



Snoozezilla

x



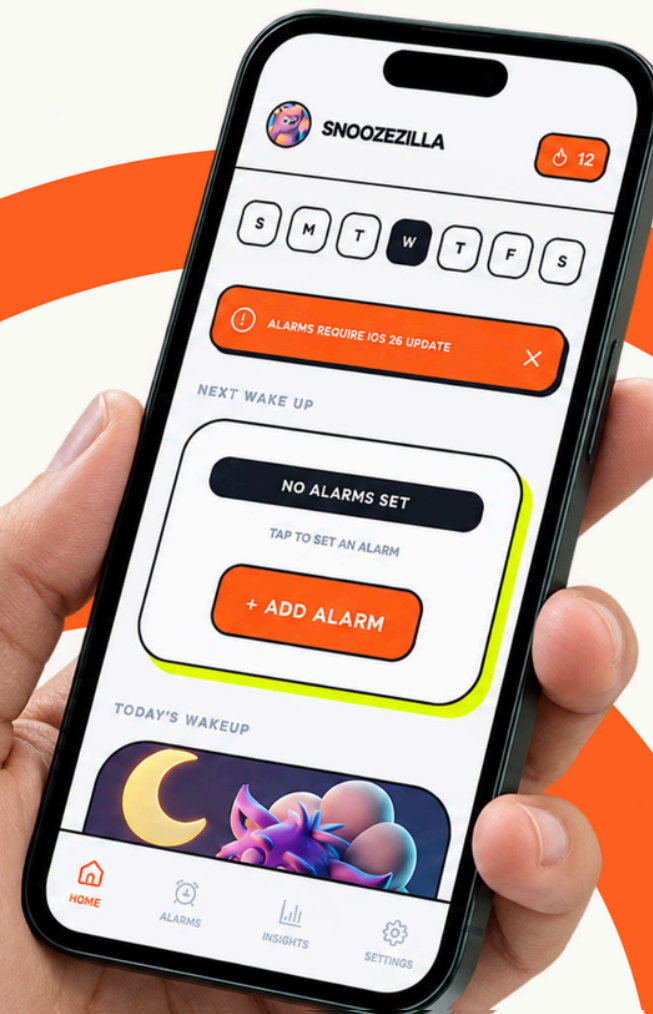
N F Tech

Making Mornings Impossible to Sleep Through

A wake-up coach app designed to help heavy sleepers build better mornings. It offers verifiable wake-up missions, loud alarms, and streak tracking so waking up on time actually sticks.



Badges
Insight



OBJECT SCAN
Point at toilet or coffee



Track Sleep

128 wake-ups tracked

PRODUCT & ENGINEERING CASE STUDY • 2026

SNOOZEZILLA

ALARMS ON. MISSIONS ON.

A React Native alarm app for heavy sleepers. The alarm doesn't stop until a real world mission is completed push-ups, maths, a camera scan, a made bed.

REACT NATIVE • FIREBASE • ML KIT • APPLE VISION • REVENUECAT

IOS & ANDROID • LAUNCHED AUGUST 2026

MISSION-GATED ALARM

PROVE YOU'RE AWAKE.

GOOGLE PLAY FEATURE GRAPHIC



01 – SNAPSHOT

THE PROJECT AT A GLANCE

Snoozezilla is a cross-platform alarm clock built around a single behavioural rule: **the alarm cannot be silenced until a mission is completed.** Every screen, sound and native module in the app exists to protect that rule.

PLATFORM

IOS & ANDROID

One React Native codebase

CATEGORY

PRODUCTIVITY

Alarm & habit building

STATUS

LIVE • AUG 2026

Free with premium tier

MY ROLE

End-to-end product: UX flows & wireframes, mascot-led visual identity in Figma, React Native build, native alarm layer, camera-mission integration, subscriptions, and both store listings.

THE ONE-LINE PITCH

STOP HITTING SNOOZE. START YOUR MORNING WITH PURPOSE.

Seven mission types. Anti-snooze protection. Streaks and bedtime reminders. A mascot built to travel on short-form video.

7

MISSION TYPES

2

NATIVE ALARM LAYERS

REACT NATIVE • FIREBASE • REVENUECAT

02 – THE PROBLEM

A NORMAL ALARM ASKS FOR ONE TAP. SLEEP WINS EVERY TIME.

Snoozing is a muscle memory action performed half-asleep. Because dismissing an alarm costs nothing cognitively or physically, a heavy sleeper can clear five alarms and never form a memory of it.

ZERO FRICTION

One tap ends the alarm. No proof of wakefulness is ever required.

ESCAPABLE

Volume down, force-quit; airplane mode the alarm has no defences.

NO FEEDBACK

Nothing tracks the failure, so the habit never gets corrected.



03 – THE SOLUTION

PUT A TASK BETWEEN THE SLEEPER AND THE SNOOZE BUTTON

The alarm becomes a gate. It stays loud and on-screen until the user physically or mentally proves they are awake and the mascot cheers them through it instead of scolding them.

1

COGNITIVE LOAD

Maths, memory grids and read-aloud phrases force the brain out of sleep inertia before the alarm will stop.

2

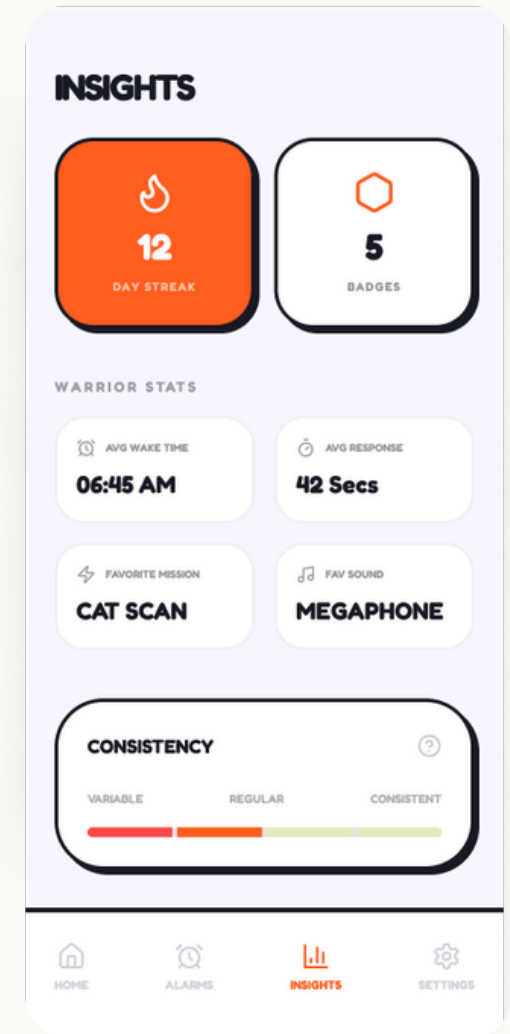
PHYSICAL LOAD

Push-ups, made beds and object scars get the user vertical and out of the bedroom entirely.

3

REWARD LOOP

Mission complete, streak up, mascot celebrates. The friction is paid off within three seconds.



INSIGHT SCREEN

Full-screen takeover. The only route forward is **Choose Mission**.

04 — AUDIENCE

BUILT FOR THE PEOPLE ALARMS ALREADY FAILED

Snoozezilla is not a general clock app. Every mission was chosen because it fits one of four morning jobs.

THE STUDENT

Exam season, late nights, 7am lectures. Needs to be at the desk before focus fades.

MISSION OF CHOICE

SCAN OBJECT
MATHS CHALLENGE

THE PRO

Remote work, no commute, no external pressure to get out of bed on time.

