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Delight Marketing Website

Relationship-app marketing and referral website

FROM CAMPAIGN.
TO APP INSTALL.

Referred 50K+ App Installs



Emilian Manolache

Senior Full-Stack Developer

End-to-End: Figma to Vue implementation / App Store referral & entry flows / Firebase authentication & SMS

2022

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APP ACQUISITION · 2022

A REFERRAL EXPERIENCE BUILT FOR APP ACQUISITION

50K+

app installs referred

Responsive marketing + phone confirmation + personalized invitations

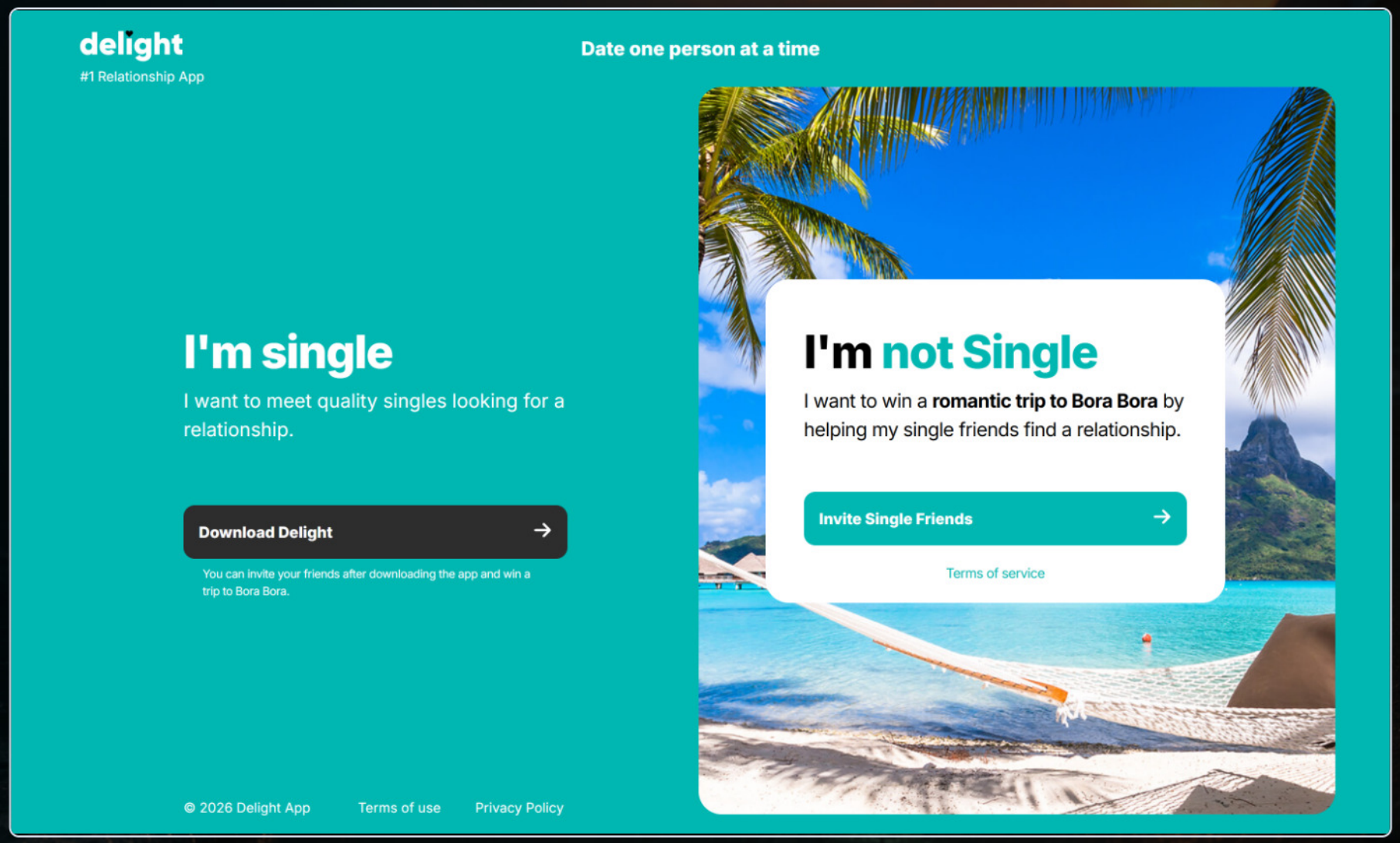
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ACQUISITION DESIGN

TWO CLEAR WAYS INTO DELIGHT

Download the app to meet someone, or enter the campaign by inviting single friends.



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RESPONSIVE IMPLEMENTATION

CLIENT FIGMA
RESPONSIVE VUE IMPLEMENTATION

I adapted the campaign into paired desktop panels and a stacked mobile experience.



