

Let's Teardown The Secret Of How **BeReal** Redefines New User Onboarding?



Overview of BeReal

BeReal is a photo-sharing application that allows users to post one photo per day to show their followers what they are doing in real-time. The BeReal app focuses on authenticity and asks users to be real.



Real-time Status Updates

Users can share authentic moments and thoughts in real-time.



Community Stories

Discover engaging stories from people in your local community.



Private Messaging

Seamlessly connect and communicate with friends and family.



Personalized Recommendations

BeReal intelligently suggests connections and content based on user interests.

20 million
DAU

Downloaded
100 million
times

Launched
December 2019

Valued at
\$600 million

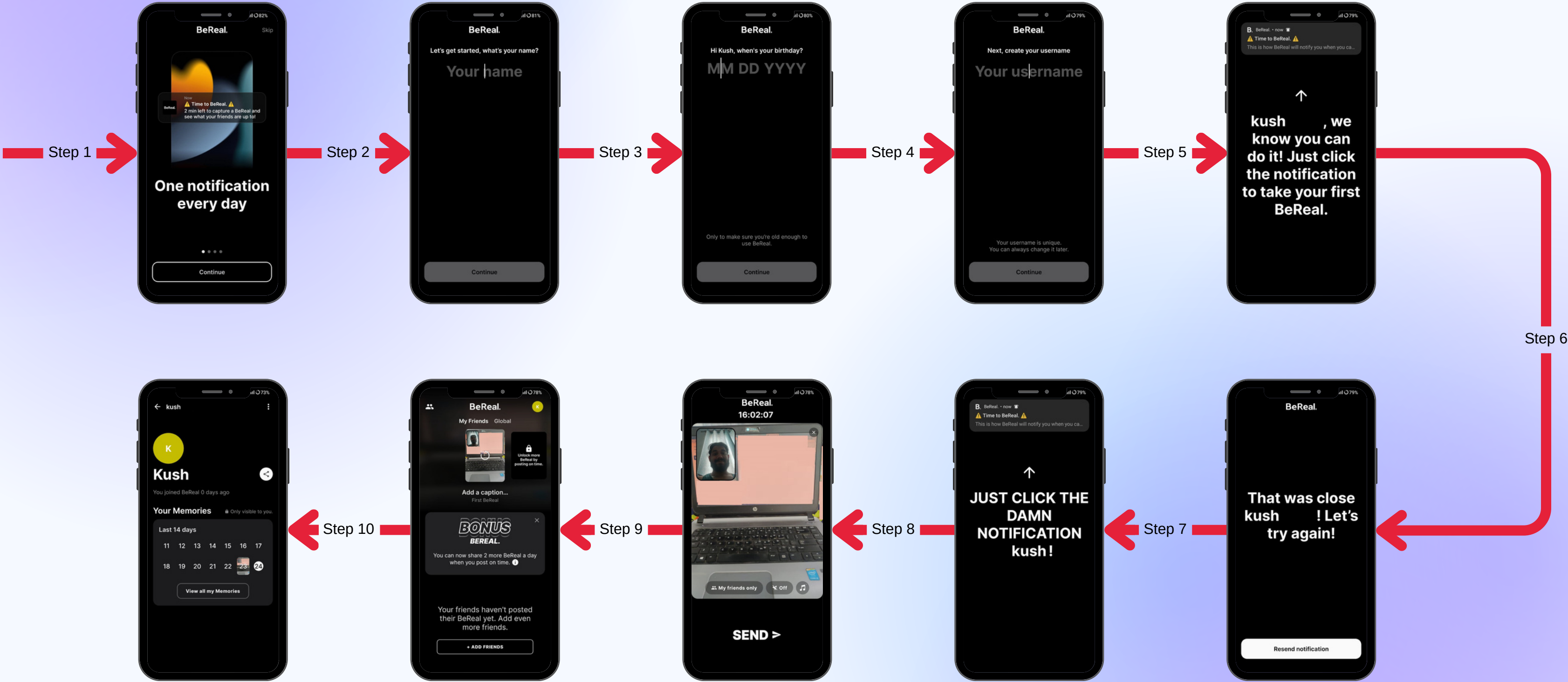
108
Employees



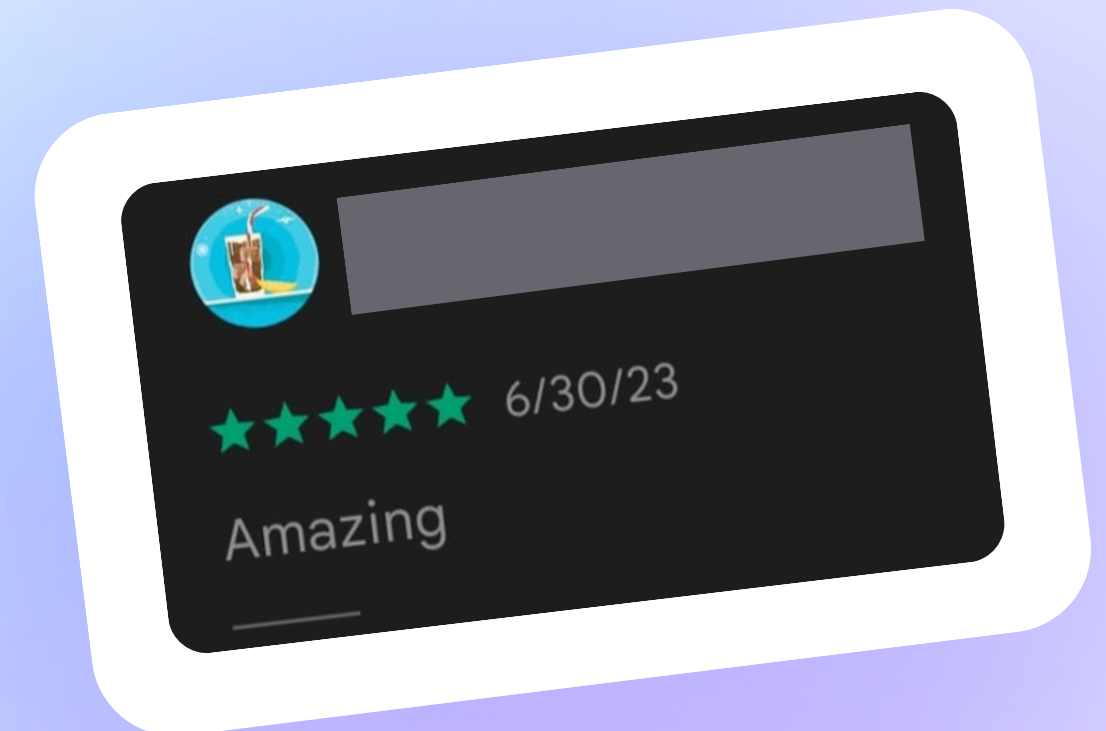