MISSION OF CHOICE

MAKE YOUR BED
READ A PHRASE

THE ATHLETE

Wants the workout to start the day, not to be squeezed in after it.

MISSION OF CHOICE

PUSH-UPS
STREAK
TRACKING

THE CHRONIC SNOOZER

Five alarms, no memory of any of them. The core user, and the hardest to win.

MISSION OF CHOICE

ANTI-SNOOZE
LOUD TONES

Shared trait across all four: they don't need to be told waking early is good they need the decision taken out of their half-asleep hands.

05 – CORE FLOW

FROM RING TO MISSION COMPLETE

The whole flow is designed to run in under 90 seconds and to have exactly one exit: a completed mission. Every branch loops back into the alarm rather than out of it.

STEP 01**ALARM FRIES**

Full-screen intent, loud tone, screen wake.

STEP 02**CHOOSE MISSION**

Pre-set, or picked from seven types.

STEP 03**ATTEMPT**

Alarm keeps playing throughout.

STEP 04**VERIFY**

On-device check: vision, reps, answer.

STEP 05**ALARM OFF**

Mission complete screen fires.

STEP 06**STREAK +1**

Logged to Firestore, day marked.

BRANCH: "CAN'T DO IT"

Never a silent escape. The user is offered an alternate mission of equal effort the alarm continues while they choose.

BRANCH: APP KILLED

A foreground service on Android and a scheduled critical notification on iOS're-present the alarm within seconds.

BRANCH: FAILED VERIFY

Retry with the mascot coaching rather than an error state. Attempt count is stored, never shown as a penalty.

Design rule enforced everywhere: no screen in this flow contains a control that ends the alarm without a completed mission.

06 — WIREFRAMES

CORE ALARM JOURNEY

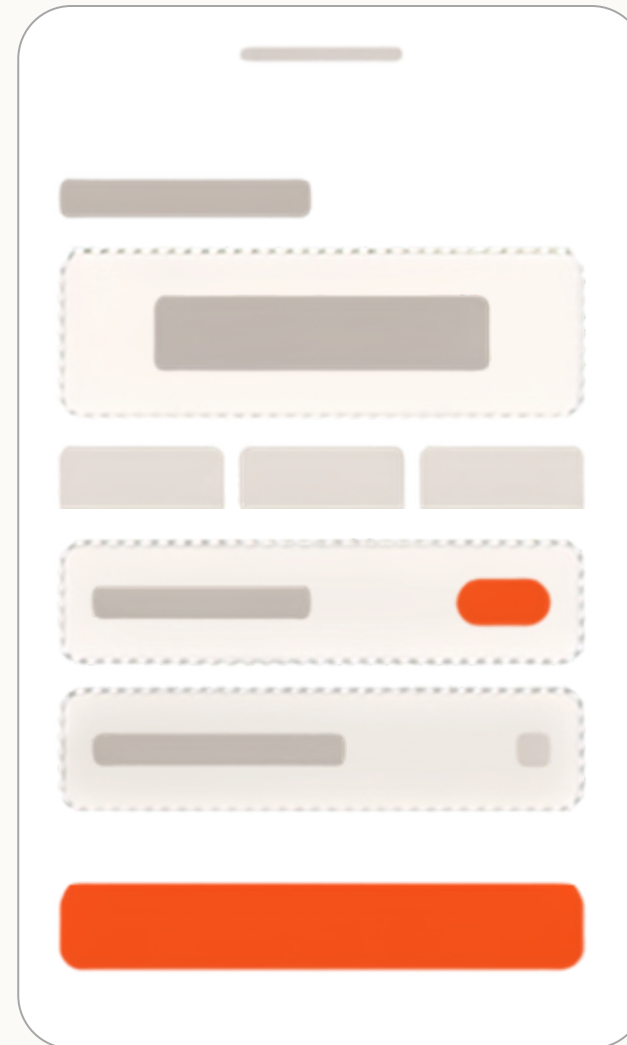
Low-fidelity frames were locked before any visual design. The goal at this stage was purely to prove that the mission gate could not be bypassed layout, not looks.



FRAME 01

ALARM LIST

Stacked alarms, each showing its assigned mission. Add button always reachable by thumb.



FRAME 02

CREATE ALARM

Time, repeat days, tone, and the mandatory mission slot no alarm can be saved without one.



FRAME 03

ALARM RINGING

Full-bleed takeover. A single primary action: start the mission. No dismiss control exists.



FRAME 04

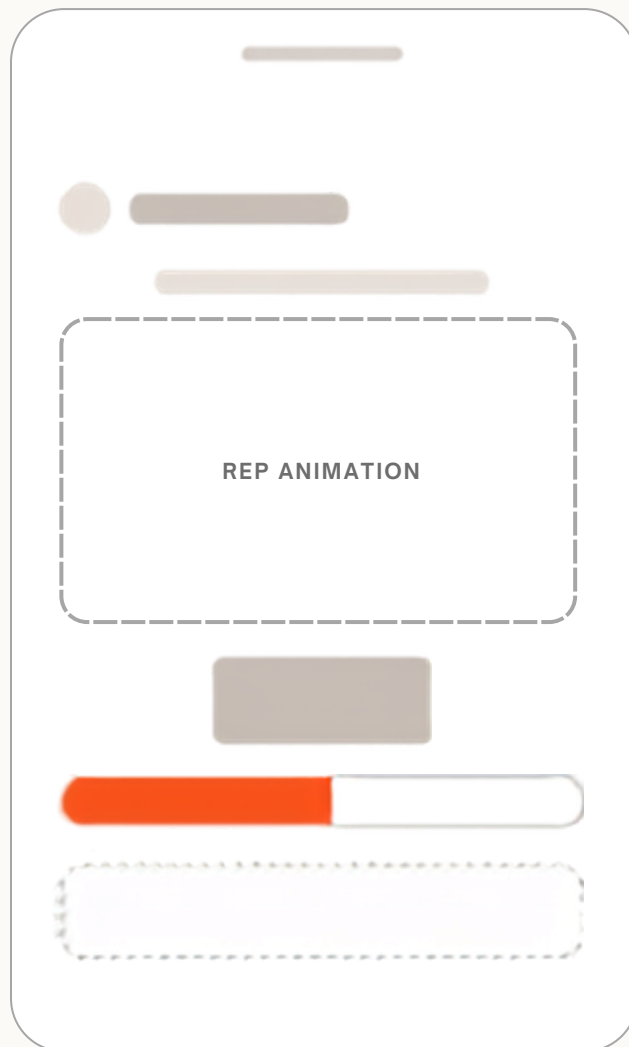
MISSION SELECT

Seven rows, one tap each. Ordered by physical effort so the easiest is never first.

