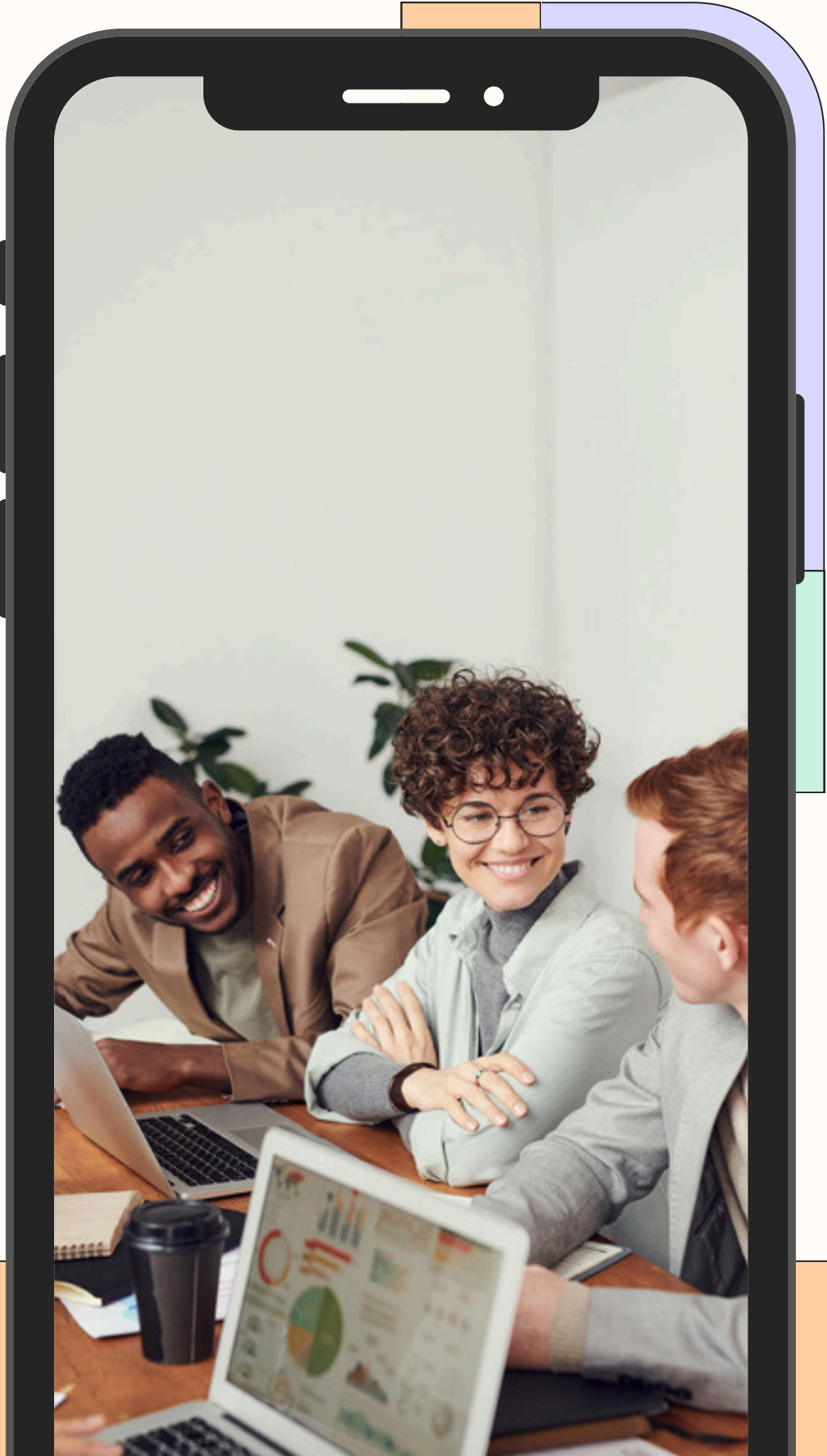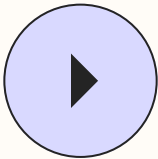