUDY | Dream Vacation |
| CLIENT | **RCI** |
| DATE | **April 2014** |
| SKILLS | WEB APP DEVELOPMENT  FULL STACK JAVASCRIPT  DATA SECURITY  SERVER PERFORMANCE  SERVER ADMIN  RESPONSIVE LAYOUT  ANALYTICS  GIT  GRUNT  JSDOC  MONGO  NODE  FACEBOOK API  TWITTER API  EMAIL API  CUSTOMER FEEDBACK  EXPRESS  MUSTACHE  HTML  LESS  CSS  JAVASCRIPT  JQUERY |

To celebrate their 40th anniversary, US travel agent **RCI** ran a competition over ten weeks and gave away 40 holidays. Users were encouraged to invite thier friends to enter the competition using in-app **Facebook, Twitter, and Email integrations**. The app tracked each invitation, and rewarded users when one of thier invitees registered.

I was provided with wireframes, artwork and a functional spec. I **built and deployed** the app, **tuned its performance** during the campaign, and compiled **analytics** results.

## App architecture

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| SERVER | The backend's written in **JavaScript,** running on a **Node HTTPS server** on a **CentOS** box |
| DATABASE | Data is stored as **JSON objects** in **Mongo,** a high-performance **NoSQL** database |
| ROUTER | Advanced server-side routing and request handling is provided by **Express** |
| TEMPLATING | The app uses **Mustache,** a **template syntax** for injecting content into static **HTML** |

## External APIs

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| FACEBOOK | **Facebook's Graph API** is used to send invitation messages to users' Facebook friends |
| TWITTER | Users can **tweet an invitation** on their Twitter feed at the click of a button |
| EMAIL | The app uses the **Nodemailer** package to send invitations to users' email contacts |
| PROMOTION | A service called **HelloWorld** records competition entries over a **secure connection** |
| FEEDBACK | Comments and customer satifaction scores are collected from an **OpinionLab** popup |
| ANALYTICS | App usage is tracked with **micro-conversion tracking tags** and **Google Analytics** |

## Find out more...

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