BeReal Mobile Application

Social Media App

UI Design

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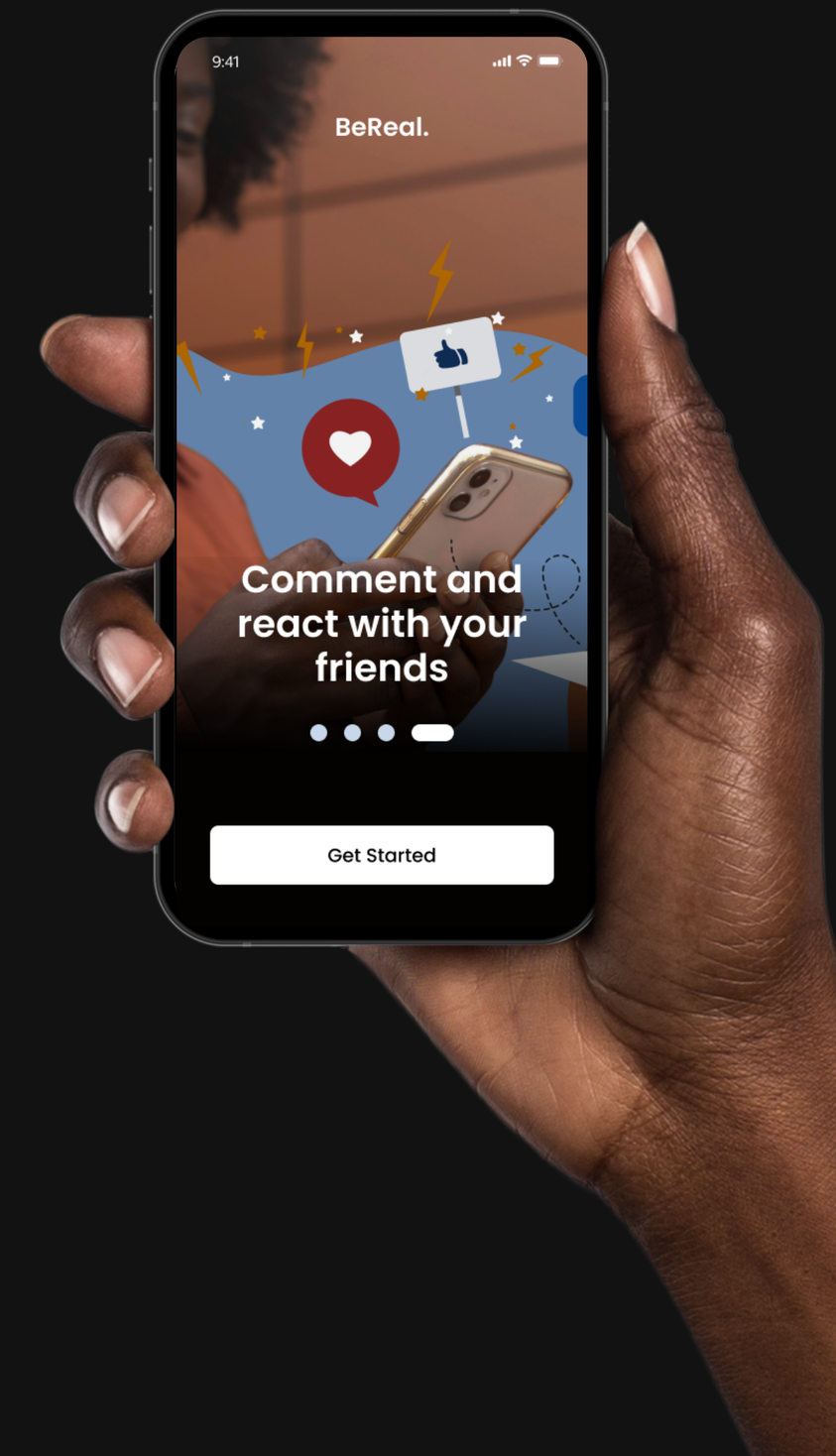
Product Overview

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. Because the app allows everyone to post only once a day, users can avoid being on the application for multiple hours throughout the day, making the app stand out from social media platforms currently dominant in the space. A photo sharing app, differs from Instagram and Snapchat in several ways. For example, BeReal users can only post one photo per day, and the app's camera does not have filters. Additionally, the camera can take both a selfie and a frontal shot simultaneously, allowing users to see the photo's subject and the reaction of the person who took it. The novelty of the BeReal app is that it sends users a notification at a randomly determined time each day. Users must take a photo within two minutes when they receive this notification. The short time frame of this task encourages users to take funny or awkward pictures that capture their genuine selves. If the user does not post an image within two minutes, the image is labelled as "late," which can give the impression that the image is not genuine. Additionally, if the user does not post every day, they will not be able to see the posts of others in their friend circle.

