USER EXPERIENCE / USER INTERFACE FLOW
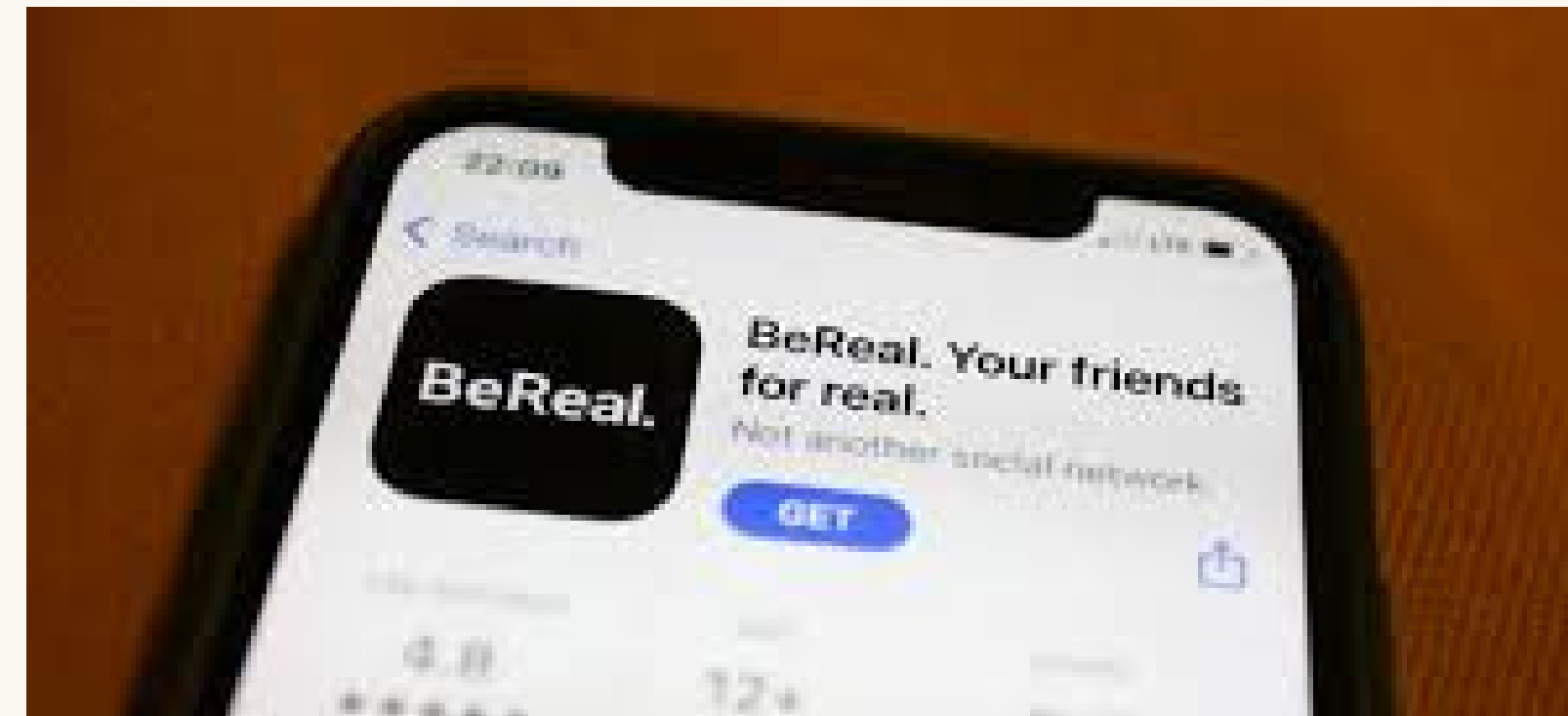
PRODUCT - BeReal Application

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BeReal - Vision & Objective

📷 Launched in **2020**, BeReal is a French social media app focused on authenticity and spontaneous sharing.

🕐 Sends a **daily random notification** prompting users to capture and post real-life moments **within 2 minutes**, using both **front and rear cameras**.

👨‍🦰👩 Promotes unfiltered content—**no filters, no followers count**—aiming to reduce social pressure and comparison.