07 — WIREFRAMES

MISSION & REWARD SCREENS

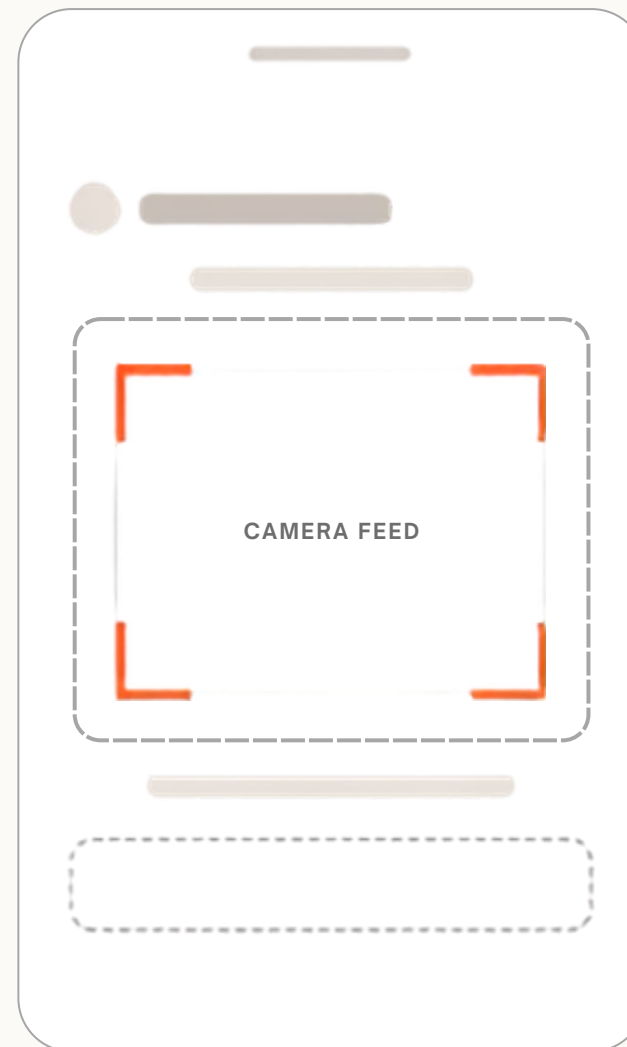
Each mission screen follows the same skeleton – instruction, live progress, one escape hatch that costs effort so a new mission type can ship without teaching the user a new layout.



FRAME 05

PUSH-UPS

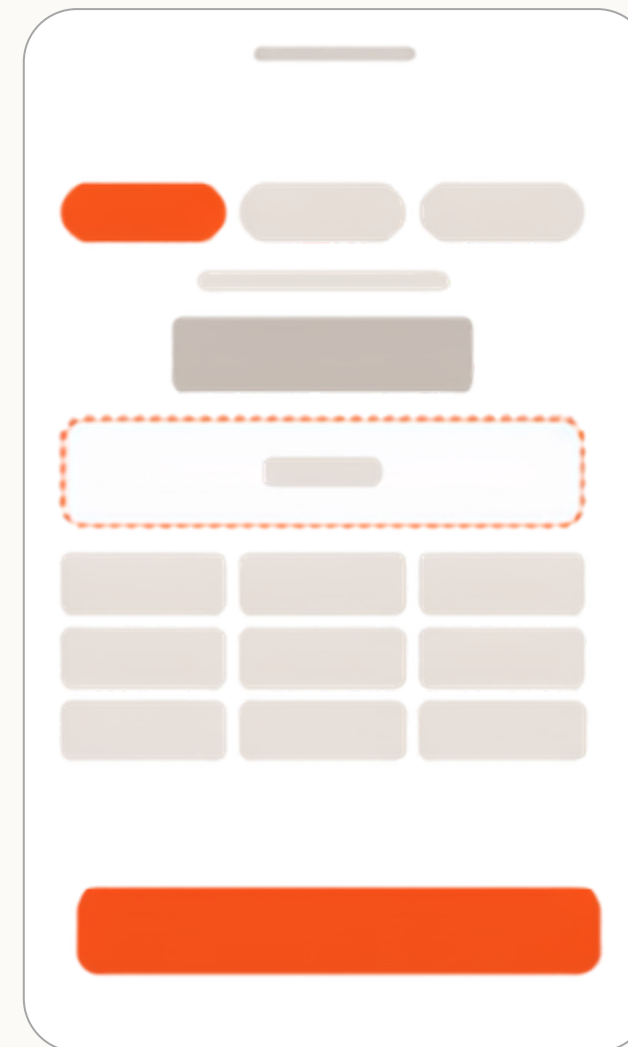
Rep counter dominates: Progress bar gives the finish line a visible edge.



FRAME 06

SCAN OBJECT

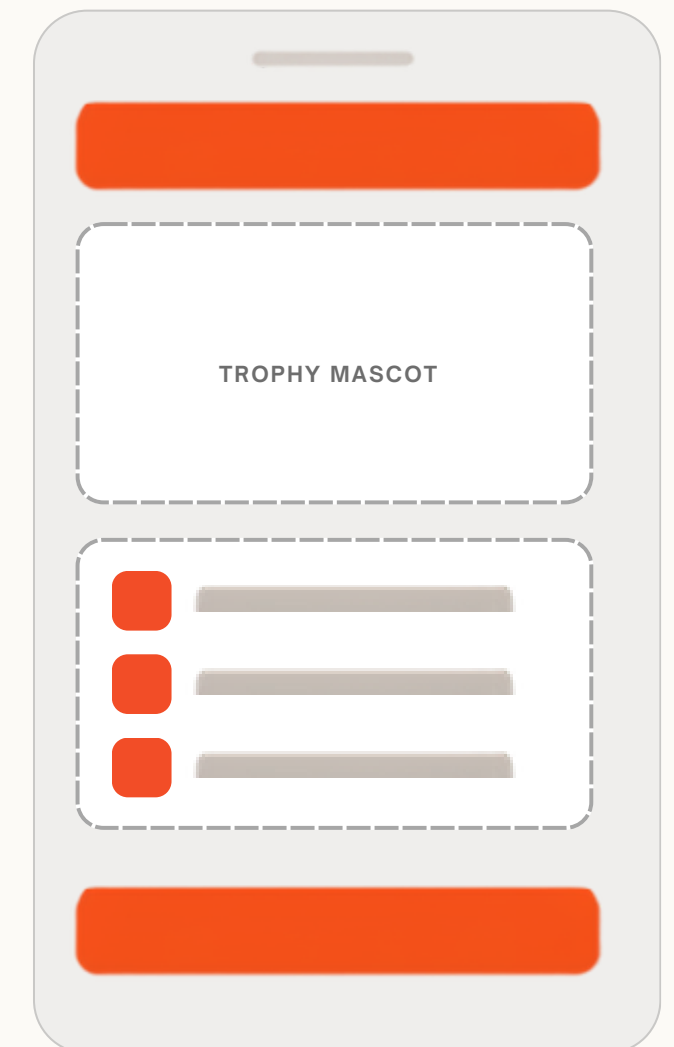
Reticle frames the target. Recognition runs fully on-device; no frame leaves the phone.



FRAME 07

MATHS / READ / MEMORY

One screen, three tabs. Shared keypad and submit region keeps the build lean.



FRAME 08

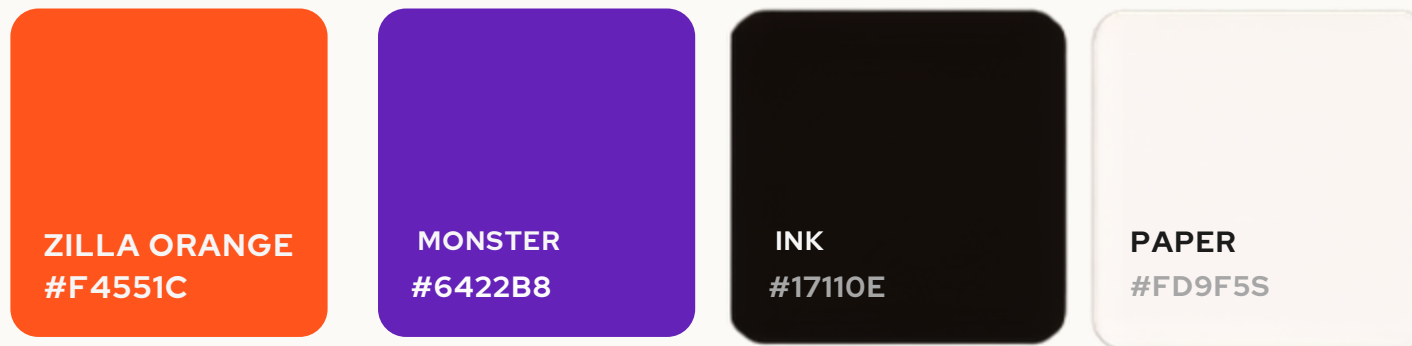
MISSION COMPLETE

The payoff. Streak stats sit under the celebration so the reward feels earned, not decorative.