Win a romantic trip to Bora Bora.

5-star Hotel. 4 days.

Every friend who joins Delight, increases your chance of winning

Enter your phone number so we can share your personalized link and notify you if you win

Code Number

+1 Your number

Continue

Rest assured that Delight will not send you any spam or promotions



Win a romantic trip to Bora Bora.

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CAMPAIGN ENTRY

CAMPAIGN INTEREST BECOMES A PHONE CONTACT

A focused entry form validates and formats the US phone number before continuing.

Enter your phone number so we can share your personalized link and notify you if you win

Code

+1

Number

(202) 555-0147

Continue

Rest assured that Delight will not send you any spam or promotions

US NUMBER FORMATTING

Normalize the digits and display the familiar phone-number pattern.

VALIDATION BEFORE CONTINUE

Keep the action disabled until the number is complete.

STATE BETWEEN STEPS

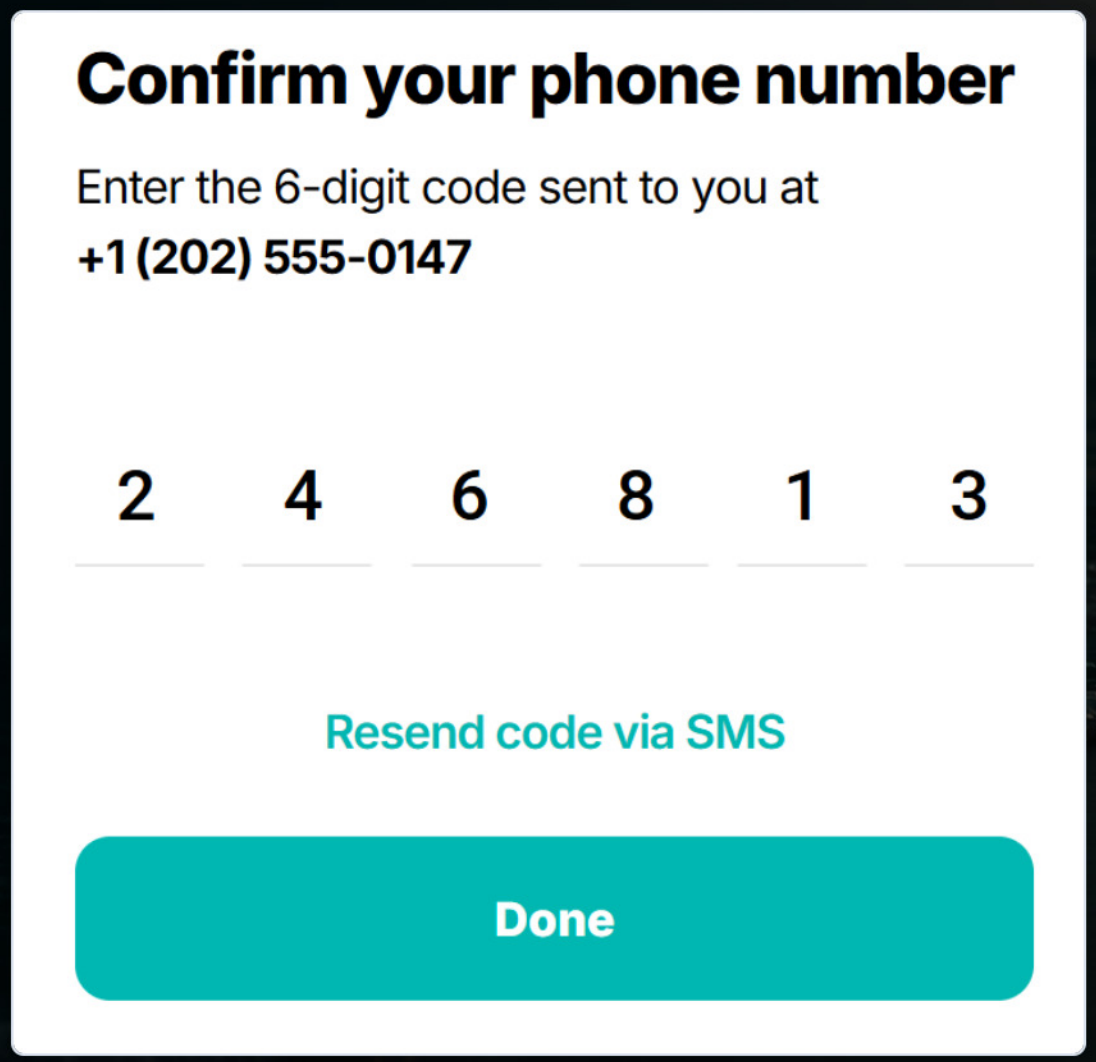
Retain the number in browser storage for the confirmation screen.

