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.

nextleap

Launched December 2019

20 million DAU

Downloaded 100 million times

Valued at \$600 million

108 Employees



Impact on the **Social Media** Landscape



- (\checkmark)

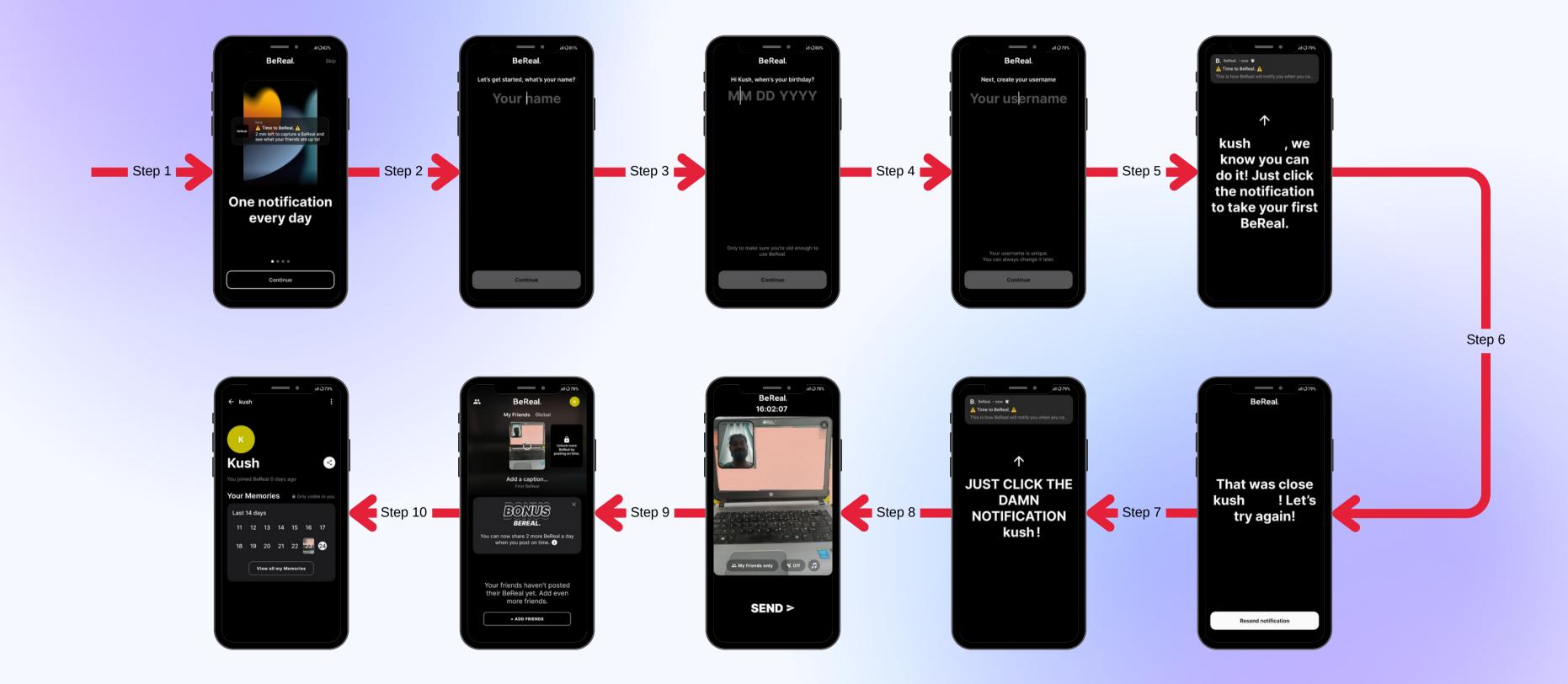
nextleap

Shift towards Authenticity

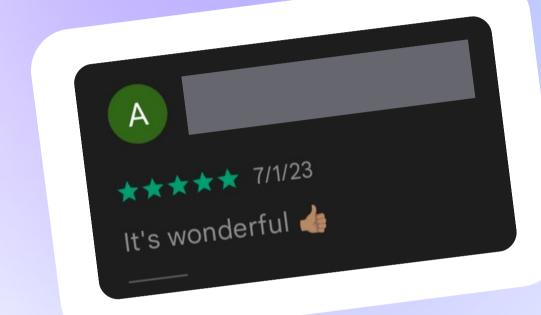
Positive Mental Health Influence

Local Community Engagement

New User Onboarding Experience



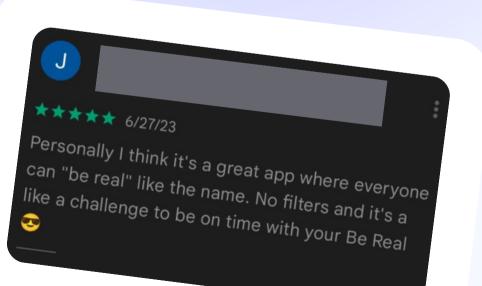
Customer Reviews



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★★★★ ★ 6/30/23

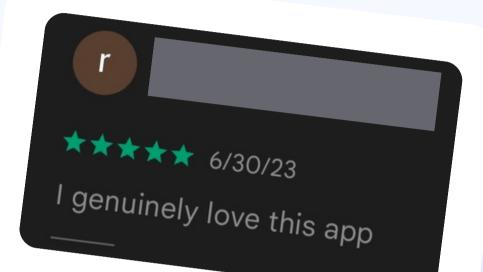
Love this app fun to make memories fun for friends and just really great but needs more music options like YouTube music or Amazon music

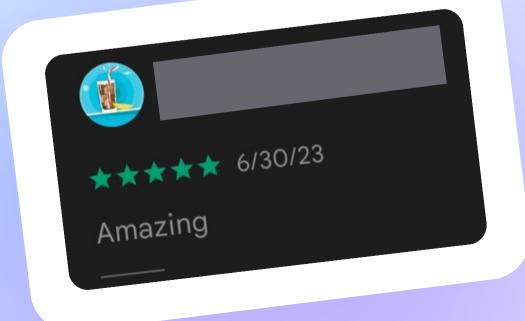


★★★★ 7/1/23

though :)

I hate social media, but this takes all my reasons to hate it and fixes them! Really great app, Not time consuming and useful to keep in touch with friends. Would remove the discovery option