When users post an image on BeReal, it will appear on other users' timelines. The good part is the images are not permanently stored on the platform, and the original poster can view their past posts in their own timeline (called "memories" in the app). In addition, BeReal has a Discovery tab where users can view publicly posted photos.

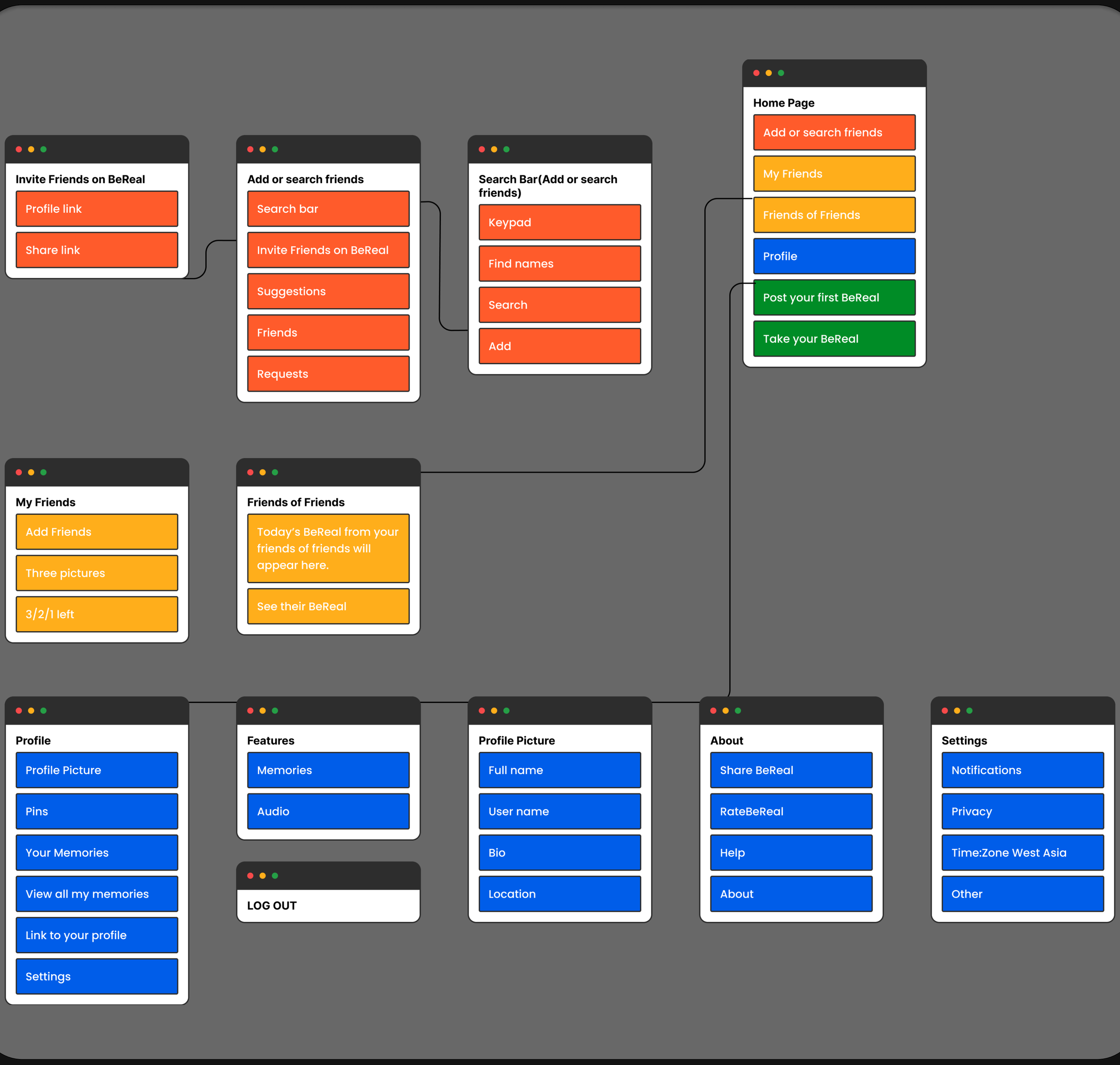


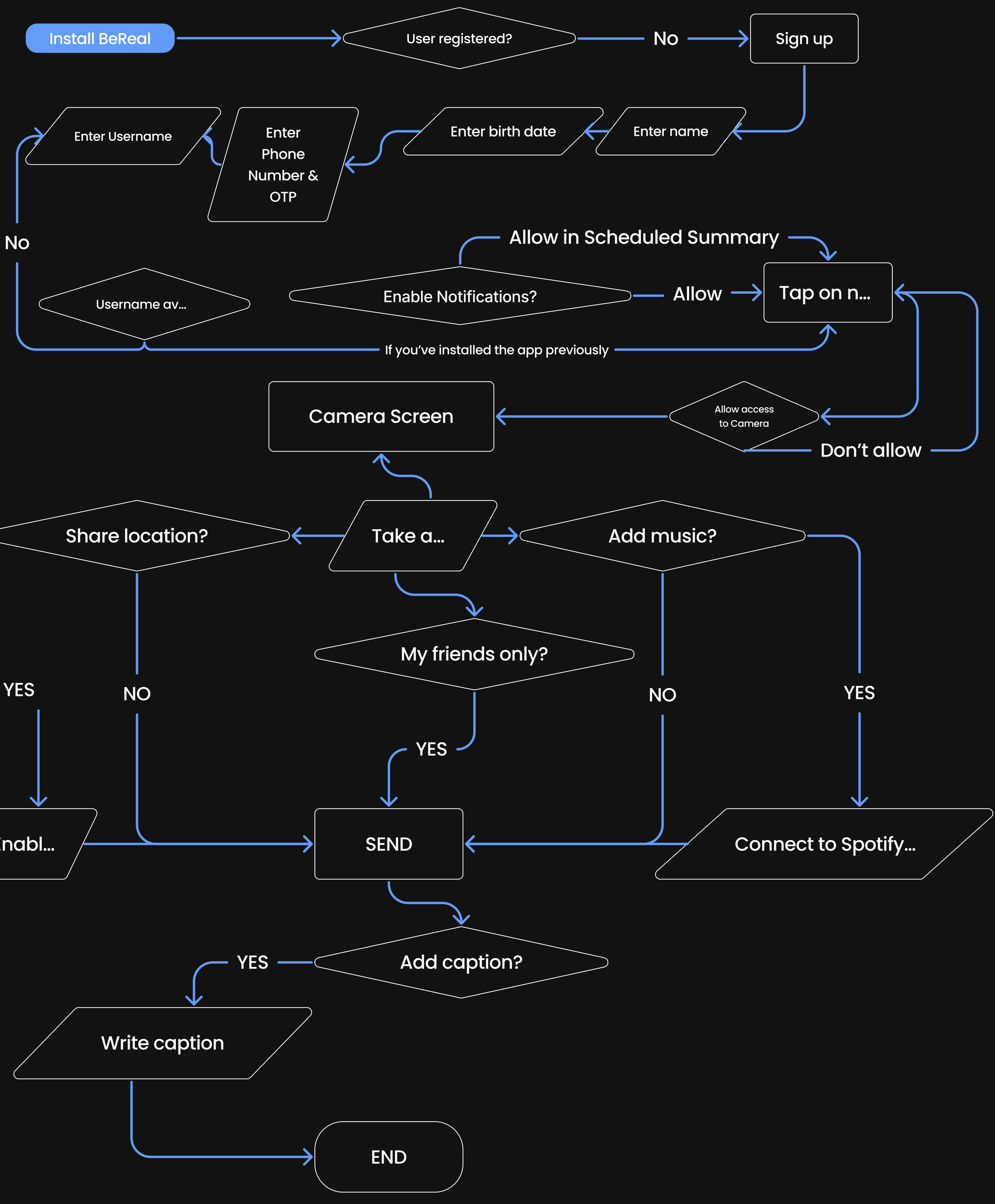
https://www.mobicip.com/blog/bereal-app-safe-kids