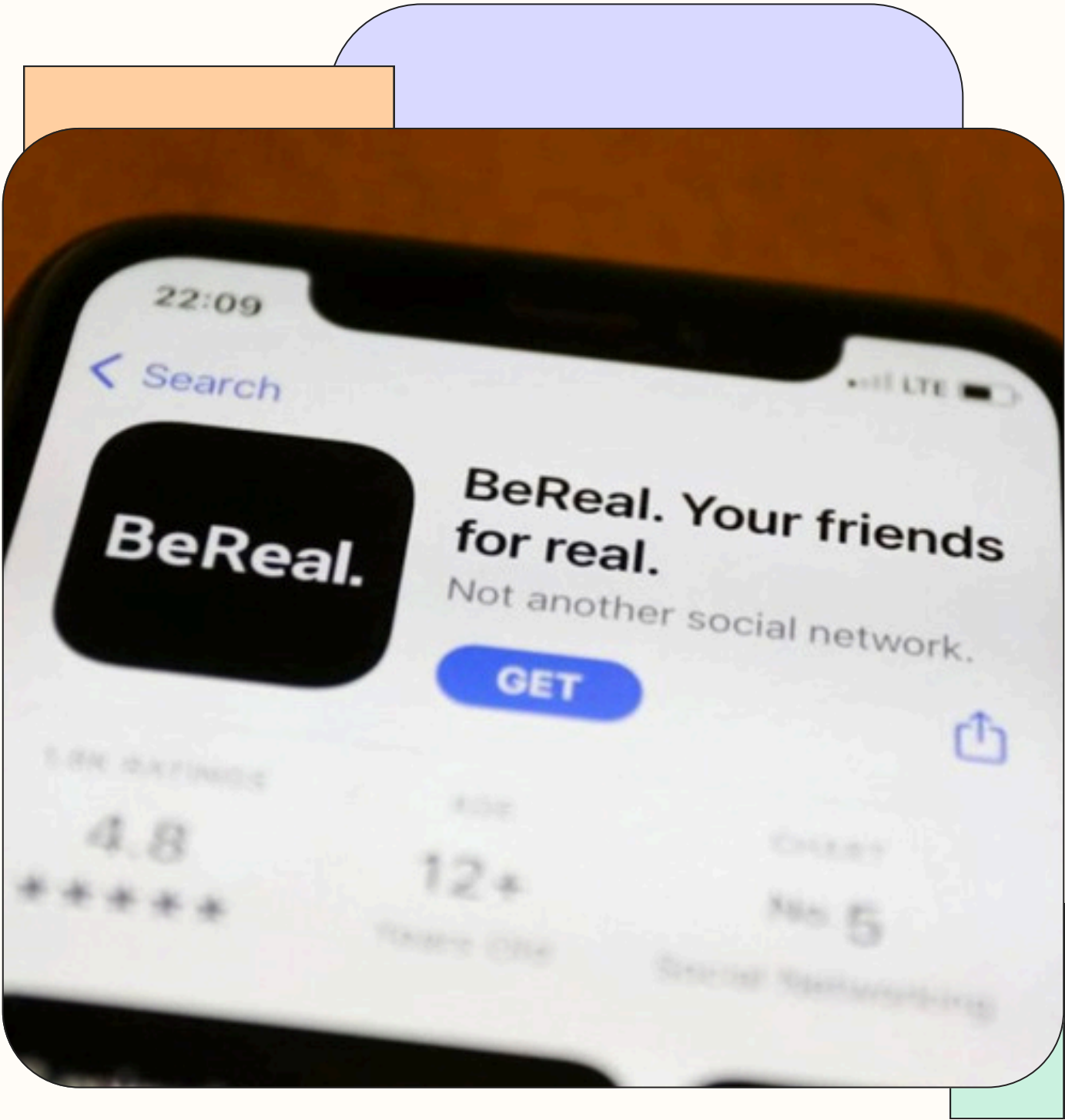Anuska Palit

