SLEEPING, BUT GAMIFIED.

BUT FIRST .. WHO HERE HAS COFFEE?

yes, iced too.

WELCOME TO SNOOZESTREAK

Learn what your *sleeping archetype* is

Wind-down *reminders* and bedtime *routines*

Timers and alarms to *optimize your sleep*

Turn getting better sleep into a *daily achievement*

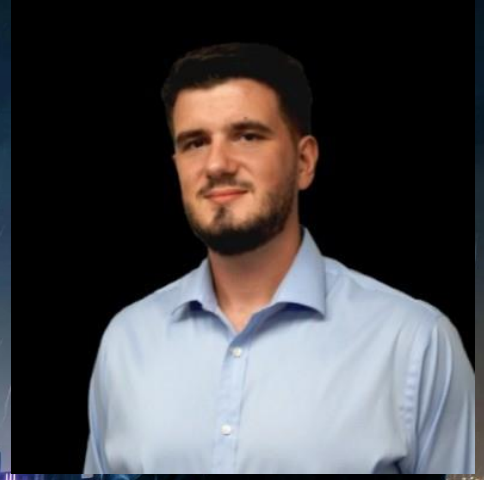
Log your day and *keep track of your time!*

MEET THE GENIUSES

neil

sam

mariam



alex

vincent

RESEARCH

“1 in 3 adults don’t get enough sleep”
- CDC

✅ Existing Solutions

- **Apps like Calm and Sleep Cycle:**
  - Lack gamification and personalization
- **Fitness/Health Trackers:**
  - Fail to guide users with actionable steps or behavioral support
- **Science Studies:**
  - Lack engaging, user-friendly interfaces that drive consistent daily use

RESEARCH

💡 Our Solution

- **Use the 10-3-2-1-0 Rule**
  - **Timers for caffeine intake and other rule constrictions**
- **Gamification with Achievements & Streaks**
- **Personalized Onboarding Survey and Sleeping Archetypes**
- **Serverless Architecture with DynamoDB & AWS**

DEVELOPMENT PROCESS

- **Weekly sprints with rotating scrum master**
- **Trello Board** → **Features, Progress, Responsibilities, Stretches, and Backlog**

⚠ **Challenges:**

- **Member availability due to traveling**
- **Collaborating to cross-integrate features**
- **Outside commitments/work**

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Business Value

- **Series A $1.2 billion evaluation by OpenAI**
- **Invest today NYSE: SNOOZ**

LANDING PAGE

- First touchpoint for users 🔗
- Communicates our purpose 🎯
- Connected to Log Activity +