08 — DESIGN SYSTEM

LOUD ENOUGH TO WAKE YOU UP

PALETTE



Orange is reserved exclusively for actions that advance a mission. It never appears on a decorative element, which is why the single orange button on the alarm screen reads instantly as the only way out.

Designed in Figma as a small, deliberately shouty system: one hot orange, one deep ink, heavy condensed display type. It has to read at arm's length, in the dark, through half-open eyes.

TYPE SCALE

FREDOKA

Headlines, mission titles, rep counters — 34-96px

UI LABEL / ARCHIVO

Buttons, tabs, list rows, eyebrows — 15-30px

Body / Manrope

Instructions, settings copy, onboarding — 19-24px

Minimum tap target 55px. Sized for uncoordinated, half-asleep thumbs.

09 — BRAND

THE MASCOT IS THE STRATEGY

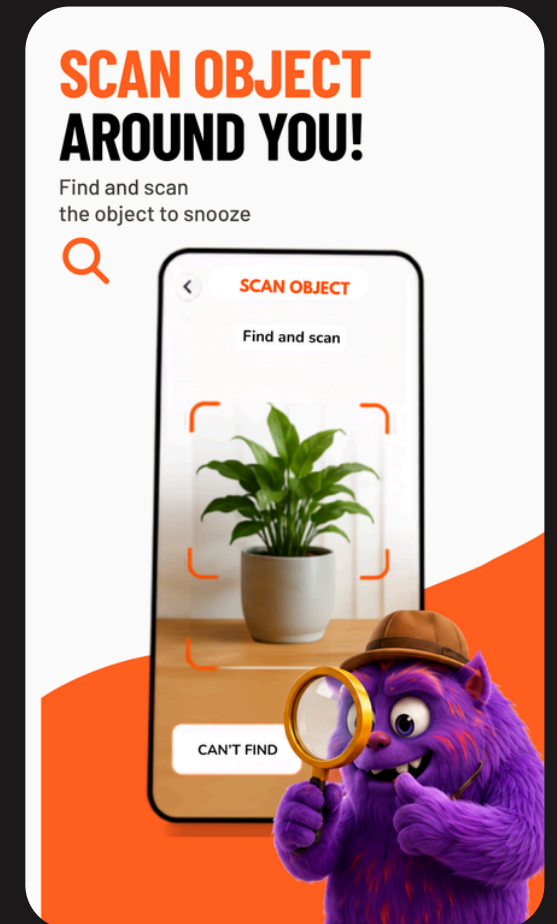
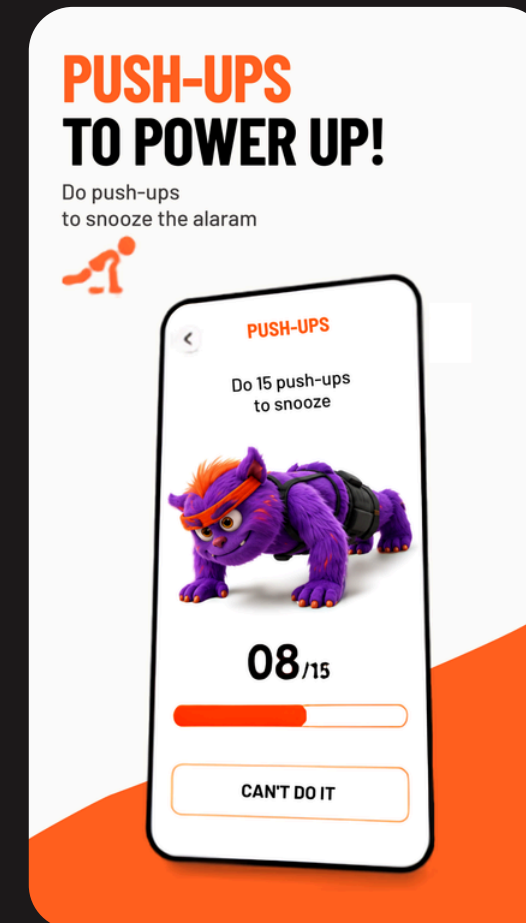
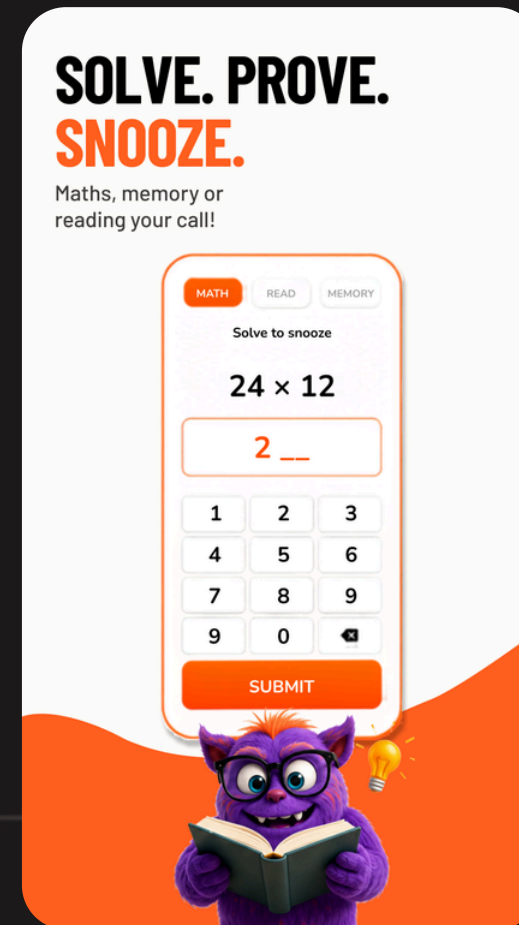
A furry purple monster does two jobs at once. It softens an app whose entire premise is forced effort and it gives every screen a character that can be lifted straight into short-form video.

ONE CHARACTER, MANY STATES

Headband for push-ups, glasses for maths, detective hat for scanning, crown for the win. The mission is eligible from the mascot alone.

BUILT FOR THE FEED

A monster doing push-ups is shareable; a clock face is not. The icon, store art and in-app art are all cut from the same renders.



10 — FEATURE SET

SEVEN WAYS TO PROVE YOU'RE AWAKE

Missions are graded by the kind of effort they demand. A user can assign a different one to every alarm, or let the app rotate them to stop the routine going stale.