Product Teardown

Be Real

Summary

in-depth analysis of the
BeReal social media app

Discover More →

Overview

What is BeReal?

BeReal is a social media app that encourages users to share a single photo at the same time every day, providing a more authentic and spontaneous view of their lives.

Key Features

- Daily photo sharing
- Front and back camera captures
- Friends' posts visible for 24 hours
- No filters or editing tools

Unique Selling Point

BeReal's focus on authenticity and spontaneity sets it apart from traditional social media platforms, where users often curate their content for a specific image.
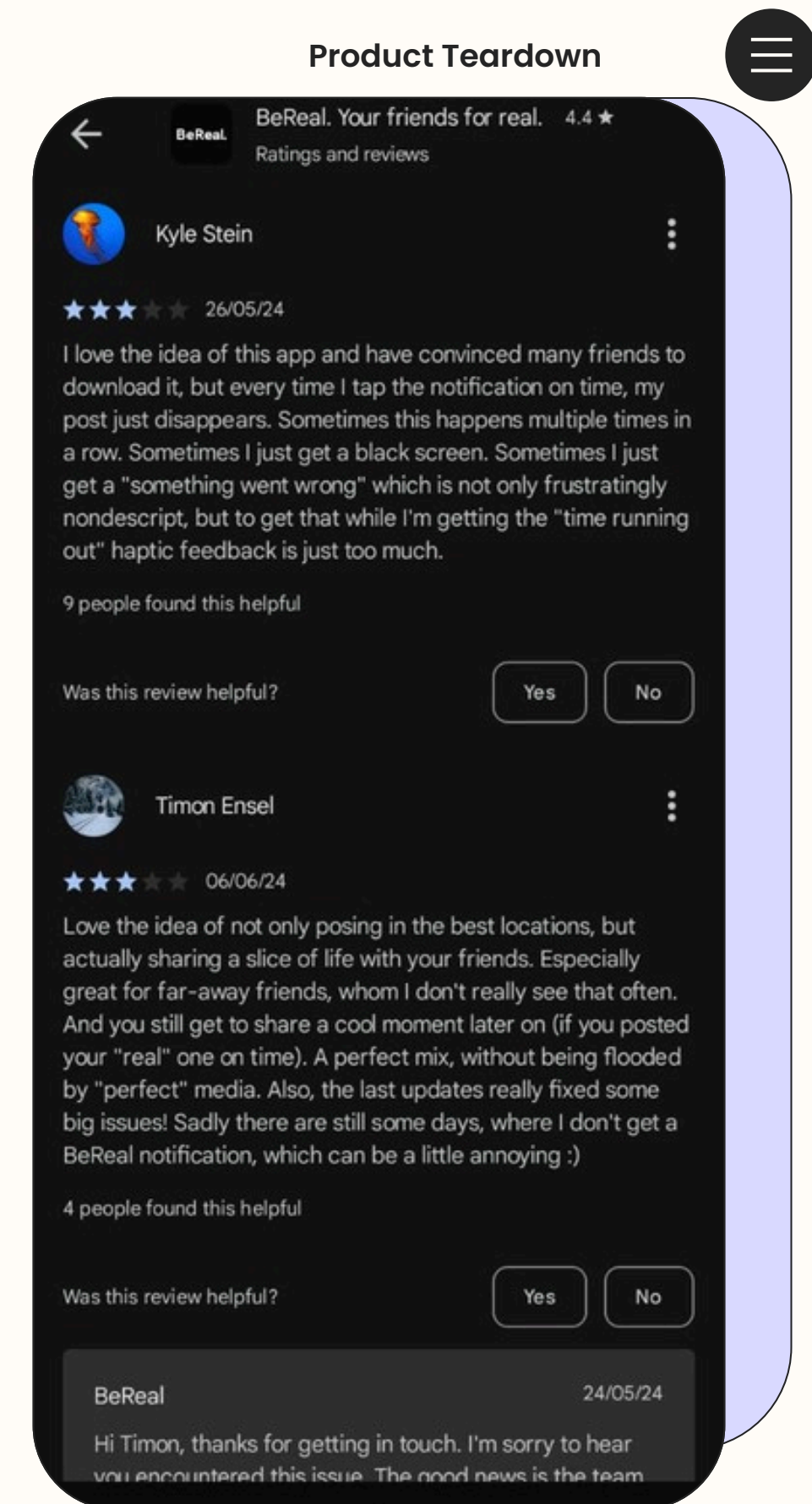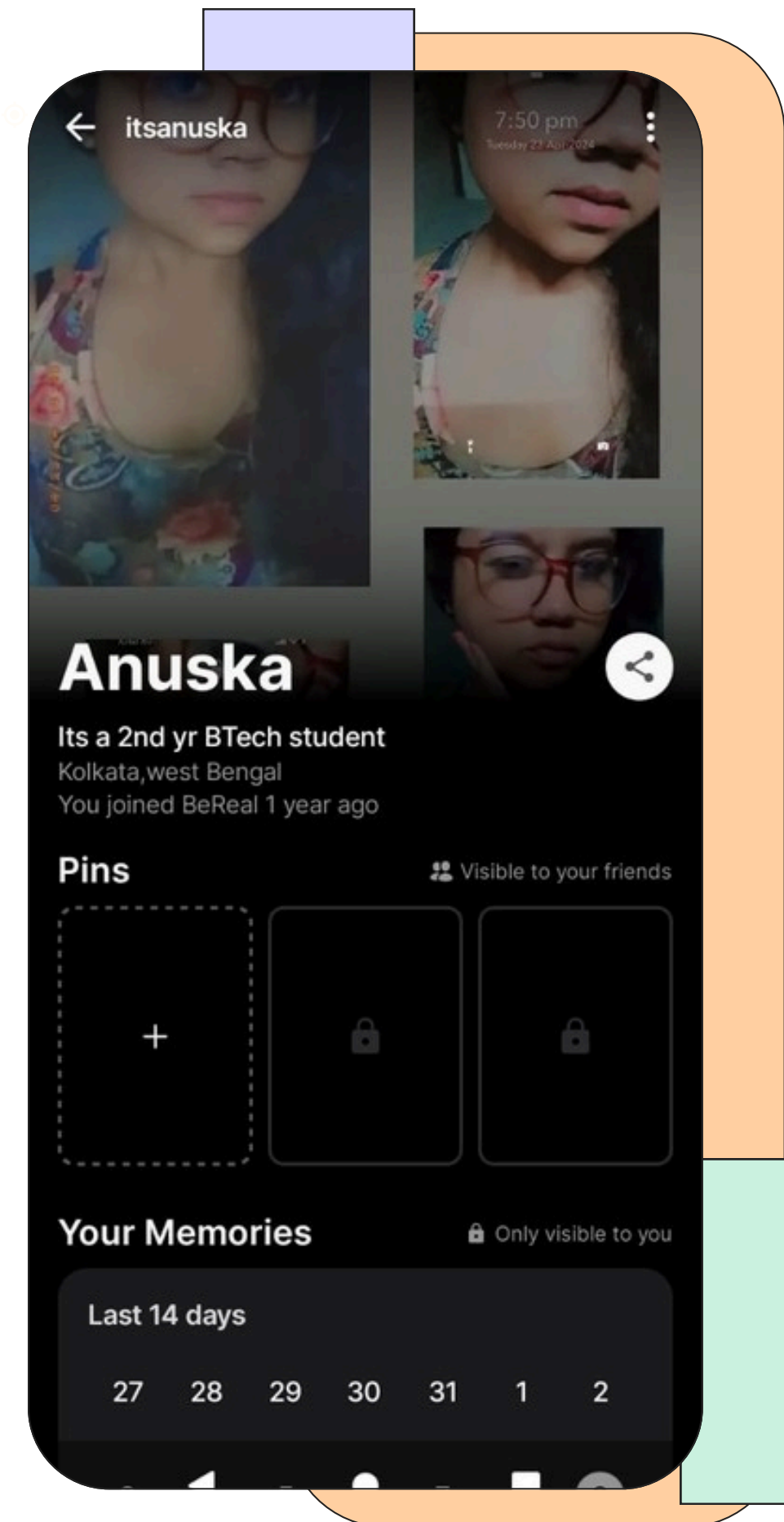
User Experience

