



PRODUCT DECODE

BeReal.

BeReal is a social media application that has helped people to bring authenticity to their social media posts. There are no filters, followers or preparation allowed on the app. It's all about in the moment photos and being 'real'.

One such user persona of BeReal could be **social media influencers**, who are currently not the target audience of the application.

Your task is to **decode the BeReal application** from the perspective of a **social media influencer**. Teardown the BeReal mobile app, critique it and showcase your product understanding of BeReal in this competition. Your solution must include features that would make the app more relevant for the social media influencers today.

Structure of the deck:

1. Identify the pain points the app is trying to solve.
2. Identify the core value proposition of the app.
3. Talk about the navigation style, onboarding experience, interactive features, app designs, user interface, etc., but don't limit yourself to this. Let your creativity flow.
4. List down specific product improvements that can be done to improve the experience for social media influencers, which can either be redesigning current features or adding newer ones. (Limit to 1-2 slides. Wireframes & prioritization not needed).

Evaluation Criteria:

1. You'll be judged on the creativity of your solution.
2. Don't restrict yourself to the above pointers. We expect you to be creative and come up with interesting features. Originality would be rewarded.
3. Provide your solution in a PDF format with a minimum of 3 and a maximum of 5 slides, excluding the cover slide.
4. Don't include any wireframe or prioritization in your solution. We want to test your understanding of the product and not your product design skills.

Time to showcase your product skills! All the best!