🌍 Popular among Gen Z, especially in the **US and Europe**, with rapid viral growth and high daily engagement rates.

🚫 No ads or influencer content—BeReal monetization is still evolving, prioritizing community experience over revenue (for now).

BeReal - Growth Drivers
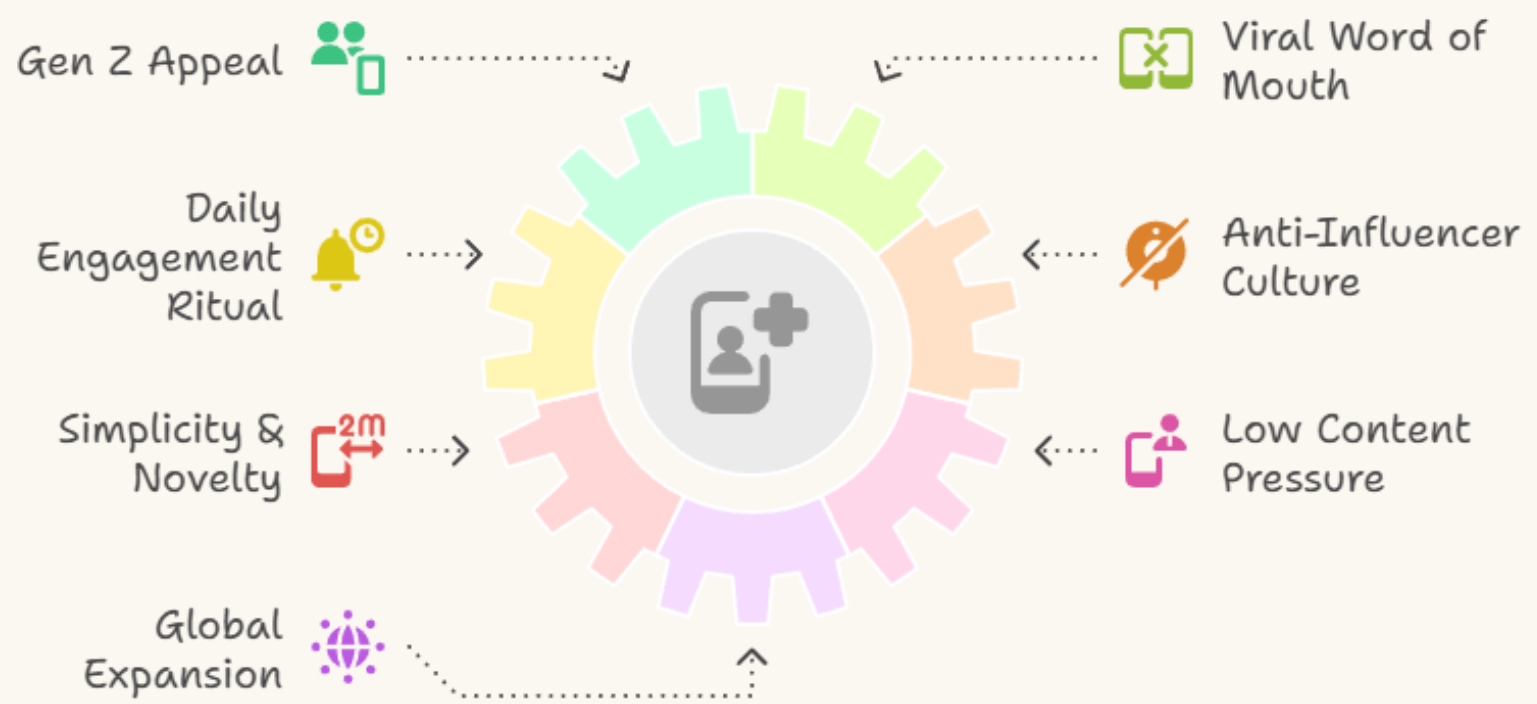
COMPETITIVE LANDSCAPE