PUSH-UPS

Rep-counted physical mission

PHYSICAL – HIGH EFFORT**MAKE YOUR BED & TAKE A PIC**

Camera-verified room task

PHYSICAL – HIGH EFFORT**SCAN OBJECT**

Find and scan a set target

MOVEMENT – MEDIUM**QR CODE SCAN**

Code placed in another room

MOVEMENT – MEDIUM**MATHS CHALLENGE**

Difficulty tiers, timed entry

COGNITIVE – MEDIUM**MEMORY GAME**

Pattern recall grid

COGNITIVE – MEDIUM**READ A PHRASE**

Read the phrase out loud

COGNITIVE – LOW

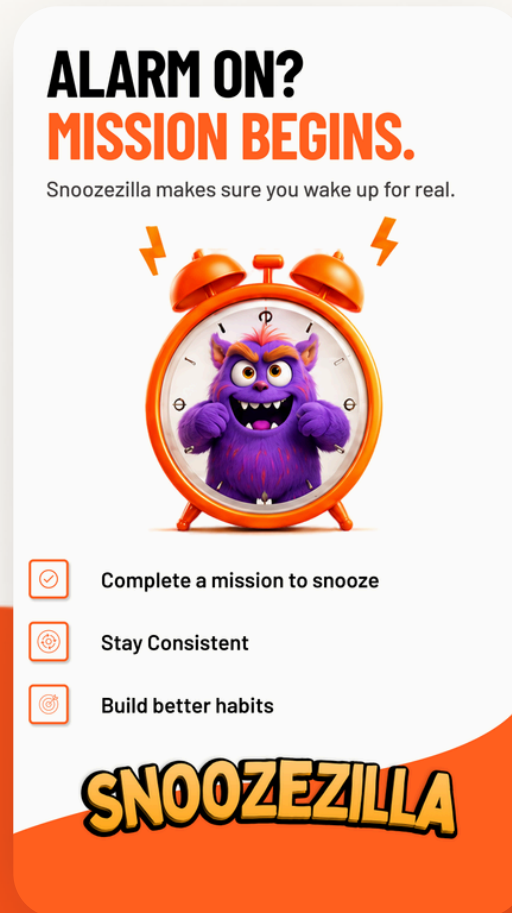
Premium unlocks additional mission types and difficulty tiers on top of the free set.

Every mission is verified **entirely on-device** no photo, video frame or audio clip is uploaded, which keeps the camera and microphone permissions easy to justify at review and to the user.

11 — APP SCREENSHOTS

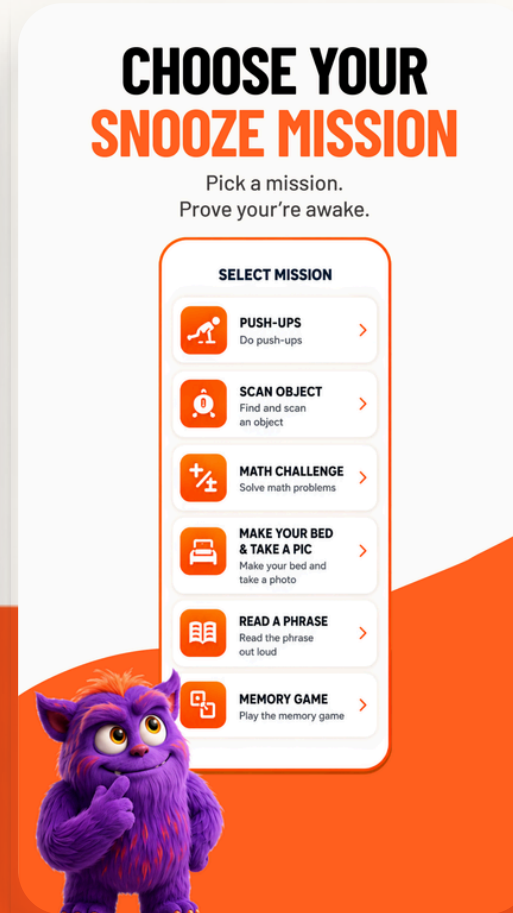
SHIPPED INTERFACE

Five screens carry the entire product. Each one keeps the same anatomy – title, one instruction line, one dominant visual, one primary action so the app stays readable at 6am.



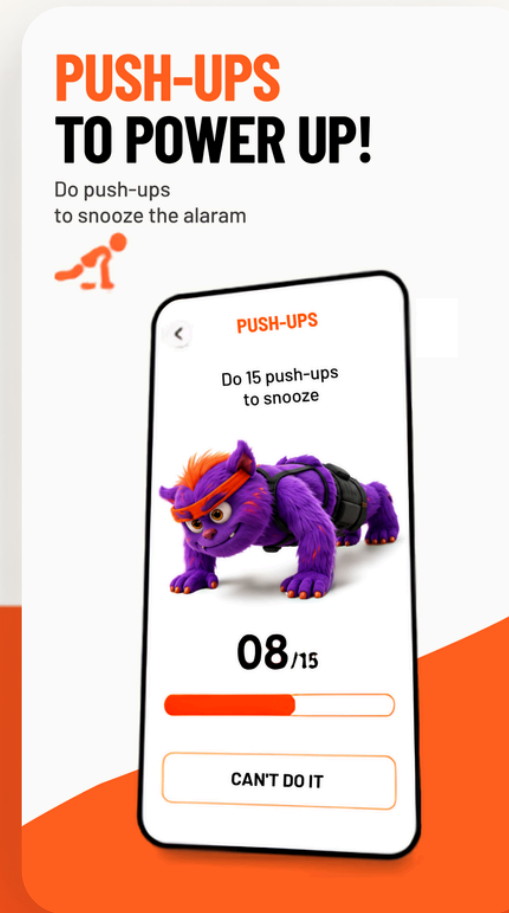
ALARM

Mission gate stated before the user can act.



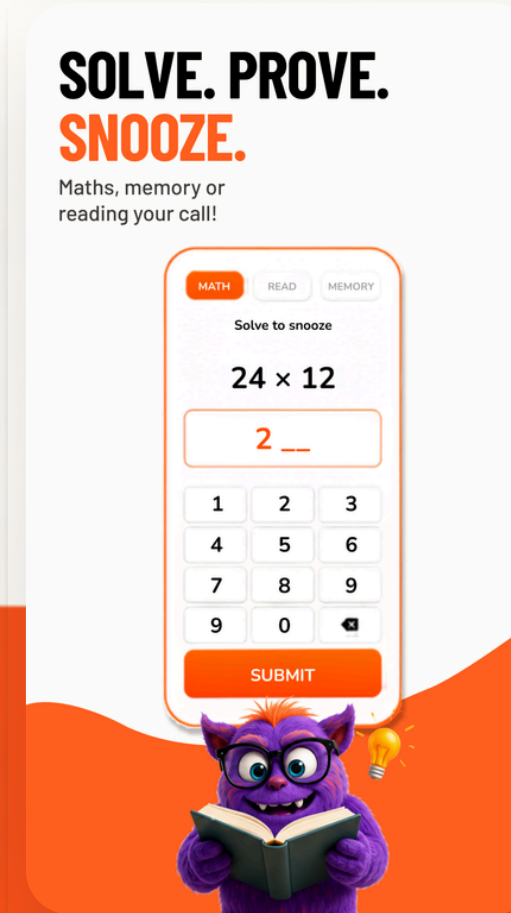
SELECT MISSION

Seven options, effort ordered top to bottom.



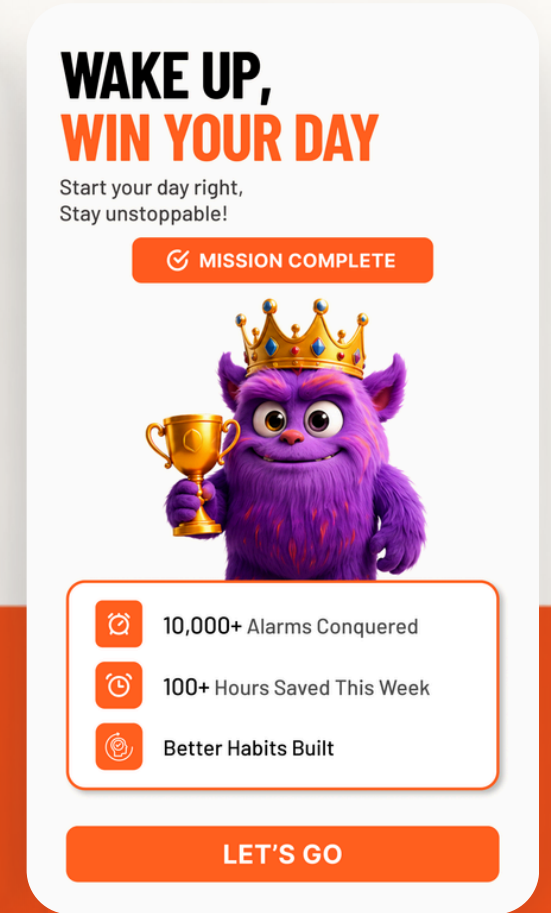
PUSH-UPS

Live rep count with a visible finish line.