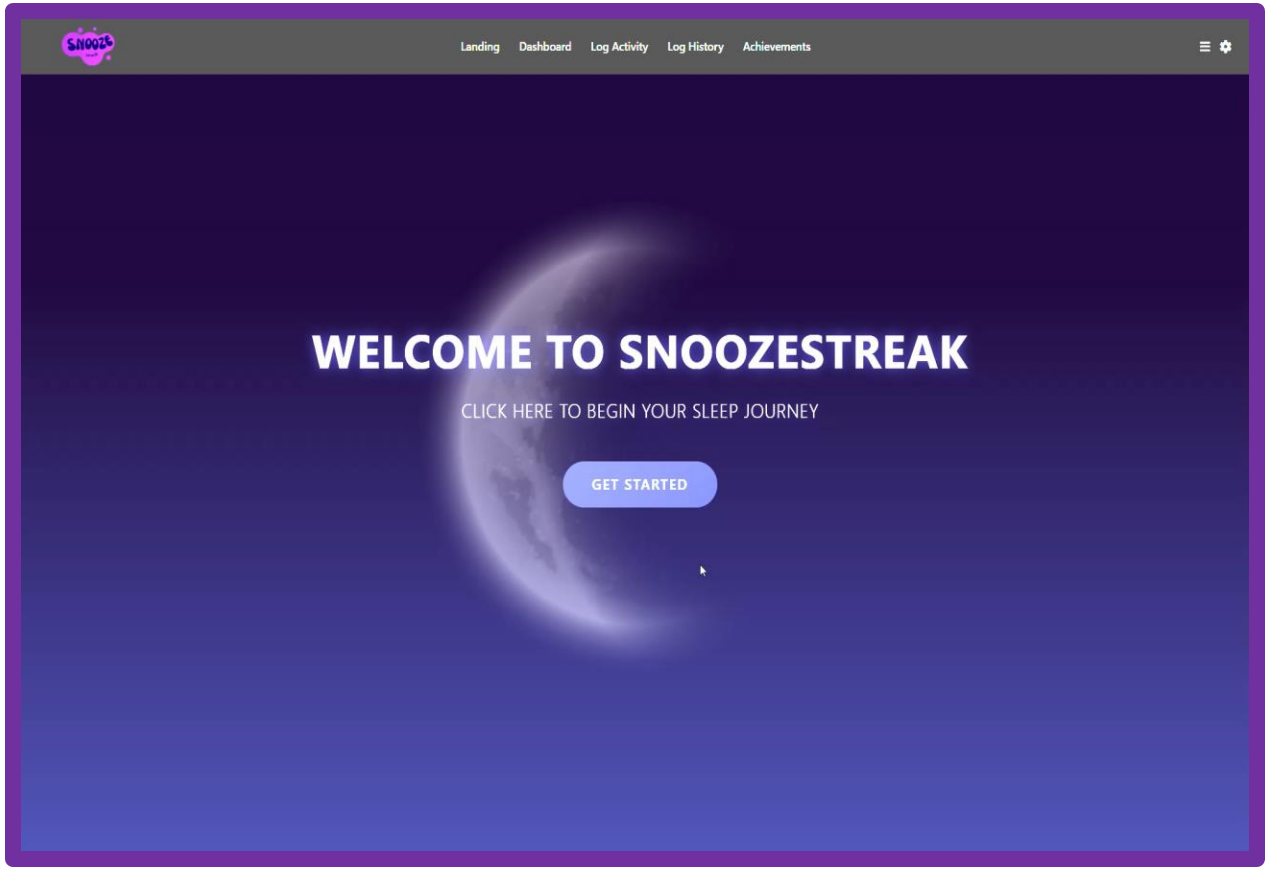
  Survey via sleek Nav Bar

Neil

SURVEY AND ROLES

🚀 Roles

- Primary Issues
  - Primary Role
- Non-primary Issues
  - Secondary Role
- Healthy Lifestyle
  - Tertiary Role