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PHONE CONFIRMATION

SIX DIGITS
ONE CLEAR CONFIRMATION STEP

Firebase Authentication handles the verification code and confirms the phone number.



ONE INPUT, SIX VISUAL SEGMENTS

I refined the input to preserve the six-digit design while supporting typing and pasting into one field.

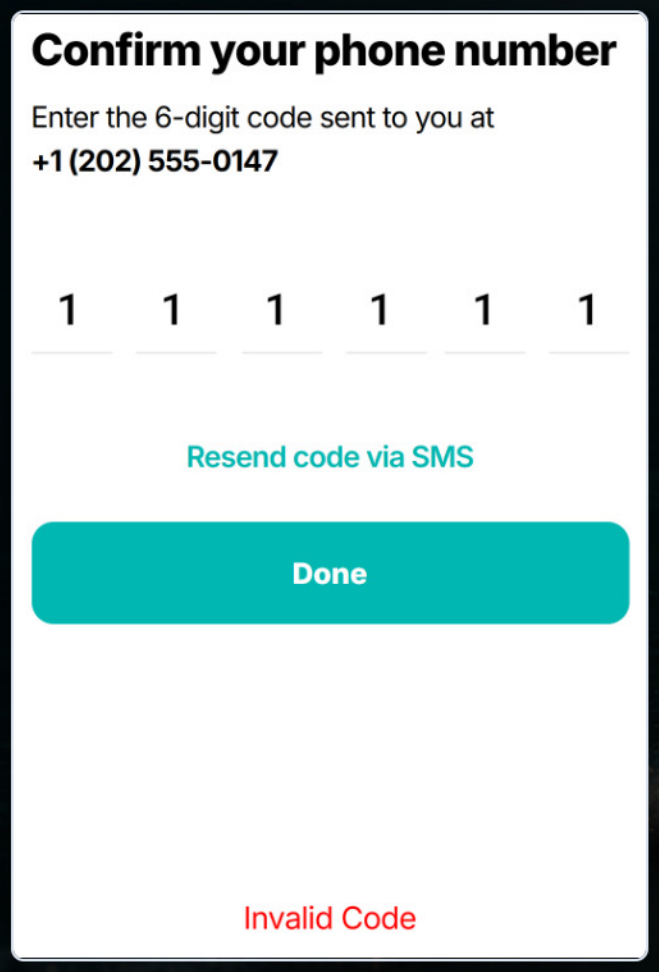
EXPLICIT CONFIRMATION

Done submits the code to Firebase before the referral link is created.

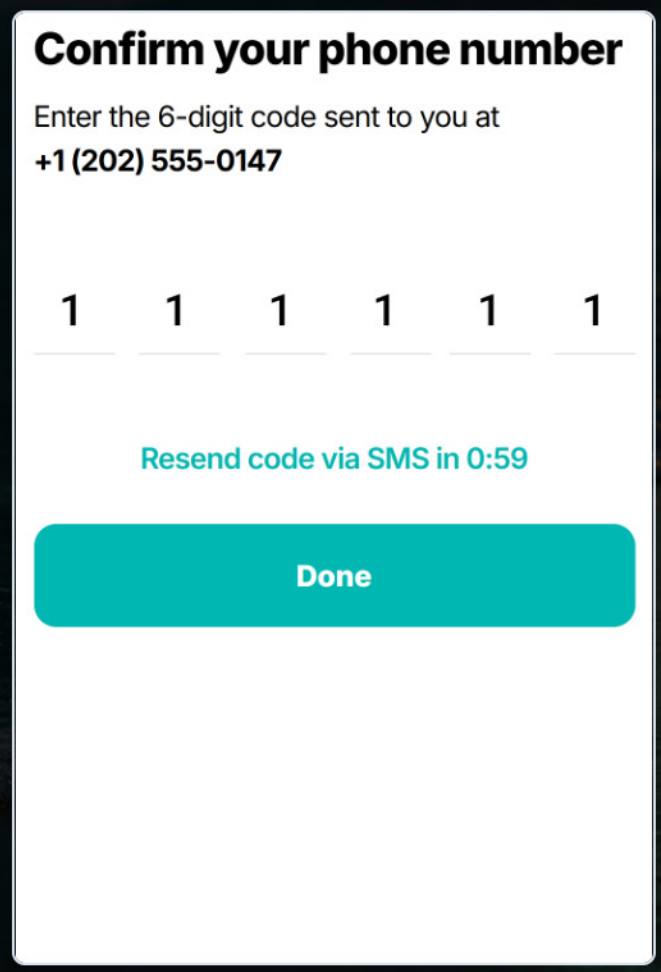
CLEAR FEEDBACK BETWEEN VERIFICATION ATTEMPTS

Invalid-code feedback and a 60-second resend countdown keep the next action visible.