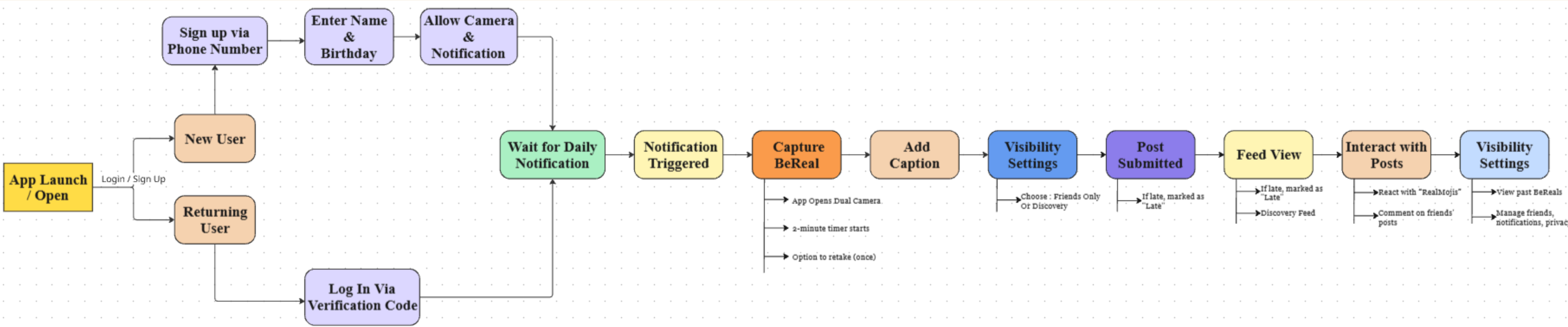| 📌 Category	📱 Platform	🔍 Key Features	⭐ Differentiator
🏛️ Mainstream Copycats	Instagram (Candid), TikTok Now	Daily dual-camera prompts, real-time sharing	Leverages huge user base, fast feature deployment
🎨 Prompt-Based Indie Apps	Minutiae, Dispo, Lapse	Random notifications, delayed reveals, disposable-style photography	Artistic, raw content, anti-instant gratification
👥 Peer-Curated Social Apps	Poparazzi	Friends take your photos, no selfies or filters	Reduces self-curation, encourages playful dynamics
📸 Casual Candid Sharing	LiveIn	Real-time sharing, home-screen widgets, doodles	Spontaneous use, interactive, fun UI
🔒 Privacy & Decentralized	Junto, Pixelfed	Ad-free, federated networks, no algorithms	Prioritizes privacy, non-commercial, user-owned spaces

KEY VALUE PROPOSITIONS AND DIFFERENTIATORS

💡 Aspect	🚀 BeReal's Differentiator
🕐 Daily Random Prompt	Users get a once-a-day alert to post within 2 minutes—creating shared, spontaneous moments.
📸 Dual Camera Capture	Simultaneous use of front and rear cameras offers a full, candid snapshot of real life.
🙍 No Filters or Edits	Unlike Instagram or Snapchat, there's no post-processing—emphasizing raw and real content.
🧍 Low Pressure Design	No follower count, no likes, no algorithmic feeds—removes performance anxiety and FOMO.
👯 Friends-Only Model	Focuses on close connections rather than public broadcasting—private and intimate sharing.
📉 Anti-Influencer Ethos	No ads, no influencers, no creator monetization—breaking away from traditional social media dynamics.

USER-FLOW MAPPING

KEY METRICS FOR ONBOARDING

OPTIMISED USER ONBOARDING FLOW

- Fast mobile verification with OTP autofill for a frictionless start.
- Request camera and notification access just-in-time, not all at once.
- Swipe-through explanation: 1 post/day, 2-minute timer, dual-camera capture.
- Prompt user to create a selfie emoji and connect with friends (via contacts or suggestions).
- Encourage posting the first BeReal (or try a practice one) to unlock the feed and build habit.

BETTER FIRST TIME USER EXPERIENCE

- The unexpected daily notification creates a sense of surprise and shared timing, anchoring users in the now.
- Capturing both front and back views at once feels raw, unfiltered, and different from any other app — an instant break from curated selfies.
- "Post to see your friends' BeReals" creates instant incentive and habit—you must give to receive.
- Making a selfie emoji adds playfulness and identity to reactions, reinforcing a close-friends vibe.
- Viewing your friends' authentic, imperfect posts builds emotional connection and reinforces BeReal's core value: authenticity over aesthetic.