Target Audience

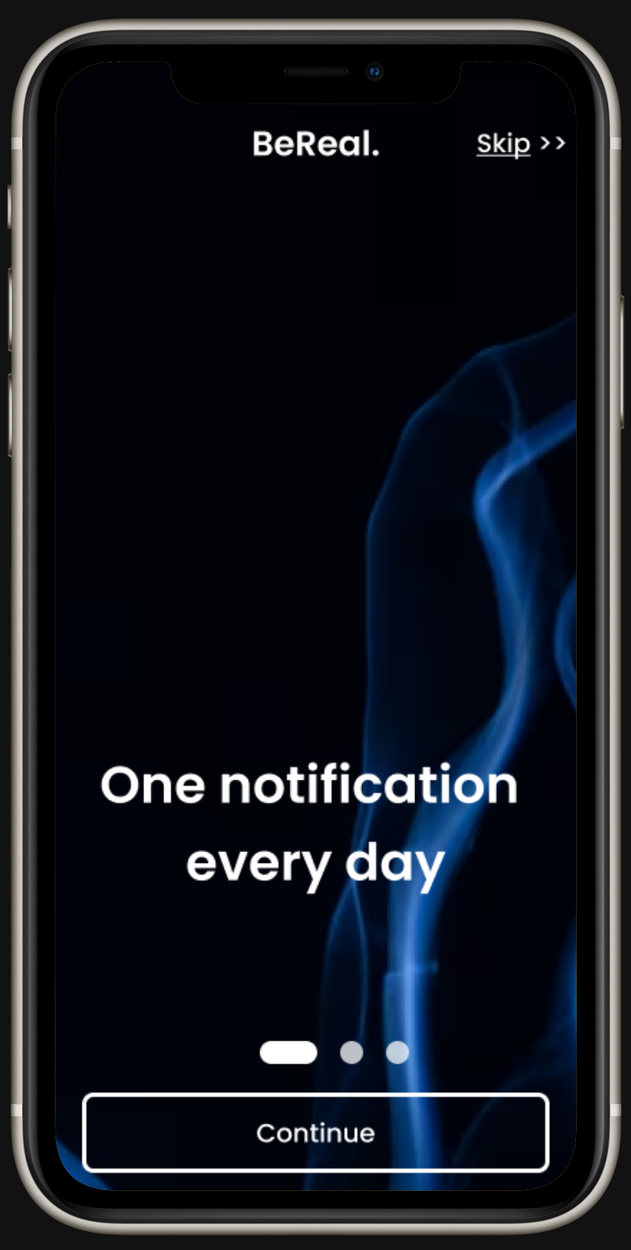
BeReal targets middle-aged or younger users, so 98% are under 45.
Most of BeReal Users Are between 26 and 44 Years Old.
More Females Use BeReal than Males.
BeReal Has a Similar Audience as Facebook, Messenger, and Google Maps.

