



Fabulous is a research-based app incubated in Duke University's Center for Advanced Hindsight. The app helps users to embark on a journey to resetting poor habits, replacing them with healthy rituals, with the ultimate goal of improving health and well-being.

Platforms

Android
iOS

Features Used

- Firebase Authentication Database
- Firebase UI
- Support for Email / Password , Google Sign-in and Facebook Login

"I was able to implement Auth in just one afternoon. I remember that I spent weeks before creating my own solution that I had to update each time that the providers changed their API"

- Amine Laadhari, CTO

Learn more about Firebase:

The tools and infrastructure you need to build better apps and grow successful businesses across platforms, Android, iOS and Web

<https://firebase.google.com/>

Firebase Authentication for Fabulous

Challenges

Fabulous wanted to implement an onboarding flow that was very easy to use, required minimal updates, and reduced friction with the end user. Fabulous had a few key requirements for using a 3rd party authentication system: First, Fabulous wanted to ensure that users could experiment with the app anonymously and then sign-up the next day. Second, Fabulous wanted the flexibility to sign-in users using multiple providers, like Facebook Login or Google Sign-in and then have the authentication system recognize the user even if they tried signing in via a different method. Third, Fabulous wanted to preserve the look-and-feel of its app on onboarding pages.

Solution

Fabulous **implemented Firebase Authentication in one afternoon**, and it met all of its requirements. Using Firebase Authentication's anonymous login feature, Fabulous can create an account for a user during their first visit, but wait until the next day to collect their information. This allows users to fully understand the value of Fabulous before signing up.

Fabulous was able to implement Google Sign-in, Facebook Login and email / password sign-up methods; if a user tries to login using a different provider from the one they originally used to sign-up, Firebase Authentication will remind the user. Lastly, all onboarding and password recovery emails sent to the user can be personalized with the Fabulous brand. Firebase Authentication allowed Fabulous to sprinkle its communication with personality.