TECHNOLOGY & DATA COLLECTION IMPROVISATION (FEATURE)

TECHNOLOGY

FRONT-END

Component	Stack Used
Mobile (iOS)	Swift (UIKit, SwiftUI)
Mobile (Android)	Kotlin + Jetpack Compose
Realtime UI	Firebase Realtime DB / WebSockets
Image Capture	Native Camera APIs (AVFoundation / CameraX)
Push Notifications	APNs (iOS), Firebase Cloud Messaging (Android)

BACK-END

Component	Stack Used
Server Framework	Node.js (Express) / Python (FastAPI or Django)
API Type	RESTful API / GraphQL (optional for feed data)
Authentication	Firebase Auth / Twilio OTP
Notification Scheduler	Cloud Functions / Cron Jobs
Media Handling	AWS Lambda / Cloudinary / S3 (for compression + upload)

DATABASE & STORAGE (DBMS)

Component	Stack Used
Main Database	PostgreSQL / Firebase Firestore
Media Storage	AWS S3 / Cloudinary / Firebase Storage
User Relationships	Join tables (PostgreSQL) / Subcollections (Firestore)
Analytics / Logs	BigQuery / Mixpanel / Firebase Analytics

DATA COLLECTION IMPROVISATION

Data Collected	Reason / Purpose
Phone Number	For user authentication via OTP (no email/password system); ensures unique identity.
Name & Birthday	To personalize profile and enforce age restriction (13+ years, per COPPA/GDPR).
Camera Access	Required to capture dual-camera photos, the core interaction of the app.
Notification Permission	To send the daily "Time to BeReal" push—the main engagement mechanism.
Contacts (optional)	To help users find friends already on BeReal (friend graph bootstrap).
Location (optional)	Used to tag location in posts (if allowed) and for possible content moderation.
RealMoji (selfie emoji)	Encouraged during onboarding to personalize reactions—boosts engagement and fun.

HIGH-LEVEL ARCHITECTURE

User Device (iOS / Android App) → Push Notification (FCM / APNs) → Frontend UI (Native App) → REST / GraphQL API Gateway → Backend Server (Node.js / Python) → Media CDN (S3, Cloudflare) → Database (PostgreSQL / Firestore)
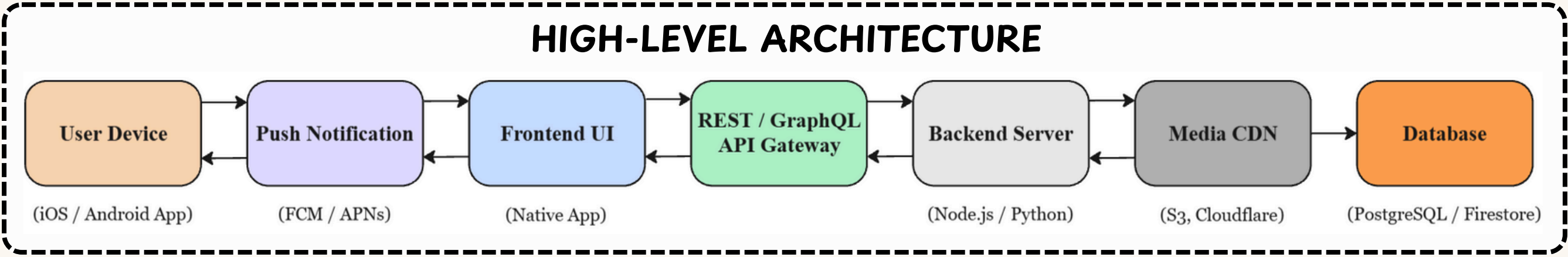
USER EXPERIENCE / USER INTERFACE FLOW

UX/UI FEATURES & USER FLOW ONBOARDING

Frame 1 — BeReal. Help — What's your phone number? — +91 74104 10123 — By continuing, you agree to our Privacy Policy and Terms of Service. — Send Verification Text

Frame 2 — BeReal. Help — Verify your number — Verification code sent to +919024161319 — Send new code