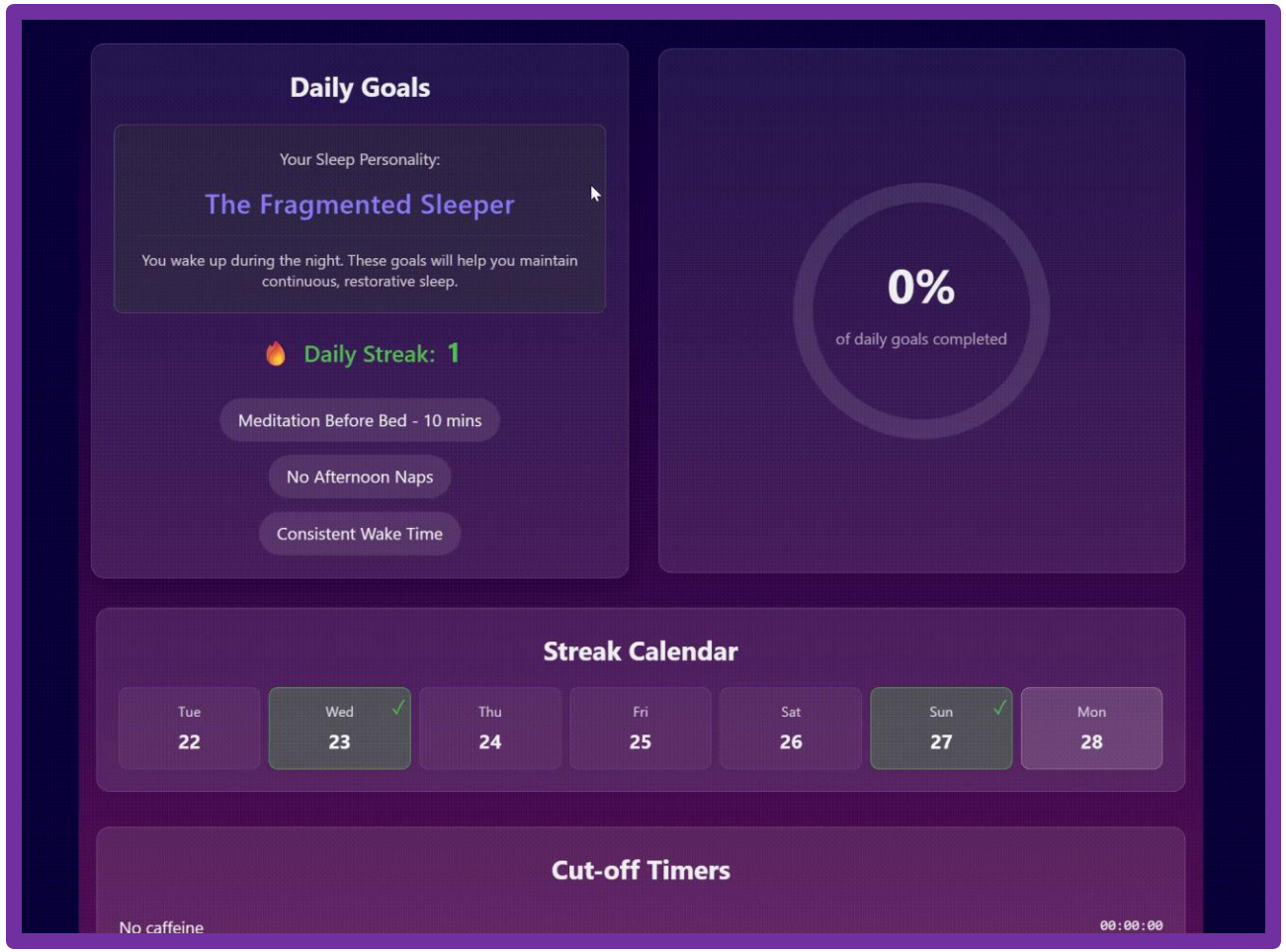
Alex

DASHBOARD

- Daily Streak 🔥
- Daily Goals 📖
  - Affected by roles
- Timers synced to a preset bedtime ⏳
  - Run down to 00:00:00, reset end of day