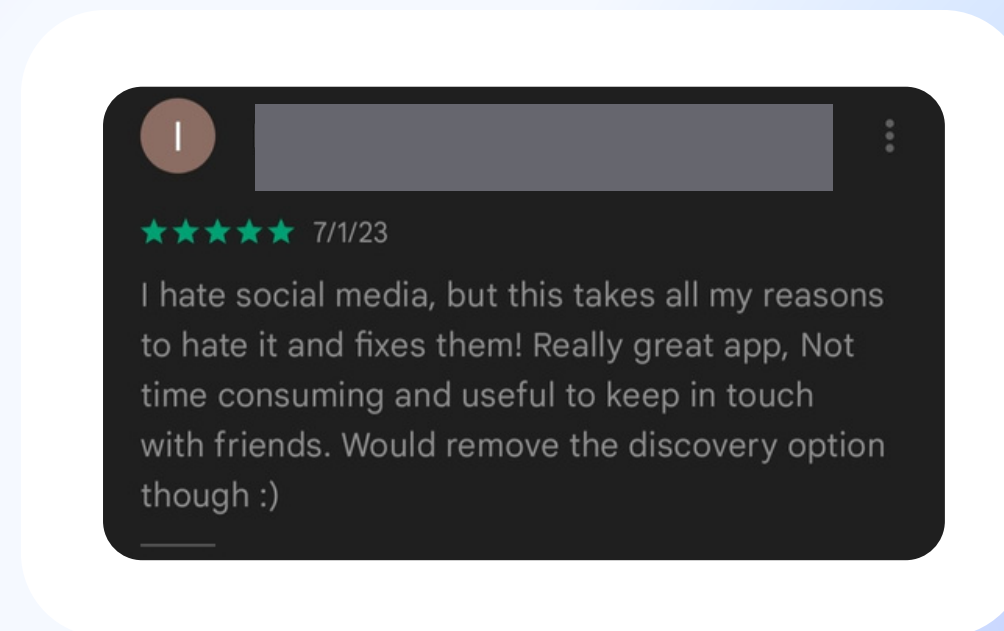
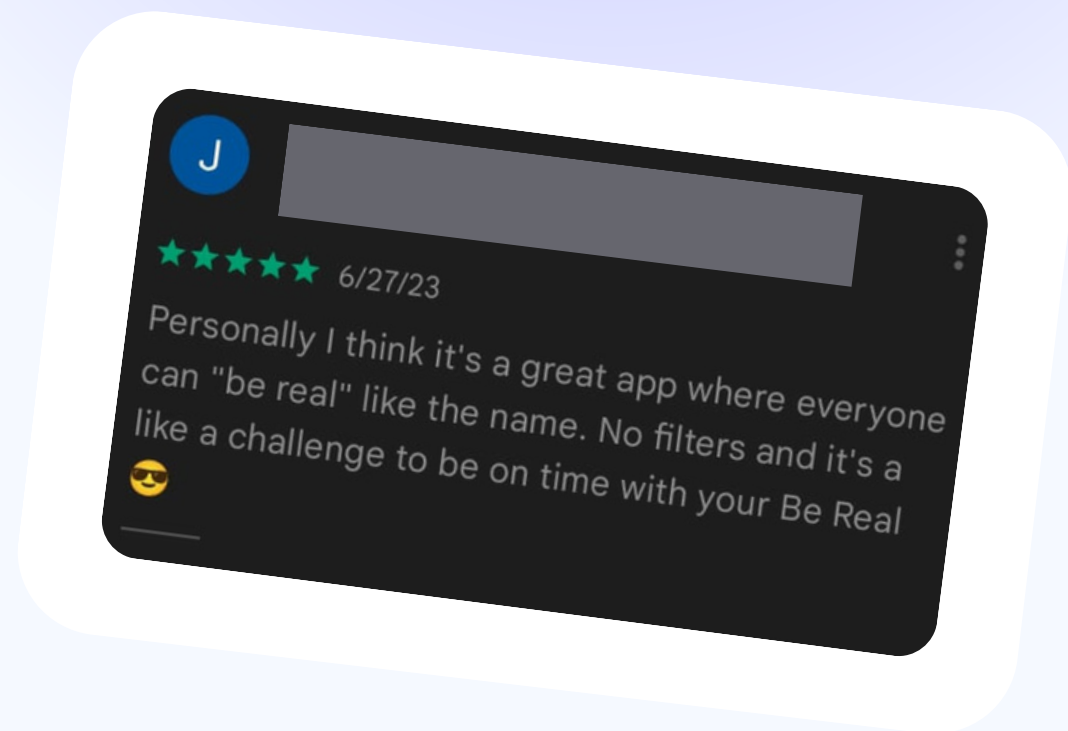
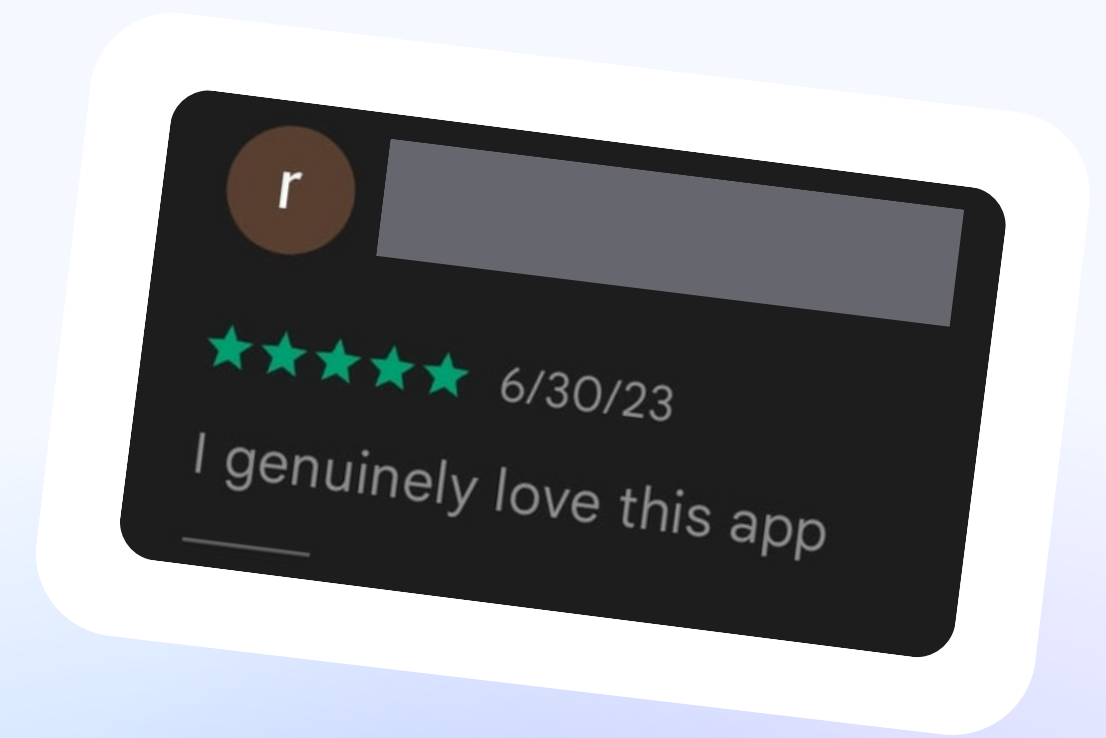
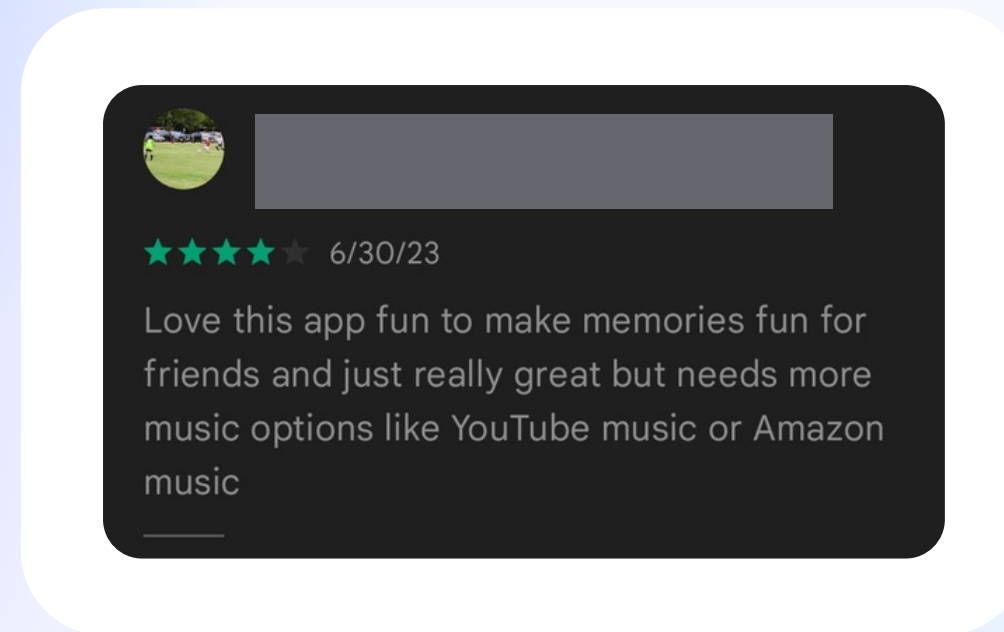
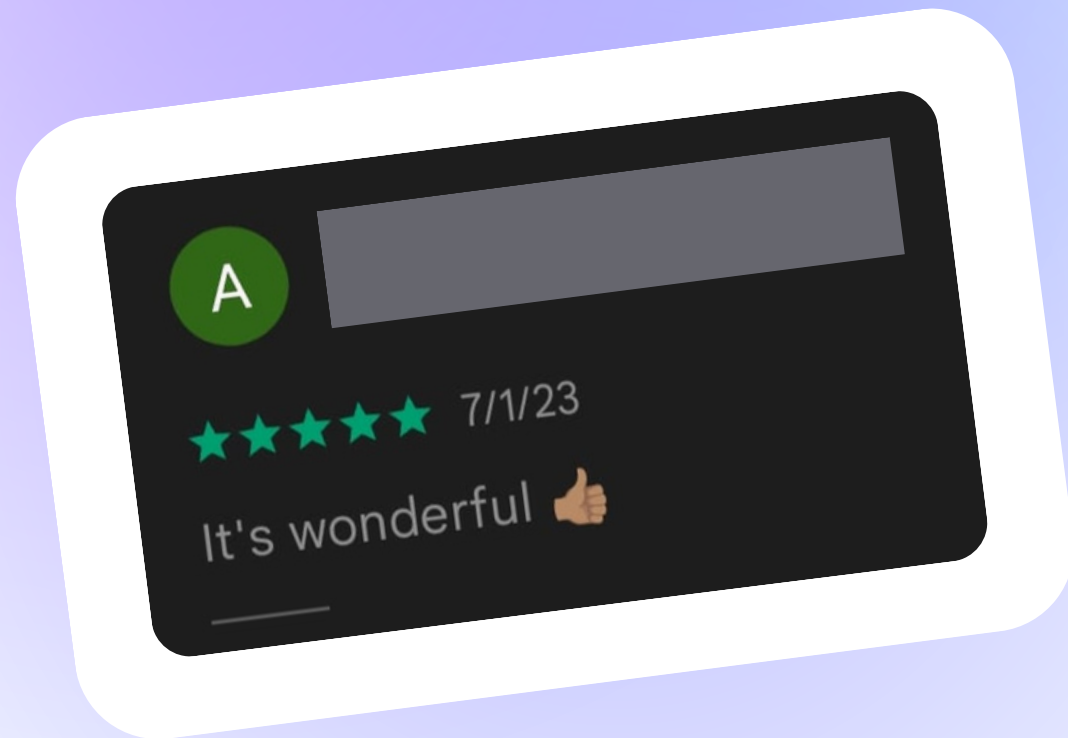
Impact on the Social Media Landscape