MATHS

Tabbed with read and memory to share one layout.



COMPLETE

Celebration, streak stats, alarm released.

12 — HARD PROBLEM

MAKING AN ALARM THAT CAN'T BE CHEATED

The mission gate is only as strong as the alarm underneath it. Most of the engineering effort went here into the parts of the app the user never sees.

ESCAPE ROUTE

HOW THE APP CLOSES IT

SWIPE THE NOTIFICATION AWAY

Full-screen alarm activity on Android and a critical, non-dismissible presentation on iOS the alarm owns the screen, not the shade.

FORCE-QUIT THE APP

A foreground service keeps the alarm process alive on Android; on iOS a chained schedule re-presents within seconds of a kill.

TURN THE VOLUME DOWN

Alarm-channel audio with volume held at the set level for the duration, plus escalating tone and haptics for heavy sleepers.

FAKE THE CAMERA MISSION

On-device recognition must match the target class the user registered, so a photo of a photo or the wrong object won't clear the gate.

Device reboot, doze mode and OEM battery optimisation were each handled with an explicit reschedule path a missed alarm is the one bug this product cannot survive.



13 – TECH STACK

WHAT IT'S BUILT WITH

One JavaScript codebase for product surface, with native modules taking over wherever the OS owns the behaviour alarms, camera inference and billing.

APPLICATION LAYER

React Native

Single cross-platform codebase for iOS and Android UI, navigation and mission logic.

Native alarm modules

Kotlin foreground service and Swift scheduling bridged into JS for exact, unkillable alarms.

BACKEND & SERVICES

Firebase

Auth, Firestore for alarms and streaks, Cloud Messaging, Analytics and Crashlytics.

RevenueCat

Subscription entitlements, receipt validation and paywall experiments.

ON-DEVICE INTELLIGENCE

Google ML Kit

Android object labelling, barcode scanning and text recognition for camera missions.

Apple Vision

The equivalent iOS path classification and barcode detection behind one shared JS interface.

DESIGN & DELIVERY

Figma

Wireframes, UI system, mascot art direction, app icons and store screenshots.

Store assets

Custom launch set built per platform for App Store and Google Play.

WHY REACT NATIVE

Mission UI is shared code; only the OS-owned layers are written twice.

WHY ON-DEVICE VISION

Works with no signal, costs nothing per scan, and no imagery ever leaves the phone.

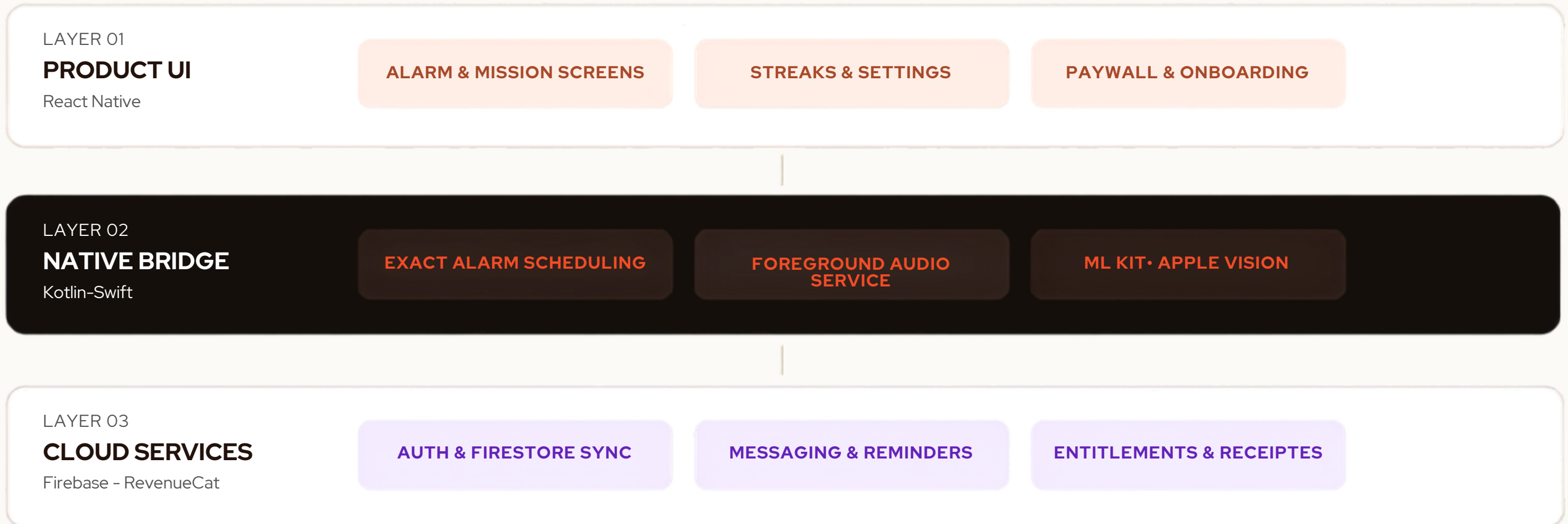
WHY REVENUECAT

One entitlement source of truth across both stores, without a billing backend.