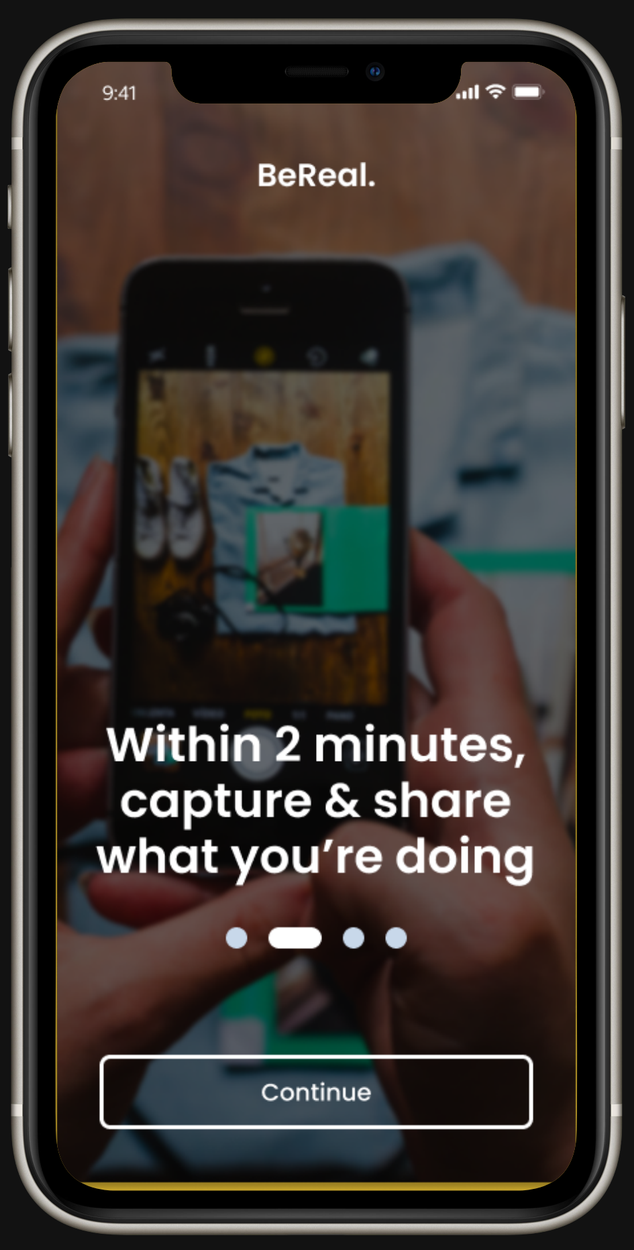
Information Architecture/User Flow

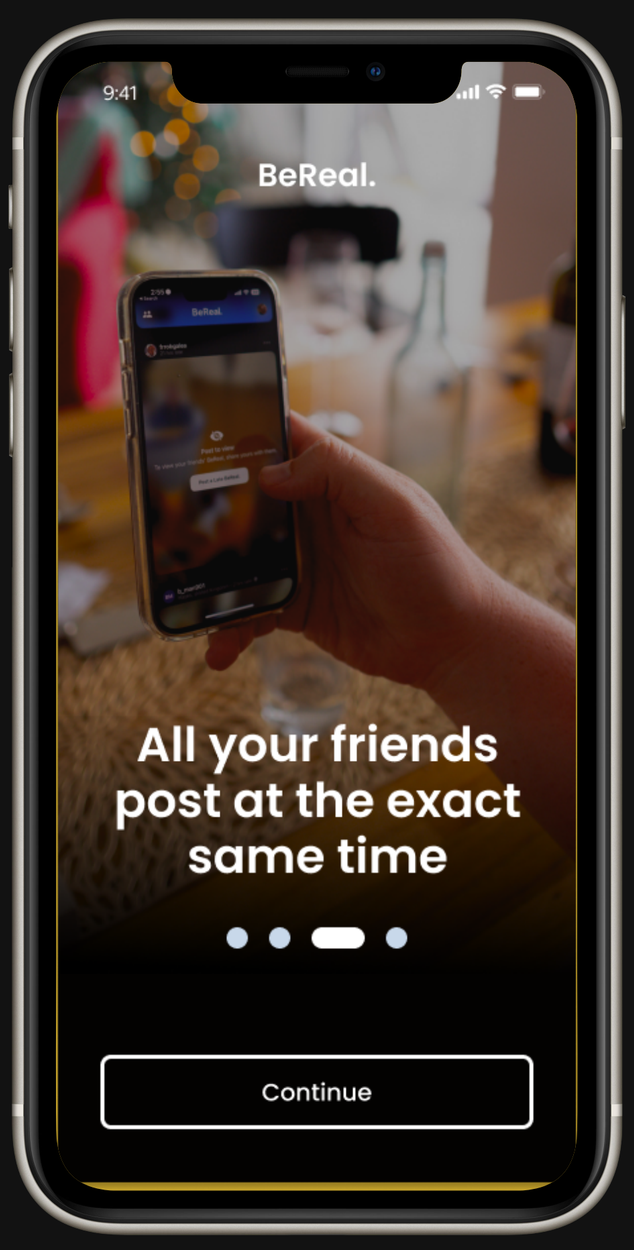


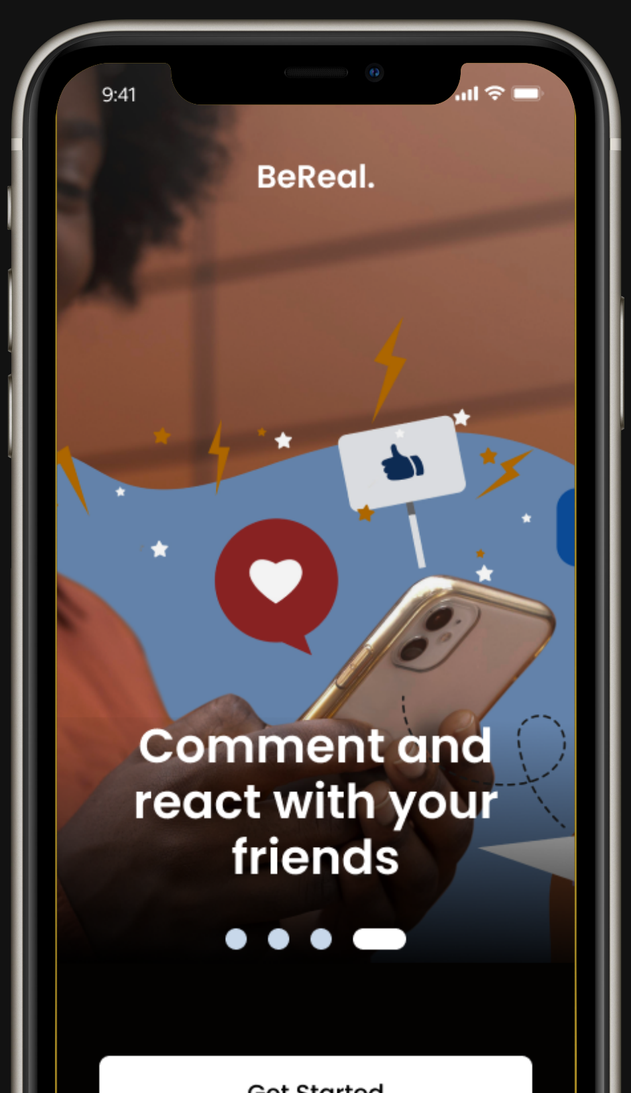

Install BeReal
User registered?
No
Sign up
Enter name
Enter birth date
Enter Phone Number & OTP
Enter Username
No
Username av...
Allow in Scheduled Summary
Enable Notifications?
Allow
Tap on n...
If you've installed the app previously
Allow access to Camera
Don't allow
Camera Screen
Take a...
Share location?
Add music?
My friends only?
YES
NO
YES
NO
YES
Enabl...
SEND
Connect to Spotify...
Add caption?
YES
Write caption
END