Key features of the BeReal app that users are liking:

1. Authentic Sharing
2. Spontaneous Engagement
3. Minimalistic Design.
4. Mutual Participation
5. Community Focus

Key features of the BeReal app that users are not liking:

1. Strict Posting Window
2. Lack of Customization
3. Notification Timing
4. Privacy Concerns
5. Performance Issues

User Persona

A user persona is a fictional character that represents a typical user of a product or service. It includes basic details like age, job, goals, and challenges, helping businesses understand and design better for their real customers.

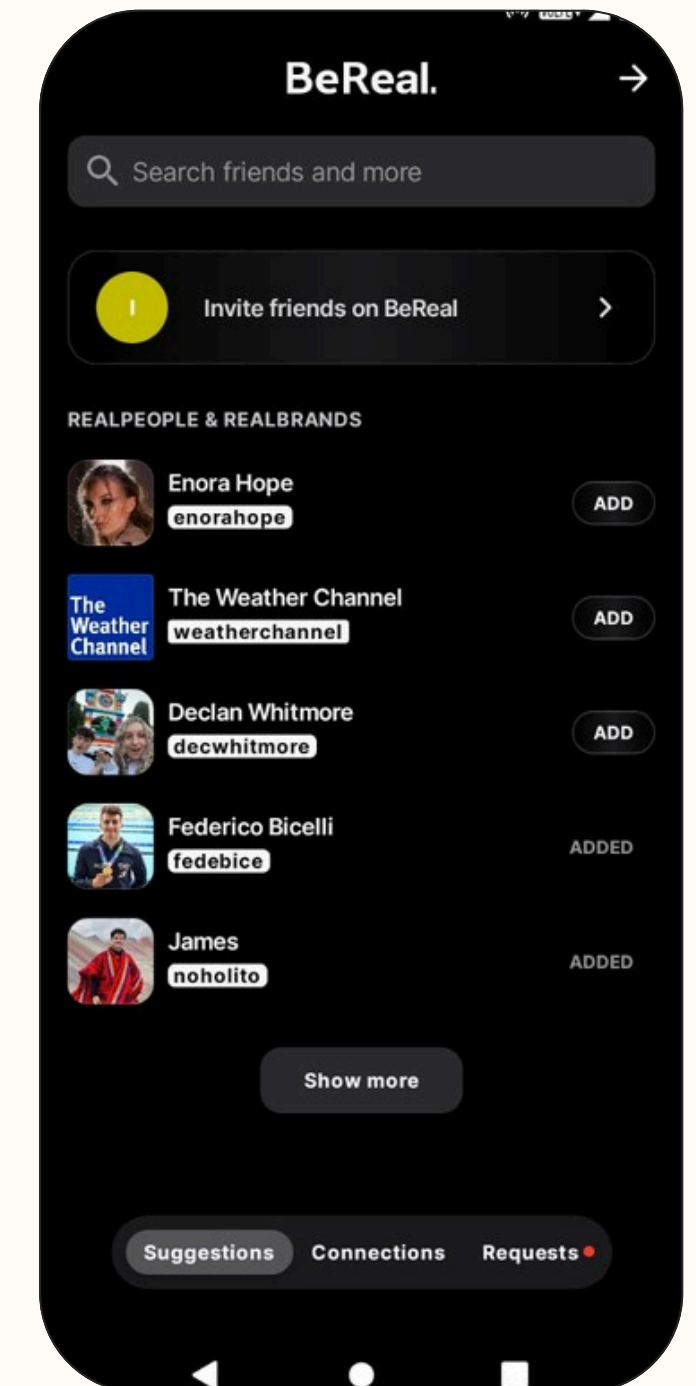**Name:** Anuska Palit
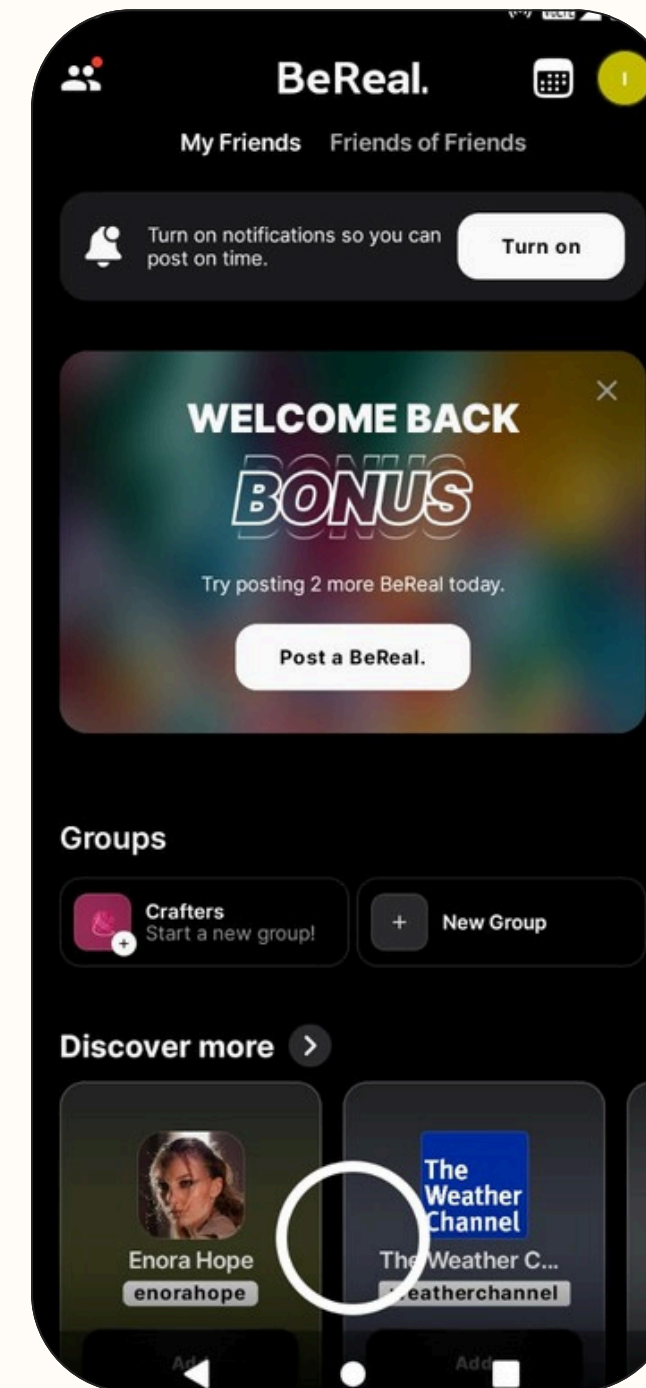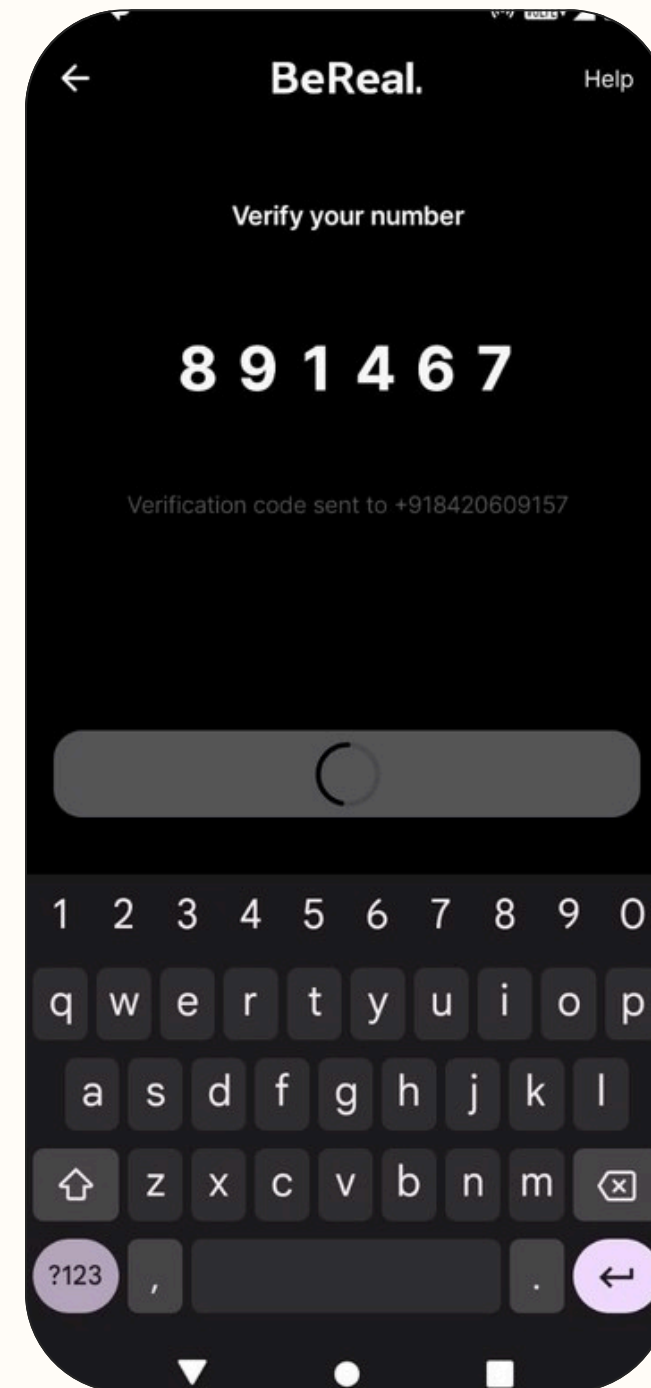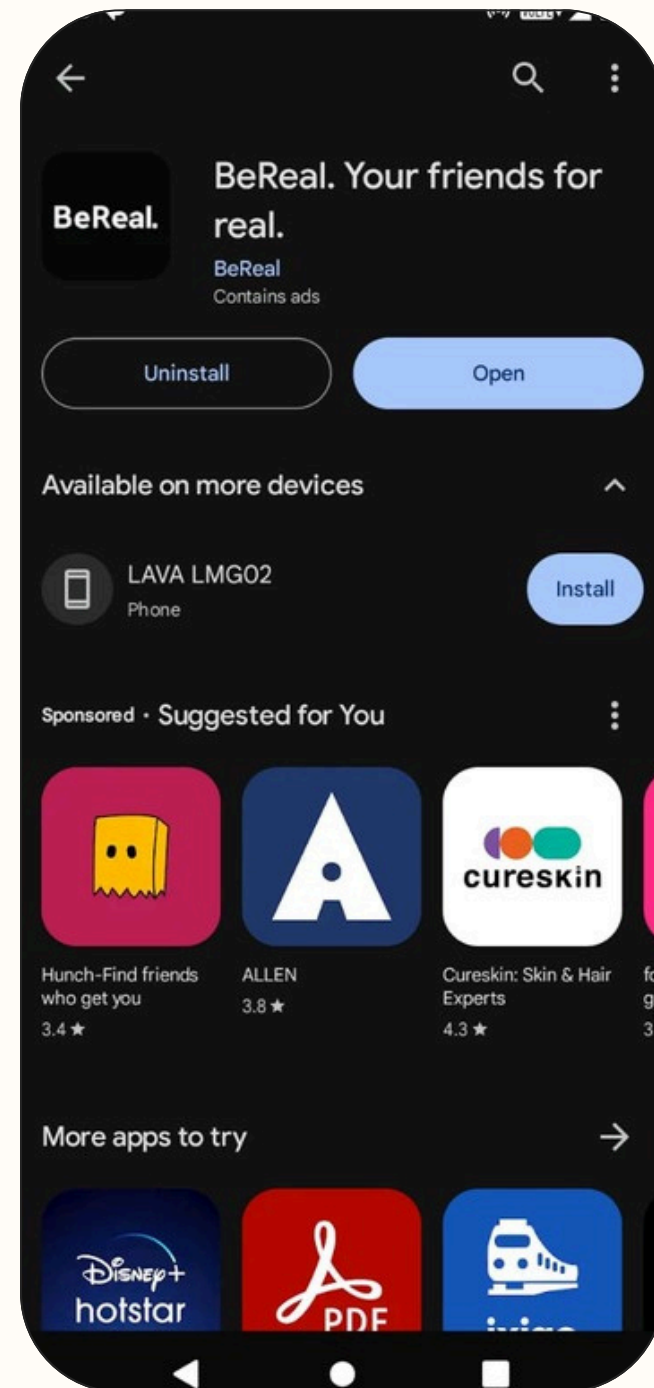**Age:** 19
Occupation: Student
Location: Kolkata West bengal
Demographics:

- Gender: Female
- Education: Bachelor's Degree in IT
- Marital Status: Single

Background: Anuska is a proactive and enthusiastic learner with a fervent interest in expanding her skills and making meaningful contributions to the realm of Machine Learning

User Flow

user flow ..

Onboarding

New users are guided through the app's key features and setup process, ensuring a smooth initial experience.

Daily Photo Capture

Users are prompted to capture and share a photo at a specific time each day, fostering a consistent habit.
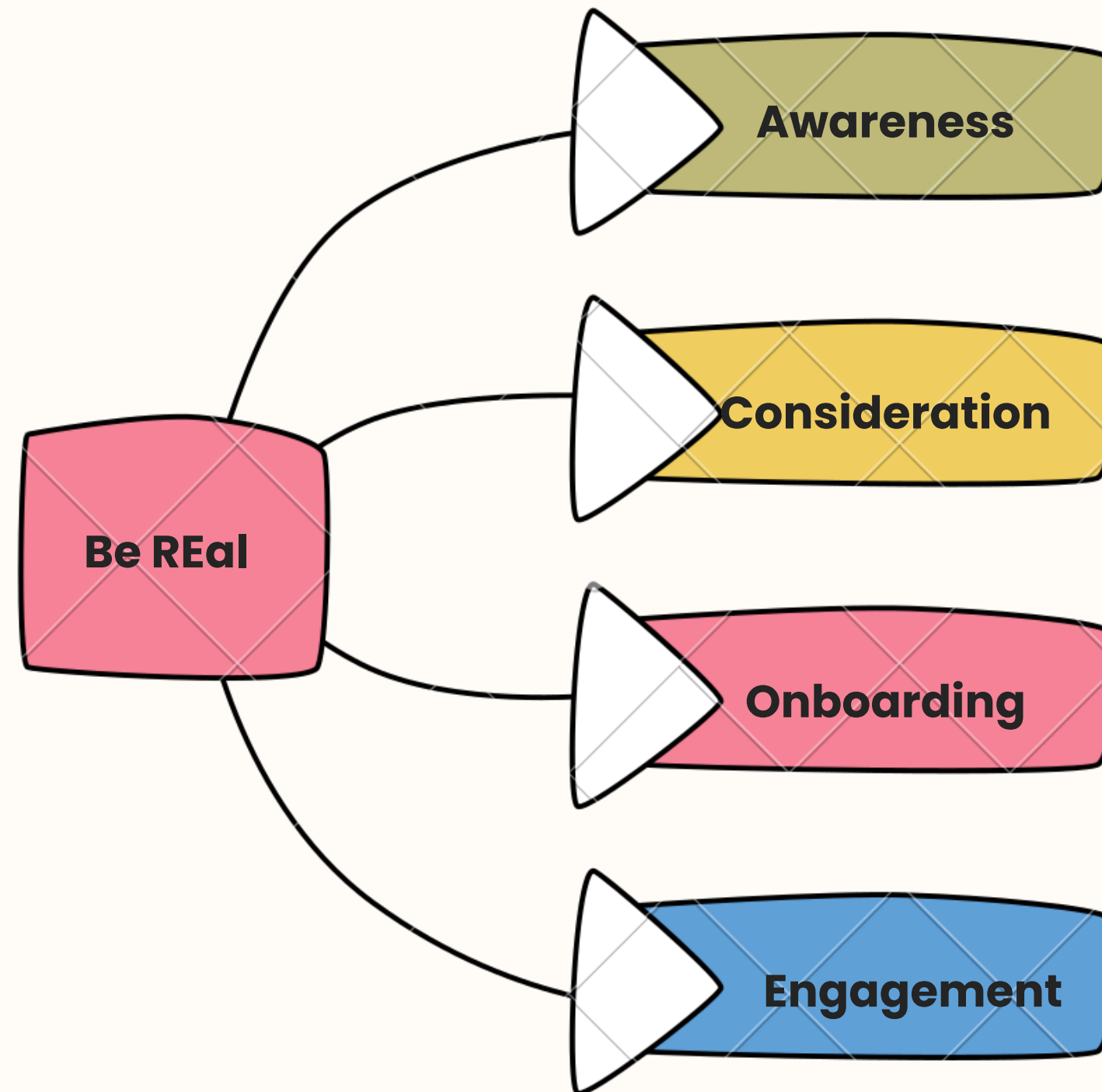
Social Interaction

Users can view their friends' photos, react, and comment, creating a sense of community and engagement.

Notification Reminders

The app's timely notifications help users remember to capture and share their daily photos.

User Journey Mapping

Be REal → Awareness, Consideration, Onboarding, Engagement

Opportunities for Improvement

Enhanced Personalization

Allowing users to customize their profile and settings to better reflect their individual preferences and interests.

Expanded Social Features

Introducing features like direct messaging, group chats, and the ability to share longer-form content to foster deeper connections.

Data-Driven Insights

Providing users with insights and analytics about their usage patterns, engagement levels, and social connections to enhance their experience.

Thank You

Anuska Palit

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