📸 App Snapshot

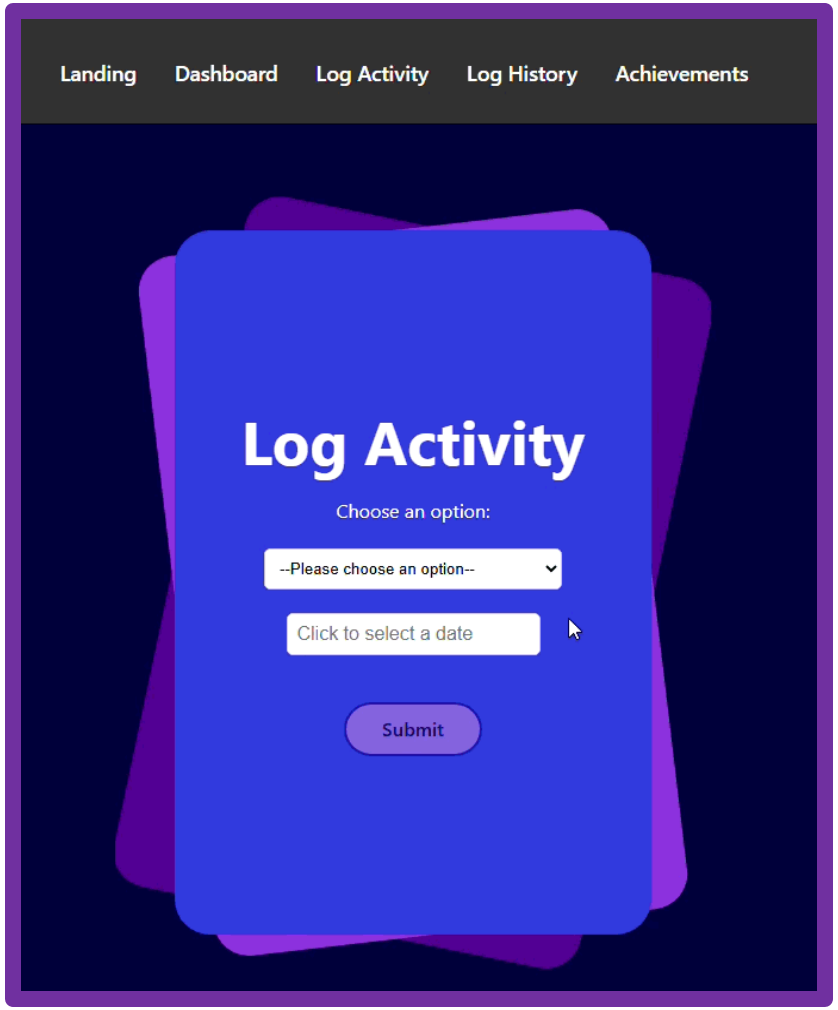
- Log Activity
- Achievements
- Log History



Sam

LOG ACTIVITY + HISTORY

- Log preset daily activities
- SRE: Validated inputs
- Utilizes aws for fast, quick, and inexpensive deployment
  - Integrated into Dashboard and Achievements



Vincent

LOG ACTIVITY + HISTORY

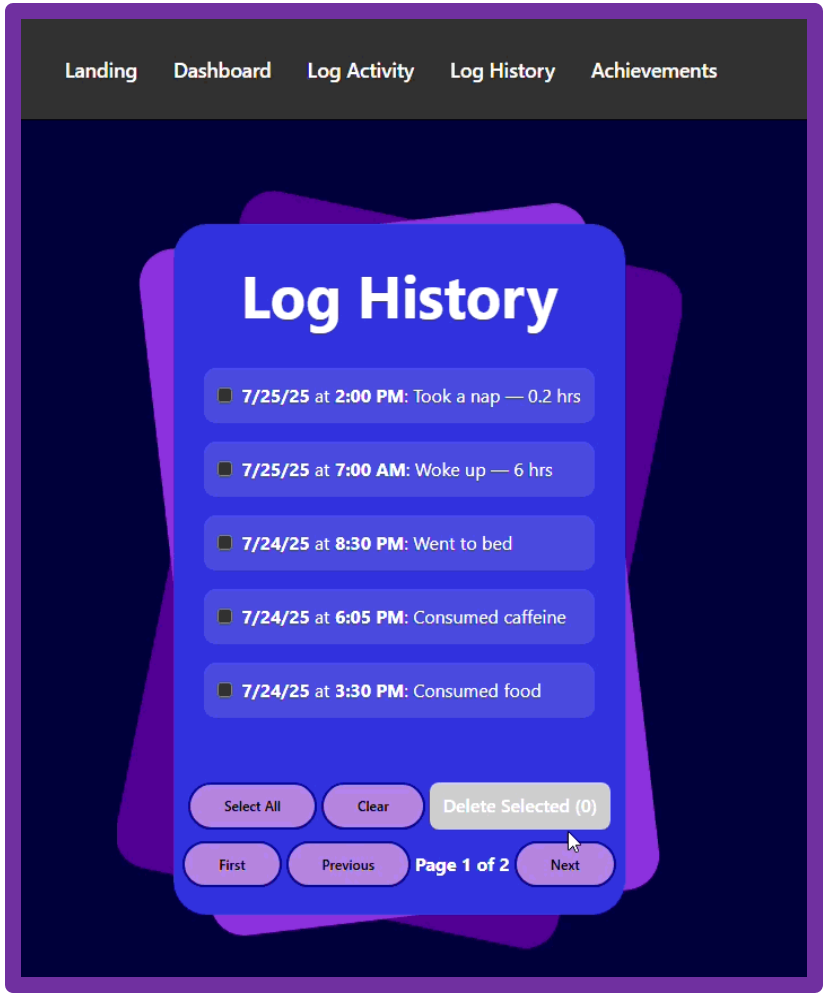
- Connected from Log Activity 🔗
- Keep track of your routine + time