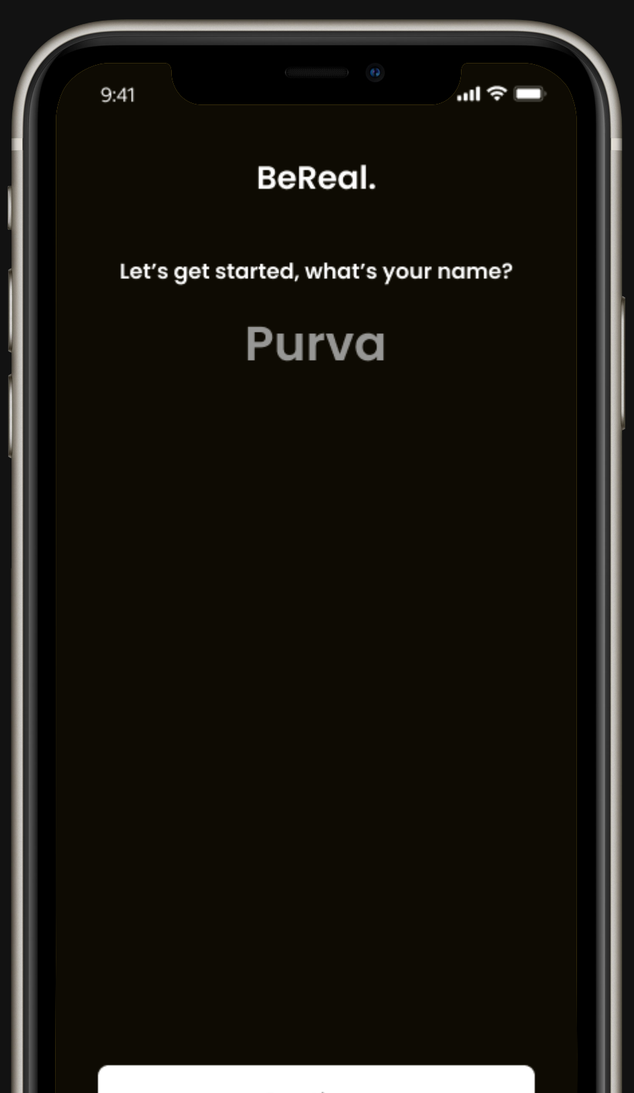
BeReal. Screens

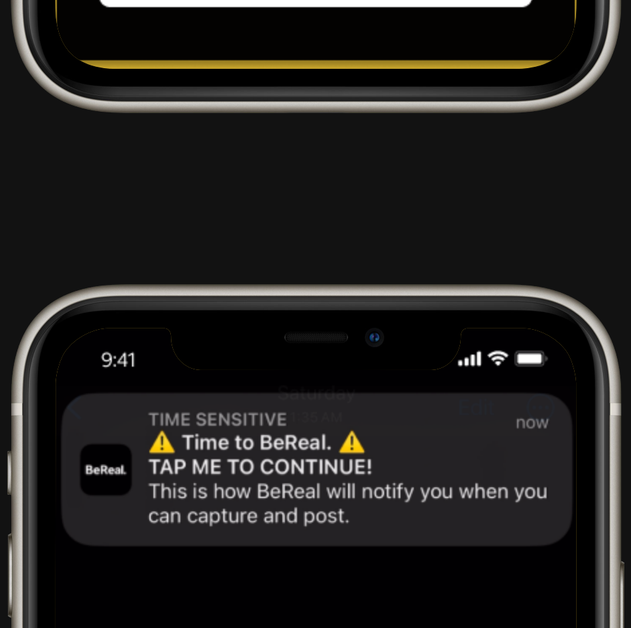


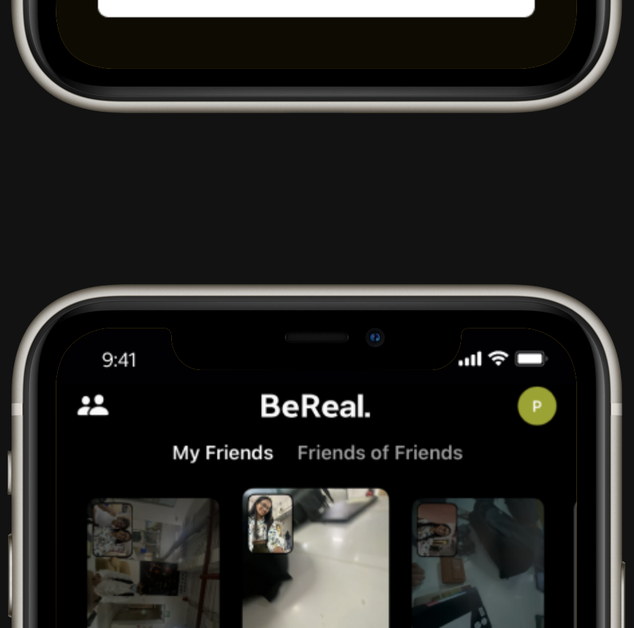


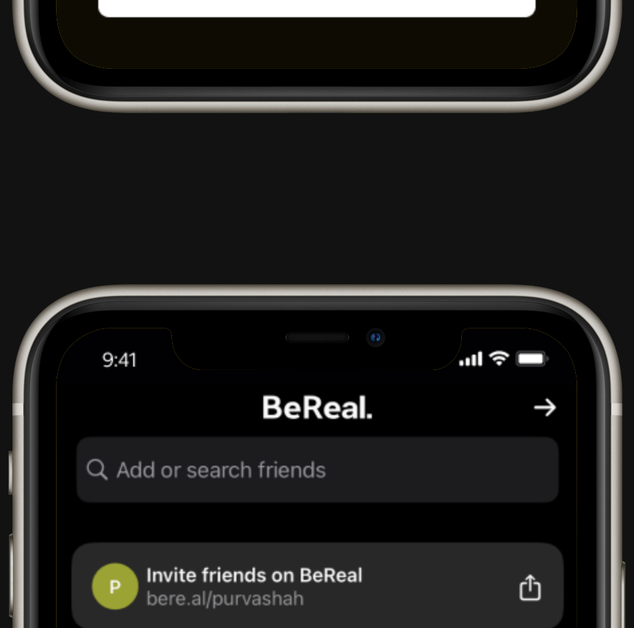




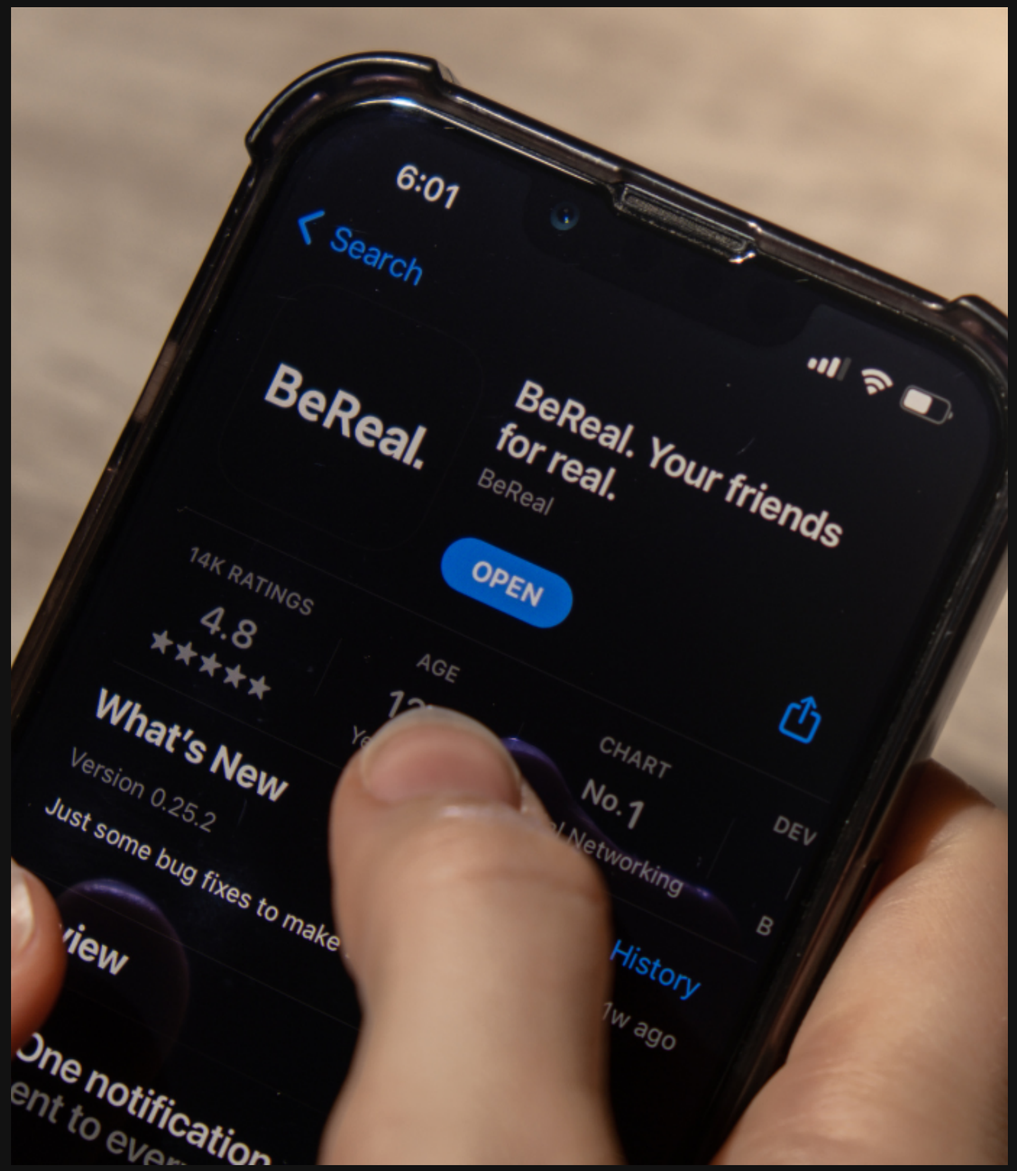








Take Away



1. Take Away 1

BeReal uses both front and back cameras to capture images, and this raises privacy concerns due to the constant pressure to create and post content within a two-minute window.

2. Take Away 2

Fear of missing out. The daily notification and two–minute window provides an addictive set up for BeReal users.

3. Take Away 3

Users who post after the time limit are being publicly called for being late.

link for prototype - https://drive.google.com/file/d/1JjjlhEqbUK7NPoGkfq4RTz5WBlaWYd4o/view?usp=drivesdk

Thank you for viewing