



Unlock exclusive features with a premium subscription to Snoo

Description

The Snoo, a popular smart bassinet, has faced backlash after announcing that some of its best app features will now require a \$19.99 monthly premium subscription. This change, which took effect recently, has left many Snoo owners feeling frustrated as essential features are now behind a paywall. Threads on the Snoo subreddit have exploded with complaints, with users expressing their disappointment at having to pay for features that were previously free.

Sarah, a Snoo owner from Australia, likened the move to a mechanic intentionally breaking a car to sell repairs. The app features sleep tracking, weaning mode, and control settings, all of which are now part of the premium subscription. The Snoo itself is already a hefty investment, with prices starting at \$1,695, making the additional subscription fee a bitter pill to swallow.

Happiest Baby, the company behind Snoo, has introduced incentives for new buyers, offering a free premium subscription for a certain period. Existing owners who purchased before a specific date also receive a premium subscription for all their babies. However, those who bought secondhand may need to pay for the subscription for access to support services.

Despite the backlash, Happiest Baby stands by its decision, stating that the subscription model is necessary to enhance accessibility. The move has left potential buyers like Jordan Leventhal contemplating if the Snoo is still worth it with the added cost. For many parents, the Snoo has been a game-changer in helping their babies sleep independently, making the new subscription model a bitter disappointment for those who rely on its features.

Vocabulary List:

1. **Backlash** /'bæk.læʃ/ (noun): A strong or violent reaction to something.
2. **Subscription** /səb'skɹɪp.ʃən/ (noun): An arrangement to receive something regularly by paying in advance.
3. **Frustrated** /frʌs'treɪ.tɪd/ (adjective): Feeling or expressing distress and annoyance especially because of inability to change or achieve something.
4. **Investment** /ɪn'ves.tə.mənt/ (noun): The action or process of investing money for profit.
5. **Incentives** /ɪn'sen.tɪvz/ (noun): Something that motivates or encourages someone to do something.
6. **Contemplating** /'kɒn.təm.plə.tɪŋ/ (verb): Thinking deeply or carefully about something.

Comprehension Questions



Multiple Choice

1. What recent change has caused backlash among Snoo owners?
 - Option: Increase in the initial price of the Snoo
 - Option: Introduction of new color variations
 - Option: Requirement of a monthly premium subscription for app features
 - Option: Improved customer support services

2. What essential features are now behind a paywall for Snoo owners?
 - Option: Batteries and power adapters
 - Option: Sleep tracking weaning mode and control settings
 - Option: User manual and maintenance guide
 - Option: Warranty and return policy

3. What analogy did Sarah a Snoo owner from Australia use to describe the new move by Snoo?
 - Option: A chef preparing a fine dining meal
 - Option: A teacher rewarding students for good behavior
 - Option: A mechanic intentionally breaking a car to sell repairs
 - Option: A gardener cultivating new plant species

4. What is Happiest Baby offering as an incentive to new Snoo buyers?
 - Option: Discount coupons for baby clothing stores
 - Option: Free premium subscription for a certain period
 - Option: Access to exclusive baby care workshops
 - Option: Complimentary baby-proofing services

5. Why might secondhand Snoo owners need to pay for the premium subscription?
 - Option: Due to an increase in the Snoo resale value
 - Option: To have access to software updates
 - Option: To unlock additional color schemes
 - Option: For access to support services

6. According to Happiest Baby why is the subscription model necessary?
 - Option: To discourage people from buying Snoo
 - Option: To reduce the production costs of Snoo
 - Option: To enhance accessibility
 - Option: To limit the number of app users



Answer

Multiple Choice: 1. Requirement of a monthly premium subscription for app features 2. Sleep tracking weaning mode and control settings 3. A mechanic intentionally breaking a car to sell repairs 4. Free premium subscription for a certain period 5. For access to support services 6. To enhance accessibility

Vocabulary quizzes

Multiple Choice (Select the Correct answer for each question.)

1. What term describes the system or process by which something operates or is controlled?

- Option: Astronomical
- Option: Mechanism
- Option: Celestial
- Option: Intricate

2. What word refers to developments or improvements in a particular area or technology?

- Option: Failure
- Option: Advancements
- Option: Milestone
- Option: Revolutionized

3. In space terms what is the path followed by an object revolving around another object?

- Option: Failure
- Option: Investment
- Option: Orbit
- Option: Sovereignty

4. What term describes a strong negative reaction or response to something especially a social or political development?

- Option: Investment
- Option: Reliability
- Option: Backlash
- Option: Incentives

5. What is the action or process of investing money for financial gain?



- Option: Hierarchy
- Option: Investment
- Option: Diplomatic
- Option: Failure

6. Which term refers to an increase in the intensity or seriousness of a situation or conflict?

- Option: Incursion
- Option: Superiority
- Option: Escalation
- Option: Mishap

7. The authority of a state to govern itself is known as:

- Option: Subscription
- Option: Robust
- Option: Corrective
- Option: Sovereignty

8. Which term refers to thinking about something deeply or carefully?

- Option: Animositities
- Option: Contemplating
- Option: Functionality
- Option: Failure

9. Deep-seated hostilities or strong feelings of dislike between individuals or groups are known as:

- Option: Animositities
- Option: Superiority
- Option: Investment
- Option: Robust

10. Which term describes the quality of being trustworthy or performing consistently well?

- Option: Astronomical
- Option: Reliability
- Option: Failure
- Option: Frustrated

Gap-Fill (Fill in the blanks with the correct word from the vocabulary list.)

11. The intricate details of the mechanism were a source of _____ for the engineers.

12. The failure of the system led to in-depth _____ to identify the root cause.

13. After the mishap the team quickly implemented _____ measures to prevent it from



happening again.

14. The team was _____ with the slow progress of the project.
15. Users can enjoy premium features with a paid _____ to the service.
16. The company followed a strict _____ in decision-making.
17. The new software had enhanced features and improved _____.
18. The successful launch of the product marked a significant _____ for the company.
19. The company offered various _____ to motivate employees and boost productivity.
20. The new technology completely _____ the industry.

Matching Sentences (Match each definition to the correct word from the vocabulary list.)

21. Astronomers study the movement and properties of objects in the realm.
22. The software's design allows it to handle large amounts of data efficiently.
23. The ambassador handled the delicate situation with great skill.
24. The artist's work showcased the beauty of patterns and designs.
25. The athlete's consistent performance highlighted their over their competitors.
26. The designer focused on both style and when creating the new product.
27. The country faced an unexpected that threatened its sovereignty.
28. Years of conflict had deepened the between the two communities.
29. Understanding the inner of the device was crucial for its maintenance.
30. The exhibit was a major for visitors to the gallery.

Answer

Multiple Choice: 1. Mechanism 2. Advancements 3. Orbit 4. Backlash 5. Investment 6. Escalation 7. Sovereignty



8. Contemplating 9. Animosities 10. Reliability

Gap-Fill: 11. fascination 12. investigations 13. corrective 14. frustrated 15. subscription 16. hierarchy
17. functionality 18. milestone 19. incentives 20. revolutionized

Matching sentence: 1. celestial 2. robust 3. diplomatic 4. intricate 5. superiority 6. functionality 7. invasion
8. animosities 9. mechanism 10. attraction

CATEGORY

1. Sci/Tech - LEVEL5

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