⚠️ Challenges

1) Learning React and designing UI/UX
2) Usability and Data Extraction
3) Data Scalability and Storage Costs

💡 Solutions

1) Buttons for navigation and multiple ways to select and delete
2) Reformatted extracted data to read: 2025-07-24T14:00:00.000Z
3) Pagination = Cheaper at Scale



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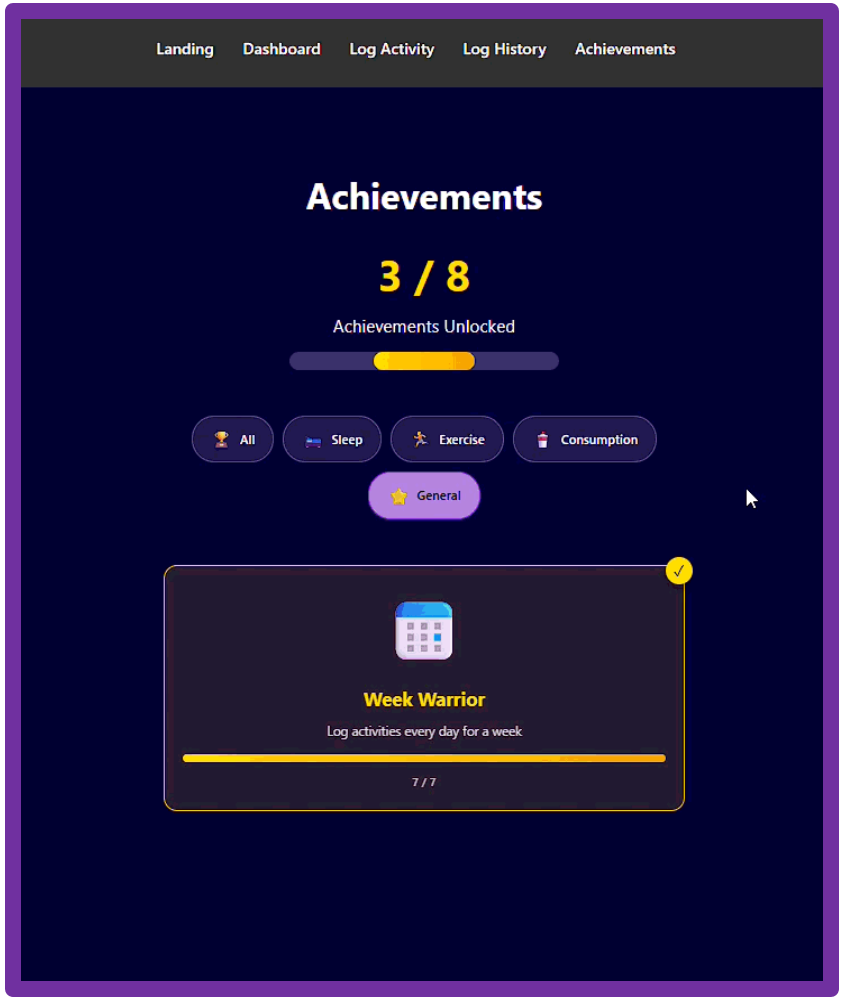
ACHIEVEMENTS

- Log items ➡ Earn Achievements
- Recognize the users' efforts with milestones 🎯
- Different achievements for different sleep roles 🏆

