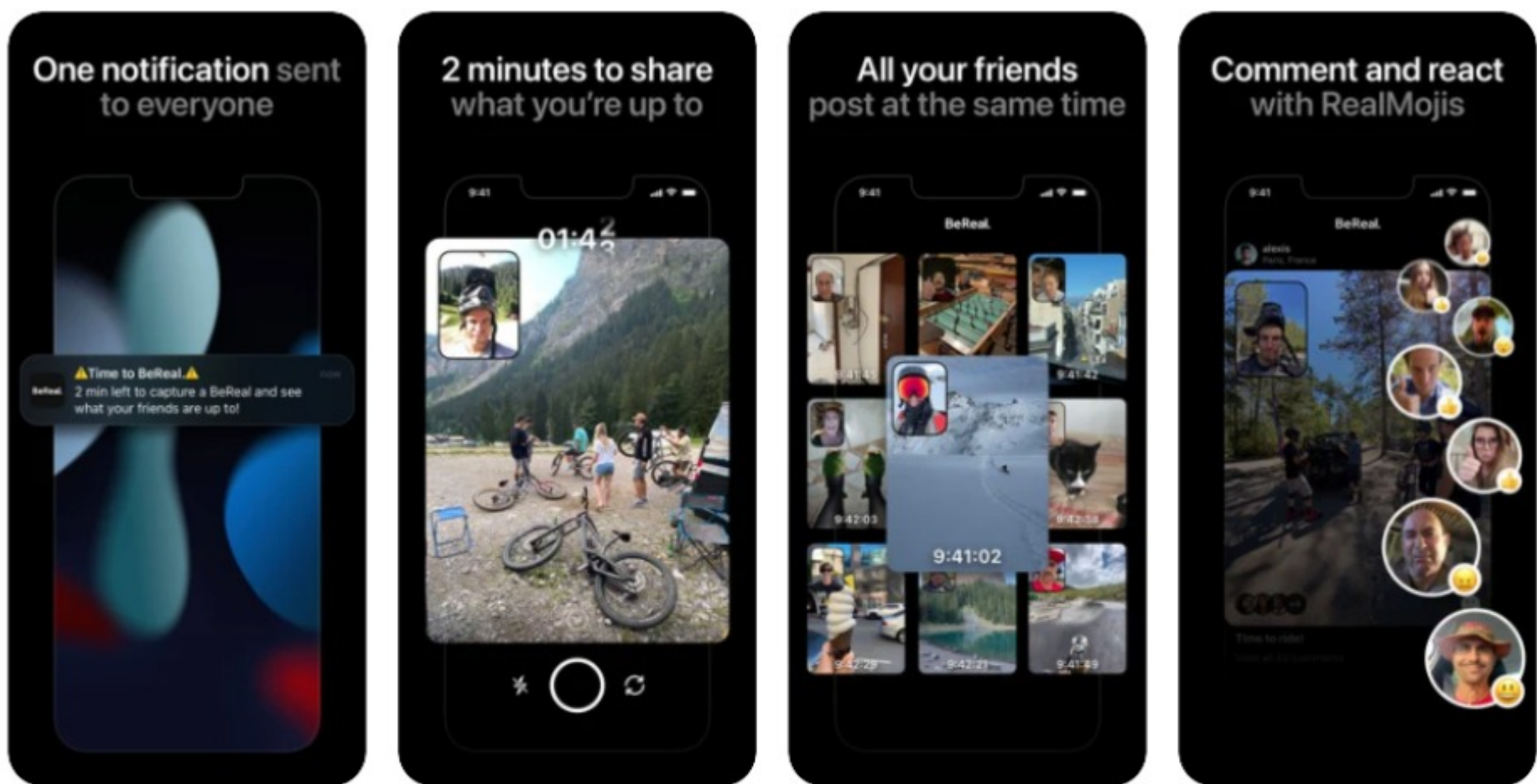


The Competition



BeReal

- Social media based around being the anti-Instagram
- Provide users opportunity to make posts within allotted time periods
- Meant to be used only by friends, goes against influencer culture



Instagram

- Share pictures, videos, reels etc
- More commercialized and less authentic experience
- Has become more of a marketplace than a social experience

Our User Base (Personas)

I am a...

- Someone who values their privacy
 - Want to have something to share but don't trust social media
- Someone who doesn't like social media culture
- Old person who has terrible views and people should be spared from hearing them
- Keep memories for yourself
- I am someone who archives posts on Instagram and unarchives them later so they are just for myself

We Are Solving For...

Some advantage over
default photo organization
programs on your
phone/computer. TBD

Privacy?

Social media
burnout/toxicity

Social media features like captions, filters, tags.
Social media presentation without the social
aspect?

Expression board

Scarcity/exclusivity

Features

Expression board

Photo diary

Post

- Photo
 - Caption
 - Tags (later)
- Text
 - Information

Static portion then a
chronological view as well

Relative links on the side to
allow for easier navigation
when a lot of posts are
added

