

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.

CASE STUDY **Dream Vacation**

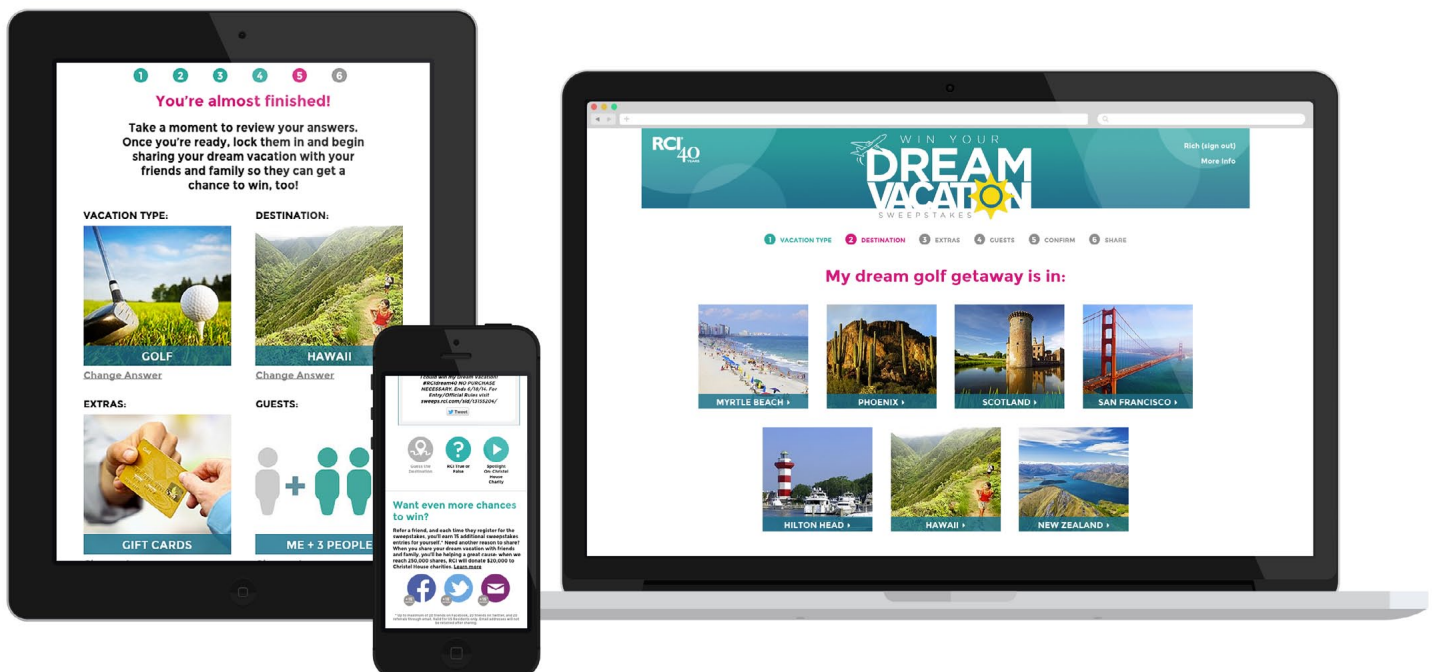
CLIENT **RCI**

LAUNCHED **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

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

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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