- ✓ Shift towards Authenticity
- ✓ Positive Mental Health Influence
- ✓ Local Community Engagement

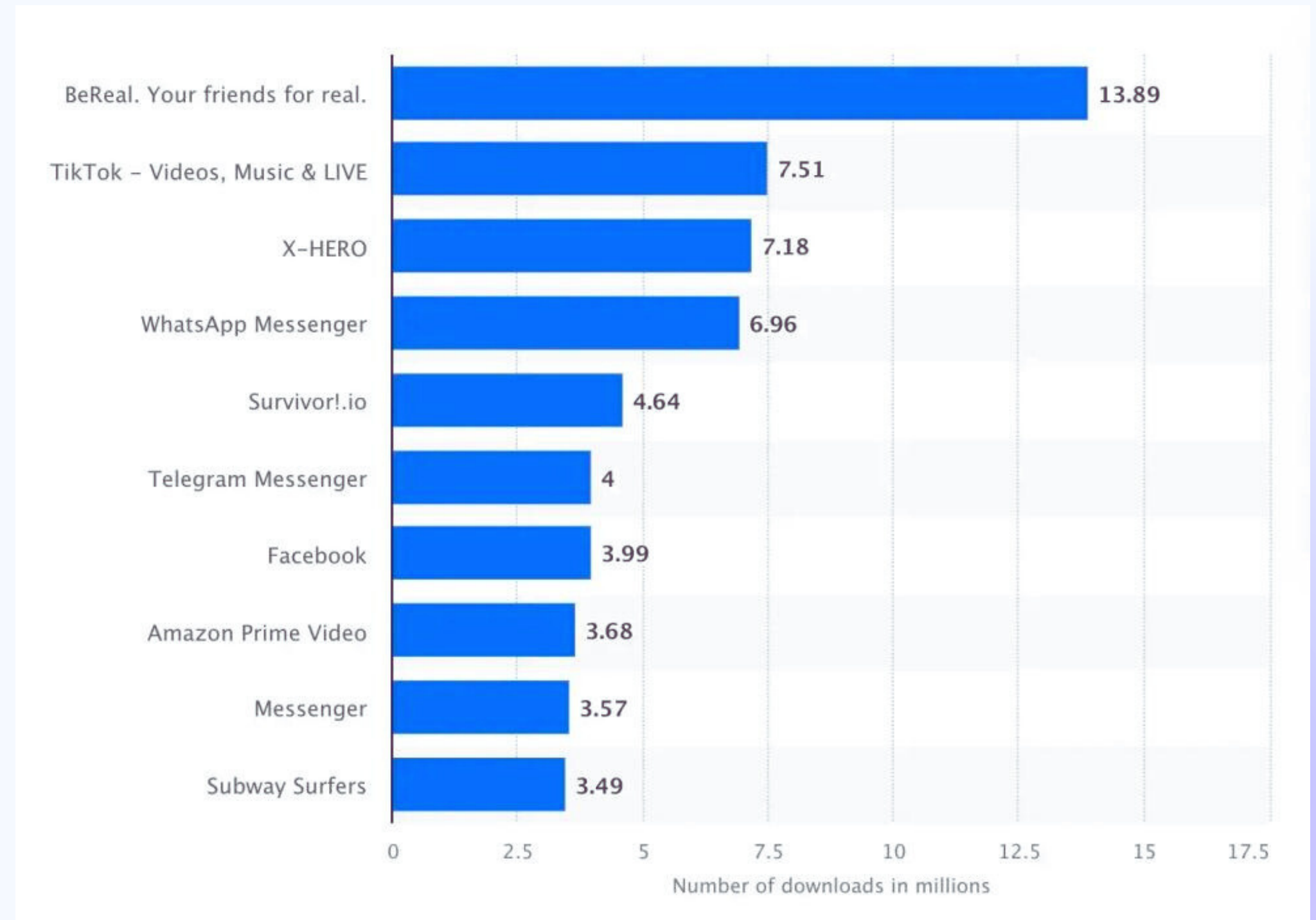
New User Onboarding Experience



Customer Reviews



Competitors & Downloads



User Likes/Preferences

User Likes/Preferences: 😎

1. Dark Theme of the application 🌙

2. Minimalistic Design ✍️

3. Absence of a privacy agreement 🗝️

4. Absence of Marketing Ads 🚫

Recommendation

User Pain Points: 😞

1. Anxiety caused by the time limit to upload a picture 🕒
2. Frustration due to the inability to disable a loud alert 🔊
3. Desire for a timer indicating when the front camera will activate 🕒
4. Potential for a gamified user experience through a reward system with BeReal Points 🏆
5. Need for a progress bar during onboarding to track pending steps 📊
6. Unidirectional user onboarding flow leading to user uninstallation in case of mistakes ⬅️
7. Potential improvement by reducing the number of onboarding steps, resulting in fewer screens and shorter onboarding time. ➡️

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Presentation Is Invaluable!** 

 **Share Your Likes 🧐 & Recommendations 🔍. ✨**