Frame 3 — BeReal. — What's your first name? — Your name — What your friends call you — Continue

Frame 4 — BeReal. — What's your birthdate? — DD MM YYYY — Just to check you're old enough to use BeReal. — Continue

Frame 5 — BeReal. — Create a username — anjan007 — ✓ Available — Continue

Frame 6 — BeReal. — Add your friends already on BeReal — Jeet jeet1304 — Ram Patidar rampati — Abdullah abdullah_10_1 — Miranda mirandalmmagee — Adrian adrianwild — Add 5 Friends

Frame 7 — BeReal. Skip — Invite your real one — Search... Cancel — Aditiya Bhaiya 3 friends on BeReal INVITE — IIT Bombay Auv 3 friends on BeReal INVITE — Ramesha Altair 2 friends on BeReal INVITE — Shashikant Choudh... 2 friends on BeReal INVITE — Adithya CEO Tvasta 2 friends on BeReal INVITE — Rodha Classes 2 friends on BeReal INVITE — Continue

Frame 8 — BeReal. Skip — When to post on BeReal? — The only way to know when to post a BeReal, is to enable the notifications! — Allow BeReal. to send you notifications? — Allow — Don't allow

Frame 9 — Anjan — + Add bio + Add location — 1 BeReals — 5 Following — Share Profile — Your BeReals are private and ephemeral unless marked with — now

Frame 10 — Chat — Time to chat — To get started, simply tap on a friend's name and start typing. You can also send a private BeReal or RealMoji! — GET STARTED

Frame 11 — BeReal. — My Friends   Friends of Friends — DISCOVER THE FRIENDS OF YOUR FRIENDS — Share your BeReal to discover — Your BeReal will be visible to your Friends of Friends. Sharing settings can be changed at any time.

Frame 12 — BeReal. — My Friends   Friends of Friends — 1 left — Add a caption... — Only visible to your friends — Wow, it's really calm in here! — Why not add some friends?

USER FLOW ONBOARDING

- **Seamless Sign-Up & Verification :** Simple account creation using email, phone, or social logins with quick OTP/email verification builds trust and reduces drop-offs.
- **Personalization Setup :** Collecting user preferences or goals early on allows for a tailored experience from Day 1, increasing engagement and relevance.
- **Clear Value Communication :** Use a short product tour or feature highlights to immediately convey how the app solves the user's problem or adds value.
- **Permission-Driven Functionality :** Strategically request permissions (e.g., location, notifications) with context, only when necessary, to avoid overwhelming new users.
- **First Action Nudges :** Guide users with tooltips or interactive prompts to complete their first key action (e.g., booking, search, upload), accelerating activation.
- **Progress Indicators :** Show users how many steps are left with a visual progress bar or step count — this reduces anxiety and keeps them motivated to complete the flow.
- **Skip & Resume Options :** Offer the flexibility to skip non-essential steps and return later — this respects the user's time and improves retention by reducing friction.

USER EXPERIENCE / USER INTERFACE FLOW

PROBLEM FRAMING

- High drop-off rates during sign-up or onboarding due to too many steps or friction.
- Unclear value proposition, leading users to lose interest before completing onboarding.
- Rigid, one-size-fits-all flow that doesn't adapt to different user intents or personas.
- Overwhelming users with information or permissions too early, causing distrust or denial. Lack of guidance or nudges for the first meaningful action post-onboarding.
- No skip or resume options, forcing users through steps they may not find immediately relevant.
- Poor UI/UX design, making the flow non-intuitive or hard to navigate.
- Missing transparency in data usage, especially when asking for personal information or access permissions.

PROBLEM SOLUTIONS

- Limit onboarding to 3–4 essential steps with a visible progress bar to reduce user drop-off.
- Use short, engaging intro screens or product tours to highlight the app's key benefits upfront.
- Customize the flow based on user type, intent, or preferences collected during signup.
- Request access (e.g., location, notifications) only when needed and explain why it matters.
- Use tooltips, checklists, or prompts to lead users to complete key tasks after onboarding.
- Allow users to skip non-critical steps and return to them later without losing progress.
- Clearly communicate how user data will be used and ensure privacy policies are easy to understand.