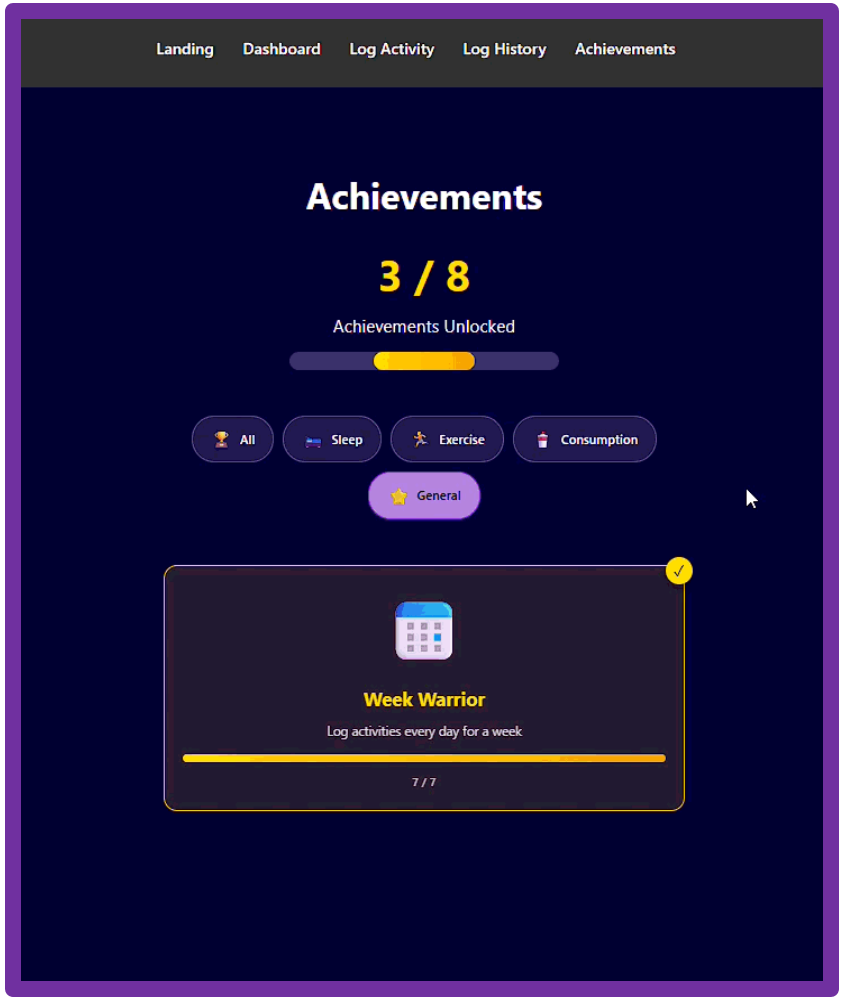
Further Stretch Goals:

- Weekly stats like Spotify Wrapped
- Leaderboard with other users 🥇🥈🥉
  - Rewards: themes, sounds, or even discounts on sleeping products