Competitors & Downloads



BeReal.



BeReal. Your friends for real.

TikTok - Videos, Music & LIVE

X-HERO

WhatsApp Messenger

Survivor!.io

Telegram Messenger

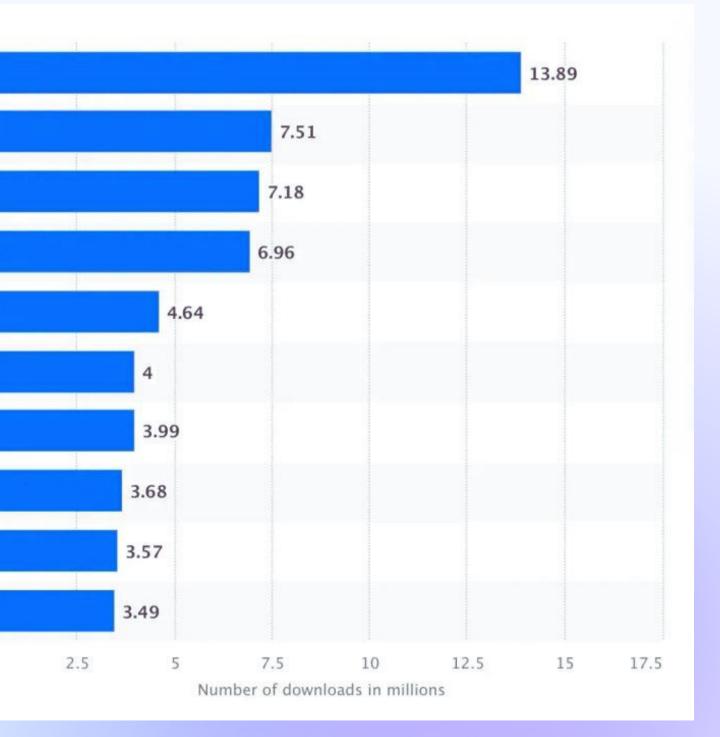
Facebook

Amazon Prime Video

Messenger

Subway Surfers





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 0
2. Frustration due to the inability to disable a loud alert 1
3. Desire for a timer indicating when the front camera will activate 1
4. Potential for a gamified user experience through a reward system with BeReal Points 2
5. Need for a progress bar during onboarding to track pending steps 1
6. Unidirectional user onboarding flow leading to user uninstallation in case of mistakes 1
7. Potential improvement by reducing the number of onboarding steps, resulting in fewer screens and shorter onboarding time. 1

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