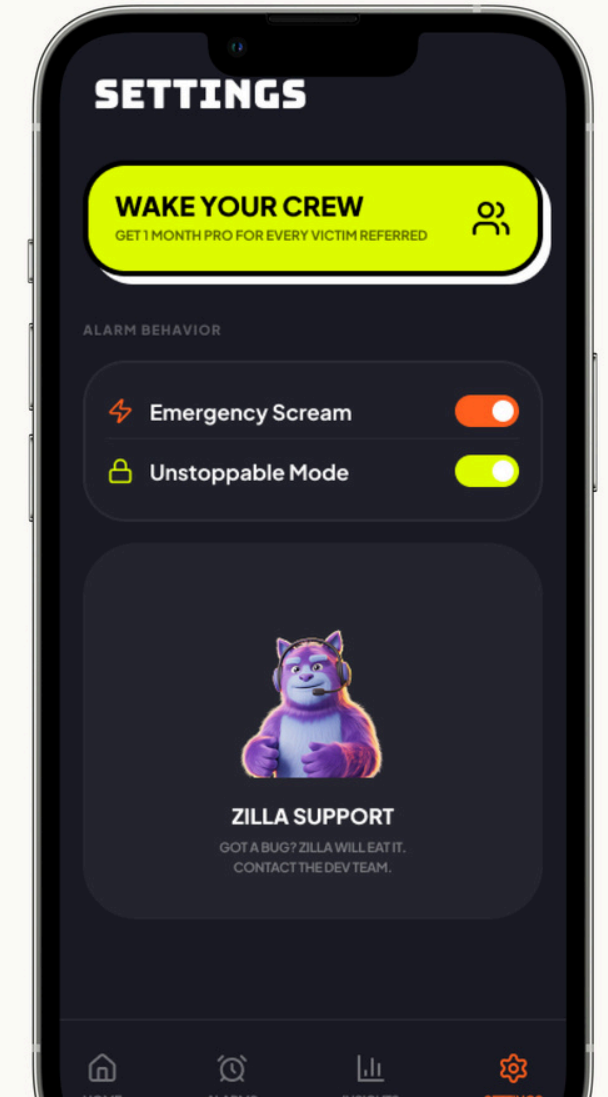
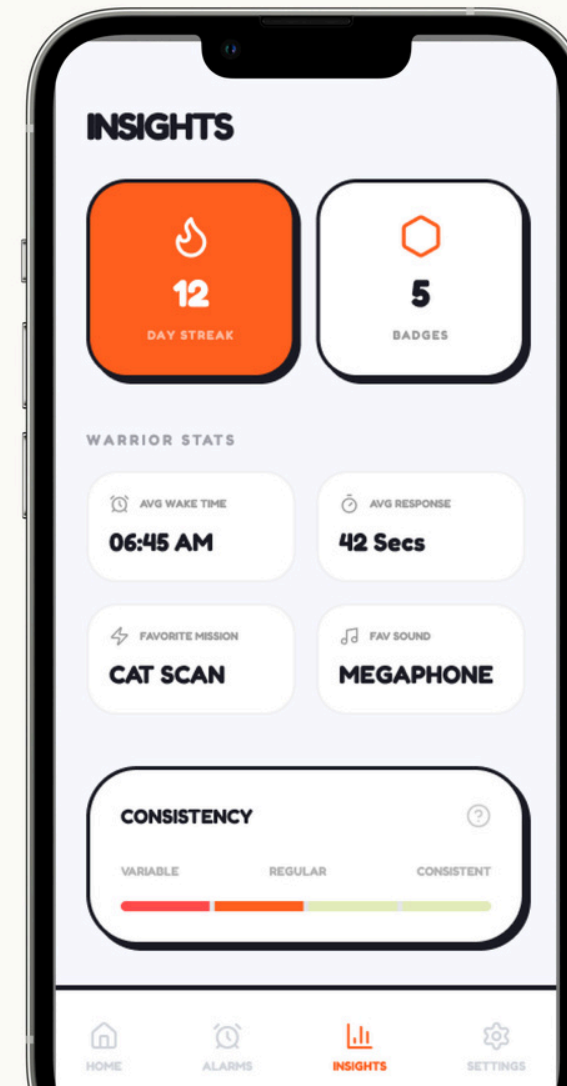
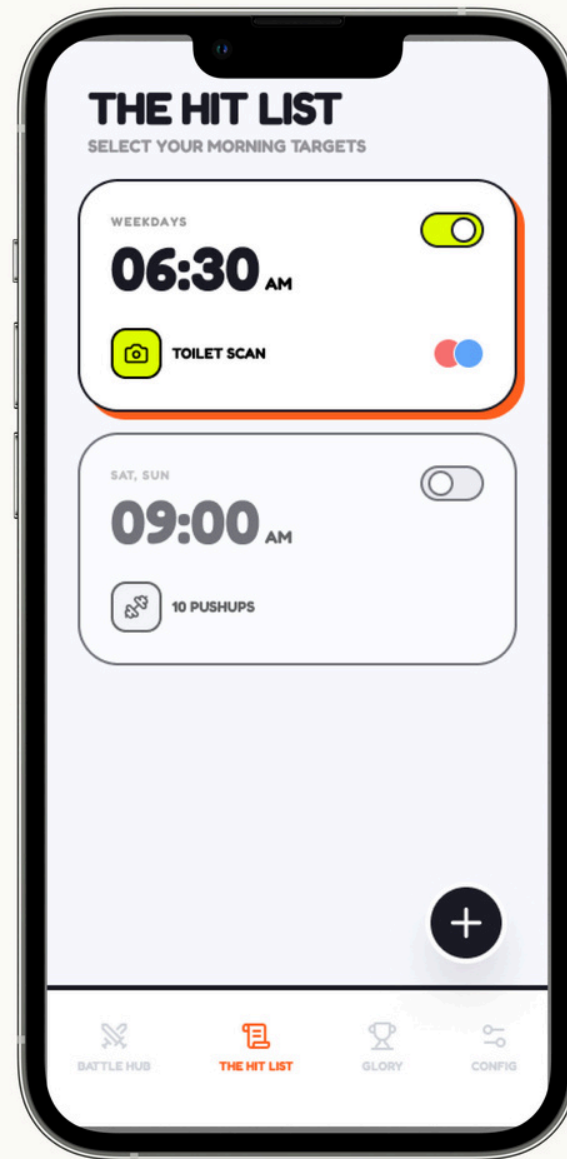
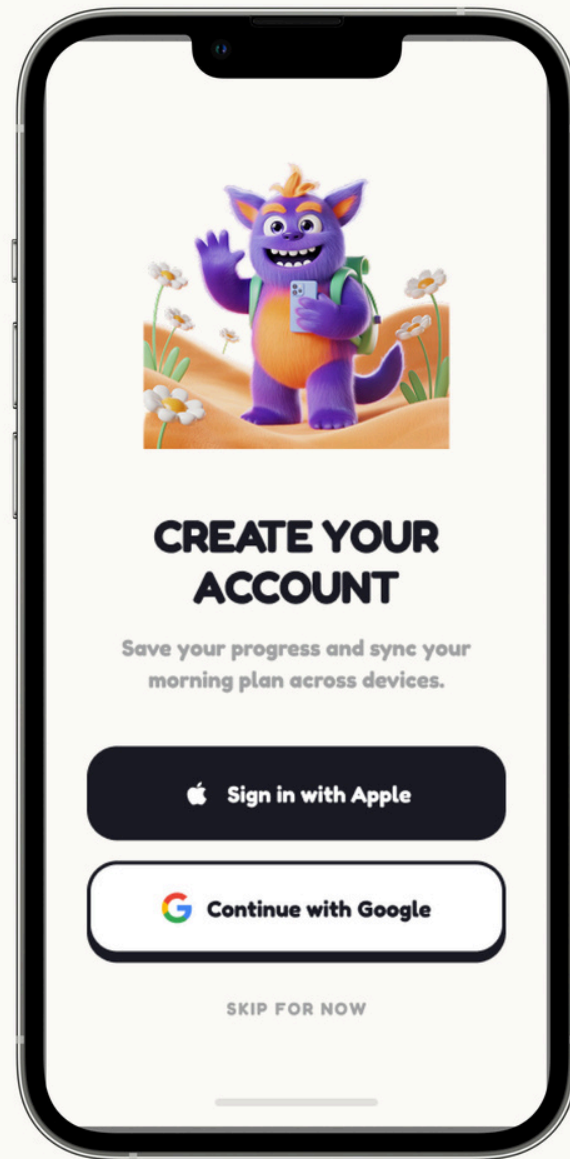
14 – ARCHITECTURE

HOW THE LAYERS FIT

Shared JS on top, platform code only where required, and a thin cloud layer that stores state but is never on the critical path of an alarm firing.