Vincent

ACHIEVEMENTS



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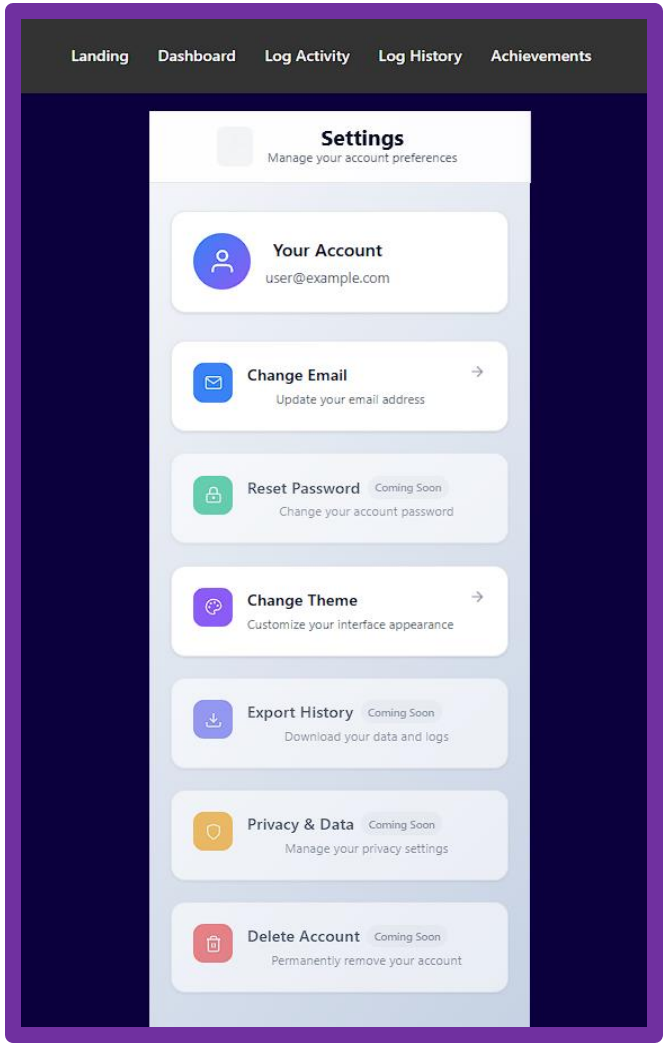
Vincent

SETTINGS

- Hub for any user account specifics ⚙️

⚡ **Further Stretch Goals:**

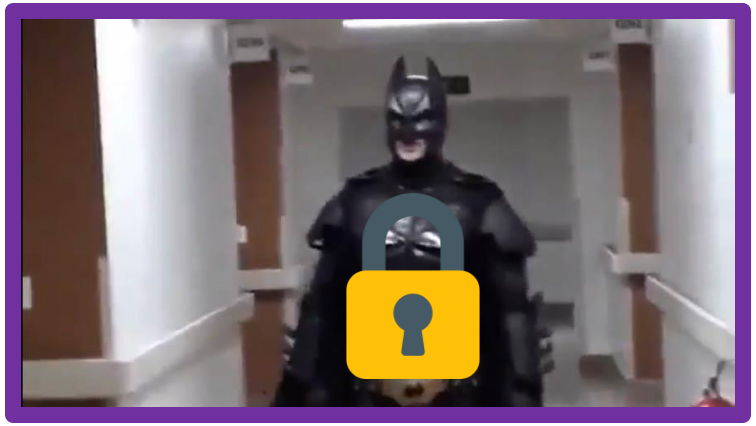
- GDPR Compliance 🗃️
- Export History 📤
- Change bedtime routine 🛌



Mariam

OVERALL STRETCHES

- Consult with medical professionals to further develop roles ✍️
- Add security measures ➡ AUTH 🔒
- Establish full backend integration between different pages 🔗



Tiered Subscriptions $$$

- Data analytics in comparison to friends
- Leaderboard boosters (3x points)
- Streak Freezes/Restores
- Personalized reminders

TAKEAWAYS

- Importance of Sleep Pattern
- Designed a Full-Stack Web App
- Gained Hands-On Experience with Trello, Figma, AWS, React, API integration

📌 **Looking for internship opportunities** to further grow as developers and product thinkers

QUESTIONS?

neil

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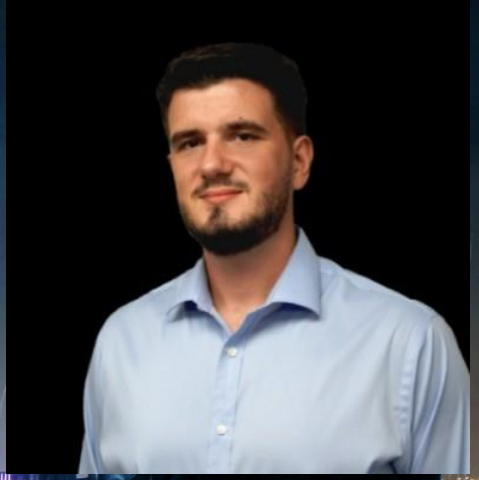

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