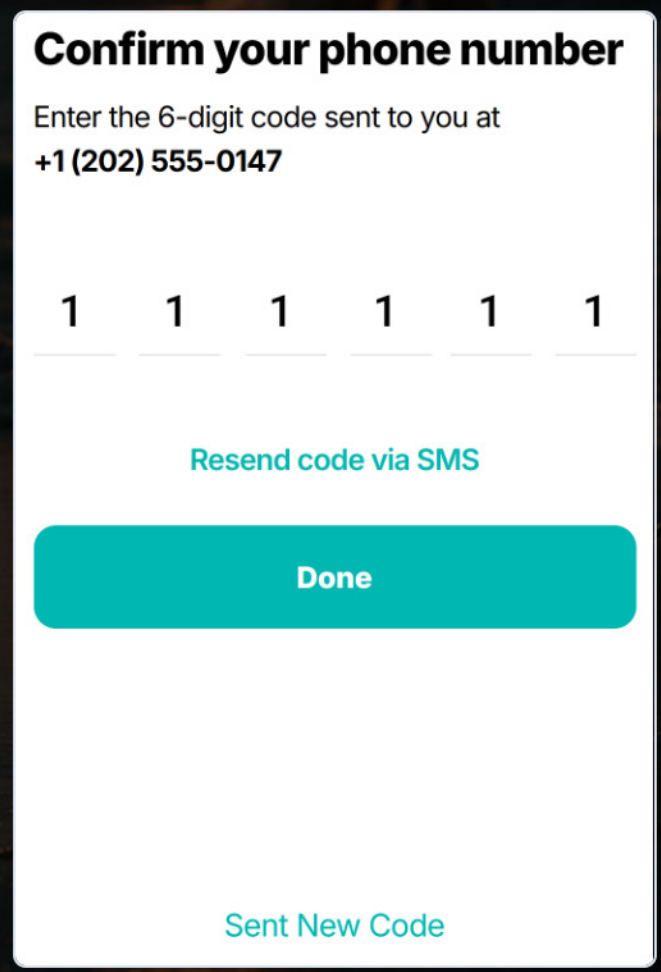
INVALID CODE



RESEND COUNTDOWN



RESEND FEEDBACK



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ASYNCHRONOUS SEQUENCING

CREATE AND SAVE THE LINK BEFORE MOVING ON

I moved navigation after the asynchronous link-generation and storage operations.

Confirm phone

Firebase Authentication accepts the code.

→

Generate invitation

Create the personalized referral URL.

→

Persist referral

Save the link and confirmed contact in Firestore.

↓

Save browser state

Retain the invitation link in localStorage.

←

Open the sharing page

Navigate once the invitation is available.

The sharing screen receives the generated link instead of racing ahead of it.

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REFERRAL SHARING

AN INVITATION READY TO REUSE

A personalized link connects the confirmed visitor to the invitation workflow.

Simply share this link with your single friends.

Invite as many friends as you can. Each person who joins, increases your chance of winning a romantic trip for two to Bora Bora.

Tap to copy

http://127.0.0.1:8317/r/maya

Make sure to use this link to invite friends

Invite Single Friends

Copied Invitation Link

PERSONALIZED INVITATION

Keep a referral URL tied to the confirmed visitor.

TAP TO COPY

Make the invitation box clickable and confirm the clipboard action.

BROWSER SHARING

Invoke native browser sharing where the capability is available.

TWO MESSAGES
TWO DISTINCT PURPOSES

Firebase Authentication verifies the number. Twilio sends the personalized invitation link.

PHONE VERIFICATION

Firebase Authentication

Verification code

→

Visitor confirms the code

The phone-confirmation step

INVITATION DELIVERY

Firestore write

Referral record + link

→

Firebase Function

Read record → call Twilio

→

Twilio SMS

Personalized invitation link

A self-update guard prevents the function's own smsSent flag update from sending again.

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ARCHITECTURE · IMPLEMENTATION

A COMPACT FULL-STACK ACQUISITION SYSTEM

Nuxt 2 / Vue 2 · JavaScript · SCSS / Tailwind CSS

Home

App Store or campaign

Campaign

US phone-number entry

Confirmation

Firebase Auth code

Sharing

Personalized invitation

Browser workflow

Component state + localStorage + asynchronous service calls

Authentication + links

Firebase Authentication
Firebase Dynamic Links

Referral persistence

Firestore records
Firebase Functions / Twilio

Delivery configuration

Firebase Hosting / Functions
Nuxt deployment setup

Senior Full-Stack Developer · Client-provided Figma design