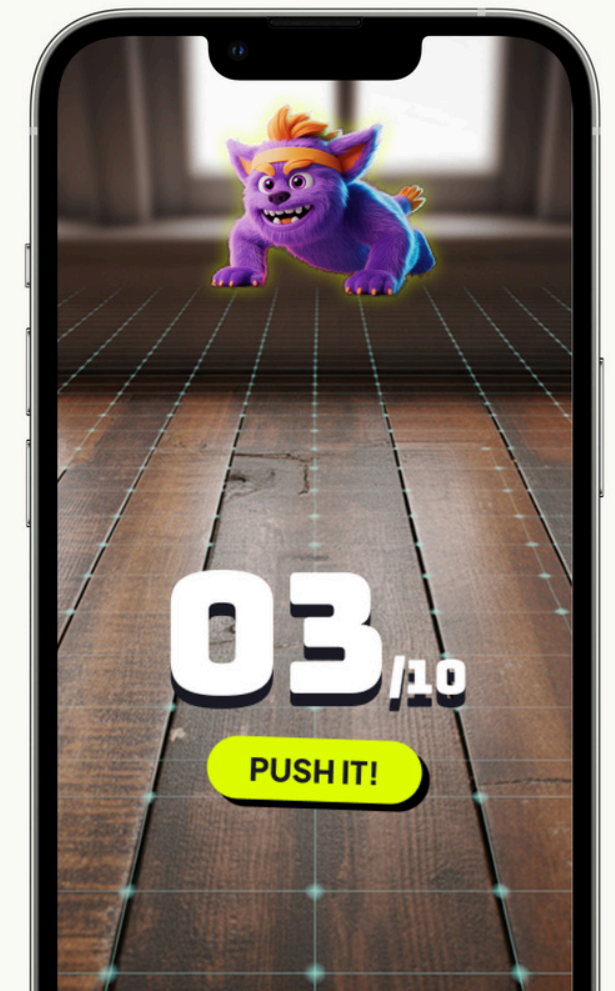
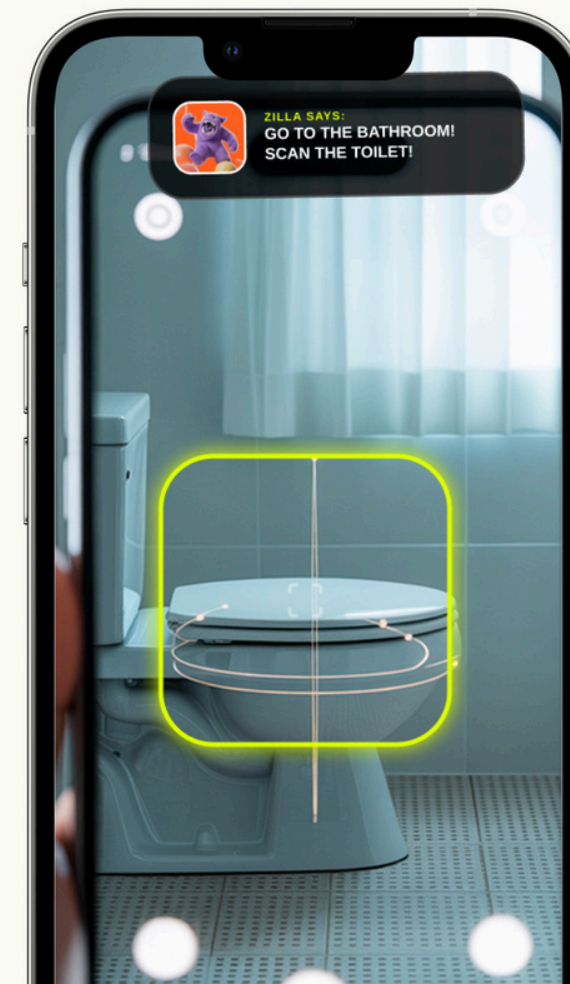
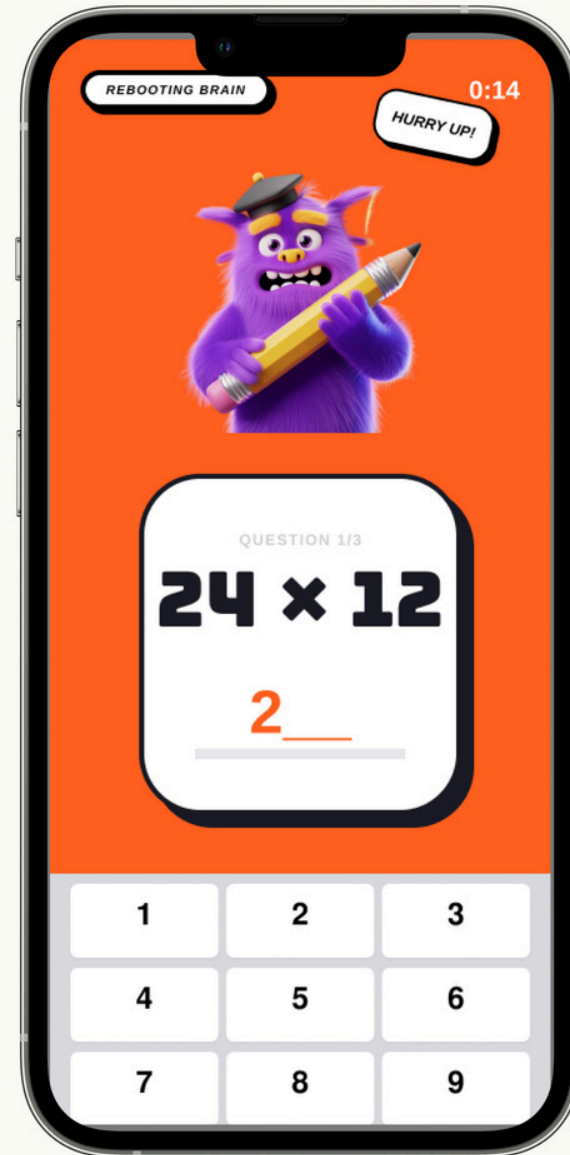
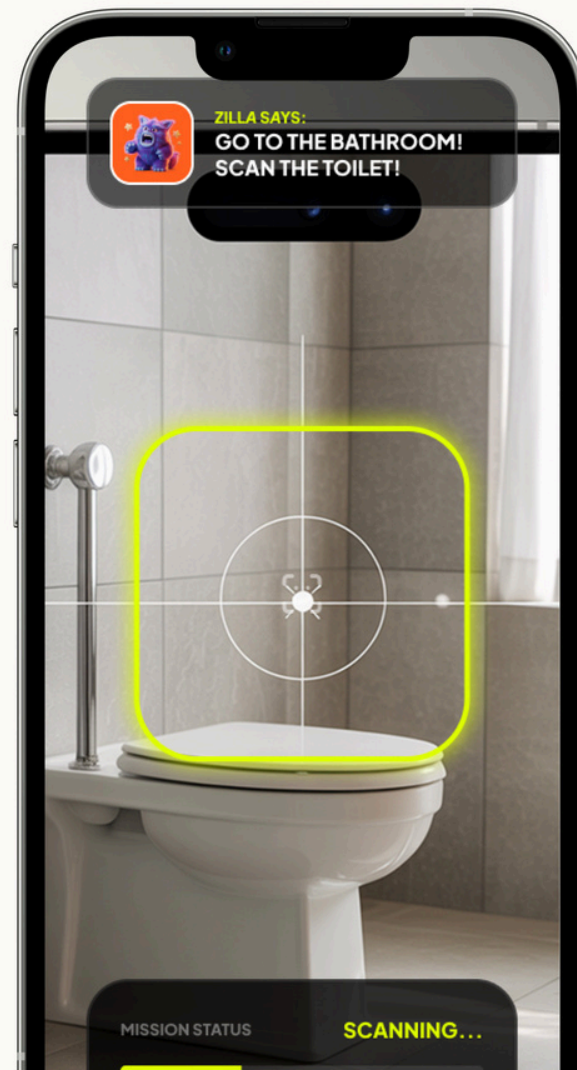
Offline-first by design. Alarms, missions and verification all run locally; Firestore syncs streak history opportunistically, so a plane-mode phone still wakes the user up.



15 – HIGH FIEDLITY UI SCREENS

APP FEATURES

MISSION LIBRARY



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THANK YOU



WANT AN APP DESIGNED, BUILT, AND ON THE
APP STORE THIS FAST? LET'S TALK ABOUT
WHAT YOU'RE BUILDING.

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